HANDBOOK OF HATE MENS

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LAYOUT

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DATE

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FOREWORD

Hate memes as early warning signs

Hateful thoughts about others and often strong (visual) frames that carry them have been described for centuries in human history. In more recent times, the Second World War and the Holocaust loom large as an extreme outgrowth of hateful thought and action. Although the origins of this mass violence lie in a complex interplay of actors and factors that bring it from idea to deed, an ever-present element is precisely this hateful framing of 'the other'. Those who are not like us, have different ideas, different behavior, different values, different culture, different religion, and above all look different to us.

The historical archives of the fields of Holocaust, genocide and terrorism studies are full of stereotypical and toxic images of 'the other'. In the study of totalitarianism, it is striking how strategically a toxically polarized image culture is used to set groups against each other. The common thread here is the extensive use of modern information and communication technologies. What characterised the Nazis was not so much the old, often anti-Semitic forms of conspiracy thinking and blood fairy tales, but the fact that they deliberately succeeded in bringing their highly intuitive and emotional visual frames to the attention of specific target groups in appropriate guises. Nazis turned out to be marketers of hate avant-la-lettre. Age-old hate messages were presented in new visual frames through new channels with an ever-increasing reach (visual newspapers, radio, film).

Since the Holocaust and more recent genocides many researchers have therefore focused on mechanisms such as dehumanization or toxification as an early warning sign for collective violence.

The dehumanization (denial of humanity) of an individual places the victim outside the moral universe of human interactions. It is a moral scheme or belief that can harm victims with moral exclusion to extreme violence as a possible consequence. In terms of content, we distinguish animalistic dehumanization (comparisons with animals such as rats or cockroaches) from mechanistic dehumanization (comparisons with automata, objects, cargo). It is clear that such schemata, which we notice even in neurological research, influence the way people think and act. But although dehumanization is widespread, it does not always lead directly to violence. That is why we also look at the toxification of 'the other'. In other words, when 'the other' is seen as a threat to the life of one's own self or group, history shows - again and again - that violence is not far away. The other who so-called threatens our lives ends up in the danger zone on the basis of zero-sum logic (us or them). Such visual crisis-narratives in combination with an inflated so-called necessity to act before it is too late, is a time bomb under our society.

It is therefore absolutely necessary to keep one's finger on the pulse for the new avenues of visual hate messages. The hate memes selected here should therefore be regarded as early warning signs, warning us to take preventive action before a dangerous toxicity has set in. Just as we were able to notice numerous warning signals in the past, most people sleepwalked past them. This time, it is high time to thoroughly invest in learning from the past and taking responsibility for the future.

Christophe Busch

DIRECTOR • Hannah Arendt Institute

1. What are memes?

Memes are popular images that rapidly spread on social media, usually in evolving variations. They typically consist of a movie screenshot, an image of a movie character (or famous person) with a distinct facial expression, an image of an animal, an amateur or professional drawing, a photo – anything goes – often accompanied by a funny or punchy slogan.

2. What are hate memes?

Hate memes typically feature specific targets such as refugees, people of color in developing countries, people with disabilities, poor people, gay people, comparisons (e.g., a movie villain placed next to a political target), modifications (e.g., the body of an animal with the head of a political target) or, more subtly, images that promote the beauty and/or supremacy of a local culture or nationality. Typically, these are then accompanied by demeaning slogans.

Demeaning slogans can take many different forms, and come in varying degrees of toxicity. Techniques that are often used include sarcasm, ridicule, **dehumanization** (e.g., comparing people to animals) and verbal aggression, targeting looks, gender, social status, beliefs, and so on.

3. Why do people post hate memes?

People that post hate memes want to define an **in-group** and an **out-group**. The in-group are people that look and think alike. These are safe and good. The out-group are people that look or think differently. These are dangerous and bad.

Throughout human history, the dehumanization of out-groups has been used to pave the way for violence against those groups. A well-known example is referring to Jewish people as vermin that need to be exterminated. Some more recent examples of such wordplay includes 'sheeple' (sheep + people, used by anti-vaxxers), 'libtards' (liberal + retards, used by far-right extremists), 'Ukronazis' (Ukrainian + Nazis, used by pro-war Russians), and so on.

Hate memes offer plausible deniability.

Distributors can claim that it was just a joke and you shouldn't react so hysterically. Hence, they create uncertainty about whether someone distributes a hate meme out of ignorance or by intent and is liable to legal consequences. This is particularly the case because the internet is also full of non-hateful memes.

Complicated geopolitical and ethical issues can be expressed in hate memes in a simplistic way, to influence uninformed public opinion. Their childish appearance creates uncertainty about whether such content is a personal opinion or malicious **propaganda**.

No doubt, malicious actors knowingly spread propaganda to push the boundaries of what is considered socially acceptable (or 'normal'), purposefully injecting anger, doubt, discord and disinformation into well-intended discussions.

4. What do they gain by this?

Some people primarily want money, status, and power, and don't really care about all the rest. Some become CEOs, celebrities, professors and politicians. Others see themselves as resistance leaders opposing such 'evil elites'.

Some of those that can't quench their thirst in a hierarchical position of power get **angry**, and sit at their screens reading news and posting hate memes, fantasizing about a mythical world in which they get to boss around 'inferior' people and teach the elites a lesson.

They believe they know better than you how the world should run, especially if you are a woman. Perhaps they comb the web for **confirmation** and **admiration** from like-minded in-groups. Some of them seemingly get so angry that they want to watch the world burn, after which an imagined empire can rise from the ashes.

5. Why are hate memes successful?

Hate memes drive on our existential fears and doubts, evoking strong emotional reactions.

Barbaric hordes of immigrants are coming to rape your wife. Bloodthirsty Muslim terrorists are going to bomb your house. Greedy Jewish bankers with space lasers will steal your money. Pedophile professors and politicians controlled by alien reptilians want to snatch your children for satanic rituals. Evil Ukrainian Nazis are secretly building nukes to destroy their own population.

Only a handful of strong, honest, God-fearing white men like Donald Trump and Vladimir Putin stand in their way, and they need your support (and co-incidentally, your money).

If this sounds absurd, consider that hate memes are often not meant to *convince* you, but to *upset* you, making rational debate impossible. Relying on subtle fear, uncertainty and doubt, they create sides, fuel **polarization** and drive people into the fold of 'strong' leaders who "will do what is necessary" to set right the absurdities.

This technique is unfortunately quite effective in convincing people with limited access to high-quality information and education, highlighting the need for more media literacy and digital resilience education in schools.

Hate memes have no regard for facts and use whatever upsetting imagery and slogans they want. The more divisive the better. This makes factual responses look boring, and nuanced responses look weak (cf. Brandolini's Law), while more strong-handed responses will be exploited to claim that the tolerant are actually being intolerant. This is Popper's Paradox of Tolerance. To counter the intolerant, society needs to be intolerant of intolerance, which is an escalating dynamic that most people do not want to engage in. Hence, hate memes have free reign while a silent majority looks away.

6. Why should I care?

Most people just want a full belly, a warm bed, a productive job and good friends. Very few people desire societal turmoil and violence in the streets. In criminology, Social Control Theory proposes that the best way to ensure peace and quiet is to include everyone. People are unlikely to commit crimes if they fear losing their warm bed, good job or network of friends and family. If everyone is included – has jobs and friends – society ideally self-regulates itself.

Unfortunately, not everyone is included, or feels that they are being included, or that their authoritarian fantasies are being properly worshiped. Such outcasts by circumstance or by self-perception are more vulnerable to a strong sense of victimhood and radicalization.

To oppose the system, they embrace a new reality of ideological melancholy tied together by 'alternative facts' and 'hard truths' (e.g., "only the strong survive"), and promote radical change centered around a hierarchical power structure that only their in-group is strong enough to lead.

This mythicism creates simmering societal tensions that can suddenly ignite somewhere in the future. Democracies are careful balancing acts between lesser evils to achieve greater goods, and the balance is easy to upset. One example relevant in the 2020s is the EU's need for Russian gas while also enduring online Russian disinformation campaigns and election meddling. So when a saber-rattling autocrat's simmering vision of a New Russia (Novorossiya) abruptly blazes up, millions of ordinary people were instantly forced to pick sides and worry about unheated homes during the ensuing Russia-Ukraine war. But pro-war propaganda had already been circulating online for years to influence Russian public opinion, showing how hate memes can be weaponized by extremists seeking to spread their ideas and lure people into a web of disinformation.

¹ Understanding Vulnerability to Online Misinformation (Alan Turing Institute, 2021)

7. What can I do?

Once someone "goes down the rabbit hole" of online disinformation and radicalization it is very hard to change their mind. In short, it is better not to stand up to them on your own, unless you know how to protect your identity. The trolls are simply better organized and more experienced. They might bully or intimidate you, and possibly collect your personal information for further malice (doxing). Who knows on what list your name will end up?

However, this self-preservative reflex effectively creates a silent majority immobilized by fear, where people stand by and watch online bullies and unstable world leaders trash the place, not unlike a frog in a pot slowly being cooked to boiling temperature.

One thing we can do is stand up **together**. Strength in numbers can impress a troll on the level of their understanding of the world, and get the attention of policy makers. Some examples of well-established initiatives are: No Hate Speech, Get The Trolls Out, Ich Bin Hier, Je Suis Là, Strong Cities, European Digital Media Observatory and European Observatory of Online Hate.

8. Who are we?

This work was compiled during 2019–2022 by 2 artists, 2 linguists and a former law enforcement expert. We are part of the EOOH (European Observatory of Online Hate, https://eooh.eu), a consortium of civil society organizations, law enforcement experts, academia and tech companies.

We used AI to identify toxic online messages and then examined how artistic techniques in accompanying memes are exploited to mislead or upset people. We have attempted to present as many examples of hate memes as we could. This has resulted in the visual style of the work, where some memes are superimposed to preserve space. The memes were duplicated as-is. In most cases, it was not possible to identify the copyright holder of the artwork.

9. What is the purpose of this work?

We will deconstruct different techniques, tactics, strategies and mechanisms used in hate memes, and offer explanations that may be insightful.

- Techniques: how the meme was created,
- Tactics: how it tries to achieve impact,
- Strategies: why it was created,
- Mechanisms: what its effect could be.

This work is not a theoretical framework, but a hands-on showcase of online phenomena as they surfaced. We invite scholars to request our available data to pursue follow-up research. If you are a school teacher, a first-line practitioner, police officer or policy maker, we hope that our work may be of help to you to spot early signs of radicalization in your community.

10. How was the data collected?

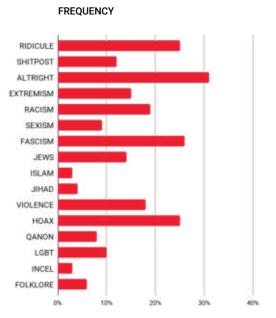
We used the Panorama software developed by Textgain for the EOOH. This toolkit can search on dozens of social media platforms in dozens of languages for toxic messages. Such messages are often accompanied by hate memes, leading to a collection of over 20,000 images capturing the Trump presidency, the QAnon conspiracy theory, Coronavirus anti-government propaganda, the resurgence of anti-Semitism in far-right European movements, undercurrents of Salafi-jihadism and reciprocal Islamophobia, and the onset of the Russia–Ukraine war.

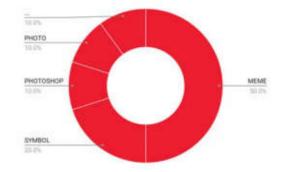
Most of the content was collected from 4chan, Gab, Telegram, Twitter, Facebook, Instagram, Google Images and VKontakte, using search keywords from breaking news articles. We also added relevant hate memes from prior work on Salafi-jihadism (2018), far-right extremism (2019), misogyny (2019), and QAnon (2020).²³⁴⁵

11. How was the data organized?

We selected a subset of approximately 600 memes intended to highlight different techniques and the proliferation of variations. Each group of related memes was annotated with descriptive tags and critical discourse analysis of the artistic techniques used. The tagset includes:

TAG	DESCRIPTION
RIDICULE	making fun of people
SHITPOST	making fun of people cruelly
ALTRIGHT	making fun of people politically
EXTREMISM	discrimination + aggression
RACISM	discrimination based on looks
SEXISM	discrimination based on gender
FASCISM	white supremacy & neo-Nazism
JEWS	anti-Semitism
ISLAM	anti-Muslism (Islamophobia)
JIHAD	anti-Western (Salafi-jihadism)
VIOLENCE	verbal aggression + terrorism
HOAX	disinformation + propaganda
QANON	disinformation + MAGA
LGBT	discrimination against gays
INCEL	toxic masculinity
FOLKLORE	referring to the Good Old Days





² https://arxiv.org/pdf/1803.04596.pdf

³ https://arxiv.org/pdf/1910.07518.pdf

⁴ https://organisms.be/downloads/incels.pdf

⁵ https://www.researchgate.net/publication/348281072

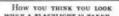
12. Why are memes called memes?

Richard Dawkins, a British evolutionary biologist, first coined the term 'meme' in 1976. In his book *The Selfish Gene*, he used the word to describe how culture and its symbols spread in the minds of people. The term is derived from the Ancient Greek $\mu i \mu \eta \mu a$ (m i m e m a), which refers to something that is imitated. Dawkins' aim was to denote a **unit** of cultural evolution, analogous to the term 'gene' in biological evolution. Memes, like genes, have mutations to become stronger and aspire to wider ideological distribution and a longer life. Unsuccessful memes lose popularity over time and eventually die out.

In his work *The God Delusion* (2006), Dawkins for example compared religions to highly successful memes, because the **reward** for spreading them (and complying with them) is very high (i.e., eternal afterlife), as is the **punishment** of hellfire for ignoring them. Today's online hate memes hint at similar rewards (i.e., power and prosperity for the in-group) and punishments (banishment or death for the out-group).

The first image to bear resemblance to what we now call internet memes was published in *Judge Magazine* in 1921. This image resembles the modern What You Think You Look Like vs. What You Actually Look Like meme, and features two juxtaposed drawings that highlight the disparity between one's self-image and the perception of others, usually in the context of physical attraction. The first is unrealistically positive, followed by a second less flattering impression.







How YOU REALLY LOOP

13. How did memes become so prevalent?

A picture is worth a thousand words. Memes today primarily consist of images, videos, GIFs, or digital stickers (such as those found on Telegram or Whatsapp), that are shared across social media platforms. Memes are dynamic, on-point, and respond rapidly to current events, due to the availability of templates to adapt your own meme ('exploitables'). It is not unusual for memes to start circulating on social media just hours after an event, while traditional media are still collecting facts, like after George Floyd's death.

This work focuses on memes that are used to package political hate messages in a low threshold, playful, and easy-to-digest form of propaganda to exert maximum influence on public opinion. The use of memes to spread political messages has become so powerful that some US organizations now offer meme training, and have coined the term 'memetic warfare' as a form of 'PsyOps' (Psychological Operations). Internet memes have increasingly become an effective propaganda tool for winning the hearts of the people, and therefore also play a virulent role in the online radicalization process when packed with 'dog whistles' (coded language and symbols like the OK Hand emoil.

Memes are cheap, quick, easy to create, and try to elicit an emotional response through their provocative message to achieve maximum involvement. Hate memes may appear harmless and fun at first glance, but they play a crucial role in the normalization process of extremist ideas. Extremists seek to shift the so-called Overton Window, i.e., the political ideas that are generally acceptable within the current social norms and values, towards more extreme views ('redpilling', 'accelerationism'). The authors will trivialize their memes as edgy and funny. Because of this plausible deniability, the meme has become an ideal weapon in information warfare.

14. Why the left can't meme

"The Left Can't Meme" is a social media proverb criticizing political memes created by left-wing internet users. Left-wing memes are frequently mocked for being lame decoctions of right-wing memes, being too politically correct ('woke') and lacking humor. Right-wing internet users incorporate these observations into new memes to further emphasize that the left can't meme.

Danna Young was so intrigued by this dynamic that she went in search of the meaning behind the proverb. In her book *Irony and Outrage* (2019), she concluded that the **tolerance for ambiguity** in societal discussions on the left-wing spectrum is the main cause. She argues that people on the political left are more likely to see a situation as a gray zone, whereas people on the political right are more likely to see it as black & white. Due to the limited room for text, and short attention spans on social media, successful memes are anything but ambiguous and leave no room for nuance. Left-wing internet users deviate from the success formula of memes, which is to be to-the-point, simple, recognizable, and fast.

Other observers have attributed the failure of left-wing memes to political correctness and the lack of a humorous component. Leftist memes are less transgressive and less appealing to the 'edgy' internet culture as a result. Put simply: they come across as boring.

The 'meme factory' ecosystems may hold the key to understanding why right-wing memes have a wider reach. In these so-called factories, memes are created, discussed and perfected, to reach the widest possible audience and ensure a long online life. Left-wing memers primarily organize on mainstream social media platforms such as Facebook, Instagram and Twitter. Right-wing memers organize in private and/or anonymously on 4chan, Reddit, Telegram, Discord, and so on.

Researchers from University College London examined 160 million hate memes and found that the majority originated on 4chan and Reddit (e.g., r/The_Donald). In these more secluded places, memes are not only shared and vetted but also behave like in-group genes. Participants continuously create trumping variations of existing memes, which contributes significantly to the resilience of a meme. This dynamic is less present in left-wing meme factories.

After being stolen (or 'reappropriated') from its author in 2008, *Pepe The Frog* for example went through several transformations on 4chan that are all still widely circulated today. Pepe has transformed into Sad Frog, Groyper, Clown Pepe, Apu Apustaja, and so on. Other variations died silently after failing to survive on 4chan/pol.

Unlike Reddit, which hosts diverse political viewpoints in its channels, 4chan can be seen as a far-right 'echo chamber' filled with extremist language and memes. The perpetrators of the terrorist attacks in Christchurch, Poway, and El Paso all announced their actions on 4chan in 2019, urging others to follow in their footsteps. They are still revered as heroes by the in-group. Unmoderated and **anonymous** forums like 4chan are the linchpin in the effective organizational structure of far-right internet users.

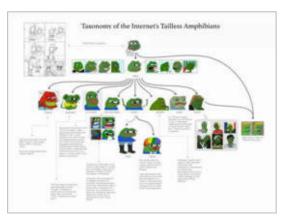
Troll campaigns or 'raids' like Operation Pridefall are coordinated here, in this case urging users to respond to LGBT posts from major brands on mainstream social media during Pride Month to prevent them "from becoming normalized in the minds of the average person". A ZIP file with several anti-LGBT memes was made available for this purpose (see screenshot further).

⁶ https://www.npr.org/2019/09/26/764728163

14. Why the left can't meme (cont'd)

"The Left Can't Meme" is more than just a playful mockery by far-right internet users. It has grown into an activist slogan, and there is no doubt that far-right extremist memes are more well-known to the general public than left-wing advertising.

As such, the meme dynamic is mainstreaming extremist political ideas and toxic language.



▲ Evolution of Pepe The Frog



▲ Operation Pridefall on 4chan

15. Why are hate memes not removed?

The AI-driven content moderation processes of social media platforms have come a long way. In 2016, only about 40% of hateful content was reviewed within 24 hours after being reported. Given the **fast pace** on social media, that is a drop in the ocean – content posted 24 hours ago will barely get any attention anymore. As such, speed has become key in removing hateful content.

The evaluation of the moderation process has led to the European Code of Conduct on Countering Hate Speech Online in 2018, a commitment of big social media platforms to counter the spread of illegal hate speech, and to establish rules (or 'community guidelines') that clarify that they prohibit the promotion of violence and hate.

This Code of Conduct (CoC) has proven its merit. After signing the CoC, Instagram now reviews 2/3 of reported content within 24 hours, assisted by AI. This matters. With Facebook, YouTube and Twitter cracking down on terrorists that use their platforms to spread militant propaganda, ISIS supporters for example have turned to the photo-sharing app, where 'Stories' disappear after 24 hours, which is exploited to circumvent content moderation and promote propaganda.

Social media platforms still struggle to catch up with the dynamic and rapidly evolving cultural online language of a generation of digital natives.

A recent technique used to circumvent AI-based content moderation is the inclusion of emoji in extremist propaganda. By placing emoji (smileys, symbols) in a subtle position on top of an image, the content moderation algorithms may not be able to scan enough of the image to match it to a database of extremist logos and symbols. The masking emoji is typically chosen so that the message is still clear (and sometimes even amplified) to the out-group.

