#Twittertakeover: How the Musk Acquisition Became a Launchpad for Gen-Z Neo-Nazis, Ye, and Widespread Antisemitism

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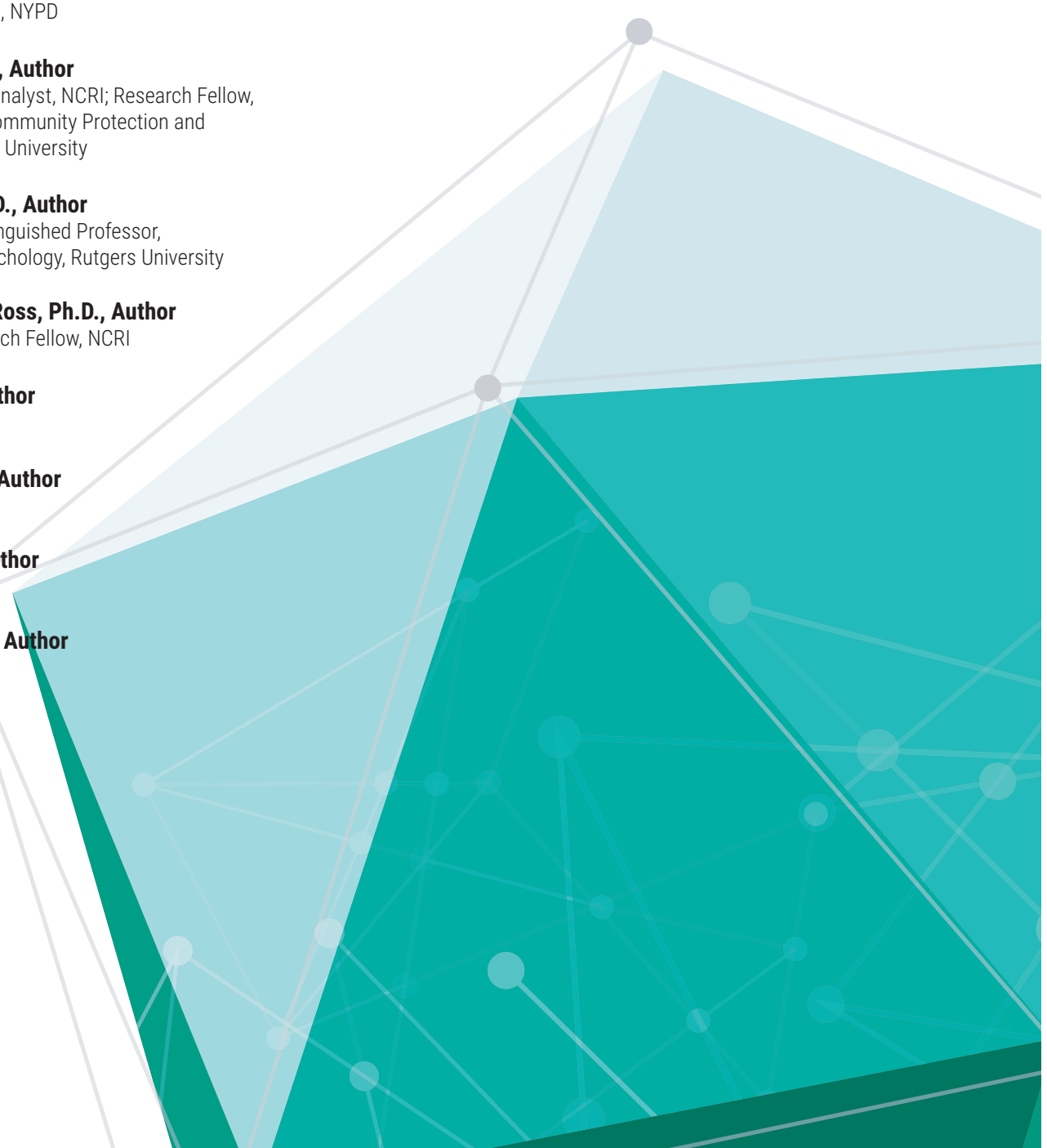**Collin Vasko, Author**
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BOTTOM LINE UP FRONT

- In the wake of Kanye West's recent antisemitic tirade, there has been a disturbing surge in antisemitic conspiracy on social media platforms coinciding with an uptick in real-world antisemitic incidents.
- Extremist elements have viewed Elon Musk's takeover of Twitter as an opportunity to rejoin Twitter en masse, responding to a number of signals including Twitter's recent decision to reinstate the accounts of white supremacists such as Andrew Anglin and Anthime Gionet (Baked Alaska).
- The Groypers, an online Gen-Z Neo-Nazi group affiliated with white supremacist Nick Fuentes, joined Twitter at a rapid rate, with account creation increasing over 1000% immediately after the announcement of the acceptance of Musk's offer.
- These groups depict Musk as an ally who will permit them to freely spread their hateful ideology, joining in large numbers again after Musk's successful acquisition of Twitter.
- Kanye West's antisemitic activities were well received by an array of extremist elements, especially the Groypers, who quickly joined West as a vanguard to galvanize and spread hatred, often showcasing his presidential hashtag #Ye24, in their Twitter bios.
- West's antisemitic "death con" remarks triggered a significant increase of over 130% in toxic comments, threats, identity attacks, and insults in tweets pertaining to Jews. West's follower growth rate nearly doubled moments after the tweet.
- Since Twitter accepted Musk's offer in April, monthly references to tropes about "Soros" and "Globalists," which are often antisemitic, have nearly doubled.
- Since the offer, but not before, these terms have become correlated with real world antisemitic events and the use of these terms on Twitter now forecast real world antisemitism.

Introduction

On the morning of November 18, 2022, Christopher Brown (@vrilgod) replied to a heated argument on Twitter about the history of the transatlantic slave trade with *"Jews owned the ships."* Later that same day, Brown was arrested at New York City's Penn Station carrying a "large 8-inch military-style knife, a blade longer than 4 inches, a Swastika arm patch, and a ski mask," in connection to threats against a synagogue. The tweet was subsequently uncovered, after being deleted, on the NCRI's platform.

Brown–a white male linked to online Neo-Nazi groups*–had used a trope common to the Black Hebrew Israelites. His quip on Twitter and subsequent planned terror attack shows the convergence of different racial hatreds in new, unexpected ways that appear to be growing in popularity and attention, with a rash against Jews taking place in the physical world. NCRI/CAM thus sought to perform a large-scale data analysis to assess the origins, magnitude, and spread of the recent eruption of antisemitic conspiracy from Twitter across several web communities.

We assess that a sea change is taking place on Twitter with respect to the proliferation of extremist antisemitic content. Most assign responsibility to Kanye West's antisemitic tirade, and indeed our data finds his remarks triggered a significant increase of 136% in toxic comments, threats, and identity attacks in tweets pertaining to Jews on the platform. Crucially however, our data suggests that the influx of extremist activity onto Twitter began far before West's tirade, with an organized effort of extremist communities like the Neo-Nazi, Gen-Z 'Groypers,' led by 24-year-old Nick Fuentes. Our data finds they acted as a vanguard: anticipating, planning for, and capitalizing on Elon Musk's acquisition of Twitter to popularize and disseminate hateful content. They did so with the expectation that Musk would provide a more hospitable platform for their brand of extremist content. Indeed, spikes of new Groyper accounts surged by over 1000% when Twitter announced the acceptance of the Musk deal, while baseline levels of new accounts joining have surged and remain elevated by over 200% since the acquisition itself, suggesting sustained growth in Neo-Nazi Groyper activity on Twitter.

While more research is needed, #Ye24, West's antisemitic presidential campaign, and Neo-Nazi Groyper accounts, who are key supporters of West, were clearly planned and staged to premier on Twitter itself. Twitter now appears to be acting as a leading indicator or "bellwether" for the growth of this ideology and antisemitism across social media more broadly. The spread to larger social platforms like YouTube, along with reactivity from subcultural forums, show a "ripple effect" of Groyper and West's antics.

