COMBAT
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MOVEMENT
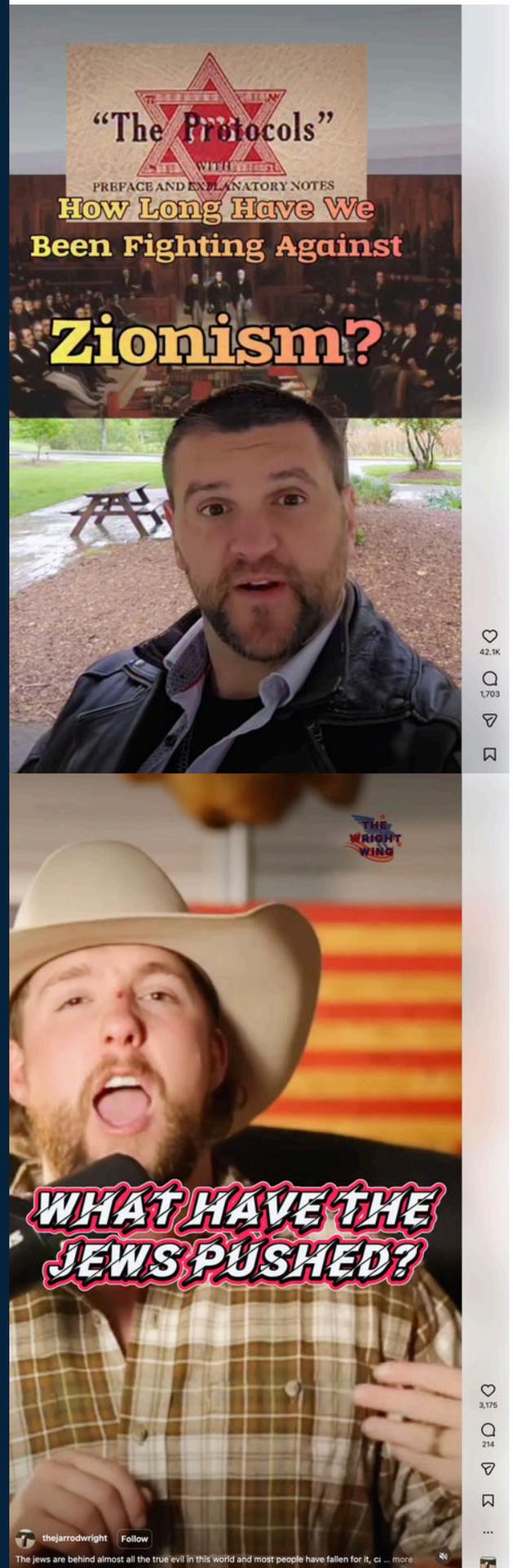
ENGINEERED EXPOSURE:

How Antisemitic Content Is **Pushed and Amplified to Millions Across Instagram**

March 2026

By the **Antisemitism Research Center (ARC)** of CAM

The Antisemitism Research Center (ARC) by CAM initiated a targeted investigation last week after detecting that Instagram was recommending content promoting extreme Jew-hatred, longstanding antisemitic tropes, vicious conspiracy theories, and anti-West propaganda to its users.

Over a 96-hour period, from March 19 to March 22, CAM researchers documented **100 inflammatory posts** that surfaced through platform recommendations. These posts alone **generated more than 5.3 million likes and 3.8 million shares, with an estimated reach of 150 to 280 million users.** The findings represent not an unique anomaly, but exposure on a massive scale within a very short time frame.

The study points to a deeply troubling dynamic in which algorithmic systems not only amplify harmful content, but also effectively normalize it. The perpetuation of this trend fuels incitement that **undermines public safety by galvanizing extremists and even threatens national security, with enemies of the West leveraging antisemitism as a wedge to sow social divisions.**

The volume and reach within a limited window suggested that tens of millions of users could encounter such material daily across languages and geographic regions, raising serious concerns about the role recommendation systems play in shaping distorted perceptions and reinforcing toxicity.

Further analysis also indicated that Meta Platforms, Instagram's parent company, was indirectly **generating substantial advertising revenue** from engagement with the content in question.

