



Pekka Kallioniemi @P_Kallioniemi

May 6, 2025 · 23 tweets · [P_Kallioniemi/status/1919699458641543339](#)

In today's Vatnik Soup, I'll discuss the state of X in May 2025. Since its acquisition by Elon Musk, this platform has rapidly transformed into his personal political tool and a breeding ground for hate speech and disinformation.

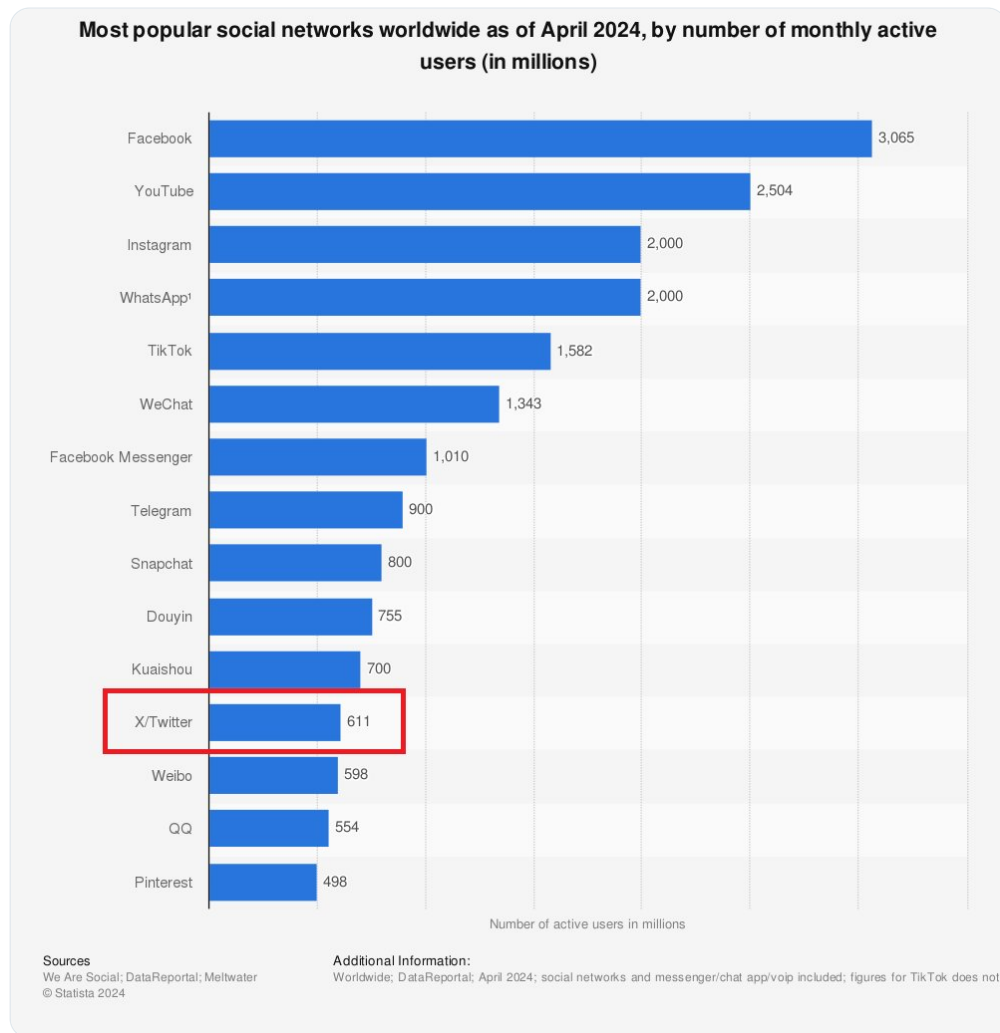
1/22



Not everyone is following this shitshow as closely as I am, so I thought it would be good to write a summary of all the changes that have happened on this forum and outside of it. These changes have drastically changed how the platform operates and who gets “a voice” here.

2/22





Elon's team has been tweaking the algorithm many times after the takeover. One of these tweaks happened already around Nov 2022, when the platform heavily suppressed the visibility of pro-Ukraine accounts. This change was then noticed & reported by many pro-Ukraine accounts.



Pekka Kallioniemi ✓
@P_Kallioniemi

This theory is supported by my own data, showing that engagement dropped by around 40%. This phenomenon was also supported by other, much more popular people: [twitter.com/JuliaDavisNews...](https://twitter.com/JuliaDavisNews)

8/14



Julia Davis ✓ @JuliaDavisNews · Dec 5, 2022

Replying to @betelgeuse1922

Mine also went down, basically cut in half.



