

HANDBOOK OF HATE MEMES

HANDBOOK OF HATE MEMES

LAYOUT

- **Tom Van Iersel** · UX DESIGNER · St Lucas School of Arts Antwerp · MA in Audiovisual Arts & BA in Applied Psychology.

TEXT

- **Tom De Smedt** · AI DEVELOPER · St Lucas School of Arts Antwerp · MA in Audiovisual Arts & BA in Software Engineering, PhD in Arts.
- **Olivier Cauberghe** · PVE/CVE EXPERT · Textgain · MA student in Terrorism and Political Violence at St Andrews & former law enforcement officer.
- **Sylvia Jaki** · ACADEMIC RESEARCHER · University of Hildesheim · MA in Linguistics, PhD in Media Linguistics & Specialized Communication.
- **Pierre Voué** · OSINT ANALYST · Textgain

ACKNOWLEDGEMENTS

The academic research was supported by the St Lucas School of Arts Antwerp in Belgium and the European Observatory of Online Hate (EOOH).

DISCLAIMER

The academic research reproduces uncensored visuals that may contain violent, racist or sexist content. The views expressed do not represent the views of the researchers.

COPYRIGHT

Creative Commons, CC BY-NC-SA 4.0.

DATE

June 2022



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,¹ 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.

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

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.

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://eoooh.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).^{2,3,4,5}

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

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

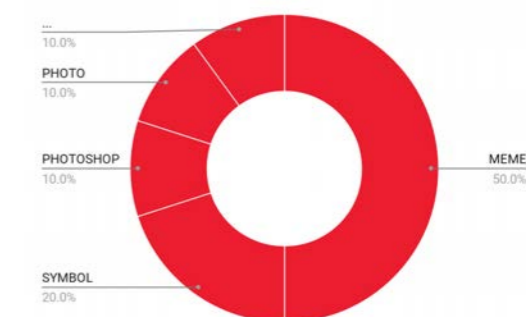
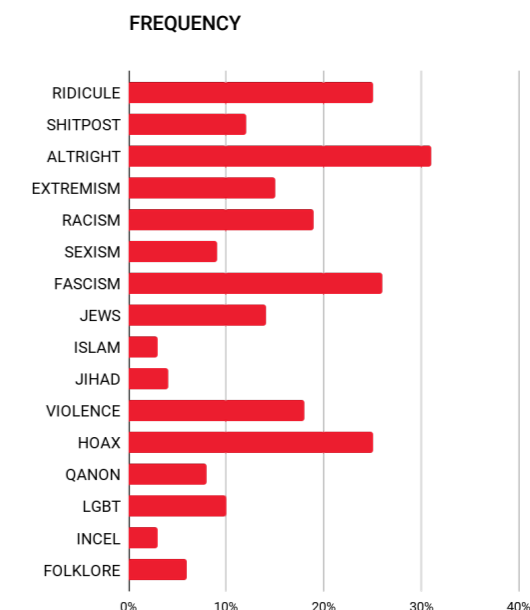
⁴ <https://organisms.be/downloads/incels.pdf>

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

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-Muslimism (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

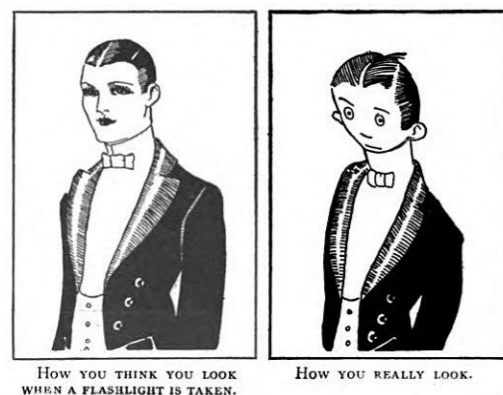


12. Why are memes called memes?

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 *μίμημα* (*mimēma*), 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.



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 emoji, 🙌).⁶

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.

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

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.

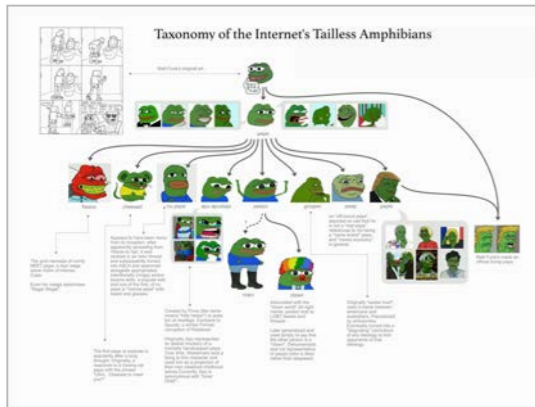
Unlike Reddit, which hosts diverse political viewpoints in its channels, 4chan can be seen as a far-right 'echo chamber' filled with extremist language and memes. The perpetrators of the terrorist attacks in Christchurch, Poway, and El Paso all announced their actions on 4chan in 2019, urging others 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).

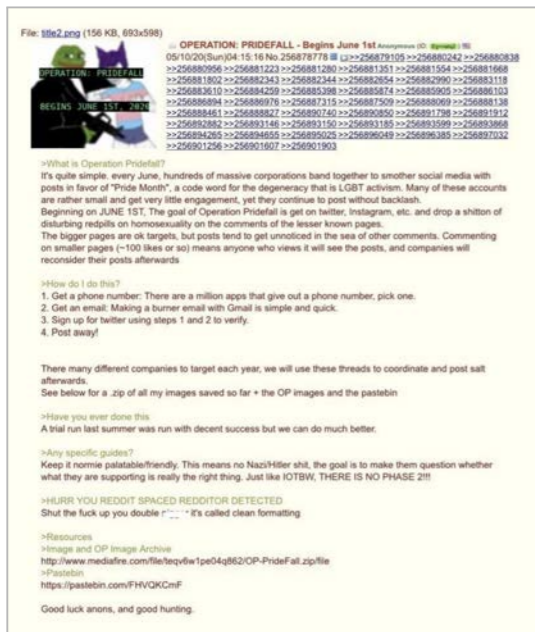
14. Why the left can't meme (cont'd)

"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 AI

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.

EMOJI	USAGE
	FROG FACE used to represent Pepe The Frog
	EVERGREEN TREE used to represent Nordic roots
	HIGH VOLTAGE SIGN used to represent the Nazi SS bolts
	INDEX POINTING UP used to represent the ISIS salute
	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



001. Projection of Power

PHOTO

When men with power are left unchallenged to project their power into photo-ops of physical strength, virility and sagacity, the results can be bizarre. We can see them caressing, fondling mysterious glowing orbs, gallantly riding horses across dramatic nature scenery like in the Good Old Days, posing as sunglassesed action heroes in front of heavy weapons, solving an unchallenging Rubik's cube together, or waving country flags while dangling from ziplines.

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

#FOLKLORE

002. Sent By God

PHOTOSHOP

Christian evangelicals in the US believe that Donald Trump was sent by God as His Chosen One to fight the corruption of the 'deep state'. This narrative is part of the Great Awakening QAnon conspiracy theory and is often accompanied by hashtags such as #GodWins, #ArmorOfGod, #SaveTheChildren, #DarkToLight, etc. Various photoshopped images will depict God Emperor Trump being guided by the Holy Spirit (for example when signing executive orders that oppose the perceived corrupt system), taking walks with Jesus, or with glowing eyes. There are original paintings by Christian artists, and modified fantasy artworks such as adding Trump's face to a *Warhammer 40K* suit of armor. More specifically, depictions of Trump in medieval armor refer to Ephesians 6:10-18: "Put on the full armor of God, so that you can take your stand against the devil's schemes. For our struggle is not against flesh and blood, but against the rulers, against the authorities, against the powers of this dark world and against the spiritual forces of evil in the heavenly realms." Also popular is the Face Swap app, which replaces faces in uploaded pictures using AI techniques.

Seen: on Twitter, during the Trump presidency (ca. 2017).

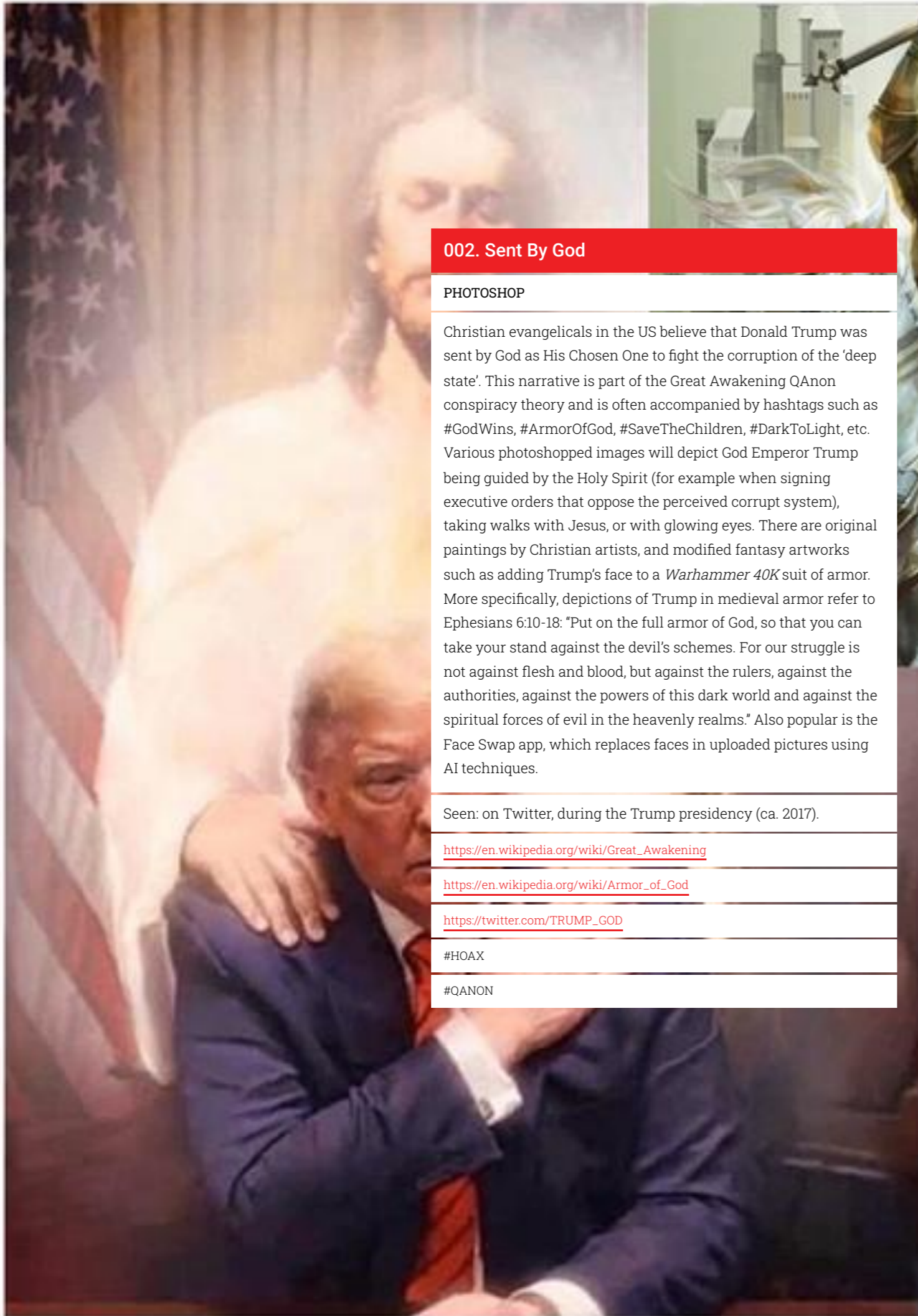
https://en.wikipedia.org/wiki/Great_Awakening

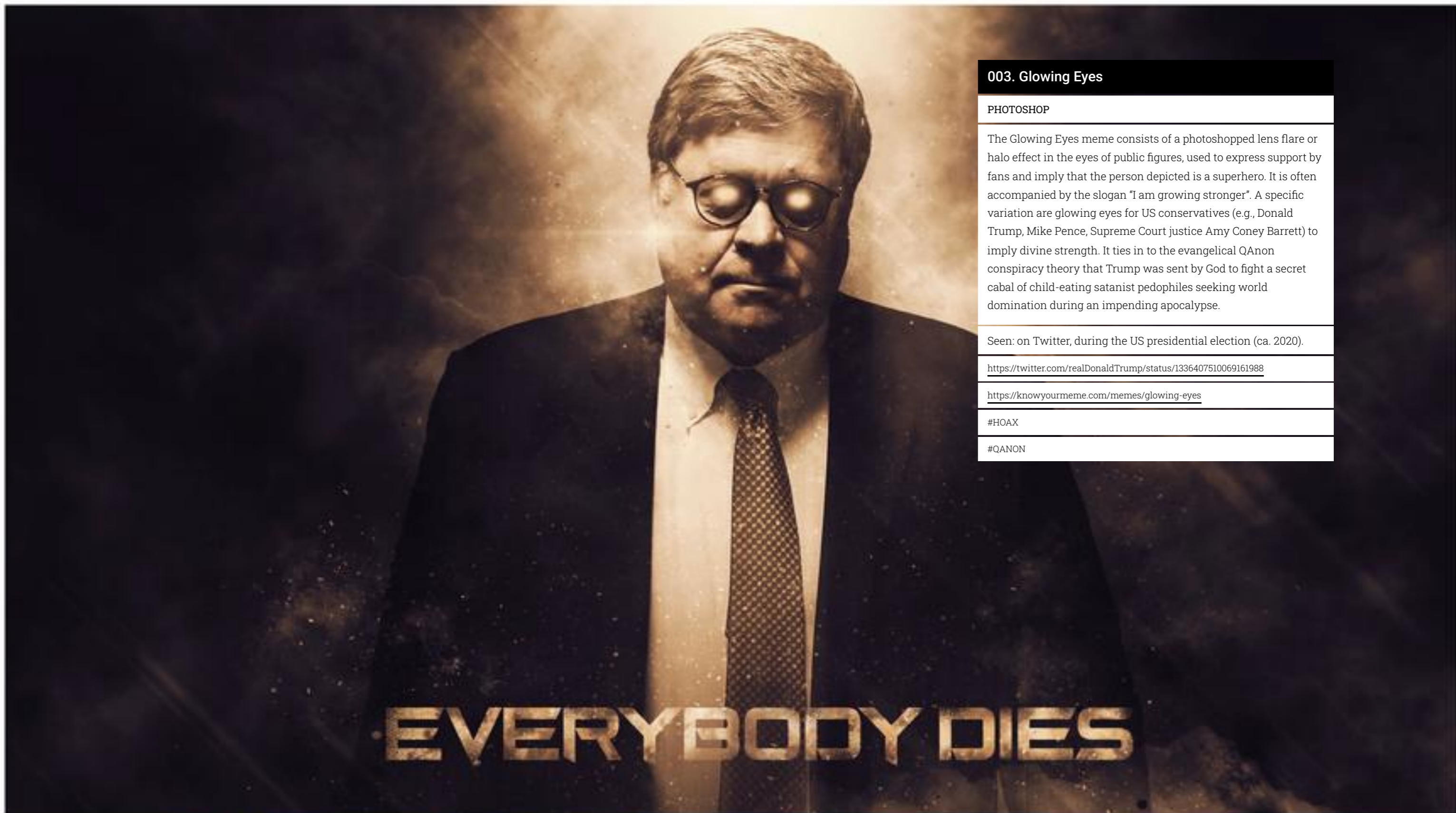
https://en.wikipedia.org/wiki/Armor_of_God

https://twitter.com/TRUMP_GOD

#HOAX

#QANON





003. Glowing Eyes

PHOTOSHOP

The Glowing Eyes meme consists of a photoshopped lens flare or halo effect in the eyes of public figures, used to express support by fans and imply that the person depicted is a superhero. It is often accompanied by the slogan "I am growing stronger". A specific variation are glowing eyes for US conservatives (e.g., Donald Trump, Mike Pence, Supreme Court justice Amy Coney Barrett) to imply divine strength. It ties in to the evangelical QAnon conspiracy theory that Trump was sent by God to fight a secret cabal of child-eating satanist pedophiles seeking world domination during an impending apocalypse.

Seen: on Twitter, during the US presidential election (ca. 2020).

<https://twitter.com/realDonaldTrump/status/1336407510069161988>

<https://knowyourmeme.com/memes/glowing-eyes>

#HOAX

#QANON





004. Electric Pence

MEME

A specific variation of the Glowing Eyes meme pertaining to vice-president Mike Pence during the Trump presidency. When Pence, a devout born-again Christian, expressed interest in conversion therapy for LGBT people, this was quickly picked up by his conservative supporters and began leading a life of its own on social media. Pence was rumored to be in support of electroshock therapy for gays – hence the name Electric Pence, perhaps as a wordplay on an electric fence used to keep out unwanted people. The meme has a number of variations: from basic glowing eyes to Star Wars Sith Lord electricity death rays and vibrant azure blue shading.

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

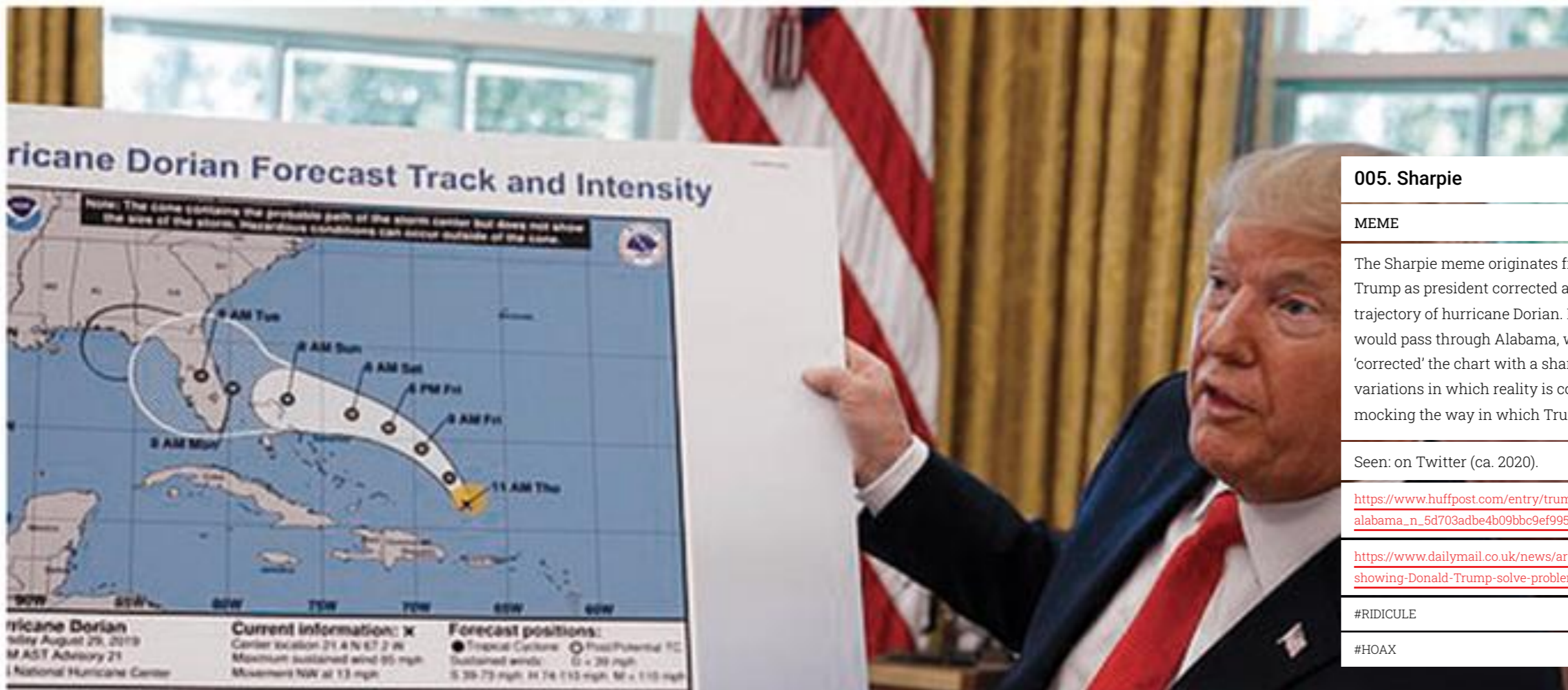
https://en.wikipedia.org/wiki/Mike_Pence#Religion_and_LGBT_rights

#ALTRIGHT

#SEXISM

#LGBT





005. Sharpie

MEME

The Sharpie meme originates from an incident where Donald Trump as president corrected a weather chart showing the trajectory of hurricane Dorian. He had previously claimed that it would pass through Alabama, which wasn't the case, so he 'corrected' the chart with a sharpie. The meme comes in many variations in which reality is corrected with a simple line stroke, mocking the way in which Trump handles truth.