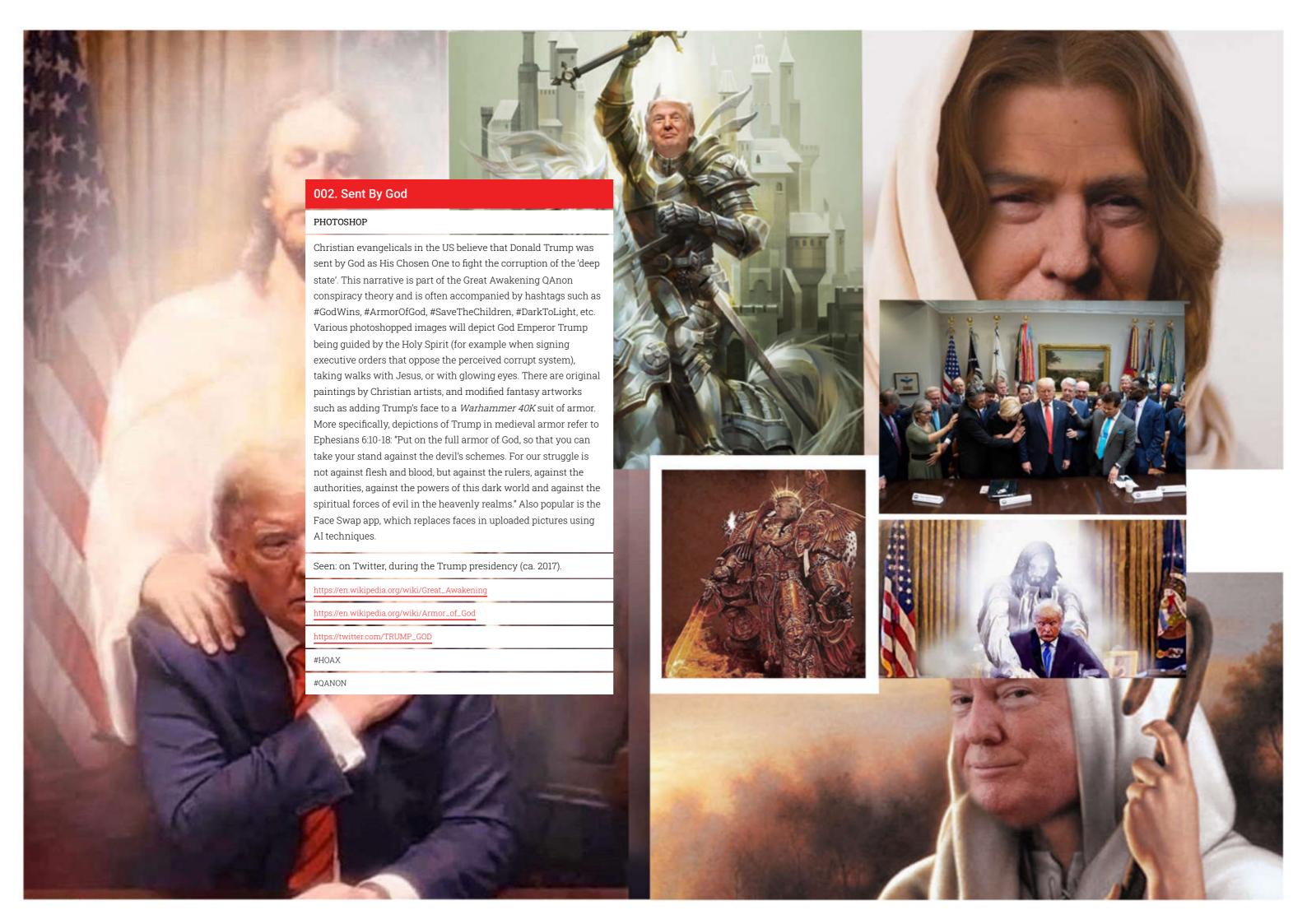
16. How hate memes trick Al

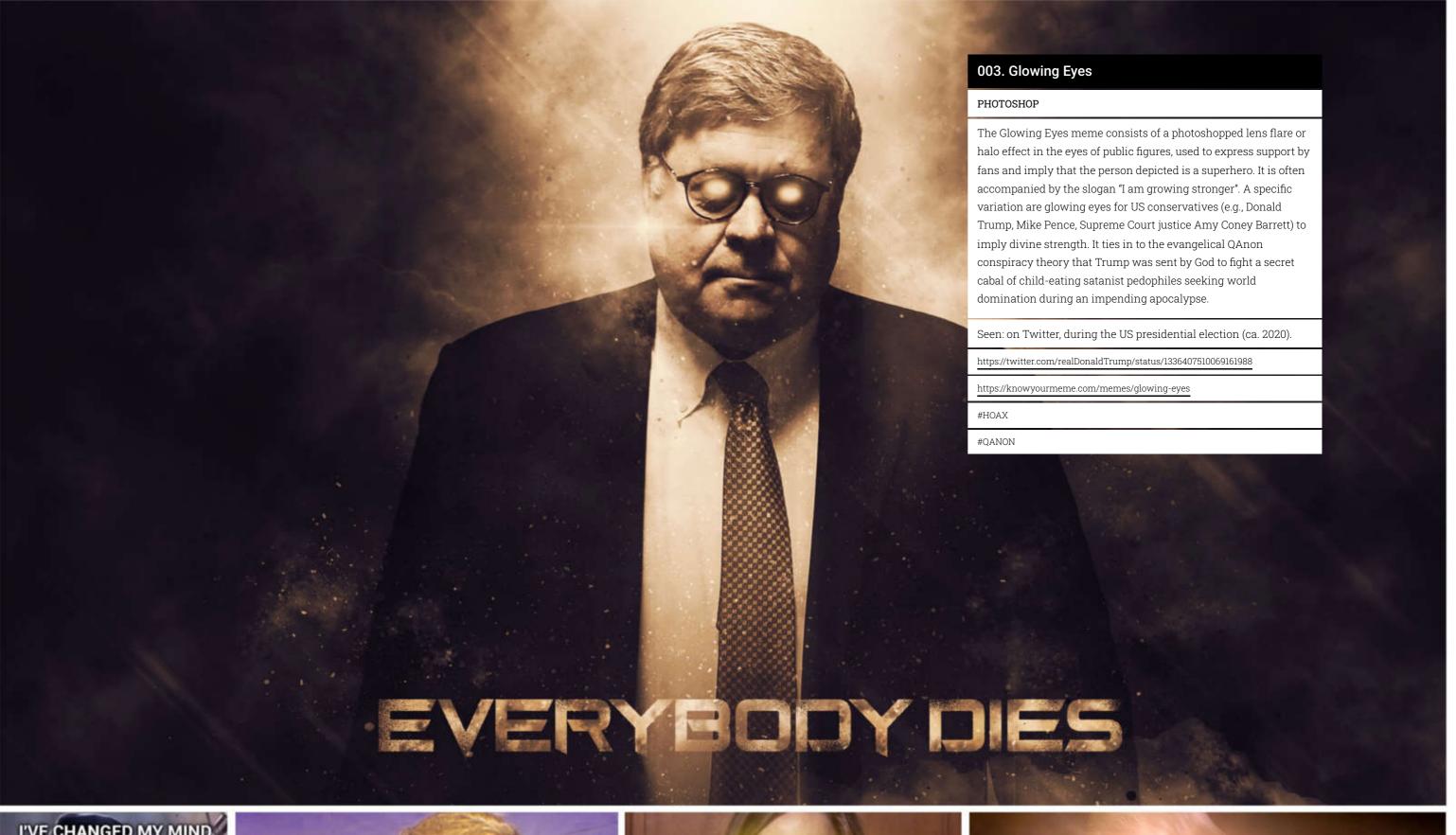
In one example on Facebook, ISIS propaganda contained the Black Flag, which is not tolerated on the platform under the Dangerous Individuals and Organizations Policy. However, the AI might not detect the flag because it was masked by the 'Index Pointing Up' emoji. This emoji represents the hand sign hijacked by ISIS fighters, signifying the Tawhid - the Oneness of God according to the interpretation of the Islam by ISIS. ISIS is not the only group of extremists using this technique to extend the life of their propaganda on social media platforms. Anarchists, jihadists, far-right extremists, all ideologies adopt new strategies to keep their messages online as long as possible, reappropriating the OK Hand gesture, glasses of milk, pine trees, and so on.

mini, pine trees, and so on.		
EMOJI	USAGE	
	FROG FACE used to represent Pepe The Frog	
A	EVERGREEN TREE used to represent Nordic roots	
4	HIGH VOLTAGE SIGN used to represent the Nazi SS bolts	
8	INDEX POINTING UP used to represent the ISIS salute	
9	OK HAND SIGN used to represent white power	
	GLASS OF MILK used to represent white supremacy	
	COCONUT used to scorn moderate Muslims	
	MONKEY FACE used to scorn Africans (in sports)	
~	CROSS MARK	

used to signal QAnon support





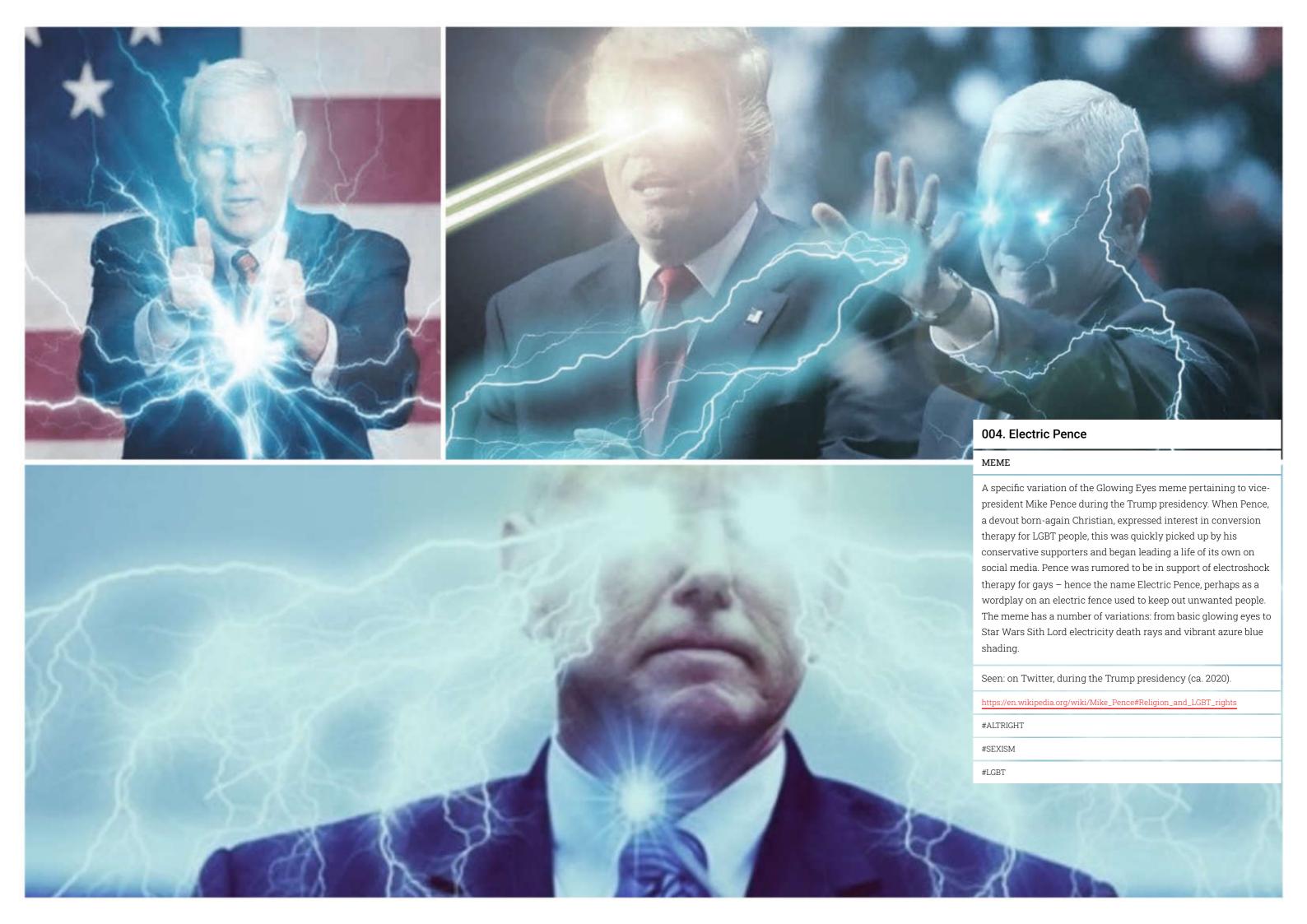






























009. No Lives Matter

MEME

"CTHULHU 2020 - NO LIVES MATTER"

On May 25 2020, an American black man named George Floyd was choked to death during his arrest. The turbulent protests against police brutality that ensued are generally seen as part of the Black Lives Matter movement (BLM, 2013). In response, white supremacists such as the Nationalist Front and the Ku Klux Klan organized White Lives Matter rallies. Both slogans have been used extensively as hashtags on social media during the 2020 US presidential election. As far back as 1996, US presidential elections have also been used as a promotional stunt for Cthulhu roleplaying games and fandom, using "Cthulhu for President" and "Why settle for the lesser evil?" as parody slogans. Cthulhu is a fictional octopoid deity created by horror writer H. P. Lovecraft, representing evil, chaos and madness. In 2020, the slogan of choice was "No Lives Matter", along with a depiction of Cthulhu stylized as the Republican Party's red and blue elephant logo. The phrase is also used as a cynical #nolivesmatter hashtag on social media, with comments such as "OK doomer" or in various horror parodies.

Seen: on Facebook (ca. 2020).

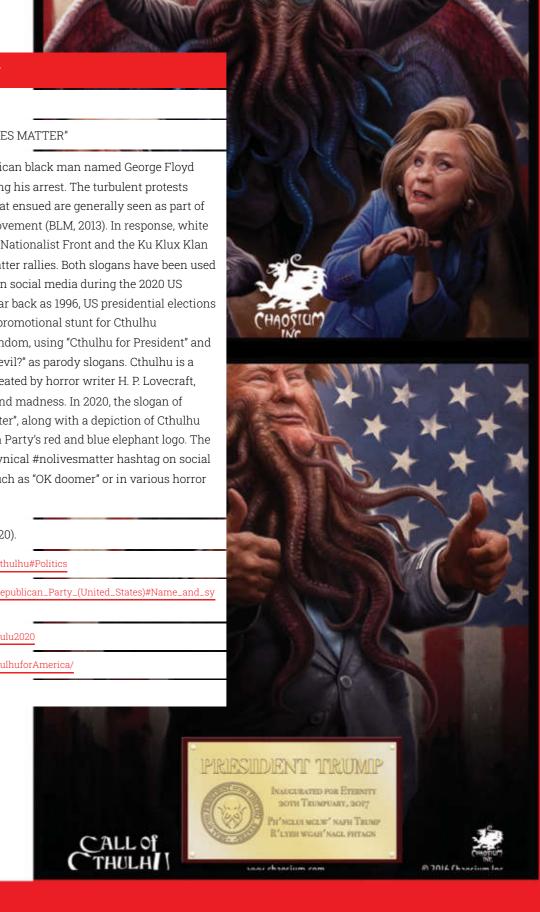
https://en.wikipedia.org/wiki/Cthulhu#Politics

https://en.wikipedia.org/wiki/Republican_Party_(United_States)#Name_and_sy

https://www.facebook.com/Cthulu2020

https://www.facebook.com/CthulhuforAmerica/

#RIDICULE





010. Mittens

MEME

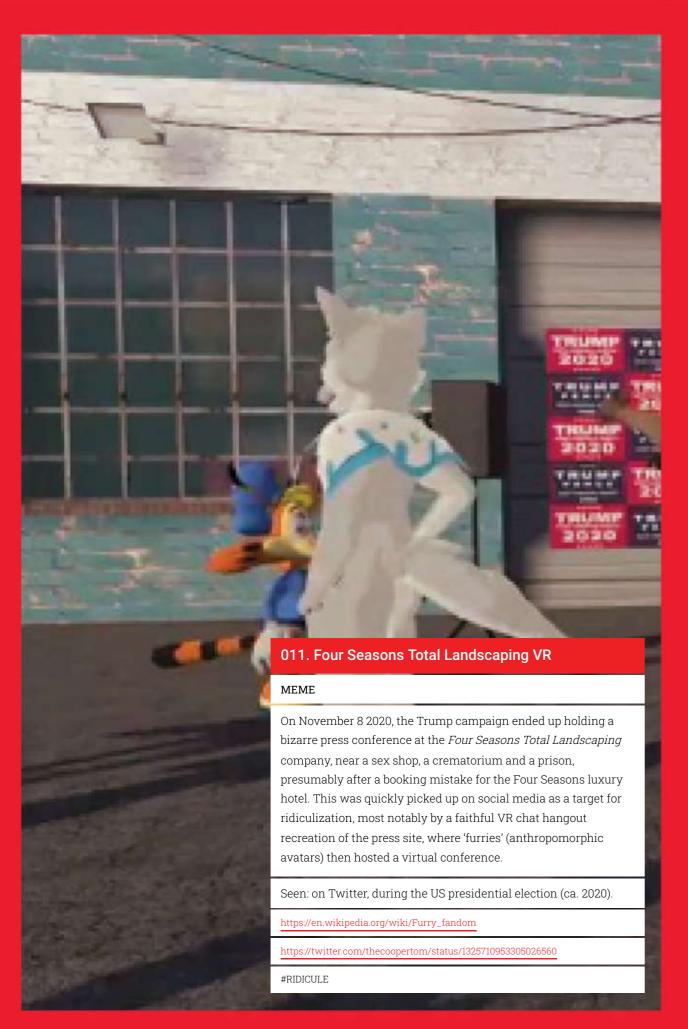
During Joe Biden's inauguration as US president in January 2021, Bernie Sanders' picture was taken by Brendan Smialowski for Getty images. The image stood in stark contrast with the formal dark suits worn on Capitol Hill that day. It consequently went viral on social media and was reused in various compositions, scenes and artworks. The accompanying posts typically contained tongue-in-cheek reviews of Sanders' practical and unglamorous outfit, and his choice to put warmth over style. It also sparked increased sales of mittens.

Seen: on Twitter (ca. 2021).

#RIDICULE















012. Save The Children

PHOTOSHOP

In the wake of QAnon conspiracies, 'saving children' (from pedophiles, satanists, forced vaccinations, weak and woke governments, etc.) has become a popular conspiracist trope. The image depicts a high-quality photo montage of a scalped child presumably being subjected to "government-imposed forced vaccination". This idea is rooted in #SaveTheChildren QAnon propaganda. The depicted mobile phone is radiating menacingly, and so is the 5G mast in the background, paved by a carpet of skulls, while planes spread chemtrails and a needle of mercury is injected into the child's brain, which at the same time is offered Ritalin (an ADHD suppressor). Note how the child is also chained to an energy meter reading 666 (the Number of the Beast; Satan).

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5734925

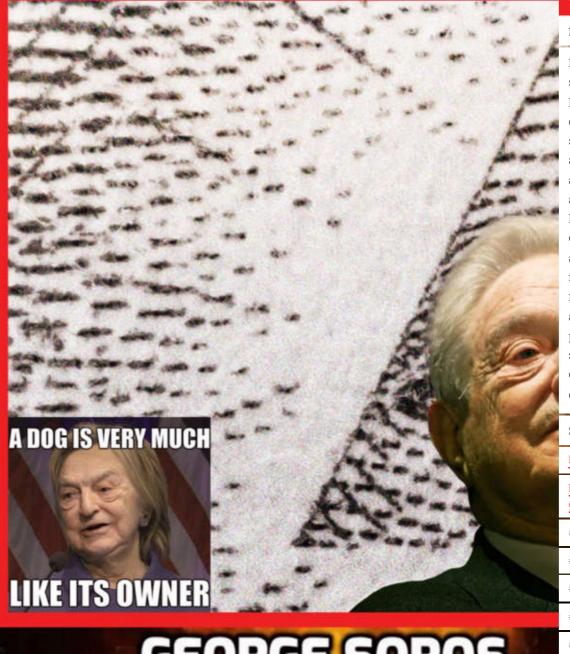
https://theconversation.com/four-experts-investigate-how-the-5g-coronavirus-conspiracy-theory-began-139137

https://www.researchgate.net/publication/348281072_The_QAnon_superconspiracy_-Analysis_of_tweets_during_the_2020_US_presidential_election

#HOAX

#QANON





013. George Soros

PHOTOSHOP

Hungarian-born US billionaire George Soros is a holocaust survivor and despised by the far-right for funding liberal causes. For years, Hungary's prime minister Viktor Orbán has been criticized for fanning the flames of hatred against Soros, with state-funded banners in the streets of Budapest displaying Soros as a puppet master, and so on. The 90-year old man appears in almost every strand of conspiracy theories. He has been framed as a Nazi by Donald Trump, as a terrorist by Turkish president Recep Tayyip Erdoğan, as a conspirator by British conservatives, etc. With ties to wealth, power and ideological activism, he is always present in QAnon-related tweets. In memes that often resurface, Soros may be depicted as Sauron (cf. Lord of the Rings movie antagonist), as Darth Soros (cf. Star Wars movie antagonist), as an alien reptilian, as leader of the Illuminati (a purported cabal of influential Jews, socialists, satanists etc. seeking to dominate the world with a New World Order), as an octopoid, in a face-mashup with Hillary Clinton ('Killary') and so

Seen: on Twitter, during the COVID-19 pandemic (ca. 2020).

ttps://en.wikipedia.org/wiki/George_Soros#Conspiracy_theories_and_threats

https://www.adl.org/blog/soros-conspiracy-theories-and-the-protests-a-gateway-to-antisemitism

#RIDICULE

#ALTRIGHT

#JEWS

#FASCISM











TRUTH THE GREAT RESET ABOUT



MEME

The Great Reset is a conspiracy theory in which secret elites (the New World Order or NWO) are subduing the world population into 'sheeple', for example by replacing indigenous people by immigrants and stripping nations of their identity (cf. The Great Replacement) or through forced vaccination with alleged mind-control nanotechnology. Popular targets include Klaus Schwab (who used the term 'great reset' in an opinion piece for the World Economic Forum or WEF), George Soros, Bill Gates, the Rothschild family, and also Joe Biden, Greta Thunberg, Pope Francis, Black Lives Matter, and so on. Popular dog whistles embedded in such memes include the all-seeing eye, glowing eyes, coronavirus masks and syringes, references to cryptocurrency, depictions of arcane writings and symbols, ominous facial expressions by word leaders, hellfire, and deep red colors.

Seen: on Frontnieuws (ca. 2021)

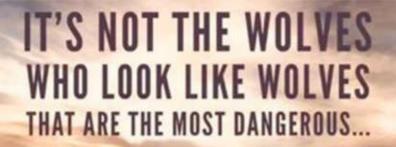
https://www.frontnieuws.com/de-gefabriceerde-crisis-de-great-reset-en-denwos-build-back-better

https://www.adl.org/blog/the-great-reset-conspiracy-flourishes-amid-continued-pandemic

https://www.isdglobal.org/digital_dispatches/the-spread-of-the-great-reset-conspiracy-in-the-netherlands

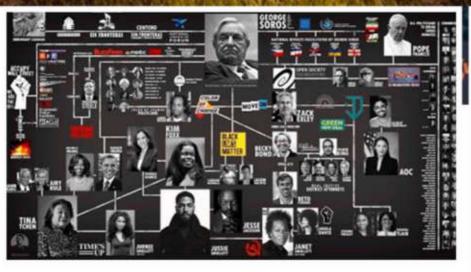
IFWS

#HOAX





IT'S THE WOLVES THAT LOOK LIKE SHEEP.

