

The Great Social Media Decentralization | NOEMA

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For the past two decades, most online discourse has occurred on a handful of social media platforms. Their dominion seemed unshakeable. The question wasn't *when* a challenger to Twitter or Facebook might arrive but *if* one could ever do so successfully. Could a killer new app, or perhaps the cudgel of antitrust, make a difference?

Today, those same platforms still enjoy the largest user bases; massive breakout successes like TikTok are the rare exception, not the rule. However, user exodus to smaller platforms has become increasingly common — especially from X, the once-undisputed home of The Discourse. X refugees have scattered and settled again and again: to Gab and Truth Social, to Mastodon and Bluesky. The Great Decentralization is a digitalized reflection of our polarized politics that, going forward, will also shape them.

[...]

Source: [The Great Social Media Decentralization](#)