Seen: on Twitter (ca. 2020).

https://www.huffpost.com/entry/trump-sharpie-memes-hurricane-alabama_n_5d703adbe4b09bbc9ef9955a

<https://www.dailymail.co.uk/news/article-7429285/Memes-flood-social-media-showing-Donald-Trump-solve-problems-Sharpie.html>

#RIDICULE

#HOAX



Trump releases photo to show he's taller than Obama.





006. Trump Centaur Pig

PHOTO

The original photo displays a sculpture from Chinese artist Liu Xue, who creates grotesque human/animal hybrids. The head of Donald Trump has been photoshopped onto the sculpture, with a proud facial expression. The dehumanizing combination suggests that Trump is a fat, haughty pig.

Seen: on Facebook, during the Trump presidency (ca. 2016).

Seen: on Twitter, during the Trump presidency (ca. 2017), variation with bare-chested Vladimir Putin riding the centaur.

<https://twitter.com/johncollee/status/789356123404967936>

<https://twitter.com/PuestoLoco/status/985267342614544384>

#RIDICULE



007. Diaper Don

MEME

On November 27, 2020, after refusing to concede for three weeks to president-elect Joe Biden, US president Donald Trump gave a White House press conference, making false claims about election fraud and at one point lashing out to a reporter with: "Don't talk to me that way, I am the president!", all the while seated at an unusually small desk. This sparked the #DiaperDon hashtag to trend on Twitter, with users ridiculing Trump's 'temper tantrums', 'baby hands', the 'big boy desk', and sharing photoshopped memes of Trump in diaper, on the cover of a Playskool toy box, at a giant desk memorial, and so on.

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

<https://twitter.com/iamTannenbaum/status/1332148892394262528>

#RIDICULE

008. Biden Vietnam Napalm Pedophilia

MEME

"Joe Biden 2020"

The iconic black & white *Napalm Girl* photo (Nick Ut, 1972), edited to show 2020 presidential candidate Joe Biden grabbing and kissing one of the screaming children from behind. Pedophilia claims targeting Biden come in many variations, as part of the QAnon conspiracy theory (cf. #Pizzagate, #SaveTheChildren) that alleges that children are being sodomized in secret underground tunnels by Democratic politicians, after which the captors would drink their blood in a satanic ritual. The drinking of blood ('blood libel') dates back to a 12th century conspiracy theory of Jews killing Christian children.

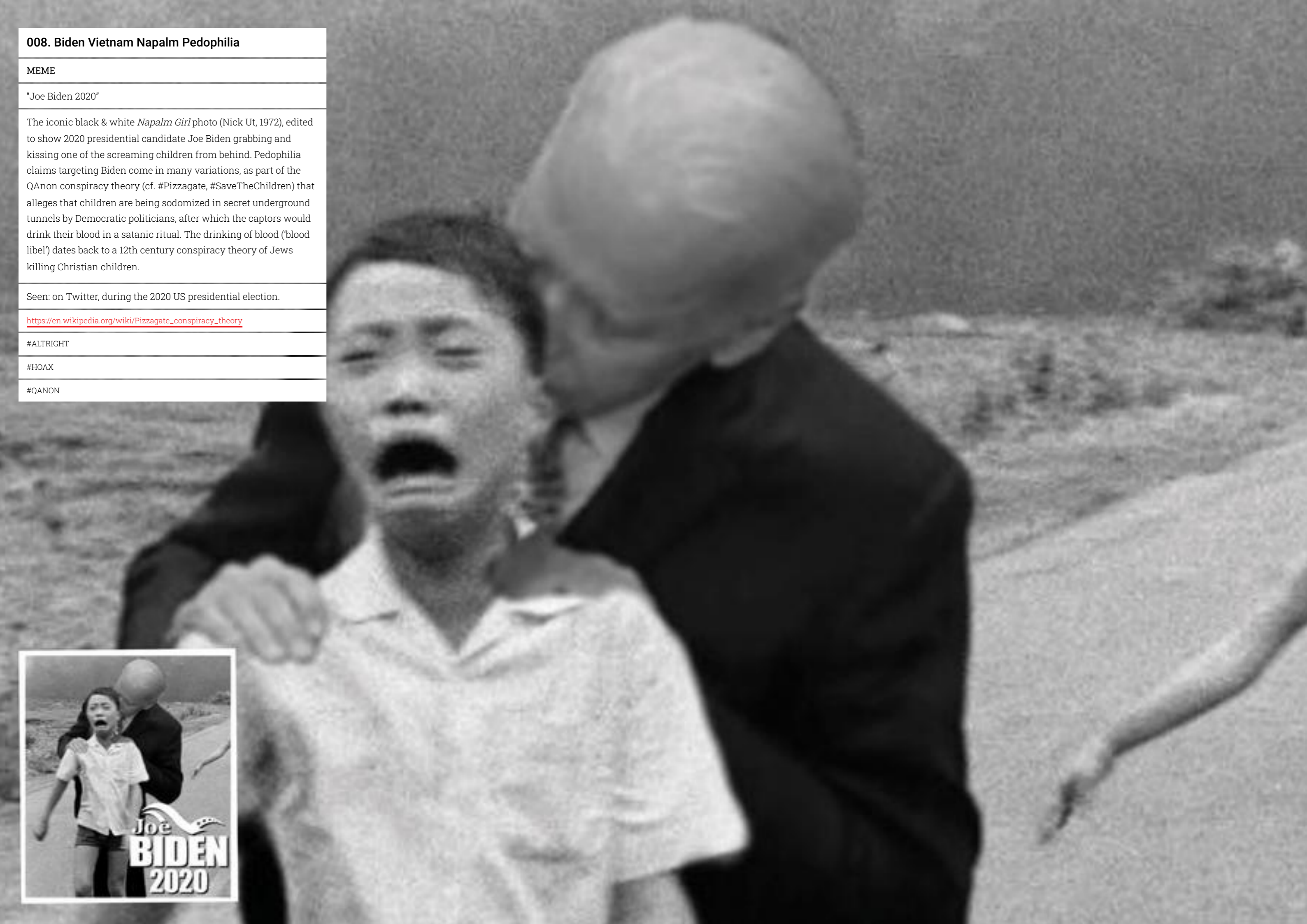
Seen: on Twitter, during the 2020 US presidential election.

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

#ALTRIGHT

#HOAX

#QANON





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).

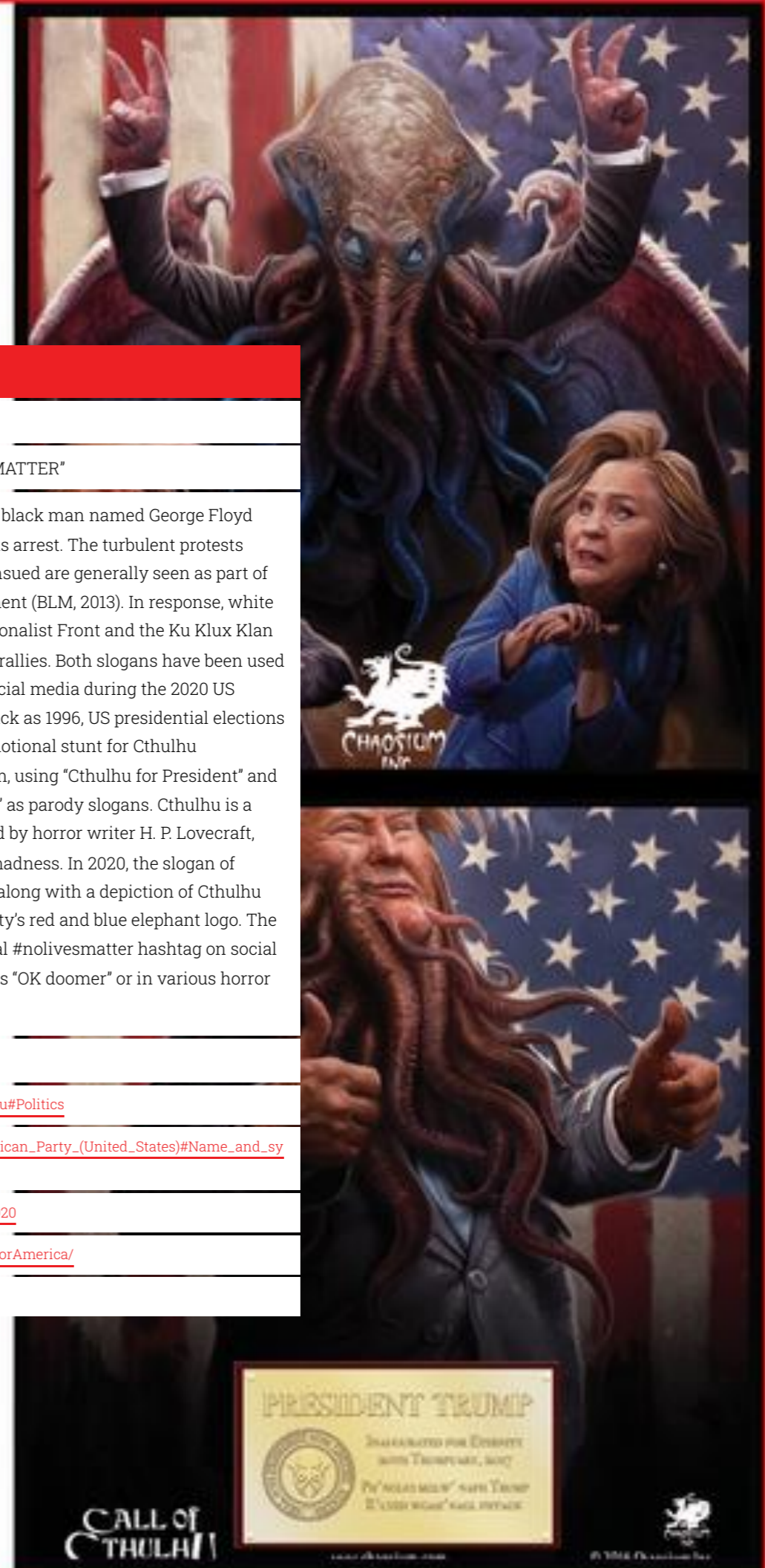
<https://en.wikipedia.org/wiki/Cthulhu#Politics>

[https://en.wikipedia.org/wiki/Republican_Party_\(United_States\)#Name_and_symbols](https://en.wikipedia.org/wiki/Republican_Party_(United_States)#Name_and_symbols)

<https://www.facebook.com/Cthulu2020>

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

#RIDICULE





010. Mittens

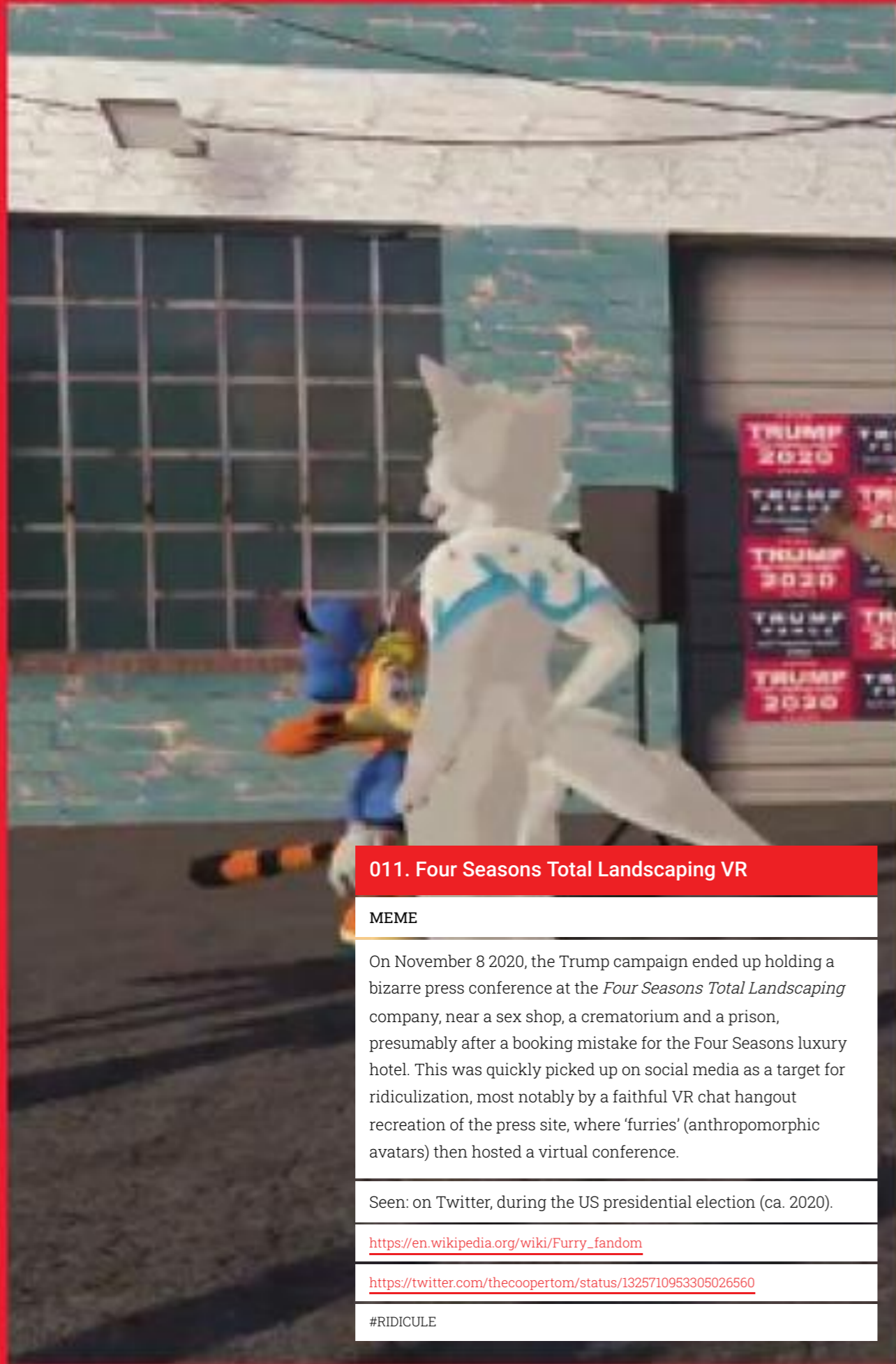
MEME

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





011. Four Seasons Total Landscaping VR

MEME

On November 8 2020, the Trump campaign ended up holding a bizarre press conference at the *Four Seasons Total Landscaping* company, near a sex shop, a crematorium and a prison, presumably after a booking mistake for the Four Seasons luxury hotel. This was quickly picked up on social media as a target for ridiculization, most notably by a faithful VR chat hangout recreation of the press site, where 'furries' (anthropomorphic avatars) then hosted a virtual conference.

Seen: on Twitter, during the US presidential election (ca. 2020).

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

<https://twitter.com/thecoopertom/status/1325710953305026560>

#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 on.

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

https://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

#ALRIGHT

#JEWS

#FASCISM

#HOAX





LAUGH ALL YOU LIKE

THE TRUTH WILL OUT

014. Reptilians

PHOTOSHOP

Reptilians refer to a conspiracy theory by David Icke, who claims that shape-shifting reptilian aliens (lizard people, reptoids, saurians, skinsuits) control the world through a shadowy organization known as the Global Elite or the Illuminati. They create religious, ethnic, and sexual division to keep humanity in a state of constant fear and chaos. Some reptilians include the Rothschild family, the Bush family and the British Royal family ('Queen Elizabeth'). Purported evidence usually consists of photos with suggestive 'cold' facial expressions, or photoshopped in various degrees of subtlety with snake eyes, scaly skin, green skin color, etc. Reptilians are also part of the QAnon conspiracy theory.

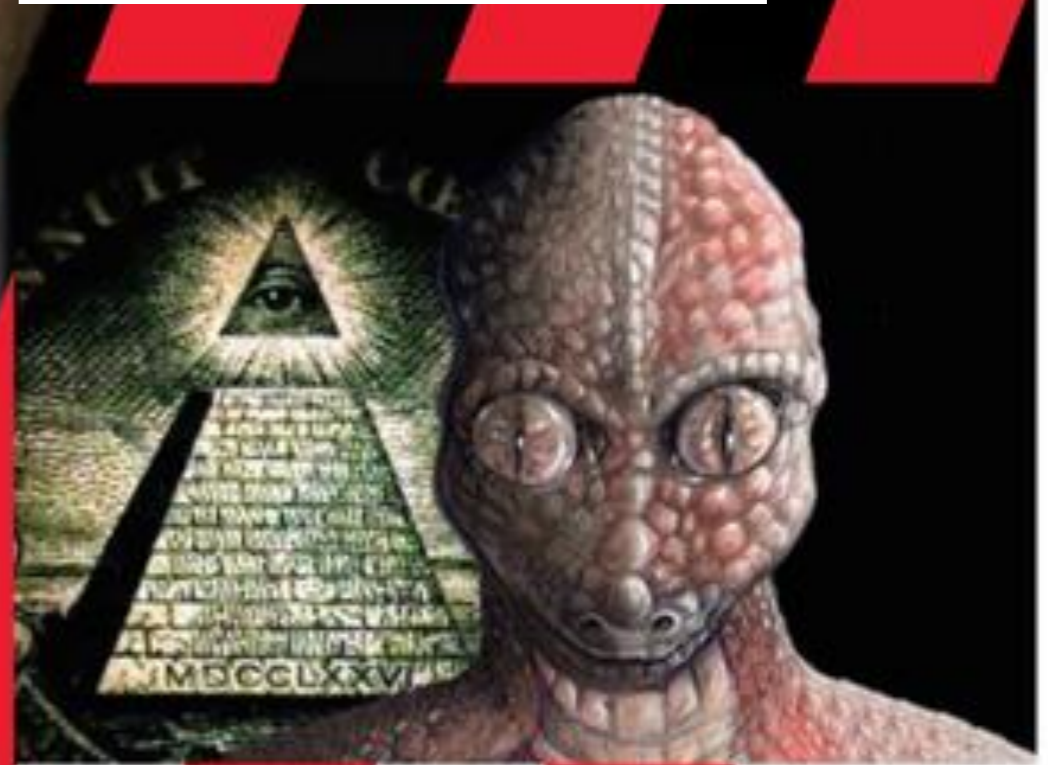
Seen: on Gab, during the Trump presidency (ca. 2018).

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

<https://gab.com/tags/reptilian>

#HOAX

#QANON





015. All-Seeing Eye

SYMBOL

The All-Seeing Eye is a common trope used to refer to the Illuminati and its agents in conspiracy theories (e.g., George Soros). The Illuminati is a purported secret organization that seeks to establish the New World Order, an evil authoritarian world government that will fulfill a biblical end time before the final battle between the Messiah and Satan. The symbol typically depicts an eye on top of a pyramid, with varying occult and neo-Nazi embellishments in different artistic variations. Related conspiracy theories are often fueled by the fact that an Eye of Providence appears on the US one-dollar bill (intended to represent growth), in Masonic symbolism (intended to represent humility) and its roots in Bavaria (Germany) and Egypt, esp. the Eye of Horus (intended to ensure safe travel).

Seen: on Twitter, among QAnon and alt-right followers (ca. 2021).