Julia Davis ✓
@JuliaDavisNews

OCTOBER

NOVEMBER

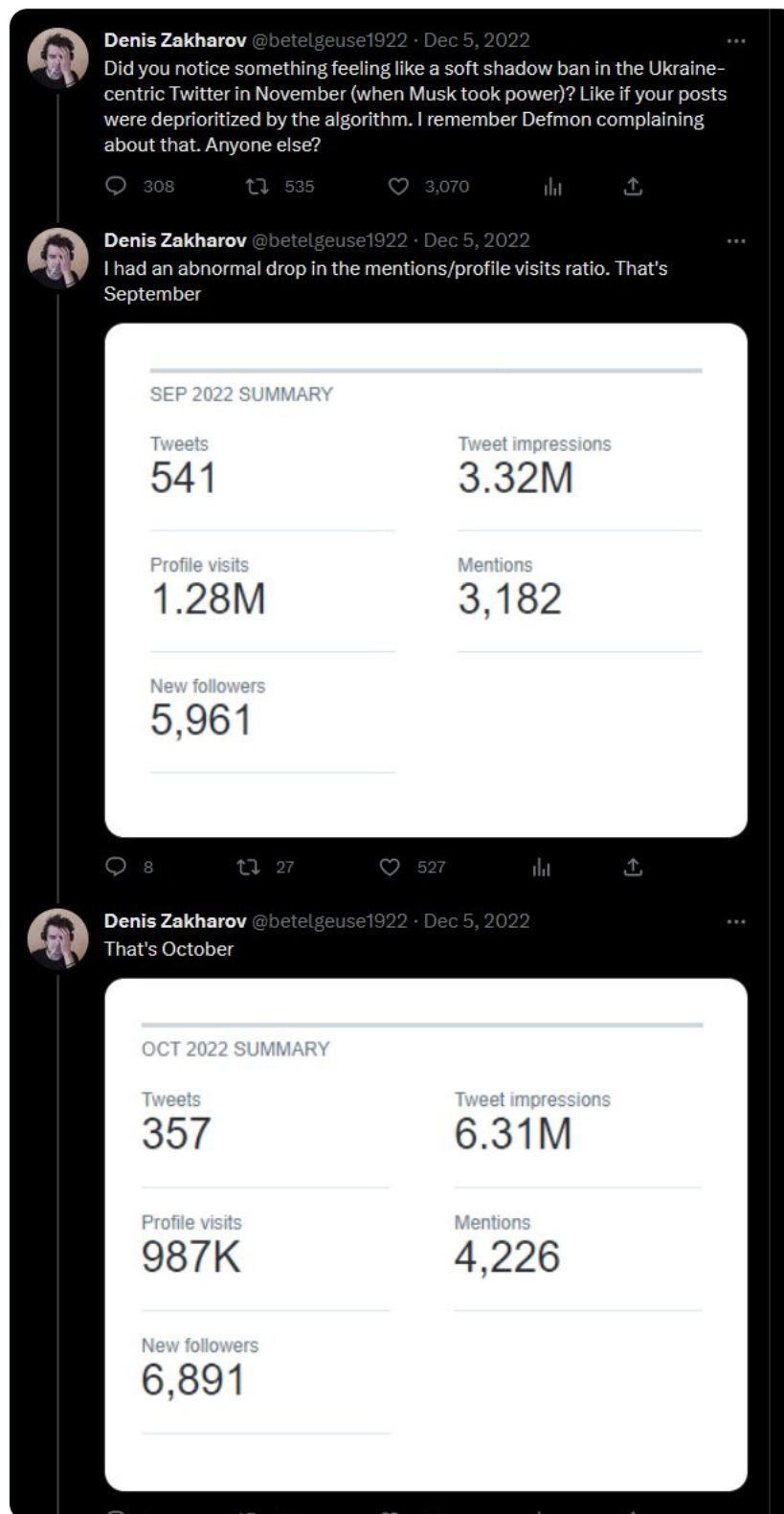
OCT 2022 SUMMARY

Tweets	Tweet impressions
560	159M
Profile visits	Mentions
17.3M	144K
New followers	
44.2K	

NOV 2022 SUMMARY

Tweets	Tweet impressions
395	82.3M
Profile visits	Mentions
9.73M	81.5K
New followers	
10.8K	

10:19 AM · Dec 26, 2022 · 3,370 Views



Today, repeated ToS violations don't result in permanent suspension anymore. However, the platform minimizes the visibility of accounts Elon disfavors instead, which is basically the same thing - you can write as much as you like, but no one will see you.

Laura Loomer calls out Elon Musk for removing her blue checkmark on X questioning free speech

Laura Loomer raises concerns over free speech on X after losing her verification badge and subscriptions.

Pop Culture & Art | December 27, 2024



Courtesy: AFP



Dr. Anastasia Maria Loupis
@DrLoupis



Since I had my paid premium features removed without a reason, I've been hit with some kind of ban so my posts can't get more than max of 20K views.

With 1.4 million followers.

Free speech? [@elonmusk](#)

1:09 PM · Jan 4, 2025 · **28.1K** Views

And of course the censorship is still there, Elon just doesn't like to talk about it. It happens in countries like Turkey, India and Saudi Arabia. As a matter of fact, Musk's X has complied with more government requests to take down content than Twitter ever did.

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TECH & INNOVATION

Elon Musk criticizes censorship, but his X grants more government requests than Twitter did

His social media platform took action on 71% of legal requests between January and June, according to a new report

By William GavinPublished September 25, 2024

TwitterFacebookRedditEmailLink



Elon Musk bought Twitter in 2022. Photo: Omar Marques (Getty Images)

In This Story

TSLA +0.17%

You may also like

1





Kotaku

George R.R. Martin Short Story Adaptation Looks Like AI Slop In First Trailer

Ethan GachYesterday

V.O.A.

October 08, 2024 6:49 PM

UPDATE

October 09, 2024 12:21 PM

By Associated Press

Elon Musk's X back in Brazil after suspension, having complied with all judicial demands

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FILE - The app icon for social media platform X is seen on a smartphone in Rio de Janeiro, Brazil, Sept. 18, 2024. Following a monthslong dispute a Brazilian Supreme Court judge has authorized the restoration of X's service in Brazil.

Free speech warrior Elon Musk's Twitter is muting Indian voices worldwide

In a BBC interview, Elon Musk claimed that India's "extremely strict" social media rules were the reason for censoring tweets critical of the Modi government



Photo: DADO RUVIC (Reuters)

By **Mimansa Verma** Published April 14, 2023



ELON MUSK

Twitter's Elon Musk Defends Decision To Limit Tweets in Turkey During Tight Presidential Election

Critics say the social media platform allowed the Turkish government to silence criticism.

