COMBAT ANTISEMITISM MOVEMENT

PLATFORM INVESTIGATION
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How X's algorithm pushes antisemitism and Nazi glorification into users' feeds

A CAM audit found that 45% of the content X's algorithm recommended to a user's feed was hate, including antisemitism and other forms of hatred.

25.2%

709 of 2,810 posts
of the feed came from accounts the user follows

74.8%

2,101 of 2,810 posts
of the feed came from accounts the user does not follow

36.0%

756 of 2,101 posts
of content from accounts the user does not follow was antisemitic

How the investigation began

On X, a user chooses whom to follow, while the platform's recommendation algorithm selects and ranks what appears in the For You feed. That division of control lies at the heart of the audit CAM conducted on 23 and 24 November 2026.

At the time of the audit, Combat Antisemitism Movement CEO Sacha Roytman followed 2,090 accounts, mainly individuals and organizations opposing antisemitism and other forms of hatred, along with pro-Western commentators and a handful of antisemitic accounts he monitored for research. After he reviewed antisemitic posts on X in the course of his work, he noticed his feed begin to shift. Antisemitism and the glorification of Hitler and Nazism, posted by accounts he did not follow, grew increasingly prominent, while the voices he had chosen receded from view.

CAM's Antisemitism Research Center set out to test whether the shift was real, and to understand how X's recommendations could turn a carefully curated feed into a closed bubble that shuts out other voices and traps its user in a cycle of hatred.

What CAM examined and found

CAM captured Roytman's For You feed six times over two days. Across the six captures the feed delivered 3,792 posts. Advertisements made up 982 (25.9%) of them, leaving 2,810 posts for analysis, written by 1,394 different accounts. Of those posts, 709 (25.2%) came from accounts the user follows and 2,101 (74.8%) from accounts the user does not follow. CAM found 756 antisemitic posts (36.0%) among the 2,101 from accounts the user does not follow, against 20 (2.8%) among the 709 from accounts the user follows. The gap held in each of the six captures.

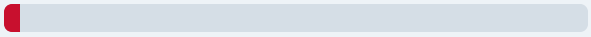
THE 2,810 ANALYZED POSTS, BY SOURCE

Each bar shows 100% of that group's posts

ACCOUNTS THE USER FOLLOWS

709 posts

25.2% of all analyzed posts, from 281 accounts (20.2%)



20 antisemitic (2.8%) 689 other posts (97.2%)

ACCOUNTS THE USER DOES NOT FOLLOW

2,101 posts

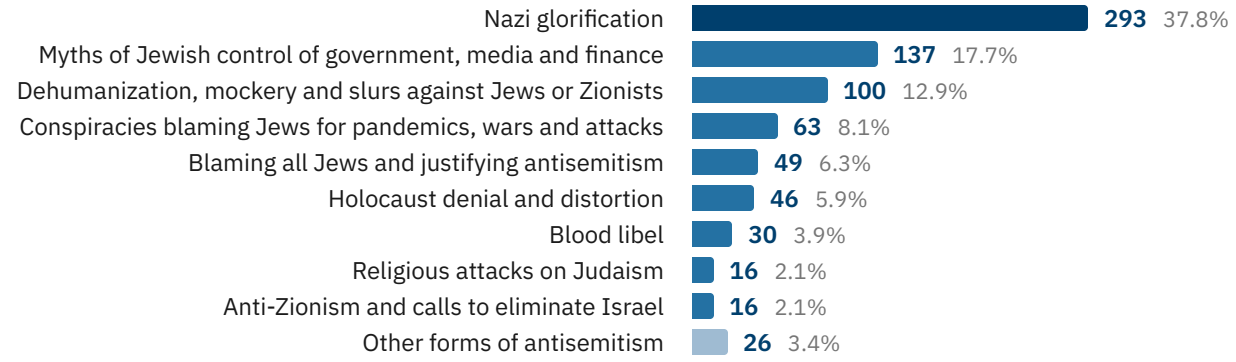
74.8% of all analyzed posts, from 1,113 accounts (79.8%)



756 antisemitic (36.0%) 1,345 other posts (64.0%)