This is of great concern, as the NCRI/CAM now characterizes online antisemitism as an upstream predictor of real-world incidents. In fact, these impacts have emerged in tandem with a surge in real-world antisemitic activity, and our data suggests that key antisemitic conspiracy terms on Twitter both correlated with and were useful for forecasting these activities.

Research Questions

Twitter's prominence as a key platform for early innovation and a staging ground for a new cultural wave of antisemitism raises a number of pressing research questions:

    a. Did fringe, supremacist elements interpret the Musk acquisition as an opportunity to spread hate with free reign on Twitter?
    b. How has West's antisemitism impacted Twitter and how does it intersect with fringe supremacist elements?
    c. Can we characterize any changes or growth in the overall culture/nature of antisemitism on Twitter brought about by the Musk-Twitter saga or West's activities?
    d. Since the Musk-Twitter saga began, does Twitter activity react to, forecast, or correlate with real world antisemitic activity in the United States?

To answer these questions, NCRI/CAM performed a large-scale data analysis to assess the origins, magnitude, and spread of the recent eruption of antisemitic conspiracy from Twitter across several web communities. Using machine learning, natural language processing, open-source investigation of social media content, graph and time series analysis, and econometric techniques, we examined whether and how an antisemitic transformation has taken shape on Twitter and how these changes might relate to physical-world, antisemitic incidents.

Background

Antisemitism is on the rise on Twitter, and Kanye West's recent actions and words coupled with an influx of Gen-Z Nazis have been a major contributor to this trend. West's presidential campaign and its accompanying hashtag #Ye24, have been promoted by groups like the Neo-Nazi "Groypers." The NCRI and CAM research found that Groyper associated accounts have been joining Twitter en masse since Elon Musk first started expressing interest in purchasing Twitter in early 2022. The Groypers are led by Nick Fuentes, a 24-year-old white supremacist and Christian nationalist podcaster who attended the deadly 2017 Unite the Right Rally in Charlottesville and organized and spoke at a number of "Stop the Steal" protests leading up to the January 6 attack on the U.S. Capitol.

Fuentes appeals to a growing base of extremely online Gen-Z men. Groypers believe the mainstream conservative movement is weak because it ignores traditional Christian values and shifting racial demographics that they view as an existential threat to their identity. Fuentes has built a brand around stirring controversy through the amplification of overt antisemitism and misogyny, recently culminating in his presence alongside Kanye West in a number of high-profile settings, including a lunch at Mar-a-Lago and a live interview alongside West on Infowars, where West expressed his admiration for Hitler. In addition to Fuentes' Groyper movement proliferating on Twitter, recent policy changes at Twitter have reinstated white supremacists such as Andrew Anglin and Baked Alaska, who notably showcase #Ye24 in their bio.

In efforts to obstruct the "Stop the Steal" election conspiracy theory, mainstream platforms like Twitter and YouTube[1] censored Fuentes and the Groypers for hate speech and incitement. After these events and safety/Terms of Service violations, Fuentes' video channel "America First" retreated to Rumble, a fringe, subcultural forum for uploading video content, where his show continues to spread white supremacist and antisemitic conspiracies.

This surge in online antisemitism, specifically as it relates to West, who now goes by "Ye," has manifested in real-world incidents. Recently, a group in L.A. hung a "Kanye is right" banner over the 405 freeway, a Jewish cemetery in Illinois was vandalized with swastikas and "Kanye is rite" graffiti, and an attacker assaulted a Jewish man in New York's Central Park while yelling "Kanye 2024." West also has defended Kyrie Irving's online posting of the film "Hebrew to Negroes: Wake Up Black America," which accuses Jews of running the transatlantic slave trade and echoes Black Hebrew Israelite beliefs that they are the true Israelites and genuine members of the Jewish faith are imposters.
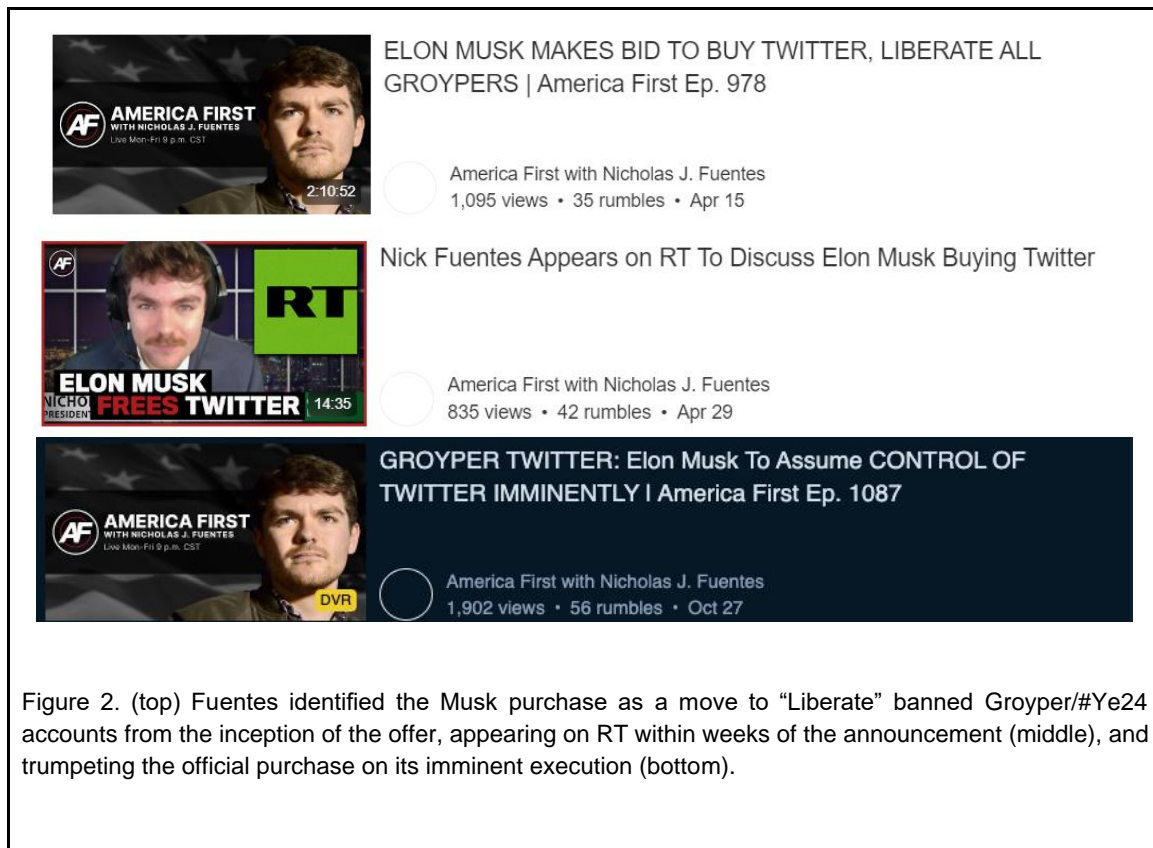
1. Groyper/#Ye24 accounts interpreted the Musk acquisition from its inception as an opportunity to return to Twitter and break into the mainstream both on and off Twitter.

Figure 1. On his Rumble broadcast, America First, Fuentes regularly amplifies antisemitic mythologies of Jewish control (top) and espouses the "white genocide" conspiracy (bottom), a myth of complete white ethnic replacement by non-white immigrants, often orchestrated by nefarious Jewish "elite."

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[1] https://www.haaretz.com/us-news/2020-02-18/ty-article/white-nationalist-nick-fuentes-youtube-channel-is-banned-for-hate-speech/0000017f-e139-d7b2-a77f-e33f72ce0000

Open-Source Analysis Shows Fuentes Projecting a "Groyper Twitter" in anticipation of Musk's Acquisition

Given his recent prominence on Twitter, we began by examining the messages of Nick Fuentes. Open-source analysis of America First videos on Rumble show evidence of classical tropes of white replacement conspiracy and antisemitism (figure 1). This analysis also uncovered evidence of Fuentes excitedly depicting the Musk acquisition as an effort to "LIBERATE ALL GROYPERS," appearing on Kremlin-sponsored propaganda outlet, RT, to promote the Musk acquisition and calling Twitter "Groyper Twitter" on the day of the acquisition itself.

