

Rumble Mixes Cat Videos With Covid Misinformation. The Right Loves It | Rolling Stone

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One day after Georgia representative Marjorie Taylor Greene's Twitter account was suspended over Covid-19 misinformation, Rand Paul announced that he's fed up with Big Tech. To emphasize his fist-shaking, he declared he'd be joining a Donald Trump-backed video-streaming platform called Rumble.

Why Rumble? Adored by the far-right, Rumble is a Canadian video-sharing platform that launched in 2013 but saw serious growth during the Covid-19 pandemic: The company's monthly viewership soared from 1.6 million users in fall 2020 to 31.9 million by the end of 2021's first quarter. It's a bit of a mishmash of viral clips of cute animals doing funny things, political commentary, and conspiracy theories about where society is headed.

Although anti-vaccine propaganda runs rampant on Rumble, as does liberal disdain, it labels itself as a "neutral" platform, and it just keeps getting bigger.

[...]

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