

What is Deplatforming?

- Permanent ban of controversial public figures with large followings on social media sites.
- Once deplatformed, influencers are barred from making another account using their real names

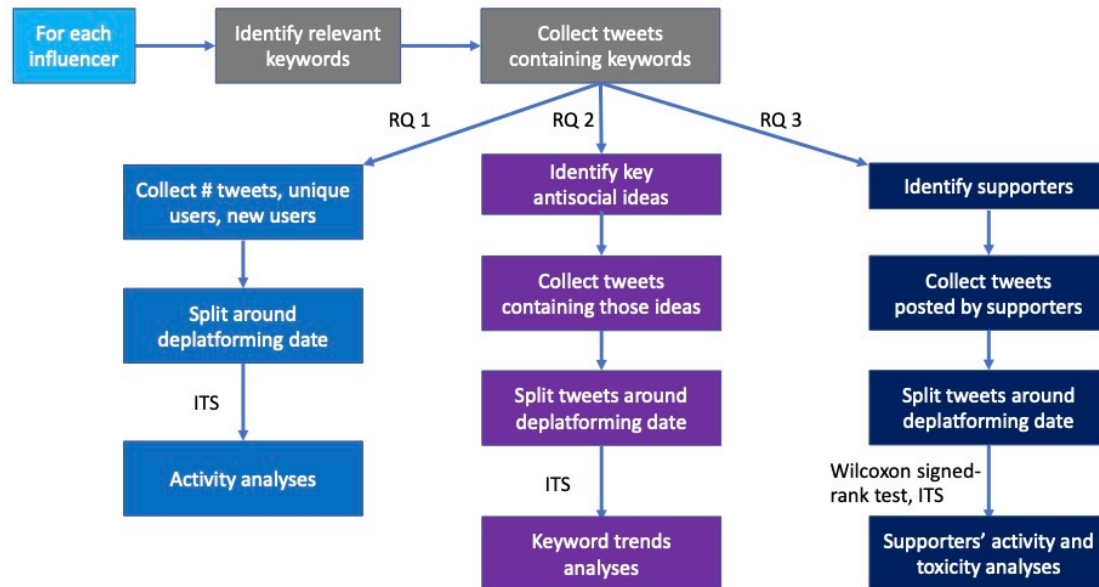


Influencers we used as case studies

Research Questions

- RQ 1:** How does deplatforming affect the number of conversations about deplatformed influencers?
- RQ 2:** How does deplatforming affect the spread of offensive ideas held by deplatformed influencers?
- RQ 3:** How does deplatforming affect the overall activities of supporters of these deplatformed influencers?

Methodological Framework



Findings and Implications

Deplatforming Effectively Reduces Offensive Influencers' Impact and Lessens Toxic Rhetoric:

1. Posts referencing influencers reduce
2. Posts discussing ideas popularized by influencers reduce
3. Supporters become less active overall
4. Supporters become less toxic overall

Platforms Must Defend Against Second-Order Harms:

1. Deplatforming increases prevalence of some offensive ideas
2. Some supporters increased activity and toxicity levels