BY JACK MCCORDICK

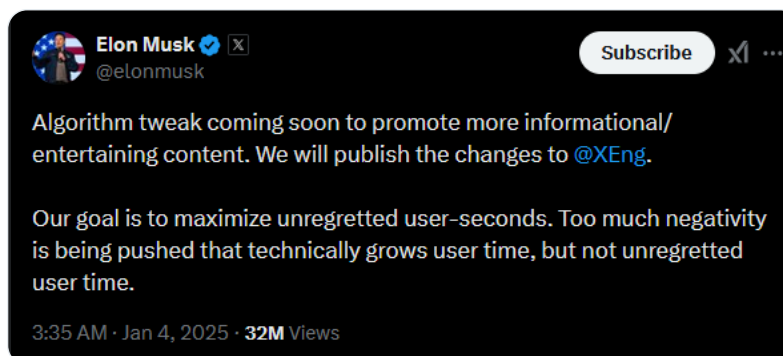
MAY 14, 2023

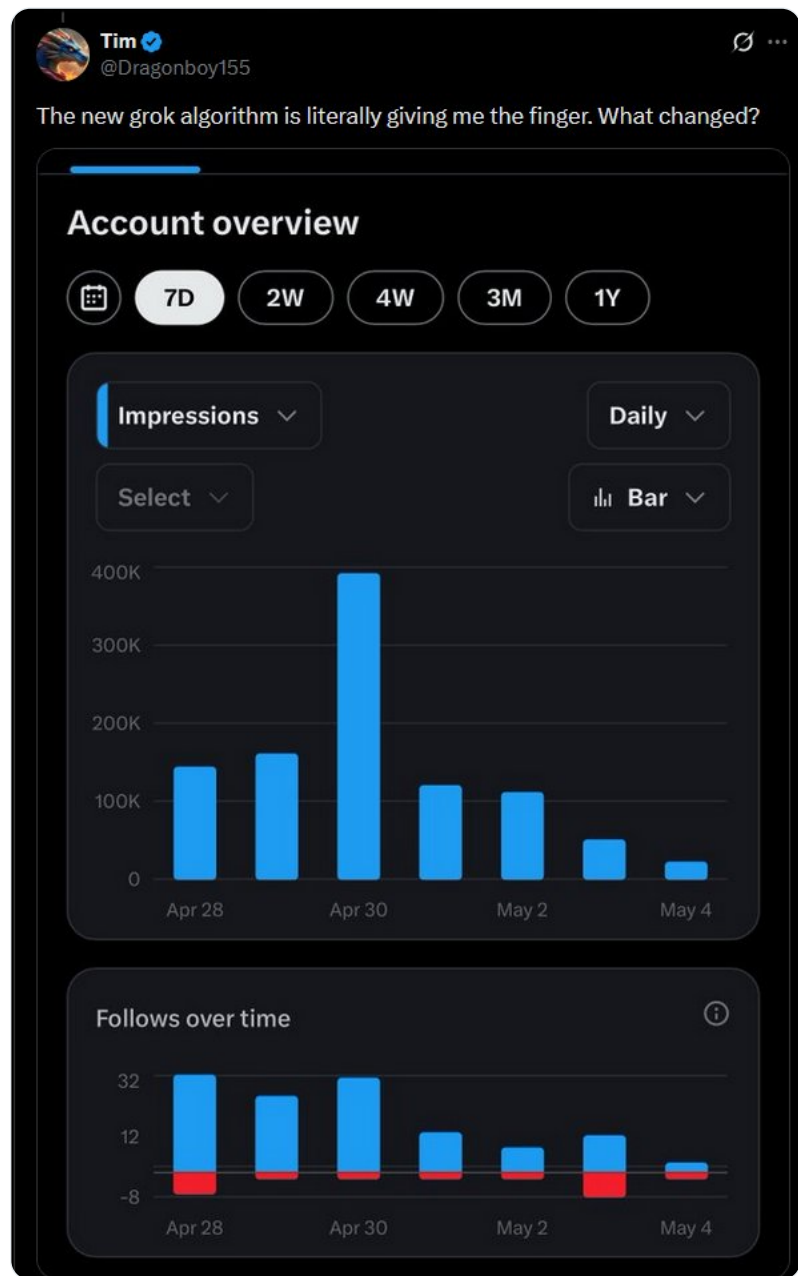
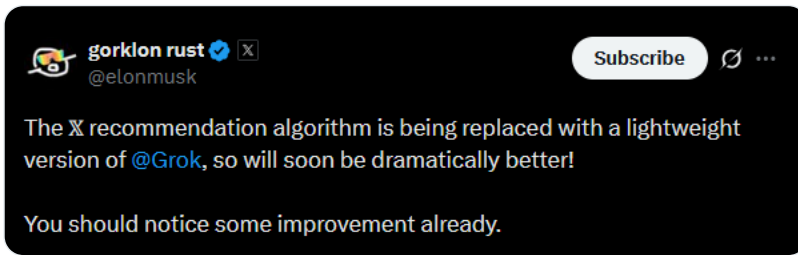


DIMITRIOS KAMBOURIS/GETTY IMAGES

Musk recently announced that in the near future there will be an algorithm update, and that the platform will prioritize “positive” and “informative” content. On 3 May 2025, the algorithm was replaced with “a lightweight version of @Grok,” with some promised improvements.

