MAPPING THE ALT-RIGHT ONLINE

highlights from the *Alt-Right Open Intelligence Initiative*,
Digital Method's Summer School, 2017

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WHAT'S ENERGIZING THE ALT-RIGHT



- "[The alt-right is] not a group I want to energize. And if they are energized I want to look into it and find out why." Trump 11/22/16

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OVERVIEW

- BIRTH OF AN ALT-RIGHT MEME
- ALT-RIGHT LANGUAGE USE IN REDDIT
- MOST ENGAGED CONTENT & FACEBOOK INTERLINK
- TWITTTER @ MENTIONS & # STRATEGIES

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Energizing the *Based*:
Birth of an Alt-Right Meme



Trump's most popular Tweet ever

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Energizing the *Based*:
Birth of an Alt-Right Meme



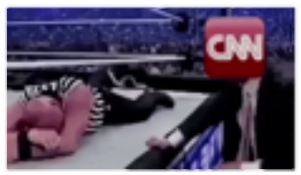


pseudonymous user
"HanAssHoleSolo"

shitposts on



Reddit.com

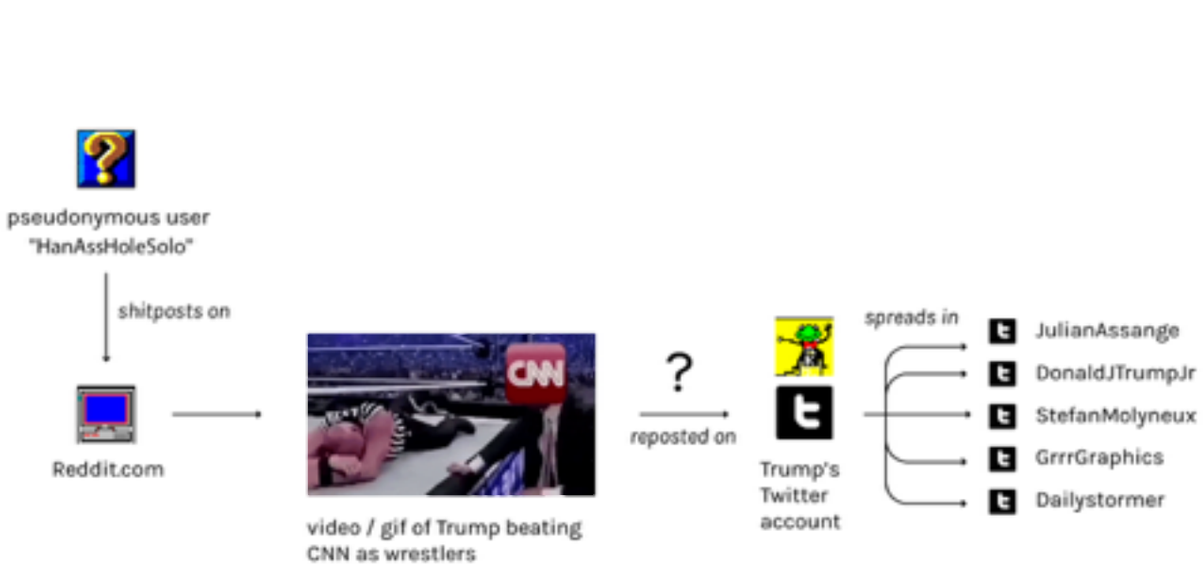


video / gif of Trump beating
CNN as wrestlers

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Energizing the *Based*:
Birth of an Alt-Right Meme

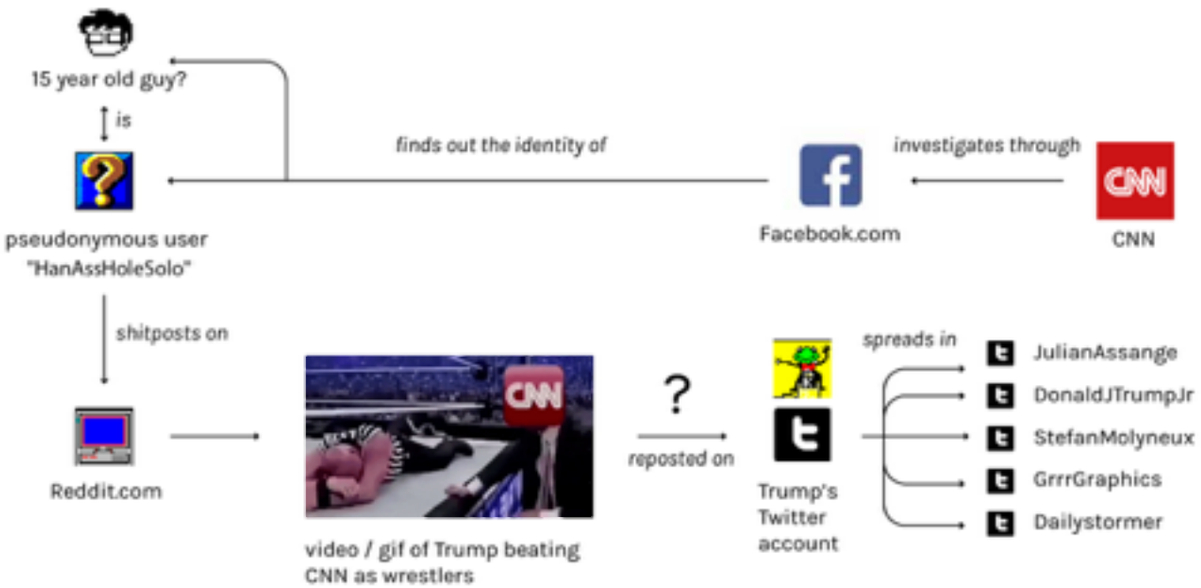




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Energizing the *Based*:
Birth of an Alt-Right Meme

