

## **Forbes: X Pulled The Plug On Parody — Has Elon Musk Lost His Sense Of Humor?**

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[Rob Lalka](#), Albert Lepage Professor in Business, was interviewed by [Forbes](#) about the unintended consequences of X's new labeling requirements for parody accounts.

"As always, the real-life outcomes of our activities online remain both a corporate responsibility and a personal one. Drawing the line between fact and fiction requires more than labels, and without critical thinking and discernment, that line will remain dangerously blurry, potentially with serious results," said Lalka.

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

<https://www.forbes.com/sites/petersuciu/2025/04/10/x-pulled-the-plug-on-parody---has-elon-musk-lost-his-sense-of-humor/>