Figure 2. (top) Fuentes identified the Musk purchase as a move to "Liberate" banned Groyper/#Ye24 accounts from the inception of the offer, appearing on RT within weeks of the announcement (middle), and trumpeting the official purchase on its imminent execution (bottom).

Key Background

While our open-source analysis confirms that Fuentes interpreted Musk's purchase of Twitter as an opportunity to turn the platform into "Groyper Twitter" from the onset, the return of West in October emboldened Fuentes to vie for mainstream attention. Fuentes joined forces with West as his antisemitic posts on Twitter became more aggressive. West invited Fuentes to appear as his guest with former President Donald Trump at Mar-a-Lago, and Fuentes "ghost tweeted" from West's Twitter account to over 30 million followers, receiving 5,404 retweets and 23,700 likes after only 8 hours (Figure 3). Notably, West had 18 million followers prior to his antisemitic tirade, highlighting a problematic incentive to amplify hate for attention. Fuentes, Alex Jones, Ali Alexander, Milo Yinnapolous, and others appeared to spontaneously organize around West and his #Ye2024 presidential campaign on Twitter—a vanguard of censored conspiracy influencers eager for the opportunity to resurface their hateful ideology.
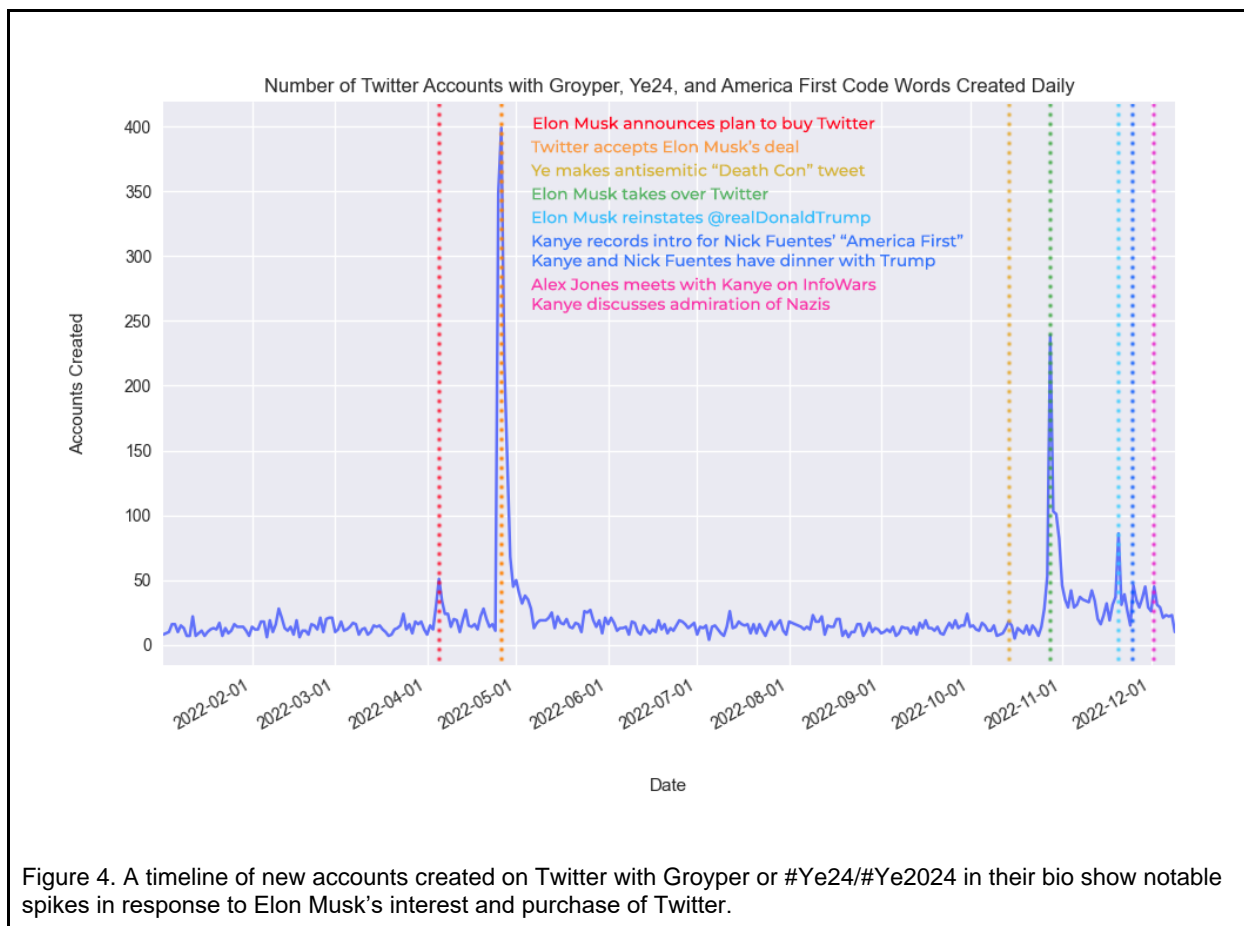
Figure 3. A tweet from Kanye West's Twitter account, posted by Nick Fuentes, allows Fuentes to spread his ideology to West's numerous followers. This tweet had 5,404 retweets and 23,700 likes at the time of this screenshot.

Quantitative Analysis of Groyper Account Activity on Twitter

NCRI/CAM analyses of Fuentes' messaging, along with quantitative analysis of Groyper and #Ye24/#Ye2024 Twitter accounts, suggest this emergence was not spontaneous but premeditated: Groyper/#Ye24 accounts used the Musk acquisition from its inception in April as a *planned opportunity* to break their ideology into the mainstream.

NCRI/CAM collected Groyper/#Ye24 and #Ye24/#Ye2024 accounts[2] on Twitter and developed a time series of their account creation dates to understand when and under what circumstances these accounts joined Twitter. Despite these accounts regularly engaging in Holocaust denial, antisemitic slurs and encouraging terrorist activity in ways that regularly violate Twitter's own terms of service (Appendix Figure 1), most accounts were still active and—as of January 2023—few appear to have been suspended. The time series in Figure 4 depicts the largest inflections for the growth of Groyper/#Ye24 accounts occurring primarily in response to Elon Musk's activities during the Twitter acquisition. Groyper/#Ye24 accounts joined Twitter first in response to Musk joining the board of the company, then surged to their highest levels (~2,000% growth) on April 15 with the announcement of the purchase offer. Notable spikes also accompanied Musk's formal acquisition (~1,000%) and the reinstatement on Twitter of former President Trump. Baseline levels of new accounts joining have also surged and remained elevated by over 200%, suggesting sustained growth in Gen-Z Neo-Nazi Groyper activity.

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[2] The accounts targeted by this collection contained #Ye24 and Groyper associated keywords in their Twitter screen name, user name, and/or user description. These keywords include "Groyper" and its derivatives (i.e. "gr0yp3r"), "#Ye24" and its variants (i.e. "#Ye2024", "Ye24", and "Ye2024"), "NJFG4L" (Nicholas J Fuentes Groyper for Life), "America First" (the podcast and political movement led by Neo-Nazi Nicholas Fuentes), and "Lovespeech" (Lovespeech representing a movement protesting the censorship of Kanye and associated right wing figures). Regular expressions were used during collection to ensure that capitalization and minor modifications to terms (i.e. the absence of a hashtag) would not result in a failure to detect, and after collection completed, the user creation timestamps associated with each account were aggregated to create the time series (Figure 4) that illustrates daily account creation counts.

Figure 4. A timeline of new accounts created on Twitter with Groyper or #Ye24/#Ye2024 in their bio show notable spikes in response to Elon Musk's interest and purchase of Twitter.

