

**ANALYSING THE  
ONLINE SPACE  
AFTER  
CHRISTCHURCH**

PRODUCED BY

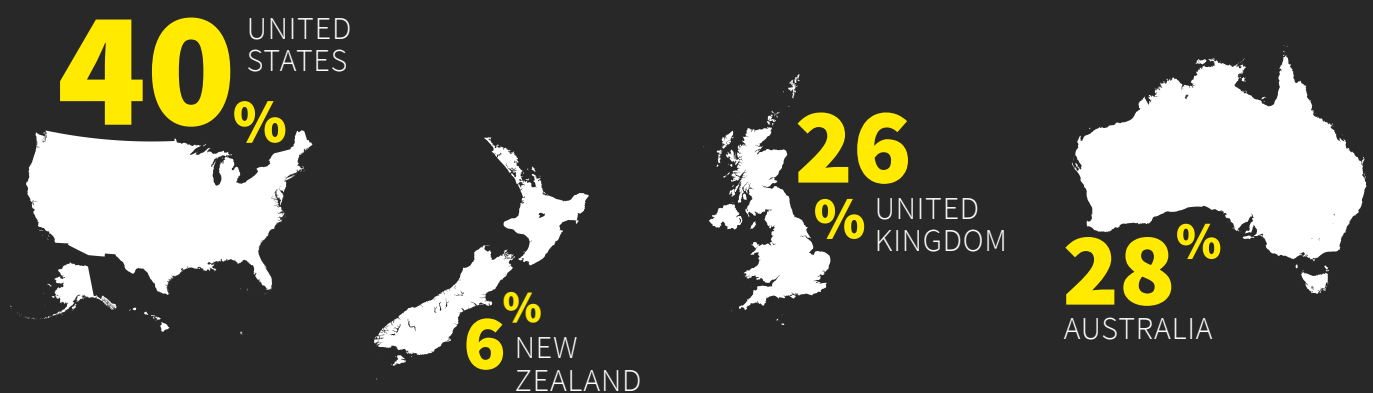


## Top keywords related to the Christchurch attack

Top keywords according to total number of estimated searches

|     |  |
|-----|--|
| 473 | <b>REMOVE KEBAB LYRICS</b>                                     |
| 323 | <b>THE GREAT REPLACEMENT PDF</b>                               |
| 249 | <b>ANTIPODEAN RESISTANCE WEBSITE</b>                           |
| 140 | <b>REMOVE KEBAB SONGS</b>                                      |
| 135 | <b>THE GREAT REPLACEMENT BOOK</b>                              |
| 134 | <b>BRENDON TARRANT VIDEO</b>                                   |
| 78  | <b>THE GREAT REPLACEMENT DOWNLOAD</b>                          |
| 52  | <b>I WILL SEE YOU IN VALHALLA</b>                              |
| 32  | <b>BRENTON TARRANT VIDEO</b>                                   |
| 31  | <b>REMOVE KEBAB MP3</b>  |
|     | <b>ANTIPODEAN RESISTANCE MEMBERS</b>                           |
|     | <b>ANTIPODEAN RESISTANCE INFO</b>                              |
|     | <b>LUCA TRAINI HERO</b>  |
|     | <b>ANDERS BREVIK VIDEO</b>                                     |
|     | <b>REMOVE KEBAB DOWNLOAD</b>                                   |
|     | <b>THE GREAT REPLACEMENT ONLINE</b>                            |
|     | <b>FRASER ANNING IS RIGHT</b>                                  |
|     | <b>ACCEPT DEATH EMBRACE INFAMY ACHIEVE VICTORY</b>             |
| >30 | <b>JOSUE ESTEBANEZ VIDEO</b>                                   |
|     | <b>BRENDON TARRANT HERO</b>                                    |
|     | <b>ANTIPODEAN RESISTANCE TWITTER</b>                           |
|     | <b>THE GREAT REPLACEMENT AUDIOBOOK</b>                         |
|     | <b>RADICALIZATION IS THE RATIONAL RESPONSE TO DEGENERATION</b> |
|     | <b>REMOVE KEBAB MP4</b>  |
|     | <b>THE GREAT REPLACEMENT AUTHOR</b>                            |

