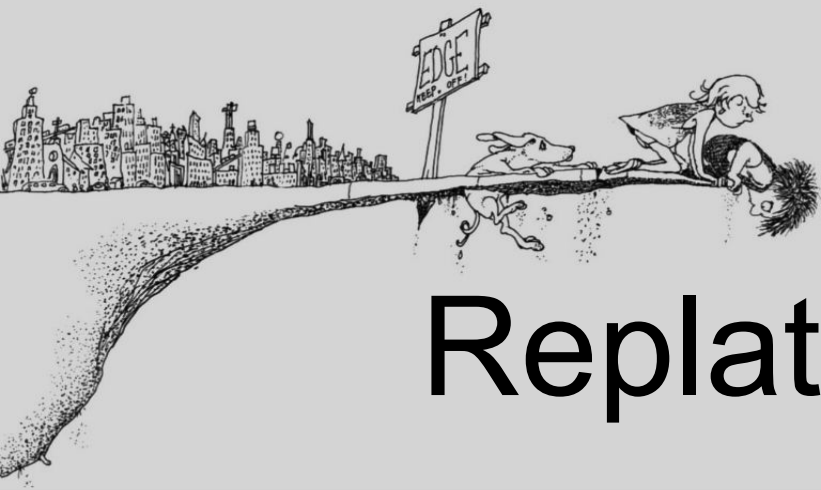




[Access the Kiwi Farms](#) [What is Happening?](#) [Join, or Die](#)



Replatformization

Dr. Reed Van Schenck, IE University

Slides: <http://tiny.cc/RVSAoIR2024>

Deplatforming ([Rogers 2020](#))

vs. Deplatformization ([van Dijck 2022](#))

- **Governing body:** singular
- **Terms of order:** direct, e.g. platform policy
- **Targets:** accounts, hashtags, or communities
- **Example:** removal of Trump from Twitter

- **Governing body:** multiple
- **Terms of order:** “implied,” e.g. market power or public relations
- **Targets:** platforms, infrastructures
- **Example:** disruption of Parler by removing access to app stores, web service, and domain registration

