Is Twitter Overloaded?

A step-by-step Guide to Fixing Your Account on Twitter.

By John C. Dvorak

This exclusive report is about shadow banning, why it may be happening, and how to minimize its effects on you.

One of the *No Agenda* producers showed me a way (outlined below) to tweak the Twitter algorithms by changing the perceived interests developed in the background by Twitter itself. I've managed to show others how to do this with positive effects.

Most people seem kind of disgusted by the assumptions made about them by Twitter. You should expect the same.

The end result of these assumptions seem responsible for shadow bans or the failure of Twitter to put your tweets into the stream of those who actually chose to follow you.

My thinking is that if I choose to follow you, I expect to see all of your tweets in my feed, not just those selected by Twitter for whatever rationale they have developed in the background. The methodology Twitter employs is obvious once you go through the hidden lists which you can edit as shown in my guide below.

IS IT ONLY THE ADVERTISING?

While on the *No Agenda Show*, Adam Curry and myself have advocated that any sort of so-called shadow banning is part of a methodology to make the platform more advertiser friendly or what people in the industry call brand safe. This means any given advertiser does not want to see its advertisement appearing next to commentary about overthrowing the government or creepy and gratuitous cussing, for example.

But this does not fully explain why some of the most innocuous postings disappear too. It's these disappearing posts that have caused the uproar by politically active posters with accusations that Twitter is getting rid of right-wing content.

I will make the claim, and you will see this when you look at your "interests from Twitter" list, that the shadow banning is mostly apolitical. Most people with a right-wing bent will simply have more interests on this list than the typical Trump bashers who show little variety in their Twitter feed except unhinged Trump hate. Thus their "interests from Twitter" list should be shorter, although this needs more investigation to confirm.

TWITTER AT THE LIMIT

The point is that I have concluded that Twitter uses shadow banning as a technique to minimize bandwidth and save overhead. And the possibility exists that the current architecture of Twitter cannot, in fact, do what it claims. There are simply too many messages and too much usage for it to keep up. Only insiders working on the servers can confirm this, though. This is merely my personal observation. But it explains a lot. In fact, it explains everything.

Long time users of Twitter will recall the so-called fail whale. This was an error message years ago that indicated something was wrong and the service was down. This was a commonplace and coincidentally disappeared around the same time as complaints about shadow banning started cropping up.

If this is indeed what is happening, then it can only get worse unless Twitter doubles its computing overhead which costs money. I welcome a denial by the company which I will post with this note.

