

Truth Social: Power & Reach of an Alt-Right Platform

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~\$4B MCAP

>7.5M Users (2025)

Ads, Streaming, FinTech



RQ1: Is user influence more predictive of re-sharing than credibility?

RQ2: Does news link credibility affect post influence?

Engagement Skews Towards Lower Credibility

Low-credibility dominates engagement

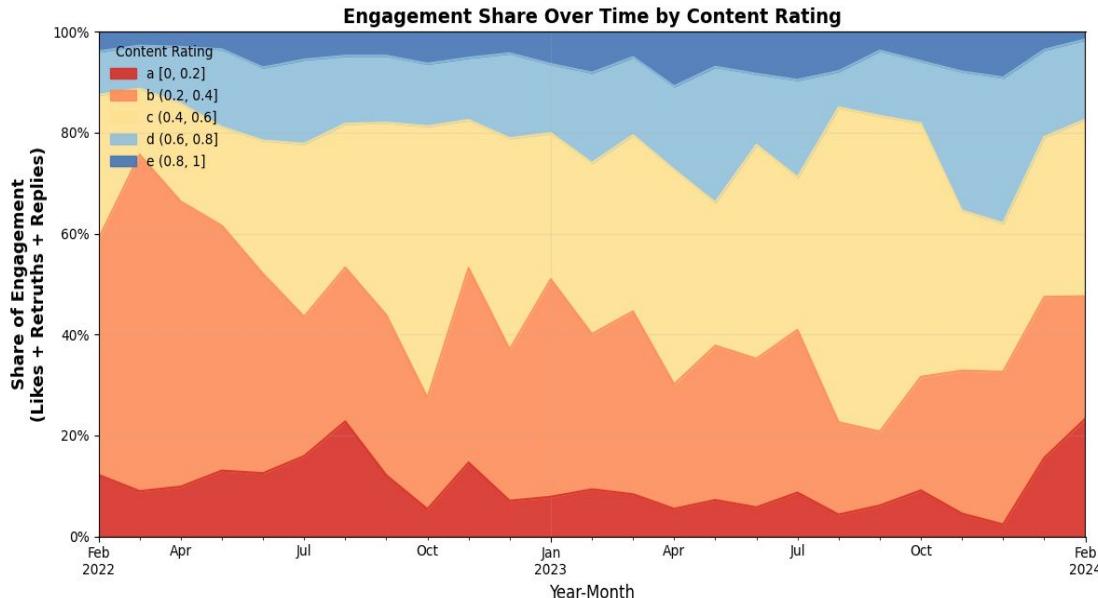
- Consistently 20–40% of all engagement from dubious sources.

Dubious content spreads faster

- 2–3x more likely to be reshared than credible news.