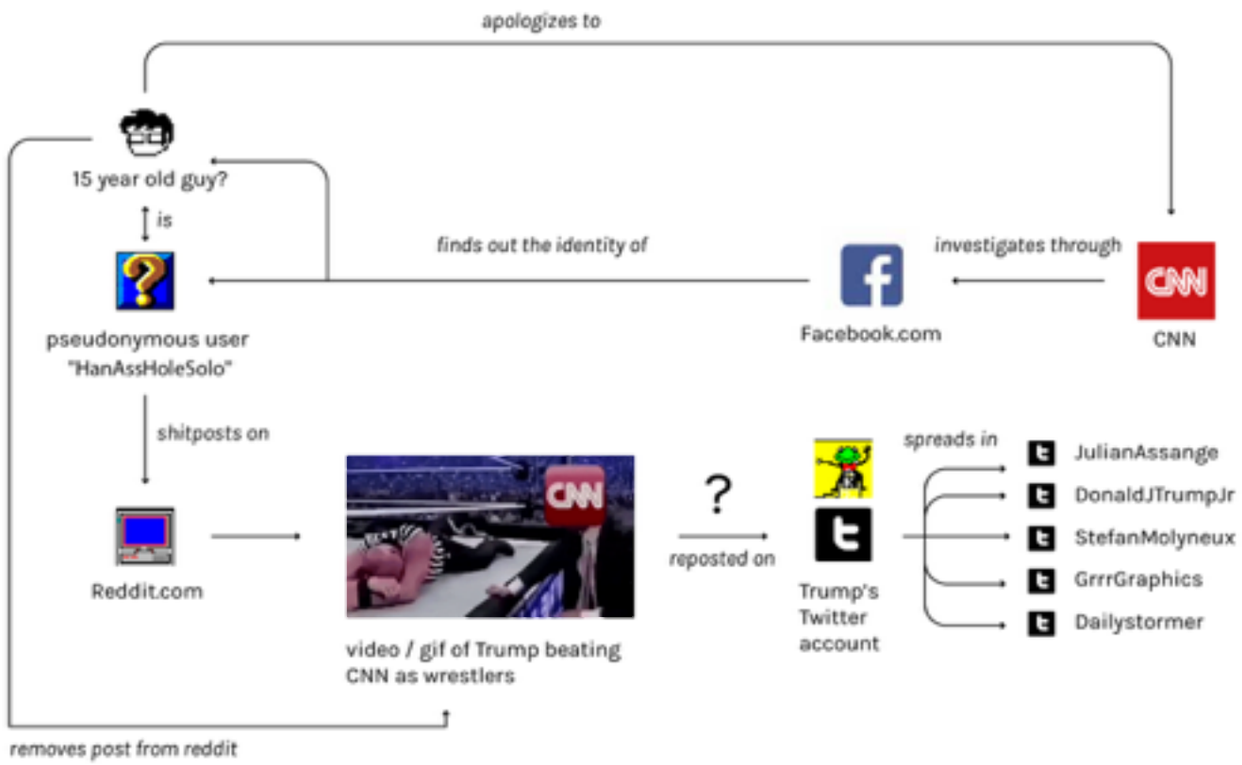




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Energizing the *Based*: **Birth of an Alt-Right Meme**



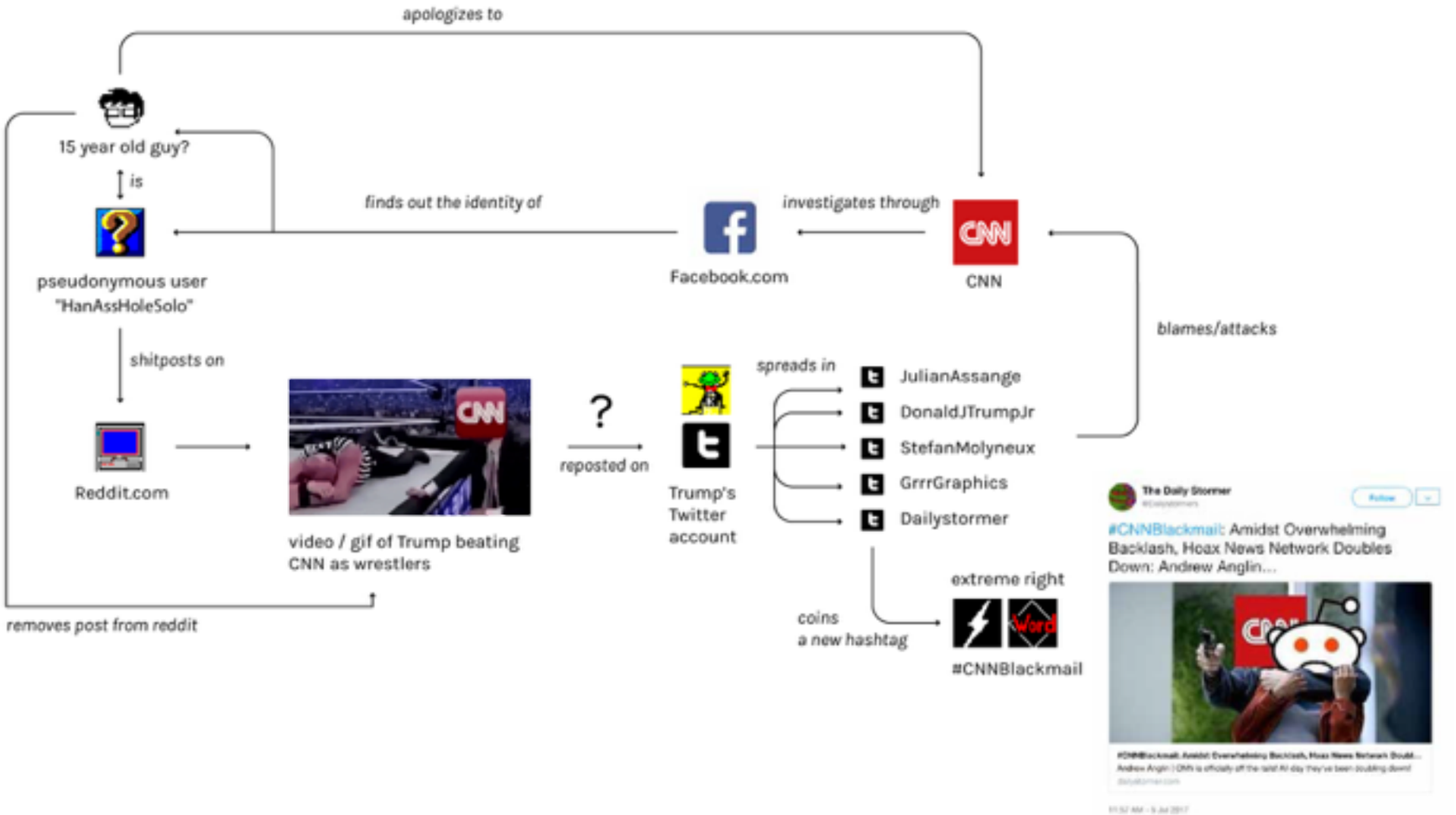


*CNN is not publishing "HanA**holeSolo's" name because he is a private citizen who has issued an extensive statement of apology, showed his remorse by saying he has taken down all his offending posts, and because he said he is not going to repeat this ugly behavior on social media again. In addition, he said his statement could serve as an example to others not to do the same. CNN reserves the right to publish his identity should any of that change."*

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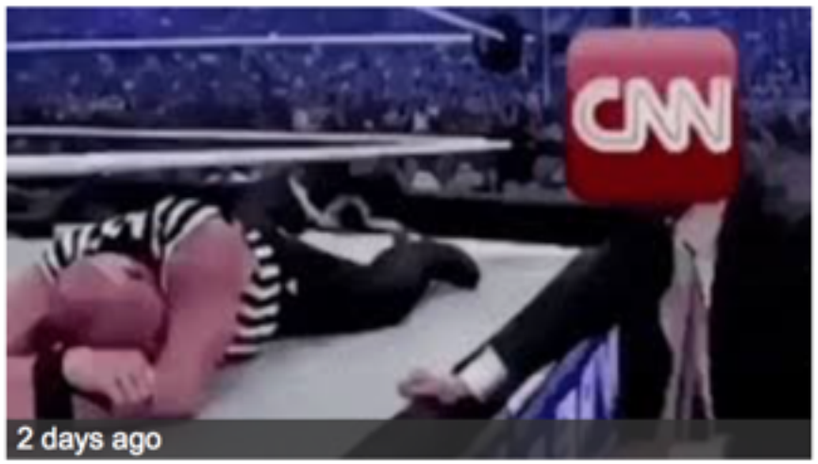
Energizing the *Based*:
Birth of an Alt-Right Meme





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Energizing the *Based*:
Birth of an Alt-Right Meme













