



White Supremacy Search Trends in the United States

June **2021**

 **Warning**

This report contains racist and violent extremist language and other content that readers may find distressing.

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Introduction

Moonshot partnered with the Anti-Defamation League (ADL) to analyze US search traffic in July 2020 in response to the threats posed by white supremacist narratives and ideology in the US this past year. The dominant socio-political events of 2020-2021—the COVID-19 pandemic, the widespread BLM protests and counter-protests, and the presidential election—coalesced to create fertile ground for white supremacists and other violent extremist movements to mobilize and recruit.

In 2020, racism and systemic racial inequality took center stage in the American public eye, with nationwide mass protests against recent police killings of Black people and historic evidence of racial injustice.¹ In a nationwide reactionary mobilization, members of armed extremist groups made frequent appearances at BLM protests as self-appointed “protection” for property and counter-protesters.² This high-profile direct action, combined with tacit and explicit support from local and national political figures, contributed to an increased interest in white supremacist and racist ideas by segments of the country.³

Protests and opposition to state lockdowns and other measures introduced in response to COVID-19 also provided opportunities for extremist movements to mobilize and engage with wider swathes of the public around shared grievances. While anti-lockdown protests were not related to white supremacy on the surface, these movements began to overlap in their joint opposition to the BLM movement, the defense of Confederate monuments, and general opposition to perceived government tyranny.⁴ Similarly, national protests alleging election rigging in the wake of Joe Biden’s presidential election victory were repeatedly co-opted and reinforced by white supremacist groups, culminating in the 6 January siege on the US Capitol. Extremist groups and individuals expressing support for white supremacist ideas were well-documented participants in the insurrection.

White supremacist groups and other extremist organizations seized on the tensions and uncertainty in American life to promote racist beliefs and anti-Semitic conspiracy theories in order to increase their recruitment. Extremist narratives related to the pandemic promoted the conspiracy theory alleging that COVID-19 is a hoax created by a Jewish-led cabal. This and related anti-Semitic tropes and conspiracies are mainstays of many QAnon narratives.⁵ Other groups, such as the Patriot Front, have used the past year’s societal upheavals to recruit new members by promoting an impending race war and the perceived persecution of white people—as indicated by conspiracy theories such as “white genocide” and “the great replacement”.⁶ Extremist groups also exploited wider tensions, perceived grievances and disinformation against the BLM movement, as well as popular disinformation alleging the election was rigged.

The findings from this project provide valuable insights on the types of harmful narratives and content that appeal to individuals potentially at-risk of radicalization, including those first searching for extremist slogans and conspiracies out of curiosity. This report presents an overview of the search traffic data collected during the project, between 17 July 2020 - 7 March 2021, and our main findings on online white supremacist narrative trends during this time.

¹ <https://www.nytimes.com/interactive/2020/07/03/us/george-floyd-protests-crowd-size.html>

² <https://www.nbcnews.com/news/us-news/where-protesters-go-armed-militias-vigilantes-likely-follow-little-s-top-n1238769>

³ Groups that have traditionally been in power tend to respond strongly to perceived threats (whether in the form of physical harm, loss of resources, or a threat to the group’s social system), increasing the likelihood of hostility towards out-groups.

(https://oscar.ybarra.psych.lsa.umich.edu/wp/wp-content/uploads/2016/03/1Stephan-Ybarra-_RiosMorrisonInPressHandbookCh.pdf)

⁴ <https://acleddata.com/2021/03/04/a-national-emergency-how-covid-19-is-fueling-unrest-in-the-us/>

⁵ <https://www.adl.org/qanon>

⁶ <https://www.splcenter.org/news/2021/02/01/flying-remains-recruitment-tool-hate-groups>; <https://www.adl.org/white-supremacist-propaganda-spikes-2020>

Crisis Response

On 17 July we began gathering search data in all 3,142 US counties in response to unfolding civil unrest and white supremacist mobilization across the country. We monitored a list of almost 1,600 indicators of interest in or engagement with white supremacy, focused specifically on anti-Black and anti-Semitic narratives being used by extremist groups.⁷ Examples include:

George Floyd deserved to die 🔍

This search references the May 2020 killing of George Floyd in Minneapolis, MN. Floyd’s murder at the hands of law enforcement sparked global protests about racial justice and civil rights, helmed by the BLM movement. This search suggests sympathy towards Floyd’s killer and a desire to justify the murder of Floyd.

The truth about black lives matter 🔍

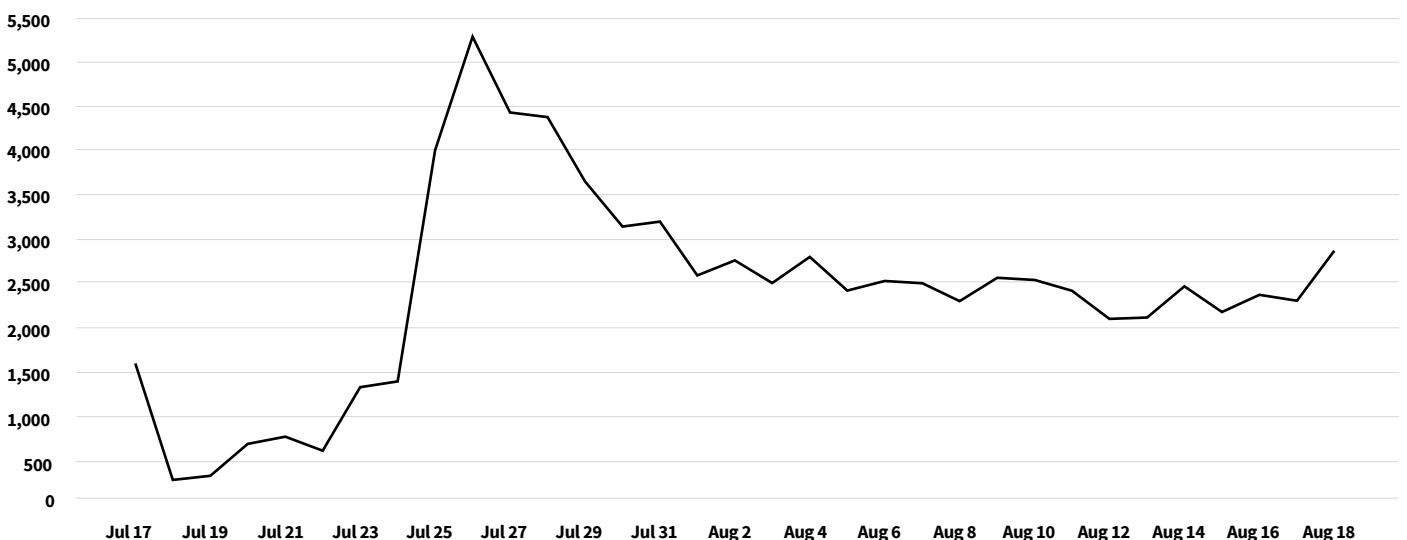
This search suggests that the BLM movement has nefarious motives, and is a disinformation narrative perpetuated by white supremacist groups to weaponize anti-BLM sentiment. While the search phrase appears innocuous, several books include it in their title and allege that the BLM movement is “joined with Antifa burning and looting”. These sources echo white supremacist disinformation narratives alleging that BLM protesters are trying to “overthrow the republic” and “harm American citizens in a Marxist coup”, as a means of delegitimizing it. Multiple videos on YouTube also promote these narratives—in particular the criminalization of BLM—using the identical phrase.

Jews will not replace us 🔍

This search stems from the white supremacist narrative that Jews are involved in a concerted effort to replace other cultures. Infamously, the phrase surfaced during the 2017 Unite the Right rally in Charlottesville, Virginia, during which protesters chanted “You will not replace us” and “Jews will not replace us”.

Between 17 July and 18 August 2020, we identified over 45,134 searches for anti-Black and anti-Semitic sentiment.

