

# SEARCHING FOR HATE

## IN AMERICA

THE EFFECT OF CHARLOTTESVILLE ON VIOLENT FAR RIGHT ACTIVITY ON GOOGLE



**THE TRAYVON MARTIN CASE PROMPTED ME TO TYPE IN THE WORDS 'BLACK ON WHITE CRIME' INTO GOOGLE, AND I HAVE NEVER BEEN THE SAME SINCE THAT DAY"**

**Dylann Roof**  
White Supremacist & Mass Murderer

These are the words that Dylann Roof, a 21 year old white supremacist, wrote in his manifesto before shooting 9 African Americans in a church in Charleston. In his own words, Roof describes how carrying out one search can ignite a destructive force. One person's Google search eventually led to the death of 9 people.

Moonshot CVE has been tracking violent far right activity on search engines for over a year. This approach to gathering data has allowed us to track appetite for violent content, including searches indicating an intent to commit acts of violence or

a desire to support or join violent far right groups. The data presented below demonstrates the impact that the events in Charlottesville around the 'Unite the Right' rally had on search traffic connected to the violent far right.

Every search is a unique window into the psyche and desires of white supremacists in the US. Every search is also an opportunity to reach those at-risk of violent extremism and change their paths.

# 20,571

Searches indicating a desire to get involved with violent groups

# 400%

increase compared to the average recorded in previous weeks

Data collected the week after the 'Unite the Right' rally that took place from August 11-12 2017 in Charlottesville, Virginia, as compared to averages recorded in previous weeks



## KU KLUX KLAN

Overall searches related to the Ku Klux Klan

# 493%

increase

Searches indicating desire to donate to the Ku Klux Klan

# 22,000%

increase

Searches indicating attempts to join the Ku Klux Klan

# 800%

increase



## INTENT TO KILL

# 200%

increase

in searches indicating a desire to kill ethnic minorities

Searches indicating a desire to kill Black Americans increased by

# 40%

Searches indicating a desire to kill Jewish Americans increased by over

# 1,800%

Searches for 'Kill the Jews' spiked in the week of the 'Unite the Right' rally, reaching over 1,300 searches.