Musk Takes over Twitter, What's Next?

马斯克接管推特，下一步是什么？

Elon Musk has taken ownership of Twitter. Musk immediately removed the company's top leaders. But no one knows exactly what the billionaire businessman will do with the social media service.

埃隆马斯克已经获得了 Twitter 的所有权。马斯克立即解除了公司高层领导的职务。但没有人确切知道这位亿万富翁商人将如何使用社交媒体服务。

"The bird is freed," Musk wrote on Twitter after he completed his $44 billion takeover of the company on Thursday. He was making note of Twitter's logo, which is a small blue bird.

“这只鸟被释放了，”马斯克在周四完成以 440 亿美元收购该公司后在 Twitter 上写道。他正在记下 Twitter 的标志，这是一只蓝色的小鸟。

The closing of the deal ended months of uncertainty surrounding the influential service.

交易的完成结束了围绕这项有影响力的服务数月的不确定性。

In April, Musk offered to buy Twitter for $44 billion. Musk said at the time that his goal was to shape the service into a place for free speech. Three months later, he withdrew his offer saying Twitter did not provide him with enough information about the number of false, or fake, accounts.

4 月，马斯克提出以 440 亿美元收购 Twitter。马斯克当时表示，他的目标是将这项服务塑造成一个言论自由的地方。三个月后，他撤回了他的提议，称 Twitter 没有向他提供关于虚假账户数量的足够信息。

Twitter then opened a legal action, or lawsuit, to force Musk to complete the deal. A judge in the state of Delaware ordered Musk and Twitter to complete the deal by Friday.

Twitter 随后提起法律诉讼或诉讼，以迫使马斯克完成交易。特拉华州的一名法官命令马斯克和推特在周五之前完成交易。

What's next for Twitter?

Twitter的下一步是什么？

Musk has left Twitter employees, investors and the public wondering what he will do with the service. On Thursday night, Musk wrote an extended comment about the deal.

马斯克让 Twitter 员工、投资者和公众都想知道他将如何处理这项服务。周四晚上，马斯克就这笔交易写了一篇扩展评论。

Musk wrote: "The reason I acquired Twitter is because it is important to the future of civilization to have a common digital town square, where a wide range of beliefs can be debated in a healthy manner, without resorting to violence."

马斯克写道：“我收购Twitter 的原因是，拥有一个共同的数字城镇广场对文明的未来很重要，可以在不诉诸暴力的情况下以健康的方式就广泛的信仰进行辩论。”

Musk, the world's richest man, said he did not buy Twitter to make more money. He said that Twitter "cannot become a free-for-all hellscape." He also said it would become "the most respected advertising platform in the world."

世界首富马斯克表示，他购买 Twitter 并不是为了赚更多的钱。他说推特“不能成为一个免费的地狱景观”。他还表示，它将成为“世界上最受尊敬的广告平台”。

Yet Musk has not offered details on how he will reach his goals for the company. He also has not said who will run the company.

然而，马斯克并未详细说明他将如何实现公司目标。他也没有说谁将经营这家公司。

Pinar Yildirim teaches marketing at the University of Pennsylvania's business school. She said Musk's latest comment is a change from his earlier position that Twitter unfairly restricted free speech. She noted that it is an understanding that having no content moderation is bad for business. It also puts Twitter at risk of losing advertisers and users.

Pinar Yildirim 在宾夕法尼亚大学商学院教授市场营销。她说，马斯克的最新评论与他之前关于 Twitter 不公平地限制言论自由的立场有所不同。她指出，没有内容审核对企业不利是一种理解。它还使 Twitter 面临失去广告商和用户的风险。

Yildirim told the Associated Press, "You do not want a place where consumers just simply are bombarded with things they do not want to hear about, and the platform takes no responsibility."

Yildirim 告诉美联社，“你不希望消费者只是简单地被他们不想听到的东西轰炸，平台不承担任何责任。”

In May, Musk said he would end Twitter's ban on the account of former president Donald Trump. The account was removed after the January 6 attack on the U.S. Capitol. Trump said at the time that he would not return to the service and has since launched his own social media service, Truth Social.

今年 5 月，马斯克表示，他将结束 Twitter 对前总统唐纳德特朗普账户的禁令。该帐户在 1 月 6 日美国国会大厦遭到袭击后被删除。特朗普当时表示，他不会重返这项服务，并从那以后推出了自己的社交媒体服务——Truth Social。

As concerns rise about the direction of Twitter's content moderation, European Union Internal Market Commissioner Thierry Breton tweeted to Musk on Friday that "In Europe, the bird will fly by our rules."

随着对 Twitter 内容审核方向的担忧加剧，欧盟内部市场专员蒂埃里·布雷顿（Thierry Breton）周五向马斯克发推文称，“在欧洲，这只鸟将按照我们的规则飞行。”

Under EU rules, technology companies like Twitter could face severe financial penalties if they do not control illegal or harmful content, including hate speech and disinformation.

根据欧盟规定，如果 Twitter 等科技公司不控制包括仇恨言论和虚假信息在内的非法或有害内容，它们可能会面临严厉的经济处罚。

Twitter is struggling to reach users as compared to other social media services. Major Twitter users make up 10 percent of the service, but they create 90 percent of all tweets.

与其他社交媒体服务相比，Twitter 正在努力吸引用户。主要 Twitter 用户占服务的 10%，但他们创建了所有推文的 90%。