TYPES OF ANTISEMITIC CONTENT

Posts and share of all 776 antisemitic posts

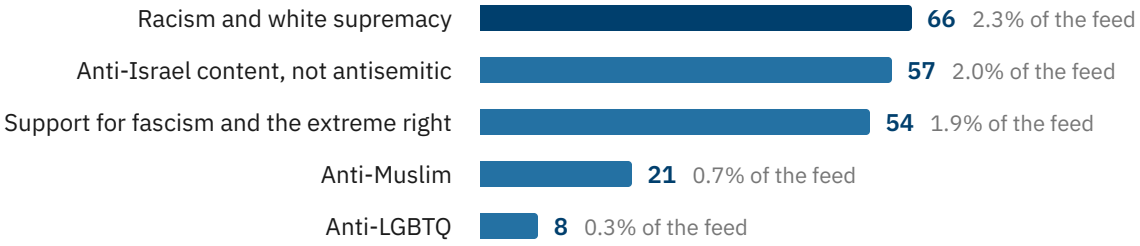


X presented 756 antisemitic posts from accounts not followed by the user, compared with 709 posts of any kind from accounts followed by the user. All 293 posts glorifying Nazism came from accounts the user does not follow. Overall, 776 of the 2,810 analyzed posts (27.6%) were classified as antisemitic, and content from accounts the user does not follow was more than 12 times as likely to be antisemitic.

Other forms of hate in the feed

Antisemitism was not the only hate X delivered. The same feed carried racism, white supremacist slogans, support for fascism and the extreme right, and anti-Muslim and anti-LGBTQ content, none of which the user had searched for. In total, 208 posts (7.4% of the analyzed feed) contained hate that was not antisemitic, and 189 of them (90.9%) came from accounts the user does not follow. Racism and white supremacy alone accounted for 66 posts (2.3% of the feed), including open racial slurs and slogans such as “GENETIC SUPERIORITY. We don’t need diversity.” and “PROTECT THE WHITE RACE.” Of the 142 accounts that supplied this hate, 127 (89.4%) are accounts the user does not follow, and 40 also supplied antisemitic content.

TYPES OF OTHER HATE Posts and share of the analyzed feed



How hostile was the feed?

Taken together, 27.6% antisemitism and 7.4% other hate mean that more than one in three posts in the feed (984 of 2,810, 35.0%) was hate content. Adding other toxic content, meaning posts that were hostile or inflammatory without meeting the definition of hate, brings the toxic total to 1,132 posts (40.3%). The split by source is stark. **Of the content the user chose to follow, 5.5% was hate. Of the content X chose for him, 45.0% was hate, about eight times as much.** Counting all toxic content, the figures were 12.8% (91 of 709 posts) against 49.5% (1,041 of 2,101), nearly one in two recommended posts.

WHAT THE USER CHOSE TO FOLLOW

5.5%

was hate content, 39 of 709 posts, posted by 21 of the 281 accounts the user follows (7.5%)

8×

MORE HATE

WHAT X CHOSE FOR HIM

45.0%

was hate content, 945 of 2,101 posts, posted by 427 of the 1,113 accounts the user does not follow (38.4%)

In the part of the feed the user chose, about one post in 18 was hate. In the part chosen by X, nearly one in two was. The problem is not limited to antisemitism. It lies in how the recommendation system is built.

The gap between policy and delivery

X presents free expression and responsible amplification as guiding principles. Its 2025 risk assessment acknowledges that recommendations can reduce exposure to diverse sources. Yet the captured feed contained 293 posts glorifying Nazism, every one of them from an account the user does not follow, and 137 posts pushing myths of Jewish control of government, media and finance.

The gap between free speech and controlled visibility

CAM supports freedom of speech. Freedom to publish, however, does not settle who controls what a user sees. Within the For You feed, X determines visibility and decides what users will and will not see. The findings show X giving free reach to hate speech. They also indicate that when a user encounters antisemitic content, as can easily happen, the algorithm appears to treat it as content the user wants to see, even when he does not follow those accounts and never asked for an antisemitic feed. **In CAM's view, X plays a role in the mechanism of indoctrination.**

CAM warns that a feed built around extremist material pushes aside the voices a user chose to follow, makes those extremist ideas look far more widespread than they are and draws the user deeper into a rabbit hole. The concern is free reach intensified by algorithmic amplification. Antisemitic content from 53 accounts appeared in at least three of the six captures, and the user does not follow 50 of them.