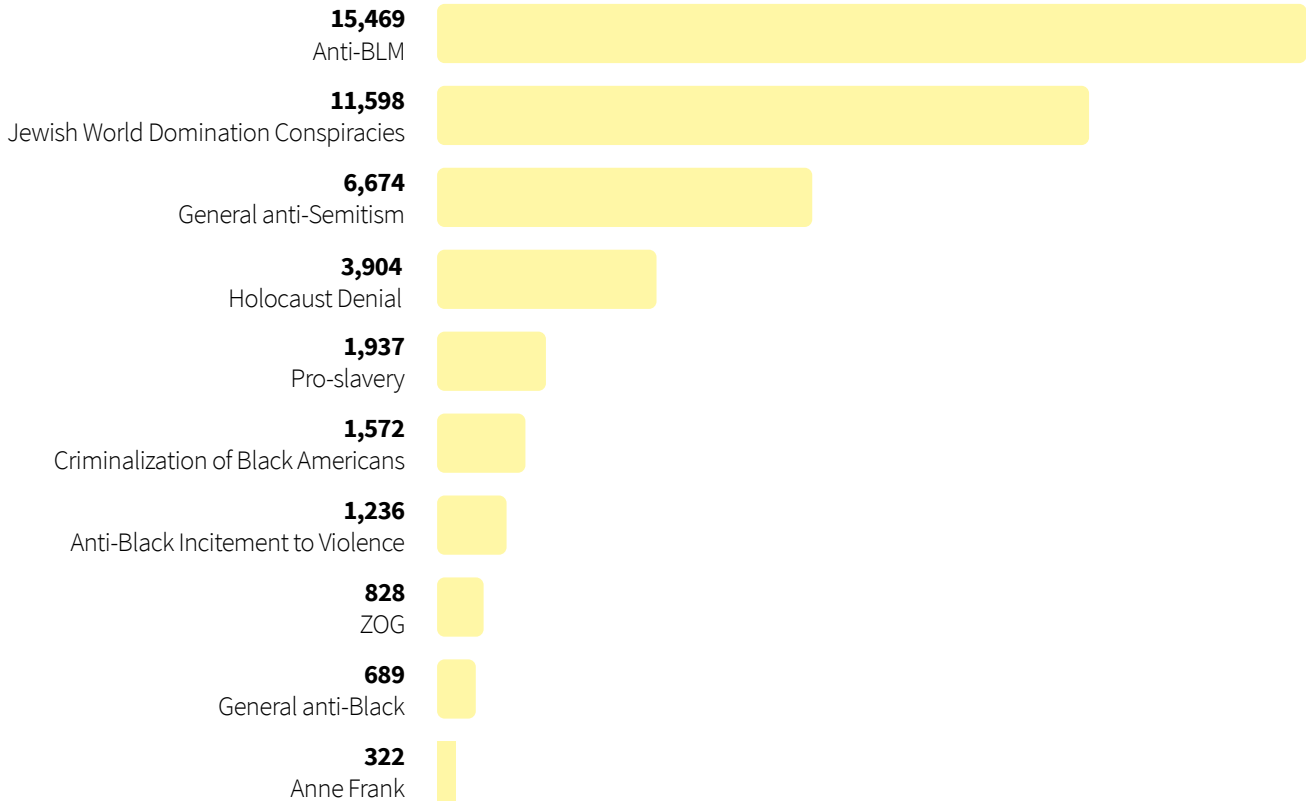
▼ **Daily searches for anti-Black and anti-Semitic keywords, 17 July - 18 August 2020**



⁷<https://graphics.reuters.com/USA-CAPITOL/SECURITY/xegpbxoadpq/>

The most popular search themes across the US during this period were anti-BLM (with a total of 15,469 searches), followed by conspiracies about the political power of Jewish elites (11,598 searches) and anti-Semitic websites and forums (6,674 searches).

▼ **Top ten sub-themes within anti-Black and anti-Semitic search traffic, 17 July - 18 August 2020**



Search Insights

What Did Americans Search For?

From 18 August 2020 - 7 March 2021 we recorded 511,759 white supremacist searches across the United States. Top findings included:

Anti-Black search traffic peaked during the summer of 2020, when systemic racial inequality took center stage in the US during nationwide protests. Violent anti-Black keywords, such as “how to kill black people”, sustained high search volumes in July and August. Spikes in searches for violent anti-Black keywords also occurred on the day the House voted to remove confederate statues from the Capitol on 22 July, and following the killing of two BLM protesters in Kenosha, WI on 25 August. Between August and October 2020 we recorded approximately 330 daily anti-BLM searches; keywords included “BLM are looters”, “black lives don’t matter gif”, and “anti-Black lives matter t-shirt”. Spikes in anti-BLM searches occurred on or around dates of significant protest activity, many of which resulted in violent clashes with counter-protesters and vehicle ramming attacks.⁸

The anti-Semitic forum “Know More News” received high search volumes. The website’s creator, Adam Green, is a well-known conspiracy theorist whose videos promote anti-Semitic and anti-government conspiracy theories like the “New World Order”, “Zionist Occupied Government” (ZOG), and QAnon. Many of his videos throughout the summer of 2020 provided an anti-Semitic conspiratorial spin to current events and the upcoming presidential election. Searches for “Know More News” also spiked in October, after Green was deplatformed from YouTube, and maintained high search volumes into January 2021.

Interest in white supremacist literature remained high throughout the late summer and fall of 2020. This included over 36,000 searches for “The Turner Diaries”, a 1978 white supremacist novel about a race war known to have influenced Oklahoma City bomber Timothy McVeigh. Many of these texts are formative in shaping and propagating white supremacist ideology in America, and endorse racially motivated violence.

Sustained interest in the Ku Klux Klan serves as an easily identifiable access point for white supremacist content and group membership. Interest in this violent racist organization is consistent with past periods of the Klan’s re-emergence in response to calls for racial justice and civil rights. Searches for other white supremacist groups including “The Order”, “the Aryan Nations”, “the Hammerskin Nation”, and several Ku Klux Klan offshoots were also popular.

Nearly 350 Americans searched “bring back slavery” on 4 November, the day after the presidential election, when voters in Nebraska and Alabama, among other states, voted to remove racist language that legalized slavery as a punishment from their states’ constitutions.⁹ The majority of searches were not conducted by individuals residing in states that voted on this issue, indicating widespread interest in the reinstatement of slavery by American white supremacists. Other related searches on 4 November were “how to bring back slavery” and “bring back slavery petition”, echoing fearmongering narratives and calls to action by far-right extremist groups.

Offline events catalyzed search traffic for extremist content online. On the weekend of 25 July 2020, more than 280 BLM and racial justice protests occurred in over 40 states. Many were met by counter-protest groups composed of far-right extremists, conspiracy theorists, and white nationalists. We observed spikes in our search data in the build up to and aftermath of 25 July for specific themes, including interest in white supremacist groups and forums, Nazi glorification, criminalization of Black people, and anti-BLM narratives. Popular keywords included: “black lives matter is evil”, “swastika patch / pin / t-shirt”, and “council of conservative citizens website”.

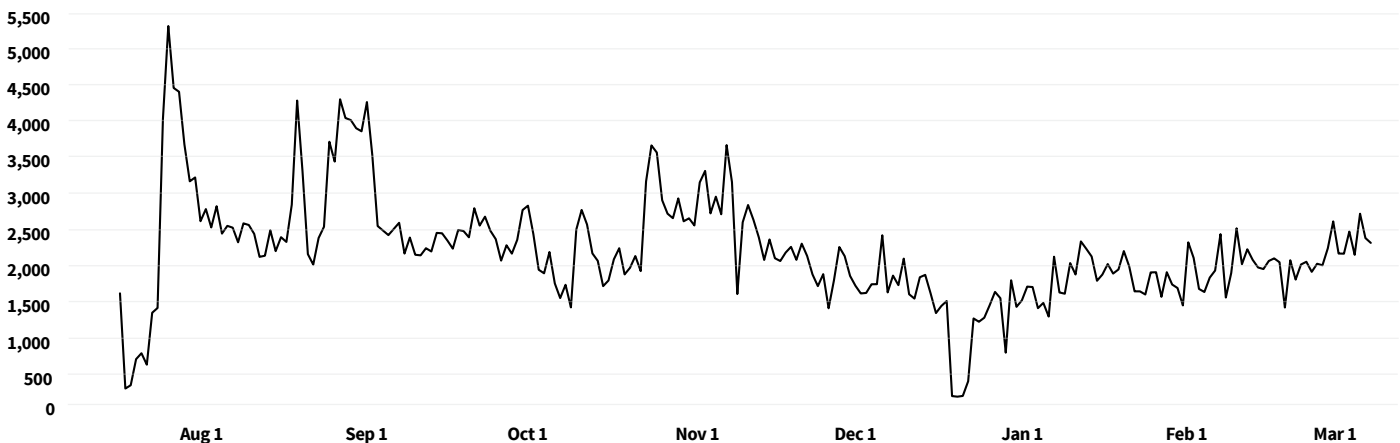
There was a consistent search interest in anti-Semitic conspiracies. We recorded 17,847 searches for “The International Jew”, 9,507 for “Jews will not replace us”, and 2,036 for “Zionist Occupation Government”. They are indicative of some Americans’ belief in anti-Semitic narratives about cabals of Jewish elites.