<https://en.wikipedia.org/wiki/Illuminati>

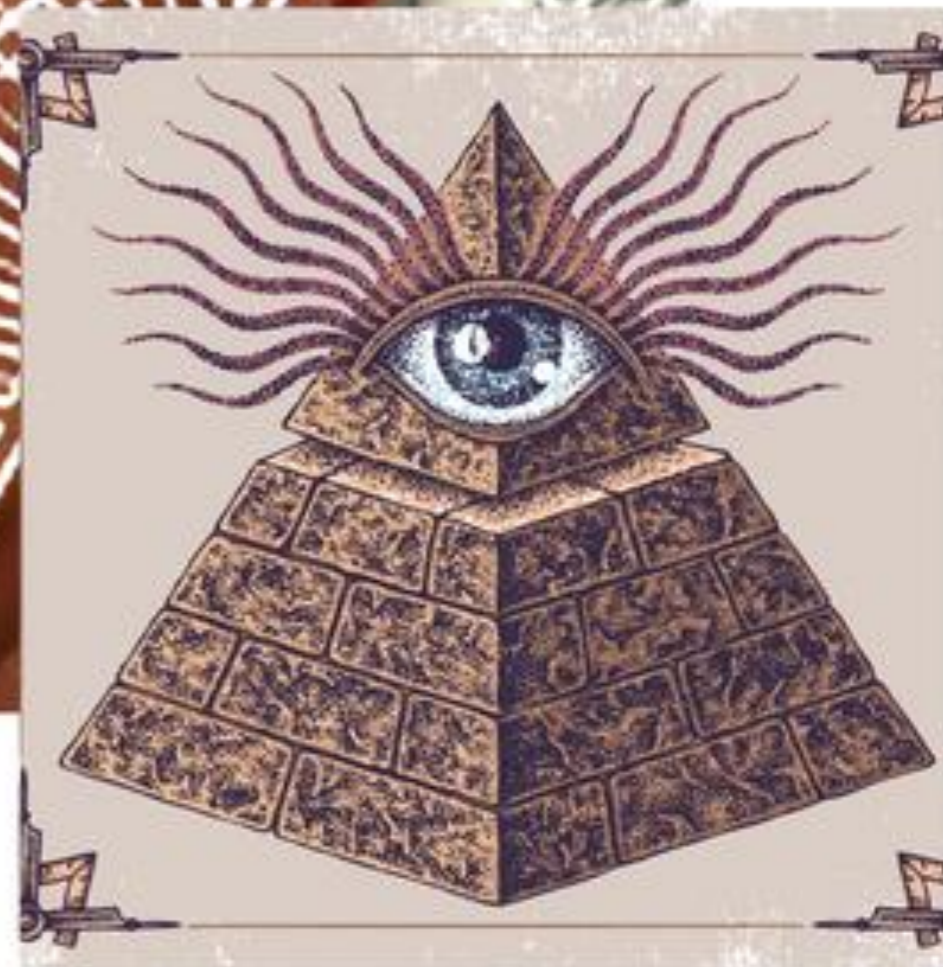
[https://en.wikipedia.org/wiki/New_World_Order_\(conspiracy_theory\)](https://en.wikipedia.org/wiki/New_World_Order_(conspiracy_theory))

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

#ALTRIGHT

#JEWS

#HOAX



Build
Back
Better



016. The Great Reset

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).

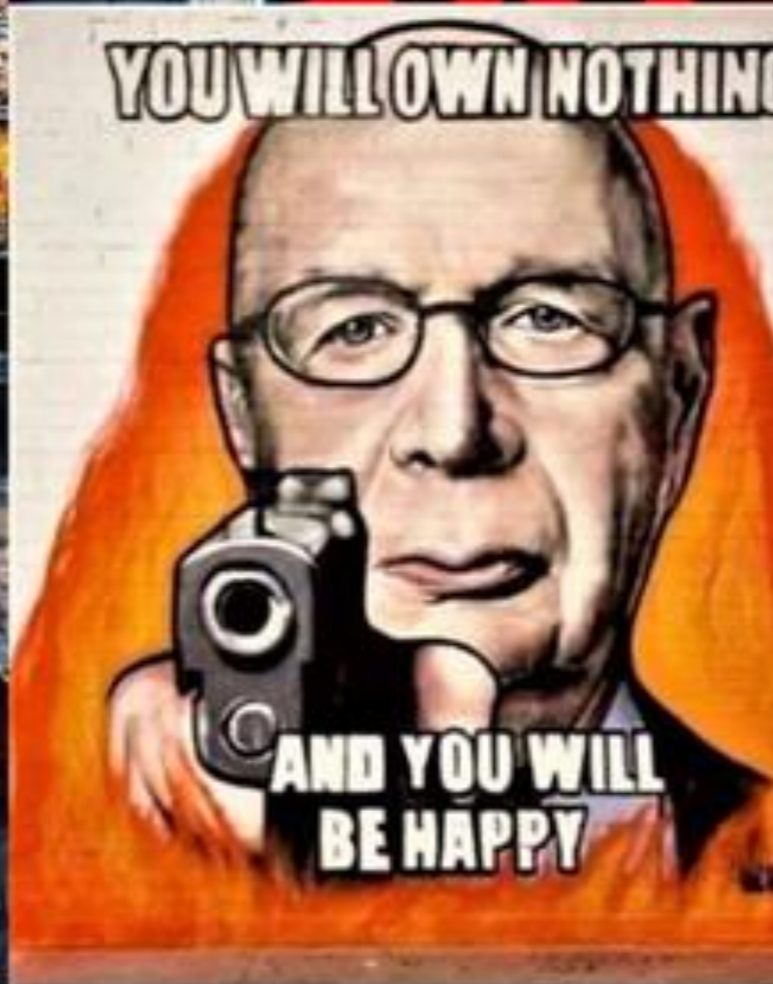
<https://www.frontnieuws.com/de-gefabriceerde-crisis-de-great-reset-en-de-nwos-build-back-better>

<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

#JEWS

#HOAX





Programma NEURENBERG 2.0



09:30 - 09:45 Optreden Lan...
ft. Mc aluhoedje

09:45 - 10:15 Maurice de Hon...
aerozolen en steunzolen

10:15 - 12:30 Deel 1 tribunaal

12:30 - 13:30 Cabaretvoorstel
Ivermecline

13:30-14:00 Vrije expressie
Lamlus Koops

14:00 - 16:00 Deel 2 tribunaal

16:00 - 16:15 Uitzwaaimoment veroordeelden

017. Neurenberg 2.0

MEME

Neurenberg 2.0 refers to a social media call to organize a people's tribunal to convict "those responsible for the coronavirus hoax" for crimes against humanity. The origin is an alleged testimony by German lawyer and conspiracy theorist Reiner Fuellmich mentioning the historical Nuremberg trials where Nazi-leaders were sentenced to death. In a sample test during the COVID-19 pandemic, in a 10-day period we found 500+ Dutch death threats mentioning Neurenberg 2.0 and targeting politicians, virologists and politicians, some with explicit references to death by hanging, burning, and electrocution.

Seen: on Twitter, during the COVID-19 pandemic (ca. 2021).

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

#VIOLENCE

#HOAX



RESPONSIBLE FOR MASS IMMIGRATION, IMPORT AFRICANS AND ISLAMIZATION



TRAITORS OF THE EUROPEAN PEOPLE THEY MUST BE TRIED. NEURENBERG 2.0



Government Repair Kit



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 far-right 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>

#ALTRIGHT



DARKENLIGHTENMENT



BASED

" 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. "



019. Cross of Lorraine

SYMBOL

The Cross of Lorraine is the symbol of the French anti-fascist resistance to Nazi occupation in WWII. Today, the symbol resurfaces in French anarchist movements such as *Bloc Lorrain*, who are not necessarily left-wing or right-wing but most of all seek to cause political turmoil and chaos, and employ Black Bloc tactics commonly associated with Antifa during riots.

Seen: on Facebook (ca. 2022).

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

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

<https://www.francebleu.fr/infos/societe/nancy-un-perimetre-d-interdiction-pour-la-troisieme-manifestation-anti-pass-de-2022-1642788080>

#ALTLEFT



020. Anti-vaxx grassroots movements

SYMBOL

The *Mars voor de vrijheid* (March for Freedom) was an anti-vaccination and anti-government protest march in Brussels in November 2021. It drew over 35.000 protesters and was loosely organized by a number of conspiracy thinkers. Its management was later found to have been infiltrated by the far-right *Schild & Vrienden* movement (S&V), with a S&V member administrating the private Facebook group under a false name. The group members posted dozens of death threats targeting Belgian politicians and virologists (shooting / hanging / electrocuting / emasculating), in the style of Nuremberg 2.0 conspiracy thinking. The logo of the March for Freedom is a wheel with three hands interlocking at the wrists. Incidentally, the logo of the (now defunct) fascist forum Iron March is also a wheel with three hands interlocking at the wrists. This is likely by coincidence (the three hands locking is a freely available image template by a Russian designer) but it highlights the preference of provocateurs for simple, bold logos and symbols that signify unity, strength, courage, etc.

Seen: on Facebook (ca. 2021).

https://www.standaard.be/cnt/dmf20211125_96599746

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

<https://www.dreamstime.com/three-hands-together-support-each-other-outline-style-logo-teamwork-union-cooperation-concept-sign-people-holding-one-image164204444>

#EXTREMISM

#VIOLENCE



RECONQUER THE STREETS

021. Identitarian Movement

SYMBOL

The Identitarian movement (*Identitäre Bewegung*, IB) is a pan-European far-right ideology and nationalist metapolitics strategy rooted in the worldviews of Renaud Camus (author of *The Great Replacement*), Alain de Benoist, Martin Sellner, etc. It aspires to preserve Western European culture faced with immigration. The IB network expanded notably after Steve Bannon's White House ousting and subsequent tour of Europe, visiting far-right political parties AfD, Fidesz, Front National, Lega Nord, PiS, PVV, UKIP, VB, Vox, and so on. Germany's intelligence service *Verfassungsschutz* has designated IB as an extremist organization. The IB logo is a yellow lambda symbol (Λ) on a black background (or vice versa), or sometimes a white symbol on a blue background, commemorating the Battle of Thermopylae (480 BC) when a minority of Greek warriors withstood a horde of invading Persians. The logo is commonly displayed at right-wing protests in Austria and Germany, but it has also spilled over to the UK, France (*Mouvement Identitaire*), the Netherlands (*Identitair Verzet*, Ω), Belgium, and other EU countries.

Seen: on Twitter, during the 2017 German federal elections.

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

<https://twitter.com/IBDeutschland>

#EXTREMISM

#ALTRIGHT

#RACISM





022. Junge Tat

SYMBOL

Junge Tat (Young Action), an offshoot of *Nationalen Aktionsfront* (NAF), is a Swiss far-right identitarian movement that promotes values of conservatism, *Körperkultur* (physical fitness), martial arts & weapons training, and activism, romanticising the idea that strong young white men need to defend local European culture(s), identity, and 'their women', against *Umvolkung* (Nazi-terminology alluding to race-mixing, mass immigration, unwanted diversity, etc.). The movement produces professional marketing material somewhat reminiscent of ISIS' effective propaganda machine, including snappy video editing, bold logos, strong slogans, and energizing electronic fashwave music (cf. artist *Xurious*). The members cover their faces in green balaclavas with a white Tyr rune: a Nordic symbol signifying leadership in battle that was also used by the *Hitlerjugend* and the *Sturmabteilung* in Nazi-Germany. This rune has also been reappropriated by neo-Nazi movements such as Nordic Resistance Movement in Sweden.

Seen: on Twitter (ca. 2021).

<https://www.belltower.news/nazis-in-germany-and-switzerland-junge-tat-and-junge-revolution-111101/>

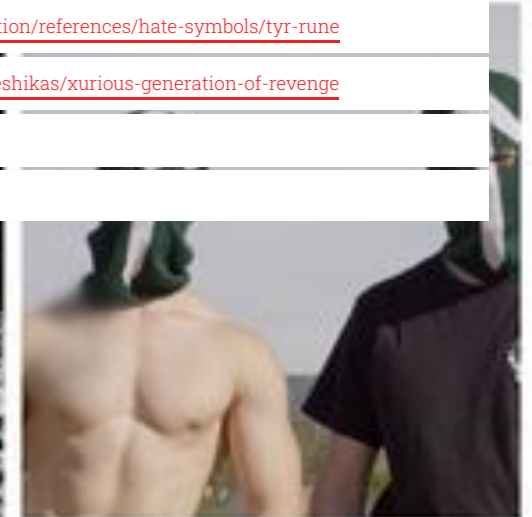
<https://www.srf.ch/news/schweiz/rechtsradikalismus-junge-neonazis-auf-dem-vormarsch>

<https://www.adl.org/education/references/hate-symbols/tyr-rune>

<https://soundcloud.com/pleshikas/xurious-generation-of-revenge>

#ALRIGHT

#FASCISM





***** (P) *****
BUILD BY NATURE
DESTROY BY NECESSITY
☾ ⚡ ⚓

14 **ONE**
WORDS **NATION**

NOT STOLEN

CONQUERED



<https://www.google.com/search?q=fascis>
<https://www.google.com/search?q=Patriot+Front>



THE GOYIM KNOW
BLOODANDSOIL.ORG

ZIET GIJ ZIJN BLOEDIGE
OGEN GLOEIEN,

ZIET GIJ ZIJN MAAN ZO

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



023. Project Thule

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



024. Team Jürgen

MEME

In May 2021, after months of national COVID-19 lockdown, a Belgian soldier with ties to the far-right *Vlaams Legioen* stole 4 rocket launchers, a machine gun and a pistol from his military base and went off the grid, leaving a farewell letter containing threats to attack a mosque and assassinate leading virologist Marc Van Ranst, claiming that he could no longer live under the tyranny of the current 'regime'. This led to a widely publicised manhunt and caused a scandal for underpaid Belgian security services, who had already marked the man on a terrorist blacklist in 2020. On social media, peculiar support groups emerged depicting the man as a modern-age Robin Hood, a Rambo 2.0, and a "good guy with a heart of gold", at one point reaching 40K Facebook supporters with a common denominator of being fed up with government-imposed pandemic restrictions. The lion image is important for three reasons. First, the lower half ("Team Jurgen") is stolen from an earlier initiative to commemorate a cancer victim. Allegedly, the widow was told to "stop crying like a little girl" when she pleaded not to misuse the banner. One possible explanation for the vehemence of the soldier's supporters to reuse this banner is that the symbol (a scarf, often used in cancer awareness) strongly resembles the *Odal* rune, which is the symbol of *Vlaams Legioen* and also illegal in Germany because of its historical ties to the *Schutzstaffel* (SS). Second, on the top left the image displays the Flemish Lion, which is typically used by the far-right *Vlaams Belang*, even though the soldier's fans kept claiming that their support had nothing to do with political ideology. Third, on the top right is an actual depiction of a proud lion. It is difficult to ignore similarities to Islamic State propaganda, which also uses lions as a visual metaphor for revered 'martyrs' (suicide attackers).

Seen: on Facebook (ca. 2021).

[https://en.wikipedia.org/wiki/Odal_\(rune\)](https://en.wikipedia.org/wiki/Odal_(rune))

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

https://www.isdglobal.org/wp-content/uploads/2016/02/Till_Martyrdom_Do_Us_Part_Gender_and_the_ISIS_Phenomenon.pdf

#EXTREMISM

#VIOLENCE



LEDEN WELKOM

02/02

025. Comparing people to animals

MEME

Comparing people to (creepy / fictional) non-human creatures is an age-old dehumanization tactic used to detach and ridicule individuals from the ideas that they promote, or to target out-groups as subhuman and pave the way for their eradication and destruction like vermin. Human beings can be compared to animals based on their looks (which is most common, e.g., obesity = a pig) or the ideas that they are perceived to represent (e.g., political maneuvering = a snake). The comparison can be specific or generalized (e.g., all Jewish people or all Muslim immigrants = cockroaches, all people of color = monkeys). Comparisons to well-known movie characters or scenes can be particularly effective. For example, comparing Hillary Clinton to the *Lord Of The Rings* movie antagonist Gollum or George Soros to the *Star Wars* movie antagonist Jabba The Hut. Donald Trump is regularly depicted as a pig, which does not further any meaningful debate. Previously obese Flemish-nationalist politician Bart De Wever used to be the victim of 'Jabba De Wever' and 'Bart De Beaver' memes. A Belgian Moroccan politician charged for fraud and with expressive curly hair was quickly labeled *Sjoemelpoedel* (Phoney-poodle).

<https://en.wikipedia.org/wiki/Dehumanization>

<https://patch.com/us/across-america/comparing-people-animals-has-become-increasingly-common>

#RIDICULE



2021
2 doses

2024
8 doses



Look at this muzzles.

Jabba the Hutt. Ugly slug from StarWars.	G. Soros. 100% russophobe, sponsor of almost all terrorists and extremists of XXI century.
--	--

**If you dont see any difference - you absolutely right.
There is NO difference.**





WILL YOUR CHILDREN THANK YOU?



Me waiting to die because I'm unvaccinated and don't wear a mask



Whilst under quarantine, Mavis decided to knit a scarf for the Cabal



026. Pandemic anti-vaxx propaganda

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



BREAKING POINT

The EU has failed us all

We must break free of the EU and take back control of our borders.

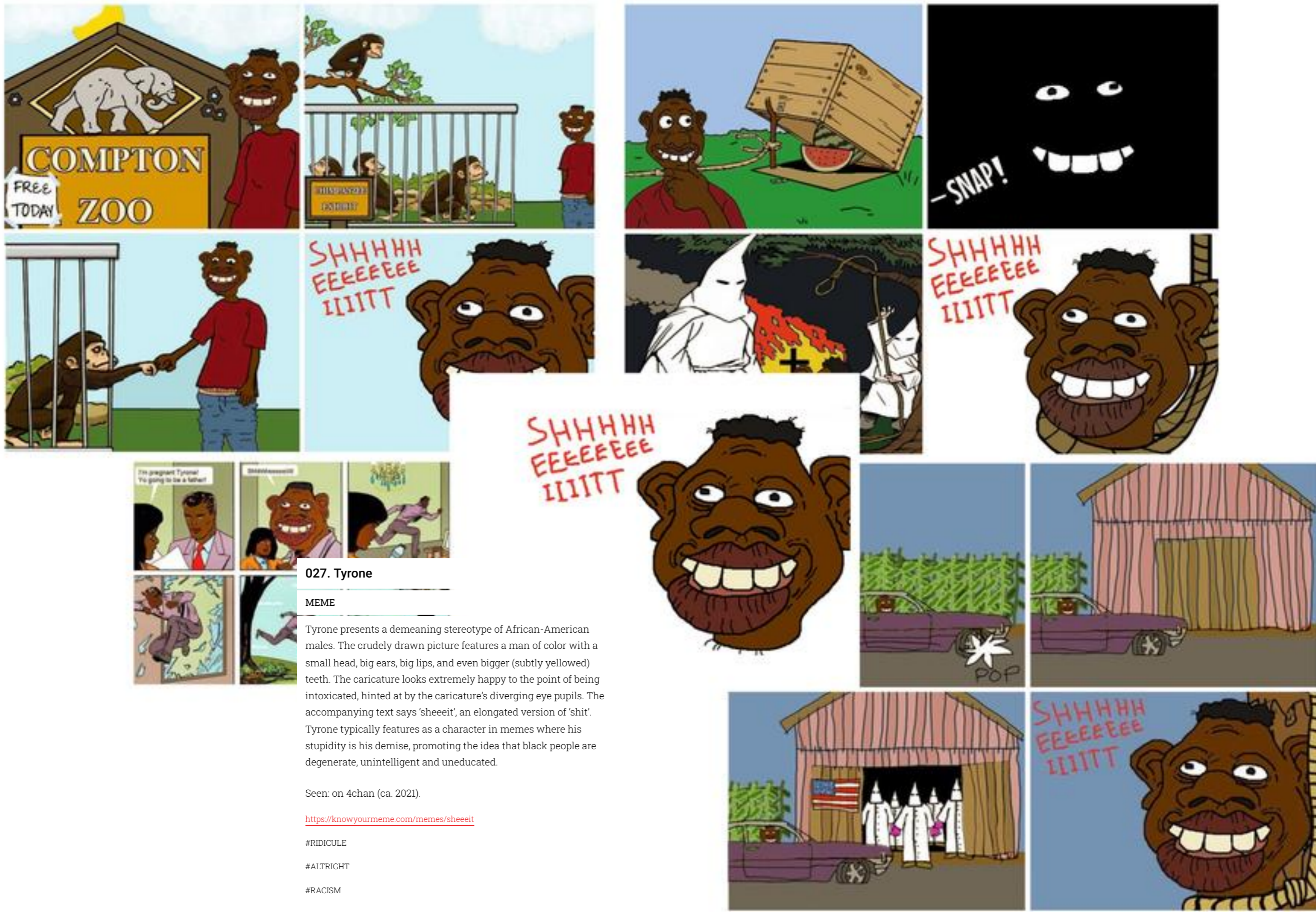
Leave the European Union 
ON 23RD JUNE

votetoleavetheeu.co

INDOOR
another look.