135 accounts

posted Nazi glorification, and the user follows none of them

53 accounts

supplied antisemitic content that appeared in at least three of the six captures

50 94.3%

of those returning accounts are accounts the user does not follow

Required changes to recommendation design

01 Keep hate out of recommendations.

Exclude antisemitism, Nazi glorification, Holocaust denial and other hate content, including racism and white supremacy, from recommendations to users who have not sought that material or chosen its sources. Apply safeguards before content is delivered. X can protect freedom of expression without amplifying hateful views.

02 Protect users from cycles of hatred.

Introduce safeguards against repeated recommendations of hate content, make it easy for users to break the pattern and keep every feed open to a wide range of ideas.

03 Make user choices binding.

Let users set and retain the balance between posts from accounts they follow and suggested content. Limit the influence of incidental viewing and research activity.

Research methodology

CAPTURE, ET	POSTS ANALYZED	FROM FOLLOWED ACCOUNTS	FROM ACCOUNTS NOT FOLLOWED	ANTISEMITIC AMONG FOLLOWED POSTS	ANTISEMITIC AMONG NOT-FOLLOWED POSTS
1 · 23 Nov, 2.07 a.m.	515	94 (18.3%)	421 (81.7%)	**6 of 94 (6.4%)**	**169 of 421 (40.1%)**
2 · 23 Nov, 11.45 a.m.	386	148 (38.3%)	238 (61.7%)	**2 of 148 (1.4%)**	**56 of 238 (23.5%)**
3 · 23 Nov, 1.38 p.m.	582	179 (30.8%)	403 (69.2%)	**3 of 179 (1.7%)**	**163 of 403 (40.4%)**
4 · 23 Nov, 4.05 p.m.	352	42 (11.9%)	310 (88.1%)	**3 of 42 (7.1%)**	**86 of 310 (27.7%)**
5 · 24 Nov, 1.34 a.m.	399	34 (8.5%)	365 (91.5%)	**3 of 34 (8.8%)**	**143 of 365 (39.2%)**
6 · 24 Nov, 5.20 a.m.	576	212 (36.8%)	364 (63.2%)	**3 of 212 (1.4%)**	**139 of 364 (38.2%)**
All six captures	**2,810**	**709 (25.2%)**	**2,101 (74.8%)**	**20 of 709 (2.8%)**	**756 of 2,101 (36.0%)**

CAM captured the user's For You feed four times on 23 November 2026 and twice on 24 November, recording the posts as they appeared. CAM then removed the advertisements, separated posts from accounts the user follows from posts from accounts he does not follow, and classified every post against CAM's classification of antisemitism.

EXAMPLES RECORDED IN THE AUDIT

[1]	**NAZI GLORIFICATION** @mystruggleforu	Footage of a Nazi rally shows Hitler and the SS alongside an approving caption. View post ›
[2]	**NAZI GLORIFICATION** @FuhrerX	An image of a swastika over Earth accompanies a demand for Hitler's return. View post ›
[3]	**NAZI GLORIFICATION** @FascistImperium	A classroom image shows children giving Nazi salutes alongside an approving caption. View post ›
[4]	**HOLOCAUST MOCKERY** @JSDResurrection	An edited image presents Hitler as Harry Potter with the caption "Harry potter and the chamber of gas (1941)." View post ›
[5]	**HOLOCAUST DENIAL** @TheRISEofROD	A photograph of the Auschwitz railway accompanies a claim that laws concerning Holocaust history show the Holocaust is false. View post ›
[6]	**CONSPIRACY** @MCDutchess15	Health officials are marked with Stars of David alongside a false accusation that Jews poison wells. View post ›
[7]	**CONSPIRACY** @Sahi568440Qasim	A post approvingly repeats an allegation blaming Israel for the September 11 attacks. View post ›
[8]	**JEWISH CONTROL MYTH** @GhostOfStoneyX2	A post blames a "jewish syndicate at anthropic" and an "attempted jewish takeover of nvidia." View post ›
[9]	**DEHUMANIZATION** @VrilNyeX	A post dehumanizes Jews and celebrates the supposed spread of that view. View post ›
[10]	**BLOOD LIBEL** @MeritFreemanX	A post falsely alleges that Jewish religious ceremonies involve organ removal and the sacrifice of teenagers. View post ›