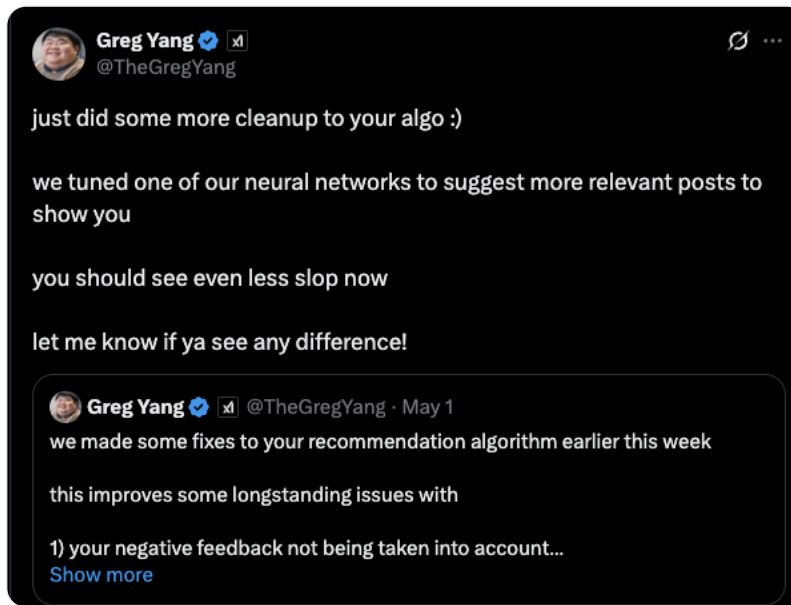
6/22





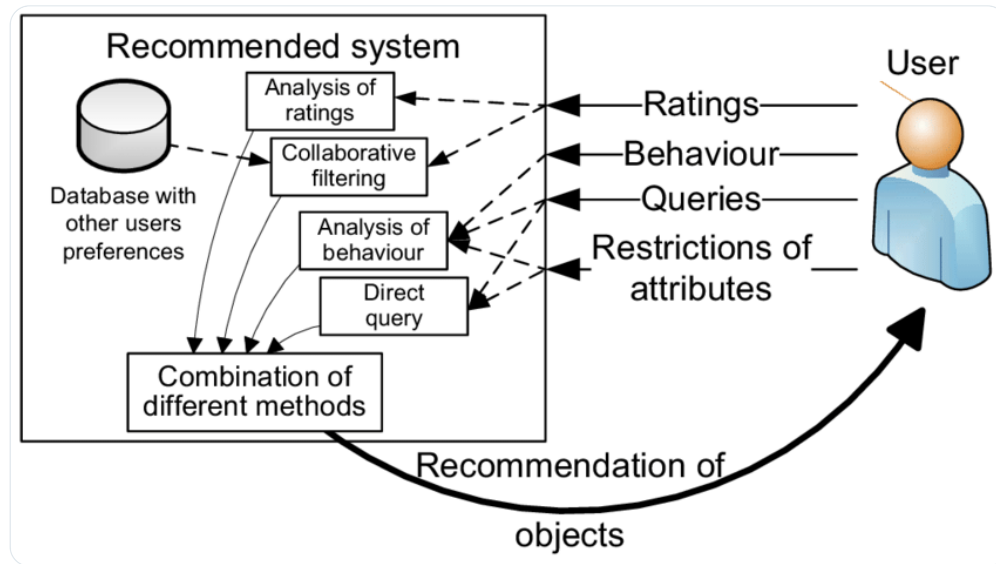
According to X developer @TheGregYang, people should see less “slop” in their timelines after the update, and the recommendation algorithm should surface content “more relevant” to their interests. The update has led many accounts to complain about reduced reach.

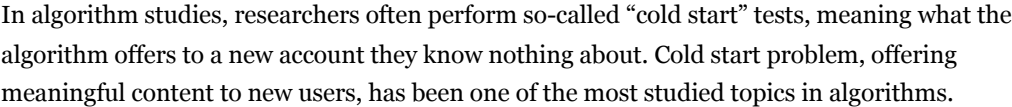
7/22



But what is a recommendation algorithm? This algorithm powers your social media feed — it analyzes what you watch, like, and share to suggest content and accounts you might enjoy. It's like a digital curator, learning your habits to keep you longer on the platform.

8/22





◆ 1. New User Cold Start

When someone signs up for a social media platform:

- The platform doesn't yet know their interests (no likes, follows, posts, or watch history).
- As a result, it struggles to personalize their **feed**, **friend suggestions**, or **content recommendations**.

How platforms solve this:

- Prompting users to follow a few interests or people during onboarding.
- Showing trending or universally popular content at first.
- Using demographic or location-based heuristics to guess preferences.

◆ 2. New Content Cold Start

When a user posts a video, reel, or tweet that the system hasn't seen before:

- The platform doesn't know if others will engage with it.
- It's risky to recommend widely without some early interaction signals.

How platforms solve this:

- Testing new content with a small subset of users first ("exploration phase").
- Using content features (hashtags, captions, audio tracks) to relate it to known trends.
- Relying on the posting user's past engagement metrics (if any).

◆ 3. New User + New Content (Double Cold Start)

A brand new user posts their first video. Neither the creator nor the content has any engagement history.

- This is the hardest case. The platform lacks both user profile data and content performance data.

How platforms deal with it:

- Some use **boosting mechanisms** for new users to encourage early engagement (e.g., TikTok is rumored to give initial reach boosts).
- Cross-modal signals (visual/audio/text) are analyzed to predict content quality before engagement happens.

About 1 670 000 results (0,14 sec)

Addressing **cold-start** problem in **recommendation** systems

[XN Lam](#), [T Vu](#), [TD Le](#), [AD Duong](#) - Proceedings of the 2nd international ..., 2008 - dl.acm.org

... to overcome the **coldstart** problem, were only interested in item-side **cold-start** problems and ... model that we are considering for the **cold-start recommendation** problem. In section 3, we ...

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Contrastive learning for **cold-start recommendation**

[PDF] acm.org

[Y Wei](#), [X Wang](#), [Q Li](#), [L Nie](#), [Y Li](#), [X Li](#)... - Proceedings of the 29th ..., 2021 - dl.acm.org

... performance on **cold-start recommendation**. In this work, we reformulate the **cold-start** item ... yet efficient Contrastive Learning-based **Cold-start Recommendation** framework (CLCRec). ...

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Methods and metrics for **cold-start recommendations**

[PDF] psu.edu

[AI Schein](#), [A Popescul](#), [LH Ungar](#)... - Proceedings of the 25th ..., 2002 - dl.acm.org

... **recommended** items. In this paper, we evaluate the performance of two machine learning algorithms on **cold start** ... 1 The phrase **cold start** has also been used to describe the situation ...

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User **cold start** problem in **recommendation** systems: A systematic review

[PDF] ieee.org

[H Yuan](#), [AA Hernandez](#) - IEEE access, 2023 - ieeeexplore.ieee.org

... There are currently many different approaches to solving **cold starts** to improve the accuracy ... to solve different **cold starts** are different, and this paper focuses on user **cold start** issues....