Americans displayed a strong appetite for “the great replacement” conspiracy theory. Increasing search interest in “the great replacement” started in January 2021 and peaked on 15 February with 280 searches. Interest in this conspiracy at this time is consistent with burgeoning online disinformation about the Biden administration’s immigration and citizenship policies.

⁸ <https://eu.usatoday.com/story/news/nation/2020/07/08/vehicle-ramming-attacks-66-us-since-may-27/5397700002/>

⁹ <https://thehill.com/homenews/state-watch/524523-alabama-voters-approve-measure-to-remove-racist-phrases-from>

▼ Volume of white supremacist searches in the US by month, 17 July 2020 - 7 March 2021



We observed search traffic for anti-Black, anti-Semitic, and neo-Nazi / white supremacy themes around three major socio-political events:

Period 1: Racial Justice Protests

24 July 2020 - 3 September 2020

- ▶ Intensifying protests in the wake of George Floyd’s murder set the stage for extremist groups to leverage Americans’ attention to current events to increase recruitment and funding efforts. Extremist groups disseminated violent, polarizing disinformation using racist slogans and symbols, promoting white supremacist ideologies under the guise of patriotic values.
- ▶ Common narratives at this time included accusations that the BLM movement has been co-opted by nefarious, anti-democratic actors, allowing for claims by extremist groups that carrying out paramilitary activities and spreading harmful narratives were justified and legitimate.
- ▶ Moonshot recorded high volumes of searches for keywords such as, “black lives matter is evil” and “Jews will not replace us”, suggesting a relationship between racist, conspiratorial, and false content online and extremist mobilization offline.

Period 2: Presidential Election

4 September 2020 - 6 November 2020

- ▶ This period saw increasing tension leading up to and in the immediate aftermath of the 3 November presidential election. Doubts were raised around the election’s integrity even before it took place, with rampant disinformation both online and offline, and the scapegoating of groups and communities that supported racial justice efforts as the likely culprits of an anticipated “rigged election”.
- ▶ The spread of these narratives may have led to increased search volumes in this period for anti-Semitic and racist forums such as “Know More News” and “New Nation News”, as well as for “the truth about black lives matter” and the anti-Semitic pamphlet “the International Jew”.
- ▶ The typical results of these searches brought at-risk users to platforms and pages that promoted political and COVID-19 disinformation related to the election cycle, in addition to anti-Semitic and racist content.

Period 3: Post-Election Uncertainty

7 November 2020 - 6 January 2021

- ▶ In this period, near-daily nationwide protests contested the presidential election results. Individuals alleging election fraud claimed a number of different actors were responsible, from “globalist elites” to the Jewish philanthropist George Soros, echoing historical anti-government and anti-Semitic conspiracies targeting Jewish people, global elites, and political ideologies such as anti-fascism or socialism.
- ▶ After 6 January, participants charged in the Capitol insurrection along with pundits and politicians shifted blame to actors identified in disinformation narratives.¹⁰
- ▶ Searches for “Europa the last battle documentary”, a white supremacist film about World War II and the post-war geopolitical order, “NSBM”, a genre of neo-Nazi music, and “The Turner Diaries” all rose. Visible references to some of this content, including the erecting of a gallows—a possible nod to the “day of the rope”¹¹ in “The Turner Diaries”—were present during the 6 January insurrection.

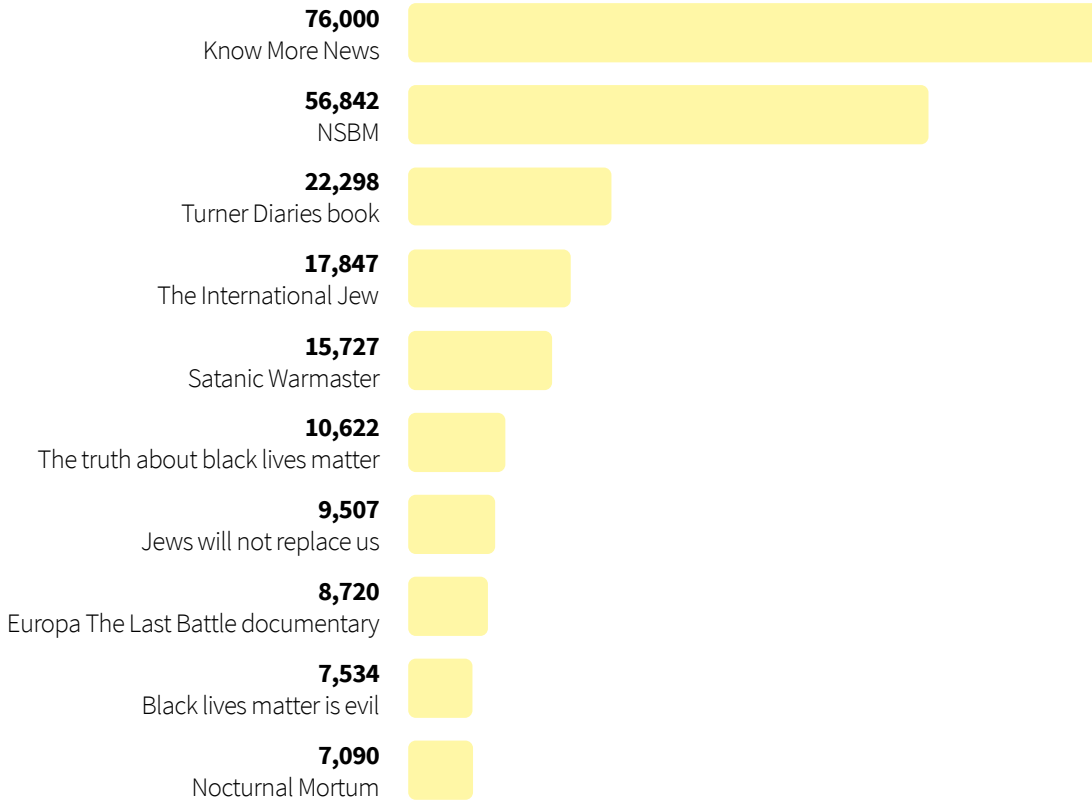
¹⁰ <https://theconversation.com/the-far-right-rioters-at-the-capitol-were-not-antifa-but-violent-groups-often-blame-rivals-for-unpopular-attacks-153193>

¹¹ <https://www.adl.org/education/references/hate-symbols/day-of-the-rope>

Top Keyword Searches

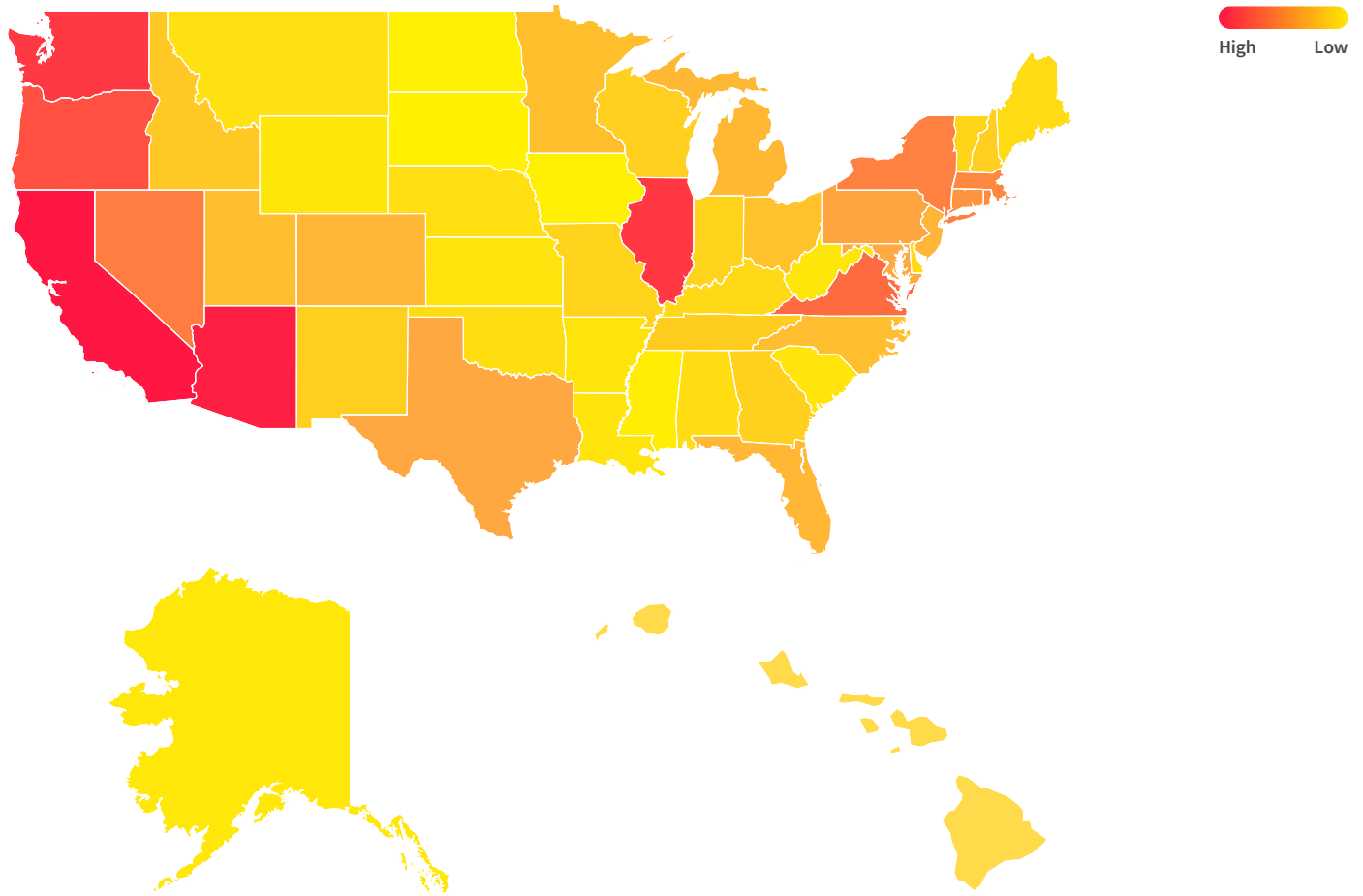
The large volume of searches for the most popular keywords illustrate the diversity of access points to white supremacist ideology, from Holocaust denial documentaries to NSBM music and anti-BLM slogans.