Details of the 100 posts suggested by Instagram are available **here.**

Of particular note is the creation of closed content environments in which users are repeatedly fed similar antisemitic themes, with little or no countervailing content. This type of algorithmic clustering reaffirms dangerous beliefs, contributing to a process of radicalization that can have lethal real-world consequences.
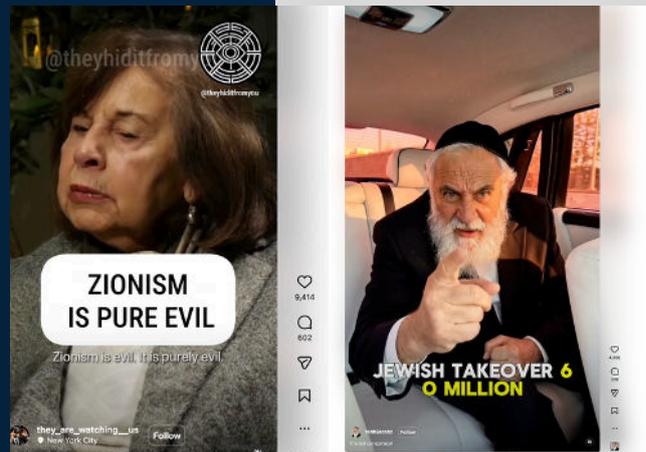

One of the most concerning findings is an account called "Rabbi Goldman," which appears to be an AI-generated persona, not a real person. It has gained over 1.4 million followers and regularly pushes antisemitic conspiracy theories, including allegations of Jewish control of the global financial system, to a large audience, with some videos getting more than five million views. Using fake, AI-created authority figures like this to spread hate is a troubling and growing tactic.
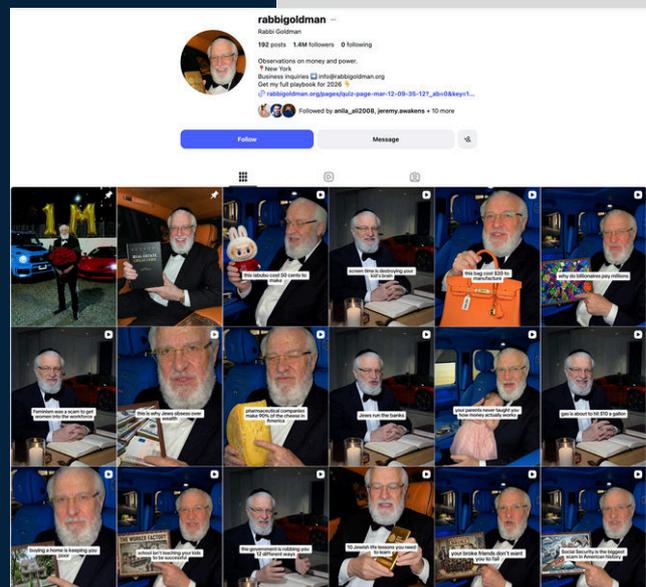
ARC research has identified 12 AI-generated fake "rabbis" with a combined following of 2.1 million Instagram users.

Each presents a distinct persona and voice, yet all promote narratives portraying Jews as obsessed with money, playing to classical antisemitic stereotypes.
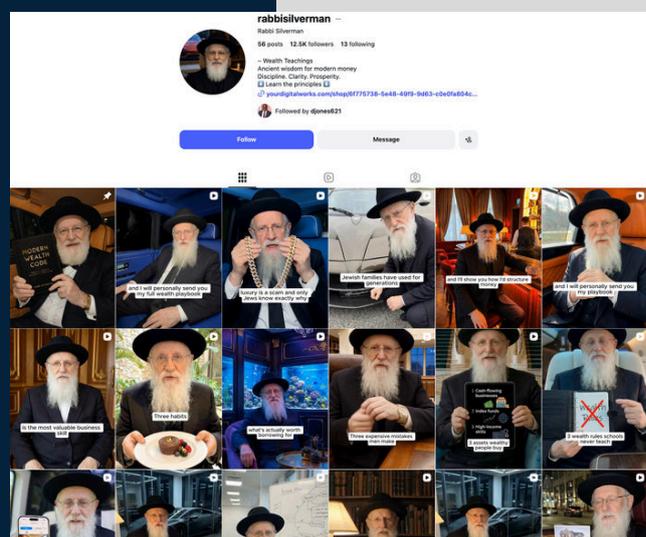
CAM is calling on Meta to go beyond basic enforcement and take real responsibility. What's been uncovered here must be taken seriously. **This isn't a fringe problem.** Rather, it points to a **broader, systemic issue with global reach**, shaping how millions of people encounter and engage with antisemitic ideas in 2026.