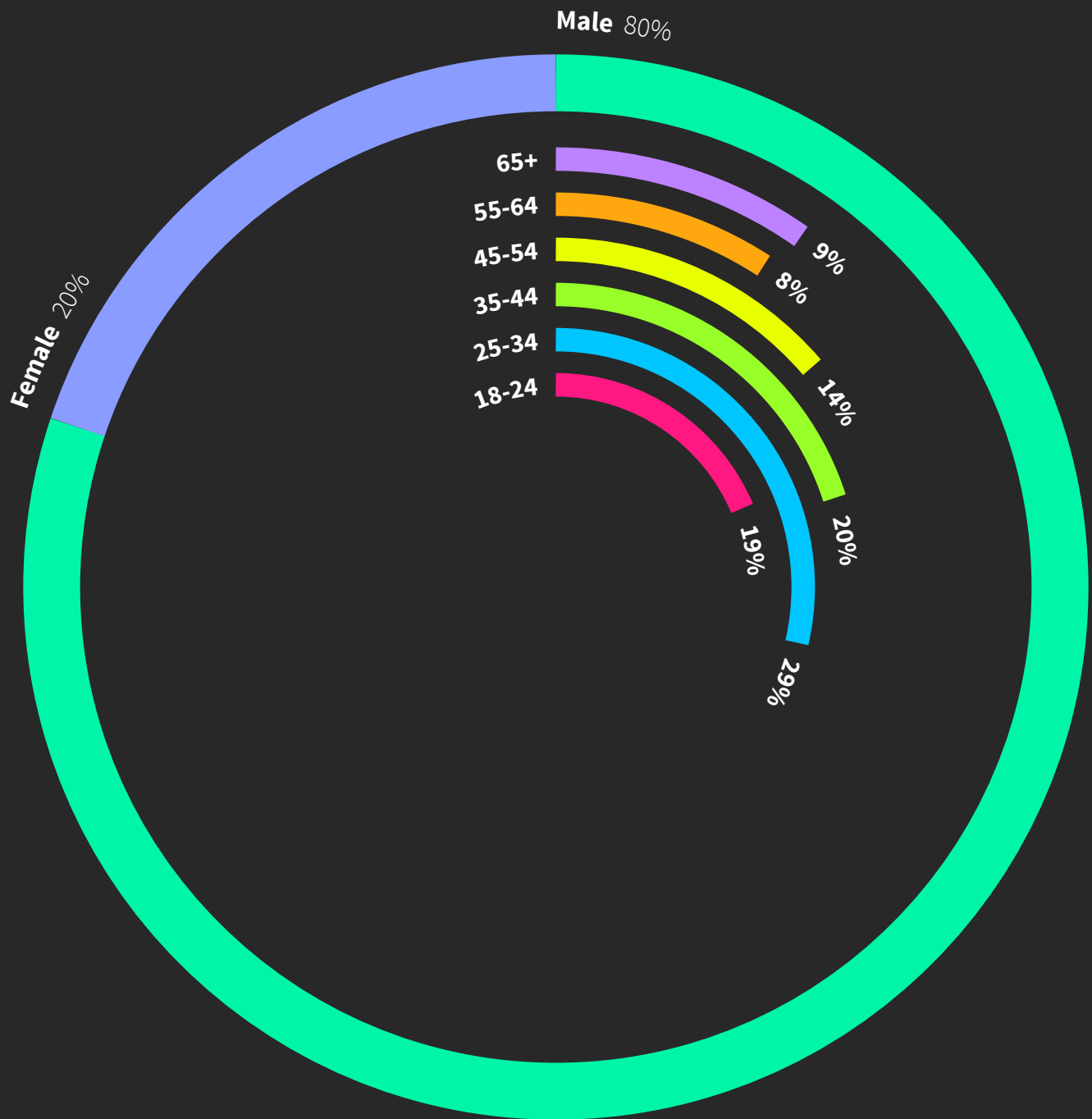
## Location of searches



Google

Google Search Data

## Age & gender breakdown of users behind the searches





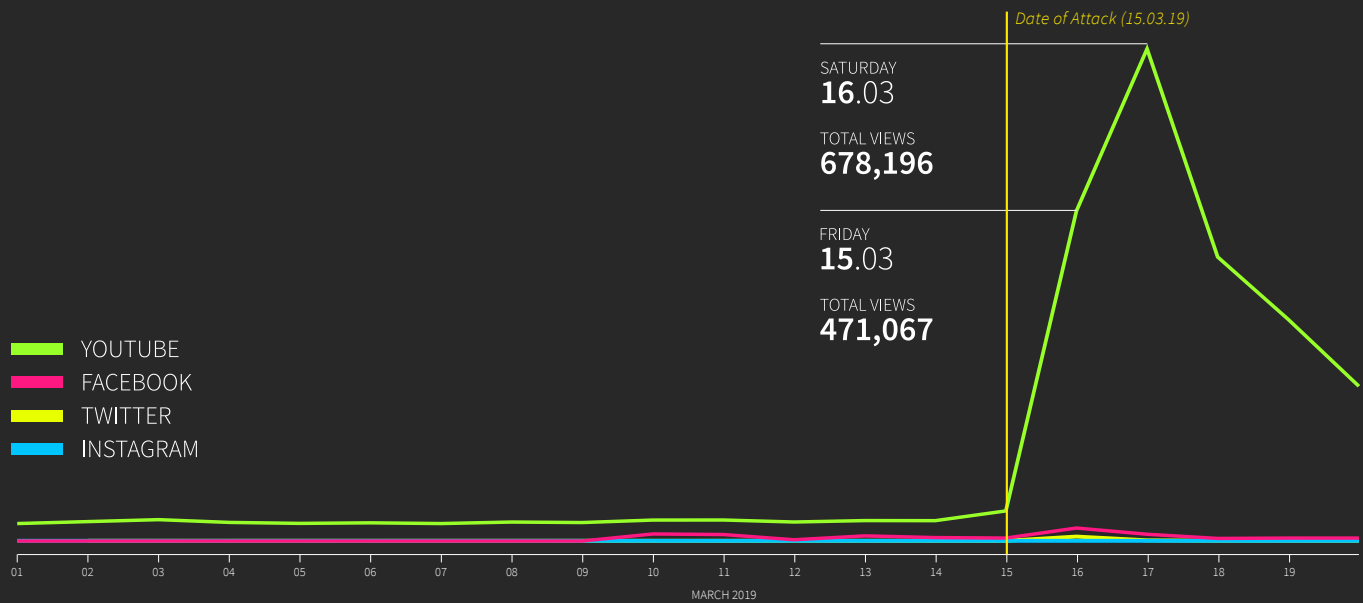
# YouTube Data

## The attacker's playlist

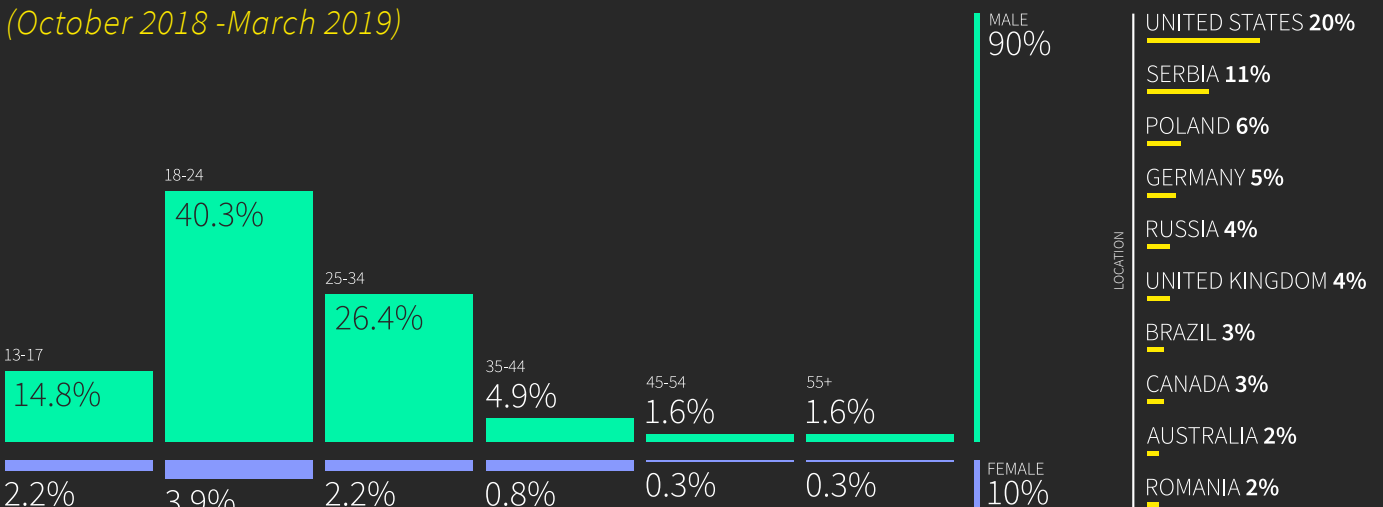
The Christchurch attacker chose five pieces of music to accompany his livestreamed footage. They would have been - and can still be - heard by anybody who watched it. Like many of the choices the attacker made, these songs were deliberately chosen as memetic references to 8chan culture.