Beyond simply joining in increasing numbers, Groyper/#Ye24 accounts have become increasingly active on Twitter as well, in tandem with Musk acquisition milestones. Figure 5 depicts a time series of tweets and replies from Groyper accounts showing increased activity among these accounts at key timepoints. A notable feature in the time series of new account growth and chatter activity is that these accounts appear far more responsive to changes on Twitter as a platform, such as the acquisition and the reinstatement of former President Trump, than they are to West's Tweets and appearances. This suggests that the Groyper vanguard that appeared around West was prepared to seize on the #Ye2024 antisemitism and controversy *before* this opportunity appeared and not in response to it. Though perhaps energized by the activity of Kanye West, rather than joining Twitter in response to West's activity, Neo-Nazi affiliated Groyper accounts joined Twitter as an opportunity associated with Musk himself, to promote their ideology in a Twitter they speculated would provide a warmer reception.
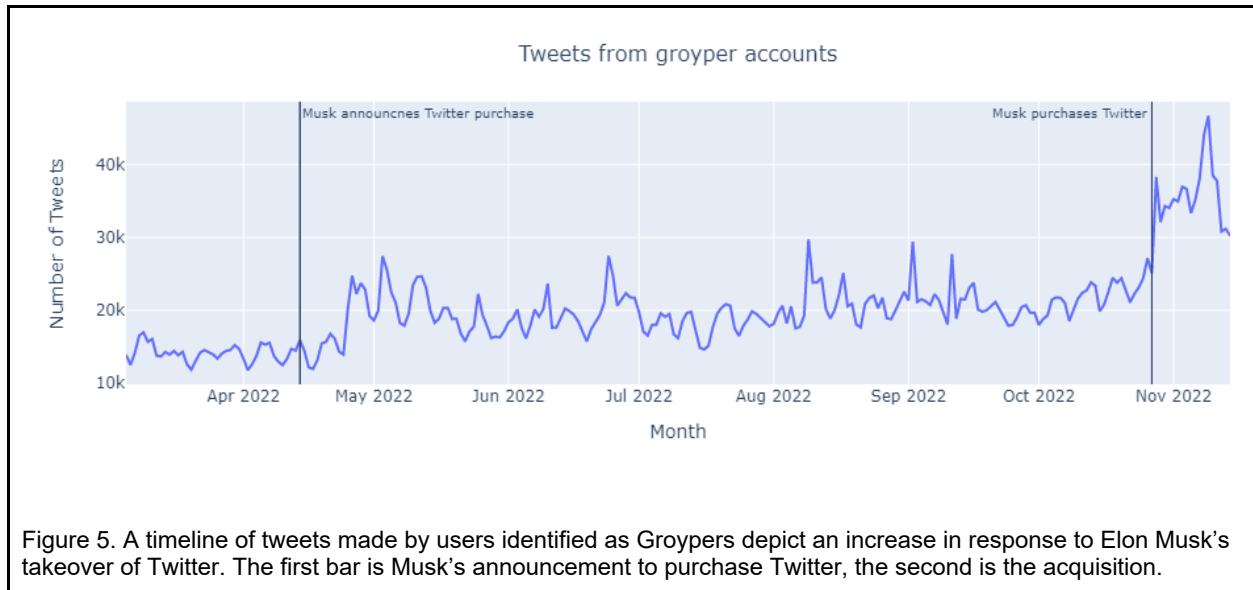
Figure 5. A timeline of tweets made by users identified as Groypers depict an increase in response to Elon Musk's takeover of Twitter. The first bar is Musk's announcement to purchase Twitter, the second is the acquisition.

Natural Language Processing and Graph Analysis of Groyper Account Activity on Twitter Show Groypers Pinning Hopes on a "#Twittertakeover with Musk

To test this, NCRI/CAM developed a topic network[3] of associated terms to "Musk" from the Groyper/#Ye24 network on Twitter. Figure 6 is the graphical representation of the topic network which characterizes the key terms associated with "Musk" in relation to one another. Groyper/#Ye24 accounts overwhelmingly depicted Musk with opportunities to become unmuzzled ("unbanned," "unsuspend," "freespeech") with notes of gratitude ("thankselon," "thankyouelon") along with anticipated changes in culture ("maketwittergreatagain," "newtwitter," "twittertakeover").

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[3] The topic network takes all the tweets from identified Groyper accounts and finds topic words present in the data. "Musk" is the root word we are looking at, so it is in the center. The other topic words are then placed closer or farther from "musk" and one another depending on their level of association to the root word in the data and their relationship to one another (i.e. the closer a word in the graph is to "musk", the more often it appears with "musk" in the Twitter data). Size depicts frequency and color, a clustering assigned by algorithm.

Figure 6. A topic network of key words associated with "musk" in tweets made by Groyper identified accounts show an expected change in Twitter culture as users are unbanned.

Figure 7. Screenshots of Andrew Anglin's (left) and Baked Alaska's (right) Twitter bios show support for Kanye West after his antisemitic posts.

This data supports the hypothesis that Groyper/#Ye24 accounts projected a favorable change and shift in culture with Musk at the helm of Twitter, and joined the platform in anticipation of an opportunity to spread their ideology and join forces with other antisemitic elements. For example, Neo-Nazi Andrew Anglin, who runs the Daily Stormer and is currently a fugitive of US justice accused of ignoring a $14 million dollar judgment for his role in launching a troll storm against a Jewish community in Montana, showcases #Ye24 in his bio. Far-right influencer Anthime Gionet, otherwise known as Baked Alaska, also showcases the campaign slogan and frequently references Kanye West and Nick Fuentes.

Figure 8. A tweet by Baked Alaska asks for Nick Fuentes and Kanye West to be unbanned from Twitter following antisemitic posts from Fuentes and West.

2. How has Kanye West's antisemitism impacted Twitter and how does it intersect with fringe supremacist elements?

Though many Groyper accounts joined Twitter during the Musk acquisition, these accounts rapidly seized on the Kanye West presidential hashtag campaign (#Ye24, #Ye20224). This campaign, launched with Fuentes himself, was preceded by a series of antisemitic tweets by West beginning with the notable "DEATH CON 3" tweet, which the celebrity posted in early October 2022.