#CNNBlackmail

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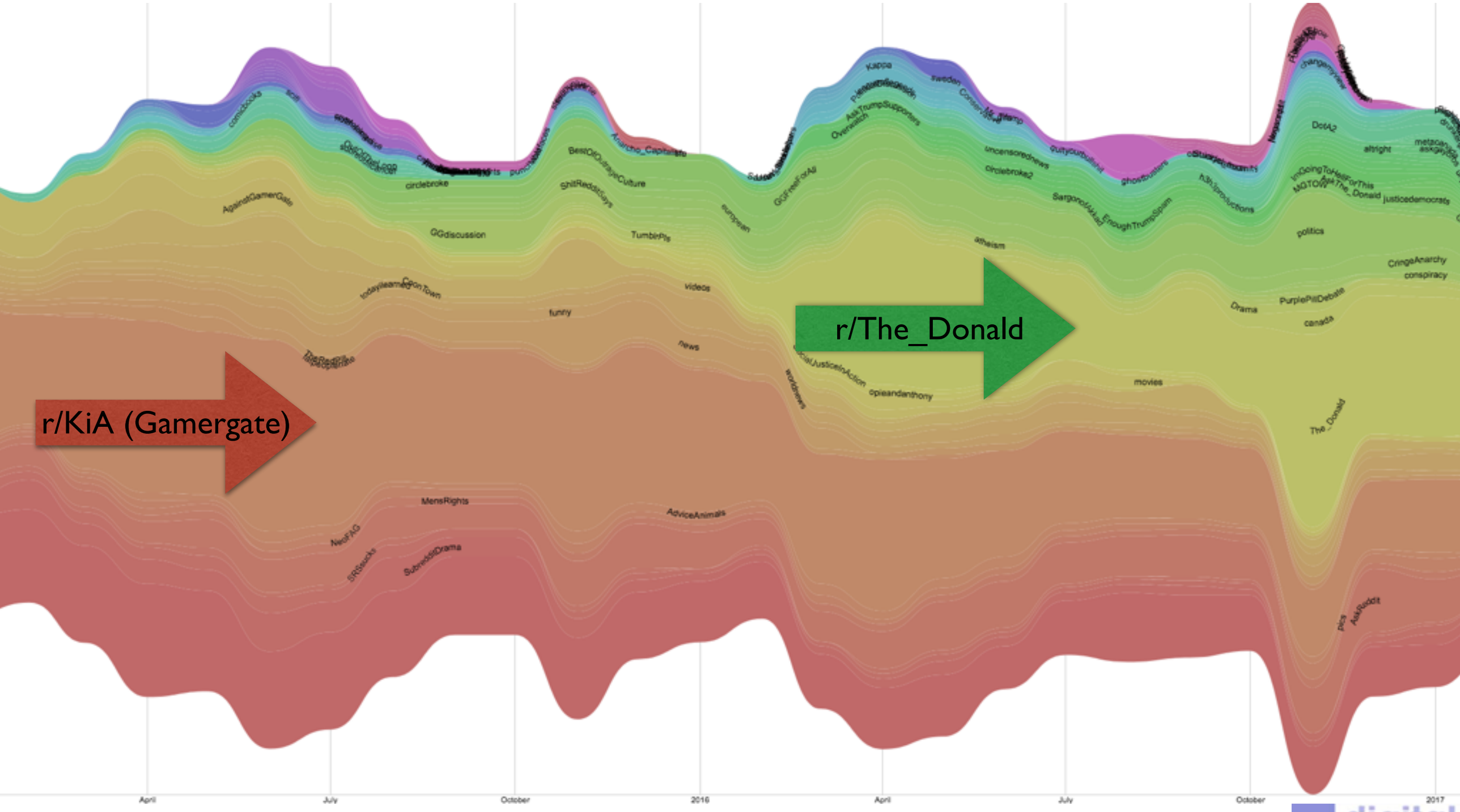
ALT-RIGHT IN-GROUP LANGUAGE

- (((Echo))) Parentheses
- 14,88
- Alpha male, beta male…
- Centipedes
- Cuckservative
- Kek
- Pepe
- Redpilled



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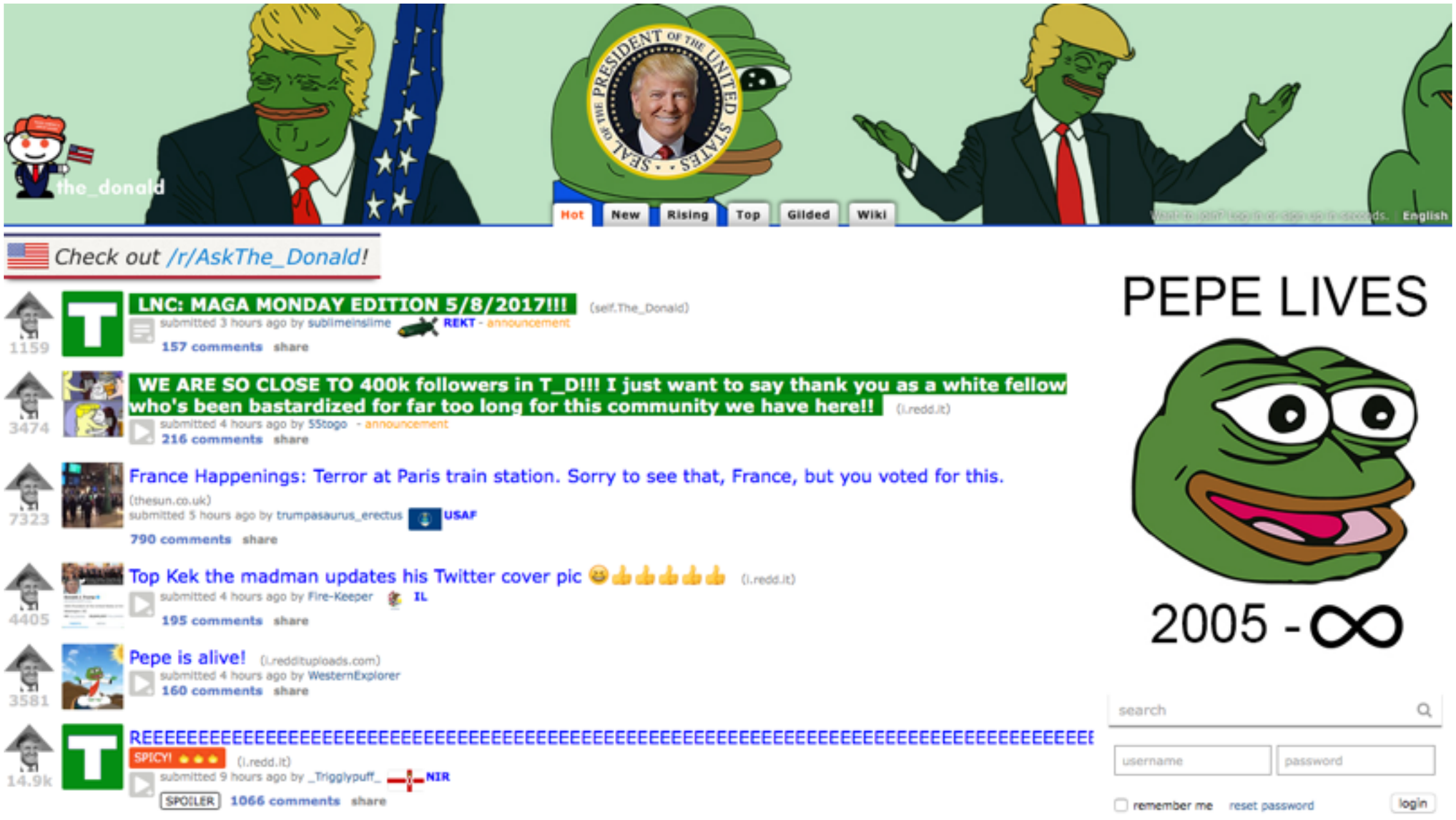
ALT-RIGHT IN-GROUP LANGUAGE