In the meantime, below you will find the step-by-step methodology to eliminate the false profiling thrust upon your account to hamper full distribution of your tweets. The impact on your distribution is almost immediate.
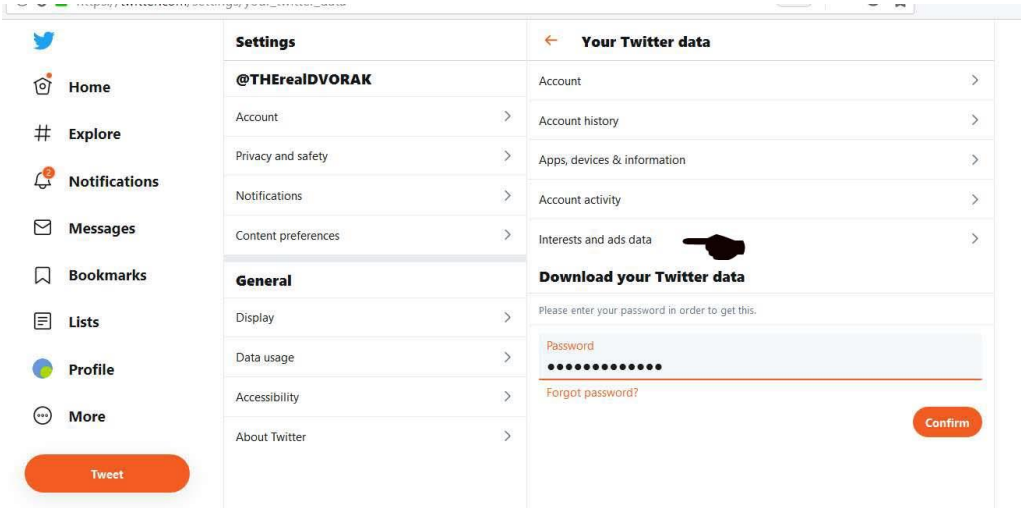
# Step-by-Step Guide to Improving Your Performance on Twitter
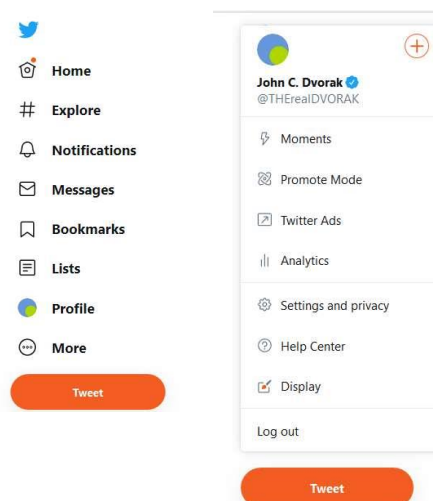
On the left of your Twitter web screen is the menu shown on the left (above), when you click on "More" the menu on the right appears. On that menu click on Settings and Privacy to bring up the screen as shown below.
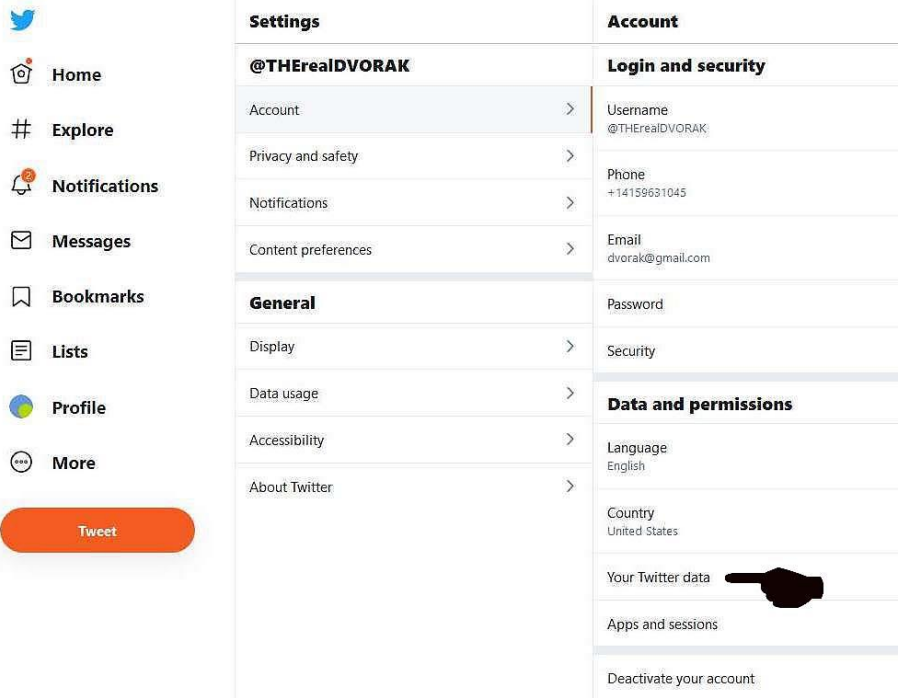
Click on "Your Twitter data." This should bring up the menu screen below.