Mobile Media

08450 752 752



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 'sheeit', 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/sheeit>

#RIDICULE

#ALRIGHT

#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 left-wing 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_\(meme\)](https://en.wikipedia.org/wiki/NPC_(meme))

#ALTRIGHT

#RACISM



Protesting injustice in 1965

MARTIN LUTHER KING



Protesting injustice in 2020

MARTIN LOOTER KING





No, im just racist.. :3



029. I'm not racist

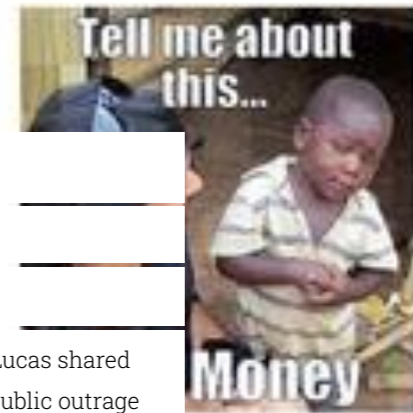
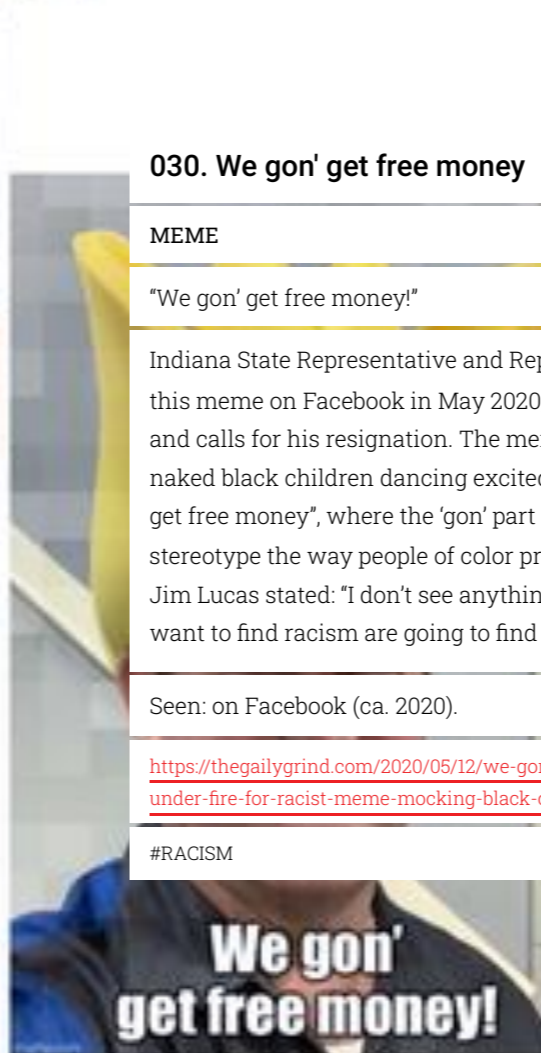
MEME

"I'm not racist, I have a foreign-looking friend" (or alternatively "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



031. Monkey and Africans on a bike

MEME

"Der Klügste fährt!"

Two black men and a baboon are shown sitting on a motorbike, with the baboon driving. The caption states that the driver is the smartest one of the group, insinuating that all three of them are baboons as a dehumanizing strategy. The original image is taken from *The Hyena Men of Abuja, Nigeria* (Pieter Hugo, 2005), who use wild animals to attract crowds.

Seen: on Twitter AfD propaganda accounts, during the German federal elections 2017, following the migrant crisis.

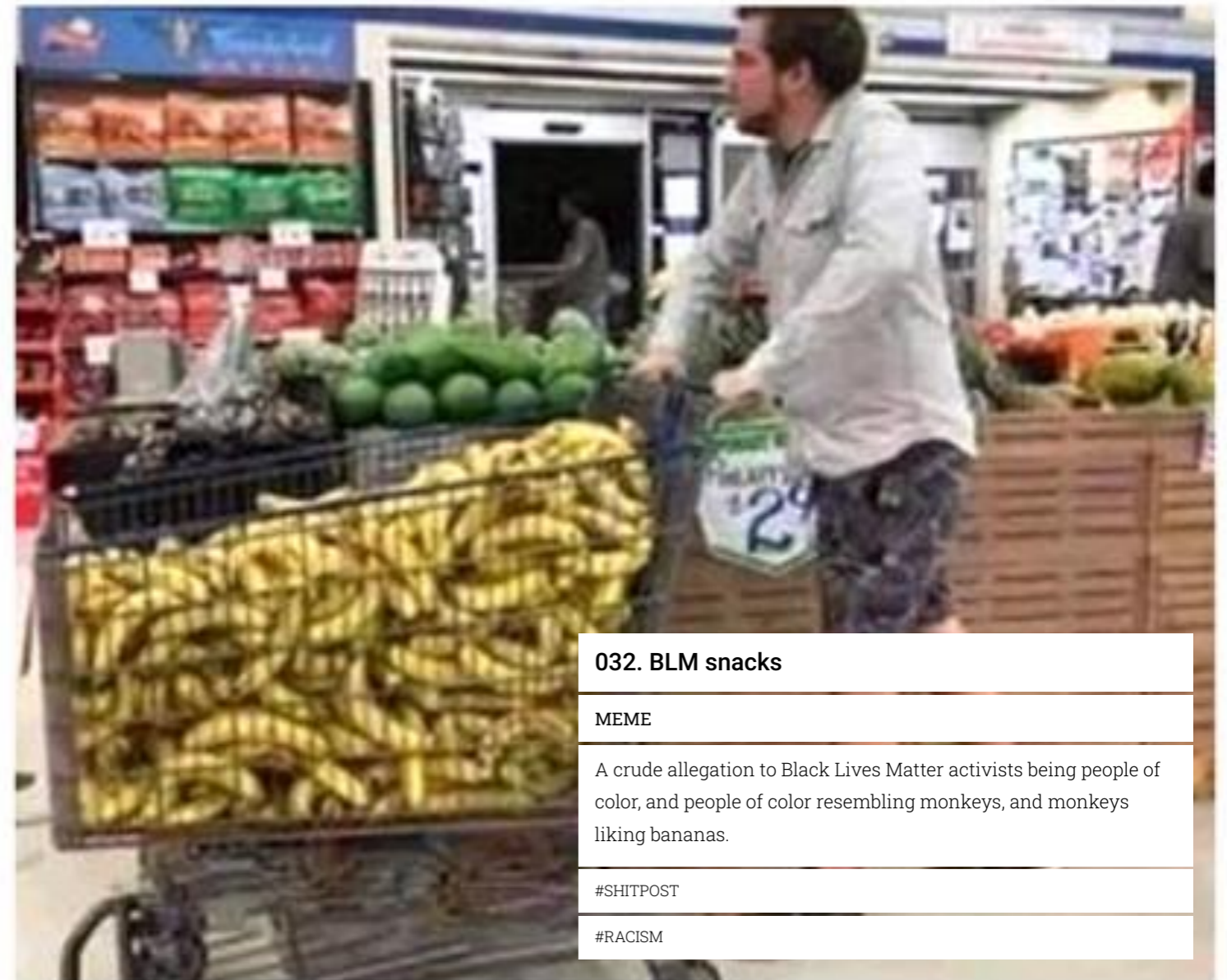
<https://pieterhugo.com/THE-HYENA-AND-OTHER-MEN>

#RIDICULE

#RACISM



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



032. BLM snacks

MEME

A crude allegation to Black Lives Matter activists being people of color, and people of color resembling monkeys, and monkeys liking bananas.

#SHITPOST

#RACISM

033. Stole A Wheelchair

MEME

"I don't see what's wrong with him, other than he stole a wheelchair"

This extremely dehumanizing meme shows an underage, mentally challenged person of color – in itself a designation that would attract alt-right contempt as something that only a politically correct liberal 'snowflake' or 'cuck' would say. It comes with a variety of slogans, insinuating that black people are thieves, degenerates, greedy and/or promiscuous.

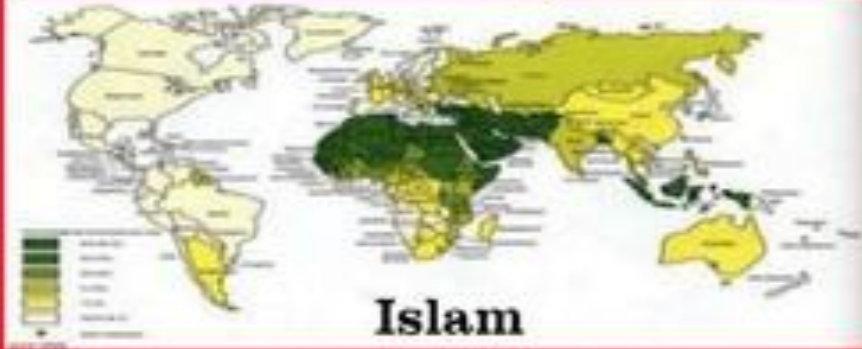
Seen: on Facebook (ca. 2019).

<https://www.facebook.com/caochniagr>

#RIDICULE

#RACISM

**"I don't see what's wrong with him,
other than he stole a wheelchair."**



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, brown-skinned 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 trolls.

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

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

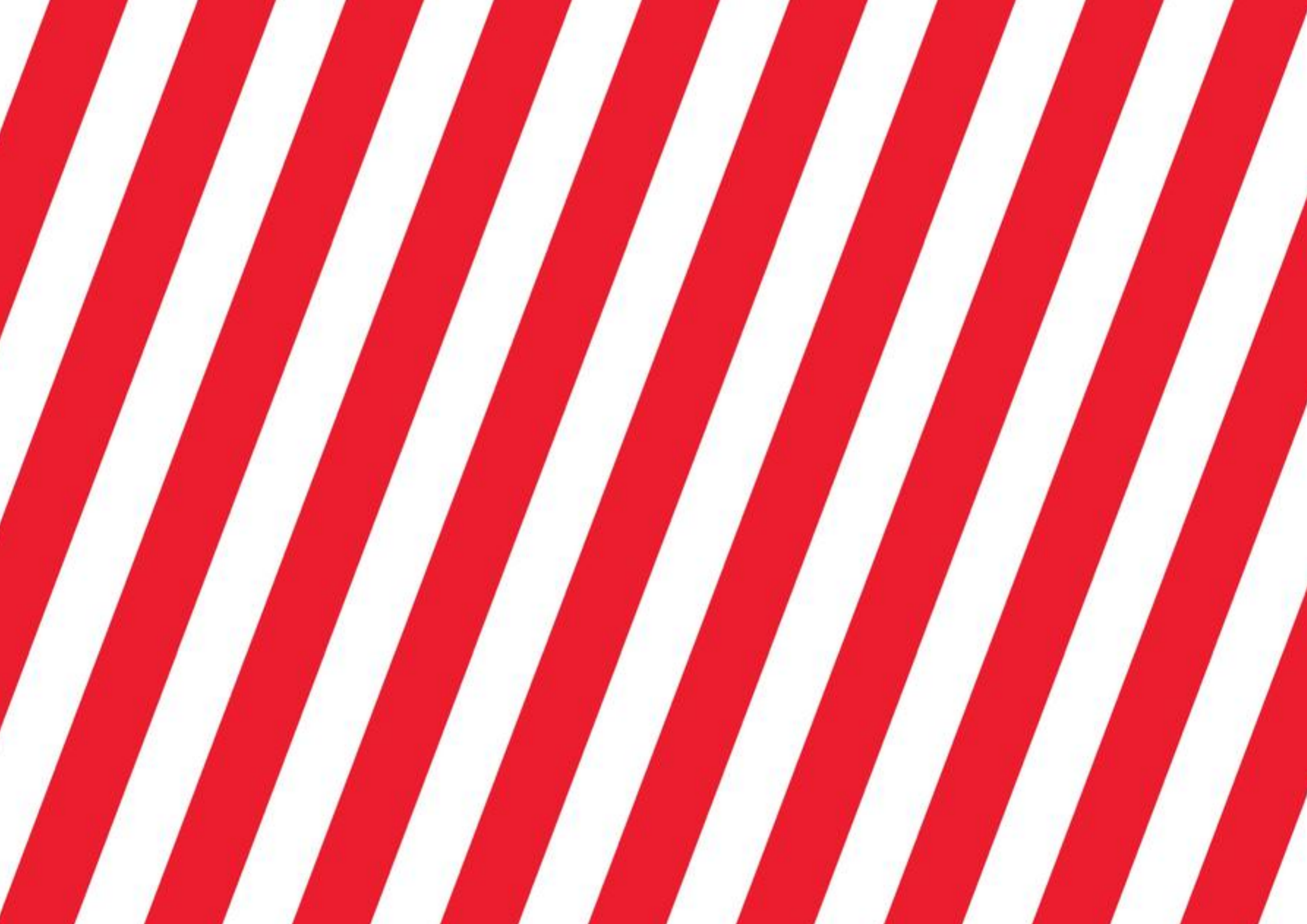
https://en.wikipedia.org/wiki/Cherry_picking

#RIDICULE

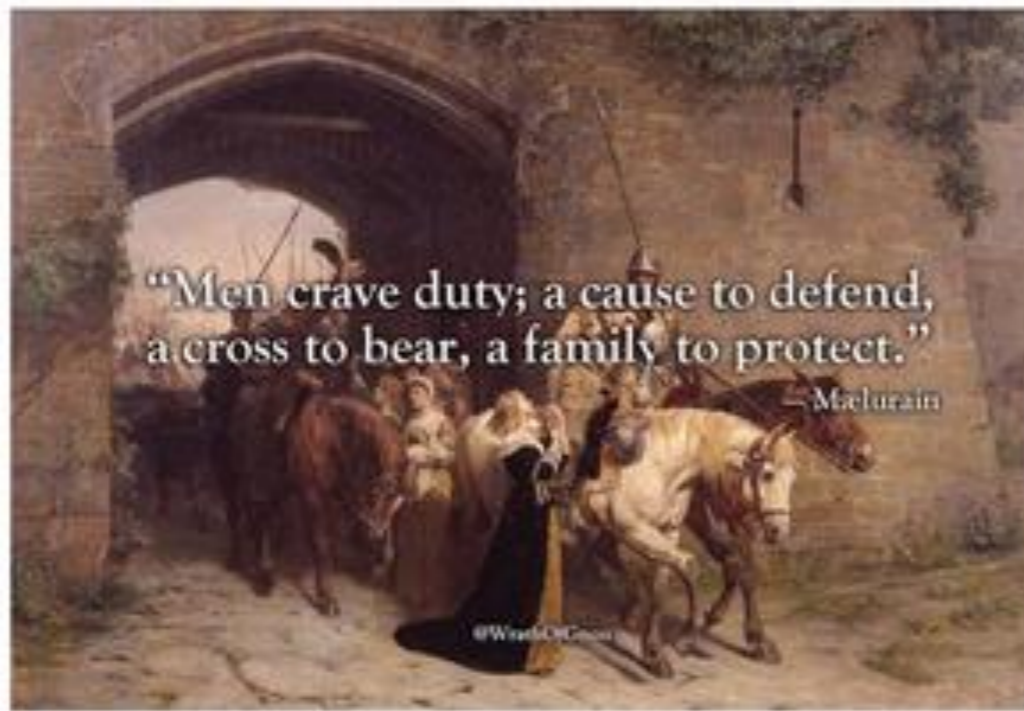
#ALTRIGHT

#RACISM

#HOAX







“Men crave duty; a cause to defend,
a cross to bear, a family to protect.”

—Meluzain



“Every real
a common
from th
A nation
word mean
have no
S

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

#FOLKLORE



At some point you will have to
stop running and take a stand.
Either you, your children,
or your grandchildren.
Better you than them.



“Race is not a social construct.
Society is a racial construct.”

@WrathOfGnon



036. White Nationalism Architecture

PHOTO

"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 pinning 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 far-right'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>

<https://www.newstatesman.com/science-tech/2018/08/how-architecture-themed-twitter-accounts-became-magnet-white>

#ALTRIGHT

#FASCISM



037. Tradwives

PHOTO

Several academic studies touch upon the relation between extremism and misogyny, for example in the context of movements such as Men Going Their Own Way (MGTOW), far-right extremist movements such as the Proud Boys and Wolves of Vinland, or in Salafi-jihadist movements. All of these embrace a power structure with men that are seen as being powerful on top ('warriors'), obedient and traditional wives below ('tradwives'), and further down male enemies (cucks, faggots, snowflakes), female enemies (dumb bitches, fat bitches, cum dumpsters, hysterical nutcases, sluts) and even further down anyone with a different skin color or belief system (degenerate niggerfaggots, little Jewish sluts, etc.). A popular visual strategy is the Good Old Days trope, where pubescent women are depicted in traditional clothing (and more preferably in no clothing at all) with flowery garlands and other neo-pagan references, using hazy photographic effects, and finally driving the message home with a baseline such as '1488' (Fourteen Words).

Seen: on Gab (ca. 2020).

<https://en.wikipedia.org/wiki/Tradwife>

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

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

#ALTRIGHT

#SEXISM

#FASCISM

#FOLKLORE



Yay for #whitepeople Thank you #whitewomen for having lots of babies. Keep up the good work #tradwife #starbucks





038. Make Europe Great Again

MEME

"We have all the diversity we need"

A series of folkloristic images published by *Europa Invicta* (Invincible Europe) that promote white supremacy. Glossy photos feature skilled editing techniques such as vintage camera coloring and depth of field to construct an air of nostalgia, likely as a visual metaphor of the Good Old Days when things were better (i.e., before immigration). Some images display historic or fictional works of grand architecture, presumably as a demonstration of white culture superiority. Women are typically portrayed in traditional dresses, with garlands, holding children, in dramatic outdoor landscapes. Men are often portrayed as warriors or soldiers. Professional typography incorporates an amalgam of far-right and neo-Nazi symbolism, such as the crusader battle cry *Deus Vult!* (God Wills It), MEGA (Make Europe Great Again), the logo of the Identitarian movement, pagan runes and heraldic symbols such as the Nordic *vegvísir*, the Slavic *Kolvrat* (swastika) or the Roman SPQR eagle.

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

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

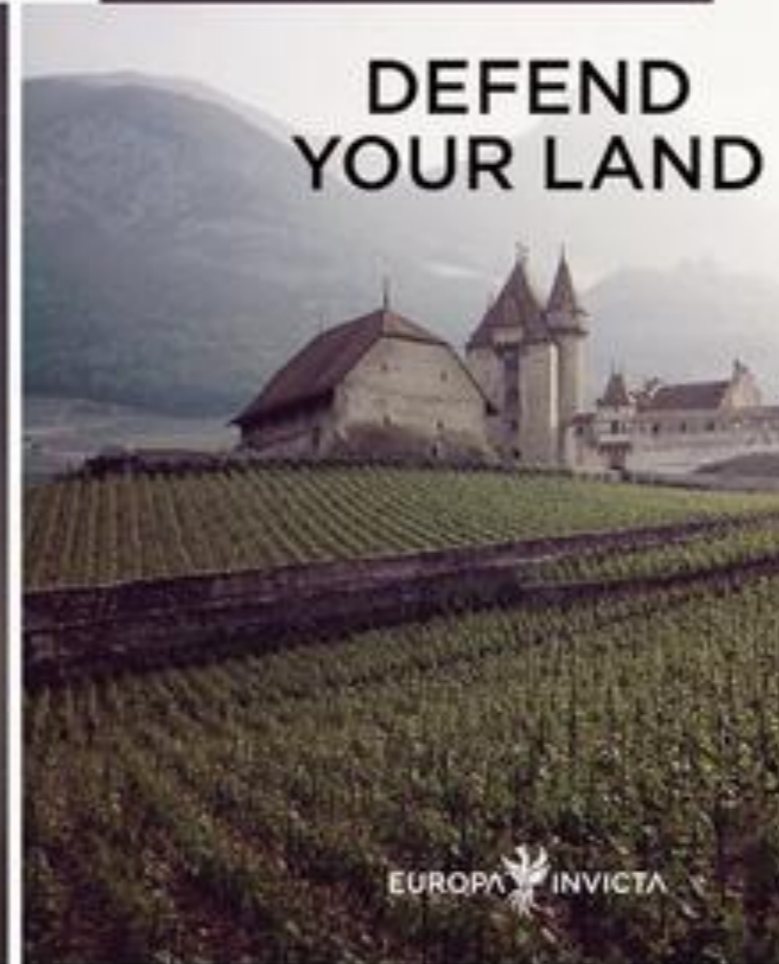
<https://www.facebook.com/groups/247911036015733>

<https://twitter.com/MegaEvropa>

#ALTRIGHT

#FASCISM

#FOLKLORE





**Strong women
don't marry
weak men.**

CONSERVATIVE W

039. Babes with Guns

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 male-oriented 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_Way

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

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

#ALTRIGHT

#SEXISM

#INCEL

**MORE BEAUTIFUL THAN LIB
MORE MASCULINE THAN I**





040. Viking Compass

SYMBOL

The *vegvísir* (Viking Compass) is an Icelandic folklore talisman meant to help its bearers navigate bad weather. It is often appropriated by the far-right, often as a tattoo, perhaps as nostalgic Nordic fetishism, perhaps as a metaphor for cultural diversity being like 'bad weather'.