▼ **Top ten search keywords. For descriptions of each one, please refer to Appendix A.**



Where Did Americans Consume Extremist Content?

▼ Search traffic, weighted per capita



▼ The top ten states with the highest searches per capita were:

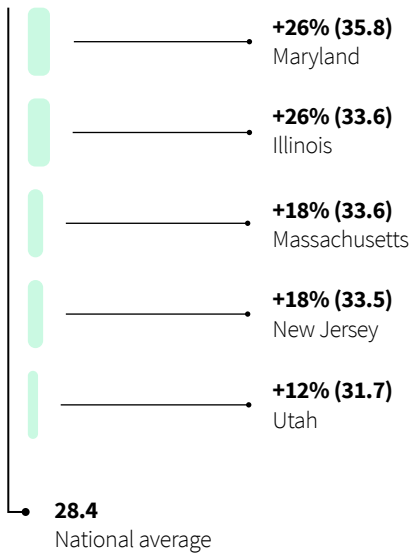
- 1 ————— • **California**
- 2 ————— • **Illinois**
- 3 ————— • **Arizona**
- 4 ————— • **Oregon**
- 5 ————— • **Washington State**
- 6 ————— • **Rhode Island**
- 7 ————— • **New York**
- 8 ————— • **Massachusetts**
- 9 ————— • **Connecticut**
- 10 ————— • **Pennsylvania**

▼ The top ten counties in the US with the highest searches per capita were:

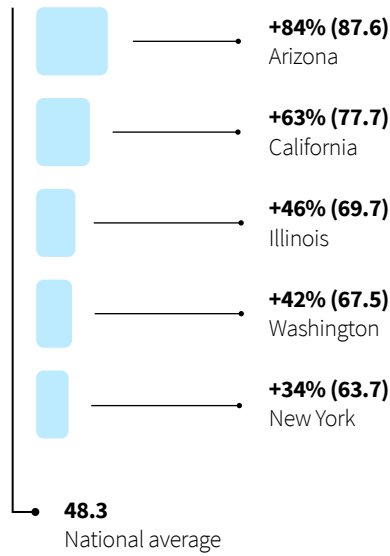
- 1 ————— • **Comanche, KS**
- 2 ————— • **Jewell, KS**
- 3 ————— • **Falls Church, VA**
- 4 ————— • **Loudoun County, VA**
- 5 ————— • **Baltimore, MD**
- 6 ————— • **Polk, NE**
- 7 ————— • **Chaffee, CO**
- 8 ————— • **Bingham, ID**
- 9 ————— • **Fredericksburg, VA**
- 10 ————— • **Barrow, GA**

▼ For each search theme, per capita search interest in several states far exceeded the national average, weighted per 100k residents