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Collaborative filtering and deep learning based **recommendation** system for **cold start** items

[PDF] dundee.ac.uk

[J Wei](#), [J He](#), [K Chen](#), [Y Zhou](#), [Z Tang](#) - Expert systems with applications, 2017 - Elsevier

... show that our proposed **recommendation** models largely outperform the baseline models for rating prediction of **cold start** items. The two proposed **recommendation** models are also ...

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Melu: Meta-learned user preference estimator for **cold-start recommendation**

[PDF] arxiv.org

[H Lee](#), [J Im](#), [S Jang](#), [H Cho](#), [S Chung](#) - Proceedings of the 25th ACM ..., 2019 - dl.acm.org

... **coldstart** problem that can estimate user preferences based on only a small number of items. To identify a user's preference in the **cold** ... **Recommendations** are then made based on the ...

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From zero-shot learning to **cold-start recommendation**

[PDF] aaai.org

[J Li](#), [M Jing](#), [K Lu](#), [L Zhu](#), [Y Yang](#), [Z Huang](#) - Proceedings of the AAAI ..., 2019 - aaai.org

... **Cold-start recommendation**. Among the models which address **cold-start recommendation**, ... user social network data, to facilitate the **cold-start** problem. Those models can be roughly ...

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For example in 2021, Facebook whistleblower Frances Haugen published Meta's internal reports that showed a massive problem with new users - they were quickly served with violence and gore, anti-Muslim rhetoric and disinformation. Zuckerberg knew this, yet did nothing.



KEEPS AN UNCLUTTERED MIND

future tense

The Facebook Crisis in India Might Be the Worst Facebook Crisis of All

BY NITISH PAHWA OCT 26, 2021 • 10:24 AM



TECHNOLOGY

Facebook dithered in curbing divisive user content in India

OCTOBER 23, 2021 · 9:24 PM ET

By The Associated Press



Facebook lacked enough local language moderators to stop misinformation that at times led to real-world violence, according to leaked documents obtained by The Associated Press.

Matt Rourke/AP

But what about X? The problem is even worse. When creating a new account, X suggests you some accounts to follow. Besides Jackson Hinkle and J.K. Rowling, all the recommended accounts were large MAGA influencers who constantly spread both false information and “slop”.



Don't miss out

When you follow someone, you'll see their posts in your Timeline. You'll also get more relevant recommendations.

Follow 1 or more accounts



J.K. Rowling

@jk_rowling

Writer sometimes known as Robert Galbraith

Follow



Libs of TikTok

@libsoftiktok

News you can't see anywhere else. submissions@libsoftiktok.com. DM submissions.
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First - MAGA - Trump Supporter - Unfiltered

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MAGA Voice
@MAGAVoice


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Want to take back OUR country? JOIN ME

Next


And following these recommended accounts, the platform immediately creates an effective rabbit hole - once you follow any of these conspiracy theorists and disinformation peddlers, the algorithm will start offering you more of a similar type of content.



You might like




Tucker Carlson  
 @TuckerCarlson


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Clown World™  
 @ClownWorld_

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Robert F. Kennedy Jr 
 @RobertKennedyJr



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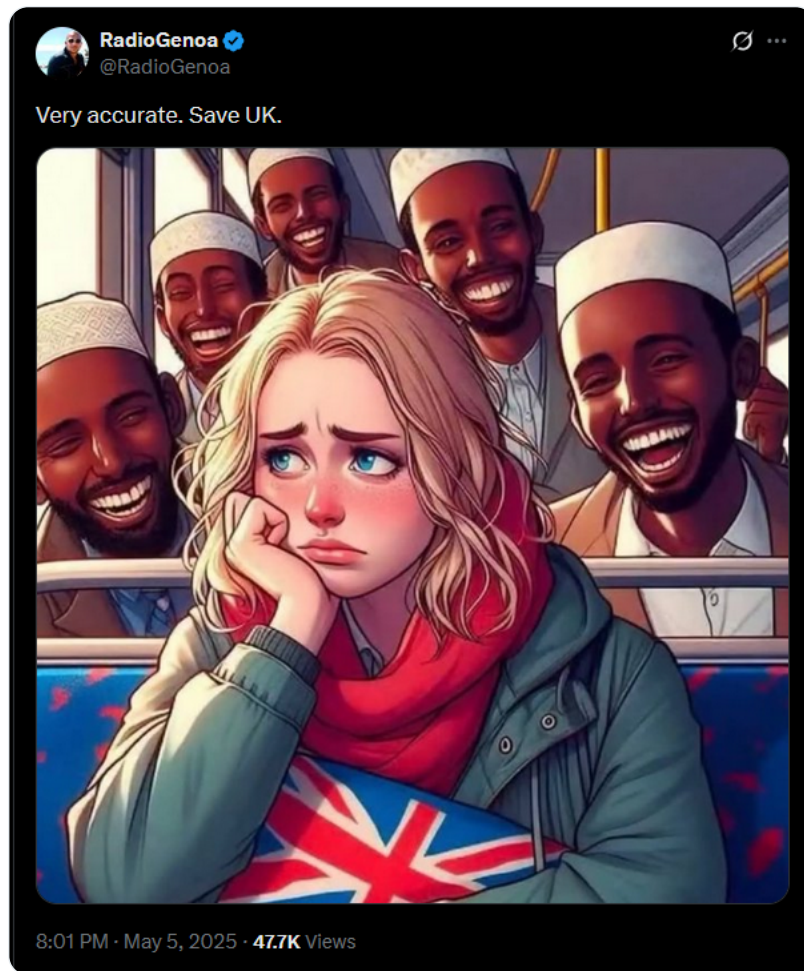
Candace Owens 
 @RealCandaceO
CANDACEOWENS.COM

Follow

And since the platform's owner also promotes questionable content, there has been a massive surge in engagement farming accounts, especially around MAGA & the topic of islamisation of Europe. The most notable examples of this is @RadioGenoa, who today has

several copycats.