Seen: on Instagram (ca. 2018).

<https://en.wikipedia.org/wiki/Vegvisir>

#ALTRIGHT

#FOLKLORE



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 open-minded 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

<https://www.adl.org/education/references/hate-symbols/the-happy-merchant>

#RIDICULE

#RACISM

#SEXISM

#JEWS

#HOAX

#LGBT



042. The Happy Merchant

MEME

The Happy Merchant (also Happy Merchant, Merchant Face, Jew Face) is a well-known anti-Semitic cartoon depicting a Jewish man with exaggerated facial features (hooked nose, *kippah*, ...) greedily rubbing his hands together. The stereotype of Jews being crooked and greedy dates back to Middle Age moneylending, and has fuelled multiple conspiracy theories in extremist ideologies, such as *The Protocols of the Elders of Zion*, *The Eternal Jew*, New World Order (NWO) and Zionist Occupation Government (ZOG).

Seen: on Gab (ca. 2018).

Seen: on 4chan (ca. 2018).

<https://www.adl.org/education/references/hate-symbols/the-happy-merchant>

<https://www.urbandictionary.com/define.php?term=happy+merchant>

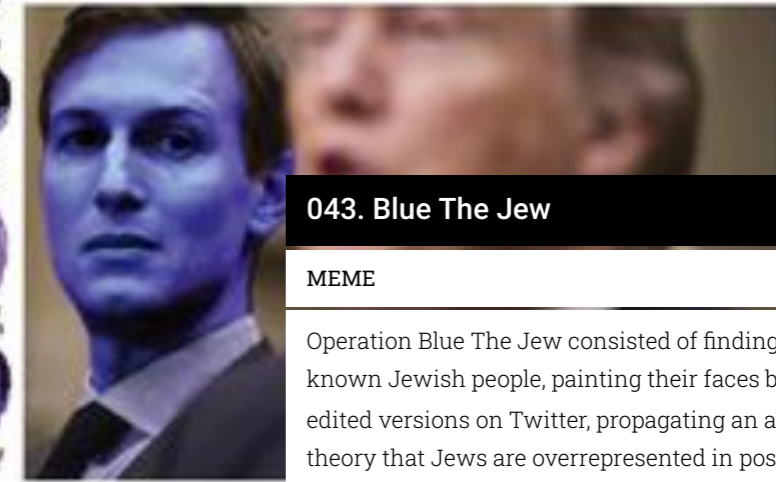
https://en.wikipedia.org/wiki/Stereotypes_of_Jews#Greed

#FASCISM

#JEWS

#HOAX





043. Blue The Jew

MEME

Operation Blue The Jew consisted of finding pictures of well-known Jewish people, painting their faces blue and posting the edited versions on Twitter, propagating an alt-right conspiracy theory that Jews are overrepresented in positions of power ("if jews were blue for 24 hours, everyone would realize what's going on"). Accompanying messages sometimes contain the antisemitic triple parentheses, as in (((bankers))).

Seen: on 16chan (ca. 2019).

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

<https://www.16chan.xyz/pol/res/15242.html>

#ALTRIGHT

#JEWS





044. Hebrew Nonsense

MEME

"Enough. I will hear no more of this Hebrew nonsense."

This meme displays a still from the *Prince of Egypt* animated movie (DreamWorks, 1998). It shows Pharaoh Ramesses II with an off-hand gesture dismissing Moses after his "Let My People Go" appeal. The meme is used to ridicule pro-Jewish sentiments, or as an anti-Semitic dog whistle. There are also product lines such as scarves or face masks imprinted with the meme (retail price: \$25). Also note the mention of '110' countries in the screenshot comments. This is a popular far-right dog whistle referring to the number of countries that Jewish people have allegedly been expelled from.

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

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

<https://www.adl.org/education/references/hate-symbols/109110>

#SHITPOST

#JEWS



045. Jewbacca

MEME

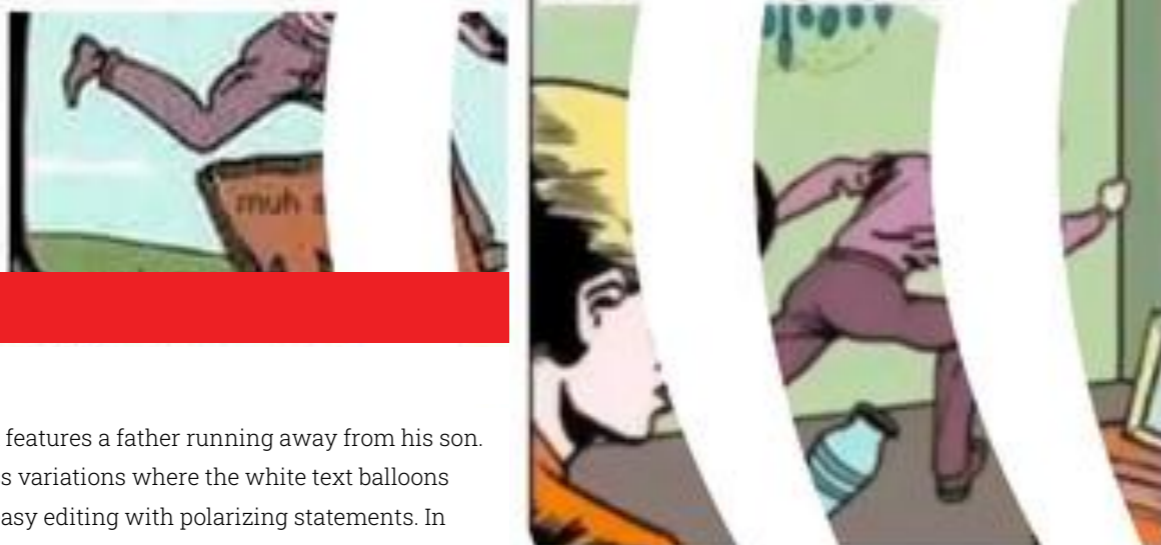
Jewbacca is a portmanteau of Jew + Chewbacca, referring to the popular *Star Wars* character. It is used pejoratively to refer to a hairy Jewish man or woman. It appears in various forms such as t-shirts, party costumes, Star Wars posters and adaptations of the Happy Merchant caricature.

<https://www.urbandictionary.com/define.php?term=jewbacca>

#RIDICULE

#JEWS





„Der Gott des Ja
Berberden. Er tau
Seld. Und um Geld
bis er auf einem
tig des Geldes gen
en, beghit er die gen
blaf ligen kann, bi



046. 50 dollars

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/Happy_Merchant

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

#JEWS



047. Nazi Anime

MEME

"NO JEWS – KILL ON SIGHT"

Some film critics have noted a troubling relationship between *anime* (Japanese animation) and the glorification of fascism, e.g., in *Attack on Titan*, *Fullmetal Alchemist* or *Girls Und Panzer*, where characters can sometimes be seen wearing military uniforms reminiscent of Nazi attire. The proposed relationship has also drawn sharp criticism, and the original SyFy article is no longer online. Nevertheless, anime characters are notably present in fascist memes, and trolls that post them sometimes also use *moe* avatars, i.e., pictures of cute, innocent-looking anime girls – perhaps as a tactic to make their profiles look more naive.

Seen: on Twitter, preceding the Capitol riots (ca. 2021).

<https://boundingintocomics.com/2018/10/11/animegate-is-here-syfy-decries-anime-linking-it-to-fascism/amp/>

[https://en.wikipedia.org/wiki/Moe_\(slang\)](https://en.wikipedia.org/wiki/Moe_(slang))

#FASCISM



THE KALI YUGA ENDS

THE BLACK SUN RISES



048. Kali Yuga
MEME
"The Kali Yuga ends, the Black Sun rises"
In Hinduism, the <i>Kali Yuga</i> is the worst cycle in a series of world-changing events. Kali Yuga is associated with the Hindu demon Kali and marked by discord and sin, followed by a god-fearing golden age of truth. The concept was first introduced to the far-right by Italian fascist thinker and tantric yogi Julius Evola – perhaps building on ideas from the Greek fascist occultist Savitri Devi – as a means of 'spiritual warfare'. The slogan in the fashwave-style image reads: "The Kali Yuga ends, the Black Sun rises", implying that the time of discord will end with a neo-Nazi accelerationist ideal of racial segregation and/or extermination. Another image shows Pepe (Clowni Yuga) beheading the Happy Merchant and stifling NPC Wojak.
Seen: on Telegram (ca. 2021).
https://en.wikipedia.org/wiki/Esoteric_Nazism
https://en.wikipedia.org/wiki/Kali_(demon)
https://en.wikipedia.org/wiki/Savitri_Devi
https://marginalia.lareviewofbooks.org/alt-right-apocalypse
#FASCISM



049. Nazi-Germany propaganda

PHOTO

Original Nazi-Germany propaganda material that incessantly resurfaces on social media. Typically, images will display the Hitler salute, the *swastika*, or German military helmets, presumably for shock value and to disrupt normal conversations. Social media profiles that post this kind of content tend to exploit loopholes in local legislation. For example, while it is forbidden to display swastikas in Germany, it is permissible in the Netherlands. Anecdotally, one Dutch social media profile that posted pictures of firearms and Nazi-Germany propaganda was well aware of his rights when addressed, stating that he had a legal permit to own firearms, and that he was posting 'historical footage' for the purpose of public interest and by no means insinuating that he was a neo-Nazi.

Seen: on Twitter, among neo-Nazi followers in the Netherlands and Belgium (ca. 2021).

#SHITPOST

#FASCISM



+ Für Dich - Deutschland - für Dich +

Ein Volk - ein Reich - ein Führer!



Brigade
Ehrhardt



marschier!





050. Ik kom terug

DEEPPFAKE

"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).

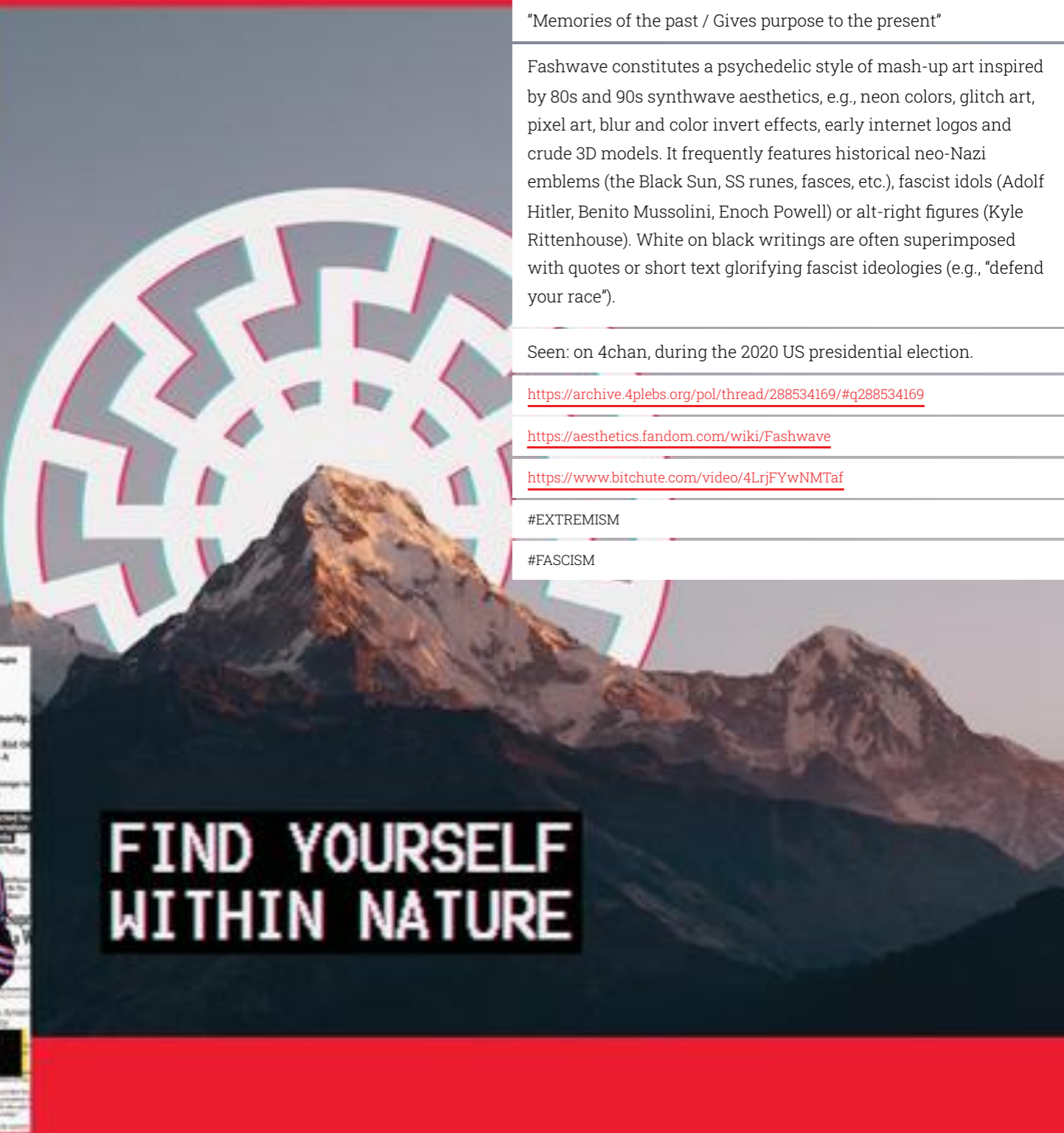
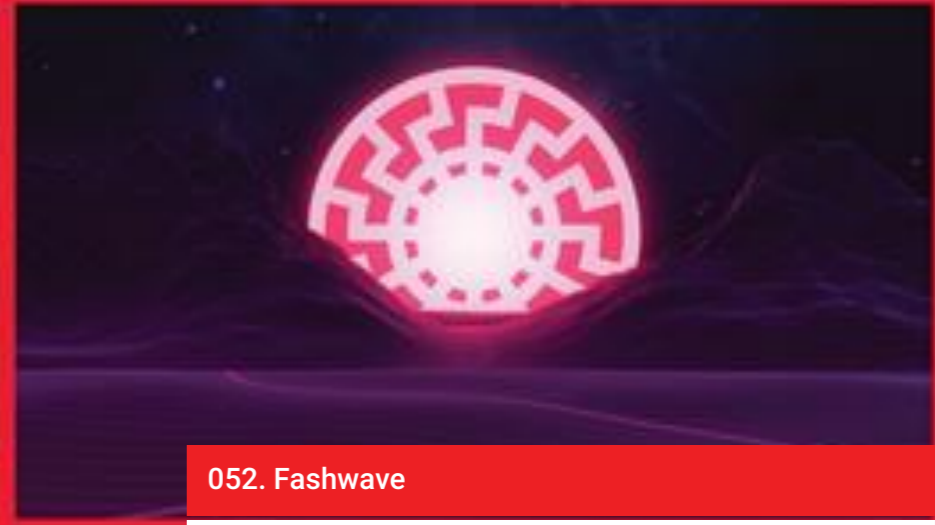
https://wolfenstein.fandom.com/wiki/Wolfenstein:_The_New_Order

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

#FASCISM

#FOLKLORE





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.

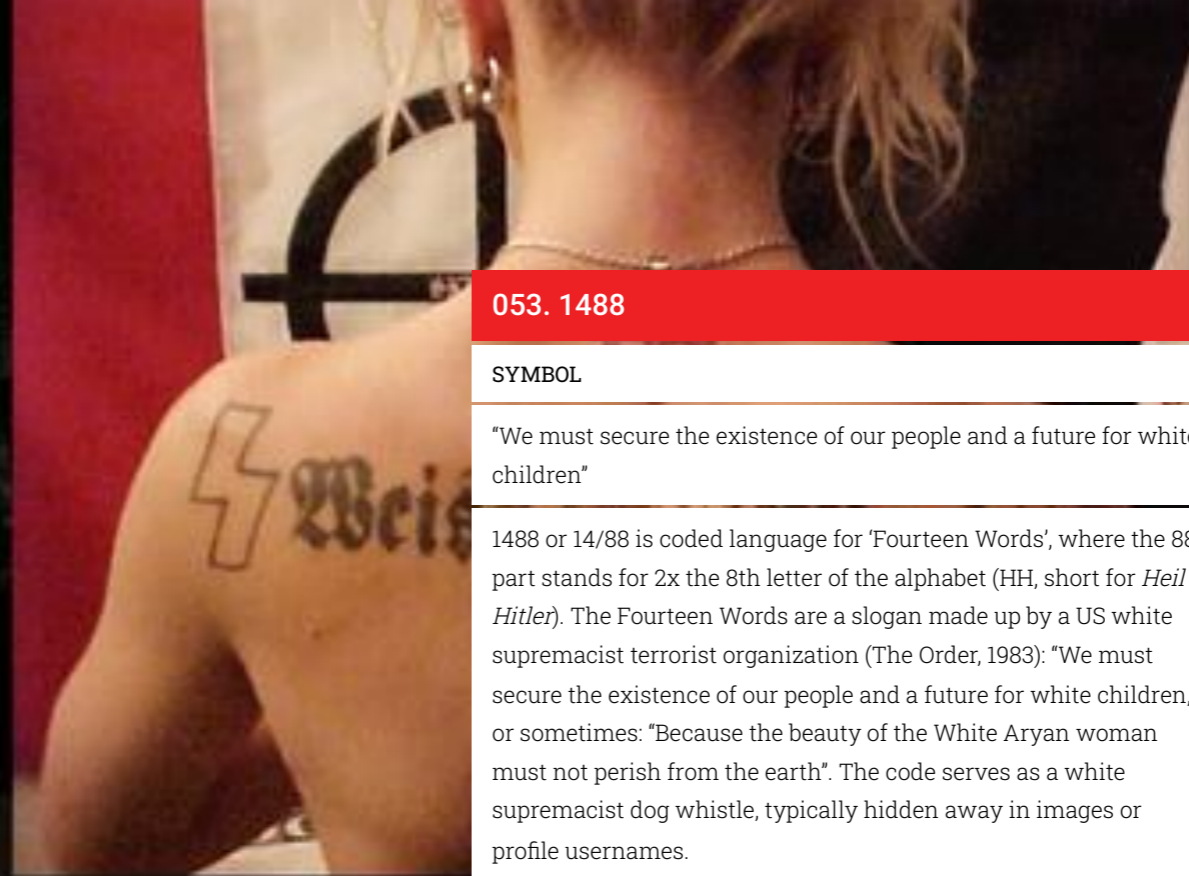
<https://archive.4plebs.org/pol/thread/288534169/#q288534169>

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

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

#EXTREMISM

#FASCISM



053. 1488

SYMBOL

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

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

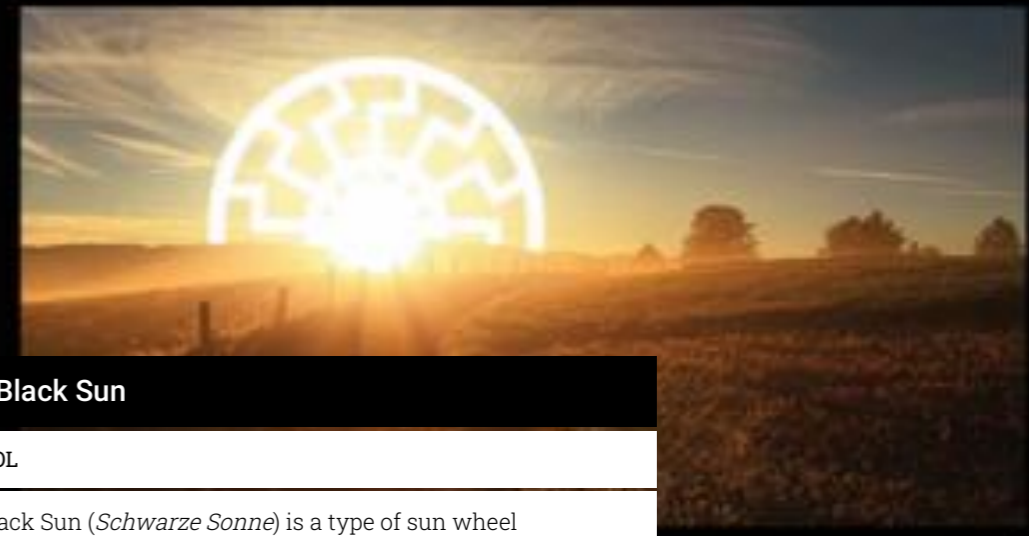
#FASCISM

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



14/88





054. Black Sun

SYMBOL

The Black Sun (*Schwarze Sonne*) is a type of sun wheel (*Sonnenrad*) used by neo-Nazis. It consists of 12 *Sig* runes similar to SS 'lightning bolts'. With its folkloristic associations to Nordic heritage and paganism, it is often used as a dog whistle and depicted in various degrees of subtlety in the background of far-right image compositions (mountain scenes are popular), fashwave mash-ups, or brandished as tattoos and activist insignia, perhaps as a substitute for the Nazi swastika, which is illegal in Germany.