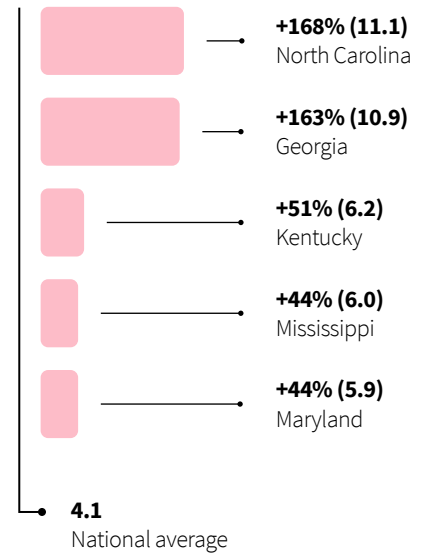
Anti-Black



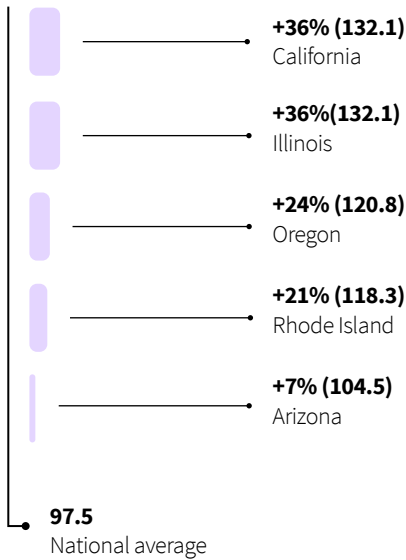
Anti-Semitic



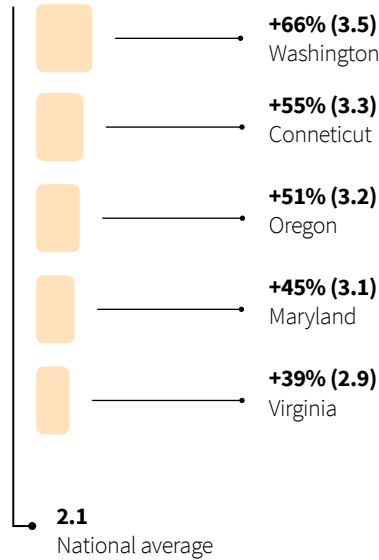
Ku Klux Klan



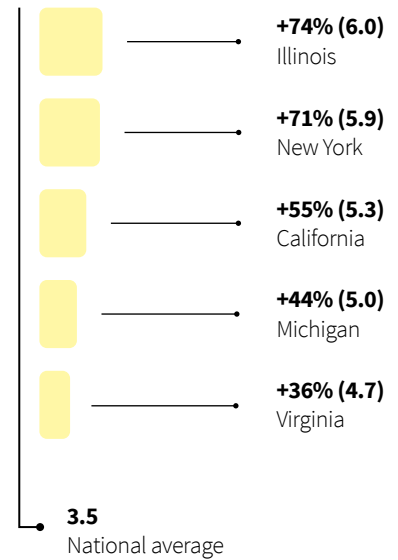
Neo-Nazi / White Supremacy



Conspiracy Theory



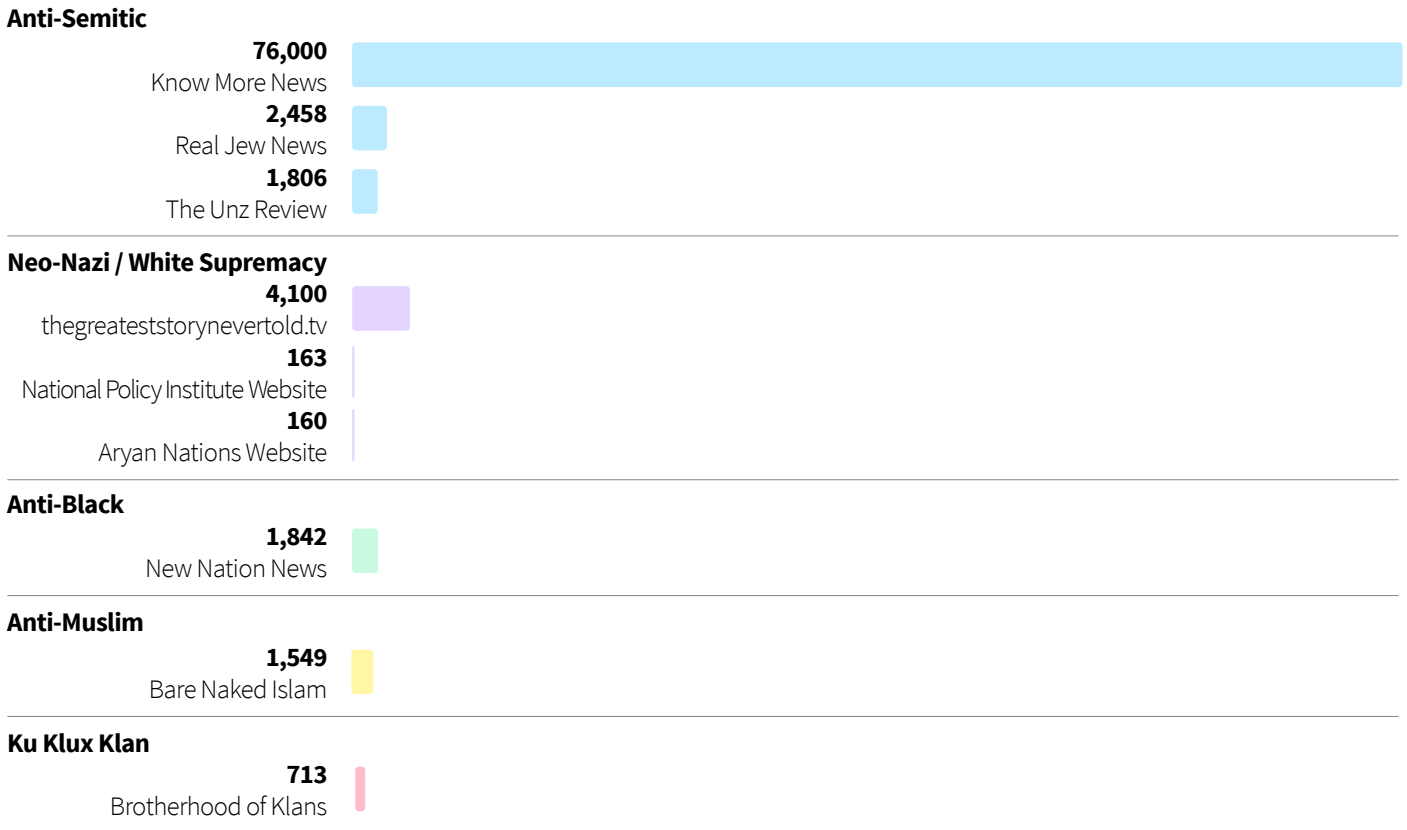
Anti-Muslim



What Were the Most Popular Forums and Websites?

White supremacist, anti-Semitic, and other extremist forums and websites attempted to use the 2020 racial justice protests and election-related tensions to promote their harmful narratives and disinformation and draw new traffic to their pages.

▼ The top ten search keywords for extremist forums and websites



While many of these forums focus on a specific theme of harmful content, they also promote other violent and polarizing narratives. Adam Green’s “Know More News” primarily promotes anti-Semitism but often interweaves dangerous narratives related to current events such as anti-vaccination disinformation or demonization of the BLM movement as “Zionist Occupied Government” operatives.

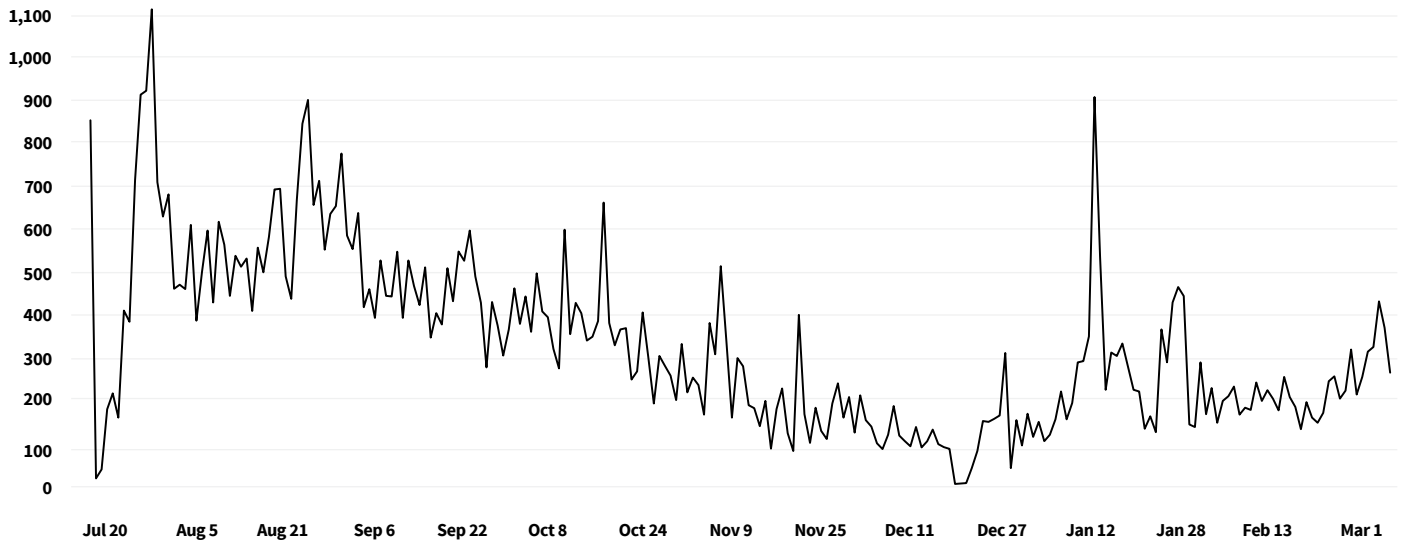
Likewise, “New Nation News” and “National Policy Institute website” report on a wide range of topics through the lens of white supremacy.

Many of these platforms, including “The Unz Review” and “Bare Naked Islam”, can also be found on Twitter, increasing the exposure of white supremacist and violent narratives propagated by these online forums and creating networks of online users that celebrate and share extremist content.

What Extremist Literature Did Americans Search For?

Searches for historically significant extremist literature saw surges in volume during significant social and political events over our monitoring period. Some of the most popular pieces of extremist literature that Americans searched for are known to have inspired white supremacist extremist groups and terrorist acts, highlighting the risks posed by their continued availability online.

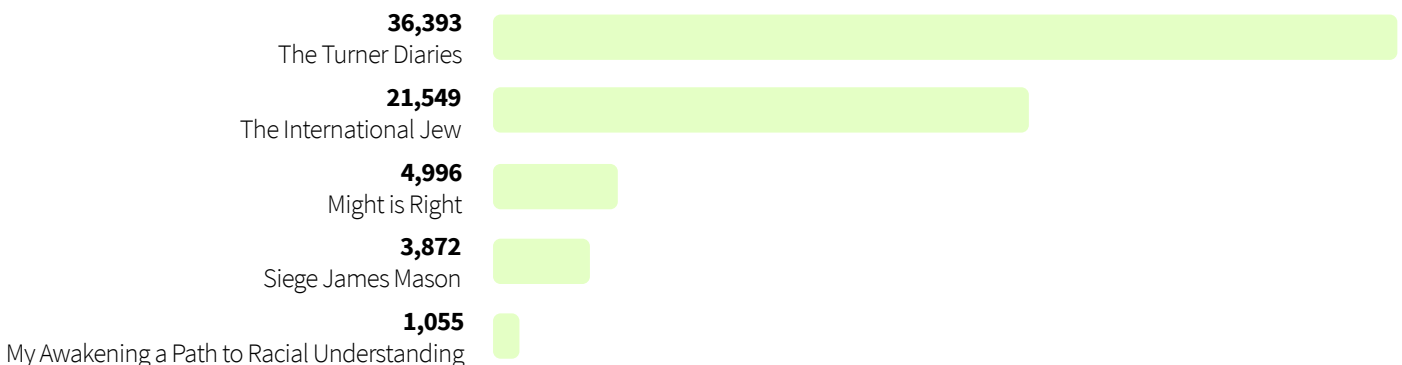
▼ Searches for extremist literature, 7 July 2020 - 7 March 2021



We found that large search volumes for anti-Semitic and white supremacist literature corresponded with important offline events driving racial justice discourse in America. Searches surged for literature—particularly “The Turner Diaries” and “The International Jew”—between 25 and 28 July, when more than 280 racial justice and civil rights protests occurred in over 40 states. The protests aligned with unrest in Portland, OR, which had intensified leading into the weekend of 25 July due to former President Trump’s deployment of federal agents to crack down on violent demonstrations. We also recorded over 1,100 searches—the highest number of white supremacist literature searches—on 28 July, when the late Rep. John Lewis became the first Black lawmaker to lie in state at the Capitol rotunda. Searches for “The passing of the great race”, “Might is Right”, and “The Turner Diaries” drove this spike.