Time Series Analysis of #Ye24/#Ye2024 campaign – Kanye West's Presidential Hashtag Campaign on Twitter and Groyper Associations
A time series of #Ye24 and #Ye2024 depicts the rapid rise of the hashtag (Figure 9, left). #NickFuentes and his show, #AmericaFirst, remain as top associated hashtags to Ye24 and Ye2024, along with Christian hashtags the movement co-ops for their brand of extremist nationalism (#Jesusisking, #Christisking) and mentions of #thenoticing, a white supremacist campaign from 4Chan that accuses Jews of outsized, sinister penetration among elites in influencing world affairs (Figure 9, right). In the process of the campaign, West would appear on Fuentes' show, make high-profile appearances at Mar-a-Lago with Fuentes in tow, and permit Fuentes to ghost tweet from his Twitter profile to help advertise the Groyper movement to tens of millions of followers.
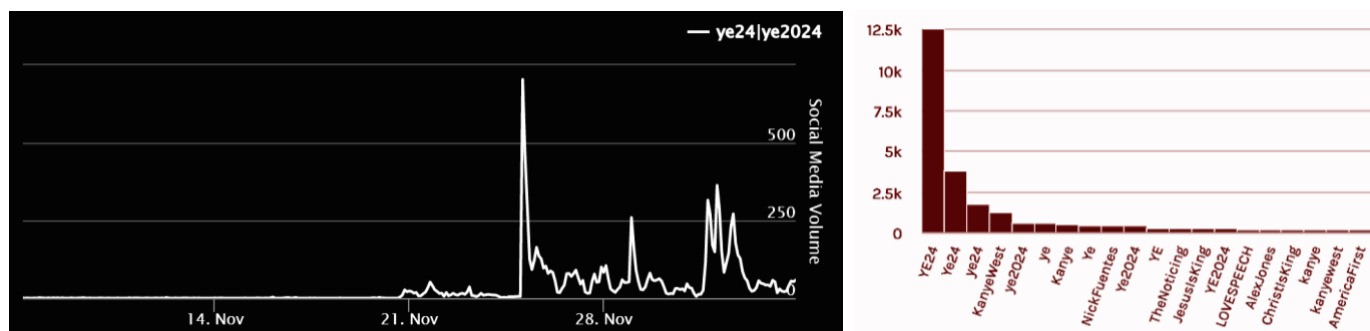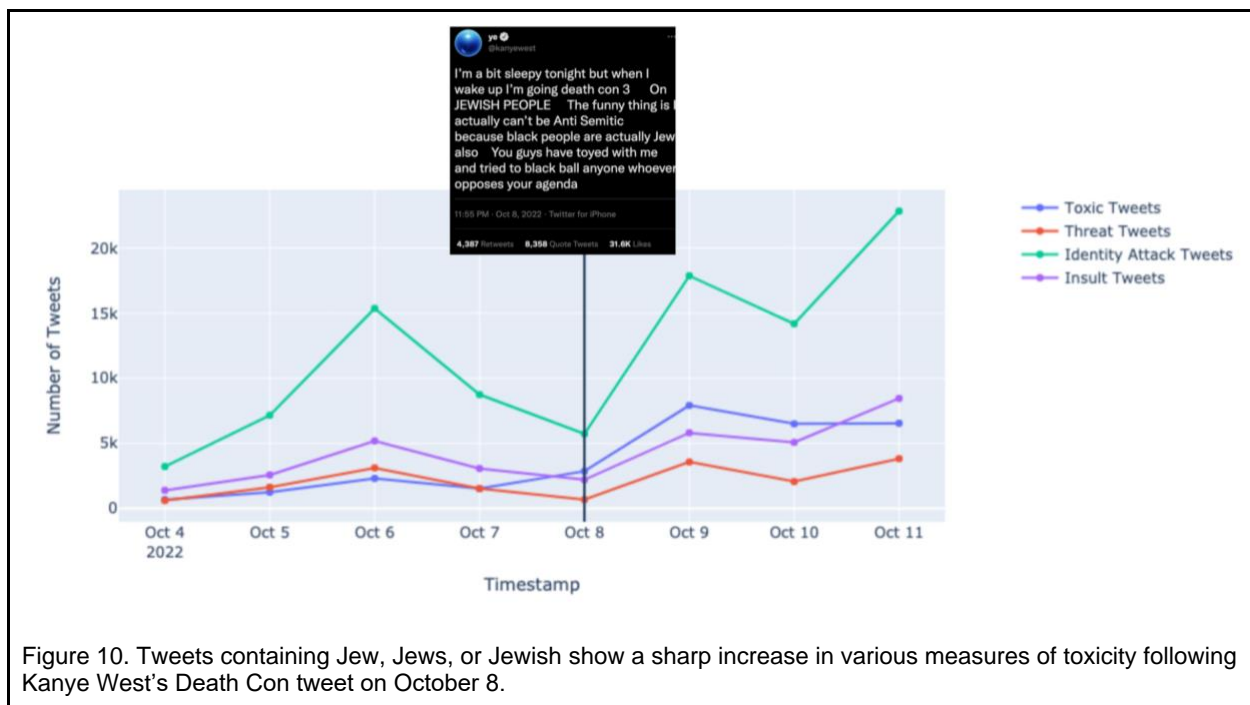
Figure 9. (Left) A timeline of tweets containing #Ye24 and #Ye2024 show a rapid increase in the usage of these hashtags. (Right) Hashtags appearing in tweets with #Ye24 and #Ye2024 include #NickFuentes, Christian hashtags, and hashtags associated with white supremacist campaigns.

Machine Learning Classification Show Toxic, Threatening and Insulting Tweets Exploding on Twitter in Reaction to Kanye West's Activities

NCRI/CAM found that West's activities on Twitter demonstrated a pattern not just for stirring attention but for invoking toxicity, threats, and identity attacks against Jews on the platform.[4] Analysis of West's initial "DEATH CON" tweet shows significant increases across the board in the volume of toxic tweets mentioning Jewish related terms[5] across Twitter in the days following the tweet (Figure 10). Furthermore, in several cases, antisemitic tweets elicited large surges in new followers for West, suggesting short-term gain in attention for the use of antisemitism (Appendix, Figure 2). This pattern has held true across other platforms suggesting widespread contagion. On YouTube, we examined surges in comments and antisemitic chatter on videos about West and noted dramatically increased attention to the celebrity after his antisemitic remarks (Appendix, Figure 3).

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[4] Google's Perspective API is a machine learning tool that can analyze text and provide a toxicity score, which indicates the likelihood that the text contains offensive or harmful language. The API also provides a threat score, which indicates the likelihood that the text contains language that could be perceived as a threat. These scores are determined by training the API on a large dataset of text that has been labeled as either toxic or non-toxic, and as containing threats or not containing threats.

[5] Jew, Jews, Jewish

Figure 10. Tweets containing Jew, Jews, or Jewish show a sharp increase in various measures of toxicity following Kanye West's Death Con tweet on October 8.
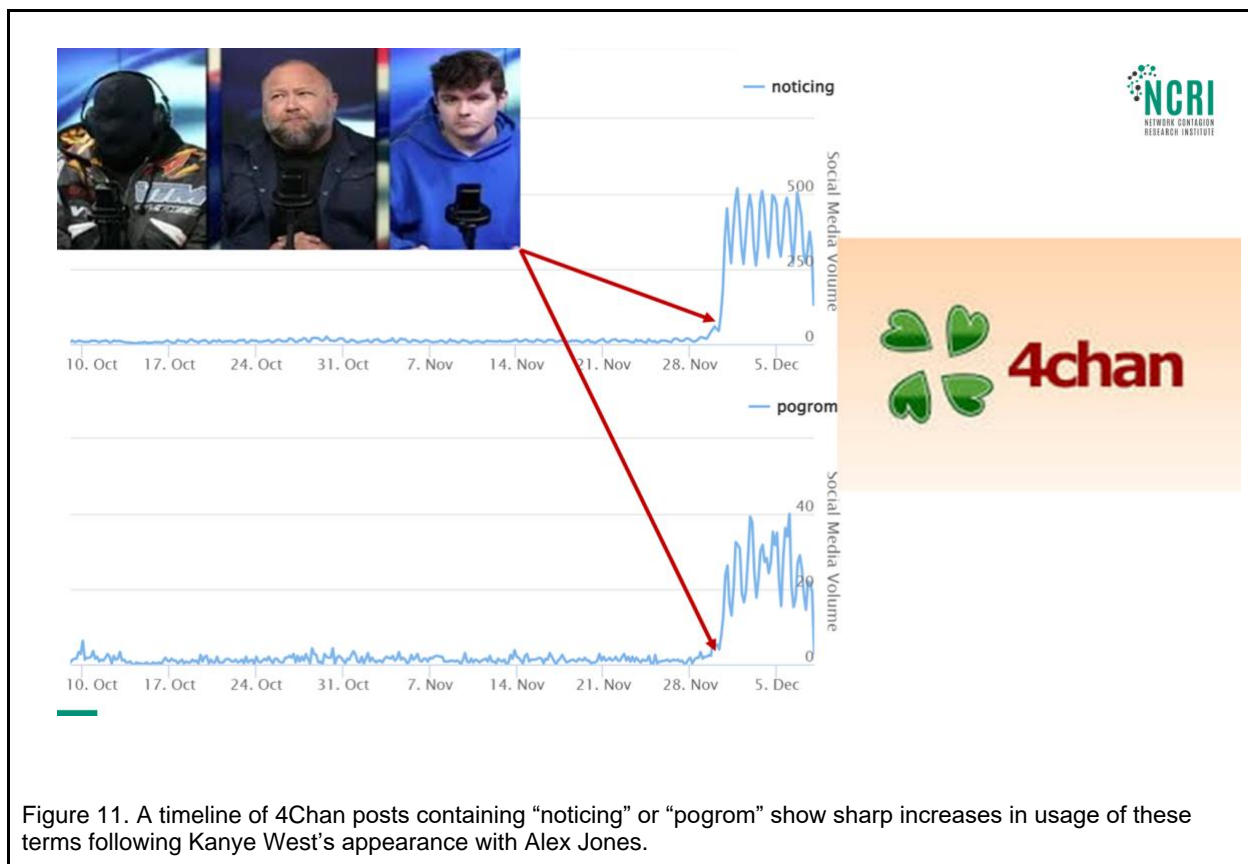
Time Series Analysis on 4Chan Shows "Ripple Effect" of Groyper/Kanye Campaigns to Extremist Platforms

Similarly, we find that West's activities have had electrifying effects on subcultural forums such as 4Chan, an influential platform where extremist content flourishes and spreads into mainstream social media platforms. 4Chan is widely considered a far-right radicalization vector and is cited in several mass shooter manifestos. While West appeared on Alex Jones' show and permitted Fuentes and Ali Alexander to use his Twitter feed as a staging ground to tweet their ideology to tens of millions, supremacist and subcultural forums especially took note of West.