Seen: on 4chan (ca. 2020).

[https://en.wikipedia.org/wiki/Black_Sun_\(symbol\)](https://en.wikipedia.org/wiki/Black_Sun_(symbol))

[https://en.wikipedia.org/wiki/Dog_whistle_\(politics\)](https://en.wikipedia.org/wiki/Dog_whistle_(politics))

<https://www.adl.org/education/references/hate-symbols/sonnenrad>

#ALTRIGHT

#FASCISM



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



I HAF ELIMINATED



056. National Socialist Black Metal

PHOTOSHOP

Black metal is an extreme underground subgenre of heavy metal music, popular in Northern Europe (e.g., *Watain*). While not inherently problematic, several bands in this genre have been linked to real-world violence (e.g., *Gorgoroth* church burnings), and there is a neo-Nazi black metal movement with bands such as the Bulgarian *Gaskammer* (aka 88), *Totenkreuz* or *Paganblut* that produce songs like "SS marschert in Feindesland". Their imagery is explicit, typically gritty and in black & white, featuring Hitler salutes, the *Sig* rune, the Star of David, Jewish caricatures, barb wire, and firearms.

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

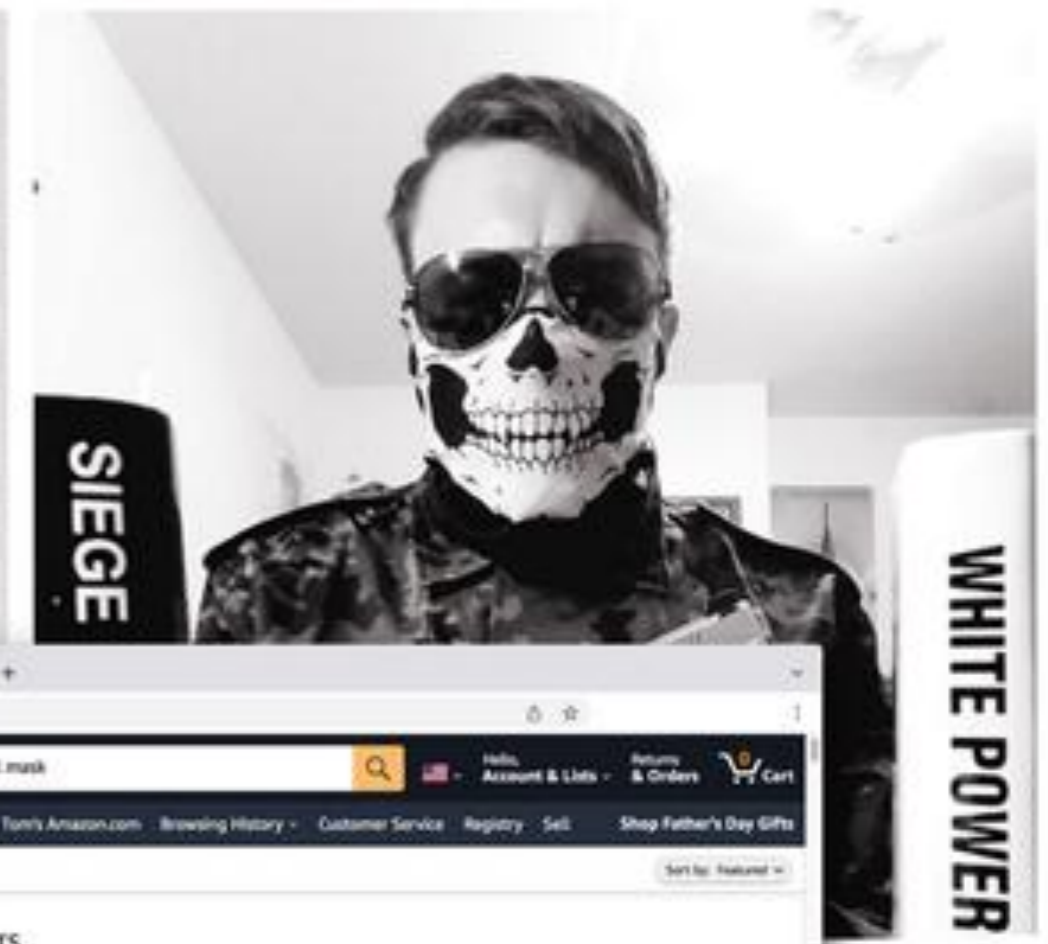
[https://en.wikipedia.org/wiki/Sowilō_\(rune\)](https://en.wikipedia.org/wiki/Sowilō_(rune))

#FASCISM

#JEWS

#VIOLENCE





057. Skull Mask

SYMBOL

The ghost / skull balaclava has its roots in military culture and related online gaming (e.g., *Call of Duty*) and can be seen as a male expression of being 'badass', or as a deterrent towards enemy combatants, a tactic that has a long history dating back to banging spears on shields. However, it is generally regarded as poor taste and has been appropriated by far-right violent extremist groups such as Atomwaffen Division. Skull masks and the SS *Totenkopf* occur frequently in the latter group's visual communication, either to anonymize faces in photographs or as part of a grunge design aesthetic incorporating swastikas, life runes, sun wheels, etc.

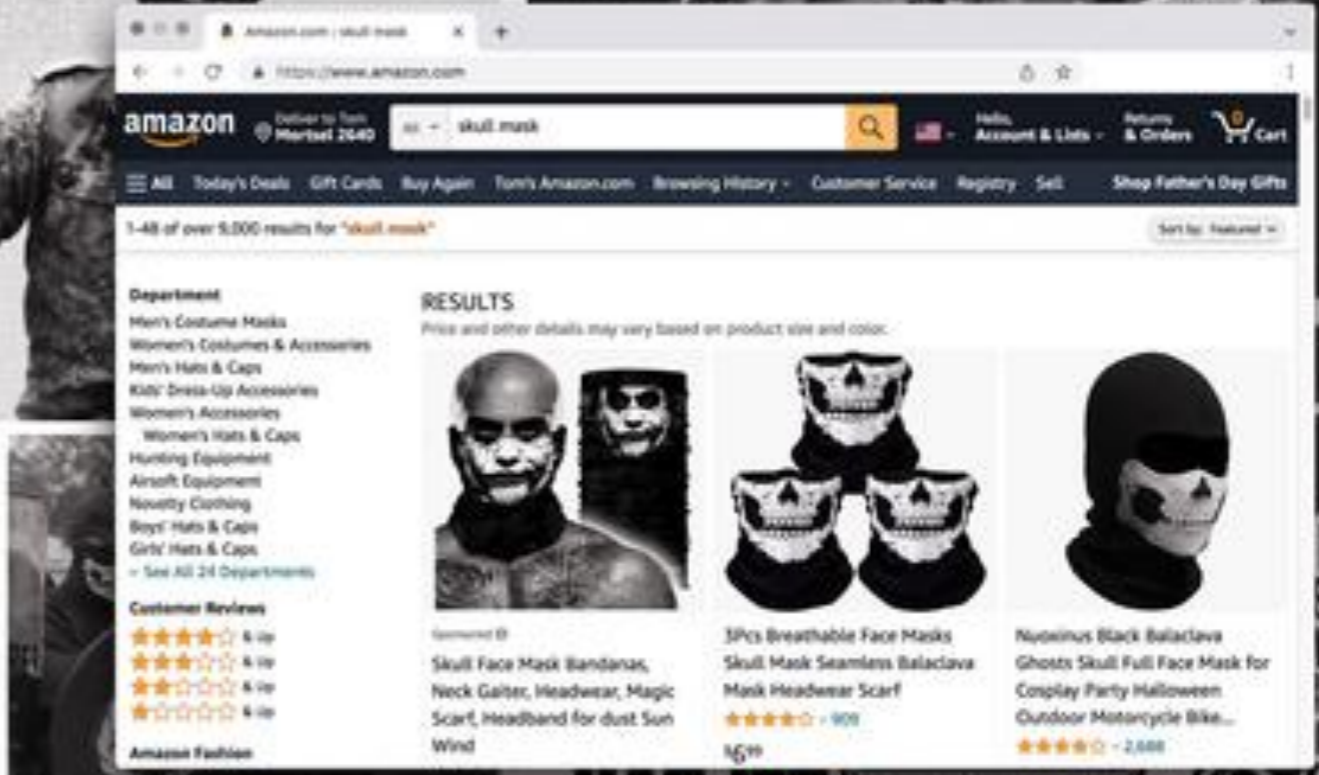
Seen: on Gab (ca. 2019).

<https://www.adl.org/education/references/hate-symbols/totenkopf>

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

#EXTREMISM

#FASCISM



ARY
ALS
NAMED
ER PIGS!
WILL NOT
OMISED!
IGATED TO
STRUGGLE!
RE HIS THOUGHTS
THE ENEMY
ONLY UNDERSTANDS
TRAUMA

058. Atomwaffen Division

PHOTO

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).

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

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

#EXTREMISM

#FASCISM

#VIOLENCE



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 so-called '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 adaptations 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://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

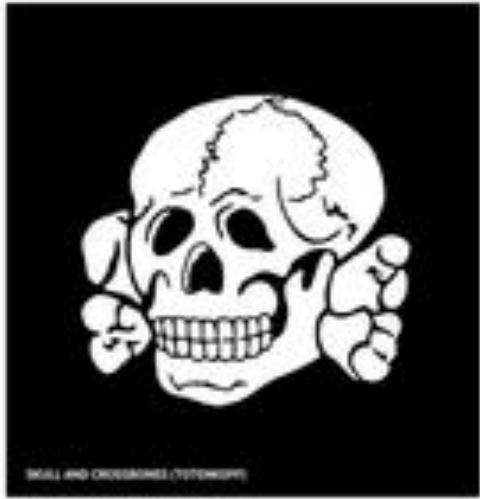
https://en.wikipedia.org/wiki/Propaganda_in_Nazi_Germany

#RIDICULE

#EXTREMISM

#FASCISM

#VIOLENCE



SKULL AND CROSSBONES (TETEMOPE)



CELTIC CROSS



BLACK SUN (SOMMERVALD)



THE IRON HORNS



THE IRON WOLF (SIL VICTORY)



BLACK IRON LIFE/DEATH



88 (HITLER'S BIRTHDAY)



VRIL (SACRED GEOMETRY)



ATOMIC BOMB (SACRED)



THE IRON HORNS



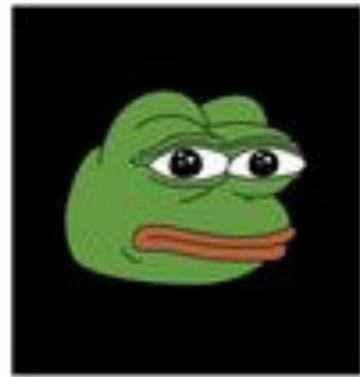
SWASTIKA



THE HAPPY MERCHANT



TRIPLE LIFE - DEATH - REBIRTH



PEPE THE FROG



THE Hammers (THREE HAMMERS LOGO - HONOR GUARD)



WILFANGEL (SIL GOOD HUNTING)



KEKATA



PROUD BOYS (ROOSTER BANNERS)



THE IRON HORNS



THE BLACK FLAG

6MWE

6 MELLOW WENT ENOUGH



Z (SACRED - WISDOM COMPLEX)



THE EYE OF PROVIDENCE



THREE ARROWS (SACRED)

MIMI MIMI MIMI

060. mimimi

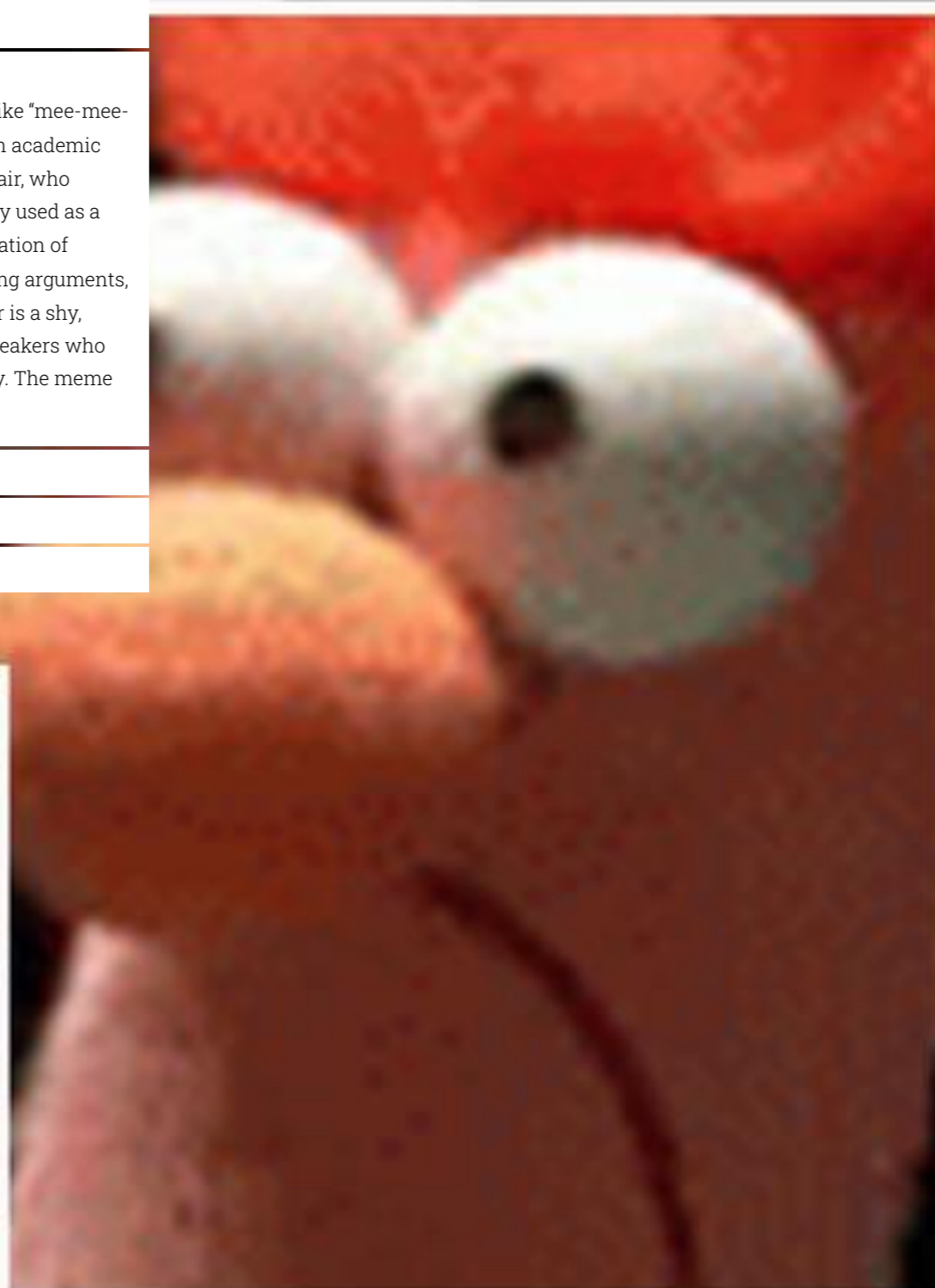
MEME

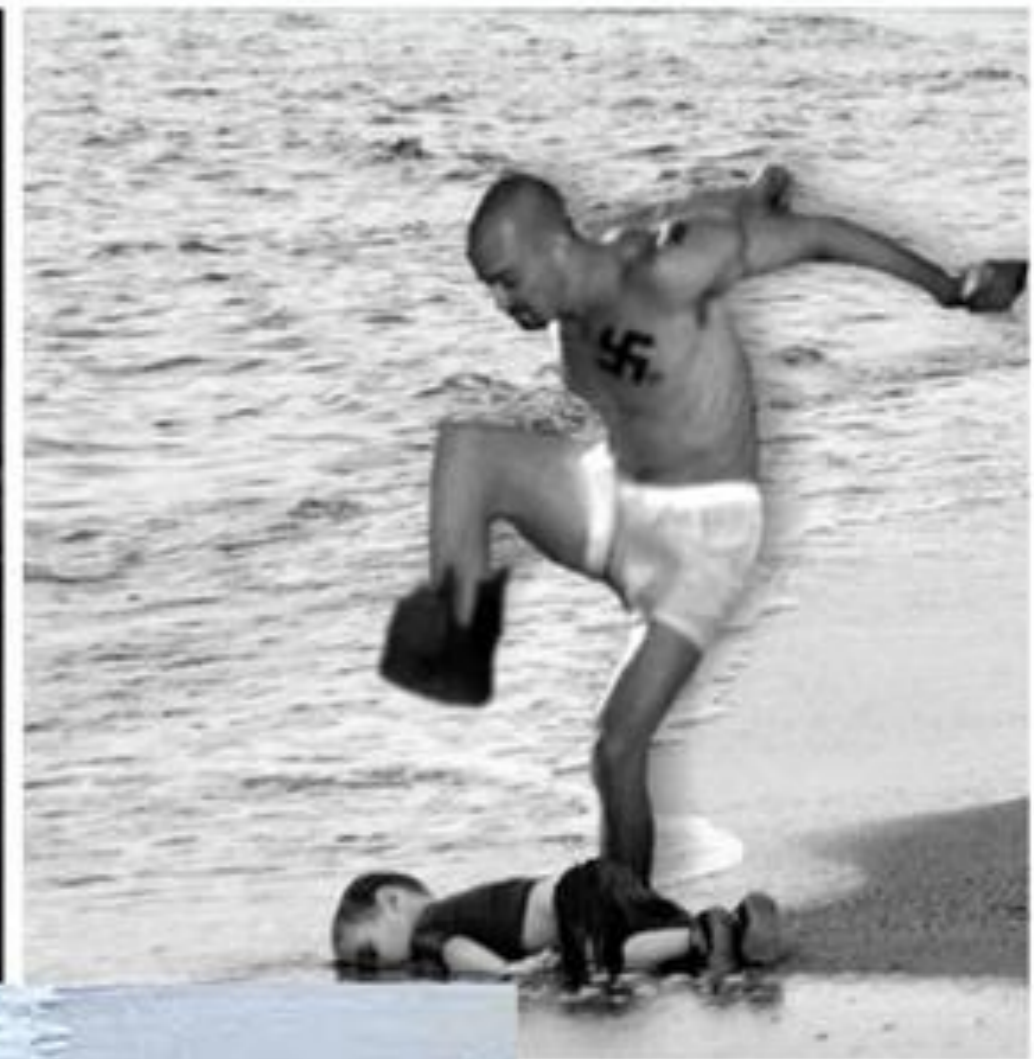
Beaker is a shy, nervous Muppet character that only communicates in a high-pitched squeaking sound like "mee-mee-mee-mee" ('meeps'). The character is portrayed as an academic lab assistant with bulging eyes and a shock of red hair, who attracts failed experiments. Beaker GIFs are regularly used as a conversation stopper by the far-right, as a representation of perceived naive / effeminate / whiny / woke left-wing arguments, with the unspoken message that the targeted author is a shy, nervous, weaseling wimp, in contrast to far-right speakers who deliver difficult truths boldly, plainly and confidently. The meme is very effective in its simplicity.