De-Platformization



User

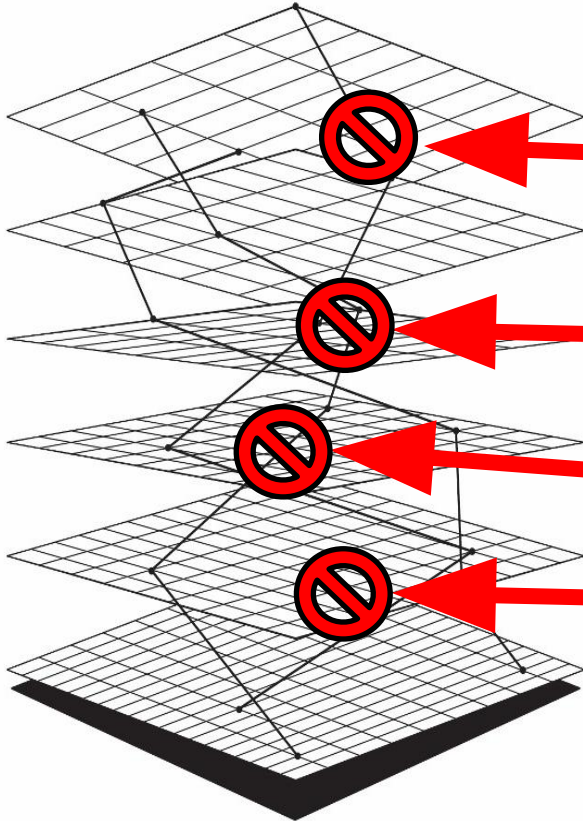
Interface

Address

City

Cloud

Earth



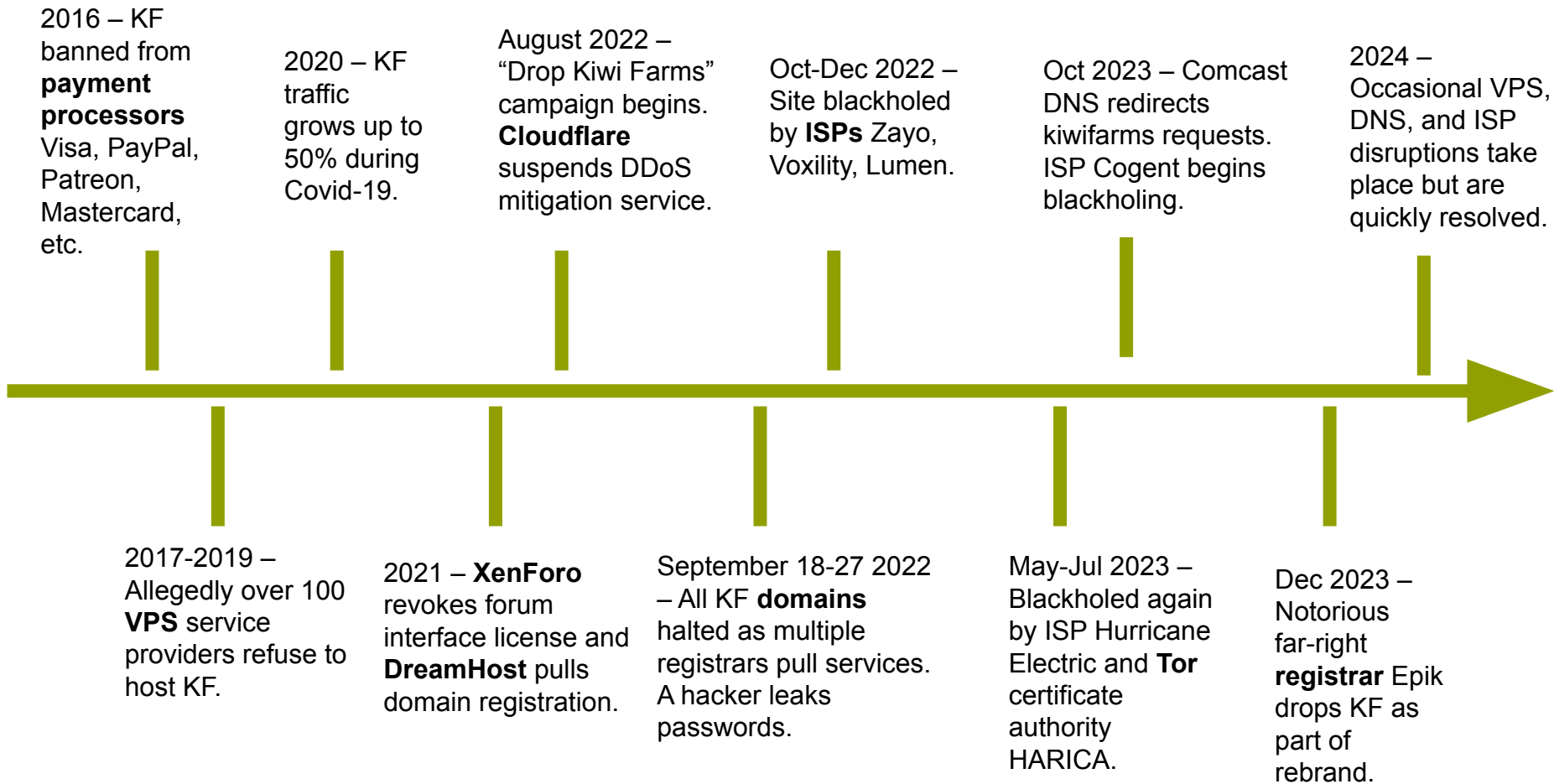
1. Does deplatformization actually push hate sites “to the edge of the ecosystem?” ([Van Dijck, Winkel, and Schäfer 2023](#))

2. Are spatial metaphors of “marginality” (fringe, edge, extremist, “alt-tech”) useful guides for platform governance?

Case Study: Kiwi Farms

- Est. 2013, a branch of *Something Awful* dedicated to the harassment of “Chris-chan” (long story)
- Doxxing and long-term harassment
- Targets disabled people, transgender people, “e-celebs”
- Lolcow culture
- 2022 #DropKiwiFarms campaign





Kiwi Farms Deplatformization Timeline ([Vu et al. 2023](#))

2016-2019 – Site owner Joshua Moon starts building independent infrastructure.

2021 – Moon begins building **SneedForo**, a bootleg interface based on XenForo.

Nov-Dec 2022 – kiwifarms.net returns to Clearnet. Moon switches to **regional ISPs** to circumvent blackholing.

Feb 2023 – **KiwiFlare** DDoS mitigation debuts, replacing Cloudflare and improving site stability.

Feb 2024 – Lolcow LLC fund raises over **\$150k** and begins filing suits

2017 – Moon incorporates “Final Solutions LLC” (now **1776 Solutions LLC**)

Oct 30 2022 – Epik LLC returns Kiwifarms.net to Clearnet.

Jan 2023 – KF users complain en masse and **file suits** toward blackholing ISPs. Almost all fold and resume service to KF.

Aug 2023 – Moon incorporates Lolcow LLC and establishes a bank account

Kiwi Farms Replatformization Timeline

Join, or Die

Freedom of speech on the Internet in the United States will be permanently broken unless alt-tech creates a stronghold together. The underlying infrastructure that makes up the Internet has been mapped out and attacked. A single dedicated person can deny thousands of people a platform online. No person or company is safe from this attack vector and it works anywhere in the world.