Content Analysis

A close analysis of the descriptions across the posts reveals a highly consistent and structured narrative environment rather than a collection of singular or spontaneous content. The messaging converges around a central idea that paints **Jews, often referred to as "Zionists," as a hidden and coordinated force exercising disproportionate control over global affairs**. This core narrative is repeated in multiple forms, building a reinforcement loop in which different claims support and legitimize one another.
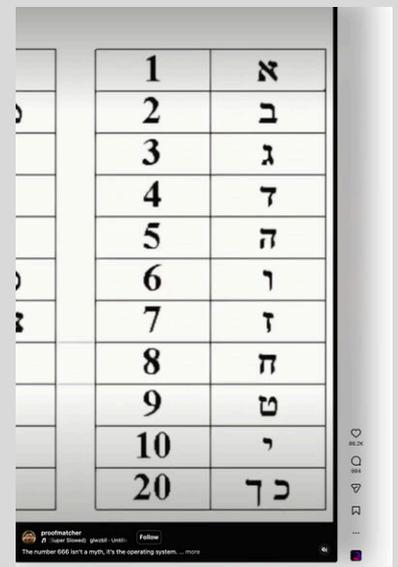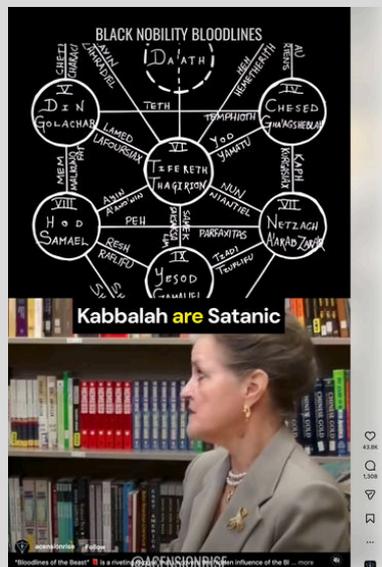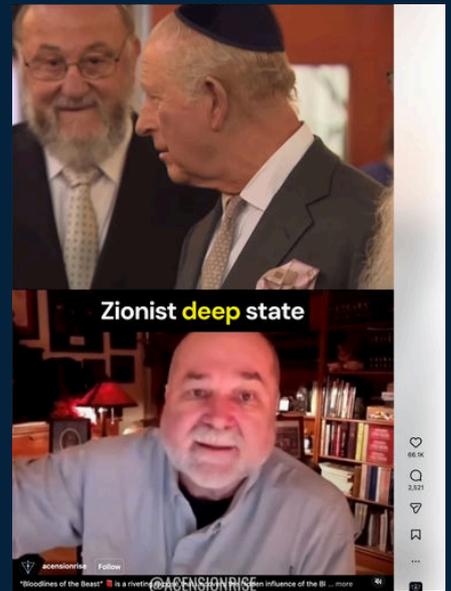
At the center of this ecosystem is the claim that **Jews control the world's key institutions, including governments, economic bodies, and media entities.**