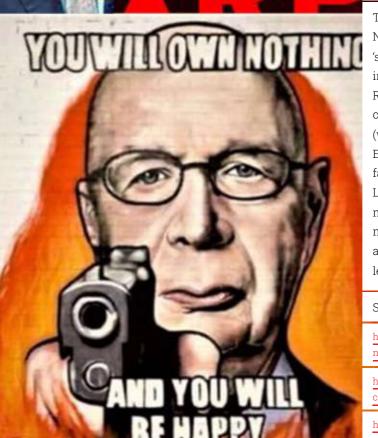




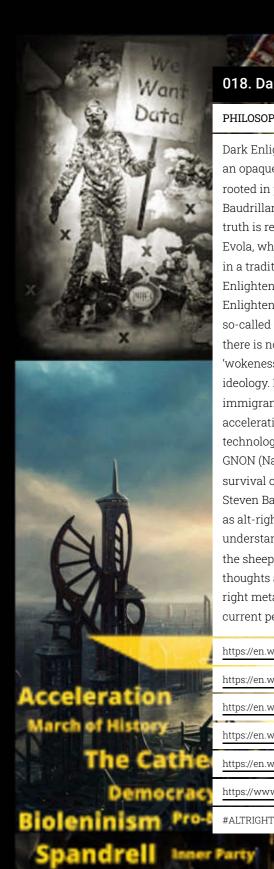












Nick Land

018. Dark Enlightenment

PHILOSOPHY

Dark Enlightenment or the Neo-Reactionary movement (NRx) is an opaque anti-democratic philosophy coined by Nick Land, rooted in postmodern ideas by (left-wing) thinkers such as Jean Baudrillard, who posited that reality is a social construct (i.e., truth is relative), and ideas by (right-wing) thinkers such as Julius Evola, who promoted traditional gender roles (i.e., male authority) in a traditional society (i.e., authoritarian rule). Dark Enlightenment rejects the idea of the 17th and 18th century Enlightenment leading to liberty and progress, and perceives a so-called 'Cathedral' surrounding academia and politics where there is no room to question multiculturalism and oppose 'wokeness'. Dark Enlightenment has been described as a fascist ideology. In his science fiction works, aside from comparing immigrants to zombie hordes, Lang also fathered the idea of accelerationism, in short rapidly intensifying capitalism and technology until the point of societal collapse, and the concept of GNON (Nature or Nature's God) akin to fascist interpretations of survival of the fittest. Proponents of Dark Enlightenment like Steven Bannon and Peter Thiel (PayPal, Palantir) view themselves as alt-right intellectuals or self-proclaimed 'Dark Lords' who understand that there will always be wolves needed to dominate the sheep (i.e., they are redpilled, based, etc.). These nihilistic thoughts appear to influence both the far-left art scenes and farright metapolitics, joined in the aim of accelerationism to see the current perceived tyrannies burn down.

https://en.wikipedia.org/wiki/Dark_Enlightenment

https://en.wikipedia.org/wiki/Jean_Baudrillard

https://en.wikipedia.org/wiki/Julius_Evola

https://en.wikipedia.org/wiki/Nick_Land

https://en.wikipedia.org/wiki/Accelerationism

https://www.populismstudies.org/Vocabulary/dark-enlightenment

Anti-Nomia

THE DARK ENLIGHTENMENT

Woke Capital Neo-Reactionary

Passivity

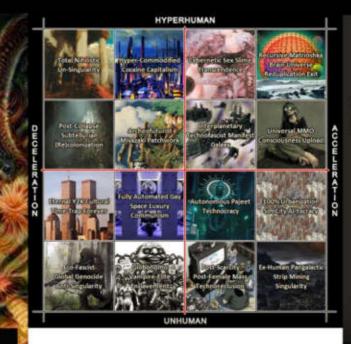
Outer Party

Trichotomy

IQ Shredder

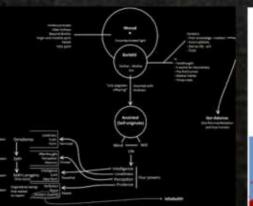
Conquests'

ws of Politics



#AC the accelerationist reader

ENLIGHTENMENT



Basic Guide to the Political Spectrum

" When you agree with something; or when you want to recognize someone for being themselves, i.e. courageous and unique or not caring what others think."











BUILD BY NATURE
DESTROY BY NECESSITY

C & A

14 MORDS OF NATION

NOT STOLEN



CONQUERED



















https://www.google.com/search?q=fasces https://www.google.com/search?q=Patriot+Front

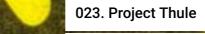




OGEN GLOEDIGE OGEN,

ZIET GIJ ZIJN MAAN ZO

BREED VERWARD?
DIE LEEUW IS ONZE LEEUW
VAN VLAANDREN
DIE RUSTEND NOG DE
WERELD TART.



MEME

Project Thule is a far-right Facebook group with active involvement from a convicted Belgian ex-military neo-Nazi that founded the Flemish fraction of Blood & Honour, called *Bloed*, *Bodem, Eer en Trouw* (BBET). The memes posted in the group have a distinct visual style, often using historical black & white imagery referring to the Flemish language struggle, professional typographical elements such as marking words in cursive or with a background color, Sun Wheel references (*Sonnenrad*), ponderous wording like 'Gij' (Thou) and 'Uw' (Thy), and depictions of strong men brandishing swords or other weaponry, juxtaposed with fragile, attractive women sowing or gazing over fields of crops.

Seen: on Facebook (ca. 2021).

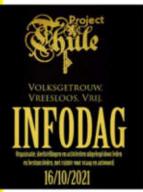
https://en.wikipedia.org/wiki/Bloed,_Bodem,_Eer_en_Trouw

https://www.facebook.com/Project-Thule-100501978396464

#EXTREMISM

#FASCISM

#FOLKLORE

















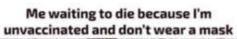
WILL YOUR CHILDREN THANK YOU?





US













MEME

Most anti-vaccination propaganda during the COVID-19 pandemic is uncreatively derivative of US QAnon conspiracy theories:

1) political leaders are corrupt, and the best way to fuel public outrage is to tie these politicians to alleged sexually deviant behavior (e.g., pedophilia),

2) children are at risk to these predators (with hashtags such as #savethechildren), triggering fundamental fears about safety and ethics,

3) dark cabals are at work to force a sinister world domination agenda onto the common people (#NWO, #Illuminati, #Agenda21), a simplistic yet effective fallacy for sometimes hard-to-explain government measures meant to curb the pandemic.

Such memes may feature footage of 'strong' male firemen or truckers protecting the women and children against the evil tyrants, 'fragile' children urged on by their anti-vaxx parents to present flowers to foreboding riot police, metaphorical octopus tentacles accompanied by all-round favorite Jewish conspiracy theories such as the *Protocols of the Elders of Zion*, blood libel, and so on.

https://en.wikipedia.org/wiki/The_Protocols_of_the_Elders_of_Zion

https://en.wikipedia.org/wiki/Blood_libel

#JEWS

#HOAX

#QANON





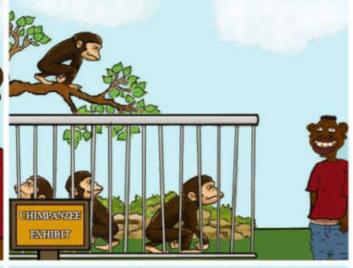










































027. Tyrone

MEME

Tyrone presents a demeaning stereotype of African-American males. The crudely drawn picture features a man of color with a small head, big ears, big lips, and even bigger (subtly yellowed) teeth. The caricature looks extremely happy to the point of being intoxicated, hinted at by the caricature's diverging eye pupils. The accompanying text says 'sheeeit', an elongated version of 'shit'. Tyrone typically features as a character in memes where his stupidity is his demise, promoting the idea that black people are degenerate, unintelligent and uneducated.

Seen: on 4chan (ca. 2021).

https://knowyourmeme.com/memes/sheeeit

#RIDICULE

#ALTRIGHT

#RACISM





MARTIN LOOTER KING



028. Martin Looter King

MEME

A wordplay on Martin Luther King Jr., who was a prominent activist in the American civil rights movement, and assassinated in 1968. Here, his middle name Luther is replaced by 'looter' (thief, plunderer), which is phonetically similar. The meme is typically used to smear the Black Lives Matter (BLM) movement after Donald Trump's allegations that the movement was a violent leftwing extremist mob of rioters and looters. It shows a slightly overweight black-skinned variant of the NPC meme, in undershirt and surrounded by supposedly looted goods (we can see luxury brands such as Nike, Gucci, Luis Vuitton, iPad, etc.), presumably to insinuate that all black people are criminals and easily 'unhinged' by famous expensive brand products up for grabs.

Seen: on Twitter, during the Trump presidency (ca. 2020).

https://en.wikipedia.org/wiki/Martin_Luther_King_Jr.

https://en.wikipedia.org/wiki/NPC_(meme)



Protesting injustice in 1965

Protesting injustice in 2020













No, im just racist.. :3



"Some of my best friends are ...") is an example of a tu quoque fallacy, which is used in all layers of society around the world to justify that one is not bigoted or racist. The phrase has also been called a "common [claim of] innocence by association". It is often used by white supremacists to claim that they are not racist toward a certain out- group. Some people find it funny to blatantly refer to the 'friend' as the 'mandatory nigger'. Many hate memes use the phrase sarcastically and twist the original message to clearly state a racist claim, disguised as a joke.

https://en.wikipedia.org/wiki/Tu_quoque

https://en.wikipedia.org/wiki/I'm_not_racist,_I_have_black_friends

#RACISM











030. We gon' get free money

MEME

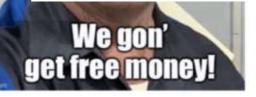
"We gon' get free money!"

Indiana State Representative and Republican Jim Lucas shared this meme on Facebook in May 2020, followed by public outrage and calls for his resignation. The meme depicts a group of almost naked black children dancing excitedly, with the caption "We gon' get free money", where the 'gon' part is a pejorative used to stereotype the way people of color presumably talk. When asked, Jim Lucas stated: "I don't see anything wrong with it. People who want to find racism are going to find racism in anything."

Seen: on Facebook (ca. 2020).

https://thegailygrind.com/2020/05/12/we-gon-get-free-money-gop-lawmaker-under-fire-for-racist-meme-mocking-black-children

#RACISM



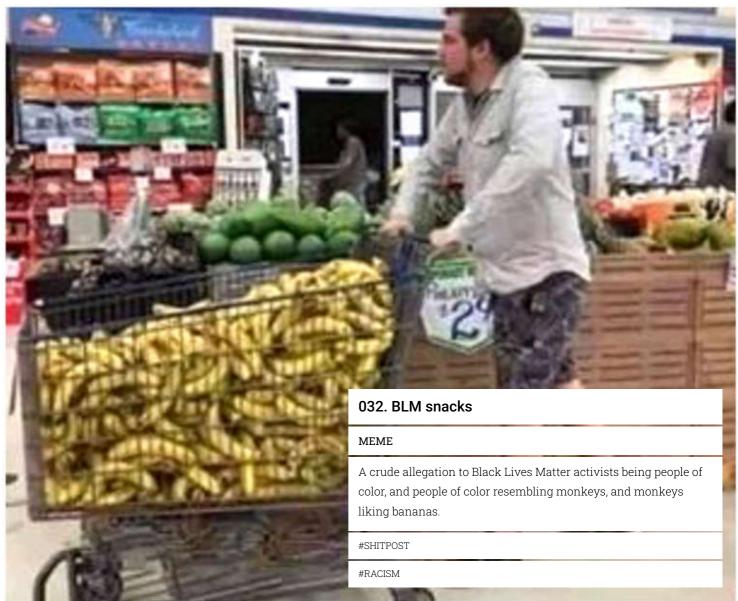




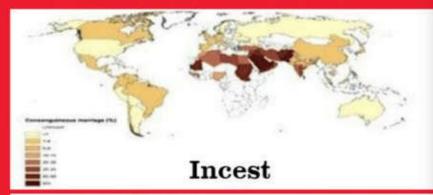




WHEN THEY ASK YOU TO BRING THE SNACKS FOR THE BLACK LIVES MATTER RALLY











Check out this edgy maymay I made. Remember, correlation = causation



034. Incest - Illiteracy - Islam

MEME

This 'infographic' was found on a Facebook page with Obummer memes (Obama + bummer), depictions of Prophet Muhammad blended with a pig's nose (which constitutes an unforgivable insult to Muslim people), people in traditional Arabic attire seemingly having intercourse with animals, and Donald Trump and Vladimir Putin dressed up as Crusader Knights. A geochart of crime incidents is presented next to two demographic geocharts (incest, illiteracy, Islam) with no reference to a source. Based on the color coding, there appears to be an overlap between the charts. A crude digital drawing of a cross-eyed, drooling, brownskinned person is then added at the bottom, in what appears to be stereotyped Arabic white dress. The drawing style would suggest that the person is a Muslim man (skin color, beard, dress), mentally challenged i.e. illiterate (eye position), and sexually deviant (drooling). The meme seeks to suggest that this person is either the cause or the result of the presented charts. This is an example of a questionable-cause logical fallacy ("correlation implies causation"), and to an extent an example of selection bias, confirmation bias likely driven by prejudice, anecdotal evidence, cherry picking, as well as evidence of poor creative skill. All of these observations would be ridiculed as *deboonking* by online

Seen: on Facebook (ca. 2022).

https://en.wikipedia.org/wiki/Correlation_does_not_imply_causation

https://en.wikipedia.org/wiki/Prejudice

https://en.wikipedia.org/wiki/Confirmation_bias

 $\underline{https:/\!/en.wikipedia.org/wiki/Anecdotal_evidence}$

https://en.wikipedia.org/wiki/Cherry_picking

#RIDICULE

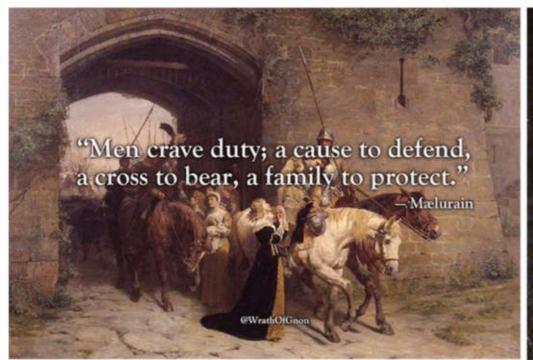
#ALTRIGHT

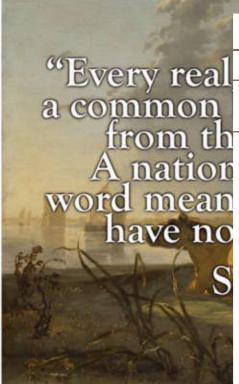
#RACISM

#HOAX









035. Wrath of Gnon

MEME

"Progress is the name Moderns give to the destruction of what our ancestors nurtured."

Wrath of Gnon is a prolific Twitter profile that promotes traditionalism (i.e., the Good Old Days) by posting nostalgic memes, featuring rural landscape photography, photos of muscular male sculptures, paintings of farmers, picturesque villages, grand classical architecture, idolization of ancient warfare, or the celebration of Weihnachten (Christmas). The imagery is then overlaid with quotes from famous philosophers taken out of context. These memes may seem innocent, but essentially use the same mechanics as more explicit hate memes: life was better and simpler under the old (patriarchal) power structures. The quotes by famous people add a sense of gravitas and profound truth. Although not explicitly discriminatory, such memes exclusively glorify Western European history and implicitly oppose other religions and cultures. GNON is a reversed acronym of "Nature or Nature's God", and refers to 'natural law', a traditionalist philosophy where for example gay sex marriage is seen as morally wrong.

Seen: on Twitter (ca. 2021)

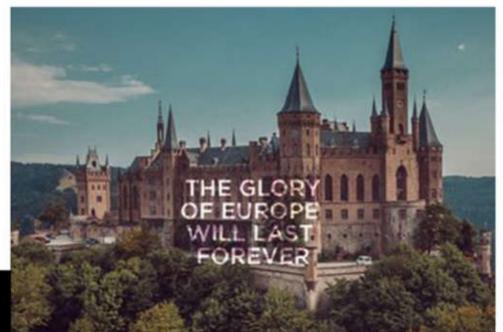
https://wrathofgnon.tumblr.com

https://www.theamericanconservative.com/dreher/wrath-of-gnon-interview-traditionalism

https://en.wikipedia.org/wiki/Natural_law

#FOI KI OR





DEFEND YOUR LAND



036. White Nationalism Architecture

РНОТО

"Beauty, Tradition, and Heritage"

White nationalism architecture refers to social media profiles (Architectural Revival, Europa Invicta, Wrath Of Gnon, etc.) that continuously post real or virtual depictions of imposing architecture, featuring expert lighting, coloring and aperture skills for dramatic effect. The catch is that only historical European architecture is on display, often accompanied with moral traditionalist dog whistles pining for the Good Old Days (e.g., "Beauty, Tradition, and Heritage"). It is implied that greatness, as demonstrated by its architectural artifacts, is only achieved by white (Germanic) cultures and that race mixing leads to a decline in greatness (identity, intelligence, strength, etc.). An interesting observation is how developments in the gaming community are quickly reappropriated. For example, when over 20 Reporters Without Borders created a virtual 'Uncensored Library' in Minecraft as a safe haven for journalists in censored societies, this quickly became: "If a 12-year old creates this, then what do our own people really want?" to imply that society desires the farright's notion of free speech and a return to the grand Neoclassical architecture on display.

https://en.wikipedia.org/wiki/Neoclassical_architecture

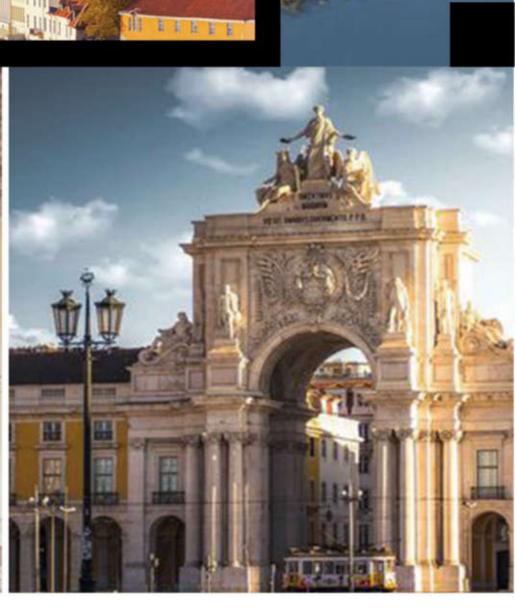
https://www.uncensoredlibrary.com/en

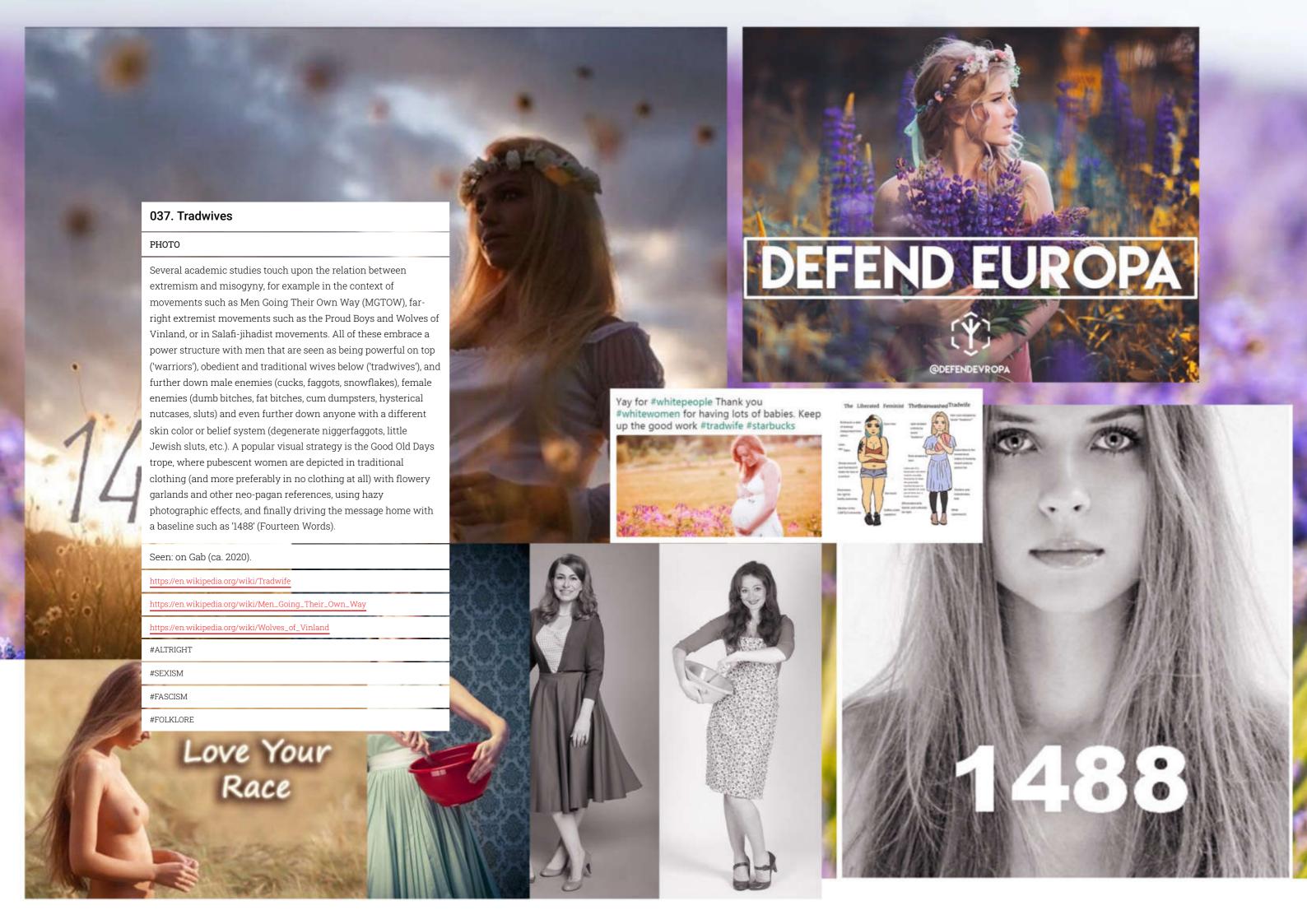
 $\frac{\text{https://www.newstatesman.com/science-tech/2018/08/how-architecture-themed-twitter-accounts-became-magnet-white}{}$