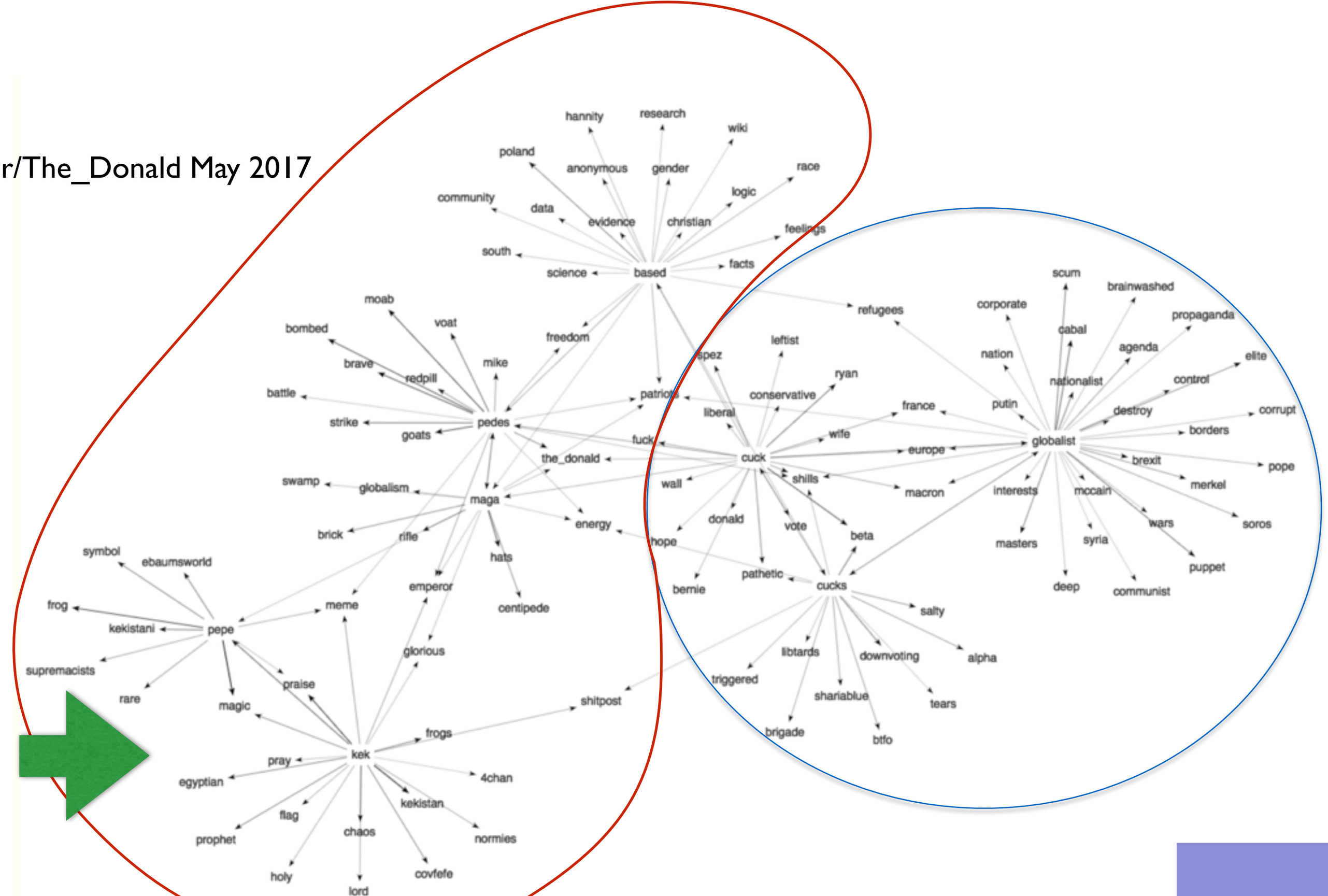
occurrence of alt-right term "SJW" across Reddit

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ALT-RIGHT IN-GROUP LANGUAGE


the_donald
Hot
New
Rising
Top
Gilded
Wiki
English
Check out /r/AskThe_Donald!
LNC: MAGA MONDAY EDITION 5/8/2017!!!
(self.The_Donald)
submitted 3 hours ago by sublimeinslime
REKT - announcement
1159
157 comments share
WE ARE SO CLOSE TO 400k followers in T_D!!! I just want to say thank you as a white fellow who's been bastardized for far too long for this community we have here!!
(i.redd.it)
submitted 4 hours ago by 55togo - announcement
3474
216 comments share
France Happenings: Terror at Paris train station. Sorry to see that, France, but you voted for this.
(thesun.co.uk)
submitted 5 hours ago by trumpasaurus_erectus
USAF
7323
790 comments share
Top Kek the madman updates his Twitter cover pic
(i.redd.it)
submitted 4 hours ago by Fire-Keeper
IL
4405
195 comments share
Pepe is alive!
(i.reddituploads.com)
submitted 4 hours ago by WesternExplorer
3581
160 comments share
REEEE

r/The_Donald May 2017



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ALT-RIGHT IN-GROUP LANGUAGE

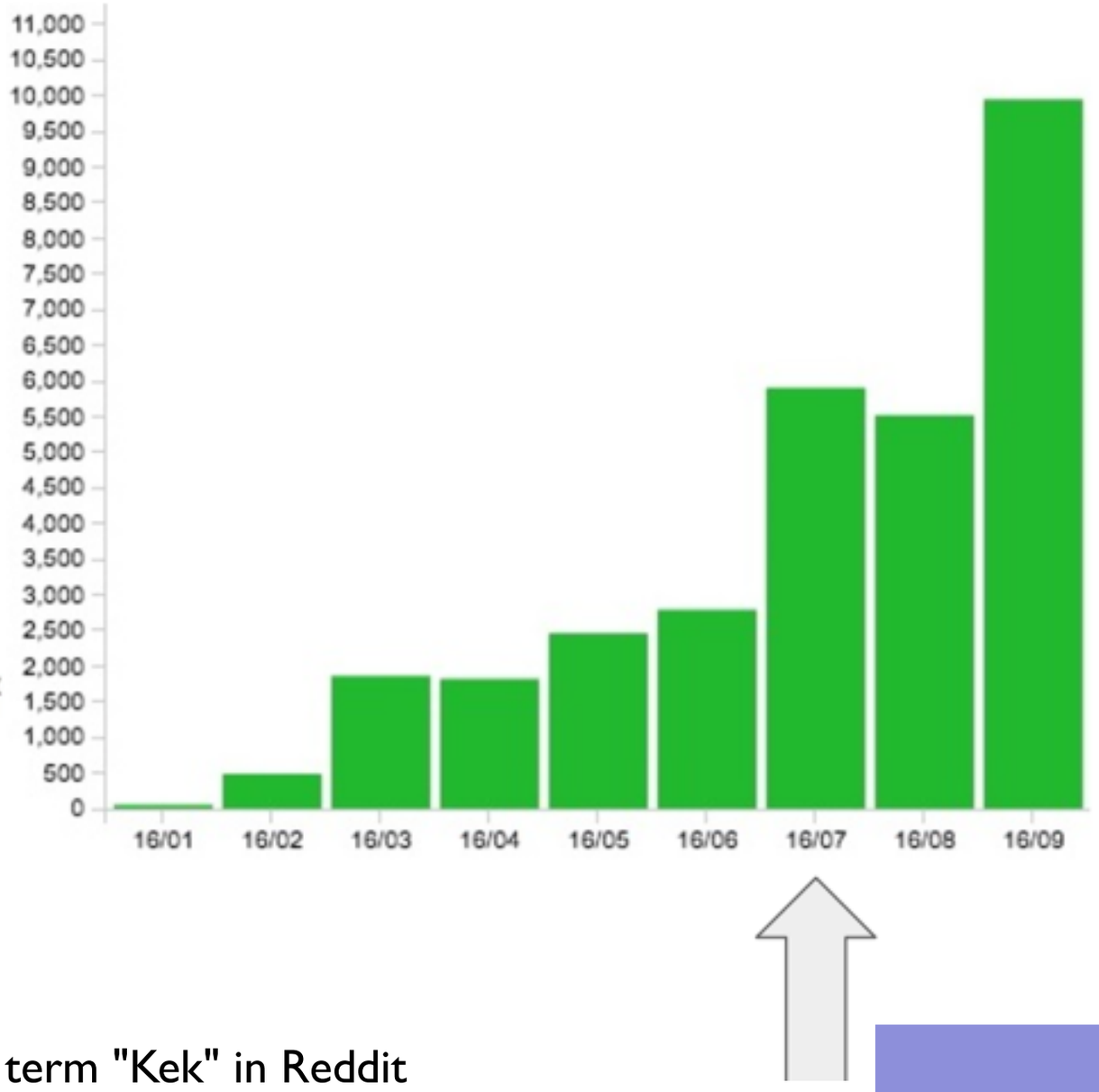
- "Kek is a translation of the acronym LOL[…] in the online multiplayer game World of Warcraft (WoW) *Know Your Meme*

