

## [Forbes: Social Media Platforms Should Act Before Warning Labels Are Required](#)

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[Rob Lalka](#), Albert Lepage Professor of Business, was interviewed for a [Forbes](#) article about U.S. Surgeon General Vivek Murthy's [call for a warning label on social media platforms](#) stating that social media is associated with significant mental health harms for adolescents.

"It is time for a reckoning that is decades overdue. Social media companies must take a proactive, central role in mitigating the negative mental health impacts of their platforms, especially on children and youth," [explained Rob Lalka](#), professor at Tulane University's Freeman

School of Business and author of *The Venture Alchemists: How Big Tech Turned Profits Into Power*. "They've built multitrillion-dollar empires by monetizing our attention, data, and content. We should expect them to now invest significantly in our well-being," said Lalka, who noted that the companies have unparalleled access to user data and behavior patterns.

To read the article in its entirety, visit [forbes.com](https://www.forbes.com):

<https://www.forbes.com/sites/petersuciu/2024/07/01/social-media-platforms-should-act-before-warning-labels-are-required/>