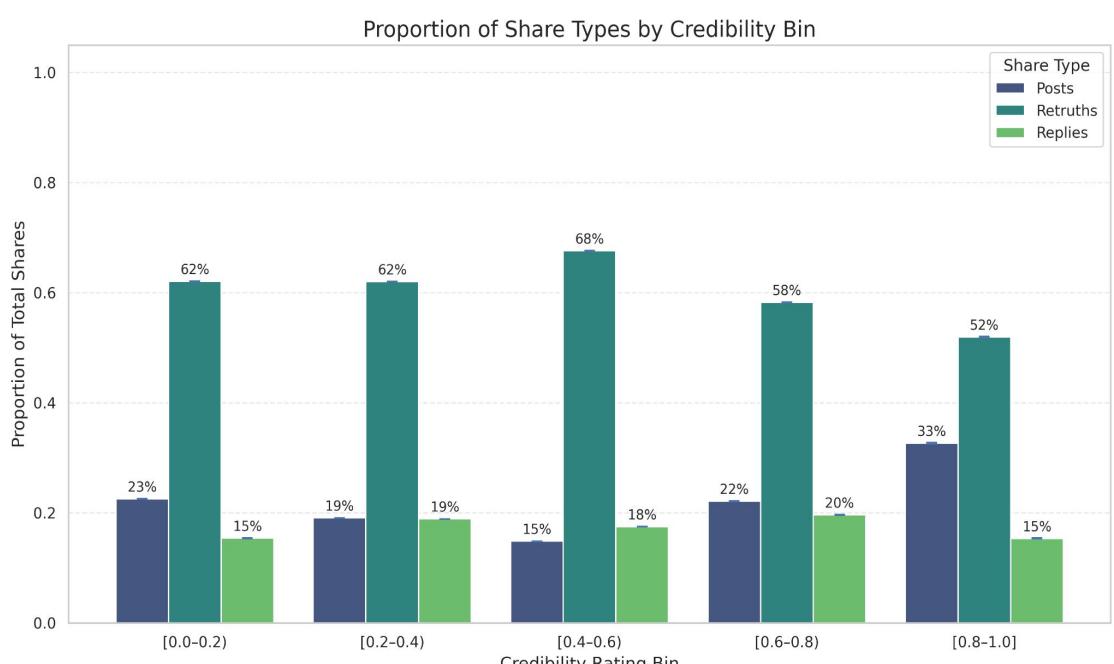
Structural, not temporary

- Pattern holds across 2 years, no shift toward credible sources.



2.18M Posts, 112K Users, 4.6K Domains, ~2 years

Amplification Over Creation: Retruths Drive the Platform



Retruths dominate:

- Over half of all shares come from resharing, regardless of source quality.

Credibility doesn't restrict sharing:

- Low-credibility news is just as (or more) likely to spread.

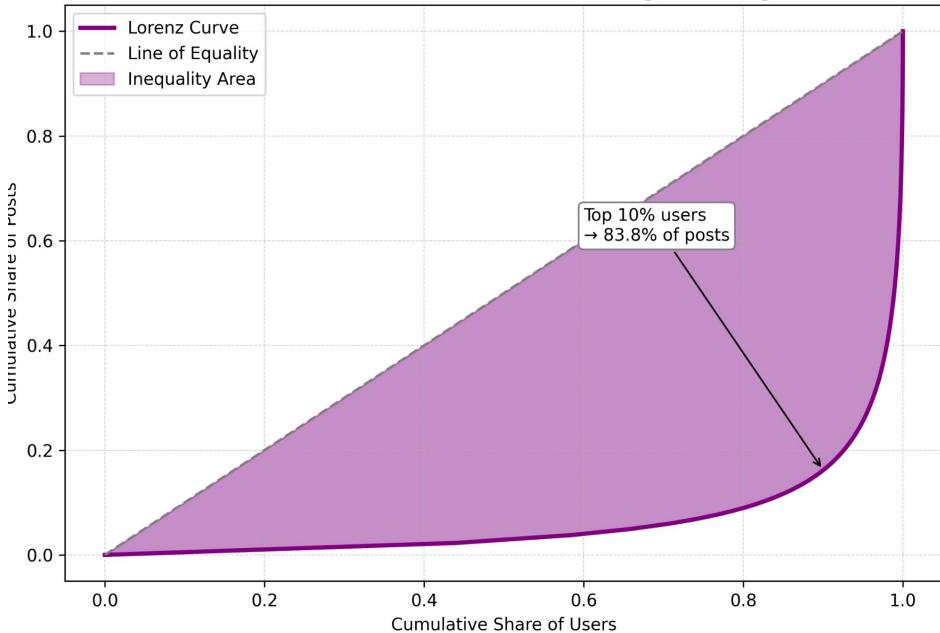
Tolerance, not accident:

- Low-credibility news fuels ~50–70% of follow-on shares, sustaining cascades over two years.

Truth Social is a Winner-Take-All Platform

Gini Coefficient: 0.87

Lorenz Curve of Truth Posting Activity



- Influence outweighs credibility
 - Follower count = **6x stronger predictor** of resharing than content quality.
- Concentration of power
 - Top 10% users = **83.8% of posts** (super-spreaders).
- Reinforcement cycle
 - Users who have gone viral before retain disproportionate reach.

Thanks to Truthbrush at SIO for the inspiration!