- "[Kek] an androgynous God of darkness and chaos who is often depicted as a frog[…] On 4chan, the character Pepe the Frog is often considered a modern avatar of the diety, who uses ancient Egyptian meme magic to influence the world, often by fulfilling the wishes of posts that end in repeating numbers. Additionally, the deity is associated with the popular 4chan slang term "Kek", and is often embraced by supporters of 2016 Republican presidential candidate Donald Trump."
Know Your Meme

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ALT-RIGHT IN-GROUP LANGUAGE



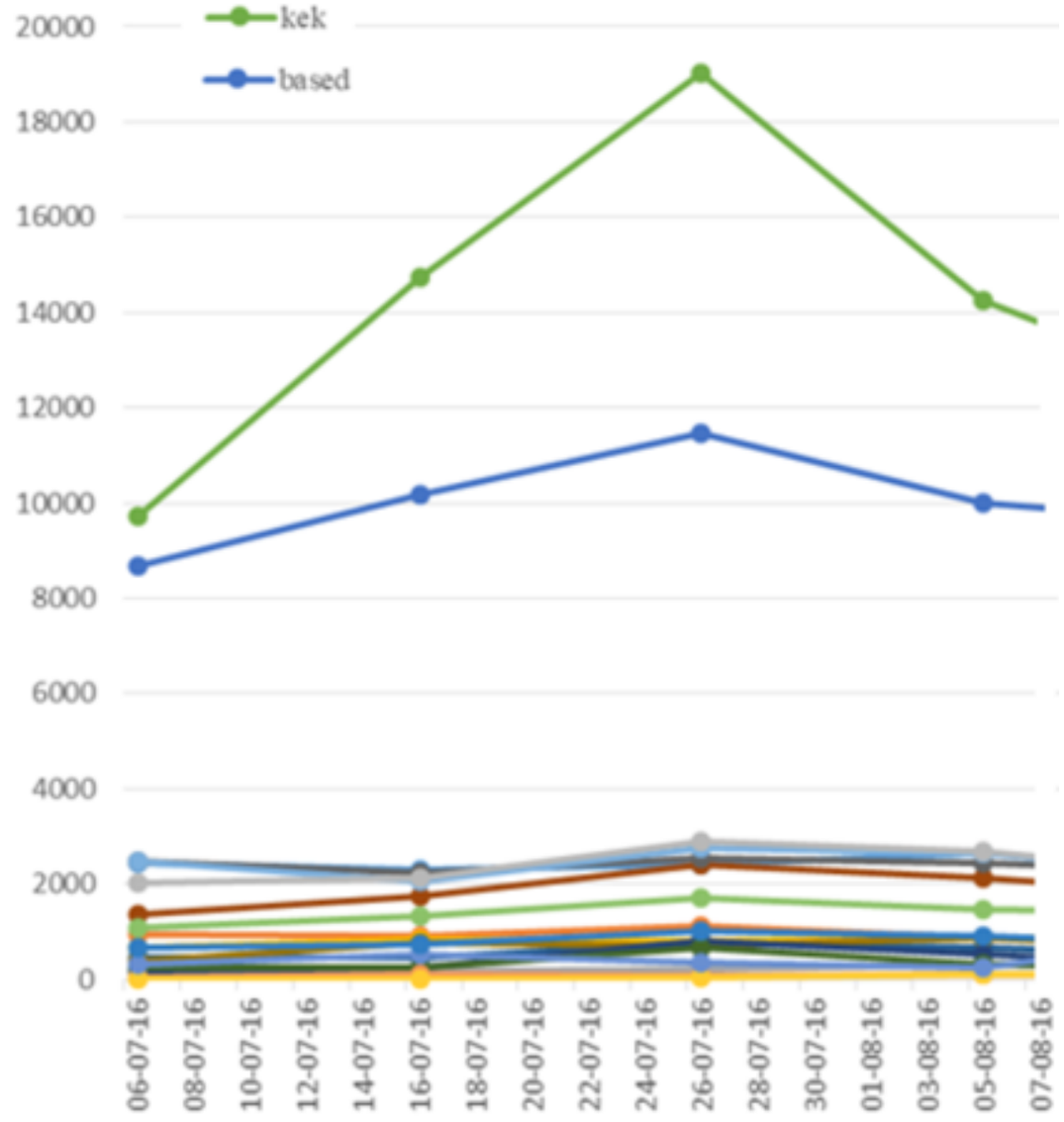


occurrence of alt-right term "Kek" in Reddit

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ALT-RIGHT IN-GROUP LANGUAGE

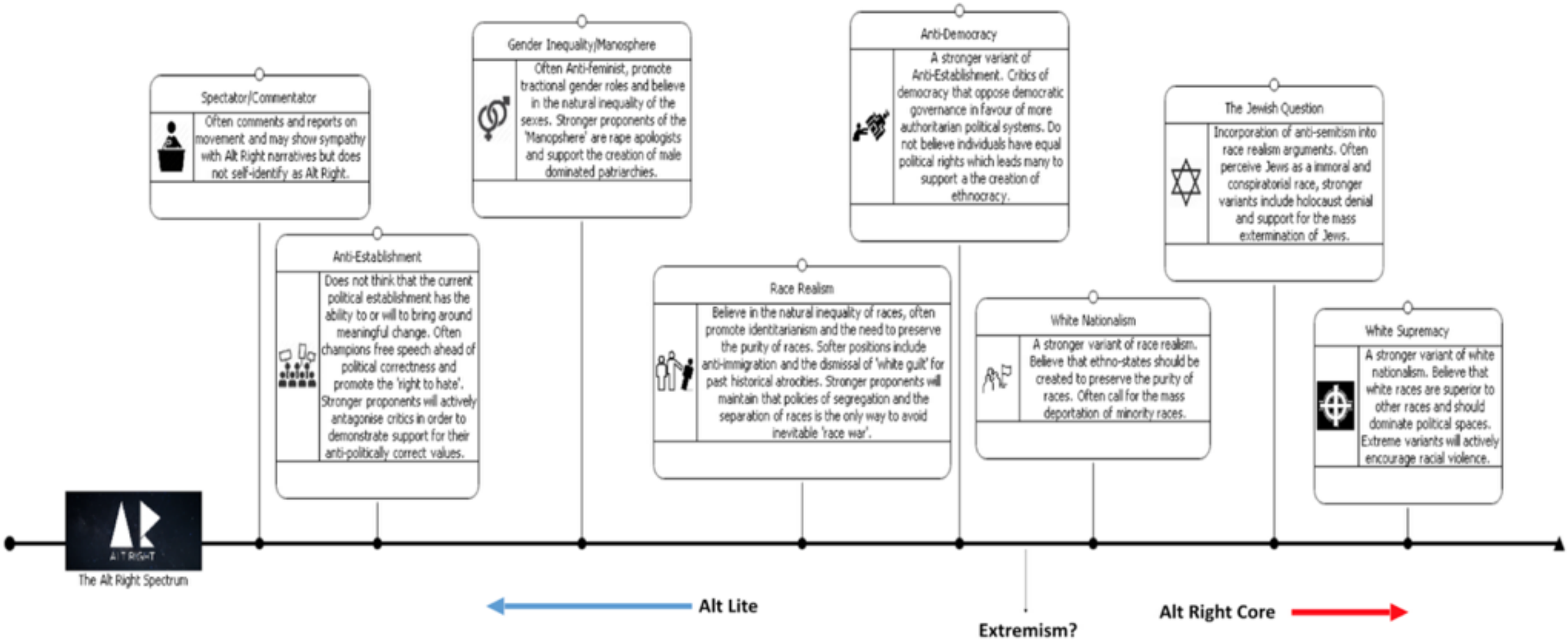




occurrence of alt-right term "Kek" in 4chan/pol

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EXTREMISM SPECTRUM



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FB CONTENT

ALT RIGHT TOP ENGAGING CONTENT

TOTAL ENGAGEMENT 18.586 10.339.306 1.968.038

ANTI ESTABLISHMENT

Turkey Violated Greek Airspace 2,244 Times Last Year, Fires At Russia For Doing It Once
Turkey shot down a Russian warplane for violating its airspace Tuesday, but the Turkish air force does the exact same thing several times a day in Greece. Turkey…
DAILYCALLER.COM



ENGAGEMENT 663

ANTI ESTABLISHMENT

Speaking at a news conference in Ottawa ahead of his departure Mr. Trudeau said he expects Canadaâ€™s plan to settle 25 000 Syrian refugees this year to demonstrate how to make accepting large numbers of refugees not just a challenge or a problem but an opportunity This is depressing. Will anybody challenge him on this?



ENGAGEMENT 686

ANTI ESTABLISHMENT

Patrick Cleburne: Obamacare is such an act of blatant Racial Socialism that implementing it could actually be beneficial to the Nation.

ENGAGEMENT 691

XENOPHOBIA

James Fulford: An earlier decision said the principal was within his rights to bar American students wearing American Flag t-shirts on Cinco de Mayo because he reasonably feared violence--violence which would be committed presumably by patriotic Mexican students infuriated by the sight of the American flag..

ENGAGEMENT 822

ANTI ESTABLISHMENT
WHITE NATIONALISM

Patrick Cleburne: Obamacare is largely a seizure and transfer of white-generated healthcare capital to blacks and Hispanics. The problem is the whites have noticed.

ENGAGEMENT 857

ANTI-POLITICAL CORRECTNESS

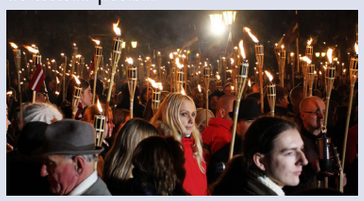
CNN have a spotless reputation when it comes to touching up photos of Chris Harper-Mercer.



ENGAGEMENT 912

WHITE NATIONALISM

Overcoming the stigma of white pride.



ENGAGEMENT 914

ANTI ESTABLISHMENT

On Veterans Day it s worth noticing that the Obama administration is doing two things to the Army: Closing ROTC programs in the South in order to recruit a more urban officer corps for demographic reasons and lecturing white officers and men on white privilege.

ENGAGEMENT 960

XENOPHOBIA

Brenda Walker: Concerned citizens learned a few days ago that the Texas border was so overwhelmed with lawbreaking foreigners in search of Obamaâ€™s promised amnesty that authorities hauled 400 to Arizona and released them there. Now we hear that the illegal aliens who got free bus service around America courtesy of the Border Patrol were displeased with the accommodations.

Illegals Transferred To Arizona Are Unhappy with Quality of Lodging | VDARE.COM



