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# The Business of Internet Outrage

A look at the rise and fall of a right-wing website and the imprint it left on our politics.

Reported and hosted by Kevin Roose, produced by Andy Mills and edited by Larissa Anderson and Wendy Dorr

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At the height of its reach, the right-wing website Mad World News was getting millions of views. We talked to its founders about how they hit upon the formula that made it so successful — and why it suddenly stopped working.

**On today's episode:**

- [Kevin Roose](#), who writes about technology for The New York Times, reported this story for “The Daily.”



Some media outlets that rely on Facebook to reach audiences have been affected by changes in the social network's policy on misinformation. Josh Edelson/Agence France-Presse — Getty Images

**Background reading:**

- The inability of social media companies to adequately handle misleading content [has had major repercussions.](#)
- A closer look at the online activity of Cesar Sayoc Jr., who is charged with sending pipe bombs to President Trump's critics, shows [the evolution of a political identity built on misinformation.](#)
- In Facebook's newly built "[War Room](#)," a team focuses on safeguarding elections by rooting out influence campaigns, including those [started by Americans.](#)

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Andy Mills contributed reporting.

“The Business of Internet Outrage” was reported and hosted by Kevin Roose, produced by Andy Mills, with help from Stella Tan, and edited by Larissa Anderson and Wendy Dorr.

"The Daily" is produced by Theo Balcomb, Annie Brown, Jessica Cheung, Lynsea Garrison, Michael Simon Johnson, Andy Mills, Neena Pathak, Rachel Quester, like Sriskandarajah, Clare Toeniskoetter and Alexandra Leigh Young, and edited by Larissa Anderson, Paige Cowett and Wendy Dorr. Lisa Tobin is our executive producer. Samantha Henig is our editorial director. Brad Frisher is our technical manager. Chris Wood is our sound engineer. Our theme music is by Jim Brunberg and Ben Landsverk of Wonderly.