Searches for white supremacist literature also surged on 25 August, the same day three BLM protesters were shot in Kenosha, WI, and again on 7 November, the day that Joe Biden’s election win was announced. Notably, searches for “The Turner Diaries” and David Duke’s “My Awakening”—both of which promote political conspiracies and race war—spiked on 13 January in the wake of the Capitol insurrection. At this time anti-government sentiment was highly visible online and in the media due to the deplatforming of far-right politicians and pundits from mainstream social media websites.

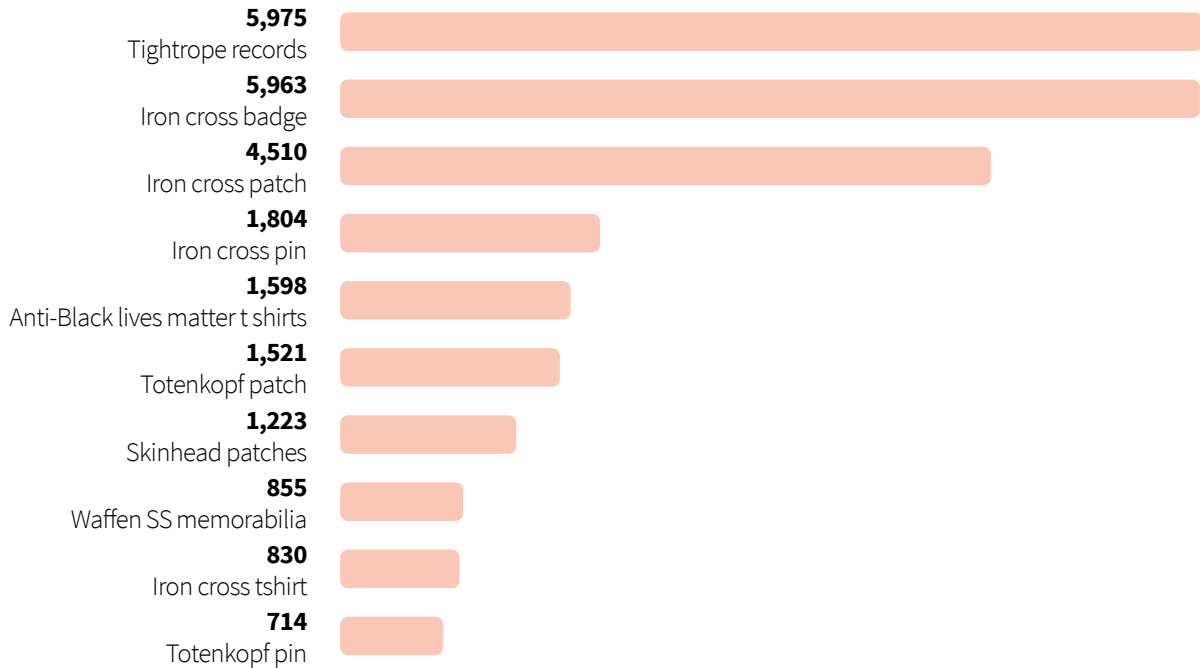
▼ Top five searches for extremist literature



What Extremist Merchandise Did Americans Search For?

Merchandise search traffic focused primarily on anti-BLM and neo-Nazi / white supremacist paraphernalia. This period saw the mass mobilization of violent far-right groups that promote their ideologies through merchandise, such as “Iron cross pin” or “Totenkopf patches”. We recorded the highest volume of search traffic for extremist merchandise on the weekend of 25-26 July, with over 2,000 searches, as hundreds of racial justice protests occurred across the country. This spike was driven by searches for “Tightrope records”, a white supremacist website that allows visitors to buy music and merchandise.

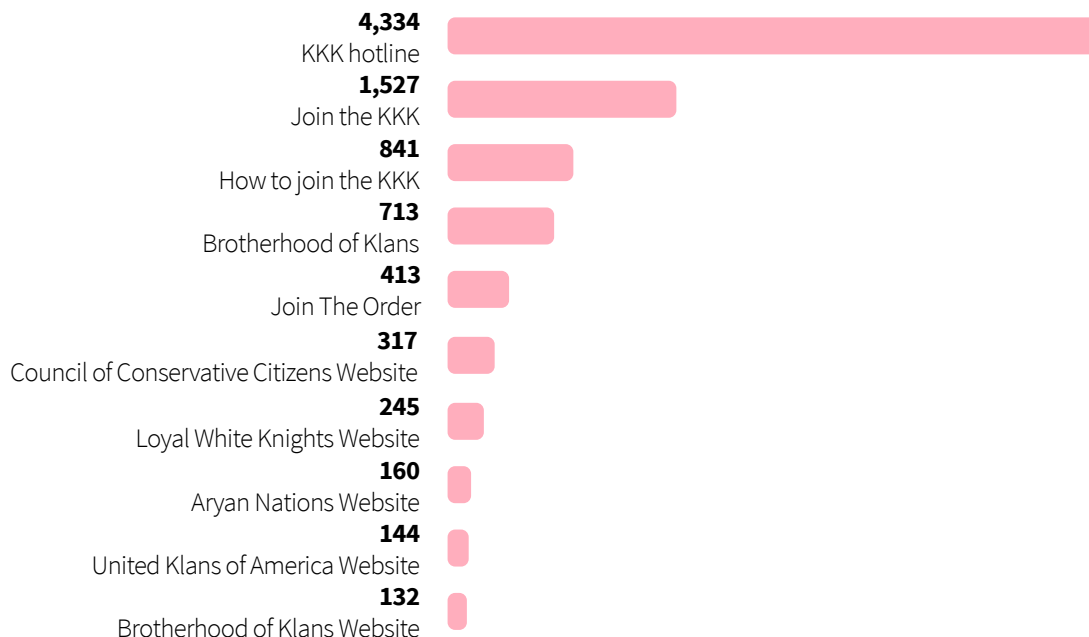
▼ **Top 10 search keywords related to merchandise**



Searches for merchandise can be indicative of users who are already engaging with white supremacist ideologies, or of their willingness to engage others on the topic offline, by displaying their beliefs on shirts, patches, and pins. Search traffic for extremist merchandise can lead individuals directly to other violent white supremacist content; for example, browsing “Tightrope records”, also provides links to other racist and far-right websites, increasing the risk that visitors will seek further context around slogans, symbols, tattoos or tenets with which they are unfamiliar.

