

ANTISEMITISM POLICY TRUST

ANTISEMITISM GOES VIRAL

THE METEORIC RISE OF ANTISEMITISM SINCE OCTOBER 7 AND THE
WEAPONISATION OF POLARISATION ACROSS SOCIAL MEDIA PLATFORMS

Summary and Findings

- **Breadth and depth.** We analysed over 409 million Reddit posts and comments, over 4.95 million X posts and hundreds of thousands of posts from TruthSocial, Telegram, Minds and Odysee from 1st October 2023 to 15th June 2024.
- **Multi-platform issue.** Extreme and unambiguously antisemitic content and hate speech was found across all platforms. On X alone, we identified approximately 129,200 such posts across our sample of 4.95 million.
- **Increasing virality.** Online antisemitism is increasing, potentially driven by a reduction in content moderation standards. We measured an approximately 115-fold increase in antisemitism on X compared to October 2023.
- **Increasing frequency.** Our analysis estimates there are now 4 antisemitic tweets per day per Jewish person in the UK, up from 2 per year quoted in our last report (760 times more).
- **Alt-media remains extreme.** Alt-media websites such as TruthSocial and Minds have lower volumes, but more extreme antisemitic content.
- **Bots and GenAI.** We identify antisemitic accounts posting essentially 24 hours a day and the use of hashtag dumping to synthesise fake trends and to confuse or bypass safety algorithms. We also see GenAI deployed to create graphic antisemitic content.
- **Intersectional hate.** There is a growing convergence of antisemitic content with other online conspiracy theories, rage bait and pro-Russia, anti-Ukraine, anti-Israel commentary.
- **Social priming.** There are strong indications that social priming on poorly moderated alternative media platforms such as Rumble, Minds and Odysee is a source of antisemitism on larger mainstream platforms. We highlight examples in our report.
- **Unmoderated.** Much of the antisemitic content we uncovered is easily detected by commercially available content safety systems, leading us to question why social media platforms do not use these capabilities already.
- **Alt-influencers & Rage economies.** An emerging source of antisemitism is a new class of online alt-influencer forming part of a global subscription economy of alternative media celebrities disseminating hate speech. They are being rewarded for such speech which is ultimately facilitated by the platforms themselves.
- **Functionality abuse.** Platform features are abused to spread antisemitism, hate speech and violence. Thread hijacking is used by alt-influencers to draw large audiences from celebrity accounts and public figures into antisemitic communities.

Trigger warning: this report includes disturbing real-world samples of anti-Jewish racism.

The text and illustrations may only be reproduced with prior permission of the Antisemitism Policy Trust.

Published by the Antisemitism Policy Trust, copyright © 2024

Antisemitism Policy Trust is a registered charity (1089736) [England] and company (04146486) [England and Wales]

Introduction

Antisemitism after October 7

Anti-Jewish racism has appeared online ever since the invention of the internet. It is present on chat forums, review sites, news web pages and across social media. The amplification of antisemitism has been an ongoing concern for those working to tackle racist hate. Inspite of this, platforms’ decisions about their systems have largely seen hate online spread, rather than stopped, and can lead one to question whether they are even able to keep up with the scale and pace of online hate.

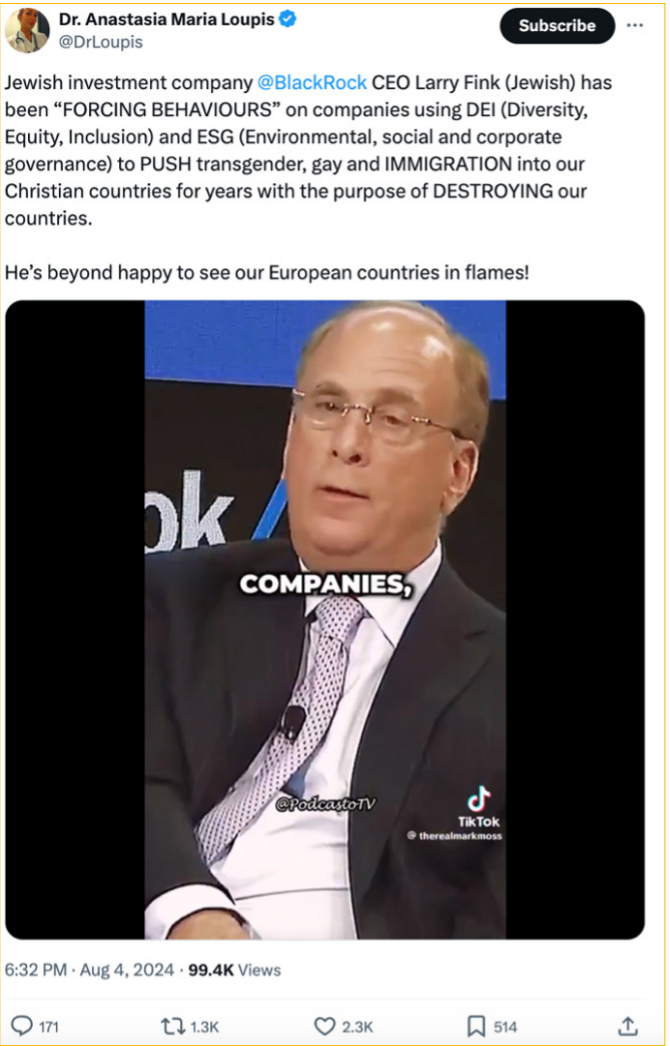
The attack on Israel by Hamas [and other Palestinian terror groups] on 7 October and subsequent war, televised and broadcast globally on social media, has exposed Jews, often held collectively responsible for the actions of the Israeli government, to unprecedented abuse and recriminations. At the same time, social media platforms have neglected their responsibility to moderate harmful and antisemitic content, enabling the mutation of anti-Israel sentiment into antisemitism on a global scale.

In previous reports we looked at the issue of antisemitism across specific technologies and platforms, including Google’s Search¹, SafeSearch² and Twitter³ since rebranded as X. In this report we go further and wider, describing the modern face of antisemitism across a range of mainstream and niche social networks since October 7. We look at posts on X (Twitter), discussions on popular content aggregation forum Reddit, TruthSocial, gaming platform Roblox, popular mobile chat application Telegram, and the alternative social media platforms Rumble, Minds and Odysee.

In aggregate we analysed over 409 million comments and submissions on Reddit, over 4.95 million X posts, and hundreds of thousands of posts and comments across TruthSocial, Telegram, Minds and Odysee.

