

WEEK 03 / 14

Anonymous Boards & The Great Turkish 4chan Ban

What happens to a domestic culture market when it is cut off from global exchange.

Economics Concept: **Trade Embargoes & Autarky**

CORE CONCEPT

Embargoes and Autarky

- An embargo severs a market from external trade. The domestic economy must now produce what it used to import.
- In the late 2000s, sustained brigading and flag-posting from Turkish users led 4chan's /b/ and /int/ to block Turkish IP ranges.
- This is folklore-status internet history — widely retold, never centrally documented. We use it as a case study regardless.

NOTE ON SOURCES

Some of the best case studies in internet economics are legends everyone repeats and no one can fully cite. That doesn't make the mechanism less real.



SHOCK: MARKET ACCESS SEVERED

MARKET OUTCOME

Import Substitution, Meme Edition

- Cut off from the global supply of formats and in-jokes, Turkish internet culture had to manufacture its own domestically.
- The result wasn't a weaker culture, but a more insular, self-referential one — classic import-substitution, applied to humor.
- Every later Turkish meme wave in this course descends from this forced domestic production era.



CASE STUDY

Brigading as a Trade Shock

- Coordinated posting campaigns ("brigading") function like a sudden import surge — they overwhelm a market's absorption capacity.
- A platform's rational response is the same one any protectionist economy takes: close the border.
- Whether every detail of the story is exact matters less than the pattern: platforms respond to shocks with access controls.



RESPONSE: CLOSE THE BORDER

TAKEAWAY OF THE WEEK

Closed Borders **Build Different Cultures**

Cut off supply, and demand builds its own factory. Next week: the golden age that resulted from it.

NEXT WEEK → THE TURKISH GOLDEN AGE: BOBILER 'MONTE' TO İNCİ SÖZLÜK 'CAPS'