

Twitter's ban almost doubled attention for Biden misinformation | MIT Technology Review

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When Twitter banned, and then unbanned, links to a questionably sourced New York Post article about Joe Biden's son Hunter, its stated intention was to prevent people from spreading harmful false material as America heads into the final stretch of the election campaign. But thanks to the cycle of misinformation—and claims from conservatives that social-media platforms are deliberately censoring their views—Twitter managed to do the opposite of what it intended.

According to Signal Labs, a media intelligence firm, shares of the Post article “nearly doubled” after Twitter started suppressing it. The poorly-thought-through ban triggered the so-called Streisand Effect and helped turn a sketchy article into a must-share blockbuster. And then on Friday, the Republican National Committee filed a Federal Election Commission complaint against Twitter, claiming that the ban “amounts to an illegal corporate in-kind political contribution to the Biden campaign.”

[...]

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