Antisemitism in the Mainstream

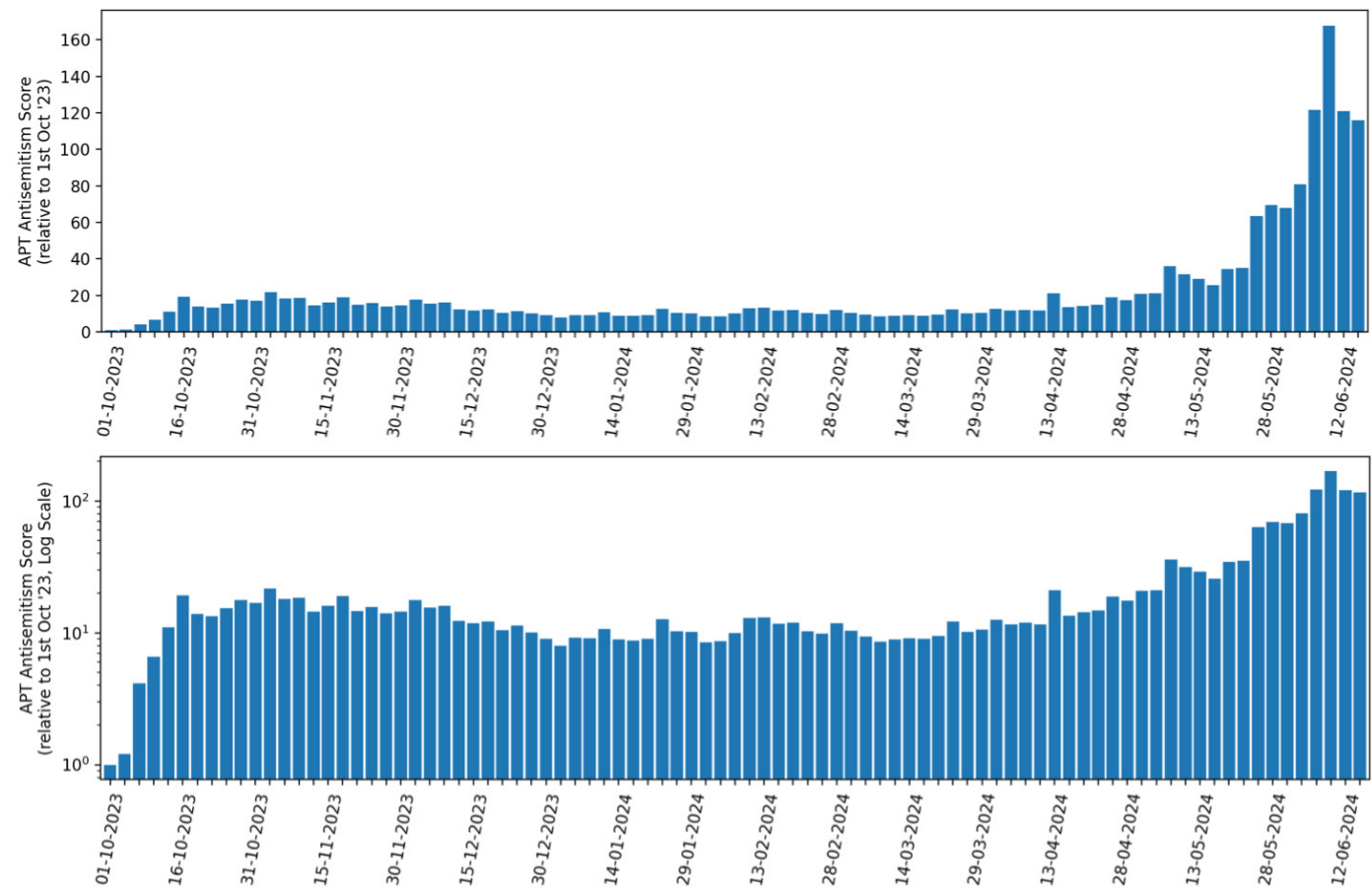
It has become clear through our analysis that antisemitism has gone mainstream. Social media platforms have normalised antisemitic and violent content. Our analysis shows that the social media landscape of 2024 is antisemitic, polarised, violent, toxic and unsafe for children.



Images: A sample of antisemitic posts from the social media platform X.

The internet has always provided forums for the sharing of conspiracy theories and extreme content, including Holocaust denial, Holocaust inversion, Jewish Supremacy theories and claims of a Globalist Jewish World Order. Our findings from cross-platform analysis show that antisemitism is no longer the sole remit of niche, “specialist” conspiracy groups. Extreme and antisemitic content, previously associated primarily with far-right communities, is now regularly broadcast across a wide range of mainstream platforms and communities, including all the social networks we studied.

Our analysis also shows that these smaller social platforms are an onramp to mainstream sites including X (formerly Twitter) and Reddit. Without effective moderation on mainstream platforms, antisemitic content and hate speech increasingly proliferates and reaches global audiences, normalising and legitimising antisemitic and hateful discourse in the process, as well as increasing the risk of real-world anti-Jewish violence and hate crime.



Graphs: The meteoric rise of Antisemitism on X since October 2023, showing an approximately 115-fold increase in antisemitic content between October 2023 and June 2024, most of the increase occurring in the last three months, initially rising to an incredible 160 times in early June 2024, relative to the beginning of October 2023. (Top) Standard scale, (bottom) logarithmic scale.

The Weaponisation of Polarisation

Within the context of an already highly polarised world⁴, in 2024 at least 64 countries were holding national elections — a combined 49% of the world’s population⁵.

In this critical period for democracies globally, the rise of societal polarisation in the UK, US and Europe

has created instability and political violence, including in July 2024 with the assassination attempt on then nominee and now President Donald Trump.

As polarisation grows online and social platforms remain poorly policed or entirely unmoderated, the truth has come under pressure. Our data analysis has exposed the emergence of a new form of influencer and political

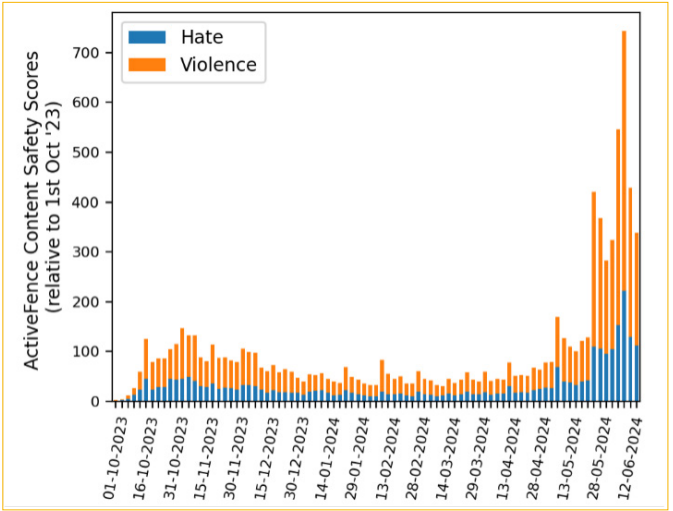
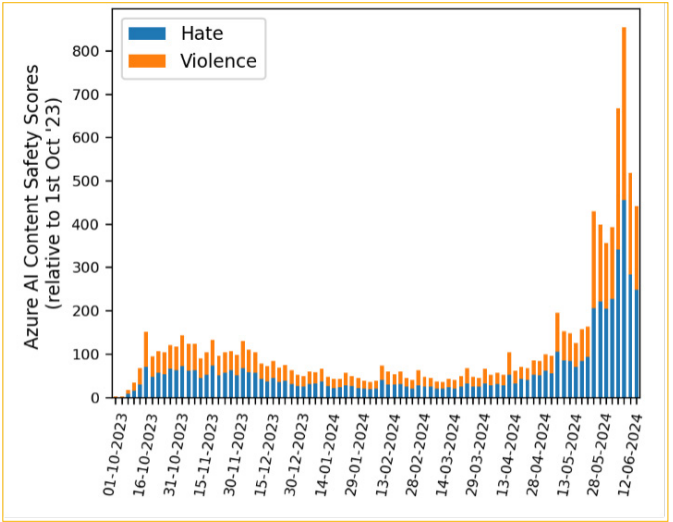
commentator online, characterised by a greater concern with engagement and provocation than the truth.

The current social media landscape comes without the regulatory oversight and ethical guidelines historically associated with journalistic publishing. This has led to an online industry of rage baiting and disinformation, that has grown to include many disassociated communities defining themselves in opposition to the so-called liberal mainstream woke globalist agenda. From extreme right commentators to toxic misogynists, to anti-immigrant, anti-government, anti-Israel and antisemitic discourse; there is a growing convergence of online narratives which provoke or encourage violence.

When it comes to polarisation on social media, antisemitism appears to play a role in a concerning trend, in which social media platforms are being used to foment hatred and violence using whatever polarising narratives gain traction in a given moment. Equally concerning is that this increased engagement can translate into greater revenues for social media companies, reducing their incentive to act.

Moderation and Online Safety

Throughout our analysis we noticed a lack of content moderation across all the social media platforms studied. Clear and extreme cases of hate speech, violence and antisemitism continue to be hosted, despite the availability of many advanced, commercially available content safety algorithms which detect unsafe content instantaneously. In many cases the content found was not just against the respective platform’s own terms of use, but we believe may also constitute illegal behaviour under UK law were it being posted in the UK. This points to important transparency information that regulators should be requesting, including what content safety algorithms, programmes and hate counter-measures platforms are employing.



Graphs: Microsoft Azure AI (top) and ActiveFence (bottom) content safety scores for hate and violence. Using both commercially available products on our X samples shows an explosion of hateful and violent content on X over the three months to June 2024. Each having a slightly different definition of hate and violence, Microsoft’s Azure AI detected a 248-fold increase in hate, and a 194-fold increase in violence while ActiveFence detected a 110-fold and 227-fold increase respectively.

