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.

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?

Influencers we used as case studies

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