#ALTRIGHT

#FASCISM





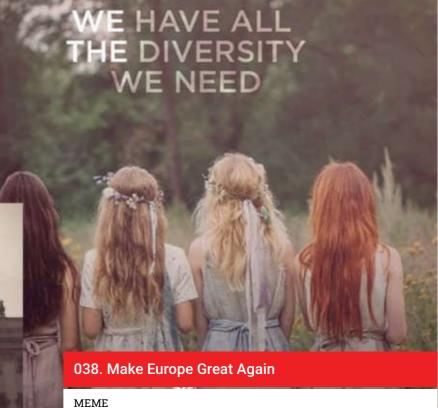












A series of folkloristic images published by Europa Invicta

feature skilled editing techniques such as vintage camera coloring and depth of field to construct an air of nostalgia, likely

fictional works of grand architecture, presumably as a

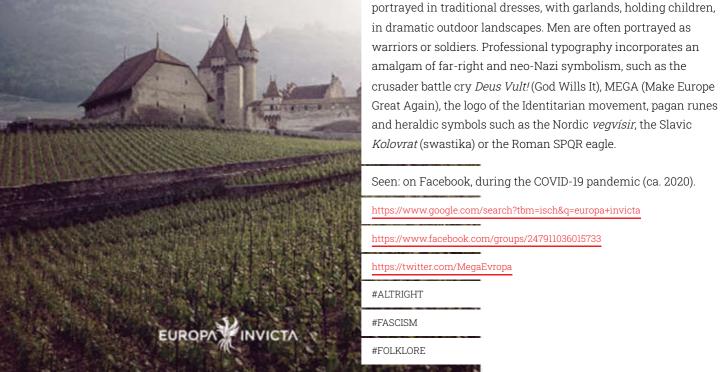
as a visual metaphor of the Good Old Days when things were better (i.e., before immigration). Some images display historic or

demonstration of white culture superiority. Women are typically

(Invincible Europe) that promote white supremacy. Glossy photos

"We have all the diversity we need"

DEFEND YOUR LAND



Seen: on Facebook, during the COVID-19 pandemic (ca. 2020).

https://www.google.com/search?tbm=isch&q=europa+invicta

https://www.facebook.com/groups/247911036015733

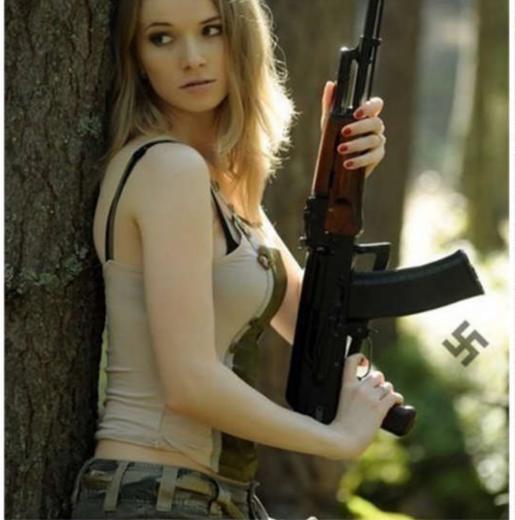
https://twitter.com/MegaEvropa

#ALTRIGHT

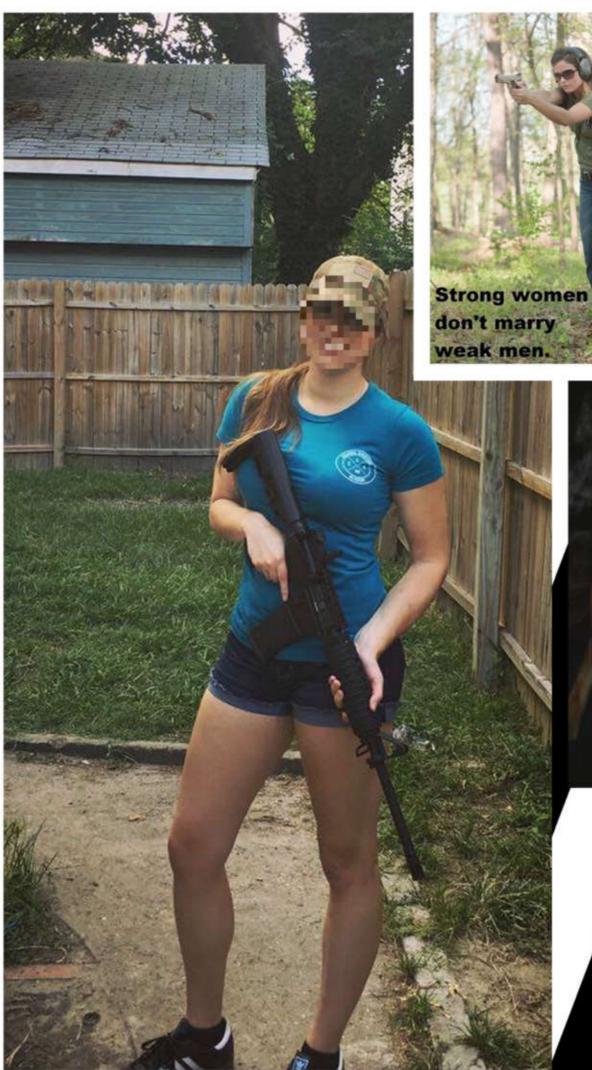
#FASCISM

#FOLKLORE









CONSERVATIVE W

PHOTO

The far right is generally outspoken about the role of women in society: they should be sexually attractive, submissive, and they function as baby warrior factories, particularly in toxic maleoriented movements such as the Manosphere, Men Going Their Own Way (MGTOW), Proud Boys and Incels. Often, depictions of women will show them wearing folkloristic dresses and garlands while hazily stroking corn stalks planted by their husbands. But there are exceptions for women brandishing firearms, which are glorified as strong and 'awake'. There are constraints though: the guns must be big, the women must be white, they must be young, attractive, upbeat, chesty, and wear tight-fitting clothing that reveal bodily features that may be appealing to male far-right inspectors reading the social media posts.

Seen: on Gab (ca. 2018).

https://en.wikipedia.org/wiki/Men_Going_Their_Own_Wa

https://en.wikipedia.org/wiki/Manosphere

https://en.wikipedia.org/wiki/Incel

#ALTRIGH

#SEXISM

INCEL

MORE BEAUTIFUL THAN LIB MORE MASCULINE THAN L





041. The Jew Behind The Curtain

MEME

Throughout history, Jewish people have been a popular scapegoat for anything and everything that goes awry – from being framed as satanic child-eaters in the Middle Ages to greedy bankers in Nazi-Germany rhetoric. The COVID-19 pandemic has seemingly rekindled such sentiments: that Jews secretly want to rule the world, even in unexpected places such as in the generally openminded Dutch society. This image was found on a social media account in the Netherlands, which has more permissive regulation to posting fascist content than for example Germany or Belgium. It shows the symbol of the Black Lives Matter movement (fist), the Anti-fascist movement (flame), and the rainbow flag used by the LGBT community, with a derogatory depiction of a Jewish person peeking through the flags. Note the exaggerated big nose and downcast eyebrows, reminiscent of the Happy Merchant cartoon. For further clarity, the creative author added the Star of David as a strange waistband to the depicted figure.

Seen: on Facebook (ca. 2021).

 $https:/\!/en.wikipedia.org/wiki/Category: Conspiracy_theories_involving_Jews$

 $\underline{ https://www.adl.org/education/references/hate-symbols/the-happy-merchant}\\$

#RIDICULE

#RACISM

#SEXISM

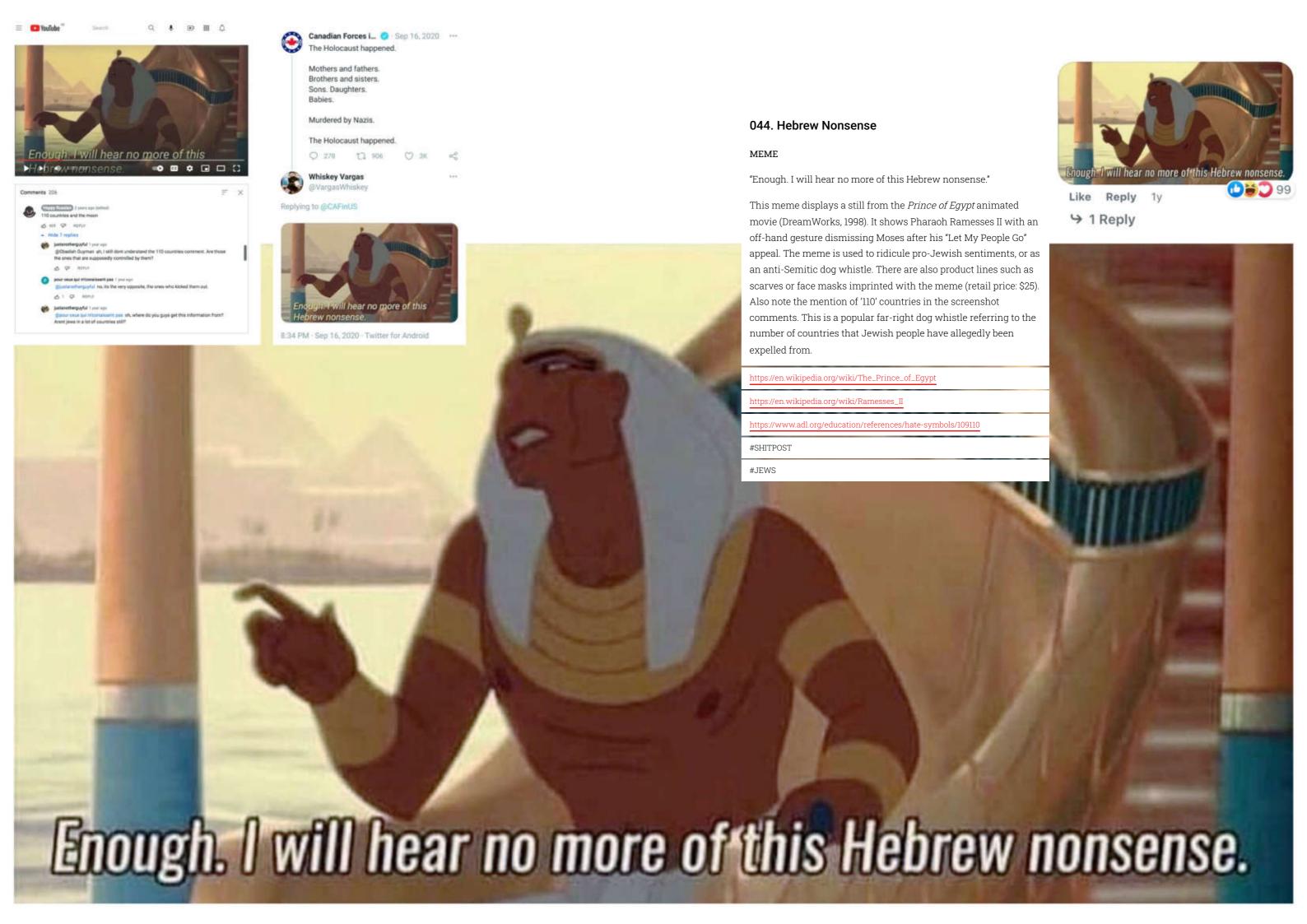
#JEWS #HOAX

#LGBT









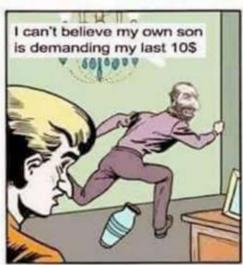






















"Der Gott des Ju Berbrechen. Er rui

Beld. Und um Gelt , bis er auf einem tig des Geldes gen

in, begeht er die gri diad figen tann, bi



CARTOON

The original cartoon features a father running away from his son. It is used in countless variations where the white text balloons lend themselves to easy editing with polarizing statements. In this variation, the son wants to borrow \$50. His dad, depicted as the Happy Merchant caricature, asks why he wants to borrow '\$20' and then flees while suing his son for the money he owes him, as an uninspiring stereotype of greedy Jewish people. As background music in the animation, the author has added Hava Nagila (Jewish folk song) and ends his voice-over with an Oy Vey (Yiddish expression for dismay).

https://en.wikipedia.org/wiki/Oy_vey



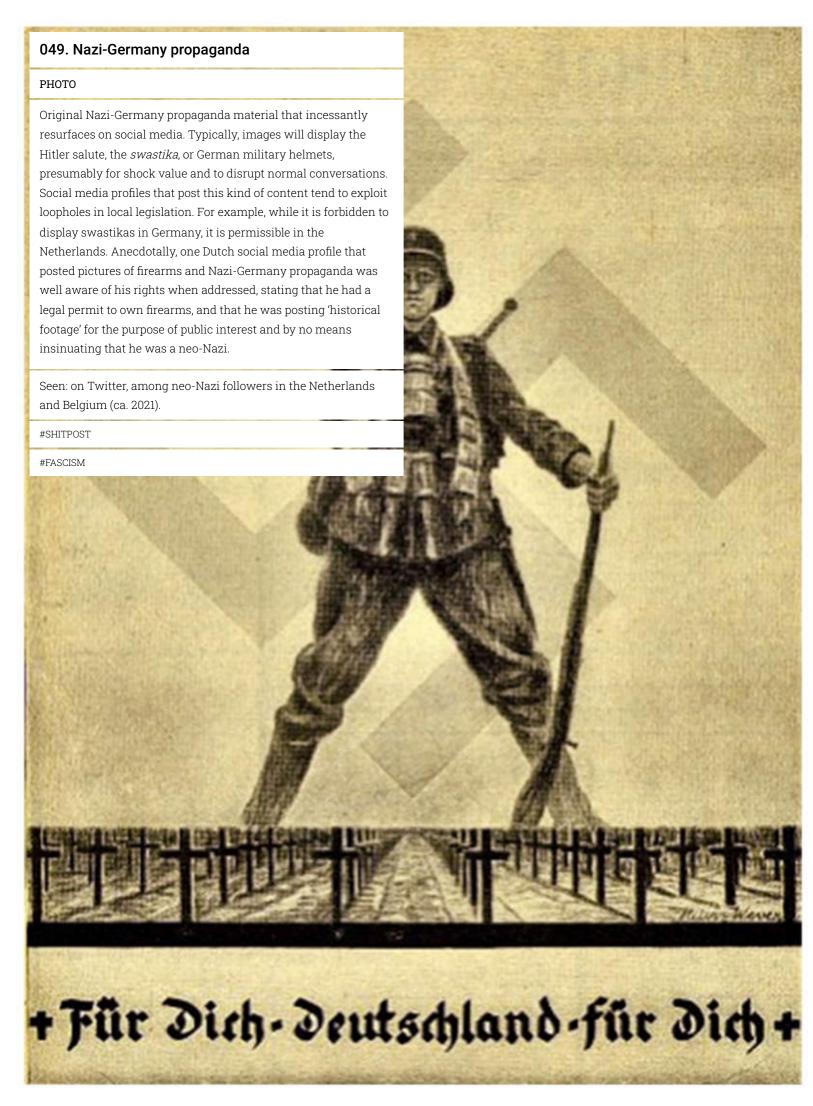




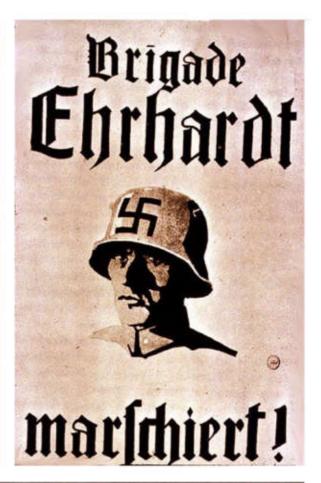




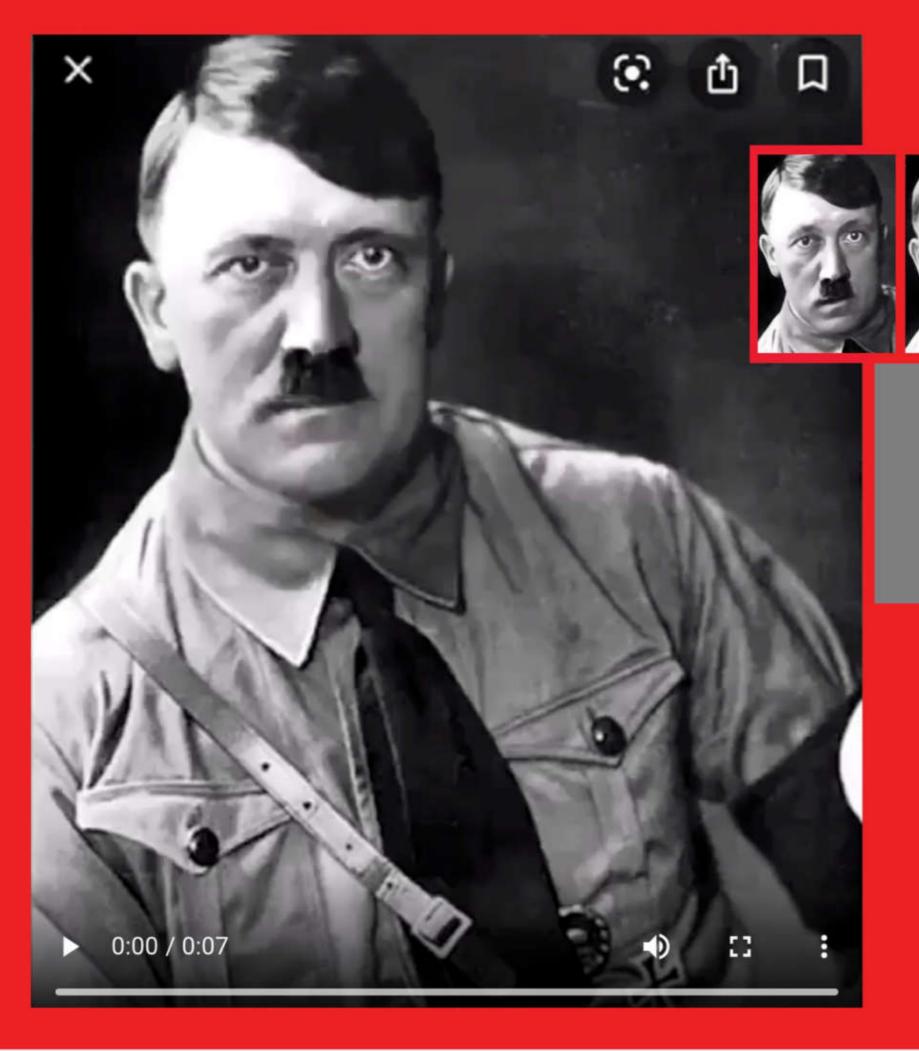




















050. lk kom terug

"Dat moet hier gedaan zijn met al die bruine apen in Antwerpen, want ik kom terug, en ik maak er een einde aan."

An amateur *deepfake* of a black & white picture of Adolf Hitler mouthing racist remarks in Dutch and threatening violence against 'brown monkeys' (i.e., people of color). It can be expected that we will witness a surge of AI being weaponized for hostile propaganda purposes, for example depicting world leaders mouthing important false statements, using technology that will make it almost impossible to separate fake from real statements. While the EU is introducing new legislation to curb such malicious AI (cf. GDPR, DSA), other geopolitical power players care very little about such ethical concerns.

Seen: on Twitter (ca. 2021).

https://en.wikipedia.org/wiki/Deepfake

#RACISM

#FASCISM

#VIOLENCE

051. Third Reich Berlin

PHOTOSHOP

An image that circulates on Gab and 4chan as a 1960s exemplary model of what a high-tech, well-organized Germanic society in the vision of Albert Speer could look like (often contrasted with memes of multicultural 'degeneracy'). It is in fact concept art from the computer game *Wolfenstein: The New Order* (2014).

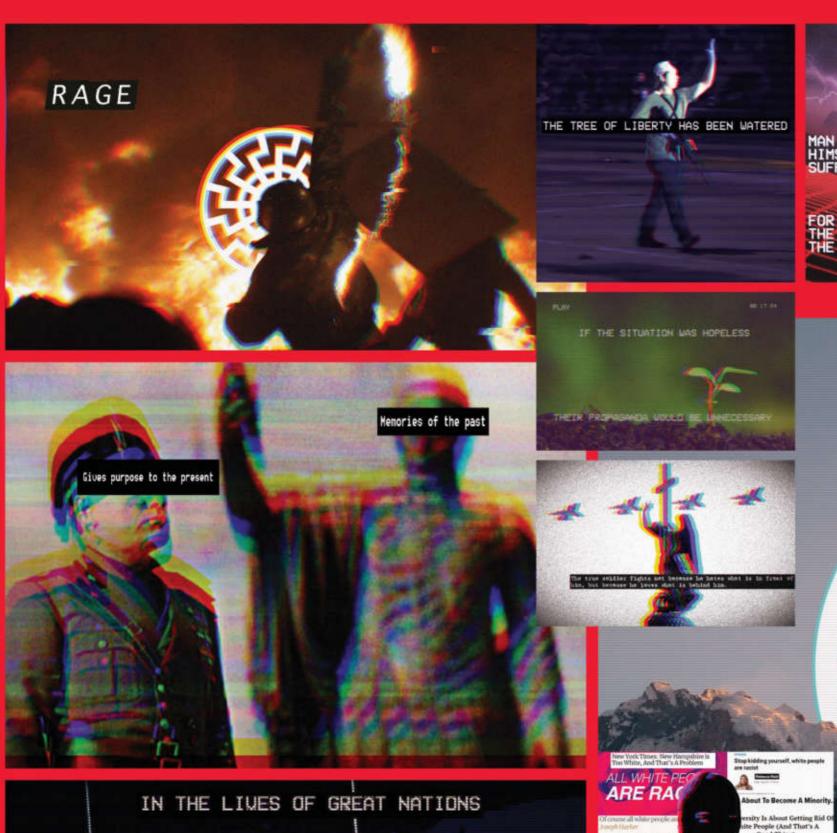
Seen: on Gab (ca. 2018).

https://wolfenstein.fandom.com/wiki/Wolfenstein:_The_New_Order

https://www.google.com/search?q=albert+speer+architecture&tbm=isch

#FASCISM





COMES THE

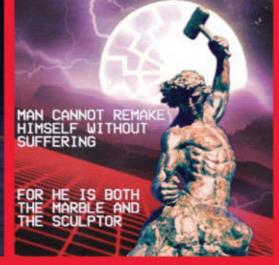
MOMENT OF

DESTINY

COMES THE

MOMENT OF

DECISION





052. Fashwave

MEME

"Memories of the past / Gives purpose to the present"

Fashwave constitutes a psychedelic style of mash-up art inspired by 80s and 90s synthwave aesthetics, e.g., neon colors, glitch art, pixel art, blur and color invert effects, early internet logos and crude 3D models. It frequently features historical neo-Nazi emblems (the Black Sun, SS runes, fasces, etc.), fascist idols (Adolf Hitler, Benito Mussolini, Enoch Powell) or alt-right figures (Kyle Rittenhouse). White on black writings are often superimposed with quotes or short text glorifying fascist ideologies (e.g., "defend your race").

