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LinkedIn: Violation of Professed Neutrality

SUMEET GUPTA¹ | SANJEEV PRASHAR²

¹ Information Systems Area, Indian Institute of Management Raipur, India

² Marketing Area, Indian Institute of Management Raipur, India

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Synopsis

Globally social media platforms profess to be neutral platforms and advocate of free speech. However, these platforms characteristically remove posts that do not conform to their ideologies. In a recent incident, Microsoft's AI feature referred to Ola's founder, Bhavish Aggrawal, as 'they.' His posts condemning this were deleted by LinkedIn (owned by Microsoft) twice. Aggrawal took this to X (formerly Twitter) and announced its decision to move Ola's cloud operations from Microsoft-owned Azure to its recently launched own cloud, 'Krutrim.' Aggrawal criticized LinkedIn's actions as a means of imposition of Western ideas on Indian culture. His criticism received mixed responses from Indian netizens. This case opens a broader debate about social media's neutrality.

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