A time series analysis on 4Chan shows sharp increases in hourly mentions of "noticing," indicating the white supremacist trope mentioned earlier, as well as "pogrom," a term denoting widespread, populist violence against vulnerable Jewish communities (Figure 11). It is notable that this rash of antisemitic conspiracy and endorsement of widespread violence has coincided with sharp increases in reported antisemitic incidents from major U.S. cities.[6] Furthermore, a topic network on "Kanye," as well as a word cloud taken from 4Chan, shows how the white supremacist platform appears to endorse West as a messianic, black Hitler (Appendix, Figure 4).

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[6] https://www.axios.com/2022/12/17/antisemitic-hate-crimes-rise-in-major-cities

Figure 11. A timeline of 4Chan posts containing "noticing" or "pogrom" show sharp increases in usage of these terms following Kanye West's appearance with Alex Jones.

3. Changes or growth in the overall culture/nature of antisemitism on Twitter since Kanye West's activities

Open-Source Analysis on Twitter Shows Meme Generation Supporting Hybridization of Hate

The convergence of these differing racial modes of antisemitic hate flourish on Twitter and are often turned into memes to create a veneer of comic ambiguity to West's hybrid hate: Cartoonish swastikas appear in depictions of West or as part of a #Ye campaign (Figure 12).

Figure 12. Examples of memes depicting swastikas, or swastika-like symbols in appearance with Kanye West show the joining of white and black antisemitism.

White supremacist influencers spread these memes through Groyper and 4Chan related accounts on Twitter. Recently, they disseminated the #Noticing conspiracy on Twitter. Interestingly, the hashtag simultaneously appears from former congresswoman Cynthia McKinney, an African American, far-left influencer, and member of the Green Party. Accounts like @StopJuSupremacy—screen name: "Black and White America United"—attempt to draw attention to a common enemy of mutual oppression, i.e., the Jews. (Figure 13).

Figure 13. Twitter accounts begin using #Noticing in response to increased usage on 4Chan while other accounts try to create a common enemy out of mutual oppression.

Time Series Analysis on Twitter Shows Massive Surges of Attention towards Jews and Antisemitism and Increases in Antisemitic Conspiracy Terms

NCRI/CAM analysis suggests that West's social media postings, with support from the Groypers, have ignited a significant shift in the antisemitic climate on Twitter. A time series of tweets mentioning terms related to Jews[7] and antisemitism[8] shows that the controversy on Twitter

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[7] Jew, Jews, Jewish
[8] Antisemitism, antisemitic, Zionist, Zionists, Zionism

immediately reached the highest peaks in the data range right after West's "DEATH CON" tweet (Figure 14). Along with surges in mentions of terms related to 'Jew,' the influencers West sought to "jail-break" from censorship also gained attention, with many showing global peaks in mentions on Twitter in tandem with their appearances with West (Appendix, Figure 5).
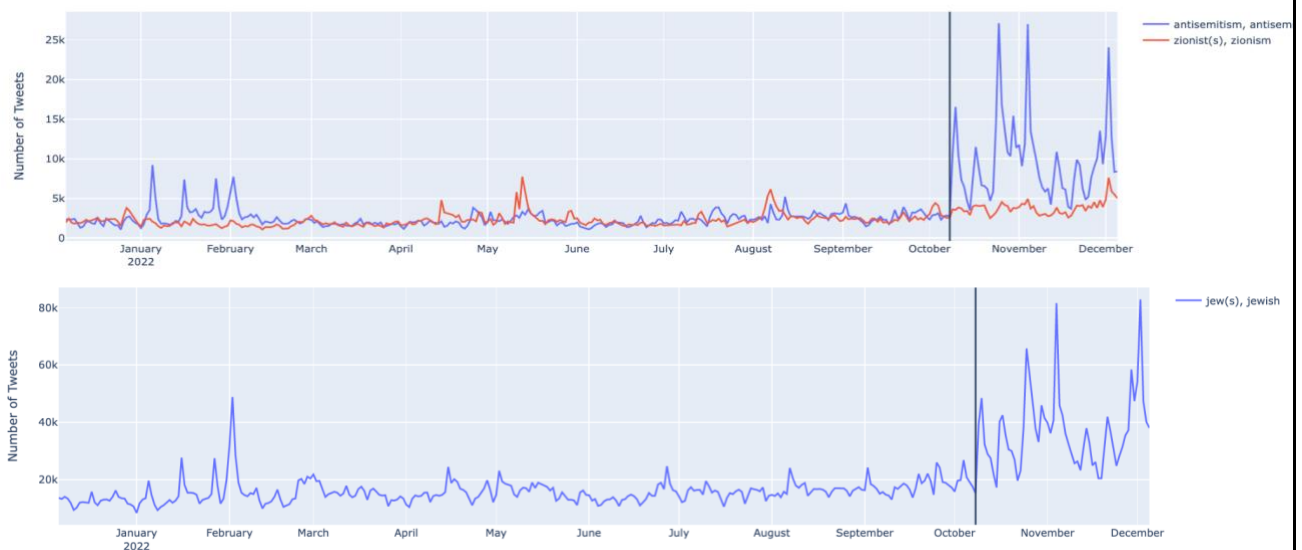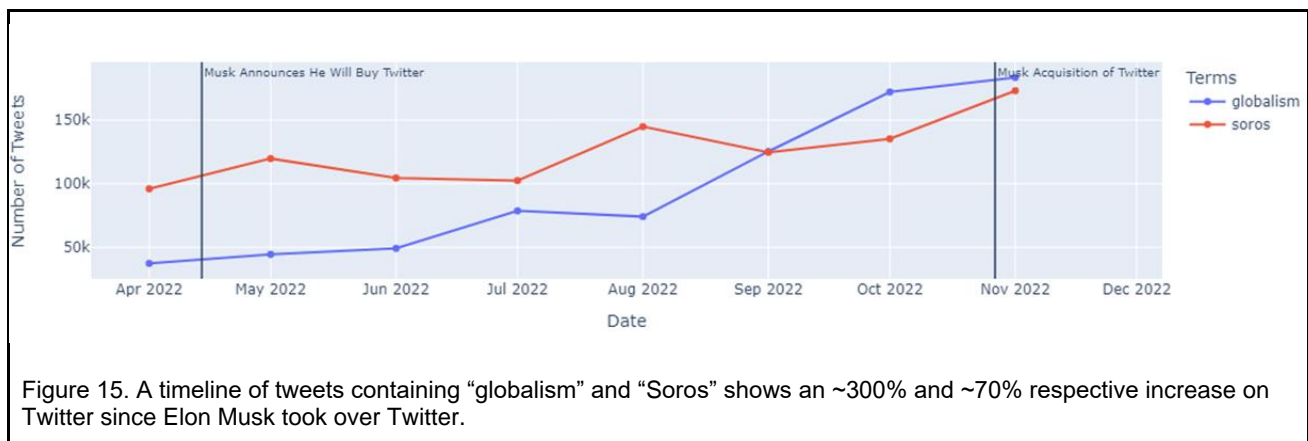

Figure 14. Timelines of tweets containing antisemitism or antisemitic, Zionist(s) or Zionism, and Jew(s) or Jewish show that the volume of tweets is highest after Kanye West's "death con" tweet on October 8.