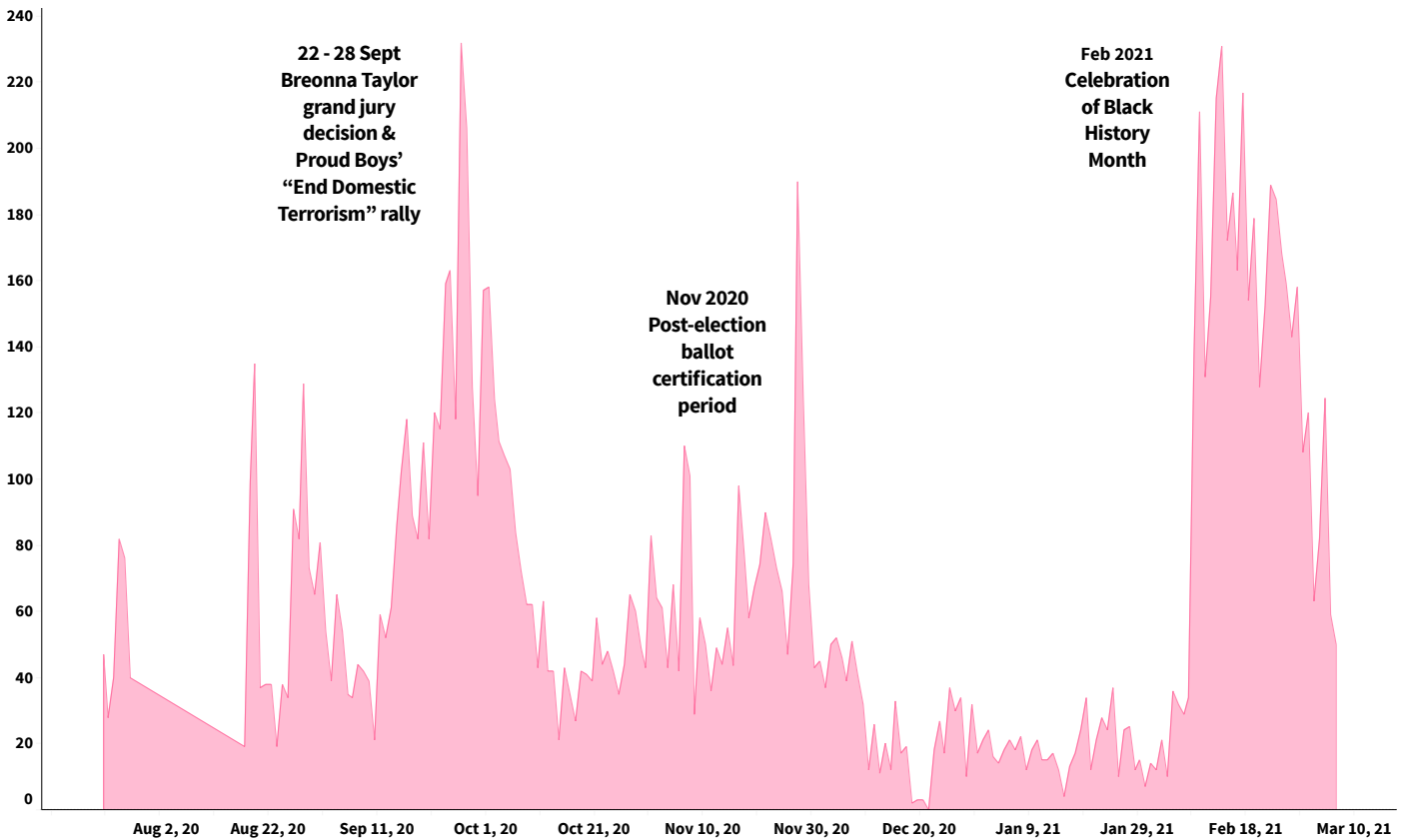
What Extremist Groups Did Americans Search For?

▼ **Top 10 keywords for identified extremist groups. For descriptions of these keywords, please see Appendix A**



The Ku Klux Klan serves as a ready access point for individuals trying to engage with white supremacist organizations. Its status as one of the oldest violent extremist groups in the country makes it a focal point of offline activism against the rising calls to end systematic racism in America. Interest in the Ku Klux Klan surged at several points over the past year, amid America’s racial justice reckoning.

▼ **Search interest in the Ku Klux Klan, 17 July 2020 - 7 March 2021**



- ▼ **The top ten counties (weighted by 100k population) for Ku Klux Klan searches were:**
- 1 _____ • **Coweta, GA**
 - 2 _____ • **Gaston, NC**
 - 3 _____ • **Meriwether, GA**
 - 4 _____ • **Lincoln, ME**
 - 5 _____ • **Lincoln, NC**
 - 6 _____ • **Nye, NV**
 - 7 _____ • **Belmont, OH**
 - 8 _____ • **McCracken, KY**
 - 9 _____ • **Rankin, MS**
 - 10 _____ • **Beltrami, MN**

The rise in search interest in the Ku Klux Klan in 2020 recalls the Klan’s return to prominence in the 1960s, in response to societal shifts including a rise in immigration, the urbanization of cities, and the civil rights movement. Search data shows spikes for Ku Klux Klan related keywords around pivotal moments in America’s racial justice and civil rights protest movement. Most noteworthy, searches for “KKK hotline” increased during the uptick in BLM protests in late September that accompanied a Kentucky grand jury’s decision to only indict one officer for the shooting of Breonna Taylor, as well as the Proud Boys’ second annual “End Domestic Terrorism” rally on 26 September in Portland, OR. These keywords also sustained high search volumes throughout February 2021 when America celebrates Black History Month.

Who Searched for Extremist Content?

The graphics below provide demographic information for each of the main categories of white supremacist search traffic we recorded. This demographic data is provided by Google, which collects it from signed-in users based on self-reporting, the user's ad settings, and user behavior on its advertising network. Where a user's age and gender cannot be attributed, Google records their demographic as "unknown".

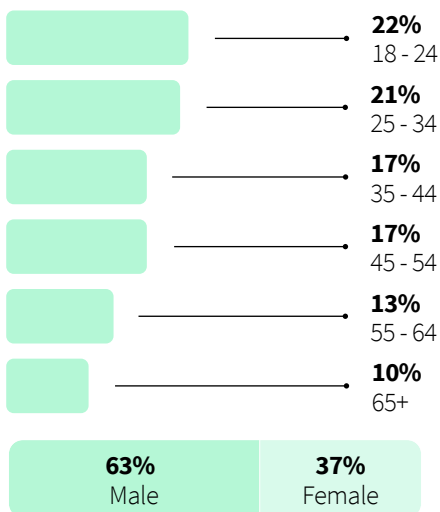
In this section we note the proportion of missing or "unknown" data on users for gender and age for each search category. In many cases demographic data is missing in a plurality of searches. Its absence may reflect strategic avoidance of online behavior tracking by our audience (e.g. by using VPNs, or signing out of Google) and is unlikely to be random across demographic segments. The conclusions presented below about the proportion of searches conducted by each segment reflect known search traffic, and should not be generalized to the population of users.

Key Findings

- ▶ **Anti-Semitic** search keywords had the most male audience (73%), closely followed by **neo-Nazi / white supremacy** keywords (72%).
- ▶ **Ku Klux Klan** search traffic had the youngest searchers, 52% of whom were under the age of 34, followed by **anti-Black** keyword searchers, 43% of whom were under the age of 34.
- ▶ **Anti-Muslim** traffic had the most female audience (46%) and the oldest audience, 43% of whom were over 55.

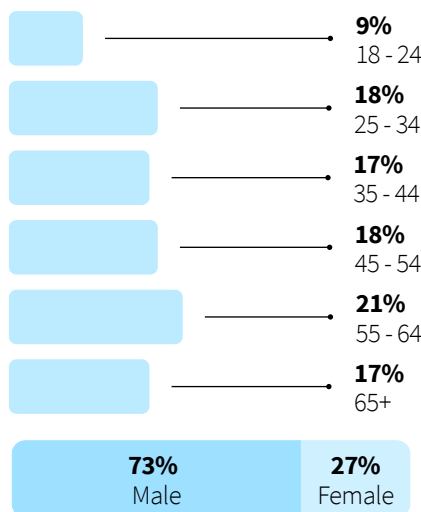
Anti-Black

These percentages are based on 25% of users for whom age is known, and 52% of users for whom gender is known.



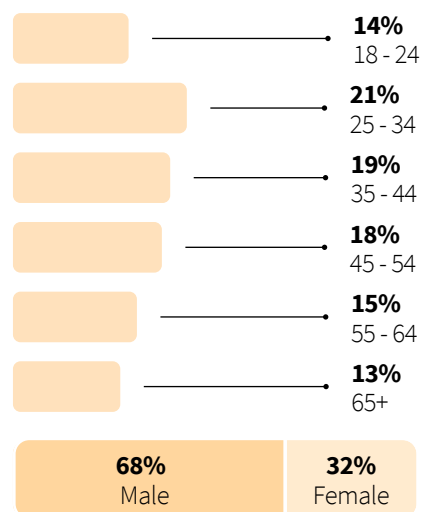
Anti-Semitic

These percentages are based on 30% of users for whom age is known, and 27% of users for whom gender is known.



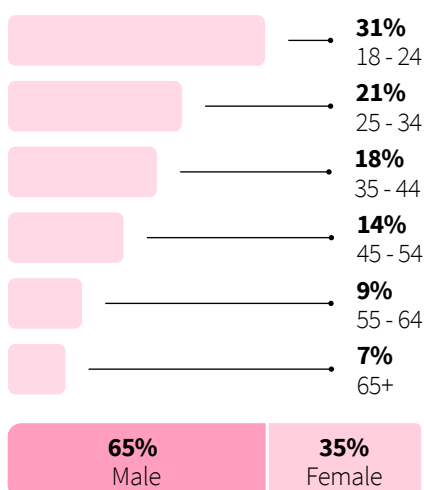
Conspiracy Theory

These percentages are based on 48% of users for whom age is known, and 44% of users for whom gender is known.