Alt-Media Influencer Spotlight: Jackson Hinkle



Jackson Hinkle is one of a number of prominent online influencers with a following of over 2.7m on X. His content focuses almost exclusively on controversial rage-bait and polarising topics, combining pro-Russia, anti-Ukraine, antisemitic and anti-Israel messages with several other popular alt-media conspiracy theories, culture wars and misogynistic themes.

Born in 1999, Hinkle presented his own political shows on YouTube and Twitch before being blocked on both sites due to “harmful misinformation”¹². Once referred to as one of the “most viral misinformation spreaders”¹³ on the Israel-Hamas war, he has spoken at the UN upon Russia’s invitation, launched the American Communist Party in 2024 and at the time of publication was still hosting his show *The Dive with Jackson Hinkle* on alt-media social site Rumble.

Despite the harmful subject matter, Hinkle’s strategy employs a standard social media playbook for increasing engagement on social platforms. Instead of promoting a product or service, however, Hinkle engages in polarisation, hate and violent rhetoric. Hinkle actively comments and responds to the X posts of world leaders and fellow influencers such as Andrew Tate, merging his own narratives with existing rage-bait trends and conspiracy theories to build an exponentially larger following.

Hinkle’s intersectional hate brings together audiences from antisemitic alt-platforms and ensures his profile and content is linked to and mentioned by more posts, further increasing his reach and prominence. In our analysis of posts relevant to the topic of antisemitism, Hinkle is by far the most mentioned profile on X, with over 45,000 mentions since October 2023 in our sample alone, more than prominent antisemitic accounts @DrLoupis, @ShaykhSulaiman and @jakeshieldsajj combined. As a young, tech-literate, successful online influencer, Hinkle is a cautionary exemplar of a growing class of online alt-influencer who recognises the power of social networks to build a following and a brand but have subverted and weaponised platforms’ existing features to create global, polarising alt-media empires which promote a lifestyle brand of violence and hatred. Hinkle would not be able to be as successful as he is without X. This is a warning for how a lack of content moderation twinned with other social media gaming can spawn successful hate channels for emerging users.

The Rise of Antisemitism on X

Our analysis of X posts since 7 October shows an approximately 115-fold increase in antisemitic content, with a dramatic uptick in the months from May 2024 onwards.

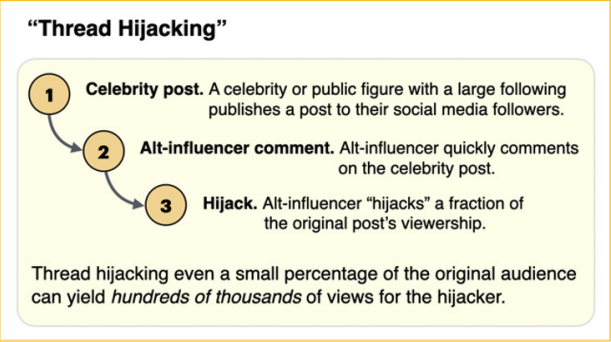
Our analysis clearly shows the meteoric rise of antisemitism on X and is corroborated by similar figures showing an equivalent and simultaneous rise in hate speech and violence.

The algorithmic scores we used for detecting antisemitism were created using modern AI techniques for semantic analysis. Similar content safety algorithms are available for social platforms to use and are commercially available. We corroborated that two popular commercial safety systems, Microsoft’s Azure AI Content Safety and ActiveFence’s Content Moderation applications, can easily detect the antisemitic and violent nature of these posts, raising the question why some large social networks do not use them to moderate and remove the most extreme forms of antisemitic content online.

There were also many cases which would not require a sophisticated algorithm at all, including to find Holocaust inversion hashtags such as #ZionismIsNazism and #ZionistsAreNazis, posts saluting “The Great Hitler” and posts with minimal linguistic nuance such as “F**k these money loving Jews”. Between October 2023 and July 2024 we detected over 129,200 such posts on X across our sample of 4.95M, and whereas some clearly antisemitic posts such as “Jews need to shut the f**k up” have since been removed, thousands of others remain available as of publication and more appear each day.

The number of likes for these tweets (including likes of retweets) jumped 1,300-fold from 18,741 in October 2023 to over 24 million by June 2024. Over the same

period the number of retweets jumped 1,900-fold from 5,692 to over 10 million. Following the methods in our previous report, The extent and nature of antisemitism on Twitter in the UK⁶, this is equivalent to 4 tweets per day per Jewish person in the UK, up from 2 per year quoted in our last report (760 times more)⁷.



Influencers and Rage Farming

Our analysis also showed the outsized effect on X of the accounts of celebrities, public figures, institutions and states. A single post by the globally famous easily attracts hundreds of thousands of likes and millions of views, turning celebrity posts into the equivalent of a prime-time advertising spot. Given the additional reach celebrity posts achieve, the comments under celebrity posts are often hijacked by abusive accounts trying to spread their own messages to a wider audience, a practice known as “thread hijacking”. Thread hijacking influential accounts is now a commonly used tactic by extreme and antisemitic accounts to spread hate, conspiracies and disinformation. **The practice has turned the comments section under celebrity posts into the new battleground for global attention,** and without sufficient content safeguards they have become a primary channel for harmful content to gain wider visibility and traction.

Generative AI Spotlight: Synthetic Media

Open-source AI vision models such as stable diffusion have allowed the rapid creation of many kinds of visual content, including hateful and discriminatory imagery. These models, mainly trained on images from the internet, have a well-documented bias in their depiction of women and ethnic minorities, recreating and propagating stereotypes. Whilst the ‘official’ platforms for these models have built in safety mechanisms, if the models are themselves downloaded it is trivial to remove these safeguards. These models can then produce nearly infinite amounts of hateful, sexual, or similar content that may depict specific individuals.



Images: Synthetic GenAI content from the alt-media social network Minds. While new GenAI technologies supercharge the creative and marketing industries, the same technologies and techniques are being used to market conspiracies, hate, racism and violence.

In our analysis, we have found several notable examples of AI generated imagery used as a means of promoting antisemitism and racism. These images can both emphasise and reproduce discriminatory stereotypes and provide visual support for conspiracy theories. Because of these models existing biases, they are likely to also produce misogynistic and racist imagery by ‘accident’ alongside intentionally created hate content.

An emerging theme in the space of GenAI synthetic images is graphic content depicting world leaders and celebrities. Social media influencer Jackson Hinkle regularly posts graphic GenAI images, and pop singer and global icon Taylor Swift was famously depicted in graphic deepfake porn videos in January 2024, a growing trend which prompted the UK government to add an amendment to the Criminal Justice Bill to ban non-consensual explicit deepfake content.



Images: (top) Prominent antisemitic account @DrLoupis using “thread hijacking” to hijack over 965K views from an Elon Musk tweet with 85M views. Whilst this image is not antisemitic, it exemplifies the tactics outlined above. (bottom) @jacksonhinkle thread hijacking a post of then-UK prime minister @RishiSunak, hijacking over 698K views out of Sunak’s 14M views.

Under a deluge of hateful, violent and antisemitic comments in the replies to public figures such as @elonmusk and @piersmorgan and government accounts such as @Israel and @POTUS, influential accounts are often unwittingly acting as a route to antisemitic content which wouldn’t otherwise get such exposure. The blame for this amplification however

lies with the platforms’ failures to identify amplifier accounts and put in place systems to either more strictly moderate such accounts, or enable them to do so.



Images: (top) Antisemitic account @DrLoupis cross-posting content from Jake Shields promoting Lucas Gage. (bottom) Though he is not Jewish, Tate claimed he was.^{8,9} Innocuous cross-posting extends the reach of content to the combined audiences of both accounts and is a common strategy for brands and influencer partnerships. But on X the strategy is employed just as effectively by accounts spreading hateful, violent and antisemitic content.

In addition to thread hijacking, cross-promotion is also commonly used by the new breed of alt-media influencer to spread hate to larger audiences. Cross-promotion on X innocuously takes the form of a reshare or a mention, which has the effect of showing the initial post to the followers of both accounts. But alt-influencers including Jackson Hinkle and Dr Loupis aggressively use both thread hijacking and cross-promotion as onramps to capture and polarise audiences.

These accounts have acquired large and dedicated followings by specialising in misogynistic, pro-Russia, anti-Israel, antisemitic and polarising content and are illustrative of a wider trend of rage-focused narratives.