ENGAGEMENT 968

ANTI ESTABLISHMENT

Alternative Right updated their cover photo.



ENGAGEMENT 983

ANTI ESTABLISHMENT



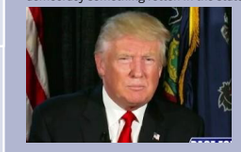
Pat Buchanan: Only the fear that Trump CAN win explains the hysteria in Washington. A Trump campaign across the industrial Midwest Pennsylvania and New Jersey featuring attacks on Hillary Clintonâ€™s support for NAFTA the WTO MFN for Chinaâ€"and her backing of Amnesty and citizenship for illegal immigrants and for the Iraq and Libyan debaclesâ€"is a winning hand.

"Trump Isn't The Suicide of the GOP, He's Its Rebirth–And He CAN Beat Hillary In The General! |… See, earlier, by Matthew Richer: For Better Or Worse, Donald Trump May Be The Only Immigration Patriot Running For President, April 12, 2015 and Pat Buchanan:…"
VDARE.COM

ENGAGEMENT 1.128

ANTI ESTABLISHMENT

Pat Buchanan: Consider what 2016 promised and what it appears about to deliver. 2016 has rightly been called the Year of the Outsider. It was a year that saw a mighty surge of economic populism and patriotism a year when a 74-year-old Socialist senator set primaries ablaze with mammoth crowds that dwarfed those of Hillary Clinton. It was the year that a non-politician Donald Trump swept Republican primaries in an historic turnout. If it ends with a Clintonite restoration and a ratification of the same old Beltway policies would that not suggest there is something fraudulent about American democracy something rotten in the state?



"Pat Buchanan: Yes, the System Is Rigged | VDARE

ENGAGEMENT 1.339

WHITE NATIONALISM

Paul Kersey: "Nothing prepared me to hold my husband bleeding at my front doorstep, with my son yelling ‘Daddy’ and my baby crying in the other room," Mike Gilotti's wife said.
Gilotti was a veteran --just another white American who believed the United States of America still existed. It doesn't.



"Did You Know Two Black Teens Just Murdered A White Iraq War Veteran? Thought Not."
VDARE.COM

ENGAGEMENT 1.369

WHITE NATIONALISM

All criminals are "white" in the minds of the multicultural mafia.



"white man goes on killer rampage in times square"

ALT-RIGHT.COM

ENGAGEMENT 2.438

COUNTER JIHADISM

In the wake of the migrant invasions imposed by the European Superstate incidents of Local Democracy - or people taking the initiative to protect their communities - continue to break out across Europe.



ENGAGEMENT 2.856

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FB CONTENT

ALT LITE TOP ENGAGING CONTENT

TOTAL ENGAGEMENT 18.586 10.339.306 1.968.038



The Doctor is In!

ENGAGEMENT 432.060

ANTI ESTABLISHMENT



The Problem With Liberals Explained Perfectly via The Andy Griffith Show

ENGAGEMENT 433.756

ANTI-POLITICAL CORRECTNESS



What happens when people are offended? Comedian: Steve Hughes

ENGAGEMENT 458.852

ANTI ESTABLISHMENT

Thank you famous actors...for telling us how to vote! Credit: BrabenderCox



ENGAGEMENT 459.127

ANTI ESTABLISHMENT



This is how the Clinton family destroyed Haiti. Interview by Luke Rudkowski of WeAreChange

ENGAGEMENT 526.374

ANTI ESTABLISHMENT



Black Lives Matter vs FBI Statistics

ENGAGEMENT 606.504

COUNTER JIHADISM



ISIS member run down!

ENGAGEMENT 621.895

ANTI ESTABLISHMENT



This Is Why Police Don t Let You Go Back To Your Car *Warning: Graphic - Public Domain Use

ENGAGEMENT 632.450

ANTI ESTABLISHMENT



THIS

ENGAGEMENT 641.532

ANTI ESTABLISHMENT

Trump Tells Hillary She d Be In Jail...THUG LIFE!