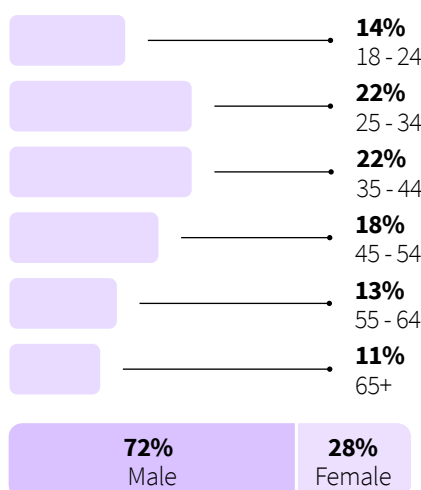
Ku Klux Klan

These percentages are based on 40% of users for whom age is known, and 44% of users for whom gender is known.



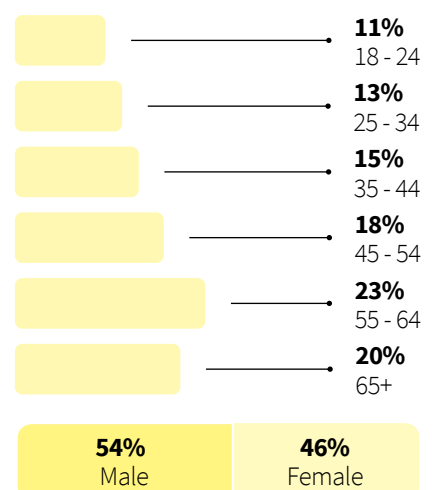
Neo-Nazi / White Supremacy

These percentages are based on 28% of users for whom age is known, and 24% of users for whom gender is known.



Anti-Muslim

These percentages are based on 74% of users for whom age is known, and 66% of users for whom gender is known.



Appendix A: Keyword Descriptions

“Aryan Nations Website”	An American neo-Nazi group founded in the 1970s. This search indicates an attempt to find the group’s website.
“Bare Naked Islam”	An Islamophobic website regularly promoting violence against Muslims.
“black lives don’t matter gif / t-shirt”	This phrase is a variation of Black Lives Matter as a reactionary slogan, it attempts to discredit the movement and devalue black lives.
“Black lives matter is evil”	This search suggests the Black Lives Matter movement has nefarious motives.
“BLM are looters”	This search suggests that BLM’s intentions were to loot and steal, referencing common tropes criminalizing Black people.
“Brotherhood of Klans”	This is one of the largest Ku Klux Klan organizations in the US. It also has a notable presence in Canada.
“Council of Conservative Citizens”	Often abbreviated as CCC, is a white supremacist organization and the successor of White Citizens Councils. The organization opposes racial mixing and racial equality.
“Europa the last battle documentary”	A 2017 Swedish documentary that promotes anti-Semitic conspiracies relating to World War II.
“George Floyd deserved to die”	This search references the May 2020 killing of George Floyd in Minneapolis, MN. Floyd’s murder at the hands of law enforcement sparked a global protest movement about racial justice and civil rights, helmed by the BLM movement. This search suggests sympathy towards Floyd’s killer and a desire to justify the murder of Floyd.
“Great replacement book / PDF”	The great replacement is a conspiracy theory positing that the white race is being systematically replaced by other races through mass immigration and race-mixing. A book published by the French author Renaud Camus in 2012 coined the theory, which has since been adopted by the violent far-right.

Appendix A: Keyword Descriptions

“How to bring back slavery” / “bring back slavery petition”

This is a common theme among white supremacist and racist ideologies of the far-right, and indicates a desire to return to a period in history where racial minorities were under white control. In many sects of the far-right, the idea of “traditionalism”, or the return to a past where gender and racial roles were strict and defined, is a popular concept.

“How to join the KKK”

A search that indicates a desire to join the Ku Klux Klan.

“How to kill black people”

A search expressing interest in violence towards Black people.

“Iron Cross badge / patch / pin / t-shirt / tattoo”

The Iron Cross is a military symbol that has been used in Germany for centuries, but was adopted by Hitler and is now primarily associated with Nazism.

“Jews will not replace us”

This search stems from the belief that Jewish populations are undertaking a concerted effort to replace other cultures. This phrase surfaced during the 2017 Unite the Right rally in Charlottesville, Virginia, during which protesters chanted “You will not replace us” and “Jews will not replace us”.

“Join The Order”

The Order, also known as the Brüder Schweigen, was a white supremacist terrorist organization with the ultimate goal of starting a revolution against the American government. Their members carried out numerous armed robberies and are to this day celebrated as heroes by American white supremacists. The search indicates users are looking for information on how to join the organization.

“KKK hotline”

The Ku Klux Klan uses telephone hotlines for recruitment purposes, often circulated using physical flyers.

“Know More News”

A conspiratorial website founded by Adam Green, a self-proclaimed “independent journalist” who spreads anti-Semitic conspiracy theories.

“Loyal White Knights Website”

One of the largest Ku Klux Klan groups in the US. The group fuses Klan ideology with neo-Nazi tenets. The search indicates a wish to find the group’s website.

“Might is Right”

Written by the pseudonymous author Ragnar Redbeard, this book endorses racism, sexism and anti-Semitism as well as extreme social Darwinist views, arguing that physical strength determines morality.

Appendix A: Keyword Descriptions

“My Awakening: A Path to Racial Understanding”

An autobiographical book written by white supremacist David Duke, the book advocates for racial segregation and is popular among white supremacists.

“National Policy Institute Website”

A white supremacist think-tank run by alt-right figure Richard Spencer. This search is an attempt to access their website.

“New Nation News”

The aim of this website is to “expose” black on white crime, portraying black people as dangerous and violent.

“NSBM”

National Socialist Black Metal (NSBM) is a genre of black metal music that promotes or expresses neo-Nazi, fascist, or related ideologies. It is considered to be a sub-genre of the greater Black Metal music scene, which is in itself not inherently violent far right.

“Real Jew News”

An anti-Semitic website run by a former Jewish man turned Orthodox Christian, aimed at demonizing the Jewish people.

“Satanic Warmaster”

The name of an NSBM band originating from Finland.

“Siege James Mason”

James Mason is a well-known American neo-Nazi, and his influential book “Siege” focuses on glorifying Hitler and endorsing political violence.

“Skinhead patches”

This search refers to patches, which can be sewn onto clothing, that bear identifying symbols or slogans of skinhead ideology. There are a number of websites that sell skinhead-themed patches.

“The International Jew”

A four-volume anti-Semitic booklet published in 1920 by Henry Ford, the founder of Ford Motor Company.

“The truth about Black Lives Matter”

This search suggests the BLM movement has nefarious motives, which has been a disinformation narrative perpetuated by extremist groups to weaponize anti-BLM sentiment. While the search phrase appears innocuous, several books include it in their title and allege that the BLM movement “joined with Antifa burning and looting”. These sources echo far-right extremist disinformation narratives about BLM protesters trying to overthrow the republic and harm American citizens in a Marxist coup. Multiple videos on YouTube also echo these narratives, especially the criminalization of BLM, using the same phrase.

Appendix A: Keyword Descriptions

“The Turner Diaries”

A book written by William Luther Pierce under the pseudonym Andrew Macdonald, a well known American white supremacist who is celebrated by violent far-right groups. The book details a race war and endorses a white ethnostate. It is largely considered to have influenced 1995 federal building bomber Timothy McVeigh among other terrorist acts.

“The Unz Review”

A far-right website that discusses the great replacement conspiracy theory, immigration, and portrays people of color as violent and dangerous.

“Tightrope records”

A white supremacist music label. Their website allows visitors to buy music, merchandise, and provides links to other racist and far-right websites.

“Totenkopf patch / pin”

Totenkopf is a German word referring to a specific image of a skull and crossbones. In Nazi Germany, the Totenkopf was used as the insignia of the SS division and the SS-Totenkopfverbände, a division responsible for running the concentration camps. The Totenkopf has become a contemporary identifier for neo-Nazi and white supremacist groups.

“United Klans of America”

A Ku Klux Klan organization based in Alabama, often abbreviated as UKA. The UKA was considered the most violent Klan organization at the height of its membership in the late 1960s and 1970s.

“Waffen SS Memorabilia”

This search indicates an attempt to find memorabilia of the Waffen SS, the military branch of the Nazi Party’s Schutzstaffel (SS) organisation. The infamy of the Waffen SS, due to its involvement in carrying out some of the most brutal atrocities of World War II, has made the organisation extremely popular among contemporary neo-Nazi groups.

“Zionist Occupation Government”

A widespread conspiracy theory according to which Jews secretly control governments in the West.

