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What's next for Twitter users?

Article

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In the US, Twitter will lose **1.4 million** monthly users between 2022 and 2026. Many of those defectors will be people who joined in the initial years of the pandemic—for updates on COVID-19 and the 2020 presidential election—but are leaving out of news fatigue or in pursuit of other content.

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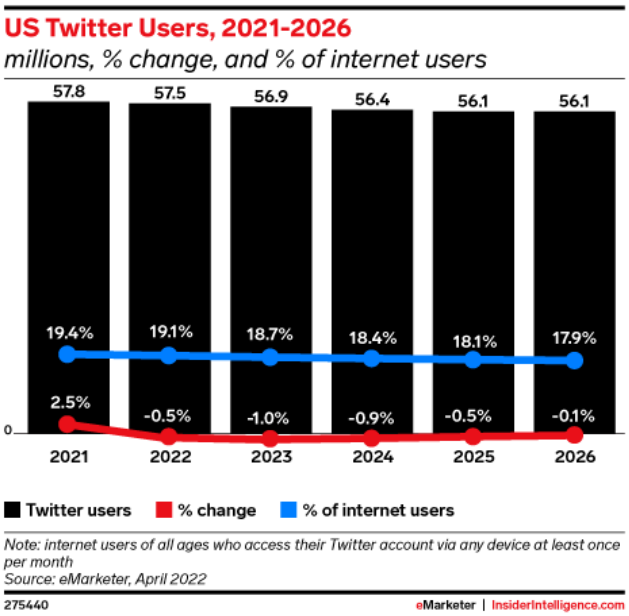
Beyond the chart: Adding to Twitter's headache, of course, is **Elon Musk** and his efforts to cancel the buyout, on the grounds that bot accounts could be more prevalent than publicly disclosed. **Our estimates exclude any fake, duplicate, or business accounts by drawing primarily from consumer survey data.** While Twitter is pursuing legal action to block Musk from backing out, it'll need to make major changes to keep users from doing the same.



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