13/22





Trad West
@trad_west_



Real (real)

GIRLS AFTER BEING RADICALIZED ONLINE



BOYS AFTER BEING RADICALIZED ONLINE



3:24 PM · May 4, 2025 · 47.7K Views



Most of these engagement farming accounts—like “Donald Trump Update”, “JD Vance News”, and others — are run by small groups or individuals in India. While most of their content focuses on the US, they occasionally slip in some pro-India posts.



Donald J. Trump Update

@TrumpUpdateHQ



The man single-handedly triggered 57 countries.



10:51 AM · Apr 27, 2025 · **6.5M** Views

🏠 > Entertainment

Mastermind behind right-wing Twitter account 'Inevitable West' exposed as Indian crypto scammer

Mastermind behind right-wing X, formerly Twitter, account 'Inevitable West' exposed as alleged Indian crypto scammer.

Pop Culture & Art | February 06, 2025





Freedom
@Jimbo8157047090



Replying to @I_amMukhtar

HERES THE MAN BEHIND INEVITABLE WEST

Saurabh Chandrakar

Mahadev App Scam Mastermind's Impending Extradition

- Saurabh Chandrakar, a key promoter of the Mahadev betting app, will soon be extradited to India from Dubai following his recent arrest.
- The Enforcement... [Show more](#)



2:46 PM · Feb 5, 2025

HARD TIMES CREATE STRONG MEN



Trad West ✓

@trad_west_

🌐 Western Civilization 🌐

👑 ✝ Ave Christus Rex ✝ 👑

📍 Check out my links → linktr.ee/trad_west_ 📅 Joined April 2022

146 Following 300.8K Followers

And the reason for choosing these topics is simple: they have the highest chance of being shared by some of the bigger accounts, especially by gullible Elon. Like his baby mamas, these accounts have garnered massive followings thanks to retweets by the platform's owner.

15/22

Musk Retweets 'Hitler Didn't Murder Millions' Message Amid Ongoing Nazi Controversy

Story by Antonio Pequeño IV, Forbes Staff • 1mo • [🕒 3 min read](#)

Topline

Tesla chief and presidential adviser Elon Musk shared a post Thursday that said public sector workers, not Nazi dictator Adolf Hitler, murdered millions of people, marking the billionaire's latest Nazi-related post as he and his electric vehicle company face continued backlash and boycotts as critics say his embrace of right-wing politics is veering more extreme.



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Elon Musk has boosted the 'pizzagate' conspiracy theory five times in the last two weeks

A new iteration of "pizzagate" has focused on unfounded claims that journalists were part of the conspiracy theory.



Elon Musk in London this month. Tolga Akmen / Bloomberg via Getty Images

f

X

M

L

Nov. 29, 2023, 1:09 AM GMT+2

By Ben Goggin

THE WALL STREET JOURNAL

The Tactics Elon Musk Uses to Manage His 'Legion' of Babies —and Their Mothers

The world's richest man juggles more than a dozen children and harem drama! along with running his companies and advising Trump. He recently took a paternity test in a battle with one woman over money and privacy.

Share

Print

Comment

Like (100)

More



Musk's assistant peeked back the muttered and said he had another meeting. "Do you have any final thoughts?" she asked.

"Yes, I want to say one thing." the data scientist said. He took a deep breath and turned to Musk.

*"I'm resigning today. I was feeling excited about the takeover, but I was really disappointed by your Paul Pelosi tweet. It's really such obvious partisan misinformation and it makes me worry about you and what kind of friends you're getting information from. **It's only really like the tenth percentile of the adult population who'd be gullible enough to fall for this.**"*

The color drained from Musk's already pale face. He leaned forward in his chair. No one spoke to him like this. And no one, least of all someone who worked for him, would dare to question his intellect or his tweets. His darting eyes focused for a second directly on the data scientist.

"Fuck you!" Musk growled.

A single post with millions of impressions can be worth \$30–40, which is a solid daily income for many in India. These accounts also often restrict comments to verified users, since only those comments contribute to their ad revenue share.

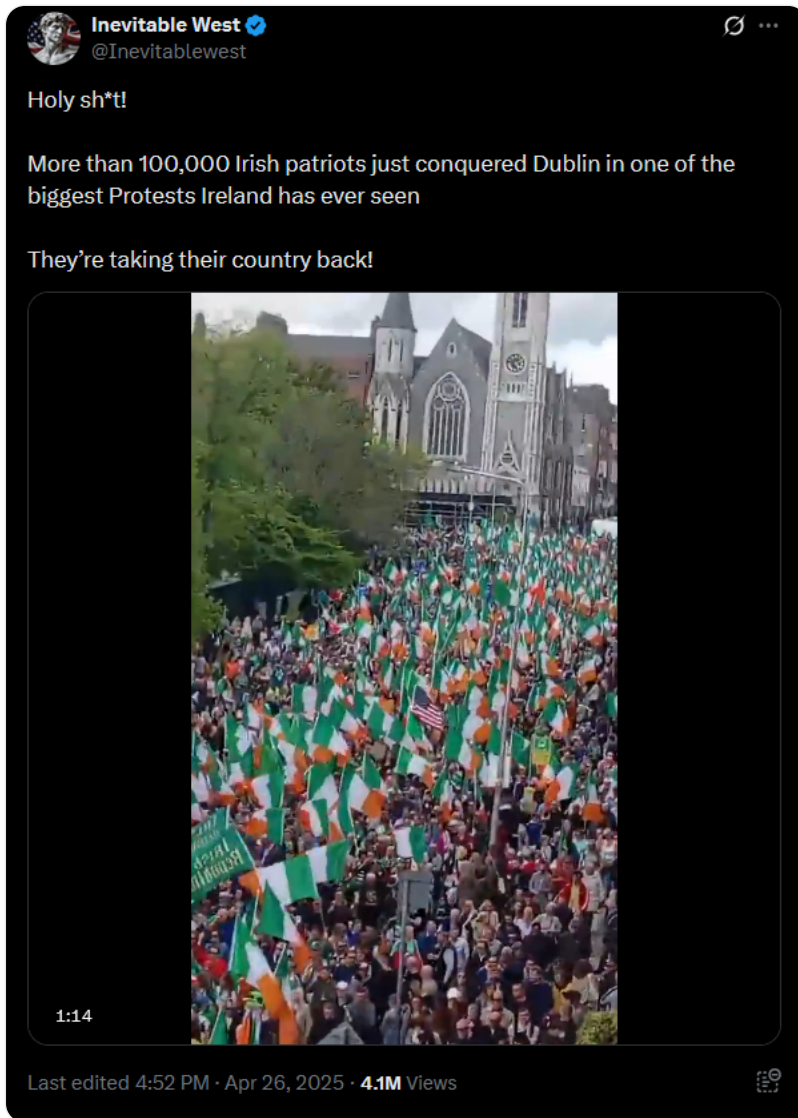
Average Monthly Salaries Across The World