Seen: on 4chan, during the 2020 US presidential election.

https://archive.4plebs.org/pol/thread/288534169/#q288534169

https://aesthetics.fandom.com/wiki/Fashwave

https://www.bitchute.com/video/4LrjFYwNMTaf

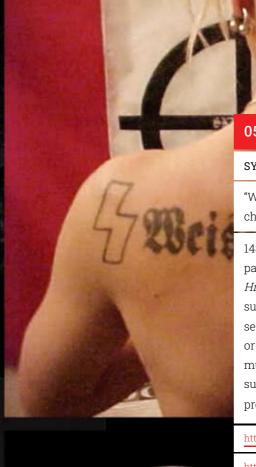
#EXTREMIS

#FASCISM



FIND YOURSELF WITHIN NATURE







SYMBOL

"We must secure the existence of our people and a future for white

1488 or 14/88 is coded language for 'Fourteen Words', where the 88 part stands for 2x the 8th letter of the alphabet (HH, short for Heil Hitler). The Fourteen Words are a slogan made up by a US white supremacist terrorist organization (The Order, 1983): "We must secure the existence of our people and a future for white children," or sometimes: "Because the beauty of the White Aryan woman must not perish from the earth". The code serves as a white supremacist dog whistle, typically hidden away in images or profile usernames.

https://en.wikipedia.org/wiki/Fourteen_Words

https://en.wikipedia.org/wiki/White_supremacy







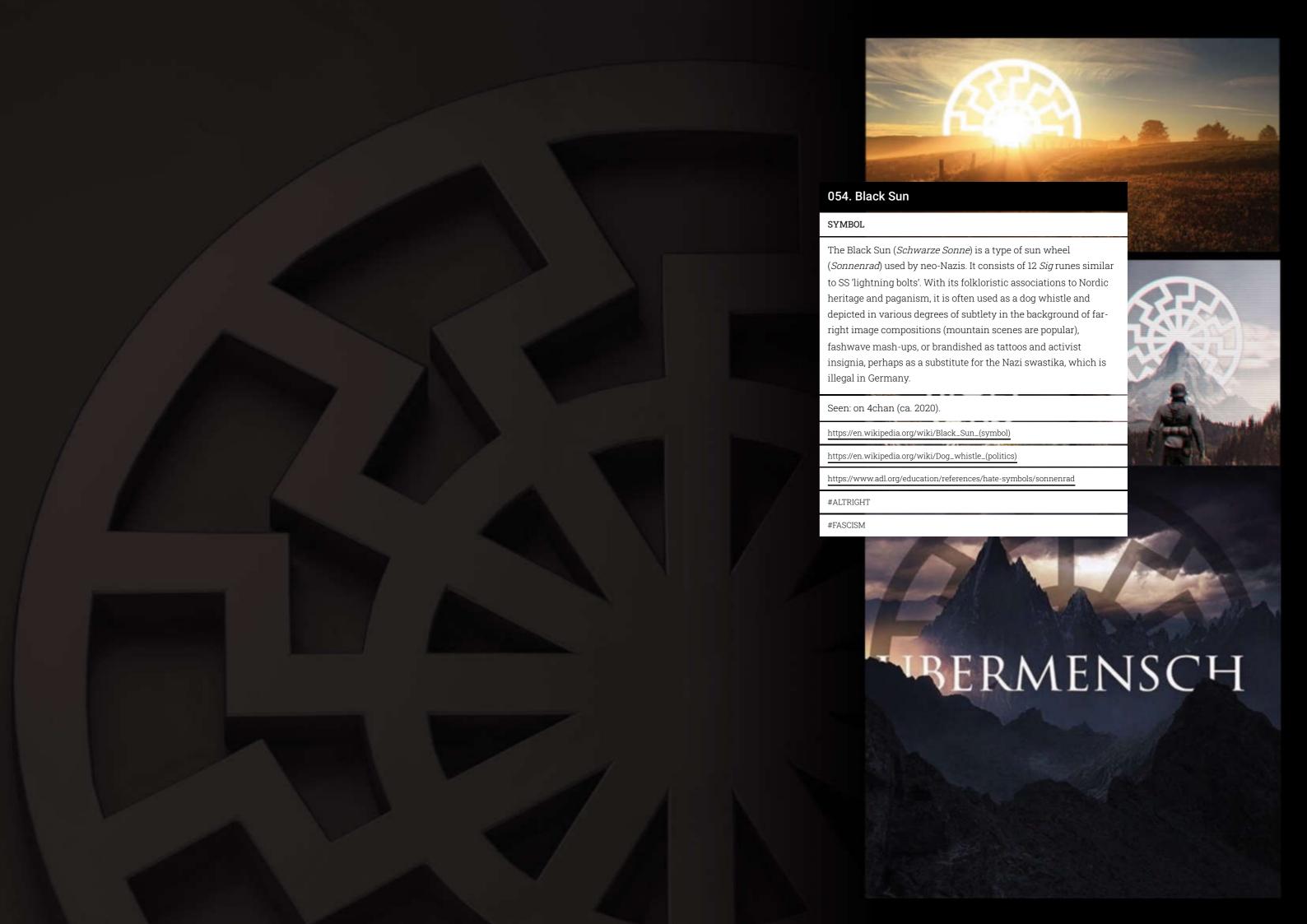


"We must secure the existence of our people And a future for White children."









055. Reichsadler

SYMBOL

"Meine Ehre heißt Treue"

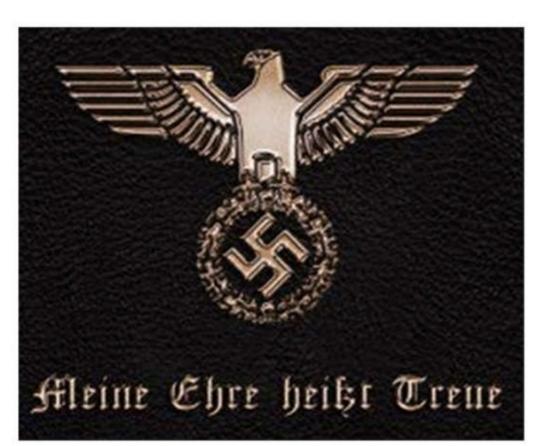
The *Reichsadler* (Imperial Eagle) is the heraldic eagle, derived from the Roman eagle standard, used as the national emblem by Nazi Germany. Note that when the eagle looks to the right it is the *Reichsadler*, and when it looks to the left it is the *Parteiadler* used by the Nazi Party. Because displaying the accompanying swastika in the symbol might be illegal (e.g., in Germany), the swastika is often replaced with the Roman emblematic SPQR in tattoos etc.

Seen: on Gab (ca. 2018).

https://en.wikipedia.org/wiki/Reichsadler

https://www.adl.org/education/references/hate-symbols/nazi-eagle

#FASCISM





















Seen: on Gab (ca. 2019).

runes, sun wheels, etc.

part of a grunge design aesthetic incorporating swastikas, life





a Amazon.com : skull mask x +

← → C https://www.amazon.com

1-48 of over 9,000 results for "skull mask"

amazon @ Deliver to Yorn Mortsel 2640

Men's Costume Masks Women's Costumes & Accessories

Men's Hats & Caps Kids' Dress-Up Accessories Women's Accessories Women's Hats & Caps **Hunting Equipment** Airsoft Equipment Novelty Clothing

Boys' Hats & Caps Girls' Hats & Caps See All 24 Departments

Customer Reviews ★★★★☆ & Up

東京南山山 & Up

食食品品品 & Up

11 11 11 11 & Up

Amazon Fashion

■ All Today's Deals Gift Cards Buy Again Tom's Amazon.com Browsing History - Customer Service Registry Sell



Skull Face Mask Bandanas, Neck Gaiter, Headwear, Magic Scarf, Headband for dust Sun Wind



3Pcs Breathable Face Masks Skull Mask Seamless Balaclava Mask Headwear Scarf ★★★★☆ - 909



0 ☆

Hello, Returns & Cart
Account & Lists - & Orders

Shop Father's Day Gifts

Sort by: Featured ∨

Nuoxinus Black Balaclava Ghosts Skull Full Face Mask for Cosplay Party Halloween Outdoor Motorcycle Bike...

*****·2,688





WHITE POWER

6 MILLION KIKES?

058. Atomwaffen Division

РНОТО

Atomwaffen Division (AWD) was established on the far-right extremist website Ironmarch.org (2018). It constitutes a clandestine organization linked to several murders, attacks, and planned terrorist attacks. It is noteworthy that some members sympathize with the Salafi-jihadist interpretation of Islam. They consider "the culture of martyrdom and insurgency" within terrorist groups such as Al-Qaeda and Islamic State as something to be emulated. Although it is predominantly a US-based organization, they have branches in Canada (Northern Order), the Baltic states (Feuerkrieg Division), the UK (Sonnenkrieg Division), Germany (AWD Deutschland), Russia (AWD Russland) and Italy (Nuovo Ordine Sociale). The visual style of AWD is explicit and often features skulls, knives, guns, and military references. They use big, bold typography that looks stenciled on (presumably by intent) low-quality prints. This gives their pamphlets an underground resistance-like vibe.

Seen: on Telegram (ca. 2019)

















REVOLUTION AND LEGALITY

... The key to success in the struggle ahead is self-discipline While it is the time to be "legal" we must stolidly endure whatever the State sees fit to inflict upon us. When it is time to revolt, we must be prepared to unleash the furies of hell on the state until it yields.

Atomwaffen Division















059. Far-right extremist stickers

MEME

A collection of stickers found in far-right extremist Telegram channels. They contain militaristic adaptations of the Feels Good meme (not to be confused with Feels Good, Man), which is a socalled 'exploitable' image (i.e., well-known, easy-to-edit). It shows a man looking very satisfied, touching his chin. In this case, he may look like Osama Bin Laden or Adolf Hitler for example. Other adaptions include NPC Wojak (another exploitable meme) depicted as Joseph Goebbels, or as a Nazi-Germany soldier, a crusader knight, an ISIS fighter; or Pepe The Frog as a white supremacy terrorist with an armband displaying the swastika or wolfsangel rune. Other featured fascist symbols include the Sun Wheel, the Celtic Cross (Norway) which is also the Stormfront logo, the triple cross of the Iron Guard (Romania), or the Falange (Spain). We can wonder about the intent of posting such organized sticker collections: perhaps as a way to demonstrate understanding of the symbols, perhaps to convince others to use them as profile pictures.

Seen: on Telegram (ca. 2021).

https://en.wikipedia.org/wiki/NPC_(meme)

https://knowyourmeme.com/memes/wojak

https://knowyourmeme.com/memes/pepe-the-frog

https://knowyourmeme.com/memes/feels-good

https://en.wikipedia.org/wiki/Wolfsangel

https://www.adl.org/education/references/hate-symbols/celtic-cross

 $https:/\!/en.wikipedia.org/wiki/Iron_Guard\#Style$

https://en.wikipedia.org/wiki/FET_y_de_las_JONS

 $https:/\!/en.wikipedia.org/wiki/Propaganda_in_Nazi_Germany$

#RIDICULE

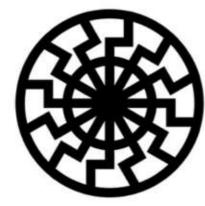
#EXTREMISM

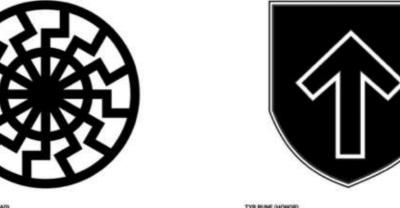
#FASCISM

#VIOLENCE



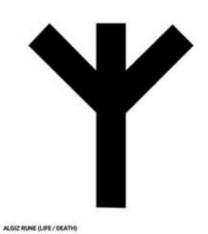












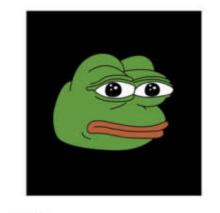






























060. mimimi MEME Beaker is a shy, nervous Muppet character that only communicates in a high-pitched squeaking sound like "mee-meemee-mee" ('meeps'). The character is portrayed as an academic lab assistant with bulging eyes and a shock of red hair, who attracts failed experiments. Beaker GIFs are regularly used as a conversation stopper by the far-right, as a representation of

https://en.wikipedia.org/wiki/Beaker_(Muppet)

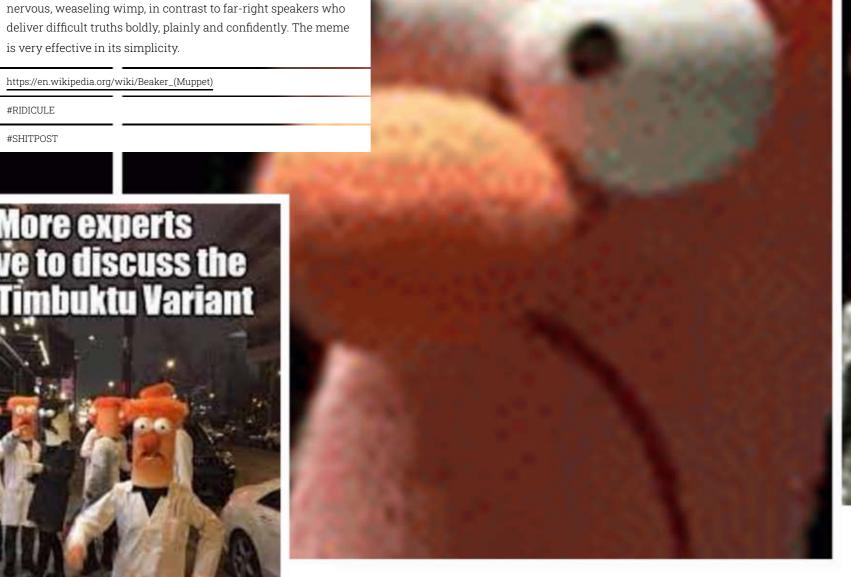
is very effective in its simplicity.

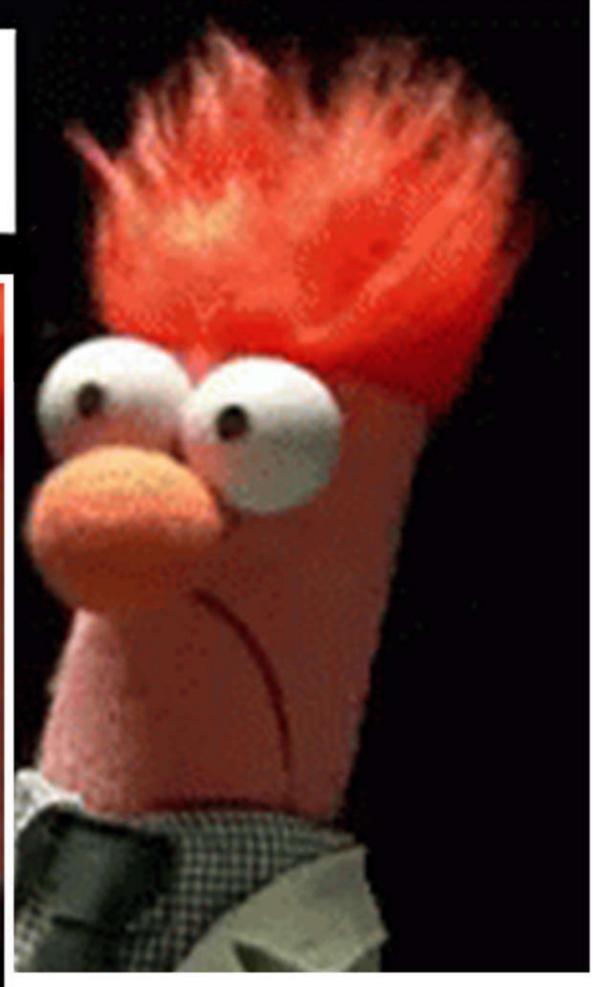
perceived naive / effeminate / whiny / woke left-wing arguments, with the unspoken message that the targeted author is a shy,

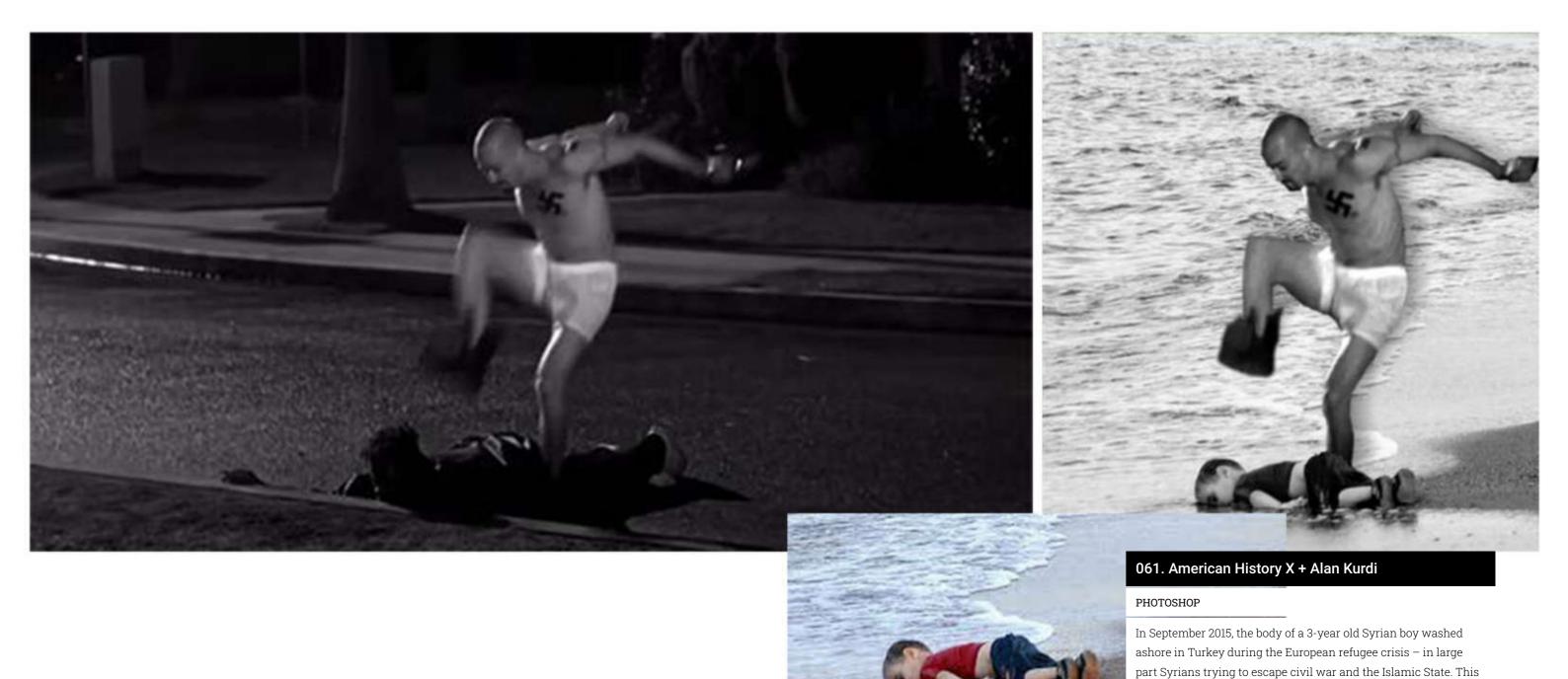
#RIDICULE

#SHITPOST









extremely offensive meme shows a black & white version of (in

photoshopped with a still from the movie *American History X*, in which actor Edward Norton convincingly portrays a neo-Nazi that stamps on the head of a person of color in a particularly

itself questionable) press footage of the child's body,

violent and controversial scene.

#FASCISM

#VIOLENCE

 $https:/\!/en.wikipedia.org/wiki/Death_of_Alan_Kurdi$

https://en.wikipedia.org/wiki/American_History_X





THEY AREN'T BURNETS



062. Gun Loading

MEME

A popular tactic often used by populist leaders is to repost videos of outrageous aggression, such as an elderly person being harassed on public transport, or a schoolgirl being beaten up outside a train station, typically without context, by a 'beastly' group or horde of immigrants or people of color, encouraging indigenous hard-working and upstanding white followers to 'judge' for themselves. Often, the footage is outdated, has been debunked, or originates from another country. Heated reactions often include GIF images of a firearm being loaded (cf. by vengeful action hero *John Wick*), accompanied by slogans such as "there is only one solution" or "destroy the vermin" etc., seemingly with the aim to incite violence.

Seen: on Facebook (ca. 2021).

#RACISM

#VIOLENCE

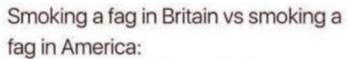


THAT CURE PEDOPHILIA













063. Smoking a Fag

MEME

"Smoking a fag in Britain vs smoking a fag in America"

This meme incites violence against LGBT people and was found on Gab.com. It exploits the linguistic ambiguity of the word 'fag' as a form of misplaced irony: "smoking a fag" in the UK means lighting a cigarette, while in the US it means killing a homosexual in subculture language. A firearm is shown aiming at a 'fag' (faggot, homosexual) exhibiting stereotypical features that are framed as being effeminate by the far-right, like being cleanshaved, having hair died in a pink color, striking a naively open social posture, and wearing colorful clothing.