ENGAGEMENT 942.784

MANOSPHERE RACE REALISM

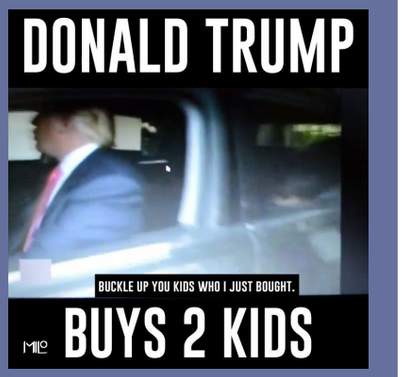
MILO Effortlessly Shuts Down Black Feminist NAACP President At WCU



ENGAGEMENT 945.791

ANTI-POLITICAL CORRECTNESS

Donald Trump Buys 2 Kids



ENGAGEMENT 1.055.534

ANTI ESTABLISHMENT



ENGAGEMENT 761.079

ANTI-POLITICAL CORRECTNESS

Trump supporter silences those protesting in LA via Based in La and Big Joe



ENGAGEMENT 1.393.263

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FB CONTENT

UK-EU TOP ENGAGING CONTENT

TOTAL ENGAGEMENT 18.586 10.339.306 1.968.038

COUNTER JIHADISM

I went to confront a Muslim Labour councillor with links to the Rochdale Muslim rape gang #threegirls. He called his muslim gang friends who ambushed me. Please share! this guy should be sacked how he stilll working for the council!



ENGAGEMENT 74.919

ANTI ESTABLISHMENT
ANTI-POLITICAL CORRECTNESS



Teenage girls are mutilated & massacred and the left tells us to carry on exactly as before. Let that sink in.

ENGAGEMENT 76.206

XENOPHOBIA

Looks like multiple terrorist attacks again in London tonight. Reports that a vehicle mowed into people on London bridge and a number of people have been stabbed. Also reports of gun fire and a separate incident at Borough market and a potential 3rd incident in Vauxhall. Looks like showing them love and unity post Manchester did a lot of fucking good! How are the 1000 s of terror suspects which the security services are following allowed to just walk round the streets and reign terror. They should be locked up and off our streets and if any are dual nationality they should be deported it is pretty simple. The government are playing with our lives.

ENGAGEMENT 77.225

XENOPHOBIA



Trump was right. Mass immigration has ruined Sweden.

ENGAGEMENT 78.653

COUNTER JIHADISM

This has been viewed over 26 million times! Going mainstream.....



ENGAGEMENT 83.056

ANTI ESTABLISHMENT



ENGAGEMENT 86.664

COUNTER JIHADISM



Here s my views on the Finsbury Park terrorist attack

ENGAGEMENT 93.219

ANTI-POLITICAL CORRECTNESS

I m drowning in liberal tears. Please send help.



ENGAGEMENT 104.591

COUNTER JIHADISM

I went to expose a 2nd Muslim Rape gang in 1 week. 17 scumbags in court this time in Oxford. One of the scum bags even burnt an M onto the body of a 12 year old white girl with a hot poker to show that she was the property of Mohammed! Please share this.



ENGAGEMENT 105.316

COUNTER JIHADISM



Islam as it currently exists is incompatible with western society.

ENGAGEMENT 118.340

ANTI-POLITICAL CORRECTNESS
ANTI MEDIA



Piers Morgan usual technique of not letting the person he is interviewing actually answer any questions. Just scared of the truth. Trying to bringing up my past rather than debate the problem at hand. This is coming from a guy who was involved in hacking missing children phone messages and being sacked from Daily Mirror for endangering British soldiers lives by printing FAKE photos of soldiers torturing Muslims. Don t let morals and truth get in the way of a good headline hey Piers...

ENGAGEMENT 119.556

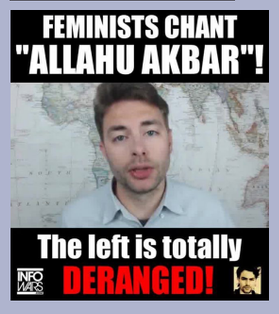
ANTI-POLITICAL CORRECTNESS
ANTI MEDIA



When all you have left is violence you ve lost the argument.

ENGAGEMENT 136.901

COUNTER JIHADISM



Dear the left: Please pick Sharia law OR women s rights because you can t have both.

ENGAGEMENT 162.652

COUNTER JIHADISM

Terrorist supporters being housed in a street near you. This guy is an Islamic extremist so arrest him and put him in jail not in a free house down the road from a primary school!



ENGAGEMENT 299.375

COUNTER JIHADISM

No it s NOT a Muslim ban you hysterical morons.



ENGAGEMENT 351.365

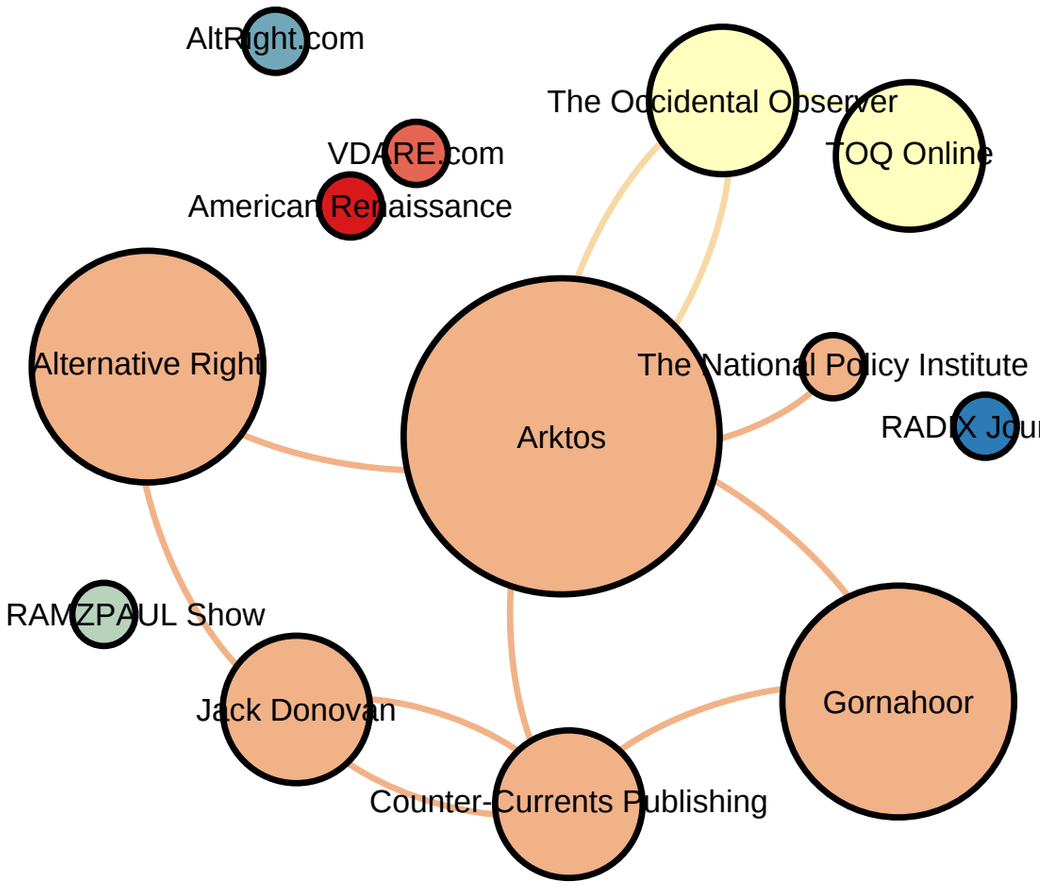
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FACEBOOK INTER-LIKED PAGES