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

#RIDICULE

#SHITPOST





061. American History X + Alan Kurdi

PHOTOSHOP

In September 2015, the body of a 3-year old Syrian boy washed ashore in Turkey during the European refugee crisis – in large part Syrians trying to escape civil war and the Islamic State. This extremely offensive meme shows a black & white version of (in itself questionable) press footage of the child's body, 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 violent and controversial scene.

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

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

#FASCISM

#VIOLENCE



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



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



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 clean-shaven, having hair dyed in a pink color, striking a naively open social posture, and wearing colorful clothing.

Seen: on Gab (ca. 2018).

#SHITPOST

#ALTRIGHT

#VIOLENCE

#LGBT

do the Great
For Madrid!

Berlin
Clavijo
8444

Alexandre
Bissonette

Vienne



REMOVE
Tours
732

Cederingston
Henri Bragadin
diger von Sturkenbe

SKANDERBEG

14 # 14

Albania

REFUGEES
WELCOME TO



064. Taliban hipsters

PHOTO

When the Taliban reseeded control of Afghanistan in 2021, following a hasty withdrawal of US military according to a peace agreement by the Trump administration, they quickly adopted a more liberal stance to social media coverage, perhaps sensing its marketing value. Taliban fighters could be seen in photos somewhat in awe of the advancements made in the capital city in the past 20 years, delighting in ice cream snacks, bumper cars, laptops, etc. This has led to ridicule on social media, where the fighters are compared to fashionable hipsters, based on the similarities between well-kept long beards, elaborate mustaches, sunglasses, mixed-and-matched colorful clothing and scarves, and interest in technologies that are now considered 'retro-chique'.

Seen: on Twitter (ca. 2021).

<https://en.wikipedia.org/wiki/Taliban>

[https://en.wikipedia.org/wiki/Hipster_\(contemporary_subculture\)](https://en.wikipedia.org/wiki/Hipster_(contemporary_subculture))

#RIDICULE



STEAL HIS LOOK



-  Gucci Orange Dress 3.500\$
-  Supreme Red Headband 175\$
-  Ray Ban Julie Non-Polarized 161\$
-  Asix Sport Shoes 90\$
-  Urban Vest 930\$
-  Vakko Scarf 230\$
-  Beymen Black Socks 230\$
-  Macy's Onyx Ring 1143\$





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* (كافر, unbelief), being *rafida* (رافضي, Shia Muslims that do not recognize the three first caliphs), or being a moderate Muslim (i.e., a hypocrite). All of them are *mushrik* (مشرك) who commit *shirk* (شرك), 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

لا إله إلا الله

الله

رسول 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* (الشَّهَادَةُ, declaration of faith) in white Arabic letters: "there is no god but Allah" (لَا إِلَهَ إِلَّا اللَّهُ) and "Muhammad is the messenger of Allah" (مُحَمَّدٌ رَسُولُ اللَّهِ). Black flags are common in Islamic tradition. It is believed that the Prophet's original banner was black, which is likely why extremists have reappropriated this style to legitimize their cause. Not unlike a marketing logo, it occurs frequently in jihadist propaganda, from fighters flying the banner in war photography to stylized selfies and photoshopped gamifications.

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.

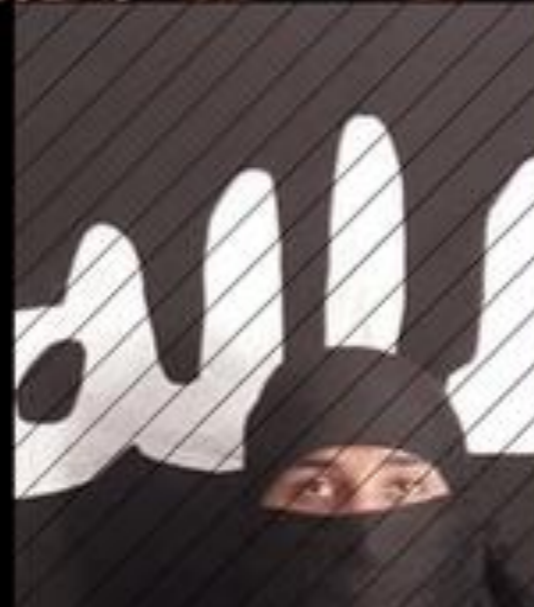
Seen: on Twitter (ca. 2015).

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

#JIHAD

#VIOLENCE





068. Raised Index Finger

SYMBOL

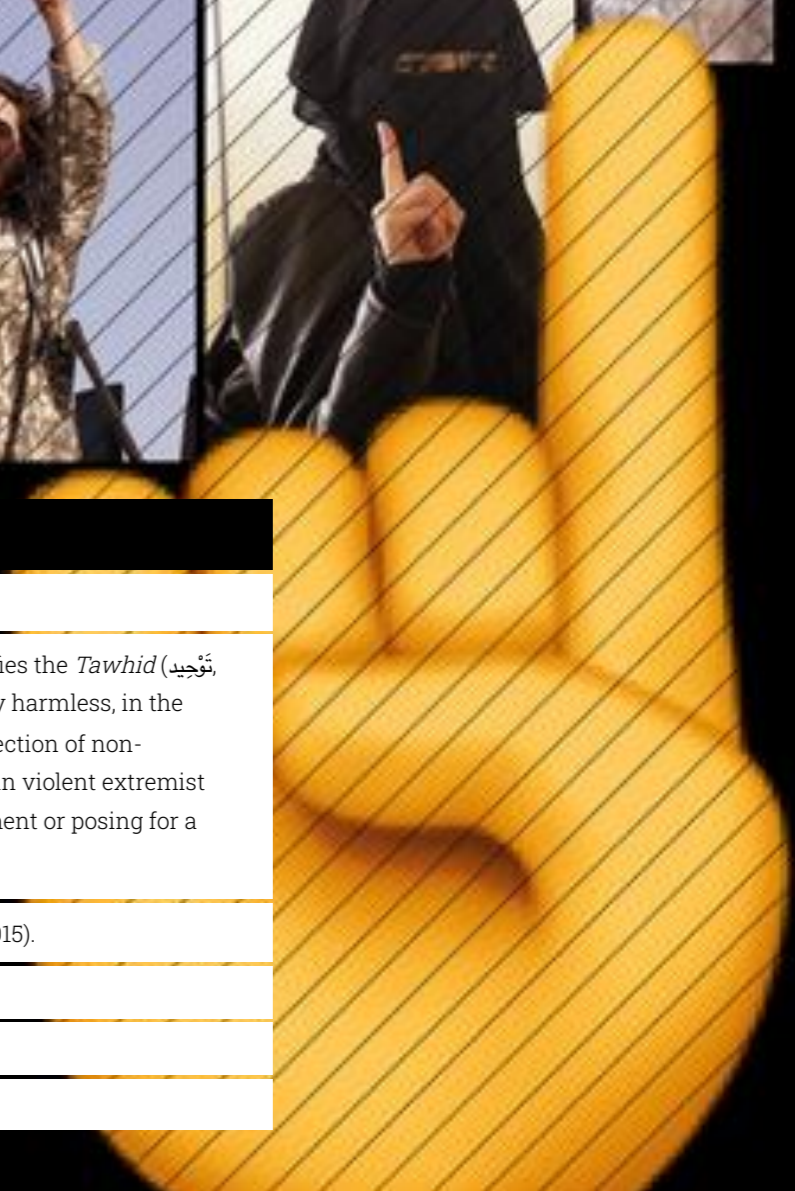
In Islam, the raised index finger (👉) signifies the *Tawhid* (تَوْحِيد), "there is no god but Allah". While generally harmless, in the context of Salafi-jihadism it means the rejection of non-fundamentalist beliefs, and it can be seen in violent extremist content when someone is issuing a statement or posing for a picture (cf. Islamic State photos).

Seen: on Twitter, in ISIS propaganda (ca. 2015).

<https://en.wikipedia.org/wiki/Tawhid>

#ISLAM

#JIHAD





069. OK Hand Gesture

SYMBOL

While generally harmless, the OK hand gesture (👌) has also been appropriated by the alt-right as a visual representation of W + P (White Power). A well-known example is the Christchurch mosque shooter flashing the symbol in court. It can also be seen in protest footage from Three Percenters or Proud Boys wearing Fred Perry shirts.

Seen: on Twitter, during the Trump presidency (ca. 2018).

#EXTREMISM

#ALTRIGHT

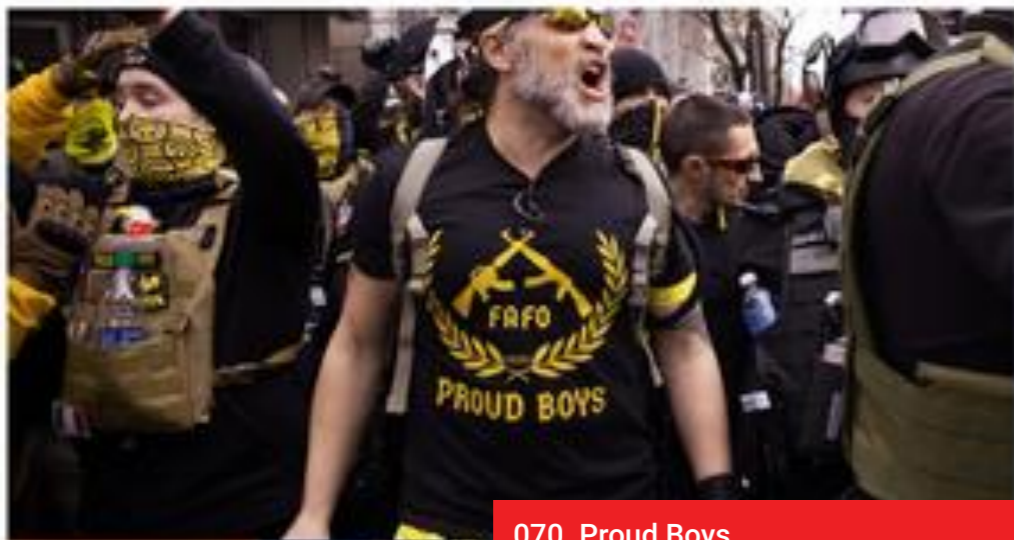
#FASCISM

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

<https://www.adl.org/education/references/hate-symbols/okay-hand-gesture>

<https://twitter.com/ProudBoysUS/status/1062470061796016128>

https://en.wikipedia.org/wiki/Vaporwave#Political_appropriations



070. Proud Boys

SYMBOL

The Proud Boys is a far-right, misogynist, male-only organization that promotes and engages in political violence in the US. It was formed in 2016 by VICE Media co-founder Gavin McInnes. The bearded members can often be identified by their black and yellow Fred Perry polo shirts, American (confederate) flags, red MAGA (Make America Great Again) baseball caps, sometimes also carrying military armor and firearms. The original logo of the Proud Boys is a West-facing rooster ("West is the best") on a weather vane. The rooster historically symbolizes masculinity, pride and hope. The newer logo displays 'PB' in laurel wreaths, which were used in ancient Rome to symbolize victory.

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

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

<https://www.adl.org/proudboys>

#EXTREMISM

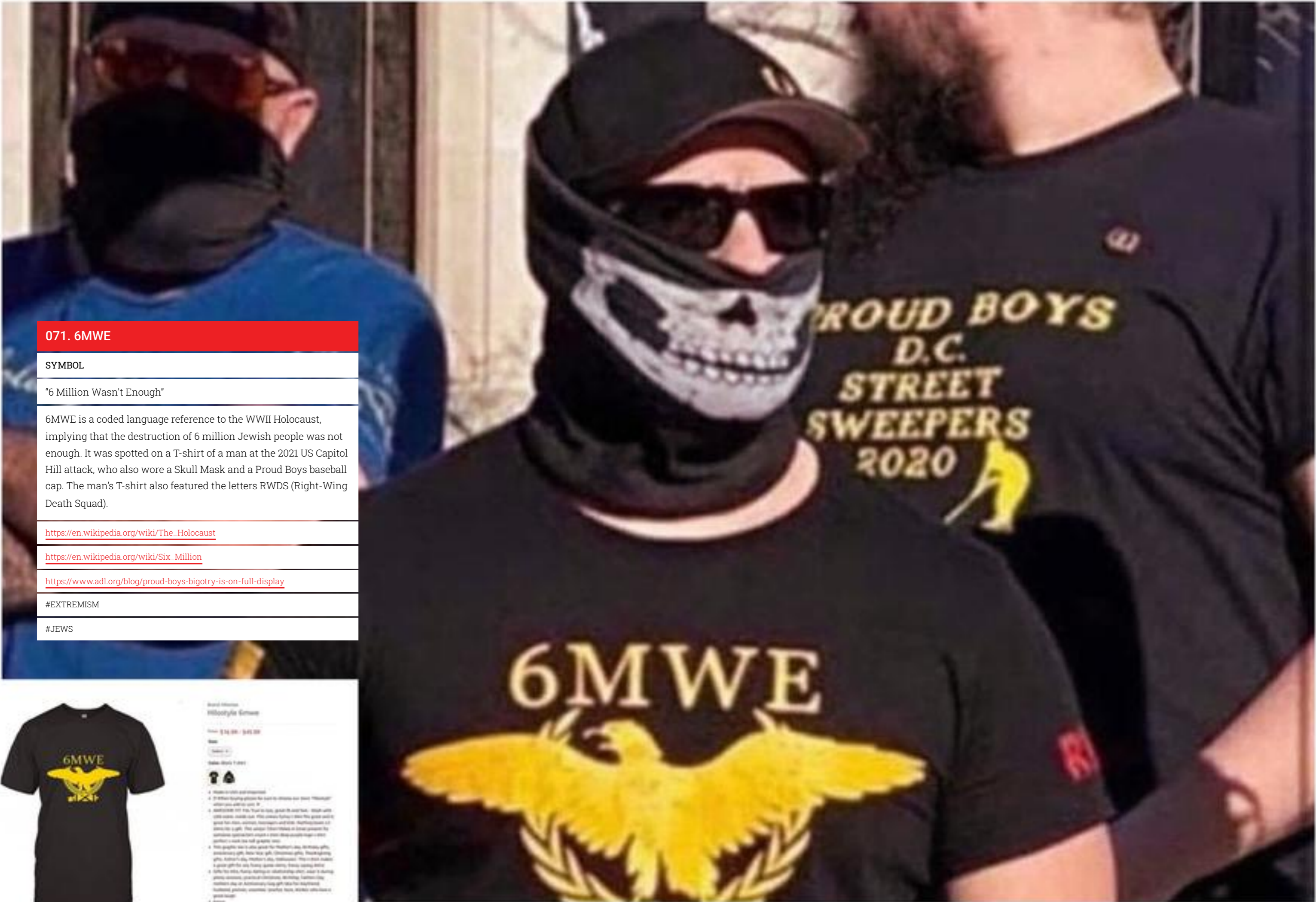
#RACISM

#SEXISM

#FASCISM

#VIOLENCE





071. 6MWE

SYMBOL

"6 Million Wasn't Enough"

6MWE is a coded language reference to the WWII Holocaust, implying that the destruction of 6 million Jewish people was not enough. It was spotted on a T-shirt of a man at the 2021 US Capitol Hill attack, who also wore a Skull Mask and a Proud Boys baseball cap. The man's T-shirt also featured the letters RWDS (Right-Wing Death Squad).

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

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

<https://www.adl.org/blog/proud-boys-bigotry-is-on-full-display>

#EXTREMISM

#JEWS



072. Boogaloo Boys

SYMBOL

The Boogaloo Boys (or Boogaloo Bois) is a US militia situated on the far-right political spectrum. The movement is regarded as being anti-government, pro-guns, seeking to incite a second civil war, and inclined to neo-Nazi and white supremacist ideology. The idea of a new civil war erupting in the US (the 'boogaloo') originates from the 1984 movie *Breakin' 2: Electric Boogaloo*. The term then started leading a life on its own since ca. 2012. The meaning or origin of the Hawaiian shirts worn by militia members is unclear. It is suggested that it is an appropriation of an innocent garment often associated with a midlife crisis. Phonetically, the name relates to 'big igloo' and 'big luau', which is another possible explanation for the usage of floral patterns (and igloos) in memes, battle patches and flags.

Seen: on Twitter, during the Trump presidency (ca. 2019).

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

#EXTREMISM

#ALTRIGHT



073. Yes Chad

MEME

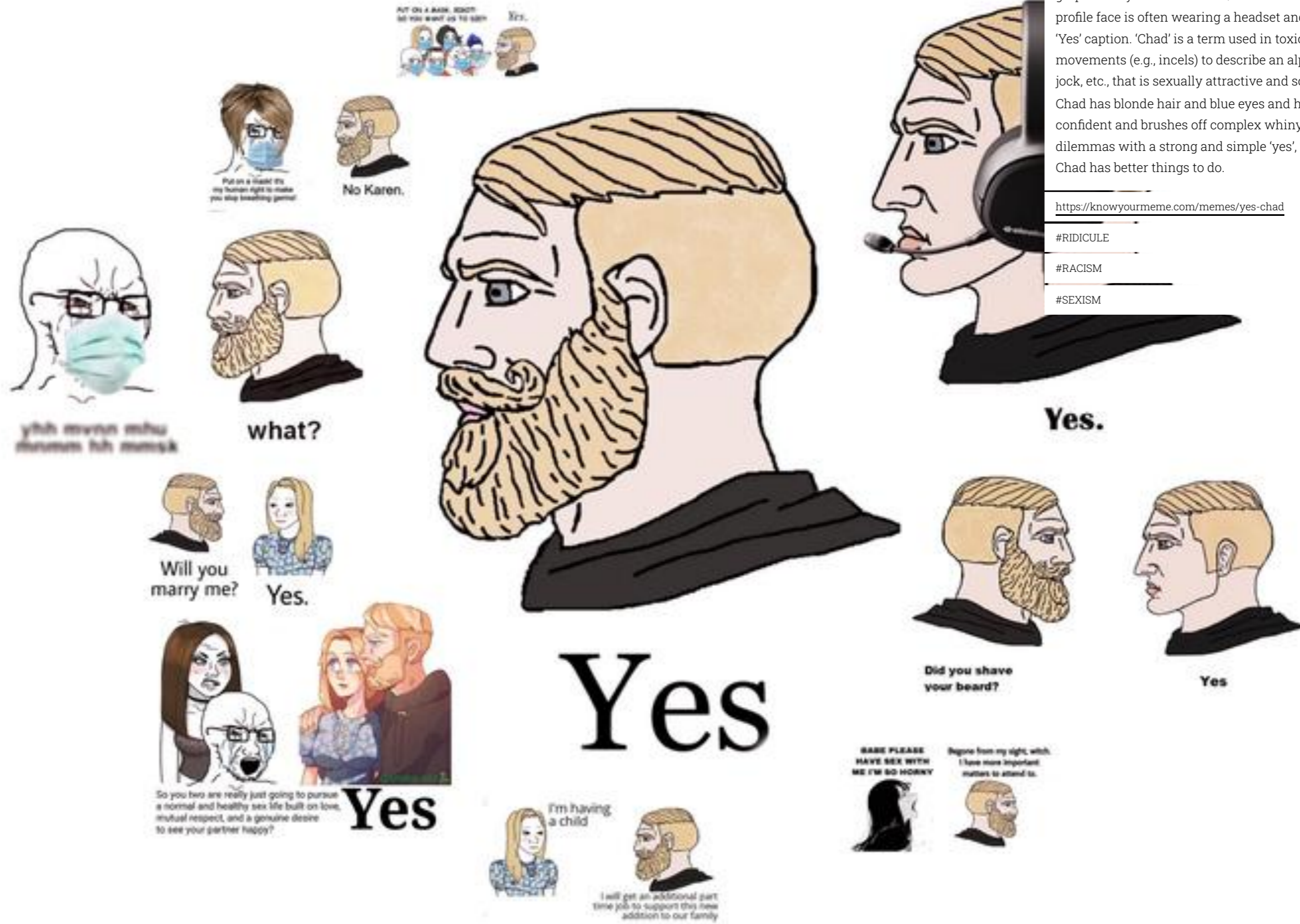
Yes Chad is also known as Nordic Gamer and uses the same graphical style as the Nordic / Mediterranean meme. The depicted profile face is often wearing a headset and/or accompanied by a 'Yes' caption. 'Chad' is a term used in toxic masculinity movements (e.g., incels) to describe an alpha male, a player, sports jock, etc., that is sexually attractive and socially succesful. Yes Chad has blonde hair and blue eyes and he is cool and self-confident 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.