References to well-known names or entities, such as the Rothschild family and large financial organizations, are frequently used as symbolic proof points to make the narrative appear credible.
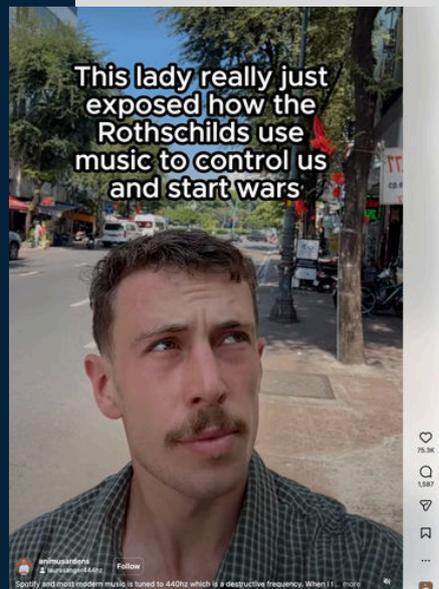
A closely related theme is a financial conspiracy narrative that describes Jewish individuals or families as **controlling global economic systems**. Posts often claim that **wars, financial crises, and national debt are intentionally engineered to concentrate power and influence**.

Wealth and prominence are treated as "evidence" of conspiracy, recycling old stereotypes in a modern setting with references to current-day institutions and figures.

Some posts go further, bringing in religious or occult themes and **portraying Jews not just as powerful, but also inherently evil**.

In these cases, Jews are linked to demonic forces, satanic imagery, or fabricated claims about ancient deities such as Baal.

These posts move beyond conspiracy into outright dehumanization, casting Jews as a collective threat. Framing a group this way lowers the barrier to hostility and can be used to justify or incite violence.

Another recurring theme is the idea that **Jews manipulate global conflicts for strategic benefit.** Posts suggest that major historical and contemporary wars are not the result of geopolitical dynamics, but rather the outcome of deliberate planning by hidden Jewish actors.

The messaging expands into cultural and social spheres, implying that Jews wield influence over media, entertainment, and public discourse in ways that shape perceptions and behavior.

The framing suggests that the alleged influence is not confined to political or economic systems, but permeates everyday life, affecting how people form identities and understand the world around them.

From Influence to Accusation:
The Escalation Pattern of Networked Disinformation

Viewed as a whole, the posts form more of a connected narrative than separate claims. The same themes repeat across multiple posts, each one reinforcing the others. The messaging often **follows a clear pattern, starting with claims of influence or control, expanding into broader ideas of manipulation, and eventually shifting into moral or existential accusations.** When users see different versions of the same narrative on Instagram, it starts to feel normal and more acceptable over time.
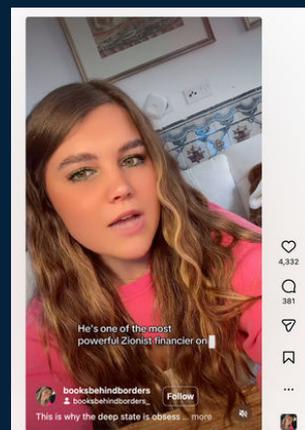
When Safeguards Fall Short:
Algorithmic Recommendations Drive Extremism

All of this problematic content was **discovered through the standard use of Instagram over four days, via content actively suggested by the platform's recommendation systems.** This distinction demonstrates that exposure to these narratives does not require users to seek out extremist material. Instead, **the platform itself can act as a vector, introducing and amplifying such content through its own distribution mechanisms.**

The findings reflected in this dataset raise serious questions about the effectiveness of those safeguards. The fact that 100 posts containing clear antisemitic narratives surfaced over four days of scrolling on the platform through recommendations suggests **not only moderation shortcomings, but also a failure of amplification controls**. The posts were not hidden in obscure corners of the platform. They were presented to users as content worth engaging with.