In the days after the attack, Moonshot CVE analysed views of the five tracks on YouTube. Using video analysis software, we were able to identify a dramatic spike in views that began in the immediate aftermath; the aggregate age and gender of those viewers who had liked, shared or commented on the videos; and the breakdown of the countries in which those likes, comments and shares were performed.

### Social media views of the music featured in the live-streamed video of the New Zealand attack (March 2019)



### Demographics of people engaging with the music featured in the live-streamed video of the New Zealand attack (October 2018 - March 2019)



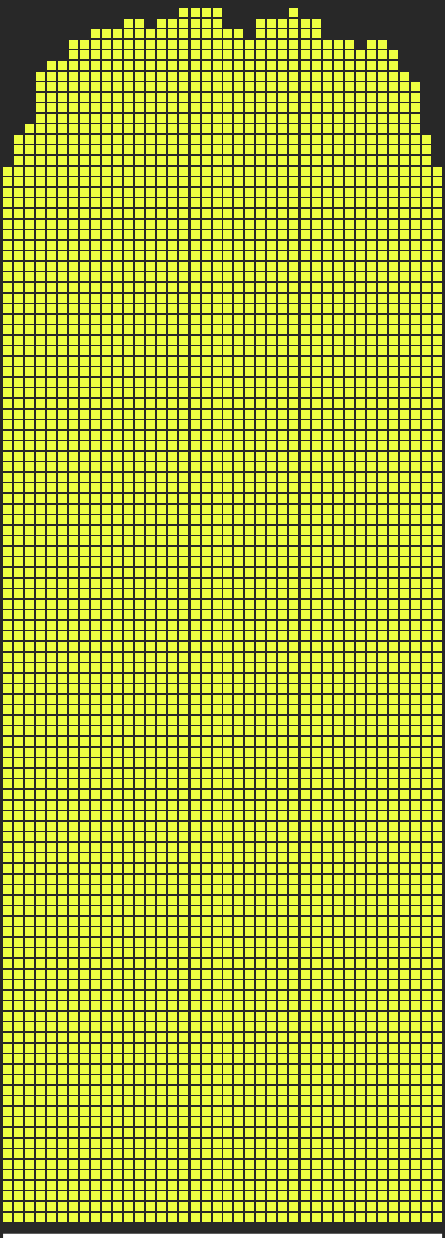


## Facebook Data

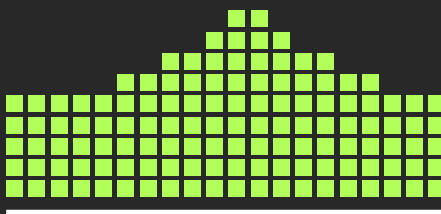
### User risk rating

Risk rating of New Zealander users according to right-wing extremist Facebook pages liked

**7,640** Users  
1 Page



**126** Users  
2 Pages



**3** Users  
3 Pages



