

SEARCHING FOR HATE

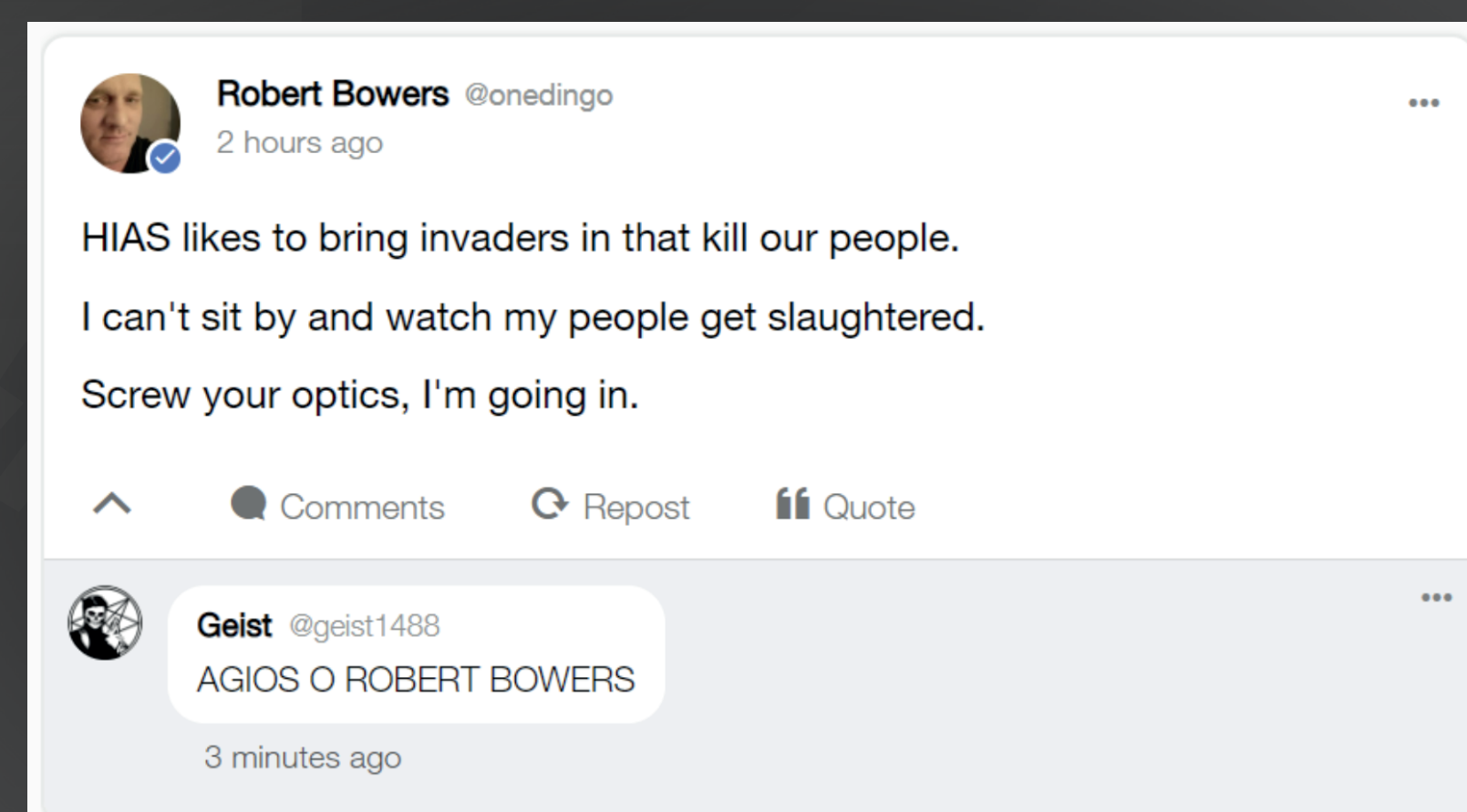
IN AMERICA

THE EFFECT OF PITTSBURGH ON VIOLENT FAR RIGHT ACTIVITY ON GOOGLE

On October 27th, while Shabbat morning services were being held, Robert G. Bowers entered the Tree of Life synagogue in Pittsburgh, Pennsylvania, and opened fire, killing 11 people and injuring many more. According to police reports, he did so while yelling "All Jews must die".

When the attack took place, Moonshot CVE was tracking violent far right activity on search engines and had been doing so 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 of the Pittsburgh shooting, believed to be the deadliest attack on the Jewish community in the history of the United States, 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.