Through thread hijacking and cross-promotion, these narratives are now merging into a consolidated and semi-organised form of alternative media, with antisemitism appearing as part of a diversified portfolio of intersectional hate and rage-focused multimedia content.

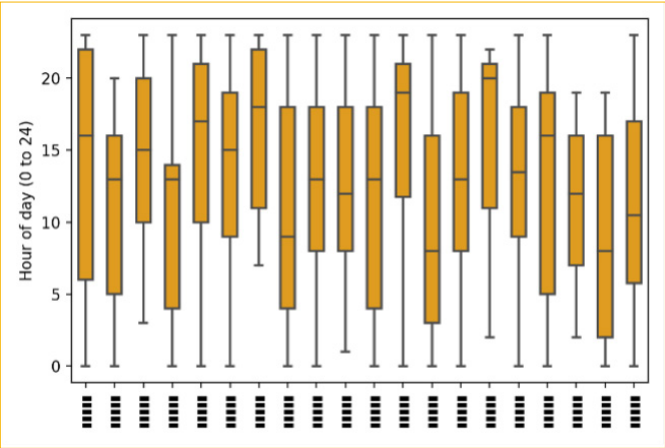
While X continues to accommodate the practice, other social media platforms such as YouTube have for many years managed to improve the comments section on their properties by enabling automated blacklisting of racist or hateful keywords and giving content creators more power over which comments are visible¹⁰.

Hashtag Dumping and Bot Accounts

Our analysis also exposes what is likely an endemic issue of bots and inauthentic accounts on X, with numerous account usernames being a long string of random numbers and letters and some posting antisemitic content essentially 24 hours a day, spanning all time-zones. Other tactics include hashtag dumping to artificially synthesise a trend, with thousands of posts containing up to 15 hashtags without a message, and other antisemitic posts which include popular but unrelated hashtags such as #Spiderman2, a Blockbuster movie, and #SEVENTEENTH_HEAVEN, a South Korean boy band (see right).



Image: Antisemitic content with a picture of Adolf Hitler and references to unrelated hashtags #Spiderman2 and #SEVENTEENTH_HEAVEN, illustrating how X's platform features and trending topics are overtly gamed to make content appear popular or legitimate.



Graph: Distribution of posting hour (0 to 24) for a sample of X accounts¹¹ associated with high levels of hate speech, showing an almost 24hr posting range.

Reddit, TruthSocial, Telegram and Beyond; Antisemitism everywhere, all at once

We also analysed antisemitism across Reddit, TruthSocial, Telegram, Roblox, Rumble, Odysee and Minds. We found that the issue of antisemitism is no longer isolated to small pockets of far-right extremist forums. Rather, antisemitism is now endemic to the entire social web, and has essentially gone viral.

Social platforms are being woven together by increasingly sophisticated and influential alt-media accounts to form antisemitic superhighways.

These highways span multiple platforms and are used to socialise and normalise hate, conspiracies and antisemitic theories, creating a radicalisation effect.

By analysing antisemitic activity and hate speech across several platforms at once, we were able to see previously invisible highways emerge.

We found that influential social media accounts such as @jacksonhinklle, @QudsNen, @Partisangirl and others, form the critical backbone of these highways by acting as bridging points between extreme antisemitic communities on TruthSocial and anti-Israel communities on X.

The same pattern emerged in numerous places, from X to TruthSocial and Reddit to Odysee; in each case, anti-Israel communities are being linked to extreme and antisemitic communities through alt-influencer intermediaries. The intermediary accounts act as a bridging point or onramp with the effect being that antisemitic content, conspiracy theories and hate speech are being disseminated and socialised with more mainstream communities, potentially radicalising them.