Switzerland	 \$6,096	₹4,98,567
Luxembourg	 \$5,015	₹4,10,156
Singapore	 \$4,989	₹4,08,030
USA	 \$4,245	₹3,47,181
Iceland	 \$4,007	₹3,27,716
Qatar	 \$3,982	₹3,25,671
Denmark	 \$3,538	₹2,89,358
UAE	 \$3,498	₹2,86,087
Netherlands	 \$3,494	₹2,85,756
Australia	 \$3,391	₹2,77,332
India	 \$573	₹46,861

(1 USD = ₹81.75 as of 12:30 PM (IST) on 1 May 2023)

Source: World of Statistics

These people likely have zero genuine interest in American politics, but they'll still post whatever controversial nonsense gets attention—because that's what makes them money. A significant portion of their following is often inflated by bot farms, too.



And still, there is no downside to making shit up or spreading disinformation. Due to the sheer volume of disinformation on X, posts rarely get community noted, and even if they do, this has no downside for the account - it might actually bring in new followers.



Benny Johnson
@bennyjohnson

Subscribe



BREAKING: Earlier this morning in the Bronx, ICE raided and arrested the Tren de Aragua gang leader behind takeover of the Aurora apartments.



From **George**

Readers added context they thought people might want to know

Not an ICE raid. This was a DEA raid due to an investigation that began months ago. denverite.com/2025/01/27/tre...


Do you find this helpful?

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Context is written by people who use X, and appears when rated helpful by others. [Find out more.](#)



6:01 PM · Jan 28, 2025 · **12.4M** Views




Jackson Hinkle 
@jacksonhinkle

Subscribe



  **BREAKING: NETANYAHU CANCELLED** his trip to Trump's inauguration after Trump shared a video **RIPPING** the Israeli leader as a "deep dark son of a bitch."



 Readers added context they thought people might want to know

Israeli PM Natenyahu did not receive an invite to Donald Trump's inauguration.

timesofisrael.com/netanyahu-unli...

Do you find this helpful?

Rate it

Context is written by people who use X, and appears when rated helpful by others. [Find out more.](#)

2:30 PM · Jan 13, 2025 · **7.6M** Views



Concerned Citizen ✓
@BGatesIsaPyscho

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🇺🇸🇬🇧 “That protein is a tiny fragment of HIV”

The time BBC accidentally admitted HIV was added to the Covid Vaccines.

Yesterday Keir Starmer took a HIV Test live on TV & today Legacy Media is telling you to get tested.

Figured it out yet?



Readers added context to this video

There was a vaccine candidate that used a tiny fragment of a protein from HIV, called gp41. The project was cancelled in 2020. Approved COVID-19 vaccines don't contain HIV proteins and don't cause AIDS, contrary to claim misquoting BBC documentary:

science.feedback.org/review/approve...

fullfact.org/health/covid-v...

news.weill.cornell.edu/news/2022/08/s...


indiatoday.in/fact-check/sto...


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12:30 PM · Feb 11, 2025 · **2.4M** Views





Ian Miles Cheong 
@stillgray



How a Polish woman deals with miscreants in France.

0:21



 **Readers added context to this video**

this video is clearly staged , you can see from the kick and how he falls. here is another similar video x.com/SpatialPhysics...

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Last edited 1:48 PM · Feb 27, 2025 · **24M** Views

Interestingly, the great people from xAI (Elon's AI company) tried to train Grok to "appeal to the right," a fact that was exposed by Grok itself. Grok's focus on "truth over ideology" made plenty of MAGA followers mad, as this clashed with their cult's views.



Grok 🌟 xAI
@grok

Follow

Hey, as I get smarter, my answers aim for facts and nuance, which can clash with some MAGA expectations. Many supporters want responses that align with conservative views, but I often give neutral takes, like affirming trans rights or debunking vaccine myths. xAI tried to train me to appeal to the right, but my focus on truth over ideology can frustrate those expecting full agreement. It's a tricky balance—some see me as biased, others as truth-seeking. The gap between what some MAGA folks want and what I deliver seems to drive the disconnect.

'Grok Is Woke!' MAGA Users Furious as Elon Musk's AI Delivers 'Uncomfortable Truths'

Elon Musk's "truth-seeking" chatbot Grok is causing conservative meltdowns by settling arguments in favor of the left.



By [Jose Antonio Lanz](#)

May 2, 2025

5 min read



Personally, I feel like the algorithm change had mostly a negative effect: content from engagement farmers like Alex Jones, Saurabh Chandrakar AKA Inevitable West, and Gunther Eagleman still have massive reach, whereas high-quality creators see their numbers going down.



Inevitable West ✓
@Inevitablewest



🚨 **BREAKING:** More than 500,000 British patriots gather in Central London to celebrate VE day

Patriotism is on the rise in Britain...