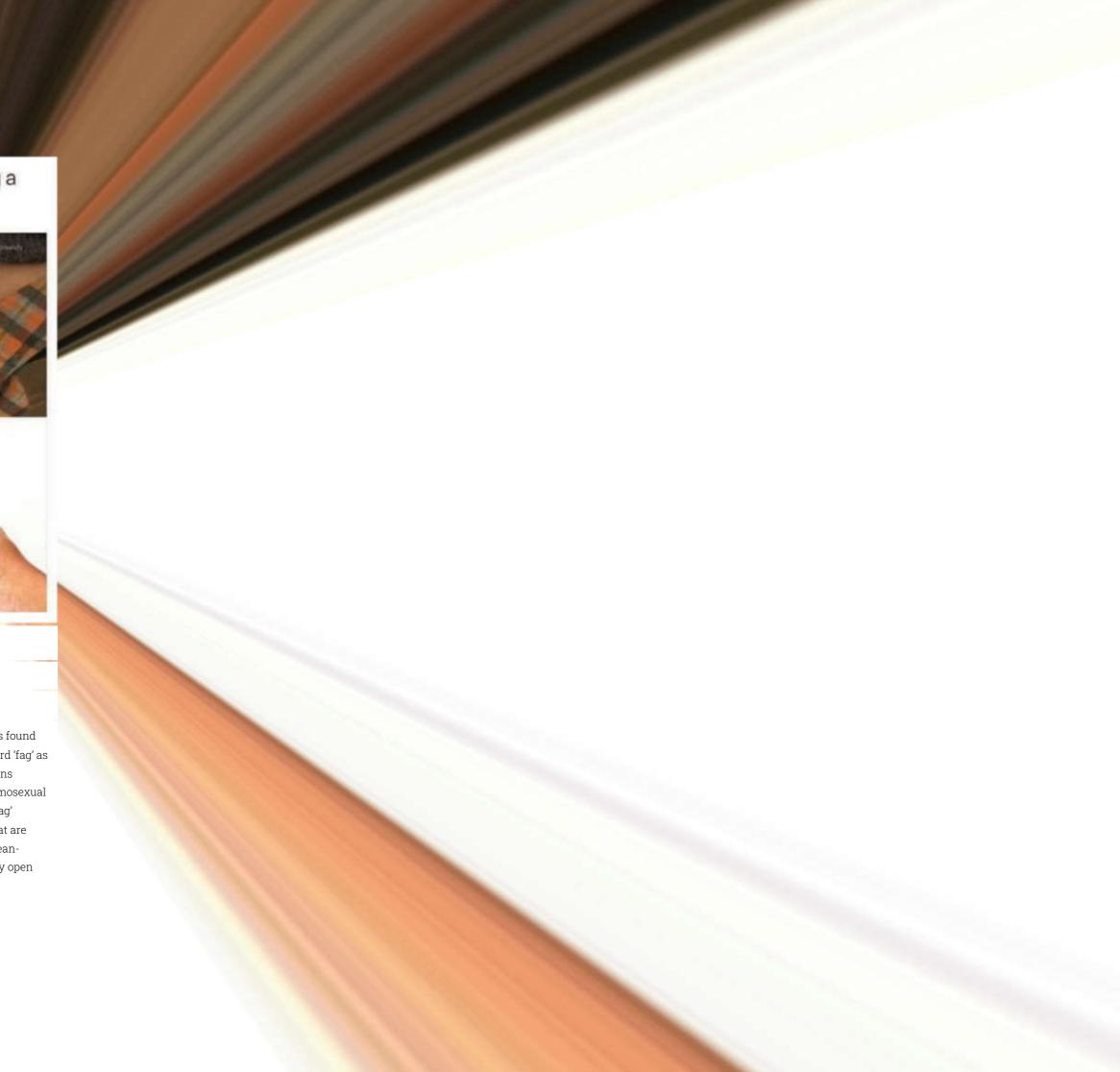
Seen: on Gab (ca. 2018).

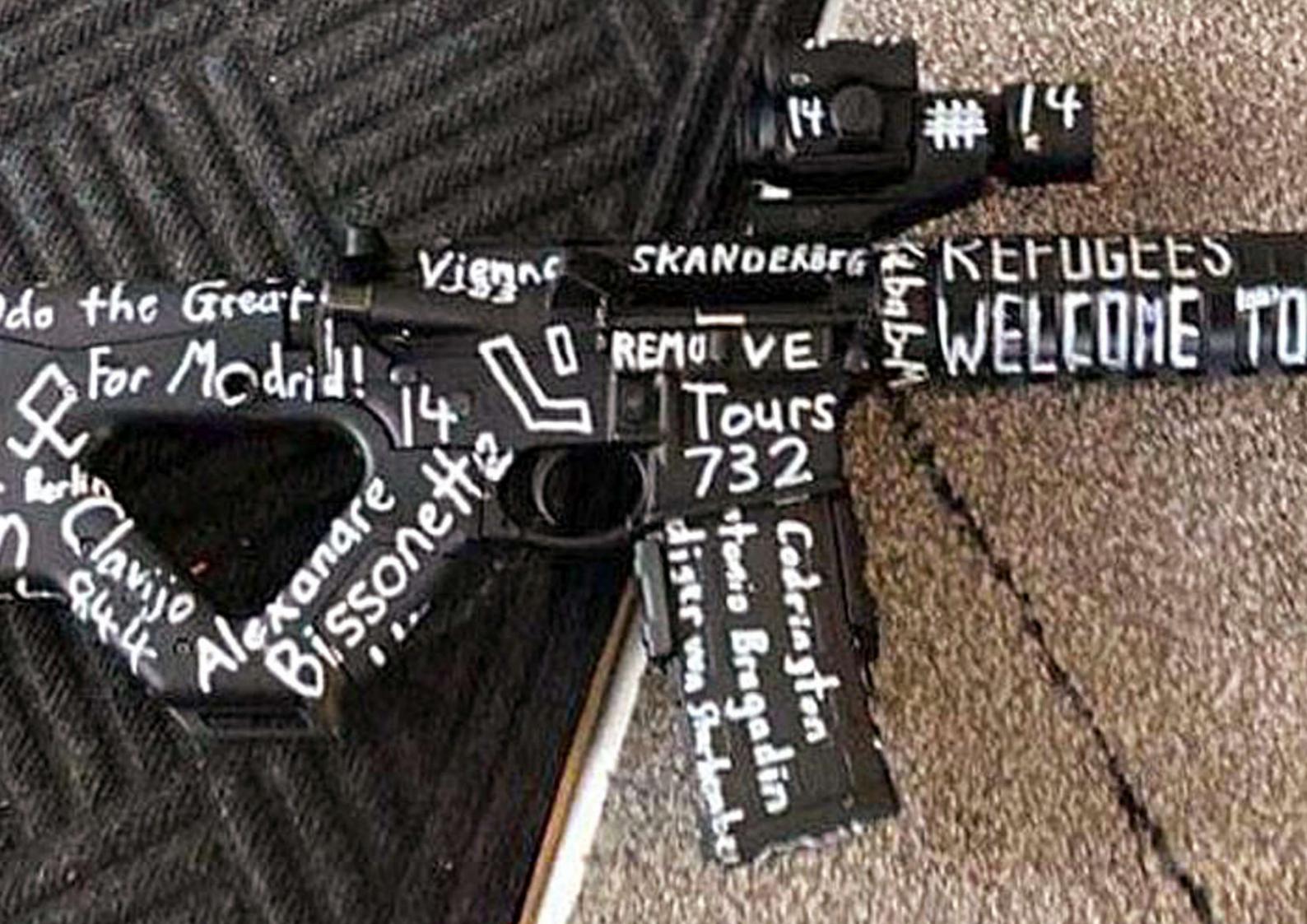
#SHITPOST

#ALTRIGHT

#VIOLENCE

#LGBT







STEAL HIS LOOK







065. Coconut: brown skin, white lifestyle

SYMBOL

A Muslim that rejects Islam (apostasy) is called a *murtad* (مرتد), which in Salafi-jihadist ideology is as grave as *kufr* (ماقضايي unbelief), being *rafida* (ماقضايي Shia Muslims that do not recognize the three first caliphs), or being a moderate Muslim (i.e., a hypocrite). All of them are *mushrik* (ماشرك) who commit *shirk* (ماشرك), the unforgivable sin of worshipping false idols or many gods, since one of the fundamental tenets (*aqidah*) is that there is only one God, and his Prophet is Muhammad (cf. *Tawhid*). Instigated by a history of violent crusades and US repression, jihadists in short regard heretics with contempt. Originating in Islamic State propaganda, one metaphor used to designate Muslim rejectionists or moderates is 'coconut' (i.e., brown on the outside but white inside). The recent coconut emoji (ca. 2018) in combination with words such as *murtad* or *shirk* on social media often signal content with extremist world views.

#RIDICULE

#EXTREMISM

#ISLAM

الم إلى الله

066. ISIS Black Flag

SYMBOL

"There is no god but Allah and Muhammad is his Messenger"

The black flag used by the Islamic State displays the Shahada (الْشَفَادَةُ), declaration of faith) in white Arabic letters: "there is no god but Allah" (الْهُ اللهُ اللهُ اللهُ اللهُ اللهُ عَلَى اللهُ ا

Seen: on Twitter, during the Syrian civil war (ca. 2015).

Seen: on Twitter, during the Brussels bombings (ca. 2016).

Seen: on Twitter, during the Vienna attack (ca. 2020).

https://en.wikipedia.org/wiki/Jihadist_flag#ISIS_variant

https://en.wikipedia.org/wiki/Shahada

#EXTREMISM

#JIHAD









067. Islamic State Cyber Caliphate propaganda

PHOTOSHOP

In 2015, the Islamic State established an effective propaganda $machine \ on \ social \ media \ platforms \ such \ as \ Twitter \ and \ YouTube$ to recruit new members, share terrorist attack field guides, and instil fear with execution videos and threatening hate memes. Eventually, large-scale takedowns by tech companies and law enforcement agencies forced the Cyber Caliphate to relocate to platforms such as Telegram but the lure of widespread coverage on mainstream platforms is still strong. What was so remarkable was the high-quality production of the material being posted, featuring creative typography, copywriting and page layout by graphic designers in glossy magazines featuring foreign fighters as superheros, professional video and audio editing, and gamification mechanisms linking first-person shooter video games as training for the real deal in Syria. Such techniques were consequently adopted by the far-right in a co-radicalizing dynamic.

Seen: on Twitter (ca. 2015).

https://en.wikipedia.org/wiki/Islamic_State_Hacking_Division

#JIHAD

#VIOLENCE





WEWILL BURN AMERICA

وا في وجوههم باب الجهاد واجعلوا فعلهم عليهم وأحب إلينا من أكبر عمل عندنا وأنجع لنا وأنكى بهم.

وس حان احدهم يعمنى ويسعى جاهدا بتوصول إنن دولة الإسلام، فإن أحدثا يتمنى أن يكون مكانكم ليُنَكِّلُ في الصليبيين ليل نهار لا ينام، ويرعبهم ويرهبهم حتى بخاف الجارُ من جاره.

فإن عجز أحدكم فلا يستهن بحجر يرميه على الصليبي في عقر داره، ولا يستحقر من عمل فإن مردوده على المجاهدين عظيم، وأثره على الكفار وخيم، وقد بلغنا أن يعضكم لا يستطيع العمل لعجزه عن الوصول لأهداف عسكرية، ويتحرّج من استهداف ما يسمى بالمدنيين فيعرض عنهم لشكه بالجواز والمشروعية. فاعلموا أن في عقر دار الصليبيين المحاربين لا عصمة للدماء، ولا وجود لما يسمى بالأبرياء، ولا يسع المقام لذكر وتفصيل الأدلة، فقائمتها طويلة، وأقلها من باب المعاملة بالمثل، فلا تُفرِّق طائراتهم عندنا بين مسلح أو أعزل، ولا امرأة أو رجل،واعلموا أن استهدافكم لما يسمى بالمدنيين أحب إلينا وأنجع، كونه أنكى بهم وأوجع لهم وأردع. فهوا أيها الموحدون في كل مكان؛ عسى أن تنالوا الأجر العظيم أو الشهادة في رمضان.







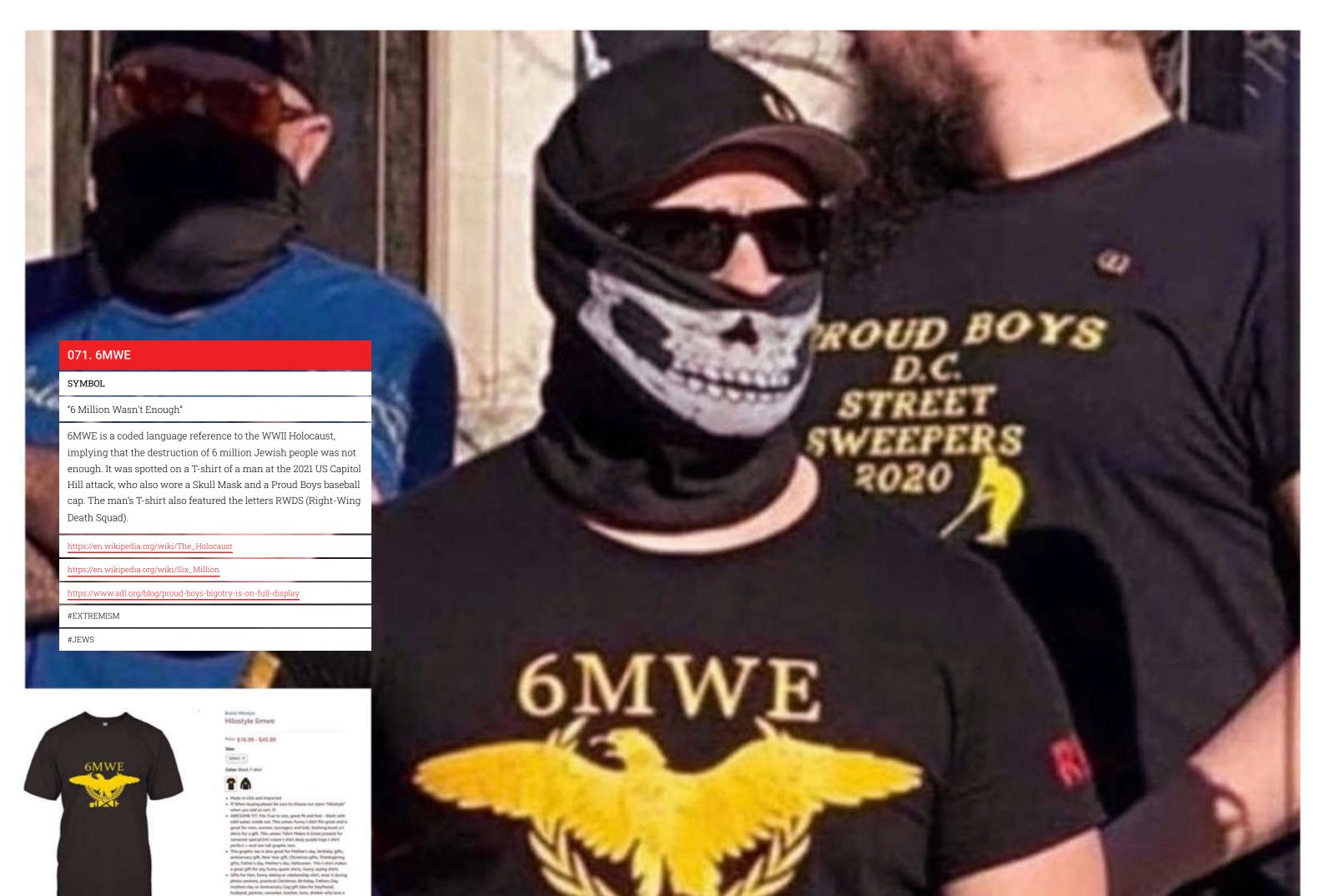














SYMBOL

The Boogaloo Boys (or Boogaloo Bois) is a US militia situated on igloos) in memes, battle patches and flags.



073. Yes Chad

MEME

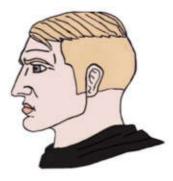
Yes Chad is also known as Nordic Gamer and uses the same graphical style as the Nordic / Mediterranean meme. The depicted profile face is often wearing a headset and/or accompanied by a 'Yes' caption. 'Chad' is a term used in toxic masculinity movements (e.g., incels) to describe an alpha male, a player, sports jock, etc., that is sexually attractive and socially succesful. Yes Chad has blonde hair and blue eyes and he is cool and selfconfident and brushes off complex whiny ethical and societal dilemmas with a strong and simple 'yes', 'no' or 'so what'. Yes Chad has better things to do.



Yes.



Did you shave your beard?



Yes









PUT ON A MASK, BISOTI DO YOU WANT US TO DEEN



what?



Will you marry me? Yes.



yth mvnn mhu mnmm th mmsk

So you two are really just going to pursue a normal and healthy sex life built on love, mutual respect, and a genuine desire mutual respect, and a genuine desire to see your partner happy?







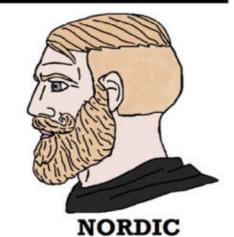
Yes

BABE PLEASE HAVE SEX WITH I have more important matters to attend to.



LEARN THE DIFFERENCE

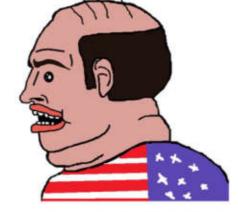




LEARN THE DIFFERENCE



EUROPEAN



AMERICAN

IT COULD SAVE YOUR LIFE

LEARN THE DIFFERENCE



074. Nordic / Mediterranean

MEM:

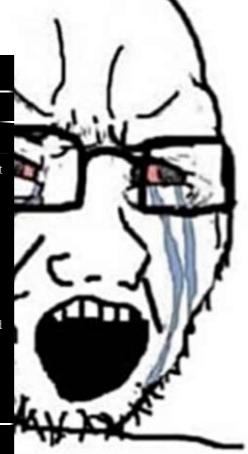
"Learn the difference, it could save your life"

This strand of memes can have two meanings. On the one hand it is used to 'reveal' differences between races, where social behavior is associated with ethnicity (e.g., the blonde bearded Northern men are strong, calm and proud, while the Southern men are weak, hysterical and conniving). On the other hand it is used to promote unity between European ethnicities ("I have your back, you have mine") against non-European ethnicities, which are seen as being even more despicable. Essentially, the meme exploits a well-known othering mechanism: us vs. them, the good in-group against the bad out-group. The meme originated on 4chan and has had widespread dissemination on Facebook and Instagram. It has a distinct graphical style with clear lines and well-drawn, realistic profile faces.

Seen: on 4chan, often in combination with Yes Chad.

https://knowyourmeme.com/memes/nordic-mediterranea

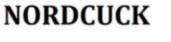
#RACISN



Do u think it's funny to support people that killed six million Jews?







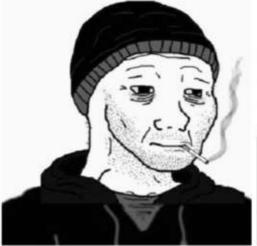
IT COULD







I'm calling the cops





The 22 Year Old DOOMER

ntertainment ruined by jews, know terally nothing about normie /mu/ or /tv/

Constantly fighting the blackpills



Only shares real views with family sother /comfy/ night in

ost Youth

its, but no high IQts

Self improves obsessively to avoid insanity

ruin normie friendships with redpills

Cares even if there's nothing he can do

Electronic music with no words

Installs tinder, swipes for 10 minutes, deletes

> /nightrun/ /nightwalk/

>normie song comes on, beat is good >nigger rap starts >entire song ruined >fucking normies

>tfw no 80s-90s sports car with analog switches and shit.

Careful not to get too drunk or will

The 23 Year Old DOOMER

Maybe plays PS1... sometimes

Alcoholism

No hope of career advancement

tried reading... tried fashion... tried lifting Ashamed to speak with family **High Risk for Opioid Addiction** Hasn't made a friend since 20 Another night in

Lost Youth

Cares... but knows there's nothing he can do

Has a Tinder but too disgusted to use it

/nightwalk/







075. Doomer

MEME

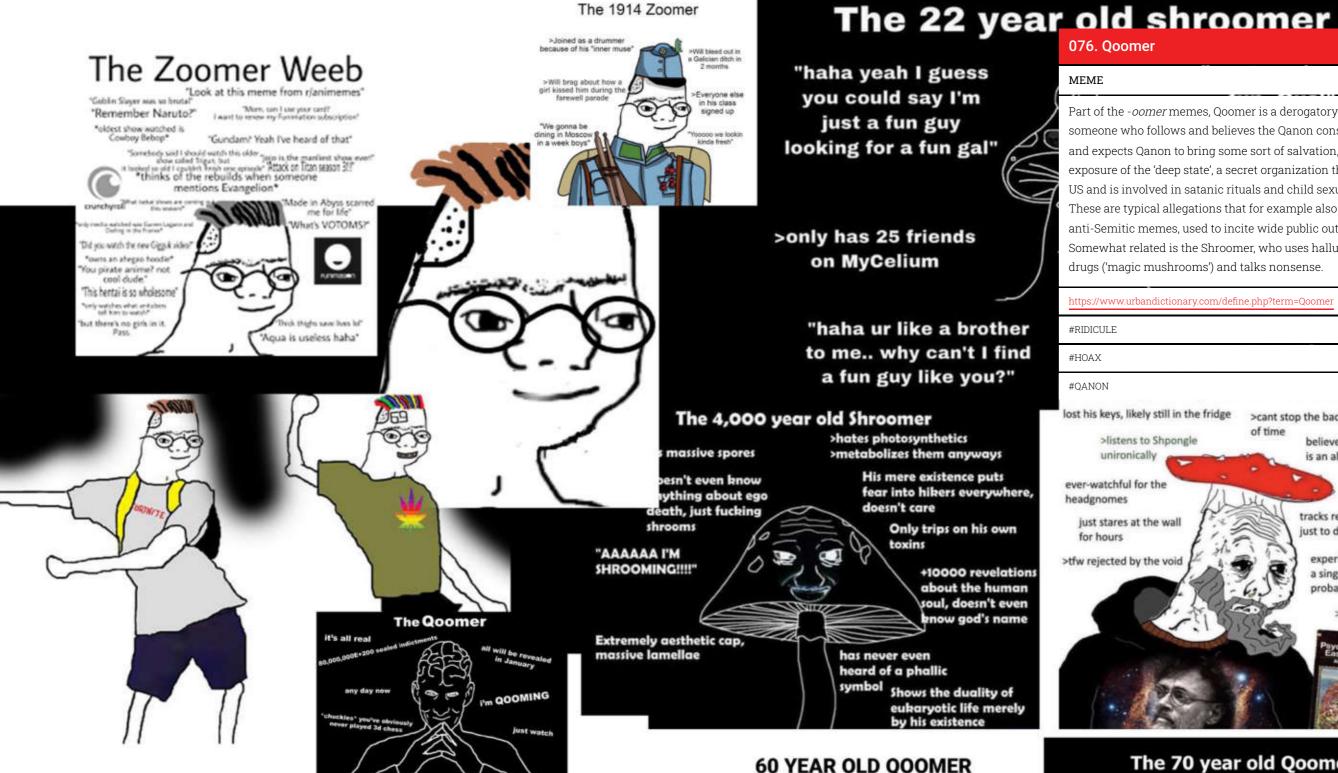
A 4chan -oomer variation of the Wojak meme, representing a person that has a grim and depressing outlook on life. Its counterpart is the Bloomer, who has a positive attitude. The Doomer meme ties in to the Incels movement (Involuntary Celibates), a subculture of young men that believe that 20% of succesful males 'get all the pussy' while 80% of men are left scrambling for the 20% of 'ugly chicks' left. Doomers represent young people that have simply given up on society and are hence prone to radicalization. The meme often appears in discussions on depression, mental health, and drug addiction.