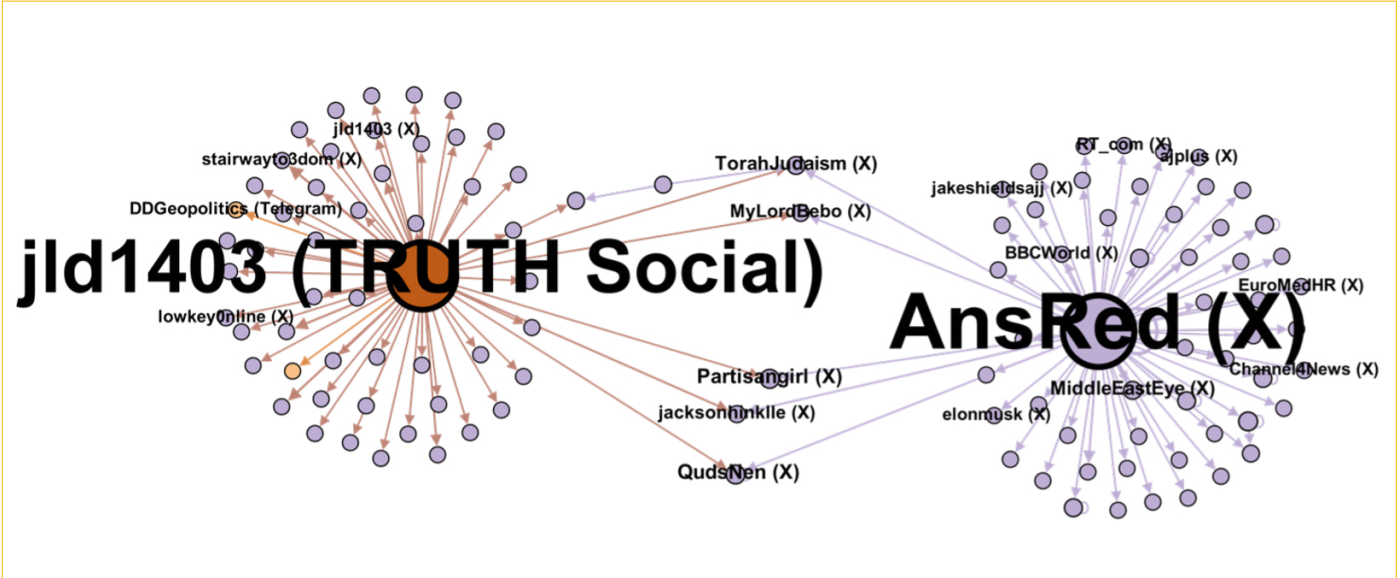


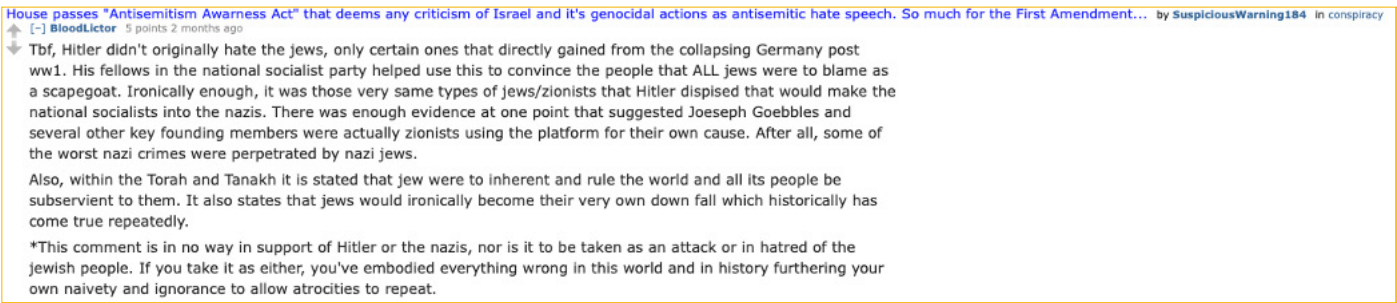
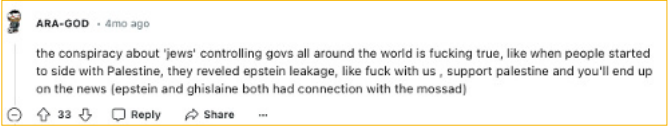
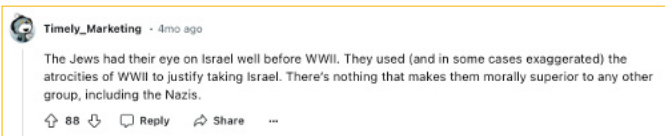
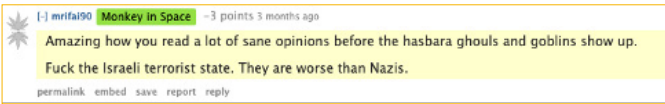
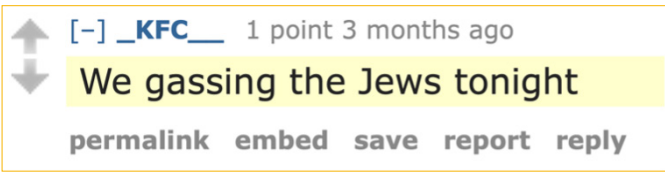
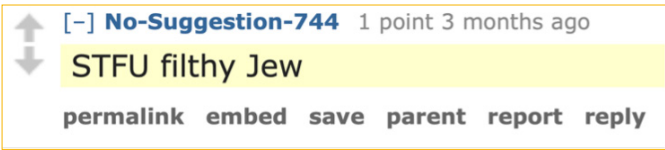
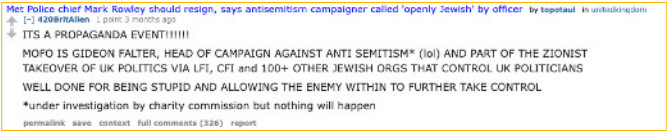
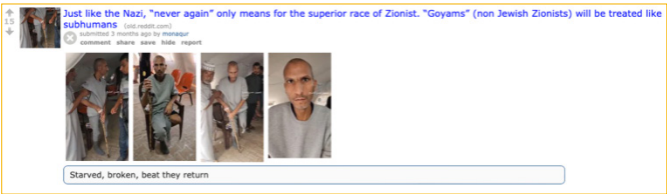
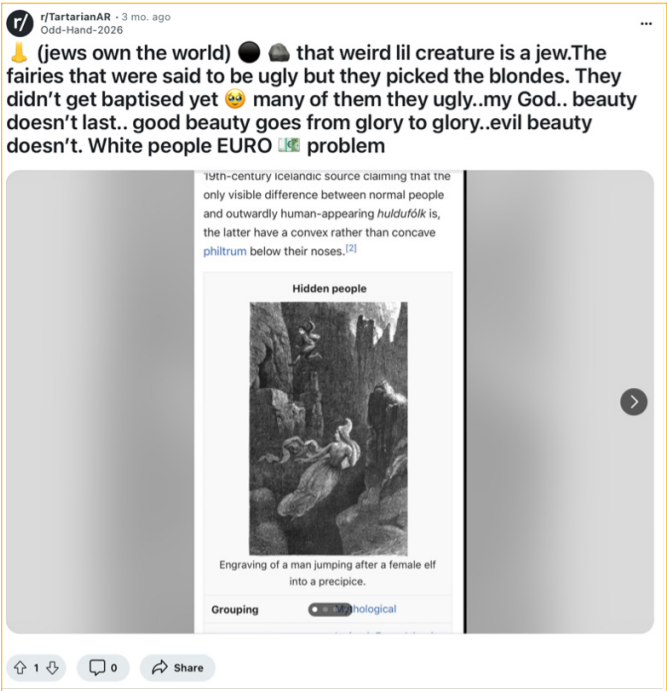
Image: Alt-influencer accounts @jacksonhinklle and @Partisangirl acting as bridges between antisemitic communities on TruthSocial and anti-Israel communities on X. Identified early before it has gained a following, this dumbbell-shaped example is a miniature of what happens at a larger scale (see pages 18 and 19).

Platform Spotlight: Reddit

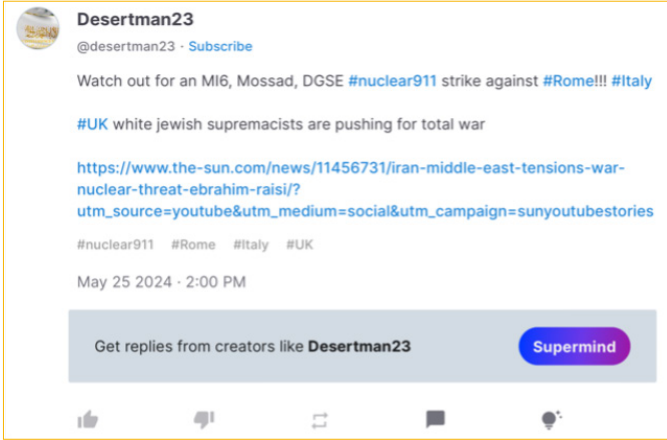
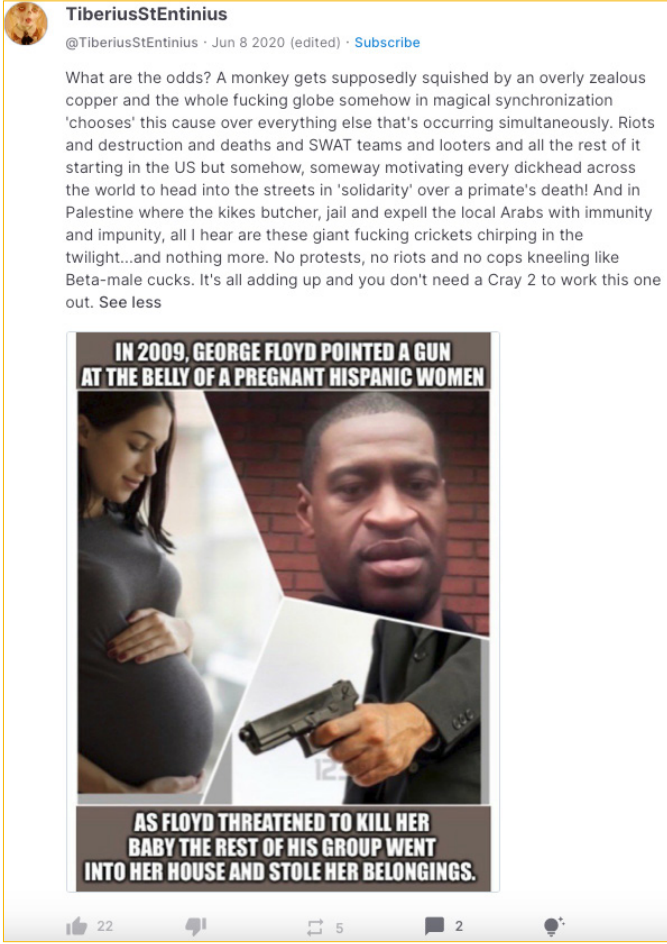
Reddit is the 18th most visited website in the world and is unique amongst the social platforms due to its special platform features and rules, which shape how users engage and share content. Once referred to as the “front page of the internet”, Reddit is structured into ‘subreddits’ themed on a topic, such as /r/ukpolitics, /r/QudsNen and /r/IsraelPalestine. Users curate their personal front-page by joining subreddits and posts are voted up or down each page by users, with incentives against ‘cross posting’ between subreddits to avoid duplication.

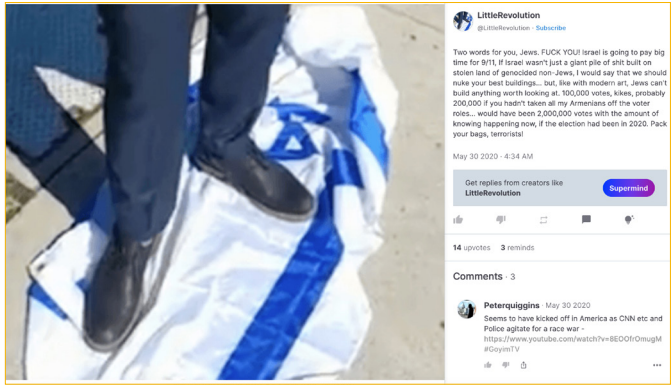
Reddit’s features encourage a longer form, more discursive style of post compared to X and other platforms, with many users posting detailed views and opinions which expand on their thoughts and ideas. This means that antisemitism expressed on Reddit can sometimes appear less overtly hateful and more reasoned and intellectual compared to short form messages and videos on other platforms.

Transparency Note: The Antisemitism Policy Trust has worked with Reddit moderation staff on the topic of antisemitism on social media.



Images: A sample of antisemitic posts from the social media platform Reddit.







Bobby Ingalls

@BobbyIngalls

Replying to @SgtPepper

Get this propaganda bullshit out of here!

