

“Welcome to Gab”

Exploring Alt-Right Discourses via Structural Topic Models

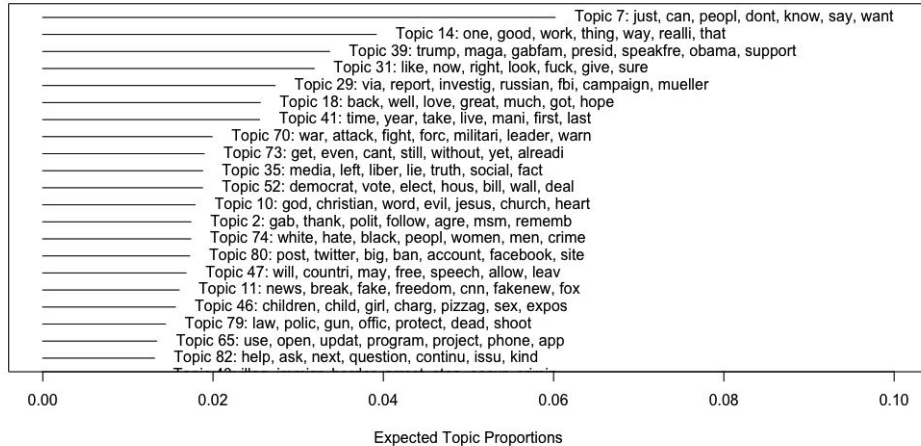
Context

- alt-right and the (mainstream) social media ecosystem
 - propensity for adopting new and emerging tech and tools
 - On Twitter, Berger (2018); On YouTube, Lewis (2018)
- formation of Gab
 - responding to content moderation & free(er) speech
 - “A social network that champions free speech, individual liberty, and the free flow of information online. All are welcome.”
 - hybrid between twitter and facebook

Structural Topic Modeling

- interested in the diversity/qualitative distribution of topics
- applied STM package in R on random 5% of posts from Aug 2016 - Jul 2019
- algorithm developed by Lee and Mimno; identified 85 topics from sample

Top Topics



Topic 7

Remember, just because you can do something doesn't make it the right choice. And just because something is wrong, doesn't mean people won't do it.

When you think you know everything there is to know, you have just shown everyone you know nothing.



Why and what's next?