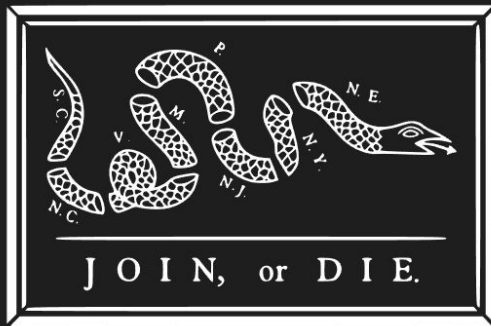
When ISPs want to help us, datacenters can censor them. When datacenters want to help us, Internet backbones (Zayo, Cogent, GTT, NTT) can censor them. When we have an ISP, Datacenter, and contracts with backbones to stay online, the organized abuse towards other customers can still force them to censor us.

There are two possible solutions to this:

1. Legal protections forcing carriers to be content neutral so that when threatened they can claim "I legally cannot deplatform this service" (Net Neutrality when properly implemented), and/or
2. A content neutral datacenter in the US supported by a collection of alt-tech companies where such threats do not work.

There are various datacenters in the US with dignity, but they have little choice when their careers, companies, and families are under attack by dangerous pervers. Unless alt-tech companies like Rumble, Odysee, Gab, and so on identify a few locations and unionize together against corporate-sponsored anarcho-tyranny, the rot will become so great that no website or startup which defies the will of this mob will ever be allowed to grow.

There is nothing preventing this attack on less offensive services. Given enough time and opportunity, it **will** happen to you.



- Cyber-libertarian nostalgia motivated by marginalization
- Building a parallel stack
- "User" as infrastructure

Why Replatformization?

What is the “kind of space... between and beyond each tech company’s walled gardens?” (Van Dijck et al. 3449) - **general capital (financial, social, affective...)**

Reframing the antagonist of platform governance - **from “extremism” to “capitalism”**



Read All About It!

- Kiwi Farms case study and racial capitalism/infrastructure framing in “Re-Stack-tionary: The Infrastructural Turn in Far-Right Digital Media,” forthcoming in *The Routledge Companion in Digital Media and Democracy*, ed. Zizi Papachrissi, 2026
- “Replatformization” essay in the works comparing Kiwi Farms, Rumble, and X/Twitter

Works Cited and Recommended Reading

Rogers, Richard. "Deplatforming: Following Extreme Internet Celebrities to Telegram and Alternative Social Media." *European Journal of Communication* 35, no. 3 (June 1, 2020): 213–29. <https://doi.org/10.1177/0267323120922066>.

Van Dijck, José, and Jian Lin. "Deplatformization, Platform Governance and Global Geopolitics: Interview with José van Dijck." *Communication and the Public* 7, no. 2 (June 1, 2022): 59–66. <https://doi.org/10.1177/20570473221102199>.

Van Dijck, José, Tim de Winkel, and Mirko Tobias Schäfer. "Deplatformization and the Governance of the Platform Ecosystem." *New Media & Society* 25, no. 12 (September 23, 2021): 3438–54. <https://doi.org/10.1177/14614448211045662>.

Vu, Anh V., Alice Hutchings, and Ross Anderson. "No Easy Way Out: The Effectiveness of Deplatforming an Extremist Forum to Suppress Hate and Harassment." arXiv, October 6, 2023. <https://doi.org/10.48550/arXiv.2304.07037>.

Donovan, Joan. "Navigating the Tech Stack: When, Where and How Should We Moderate Content?" Centre for International Governance Innovation, October 28, 2019. <https://www.cigionline.org/articles/navigating-tech-stack-when-where-and-how-should-we-moderate-content/>.

Hill, Stephanie. "'Definitely Not in the Business of Wanting to Be Associated': Examining Public Relations in a Deplatformization Controversy." *Convergence*, September 27, 2023, 13548565231203981. <https://doi.org/10.1177/13548565231203981>.

Mirrlees, Tanner. "'Resisting' the Far Right in Racial Capitalism: Sources, Possibilities, and Limits." In *Rise of the Far Right: Technologies of Recruitment and Mobilization*, edited by Melody Devries, Judith Bessant, and Rob Watts. Rowman & Littlefield, 2021.

Schwarz, Ori. "Facebook Rules: Structures of Governance in Digital Capitalism and the Control of Generalized Social Capital." *Theory, Culture & Society* 36, no. 4 (July 1, 2019): 117–41. <https://doi.org/10.1177/0263276419826249>.

Van Schenck, Reed. "Deplatforming 'the People': Media Populism, Racial Capitalism, and the Regulation of Online Reactionary Networks." *Media, Culture & Society* 45, no. 7 (October 1, 2023): 1317–33. <https://doi.org/10.1177/01634437231169909>.