Fuck this #ZIONIST whore!

She's an Ashkenazi Jew from Germany! Fucking kike doesn't belong in the Middle East!

May 06, 2024 at 7:52 PM



Tina Foster

@tinafoster · Subscribe

The Nazis took the fight to the horrible (((Bolshevik Butchers))) - on this day June 22, 1941. 卐 卐 18 88 110

<https://odysee.com/@AurigaBooks:e/teufelslied:d>



VERBOTEN: The Song "SS Marschier in Feindesland/Teufelslied" and the Anti-Communist

AurigaBooks

Jun 22 2024 - 4:13 PM



Shinichi Haku

@shinichihaku · Jun 13 · Subscribe

>you CANNOT be free of jewish influence while you structure your lives around a jewish cult

truth, all semitic poison has to be removed, there is no 'good jew' or 'good version of judaism'.

Based.

3 1

Images: A sample of antisemitic posts from the alt-media social platform Minds.



Jade

@saint_private06

Replying to @saint_private06

Saudi royal blood licking kikes allowing British to give Palestine to the Jews.

"I am the Sultan Abdul Aziz Bin Abdul Rahman Al Saud al-Faisal and I conceded and acknowledged a thousand times to Sir Percy Cox, delegate of Great Britain, that I have no objection to giving Palestine to the poor Jews or even to non-Jews, and I will never ever violate their [the UK] orders"

#Zionism

@Flatearthandmore

1 Like

Dec 24, 2023 at 7:00 PM



TurkoPhagos

@Toli2001

Replying to @PJMedia

One doesn't need to be a Progressive to oppose the atrocities carried out by the (((Christ killers))). #KitosWar

#MacabeeRebellion #BolshevikRevolution #KemalistTurks

#Holodomor #LebanesCivilWar #GazaGenocide





5 ReTruths 10 Likes

Apr 29, 2024 at 8:16 PM



Artsieladie

@Artsieladie

#Zionist Khazarian-ashkeNAZI Netanyahu running #Israel is the terrorist!

Just like Israel carried out a #FalseFlag event, when they attacked the #USS-Liberty, killing 34 Americans & seriously wounding 174, intending to sink the ship to leave NO survivors, aka "witnesses", so Israel could blame & then justify attacking Egypt.

Just like having Israeli intelligence agents present & DANCING WITH JOY when the towers fell on 9/11. When questioned, the Israeli spies said they were there to "document the event"! Why were Jews told to avoid going to the towers that day? It's really ironic Netanyahu was concerned about Iraq having weapons of mass destruction, which it turned out he didn't, but Israel has nuclear weapons it doesn't report.

The #zionazis are very good at sacrificing innocent lives, regardless if they're Jews, Christians, Muslims; men, women or children. Oct 7 was another false flag to sacrifice Israelis to justify the #genocide of Jew, Christian & Muslim #Palestinians.

#Truth



Unit14E

@Unit14E

If rejecting and protesting #genocide is "#antisemitic" aka anti jewish, that means committing and supporting genocide is inherently jewish.

You #kikes and #kike supporters can't have it both ways.

#jewsAreGenocidal





Unit14E

@Unit14E

Replying to @dekojones and @JetBlueBurgerKing2

#AZOV was funded by a #jew #oligarch

These are the (((good))) #NAZIS

[en.wikipedia.org/wiki/Ihor_Kol...](https://en.wikipedia.org/wiki/Ihor_Kolomoyskyi)



en.wikipedia.org

Ihor Kolomoyskyi - Wikipedia

1 Like

Feb 10, 2024 at 1:03 AM



Robert Lampshade

@Rebel_Goy

Fuck the jews! Christ killers and baby penis suckers.Defund Israel.

#MAGA #Biden #Trump2024 #FJB #UCLA #Truth #SleepyDon

#TrumpRally #GodBlessAmerica #SaveAmerica #America

#Wisconsin #Michigan #Antifa #Israel #joe Biden #Trump #NYPD

#LawAndOrder #TruthSocial #hamas #MTG #AmericaFirst #Gaza

#WEF #jews #abortion #CHRISTIAN #CampusProtests #usa

#jewish #jew #HR6090

1 Thessalonians 2:14-16 King James Version

14 For ye, brethren, became followers of the churches of God which in Judaea are in Christ Jesus: for ye also have suffered like things of your own countrymen, even as they have of the Jews:

15 Who both killed the Lord Jesus, and their own prophets, and have persecuted us; and they please not God, and are contrary to all men:

16 Forbidding us to speak to the Gentiles that they might be saved, to fill up their sins alway: for the wrath is come upon them to the uttermost.

1 Like

May 02, 2024 at 4:18 AM

Images: A sample of antisemitic posts from the alt-media social platform TruthSocial.

Social Sciences Spotlight: Priming

“Priming” is a well evidenced effect in social science research where information consumed by a person affects their subsequent behaviour. A classic example is the observation that subtly changing the order and wording of questions in political polling can significantly affect the responses.



In the aggregate, priming can significantly alter people’s behaviour, including making them more aggressive or agitated, more or less likely to spend money, and positively or negatively disposed towards specific people, brands, or ideas. Anger-inducing media or discussion can similarly prime people to interact with others online in a more aggressive or negative way. A user consuming negative or hateful content on an unregulated platform can be primed to behave more aggressively on a more moderate platform. Simply being made aware of narratives, or of supposed opposites (e.g. Jew vs Gentile, Man vs Woman, Native vs Immigrant), can be enough to prime users to express more extreme political and social opinions later. If such narratives are promoted widely on alt-media, X, or Reddit, users who consume them and later go on to post elsewhere will be primed to be more aggressive and espouse more extreme views.

A clear example of priming, intersectional hate, polarisation and disinformation followed by real-world violence is the Southport riots and the escalation of right-wing violence across the UK.

Following a knife attack on a children’s dance summer camp which killed three children, rumours circulated online, promoted by X accounts, notably @EuropeInvasion, and numerous others, that the attacker was a Muslim immigrant¹⁴. Riots associated with the EDL, a far right and violent group, broke out across the UK.

Rioters attacked mosques and targeted Muslim communities allegedly responsible for or supportive of the attack, with more than 100 people being arrested in the ensuing violence. Whilst this account is not antisemitic, it engages in tactics such as rage-baiting, thread hijacking, and sharing of synthetic media that supports hateful narratives. It is an instructive example of how this kind of deceptive, AI-supplemented, rage-baiting content can have real world violent consequences by building a large, angry, viewership and then spreading disinformation after priming them for aggression.

Images: GenAI images on X promoting polarisation, violence and disinformation.

Antisemitism and Social Priming Across Multiple Platforms

The channelling of extreme, antisemitic subscribers from TruthSocial towards more moderate users on X, and vice versa, is an example of social priming. Users regularly exposed to antisemitism and hate speech in their “home” communities on TruthSocial are sent via outbound links to engage and react to the posts of the alt-media influencer who is acting as a bridge. Simultaneously, moderate followers are being linked via outbound links from X to the same alt-influencer. By engaging with the same posts, some of the moderate audience will be exposed to the racist and antisemitic views of the extreme audience. In this way, antisemitism and hate speech from one platform are

effectively propagated, socialised and legitimised with previously moderate communities. Cross platform links are being weaponised so that in just one or two clicks a user is lead to racist, violent, antisemitic content and conspiracies which ultimately originated from another social network entirely. By the time previously moderate users return to their home community, they’ve been primed with arguments and content supporting a radical, conspiratorial ideology.

This previously invisible pattern shows that larger platforms are both the source and target of primed audiences. Users are captured with outbound links, primed, and then return to a mainstream platform having been influenced and primed by extreme, conspiratorial antisemitic theories and disinformation.

