

MENTAL HEALTH AND VIOLENT EXTREMISM

ENGAGING VIOLENT FAR RIGHT AUDIENCES ON TWITTER UK

EXPLORING THE APPETITE FOR MENTAL HEALTH CONTENT AMONG THOSE AT-RISK OF VIOLENT EXTREMISM

Moonshot CVE has conducted a range of experiments across different online platforms. These experiments have tested the engagement of at-risk audiences with content offering mental health resources and support. Below are statistically significant highlights and trends we are seeing internationally for both jihadist and violent far right audiences.

In January 2017, in partnership with the Gen Next Foundation, Moonshot CVE conducted an experiment on Twitter to test whether violent far right audiences were more likely to click on mental health ads than a comparison group. For this test, we targeted male users who followed accounts that promoted violent far right extremist ideology, and were based either in the UK or the US.

While results of the US experiment were not significant, users based in the UK were found to be disproportionately more likely to engage with mental health content.



VIOLENT FAR RIGHT AUDIENCE

15%

more likely to click on our mental health ad

31%

more likely to engage with our mental health ad



MENTAL HEALTH AND VIOLENT EXTREMISM

ENGAGING VIOLENT FAR RIGHT AND JIHADIST AUDIENCES ON GOOGLE
USA

As part of the Redirect Method USA, Moonshot CVE ran an experiment in partnership with the Gen Next Foundation to test whether violent far right and jihadist extremists are more likely to engage with mental health content than a comparison group.

Our results show that violent far right audiences are disproportionately likely to click on ads offering mental health resources. Those indicating a desire to join or engage with violent groups demonstrated an even higher appetite. We found no statistically significant difference in the uptake of the mental health ads between a jihadist audience and a comparison group.

Google

**VIOLENT FAR
RIGHT AUDIENCE**

48%

more likely to click
on mental health ads

Users looking to **join** or **engage** with violent far right organisations were

115%

more likely

to click on mental health ads



Our comparison group for the violent far right test was representative of general American population. For the jihadist test, our comparison group was a representative sample of users whose search activity indicated self-identification as Muslims.

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