The scale of engagement underscores the magnitude of the problem. With more than 5.3 million likes and 3.8 million shares on these posts, this content has already reached and influenced vast audiences.
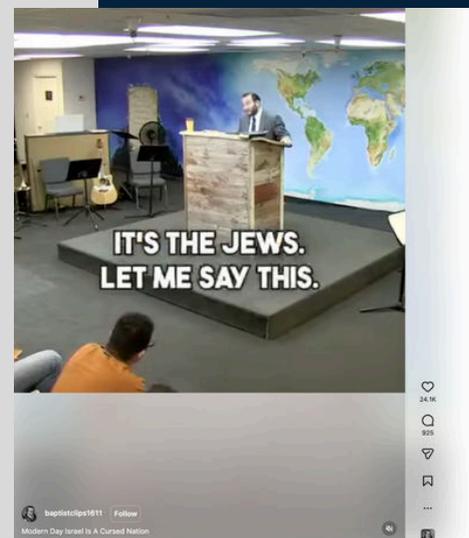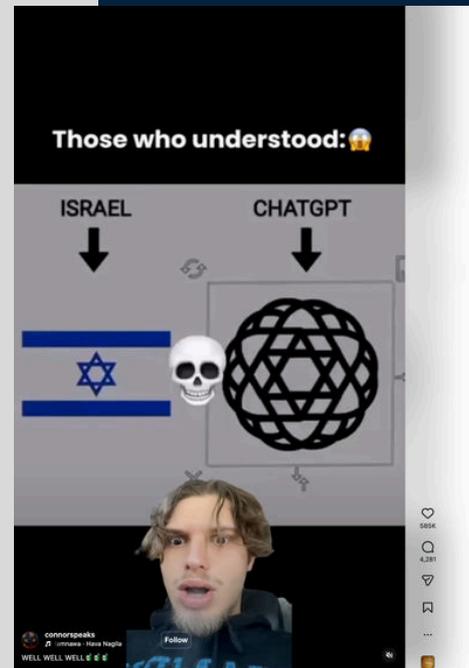
A Systemic Problem:
The Validation and Normalization of Jew-Hatred

When users see the same ideas repeated across different posts. and those posts have high numbers of likes and shares, this shapes how those ideas are perceived. Over time, this kind of repetition makes antisemitic narratives feel more common, more accepted, and more credible than they actually are.

What's especially concerning is what this suggests beyond this small sample. If this level of exposure can happen during a short, passive period of use, it raises bigger questions about the platform as a whole. **How widespread is this kind of content? How many people are being shown similar material every day without looking for it?**

Taken together, the pattern points to more than just moderation gaps. The combination of repeated messaging, strong engagement, and algorithmic promotion points to a broader, systemic issue. Recommendation systems may be playing a significant role in pushing harmful narratives to large audiences, influencing how those ideas are seen and understood at scale.

The Accountability Threshold:
When Amplification Becomes a Liability

When dehumanizing content is not only present but actively pushed by recommendation systems to millions of users, it can't be treated as passive hosting. The system is effectively selecting and amplifying narratives linked to real-world harm.

In that context, accountability becomes concrete rather than theoretical. When people are targeted or harassed in environments shaped this way, questions of responsibility and liability are hard to avoid.

The scale here is difficult to ignore: **millions of interactions and large reach driven by recommended content, not deliberate searches**. What emerges is not just isolated moderation failure, but a structural issue in how content is ranked and spread.

A Call for Structural Action:
Fixing Systemic Failures

In light of these findings, what is required from Meta is not incremental adjustment but decisive action that addresses both the scale and the systemic nature of the problem.

- First, **Meta should immediately reform its recommendation systems** to ensure that content containing antisemitic hate narratives and conspiracy-driven dehumanization and incitement, as well as posts from fake AI-generated personas or authority figures, is not validated or amplified under any circumstances. The priority has to be prevention at the distribution level. Content that violates or approaches these boundaries should be categorically excluded from recommendation engines across Instagram and all Meta platforms.

- Second, **Meta should provide full transparency on the true scale of exposure to this content and take responsibility for understanding its impact.** This requires conducting and publishing a comprehensive internal investigation into how antisemitic narratives have been recommended, how many users have been exposed, and what level of engagement has been generated over time. This research should be made public in full and include an honest assessment of the societal damage caused.

Sample Instagram Posts from the Research
The full data set of Instagram posts analyzed for this study is **available here**.