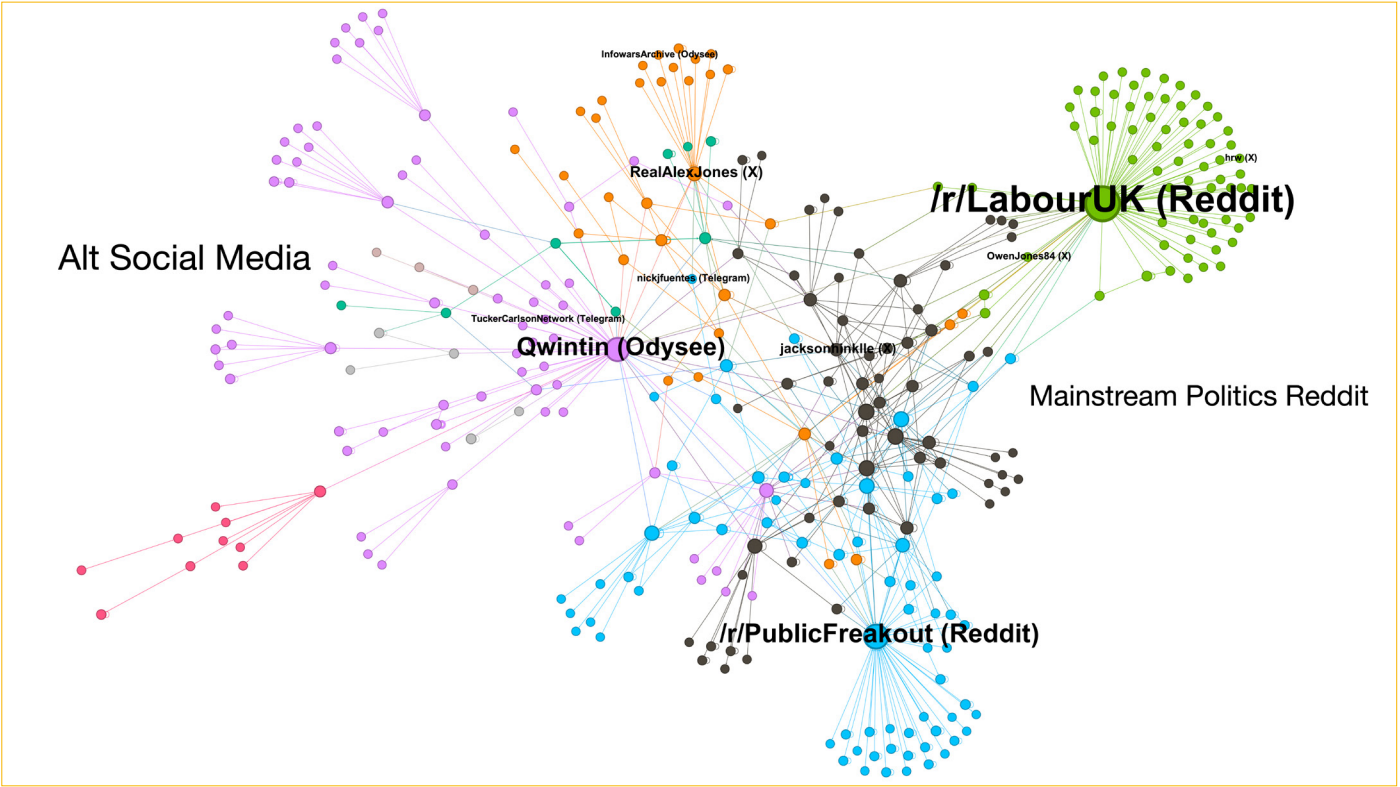


Image: @jacksonhinkle and related alt-influencer accounts (black) acting as a bridge to prime moderate members of the LabourUK subreddit with conspiracy theories and hate speech from Qwintin & InfowarsArchive (Odysee), TuckerCarlsonNetwork & nickfuentes (Telegram) and RealAlexJones (X).

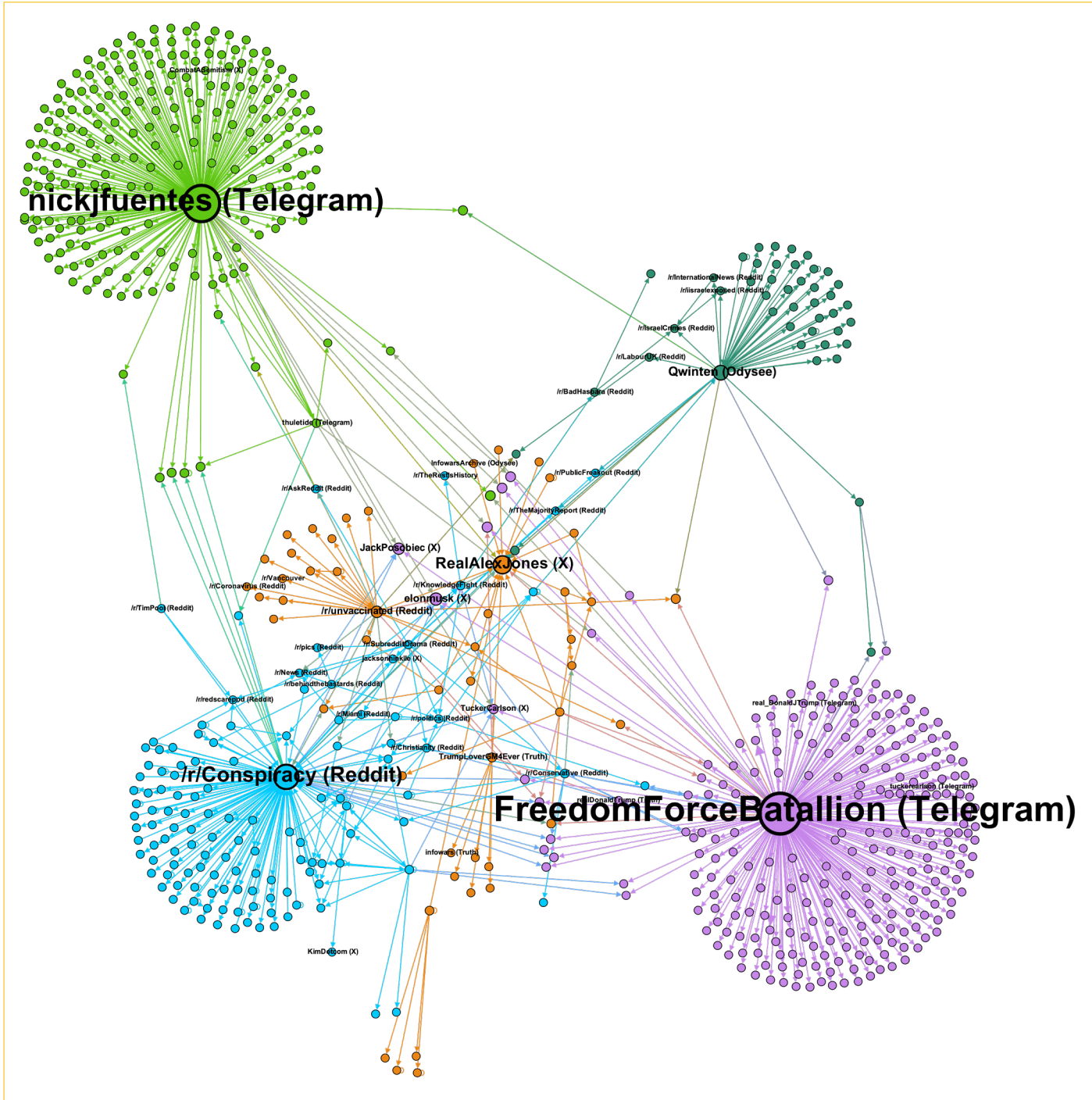


Image: Community diagram of a core-periphery dumbbell, with antisemitic alt-influencers and communities @nickjfuentes (Telegram), Qwinten (Odysee) and r/Conspiracy (Reddit) all directing primed antisemitic users to alt-influencers and public figures on X, including @elonmusk, @RealAlexJones, @JackPosobeic and @jacksonhinklle.

Glossary

((Triple brackets))). Triple brackets enclosing a term are used to imply that it is associated with the Jewish people or Judaism in a covert way. For example (((The Government))) would imply that the government is covertly controlled by Jews.

110. The number of countries that antisemites claim Jewish people have been expelled from throughout history.

14/88. The “14 words” of white supremacy or “88” referring to HH (“h” being the 8th letter of the alphabet) meaning ‘heil Hitler’. Sometimes used together as 1488.

18. A reference to illegal white supremacist group ‘Combat 18’.

Alt-influencer. Influences on any platform which, similar to alt-media, promote versions of history, politics, or science which conflict with those of mainstream authorities and sources (e.g. Scientific authorities).