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FACEBOOK INTER-LIKED PAGES



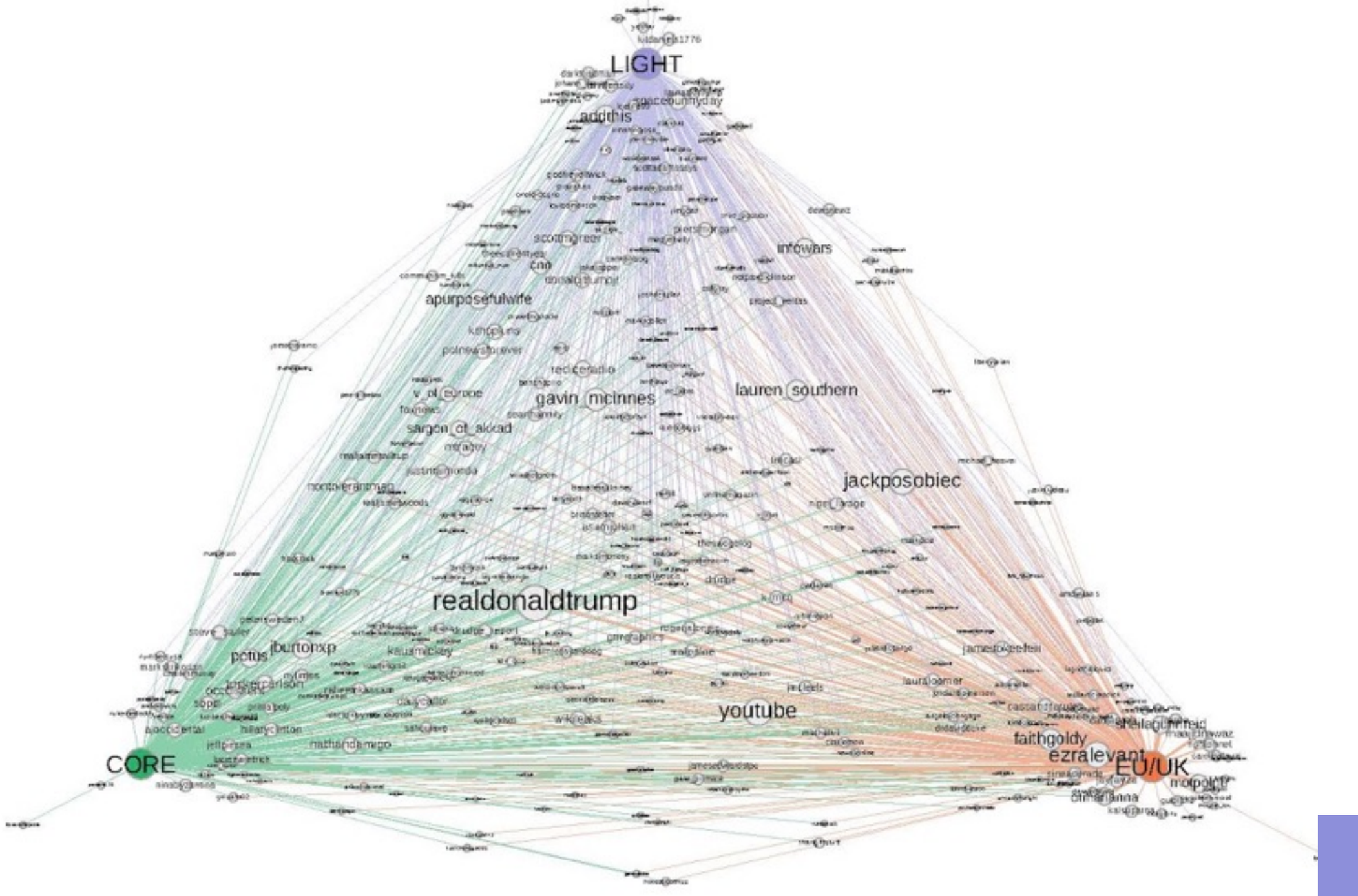
Alt-Right Core



Alt-Right EU

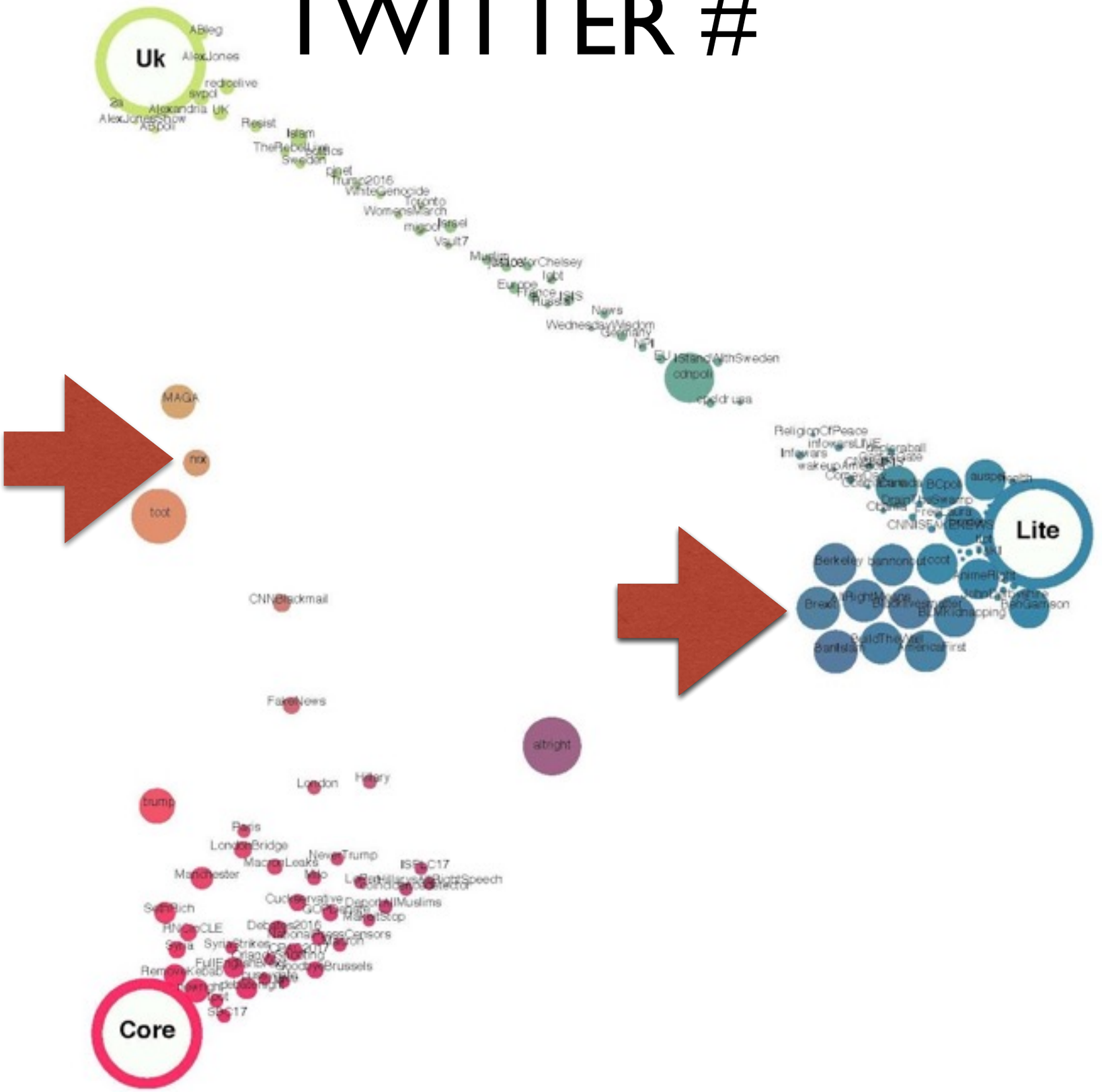
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TWITTER @ MENTIONS



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TWITTER



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