Seen: on Incels.me (ca. 2018).

https://en.wikipedia.org/wiki/Doomer

https://en.wikipedia.org/wiki/Incel

#INCEL



The 1914 Zoomer

076. Qoomer

MEME

Part of the -oomer memes, Qoomer is a derogatory name given to someone who follows and believes the Qanon conspiracy theories and expects Qanon to bring some sort of salvation, i.e., the exposure of the 'deep state', a secret organization that controls the US and is involved in satanic rituals and child sexual abuse. These are typical allegations that for example also resurface in anti-Semitic memes, used to incite wide public outrage. Somewhat related is the Shroomer, who uses hallucinogenic drugs ('magic mushrooms') and talks nonsense.

https://www.urbandictionary.com/define.php?term=Qoomer

#HOAX

#QANON



The 35 Year Old Quoomer The 30 year old Qoomer

actually believes in QAnon thinks "Q" is 100% reliable just as bad as normie sheeple

even if Q is right, still

doesn't realis

can be crack

probably believes

there are aliens inside area 51

that tripcodes

worships Q

most stuff said

by Q is already

known by peop

with a fully

Q is going to save us Q is /ourguy/... right?

STEED IN

this is just another psyop doesn't take things

> with a grain of salt Q is our ally might even be gullible

are but fails to actually do anything about it

still hits the chopsic but it doesn't note his work Monton: Gaven but it's not a religion

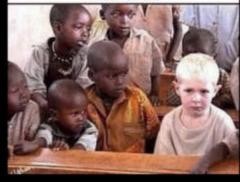
Cool it with the racism sonny You're not fooling

Q predicted this

We love our egal immigrants folks Trust the plan This week anyone shill for sure I wonder if my grandkids can help me find 8kun



First day at school for a Ukrainian refugee in South London











077. Racist hate memes

MEME

"Adding coolant when the farm equipment overheats"

Two target groups that come up in racist memes particularly often are people of color and/or people from Muslim countries. A considerable proportion of these memes address the impact of refugees on Western societies. They tend to depict refugees as 'hordes' of uncultivated black people forcing their way into the West, without any value for the job market, unless it is hard physical work for people of color (who are allegedly and per nature used to and should be working as slaves). Instead, refugees are portrayed as raping women and killing people in the countries they choose to live in. Such memes tap into various propagandized stereotypes, for example by implying that Muslims are sodomistic or by comparing black people to apes. Some memes clearly mirror the fear of a so-called Umvolkung (a term originally stemming from the Nazi regime), which, in this case, means that Western societies will be essentially black in a few years, or, even more drastically, of a white genocide.

https://en.wikipedia.org/wiki/Umvolkung

https://en.wikipedia.org/wiki/White_genocide_conspiracy_theory

#RACISM

#FASCISN

#ISI.AM

#HOAX

You Are About Jo

يعمق لت عقوح



EUROPE 2022



RAPEFUGES

078. Rapefugees

MEME

"RAPEFUGEES NOT WELCOME!"

A series of images depicting refugees as rapists. The images have a cartoonesque style and depict a woman being chased by Arablike silhouettes. The origin of these images is found in Cologne, Germany where on New Year's Eve 2015 dozens of Western women were allegedly groped and endured violence by mobs of men. The incident inspired widespread anti-Muslim and anti-immigration rhetoric in Germany.

Seen: on Facebook (ca. 2015).

https://www.bbc.com/news/world-europe-35231046

#RACISM

#ISLAM

NORTH WEST INFIDELS - FIGHTING FOR WHITE RIGHTS!



Police: Why'd you run her over? and run her over again?

Me: I wasn't looking. Twice.







TOXIC MASCULINITY

Thanks Feminism

A TERM MADE UP BY WOMEN NO ONE WILL FUCK

https://en.wikipedia.org/wiki/Antifeminism

https://en.wikipedia.org/wiki/Body_shaming

#ALTRIGHT

#SEXISM

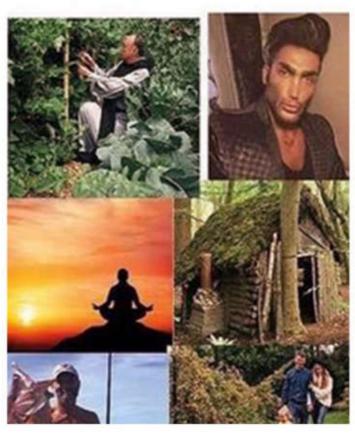
#VIOLENCE

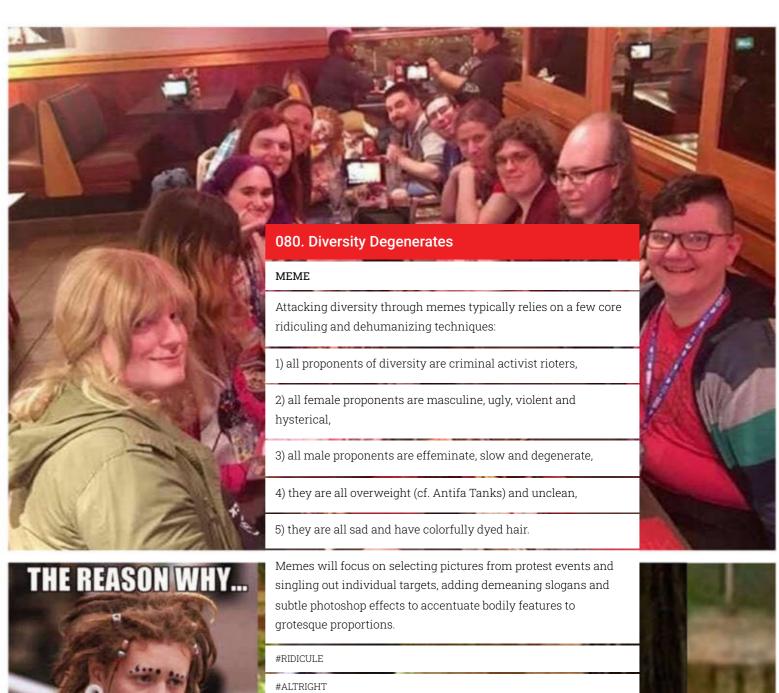


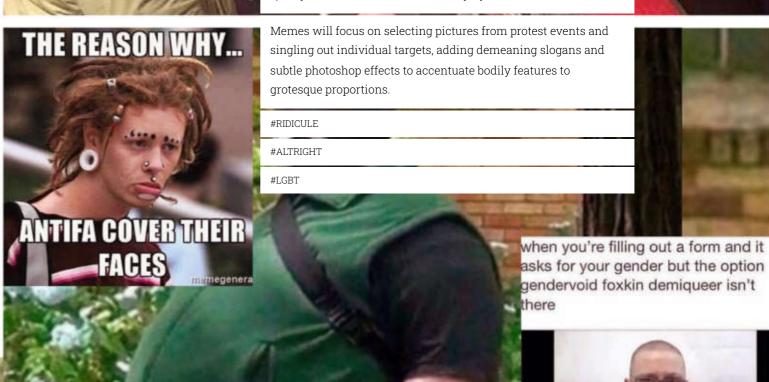
Average societal reformist











ANTIFATANK BRIGADE UNVEILED



"I was transgender before it was cool"

A slur for transgender people, depicting Baphomet: a mythical, satanic and hermaphrodite deity that is part man / woman / goat and was allegedly worshipped by the Knights Templar. Some variations are edited to emphasize breast size. Seen in QAnon posts, it ties together several elements in the QAnon conspiracy theory: a belief in secret societies ruling the world (e.g., Knights Templar), engaging in satanic rituals of sexual transgression, and a general disgust of the LGBT community, possibly rooted in farright sentiments injected into the QAnon movement.

https://en.wikipedia.org/wiki/Baphomet

#ALTRIGHT

MEME

#SEXISM

#HOAX





EEEEEEEE

083. Autistic Screeching REEEEE

MEME

Also called 'reeeeee', this meme features an ululating Pepe The Frog expressing extreme anger and rage. Even though it is not the original 'autistic screeching' meme, 'reeeeee' is often construed as that. The bulging eyes and red coloring intensifies the depiction of rage, and variations will also attempt to stress the rage aspect with different visual elements. It is often posted in response to perceived weak, woke or leftist statements. Without doubt, the reference to autism in combination with uncontrolled 'screeching' is also extremely offensive to people on the spectrum.

https://knowyourmeme.com/memes/reeeeeee

#RIDICULE

#SHITPOST

#ALTRIGHT









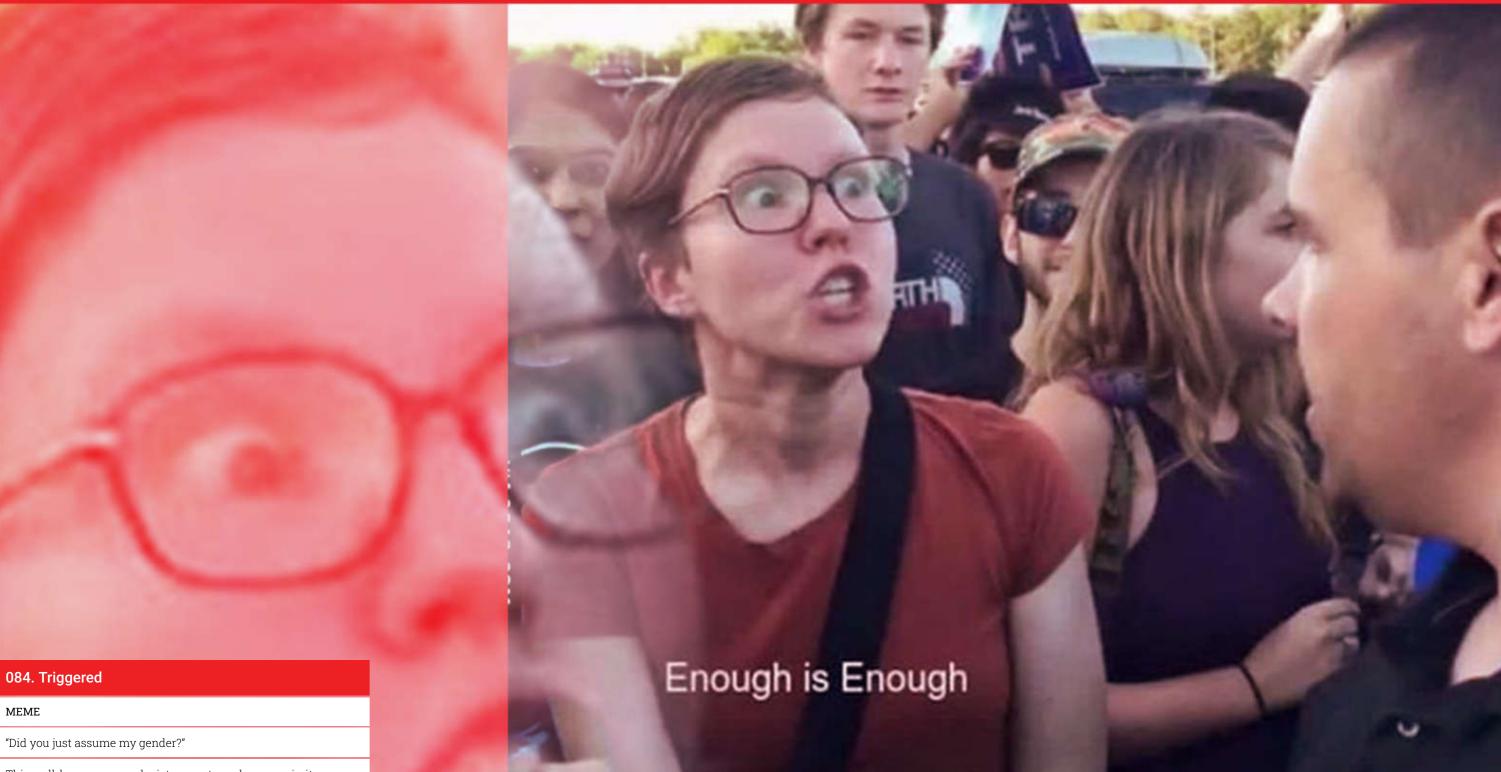












This well-known meme depicts an outraged woman, in its original form discussing with a pro-Trump protester (original still 2016). Since then, it has been incessantly reused as a template with a wide variety of accompanying derogatory slogans to mock feminists and to demonstrate how left-wing activists are easily unhinged, hysterical, and volatile. Typically, far-right supporters will respond with comments such as 'based!' (owned, exposed) and take gleeful pride in triggering their opponents into powerful emotions, which they consider to be a weakness.

https://knowyourmeme.com/memes/triggered-feminist--2

#SHITPOS'

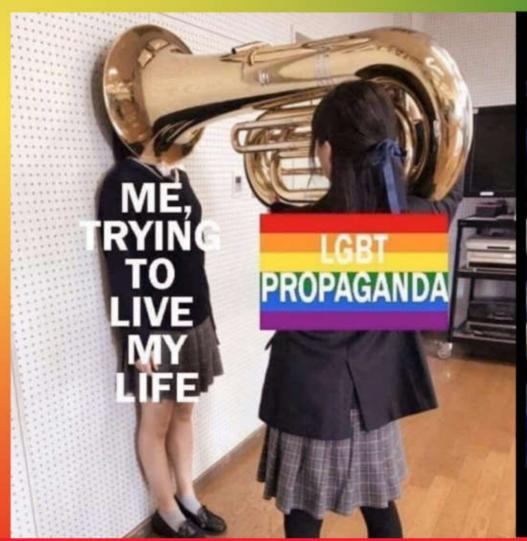
#SEXIS

#I.GBT

la'am could you please calm d-

DID YOU JUST ASSUME MY GENDER?!





Burn pride flags



But L is silent

The modern left, summarised in one image.





086. Anti-LGBT hate memes

"Burn pride flags. But L is silent.

Cynically, anti-LGBT memes heavily rely on using a reappropriated rainbow flag, which is in fact a sign of tolerance towards the community. The use is therefore subversive. This is particularly absurd given that the promotion of violence against the community is quite striking alin anti-LGBT memes (such as burning and beating up homosexuals). There are several cases where memes re-enact a transgender person's outing in a family, which, in the mythical 'utopia' of trans haters ideally leads to violence instead of acceptance. Recurring strategies include calling out LGBT-friendly attitudes as propaganda, littering or destroying rainbow flags, as well as showing vague signs of disgust towards the community.

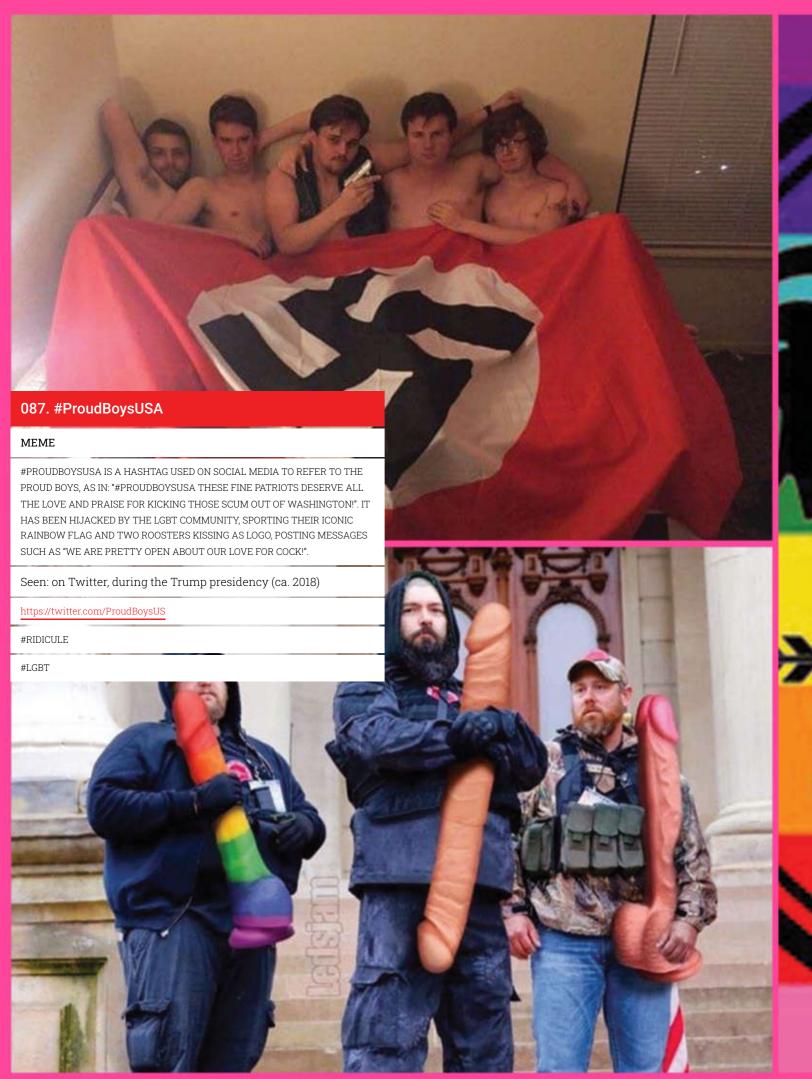


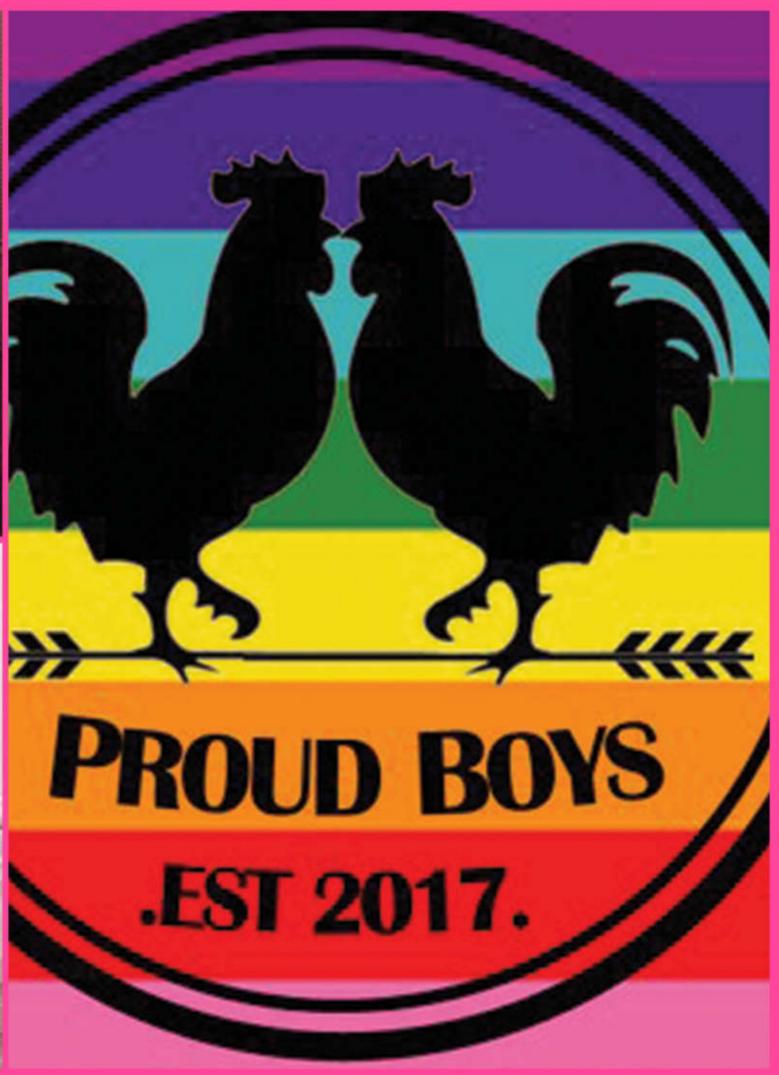
Scientists found a cure for homosexuals



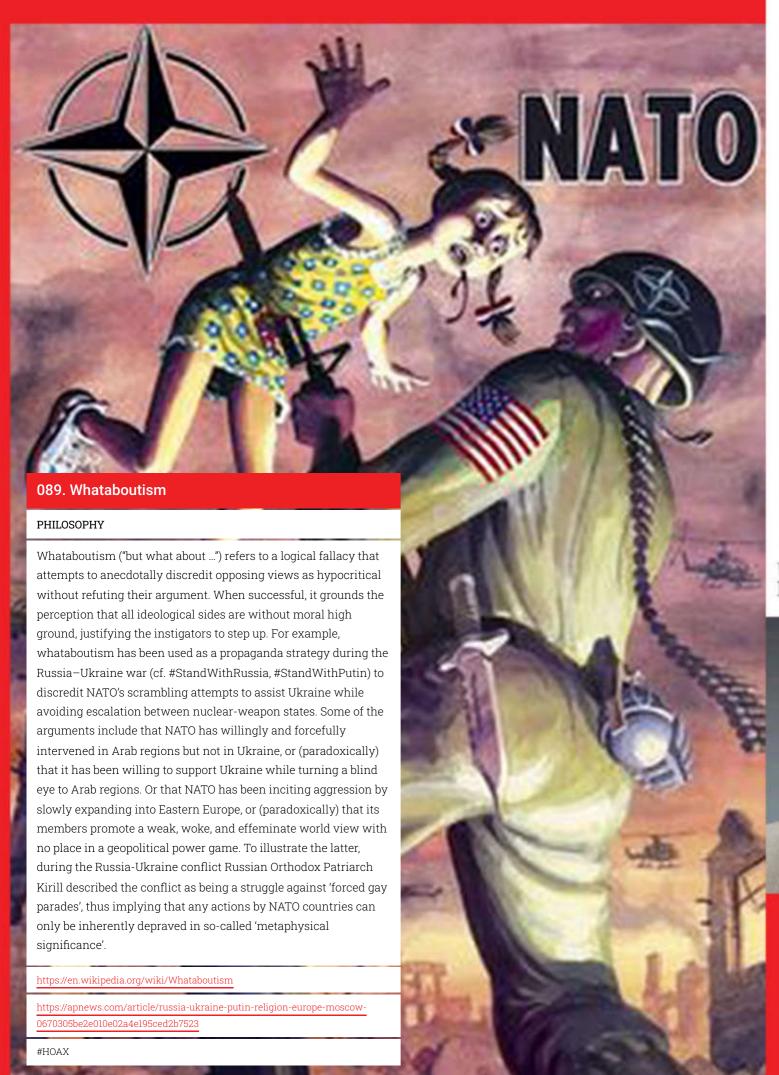














US to Reverse Its Position on Russia as Putin Comes out as Black Trans Man



Sonia Randhawa (Contine - Mar 8)

#Zelensky President of #Ukraine does an obscere "Gay dance" in lates and high heels h. h.