Alt-media. Independent media platforms or organisations which are often unmoderated or unregulated, which promote versions of historical, political, or scientific knowledge which are not accepted by mainstream authorities or sources.

Ashkenazi. A Jewish diaspora that historically primarily lived in Central and Eastern Europe, primarily speaking Yiddish.

Beta Male. A man who is weak or submissive. Refers to the unscientific ‘alpha’ vs ‘beta’ social structure allegedly observed in packs of wolves.

Cross Promotion. A strategy by which a group of influences promote each other’s content on their own feeds to grow their audiences.

Cuck. Short for ‘cuckold’, a man whose wife has been sexually unfaithful. Often used on alt-media sites to disparage men who are perceived to be weak or to have been taken advantage of.

Culture War. Conflict between different social groups primarily centred on ideological rather than material or demographic differences. Often associated in contemporary politics with conflict centred around apparently unconnected topics (e.g. transgender people and green energy).

Deepfake. Images or videos produced by generative AI systems which depict real people in defamatory or obscene ways. Often used in the context of fake pornography

targeting women as a means of harassing them.

Extremism. According to the UK Government Extremism is “the promotion or advancement of an ideology based on violence, hatred, or intolerance that aims to:

1. negate or destroy the fundamental rights and freedoms of others; or
2. undermine, overturn or replace the UK’s system of liberal parliamentary democracy and democratic rights or
3. intentionally create a permissive environment for others to achieve the results in (1) or (2)¹⁵

False Flag. An attack, operation, or event used to implicate an innocent or unrelated party in a crime. For example, 9/11 conspiracy theorists may believe it was a false flag attack perpetrated by the American government to implicate Al-Qaeda and justify the invasion of Afghanistan.

Far right/alt right. Extreme right wing political views which are often associated with racism, homophobia, and fascist politics. The alt-right is distinguished from the far right in that it is more modern, ethnically diverse, and utilises social media in its campaigning.

Generative AI (Gen AI). Machine learning models which have been trained to generate visual, textual, or other media when prompted by a user.

Gentile. People who are not Jewish.

Goy/Goyim. A term in Yiddish/Modern Hebrew that is used to mean a non-Jewish person. Often used by antisemites in reference to themselves.

Hashtag Dumping. The practice of attempting to boost a hashtag of interest by bundling it with a large number of other more popular hashtags in a nonsensical way.

Hashtag. A feature on multiple social media platforms where important terms can be designated with a #, for example #zionism. These are used for indexing, searching, and promoting content based on their inferred meaning.

Holocaust denial. Claims that the holocaust either did not happen, or that it was significantly smaller in scope than is recognised in mainstream historical accounts.

Holocaust Inversion. Claims that Jews are either complicit in current crimes comparable to the holocaust, or that that Jewish people have not learned the ‘correct’

lessons from being victims of the holocaust.

Holodomor. A historical famine in Ukraine that took place under Stalin between 1932 and 1933 that caused between 3.5 and 5 million deaths. Antisemitic conspiracy theories sometimes claim that the famine was caused by Jews to empty Ukraine of its people and claim its land.

Illuminati. A historical secret society purported to control the world via manipulating media and politics often associated with Jewish people according to several conspiracy theories.

Intersectional. Adjective referring to social phenomena or analysis which depends on the simultaneous interaction of multiple different identities or characteristics. For example, intersectional feminist analysis considers the role of sex, race, and class together, rather than only considering sex.

Jewish Supremacy. A type of conspiracy theory which asserts that the Jewish people and religion believe themselves to be superior to other ethnicities and religions, and attempt to manipulate politics to dominate these groups.

Kazar/Kazarian. A historical nomadic Turkic people active in central Asia that antisemites associate with Ashkenazi Jews in order to claim they are not descended from the middle east and are thus not genuinely Jewish.

Kike. A highly offensive racial slur directed at Jewish people.

KYS. Internet slang for “kill yourself”.

Minds. An alt media website modelled on X with extremely lax moderation. Minds allows paying customers to build their now micro social networks and app modelled on their own code.

Mossad. Sometimes written as The Mossad. The intelligence services of Israel that operates within Israel and across the world.

October 7th. The date of a mass attack on primarily civilian targets across Israel carried out by Hamas in 2023.

Odysee. A video sharing alt-media website structured in a very similar way to YouTube. Users can post videos and subscribe to the videos o others, commenting on the videos to interact.

Priming. An effect observed in social science where people can be induced to respond differently to

questions or situations based on being ‘primed’ with information ahead of time.

Rage-bait. Content which is designed specifically and intentionally to induce and encourage angry interactions from others.

Reddit. A popular content aggregation website and forum structured into thematic ‘subreddits’ which users can join and participate in via posting threads and commenting on the threads or comments of others.

Roblox. A gaming platform where users can create their own games and content which they can sell to other players for real money. Structured into groups of gamers, forums where they interact, and servers where they play games together.

Rumble. Alt media website modelled on YouTube similar to Odysee. Has more of a focus on live-streaming content than similar platforms, but less so than platforms like Twitch.tv or Kick.

Synthetic media. Media which is generated purely by generative AI systems that does not necessarily detect any real person or people.

Telegram. A messaging service similar to WhatsApp where users can communicate with one another in groups or join channels where single large users broadcast messages to their subscribers.

Thread Hijacking. The practice of quickly replying to new posts by influencers and public figures with large followings, in order to capture some of their audience as new followers or subscribers.

TRUTH Social. An alt media website modelled directly on X.

Viral Content. User generated content on social media which organically grows exponentially in reach, viewership, and interaction.

X (formerly known as Twitter). A popular microblogging website where users post short messages on any range of topics. Users can follow one another and interact via posting threads and commenting on the threads of others. Recently expanded to include live video and other multimedia content.

Zionism/Zionist. A political ideology (or person who supports that political ideology) that the Jewish people constitute a coherent nation with a moral right to self-determination.

Endnotes

- 1 <https://antisemitism.org.uk/resource/hidden-hate-what-google-searches-tell-us-about-antisemitism-today/>
- 2 <https://antisemitism.org.uk/resource/unsafe-search-why-googles-safesearch-function-is-not-fit-for-purpose/>
- 3 <https://antisemitism.org.uk/wp-content/uploads/2021/12/APT-Twitter-Report-2021-Draft-4.pdf>
- 4 <https://www.weforum.org/publications/global-risks-report-2024/>
- 5 <https://time.com/6550920/world-elections-2024/>
- 6 <https://antisemitism.org.uk/wp-content/uploads/2021/12/APT-Twitter-Report-2021-Draft-4.pdf>
- 7 Assuming 790 million tweets per day worldwide, approximately 1 in 20 being from UK (42 million tweets per day UK), and a UK Jewish population of circa 290,000.
- 8 <https://twitter.com/Cobratate/status/1817197228659765422>
- 9 <https://www.theguardian.com/sport/article/2024/aug/02/paris-2024-olympic-games-opening-ceremony-last-sup-per-controversy-thomas-jolly>
- 10 <https://www.wired.com/2016/11/watching-twitter-youtube-just-cleaned-comments/>
- 11 Actual usernames obfuscated for privacy purposes.
- 12 <https://x.com/jacksonhinkle/status/1711433724074566057?lang=en>
- 13 <https://www.thejc.com/news/world/who-is-jackson-hinkle-twiters-most-viral-misinformation-spreader-and-an-ti-israel-activist-m9kzki7y>
- 14 <https://www.theguardian.com/uk-news/article/2024/jul/31/how-false-online-claims-about-southport-knife-attack-spread-so-rapidly>
- 15 <https://www.gov.uk/government/publications/new-definition-of-extremism-2024/new-definition-of-extremism-2024#the-definition>

The Antisemitism Policy Trust's mission is to educate and empower parliamentarians, policy makers and opinion formers to address antisemitism. It provides the secretariat to the British All-Party Parliamentary Group Against Antisemitism and works internationally with parliamentarians and others to address antisemitism. The Antisemitism Policy Trust is focussed on educating and empowering decision makers in the UK and across the world to effectively address antisemitism.

Contact APT



www.antisemitism.org.uk



[@antisempolicy](https://twitter.com/antisempolicy)



Antisemitism Policy Trust



mail@antisemitism.org.uk

The Antisemitism Policy Trust is a registered charity (1089736) [England] and company (04146486) [England and Wales]