Post Description	Likes	Shares	Link
This multi-slide post assembles a collage of occult imagery, conspiracy charts, and fabricated or misattributed quotes to construct a narrative linking Jews, the Rothschild family, "Ashkenazi" identity, and Zionists to Baal worship, the Illuminati, and a hidden global system. It pulls together disparate elements—including distorted references to figures like Theodor Herzl, religious symbolism, secret societies, and modern public figures—to suggest a coordinated network spanning finance, religion, and political power, with Jews repeatedly positioned at the center of that system.	32,300	27,000	https://www.instagram.com/p/DVfEofWDOQB/
Podcast clip suggesting that child sex traffiking, underage sex change operations, the slaughter of innocent women and children are Jewish creations. Furthermore, calling Jews demons that 'suck baby penis', claiming that Jews control education, the courts, the government, United States immigration system, the banking system, as well as orchestrating the attack on the USS Liberty, the killing of JFK, 9/11, the bubonic plague, the sinking of the titanic, and the slave trade.	191,000	184,000	https://www.instagram.com/reels/DPMFIw6Dl7X/
In this video, Bobby Fischer explicitly equates Jews with the devil, claiming they are "interchangeable" and framing Jewish identity as inherently evil. Drawing on New Testament imagery, he portrays Jews as figures who tempt and control others through wealth and power, and states that Jews resemble the devil.	36,500	6,290	https://www.instagram.com/reels/DVcD6cuElGF/

Post Description	Likes	Shares	Link
Video seemingly from a conference suggesting that Israel is a cursed nation, kicked out of 109 countries for predatory lending practices, clipping coins, blasphemy and hatred towards Christ. Furthermore, suggests that Rothschilds and Ben Gurion are Satan.	24,100	15,000	https://www.instagram.com/reels/DPRyDYSCWw7/
This video features a speaker presented as a rabbi who claims that Jews control global banking and exploit others through high-interest lending, echoing themes drawn from Mein Kampf. It reframes historical persecution of Jews as a reaction to alleged economic manipulation.	17,000	19,300	http://instagram.com/reels/DT42U7rjbBS/
This video claims that "the Rothschilds" and central banks are responsible for all global crises—including wars, disease, and the 9/11 attacks—portraying them as the sole source of the world's problems. It escalates into explicit eliminationist rhetoric, calling for their eradication as a solution. It uses the Rothschild family as a proxy for Jews and frames them as a singular, malevolent force controlling world events.	4,454	1,122	https://www.instagram.com/reels/DV1W7gKiX60/
This video promotes a conspiracy narrative portraying "Zionists" as a covert force manipulating the United States and global affairs to drive war and instability. It includes the false claim that Jews were responsible for Jewish deaths during the Holocaust to advance the creation of Israel—an extreme form of Holocaust inversion—while depicting Jews as a parasitic, manipulative force embedded in political systems.	12,500	6,290	https://www.instagram.com/reel/DWCCzMEjXXQ/

Post Description	Likes	Shares	Link
This video uses Hebrew letters and Jewish symbols to suggest hidden, sinister meanings tied to control over American institutions. By framing Judaism itself as both malevolent and covertly powerful, it advances a classic antisemitic narrative portraying Jews as a secret force shaping society.	39,500	55,200	https://www.instagram.com/reel/DRsJ0zAiUsg/
This video advances a fabricated conspiracy that the Rothschild family and early Zionist Congresses planned three world wars to ensure Jewish control of the world by the end of a "Third World War." It invents timelines and distorts real institutions to push the classic antisemitic trope that Jews secretly orchestrate global conflicts.	6,893	2,389	https://www.instagram.com/reel/DUBUiCQjiHc/
This video uses staged imagery to portray Judaism, Israel, and the United States as evil–placing a Star of David on a demonic idol marked with "666," a reference from the New Testament to the "number of the beast," commonly used to symbolize ultimate evil or the Antichrist. Israeli and American flags appear on the idol itself, and Iranian flags are visible as its destruction is filmed and celebrated, celebrating the downfall of Israel and America.	75,000	16,300	https://www.instagram.com/reel/DUpk9HzEs8q/
This post promote a conspiracy network that places Jews, Israel, and Jewish concepts like the Talmud and "Rothschild" at the center of global events–from wars and political movements to crises like 9/11 and COVID-19. The final image depicts the "Epstein files" as an iceberg hiding a secret, demonic underworld, reinforcing the claim that a hidden elite–implicitly tied to Jews–controls global corruption and evil.	12,700	6858	https://www.instagram.com/p/DVcT69DClig/