Click on "Interests and ad data." And please examine other options shown including downloading all your data. Fool around later. "Interests and ad data" should bring up the menu below.
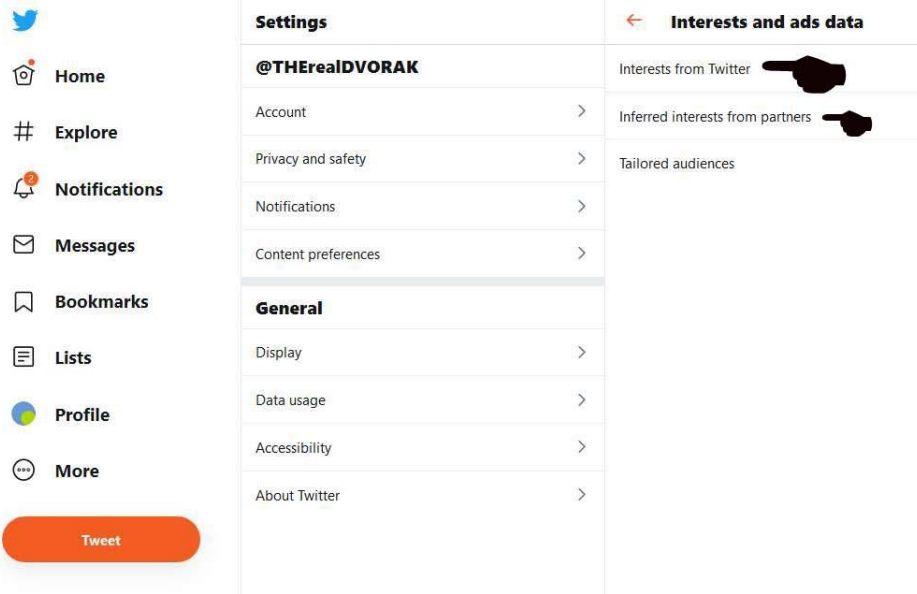
This is the gold mine you are looking for and you may or may not have any numbers under "Inferred interests from partners." But you will have plenty under "Interests from Twitter." You may also see this same menu as shown below with actual totals listed as shown below.
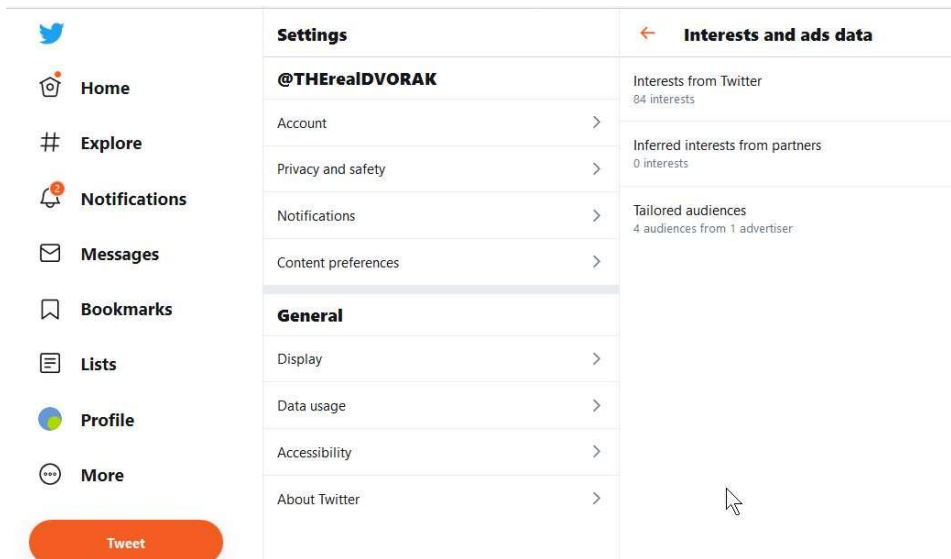
Start with inferred interests and open that tab and unclick all of the names on that list. Then click on the "Interests from Twitter" to bring up the page below.
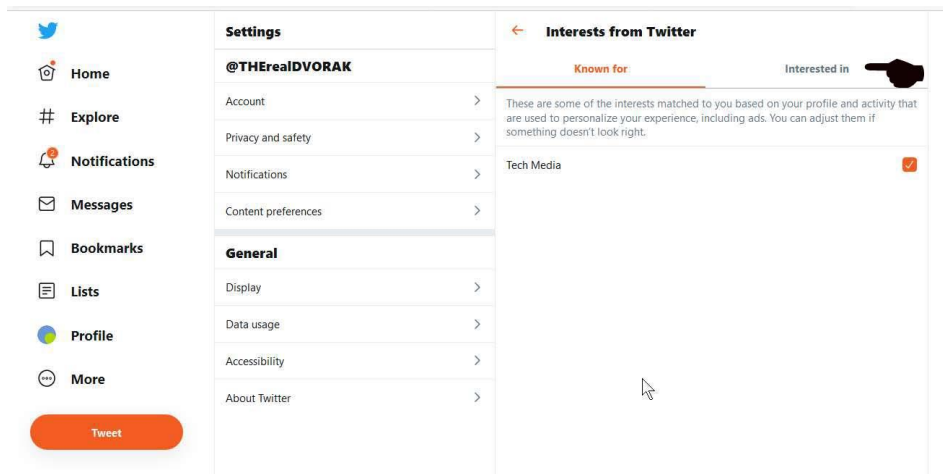
There are two tabs. One is the "known for " list, which is usually a few items. Unclick the box if you are not known for that item or if you do not want