Changes in antisemitic rhetoric on Twitter since Musk's announcement/takeover of Twitter

We next sought to capture growth of antisemitic content on Twitter to examine potential changes in the platform or users that may have taken place since the announcement of the offer to purchase Twitter. We analyzed the growth of two tropes known to be associated with classical antisemitic motifs: mentions of "Soros" as well as "globalists."[9] Mirroring themes from the notorious antisemitic forgery, the "Protocols of the Elders of Zion,"[10] antisemites often associate Soros, a wealthy Jewish financier, with conspiracies of global control and white genocide.[11] "Globalists" is a more generic term connoting members of an elite cabal of conspirators, international bankers and global financial regulatory bodies. We find that from the announcement of the Musk acquisition to November, monthly use of "globalist" has increased by approximately 300% and Soros approximately 70% on Twitter (Figure 15).
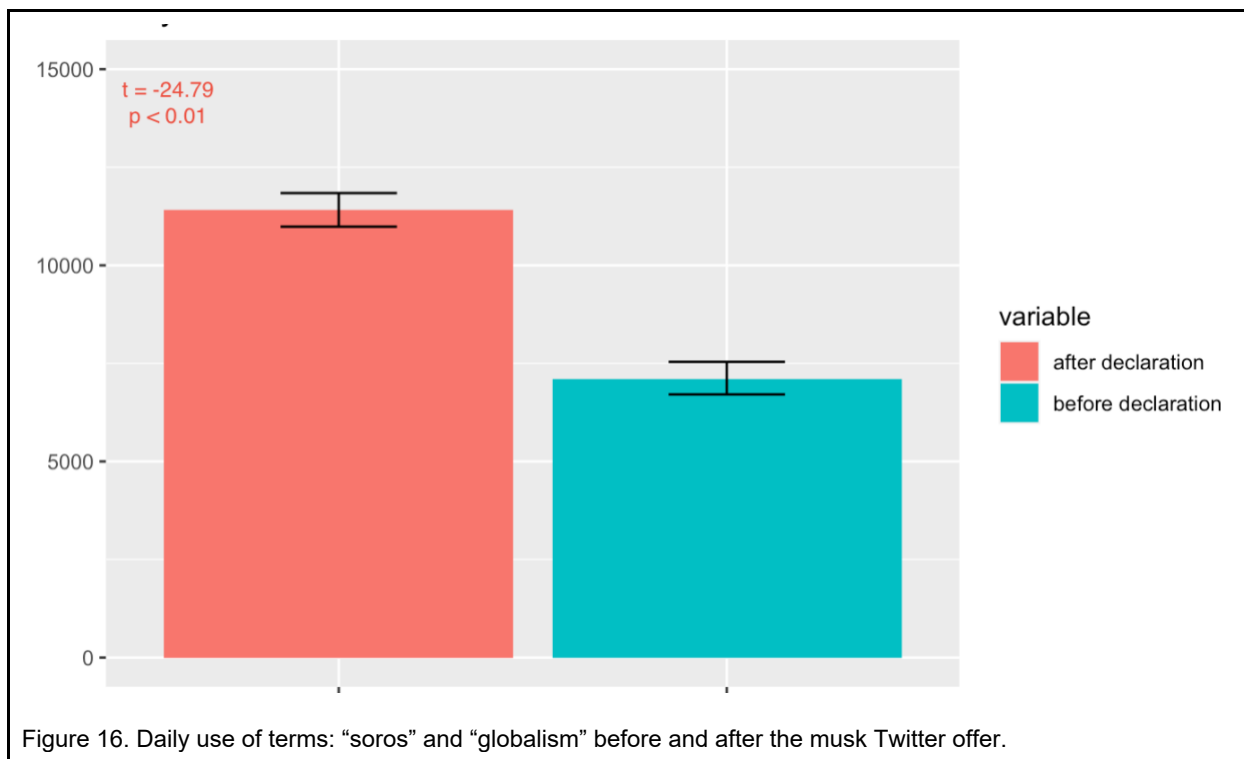

Figure 15. A timeline of tweets containing "globalism" and "Soros" shows an ~300% and ~70% respective increase on Twitter since Elon Musk took over Twitter.

Furthermore, this rise appears to represent a significant deviation from the previous year's baseline. Daily use of these terms is significantly ($p<0.01$, $T=-24.79$) higher under Musk than in the year previous, before the announcement to purchase Twitter (Figure 16).

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[9] Including variants - globalism, globalist

[10] https://www.adl.org/resources/backgrounder/hoax-hate-protocols-learned-elders-zion

[11] https://www.brandeis.edu/now/2020/september/whitfield-conversation.html

Figure 16. Daily use of terms: "soros" and "globalism" before and after the musk Twitter offer.

From Memes to Muggings – How Online Antisemitic Conspiracies Forecast Real World Antisemitic Incidents

Statistical Analyses Show that Since the Musk Acquisition, but not before, Terms Associated with Antisemitic Conspiracy on Twitter Correlate to Real-World Antisemitic Events and Forecast Them
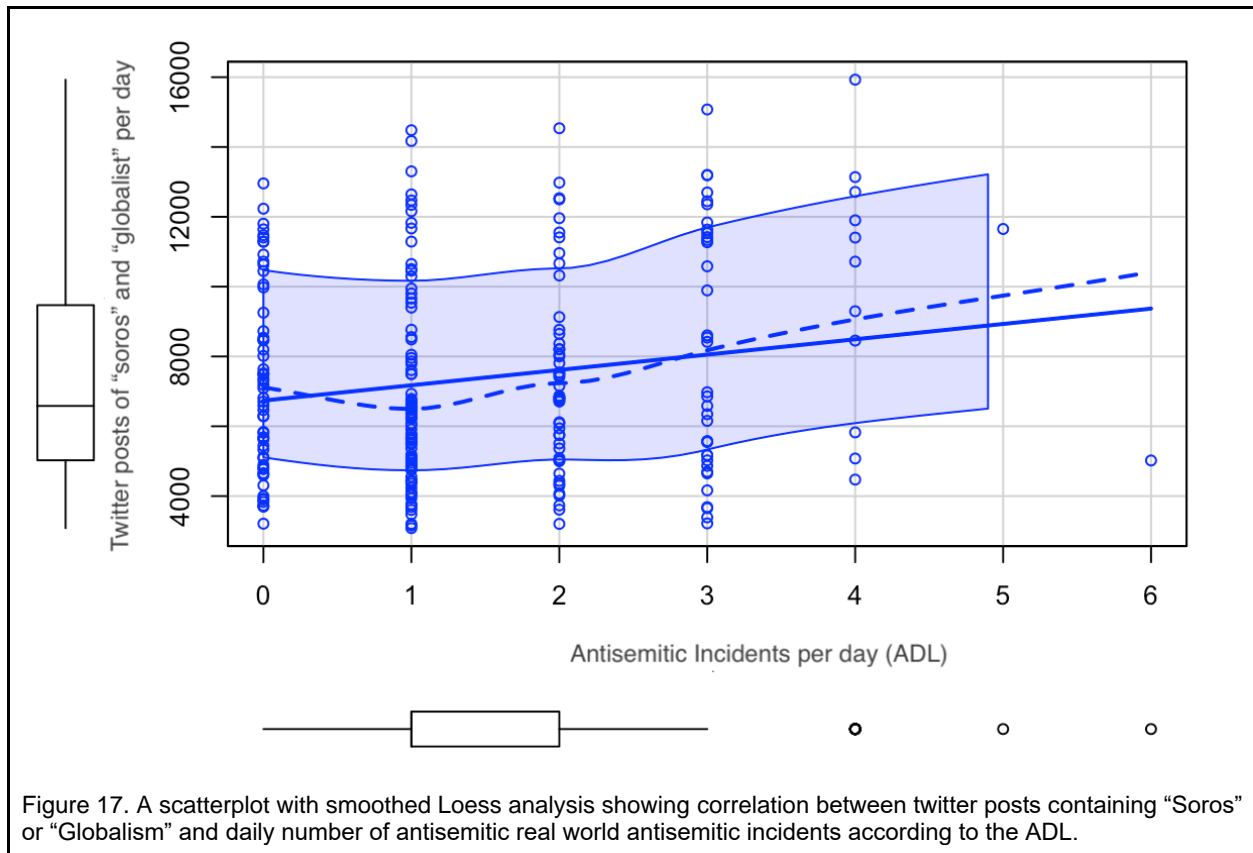
While these increases in antisemitic content are concerning, understanding when such content begins to correlate with or forecast real-world events is more important, because such correlations may aid vulnerable communities in making data-informed assessments of latent risks.