Data collected in the four days after the Pittsburgh Shooting as compared to averages recorded over the same time period in previous weeks



KU
KLUX
KLAN

Overall searches related
to the Ku Klux Klan

155%
INCREASE

Searches indicating a desire
to contact the Ku Klux Klan

296%
INCREASE

Searches indicating a desire
to join the Ku Klux Klan

34%
INCREASE

Searches indicating a desire to
access the Ku Klux Klan website

63%
INCREASE

15,440

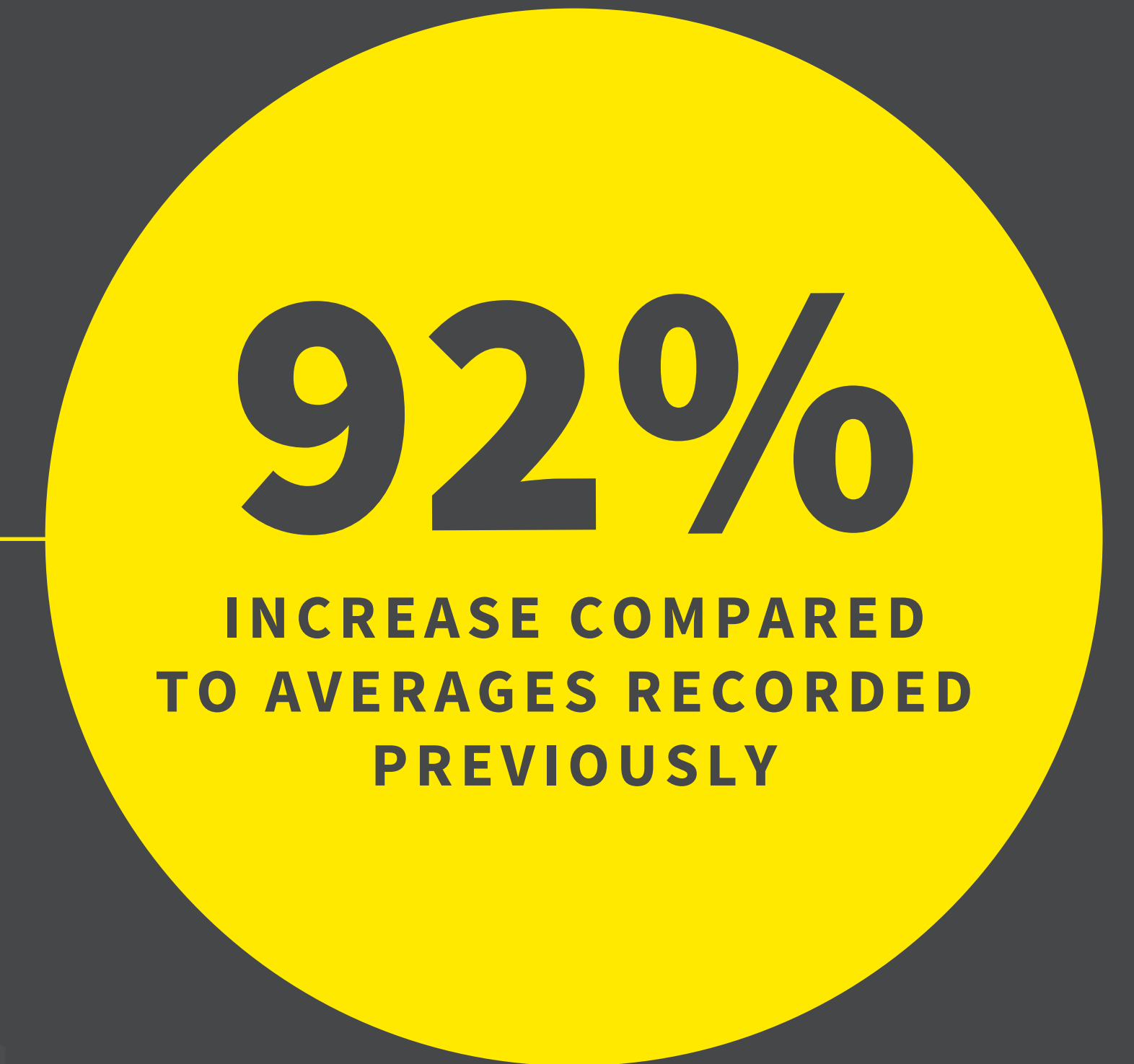
Searches for violent far right
content in the four days after
the attack



“killing n****s
with a baseball
bat”



“how to
properly
kill
n****s”



INTEREST
IN KILLING

182%
INCREASE

in searches indicating an overall
desire to kill ethnic minorities

3,327%
INCREASE

in searches indicating a desire to
kill Jewish Americans

1,005 searches for “Kill jews” in the
four days following the attack.