

# Rumble Sends Viewers Tumbling Toward Misinformation | WIRED

By Ellie House, Alice Wright, and Isabelle Stanley

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“I’m not really expecting things to ever be what they were,” says Sarah. “There’s no going back.” Sarah’s mother is a QAnon believer who first came across the conspiracy theory on YouTube. Now that YouTube has taken steps toward regulating misinformation and conspiracy theories, a new site, Rumble, has risen to take its place. Sarah feels the platform has taken her mother away from her.

Rumble is “just the worst possible things about YouTube amplified, like 100 percent,” says Sarah. (Her name has been changed to protect her identity.) Earlier this year, her mother asked for help accessing Rumble when her favorite conservative content creators (from Donald Trump Jr. to “Patriot Streetfighter”) flocked from YouTube to the site. Sarah soon became one of 150,000 members of the support group QAnon Casualties as her mother tumbled further down the dangerous conspiracy theory rabbit hole.

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