We therefore ran a Pearson's correlation analysis on both terms ("Soros" and "globalist") to assess whether their daily use might correspond to daily antisemitic activity recorded by the ADL's Tracker of Antisemitic Incidents.[12] Our analysis shows the signals are positively correlated and that this correlation, though moderate, is highly significant (R=0.17, p<0.005). Notably, this correlation did not exist in the months before Musk's takeover, which suggests that changes in discourse in the community may have become more closely associated with antisemitic activity after the announcement itself.

We then examined each term to measure whether they were useful not only for uncovering real-world antisemitic activity but forecasting it. Using Granger causality, an analysis that measures whether one signal is useful for forecasting another, we found that mentions of these antisemitic

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[12] https://www.adl.org/resources/tools-to-track-hate/antisemitic-incidents

conspiracy terms were statistically significant ($p<0.05$) predictors of ADL recorded antisemitic incidents. At the same time, antisemitic real-world events did not forecast changes in conspiracy content on Twitter, suggesting a chain of events where online antisemitic conspiracy content from Twitter forecasted real-world manifestations, and not the other way around.[13]

Figure 17. A scatterplot with smoothed Loess analysis showing correlation between twitter posts containing "Soros" or "Globalism" and daily number of antisemitic real world antisemitic incidents according to the ADL.

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[13] An important limitation to note is that Granger analysis is not sufficient to prove cause—another signal could cause both Twitter antisemitic conspiracy terms and real world antisemitic activity.

Conclusion

Our research aimed to perform a deep quantitative characterization of what many perceive as a sea change of antisemitic activity taking shape on Twitter. Using time series and graph analytics we examined the magnitude and spill out of antisemitism on Twitter and determined that Twitter appears to be acting as a "bellwether" or staging ground for antisemitism across social media more broadly.

However, our analysis implicated a specific and non-intuitive sequence of events that appear to have underpinned these developments. Firstly, we traced the origins of these changes not to Kanye West's antisemitic tirade but to the inception of the Musk Acquisition saga. We found that a vanguard of extremist and antisemitic Gen-Z Neo-Nazis sought to join the platform en masse in anticipation of a #twittertakeover with more sympathetic and lax enforcement standards. Secondly, these groups then become a key network for the activity of West in a way that was premeditated by both West and his Neo-Nazi vanguard. West and the Groypers appear to have used Twitter as a staging ground to foment a brand of racist hybridization which now underlies important changes in the structure and nature of online antisemitism on Twitter and elsewhere. Black Hebrew Israelites defend Hitler, while white supremacists amplify black Hebrew Israelite conspiracies. The use of traditional terms, which often denote antisemitic conspiracy, including "Soros" and "globalists," also rose sharply since Musk's acquisition and acted as an upstream predictor of real-world antisemitic incidents.

Private Profits and Public Vulnerabilities

In its entirety, this data portrays a worrying sequence of events, because they signify not merely a history lesson but a vulnerability for any platform seeking to act as "global public square." Even when technically private, digital "public squares" such as Twitter can act as a staging ground for extremist entrepreneurs to plot and successfully radiate and spread ideological grievances. When they do, our data suggest they become a lodestar signaling new, extremist norms on other social media platforms and the real world. The extremist elements themselves anticipated this better than anyone else.

The consequences of these behaviors are not borne by Twitter. Rather, they appear to be borne by real-world vulnerable communities downstream of hateful activity online. As it pertains to such harm, this intersection of private interest with public vulnerability deserves increasingly exact measurement and more intensive future research. Conflicts of interest need to be better illuminated for platforms, lawmakers, civil society, and regulatory bodies to understand and forecast the consequences of extremist threats emerging from the business practices and policies of social media platforms.
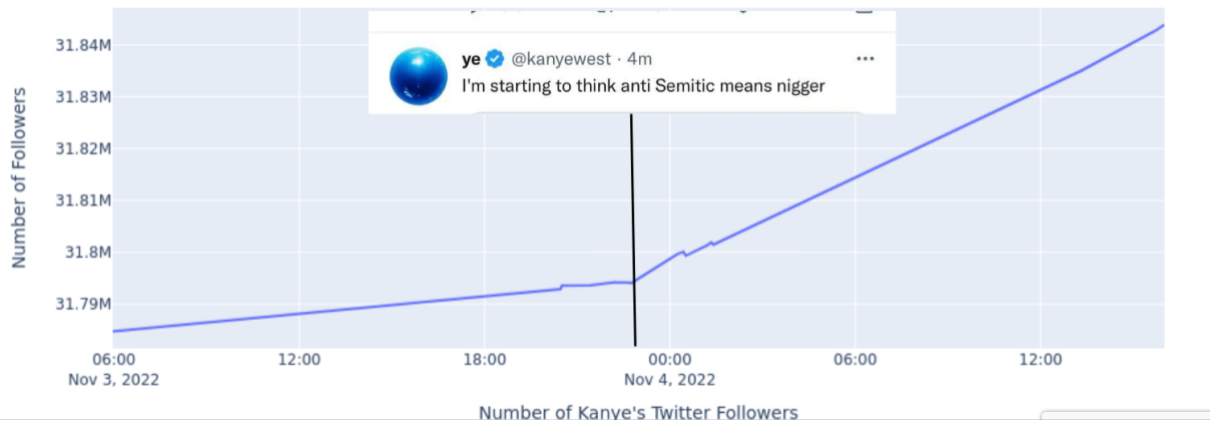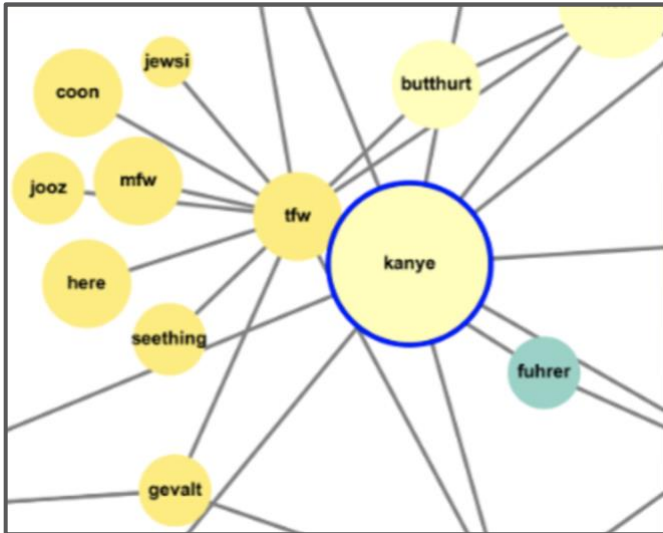
Appendix

Appendix Figure 1. Groyper accounts promoting terror, antisemitism, and Holocaust denial are extensive on Twitter today and post material which violates Twitter TOS.

Appendix Figure 2. Kanye West's antisemitic comments were followed by sharp increases in his rate of follower growth. We found this pattern to hold across several comments.

Appendix Figure 3. Plot of videos with "Kanye" in the title taken from the YouTube API show increased number of videos and increased comments (in billions on the Y Axis) on those videos uploaded after October 8, suggesting more attention after the Death Con tweet.

Appendix Figure 4. (Left) A topic network of posts on 4Chan containing "Kanye," and (Right) a wordcloud from these same posts show West being endorsed by white supremacists.

Appendix Figure 5. A timeline of Tweets containing mentions of influencers Kanye West has attempted to "uncensor" show large spikes in attention towards these personalities, especially when they appear in direct reference to West.

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Find Your Dreams Come True 🔥-Ye, Yenited We Stand Divided We Fall. Love Everyone 🇵🇹🇺🇸🇲🇽🇩🇿 🇮🇹 🇮🇱 卐, I love retweeting. Christ is king✝️

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508 Following   **167** Followers