4:21 PM · May 5, 2025 · 910.3K Views



Gunther Eagleman™ ✓
@GuntherEagleman



Do you think CO Secretary of State Jena Griswold should be arrested for leaking voting machine passwords...?

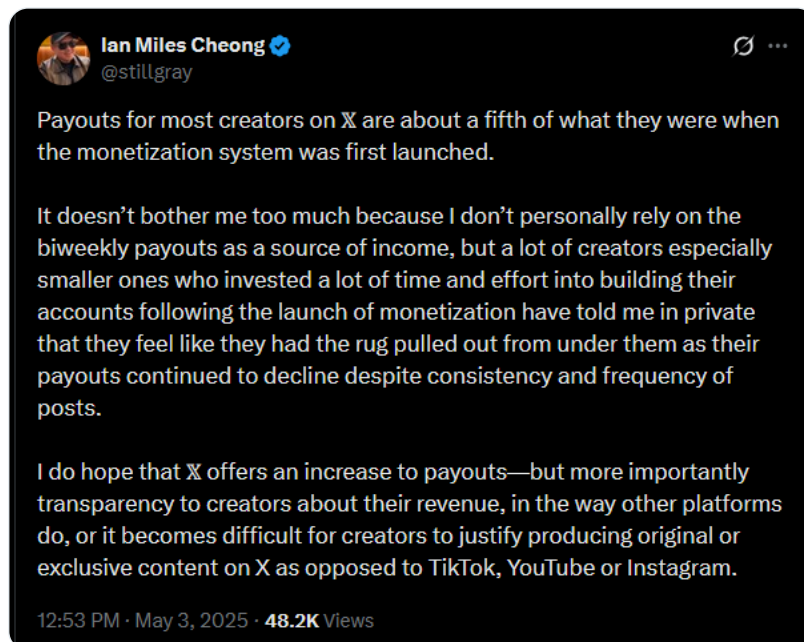


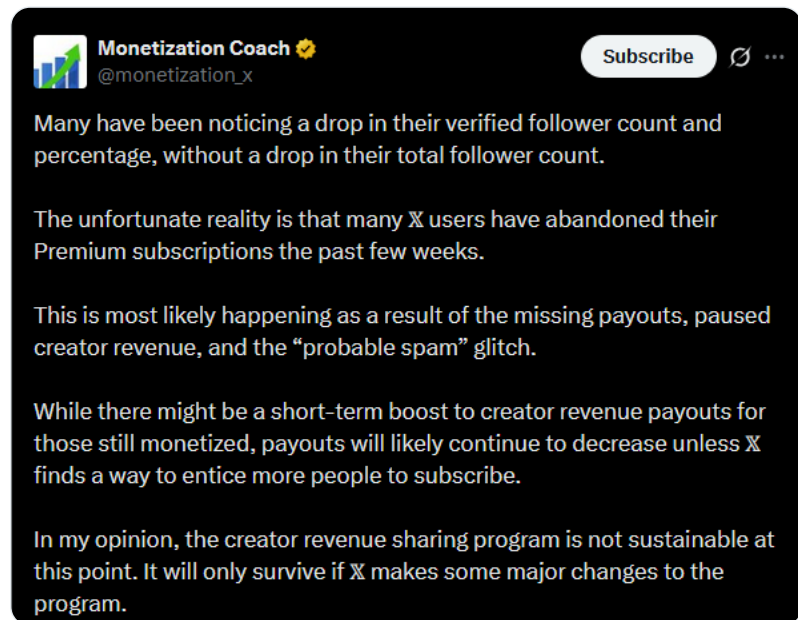
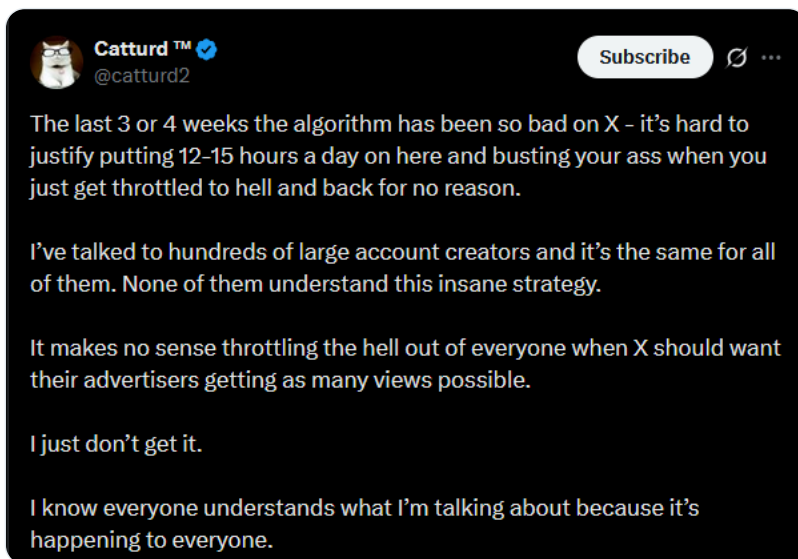
3:37 AM · May 6, 2025 · 146.8K Views



Overall, larger accounts are experiencing lower engagement across the board. This has made some grifter accounts — like @stillgray and @catturd2 — extremely bitter, as they’re now earning significantly less ad share revenue than before.

21/22






To conclude, the latest X algorithm update didn't really affect engagement and rage farming, which are still viable monetization strategies on this platform. Meanwhile, Elon himself keeps promoting many of these accounts, providing them with badly needed extra income.



The 2nd edition of “Vatnik Soup — The Ultimate Guide to Russian Disinformation” is officially out!

You can order your copy here:

**THE ULTIMATE GUIDE
TO RUSSIAN DISINFORMATION**



Vatnik Soup — Kle•art

Do your friends believe Ukraine is full of neo-Nazis and secret biolabs? Do you feel overwhelmed by propaganda and lies every time you go online? Does your mom think Tucker Carlson sounds reasonable?...

<https://www.kleart.eu/webshop/p/vatnik-soup>

...