to be known for that item. I left this checked. Then click on the "interested in" tab for the mother lode of supposed interests as shown below.
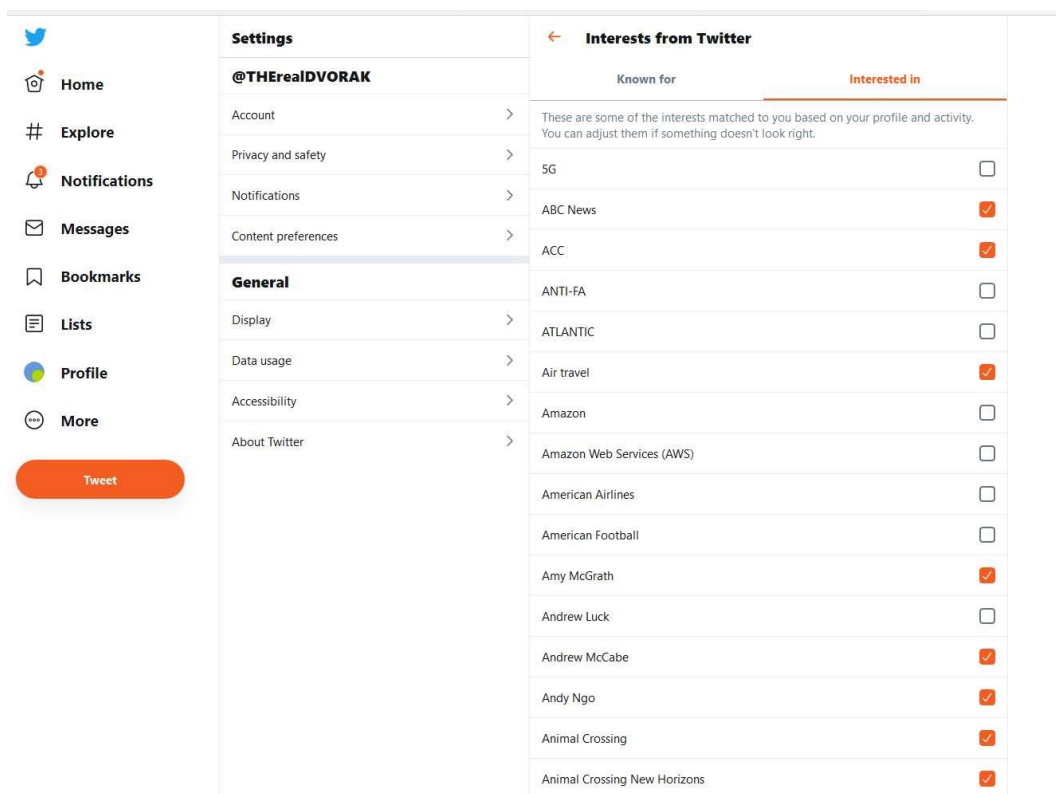
I would uncheck almost all the boxes but especially uncheck any that have to do with anyone's name, anything remotely political (especially), all the newspapers and most interests that would box you in. You have to go back to this menu weekly. If it is your first time you should go back an hour later as many of the boxes will quickly get re-checked. You need to get this list under 100 and ideally under 50.

You should note that Twitter obviously has some other flags/interests they put on your account because the total number of boxes checked never equals the total shown on the previous menu. This may be a buffering issue.

You do have to go back often, but you will see better results. *– jcd 2019*