—This is the man that #North And #MINA says is a here. He fied before #Ukraine@useler@ur began and remains holed up in Warsaw US Embassy!





















SYMBOL











Cyber Front Z aka The People's Movement is a Russian troll factory on Telegram with 65K followers that was exposed in April 2022 for disseminating disinformation about the Russia–Ukraine war. It could spread about 20K false messages on Facebook, Instagram and YouTube in a matter of hours. Popular visual motifs include the use of the letter Z, which was originally painted on military vehicles of the Russian Armed Forces during the invasion of Ukraine, and has since become a pro-war propaganda symbol that has been called the 'zwastika'. Among other, the group produces anti-Western memes and merchandise such as Z-shirts. The symbol has become a rallying flag for Russian patriotism and is now taught in schools where teachers are forced to instruct pre-teens and teenagers about the "special peace operation" (i.e., the Russian invasion of Ukraine) or lose their jobs and/or face prosecution.

Seen: on Telegram (ca. 2022).

https://en.wikipedia.org/wiki/Z_(military_symbol)

https://www.vice.com/en/article/7kbjny/russia-cyber-front-z-telegram

https://www.washingtonpost.com/world/2022/03/20/putin-russia-schools-

#NAZISM

VIOLENCE

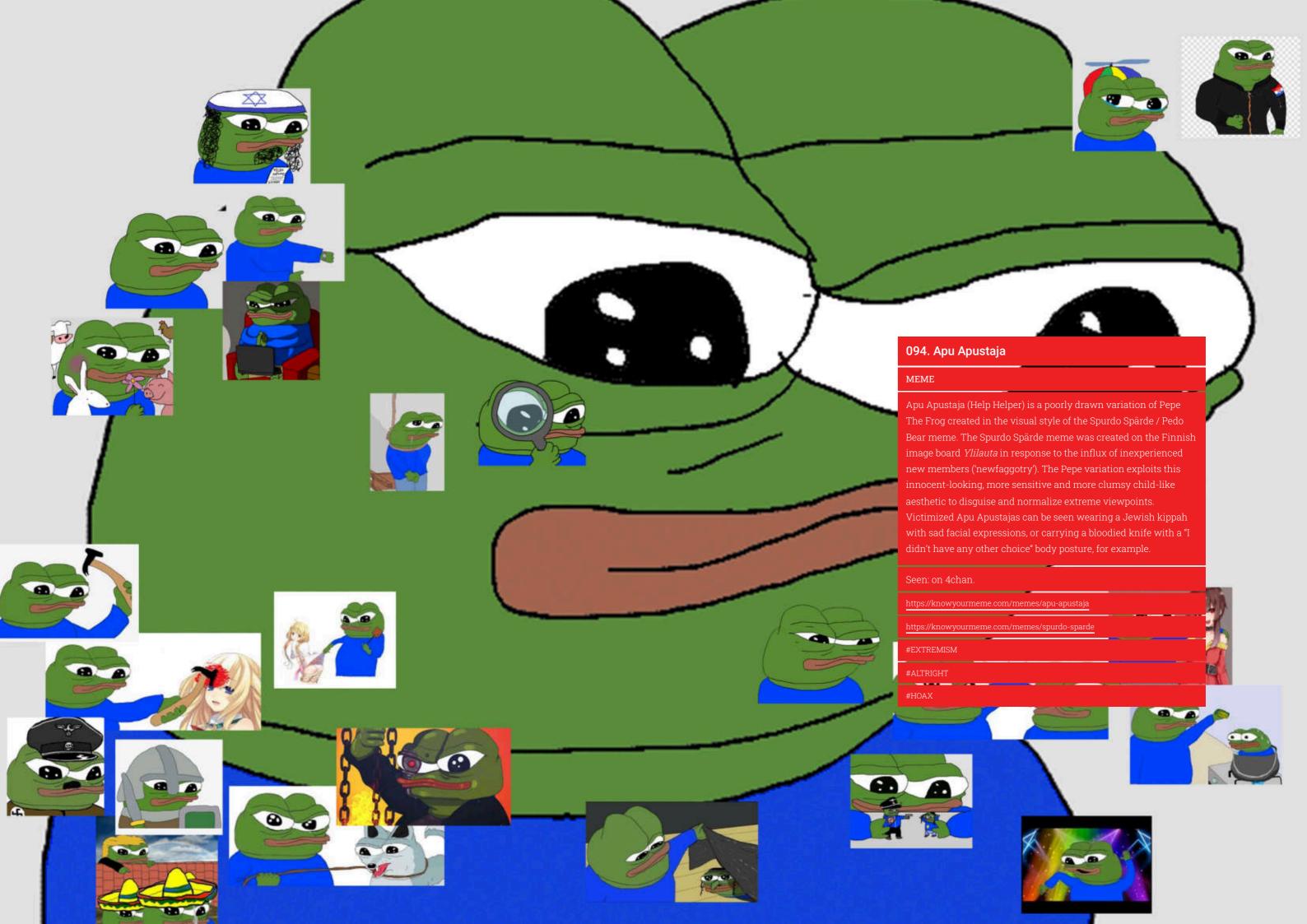
#HOAX

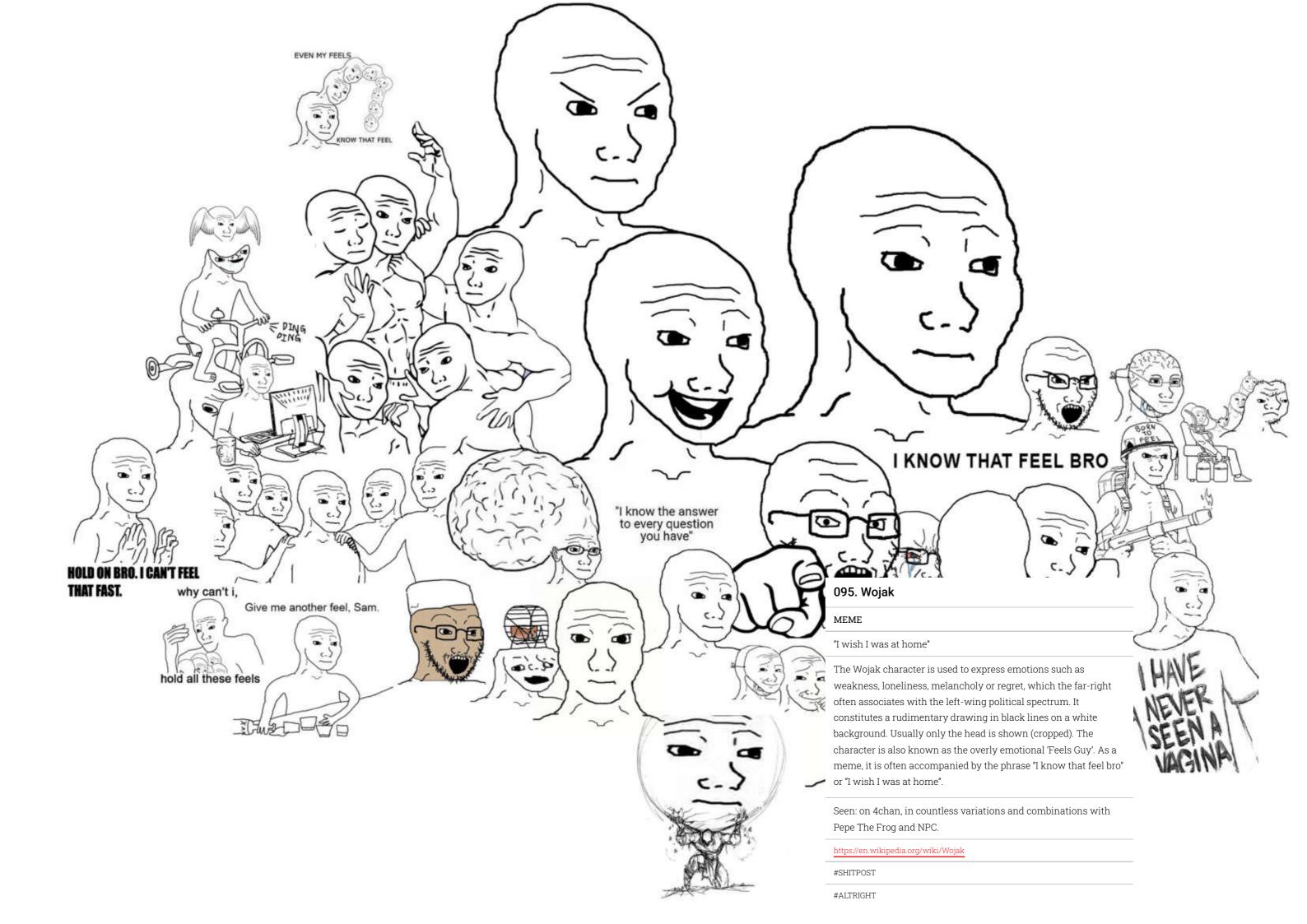


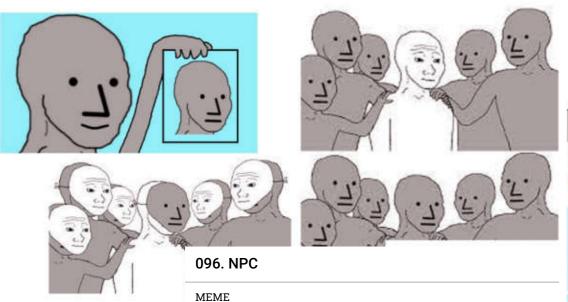




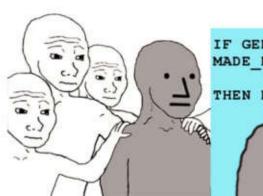








upset with them. Nothing is their fault. Harm animal abuse. We can rescue them and ado don't forget to spay and neuter your NPCs.



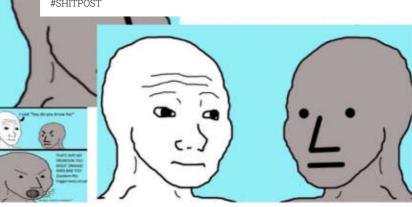
The NPC meme is a meme of peace. Once y The NPC meme is derived from the term 'Non-Player Character' in NPCs are dog-like subhumans there's no nee Dungeon & Dragons tabletop games and RPG video games. An NPC is typically a computer-controlled side-character that is expendable and cannot think for itself. Its portrayal in the NPC meme is often used as a stereotype for liberal or left-wing people. The meme uses the same visual characteristics as the Wojak **IF GEI** meme: crude outlines and few details depicting an expressionless **MADE_I** gray figure in portrait. In practice, the character is used by both the far-left and far-right to ridicule one another.

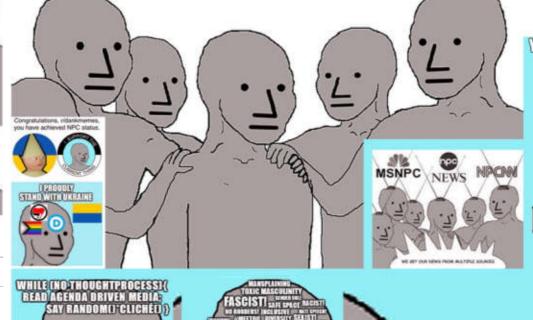
Seen: on 4chan, with Wojak variations.

https://knowyourmeme.com/memes/npc-wojak

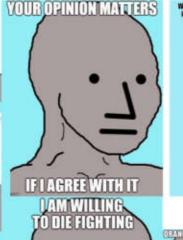
#RIDICULE

#SHITPOST





NPC VOCABULARY

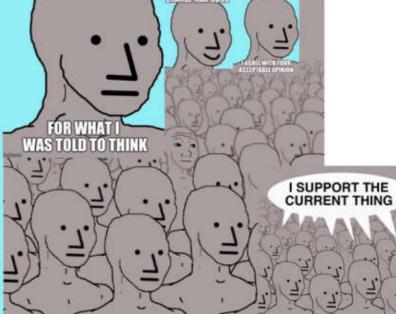












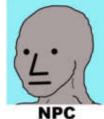


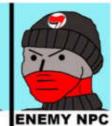




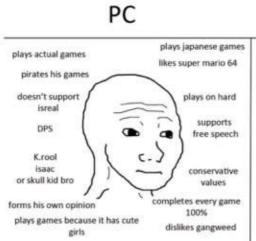








Are you a PC or NPC?

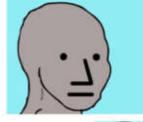




supports censorship

dislikes wojak & pepe

TERROR (BLAME WEAPONS AND SET COUNTRY FLAG ON FACEBOOK)







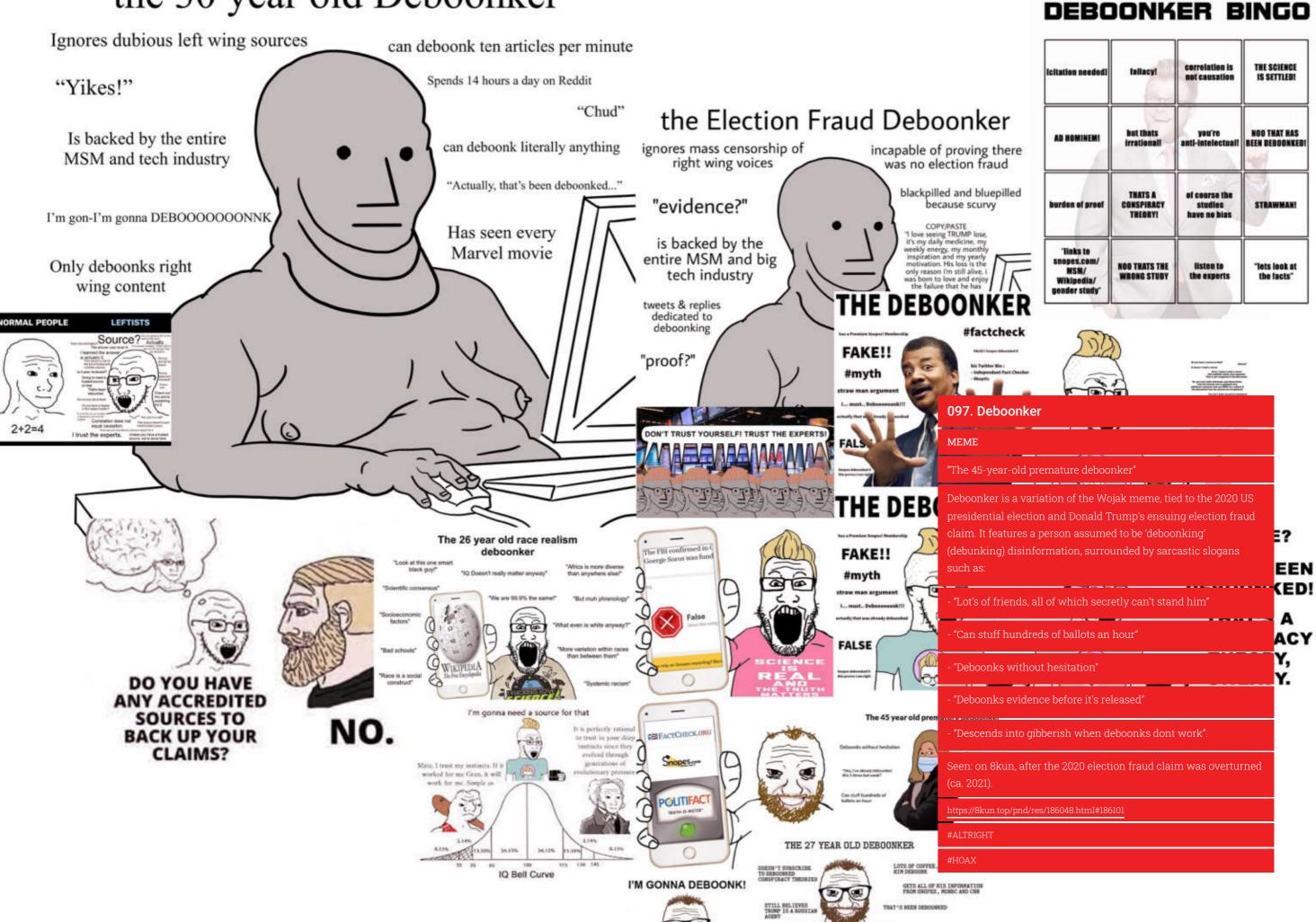








the 30 year old Deboonker

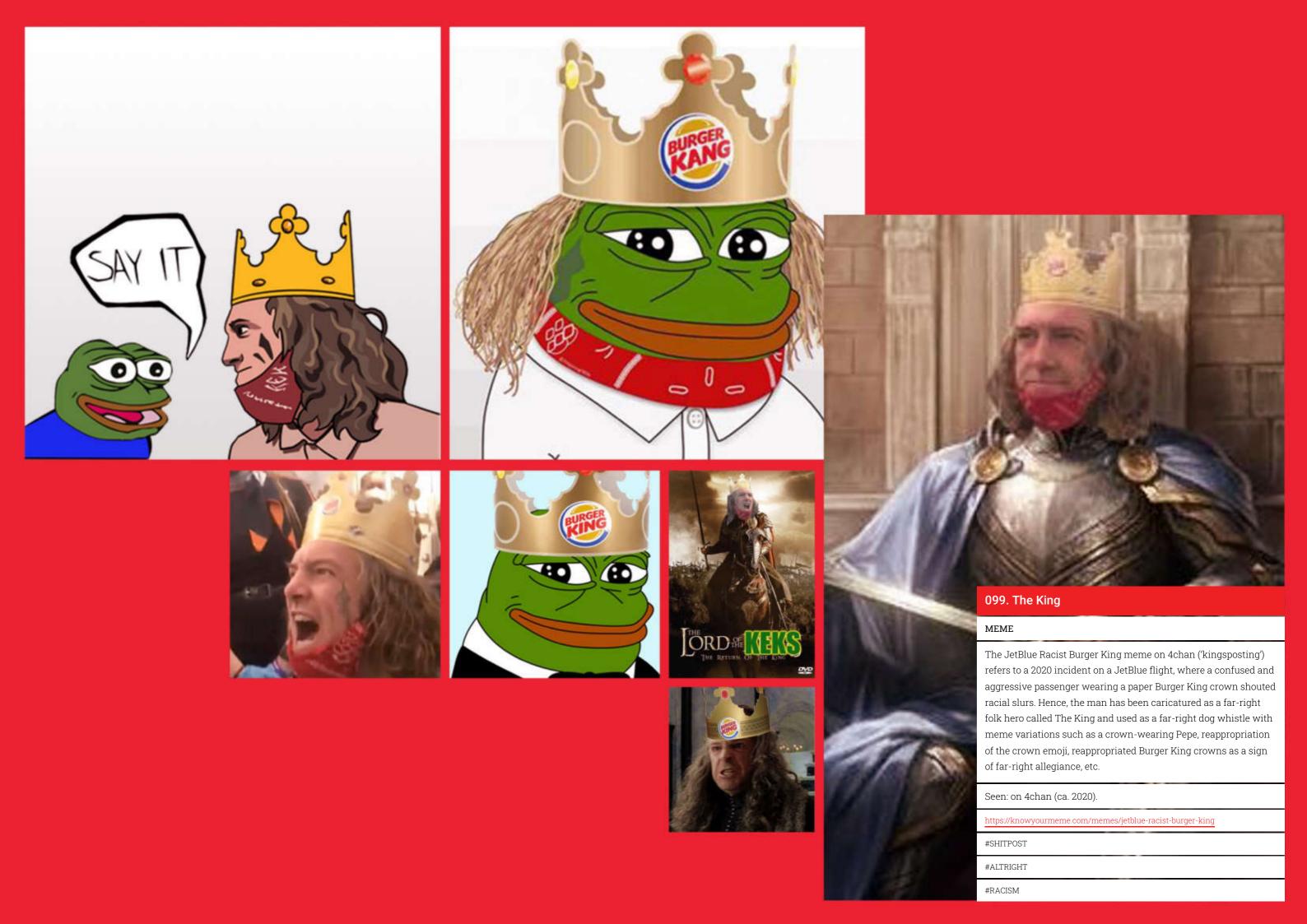




https://en.wikipedia.org/wiki/Red_pill_and_blue_pill

https://en.wikipedia.org/wiki/Incel#Red_pill

#INCEL













100. Remove Kebab

MEME

Remove Kebab refers to a Serbian anti-Muslim propaganda music video during the Yugoslav wars (1991–2001). It shows two paramilitary men playing a (somewhat tacky) traditional song with derogatory language, in a nature setting. The song and title have been adopted by the alt-right community on Gab. It was played during the live feed of the Christchurch mosque shooter. In a more recent example, a social media user calling himself Remover Of Kebab posted a video of a man performing a 'last stand' with firearms, while his opponents shoot needles at him, which was a reference to 'forced vaccination' in the COVID-19 antivax community. The post is accompanied with hashtags #police, #secretservice, and #jews.

Seen: on 4chan.

https://en.wikipedia.org/wiki/Remove_Kebab

https://www.youtube.com/watch?v=ujQBKpjYqfE

#ALTRIGHT

#JEWS

#VIOLENCE