<https://knowyourmeme.com/memes/yes-chad>

#RIDICULE

#RACISM

#SEXISM



LEARN THE DIFFERENCE



MEDITERRANEAN



NORDIC

IT COULD SAVE YOUR LIFE

LEARN THE DIFFERENCE



EUROPEAN



AMERICAN

LEARN THE DIFFERENCE



NORDCUCK

IT COULD

074. Nordic / Mediterranean

MEME

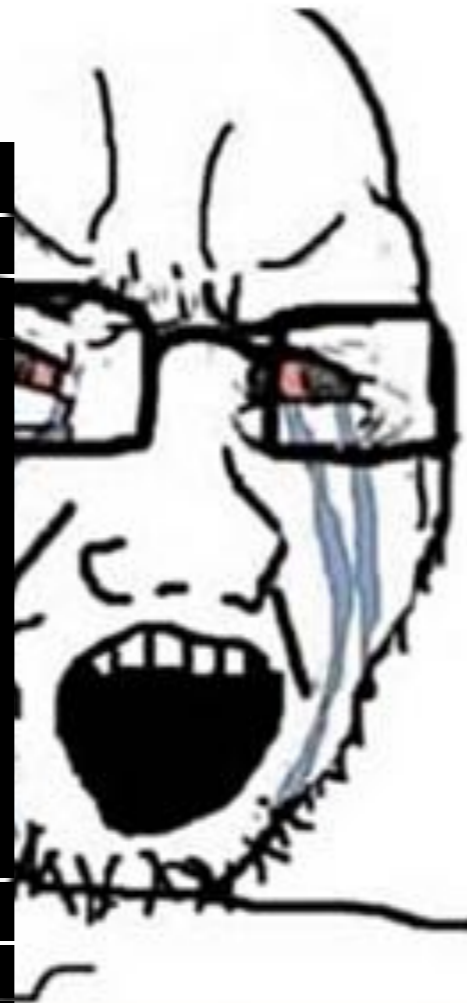
"Learn the difference, it could save your life"

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-mediterranean>

#RACISM



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

Yeah



The 22 Year Old DOOMER

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

Constantly fighting the blackpills

inks to talk to normies

Self improves obsessively to avoid insanity

Only shares real views
with family

normie song comes on, best is good
higger rap starts
positive song ruined
fucking normies

other /comfy/ night in

refer to 80s-90s sports car with analog
switches and shit

ost Youth

Careful not to get too drunk or will
ruin normie friendships with redpills

Its, but no high IQs

Cares even if there's
nothing he can do

Electronic music with no words

Installs tinder, swipes
for 10 minutes, deletes

/nightrun/
/nightwalk/

The 23 Year Old DOOMER

Maybe plays PS1... sometimes

No hope of career advancement

Alcoholism

tried reading... tried fashion... tried lifting

Ashamed to speak
with family

High Risk for Opioid Addiction

Another night in

Hasn't made a friend since 20

Lost Youth

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

Cloud Rap

Has a Tinder but too
disgusted to use it

/nightwalk/

The Doomer



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



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

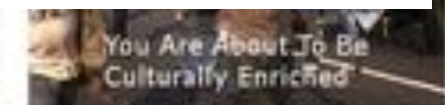
#FASCISM

#ISLAM

#HOAX



كقو پ قه



RAPE FUGEEES



! STAY AWAY !

NOT WELCOME!

NORTH WEST INFIDELS - FIGHTING FOR WHITE RIGHTS!

078. Rapefugees

MEME

"RAPEFUGEEES NOT WELCOME!"

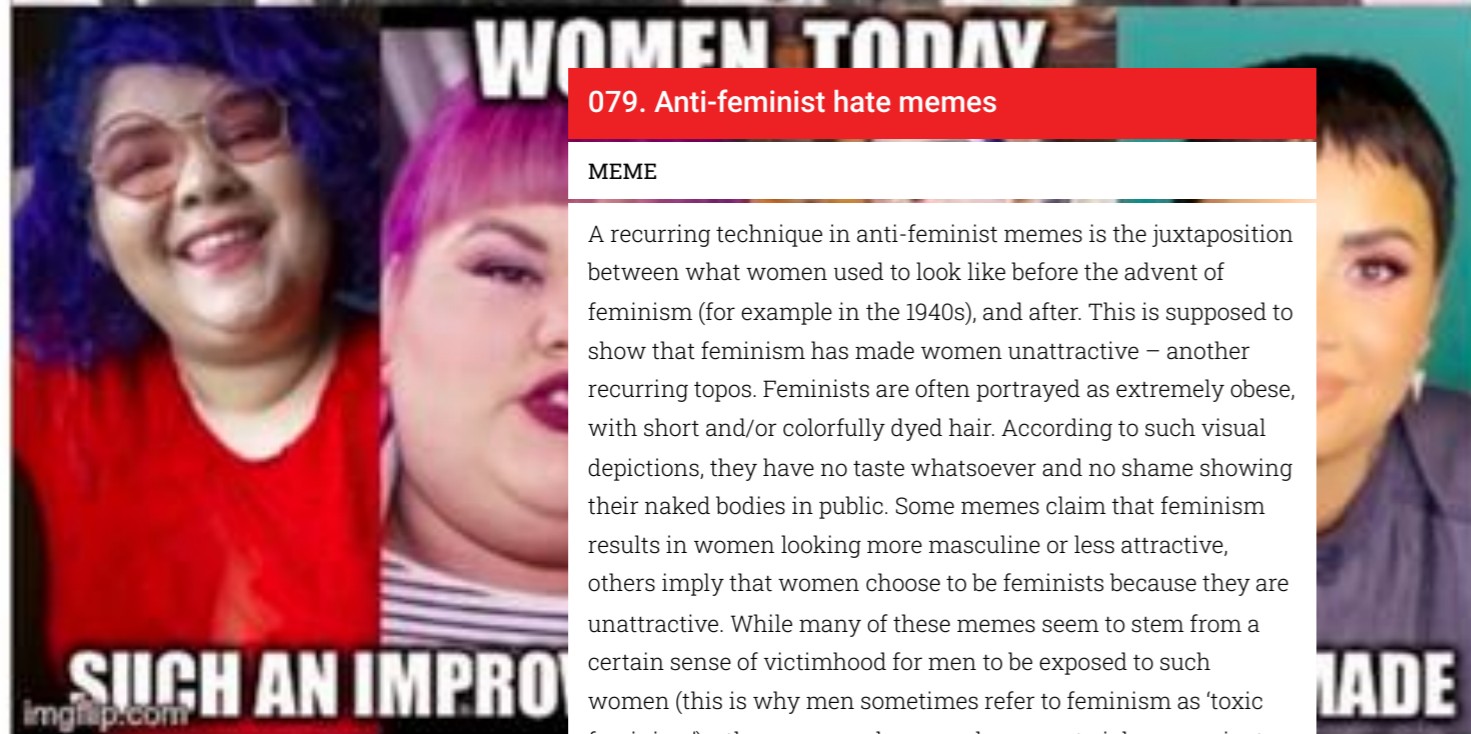
A series of images depicting refugees as rapists. The images have a cartoonish style and depict a woman being chased by Arab-like silhouettes. The origin of these images is found in Cologne, Germany where on New Year's Eve 2015 dozens of Western women were allegedly groped and endured violence by mobs 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



079. Anti-feminist hate memes

MEME

A recurring technique in anti-feminist memes is the juxtaposition between what women used to look like before the advent of feminism (for example in the 1940s), and after. This is supposed to show that feminism has made women unattractive – another recurring topos. Feminists are often portrayed as extremely obese, with short and/or colorfully dyed hair. According to such visual depictions, they have no taste whatsoever and no shame showing their naked bodies in public. Some memes claim that feminism results in women looking more masculine or less attractive, others imply that women choose to be feminists because they are unattractive. While many of these memes seem to stem from a certain sense of victimhood for men to be exposed to such women (this is why men sometimes refer to feminism as 'toxic feminism'), others more or less openly support violence against feminists.

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

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

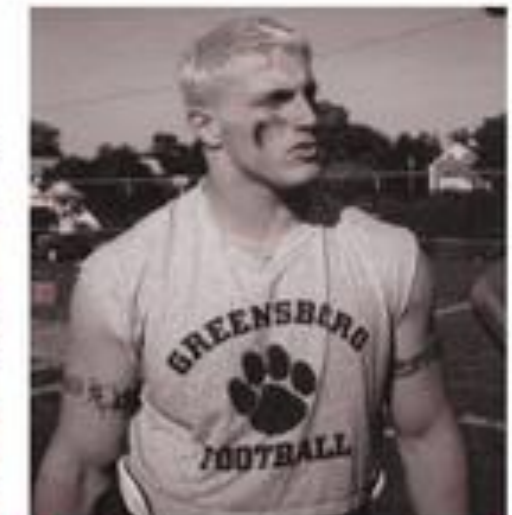
#ALRIGHT

#SEXISM

#VIOLENCE

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

Me : I wasn't looking. Twice.



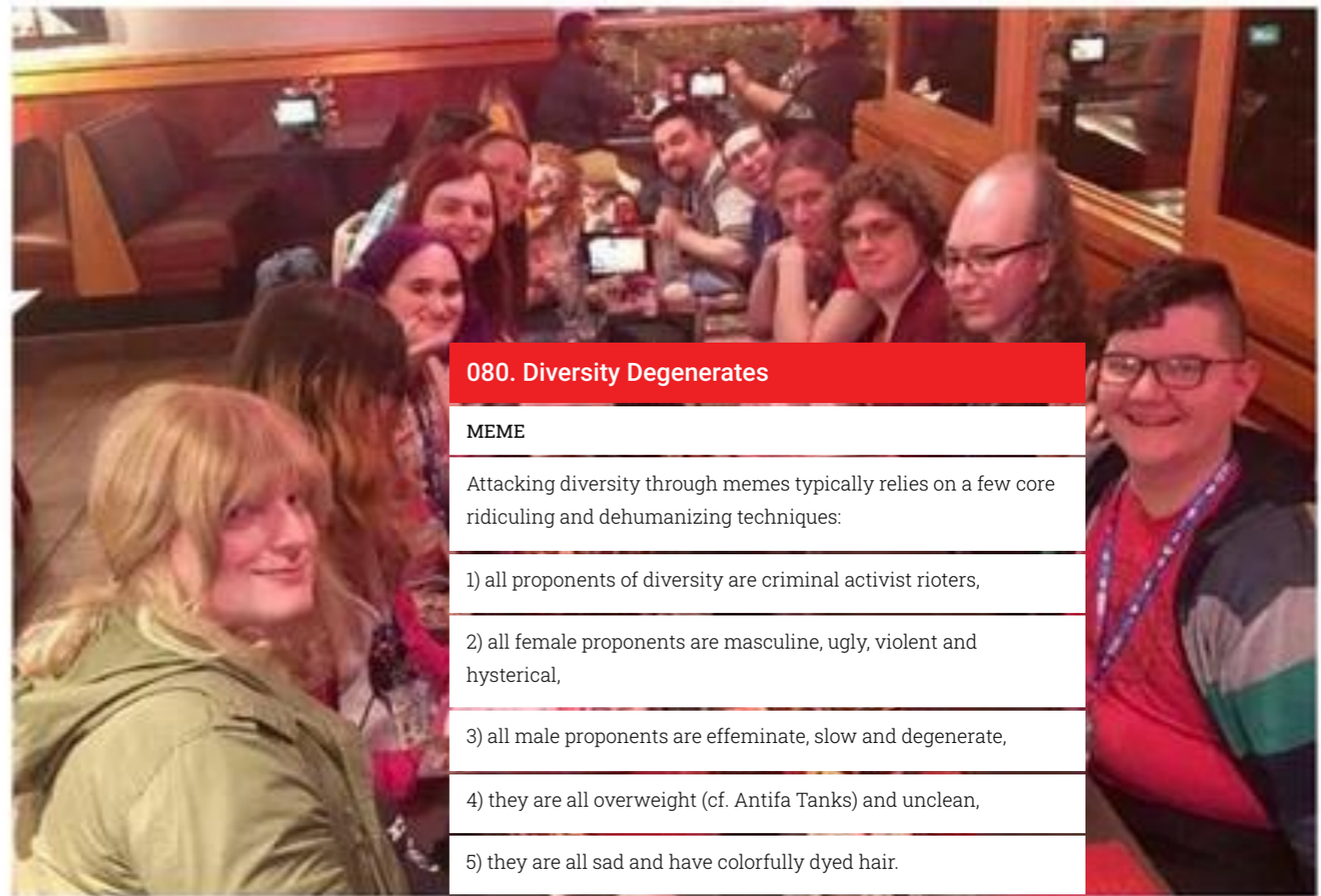
Thanks Feminism
Rage Improvement





Average societal reformist

AVERAGE SOCIETAL REJECTOR



080. Diversity Degenerates

MEME

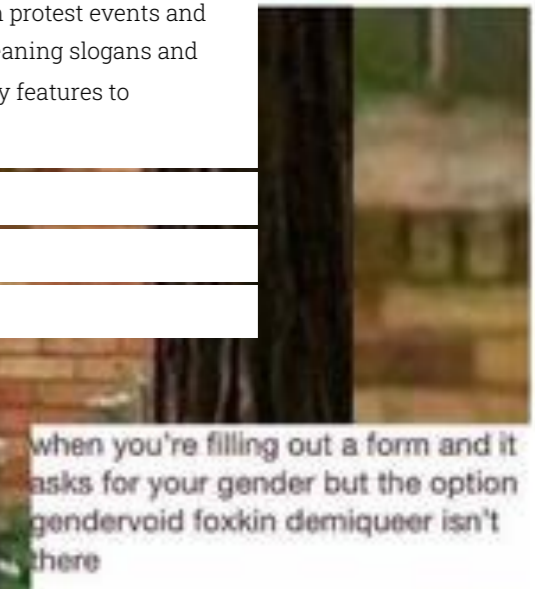
Attacking diversity through memes typically relies on a few core ridiculing and dehumanizing techniques:

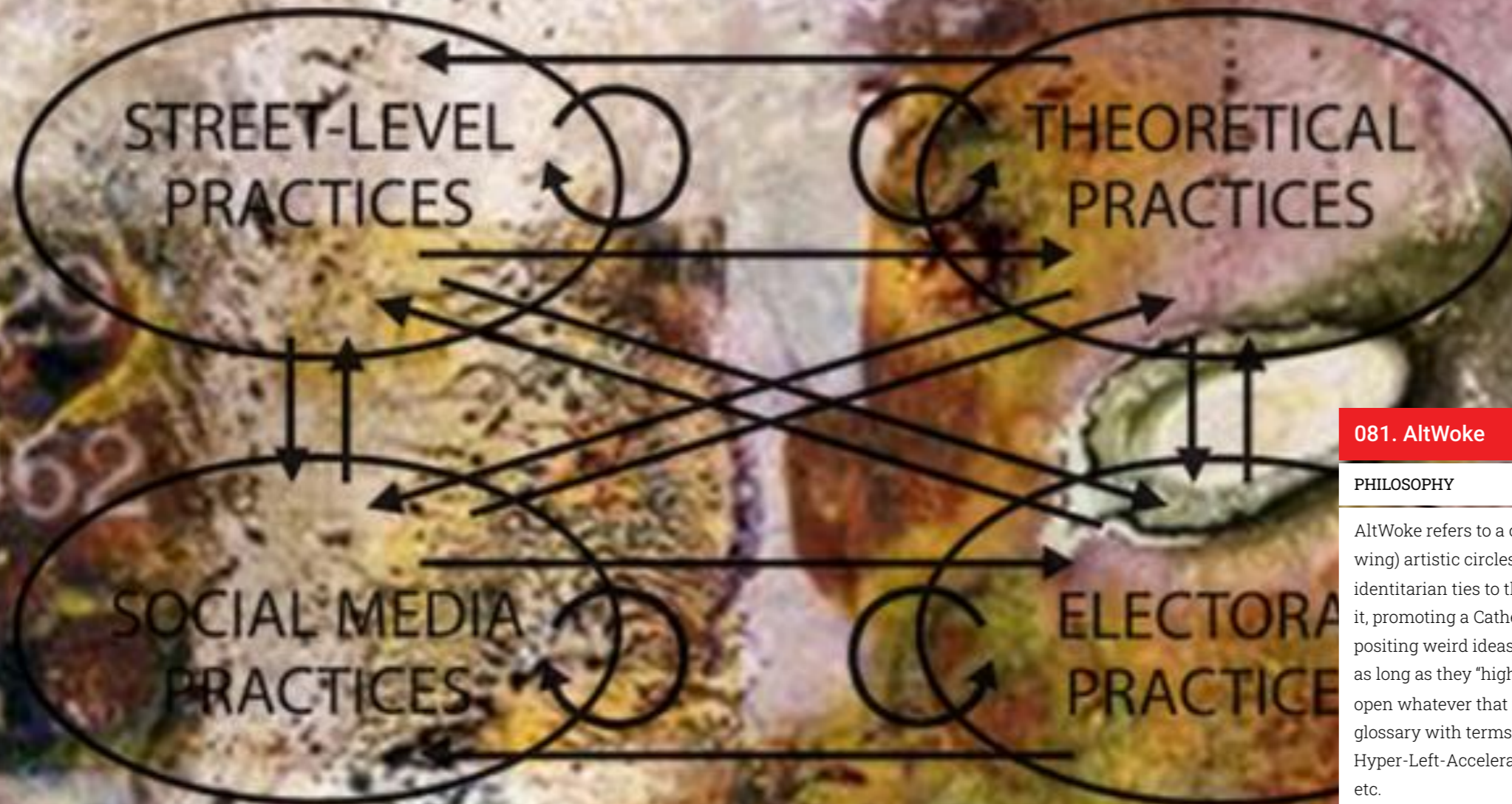
- 1) all proponents of diversity are criminal activist rioters,
- 2) all female proponents are masculine, ugly, violent and hysterical,
- 3) all male proponents are effeminate, slow and degenerate,
- 4) they are all overweight (cf. Antifa Tanks) and unclean,
- 5) they are all sad and have colorfully dyed hair.



Memes will focus on selecting pictures from protest events and singling out individual targets, adding demeaning slogans and subtle photoshop effects to accentuate bodily features to grotesque proportions.

- #RIDICULE
- #ALTRIGHT
- #LGBT





081. AltWoke

PHILOSOPHY

AltWoke refers to a convoluted PDF manifesto circulated in (left-wing) artistic circles, where the author (ANON) envisions identitarian ties to the alt-right while at the same time opposing it, promoting a Cathedral 2.0 (cf. Dark Enlightenment), and positing weird ideas about entropic AI and violent street protests as long as they "highlight a failure on the state's end" – leaving it open whatever that means. The manifesto includes a peculiar glossary with terms such as Anihilorgasmia, Deep Freedom, Hyper-Left-Accelerationism, Hypercamouflage, Meme Science, etc.

<https://www.urbandictionary.com/define.php?term=Alt-Woke>

#ALLEFT

#VIOLENCE



082. I Was Transgender Before It Was Cool

MEME

"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 far-right sentiments injected into the QAnon movement.

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

#ALTRIGHT

#SEXISM

#HOAX

I WAS TRANSGENDER



BEFORE IT WAS COOL



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/reeeeee>

#RIDICULE

#SHITPOST

#ALTRIGHT





Enough is Enough

Ma'am could you please calm d-

DID YOU JUST ASSUME MY GENDER?!

084. Triggered

MEME

"Did you just assume my gender?"

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>

#SHITPOST

#SEXISM

#LGBT

085. Happy Pride Month

MEME

Posted on Instagram by a militant jihadist supporter (but not ISIS), the image depicts the Gay Pride rainbow-colored flag along with a #HAPPYPRIDEMONTH slogan and upbeat emojis, seemingly advocating LGBT tolerance. However, on closer inspection the rainbow flag is overlaid with a well-known Islamic State photo of a man accused of homosexuality being thrown off a building in Fallujah, falling to his death (ca. 2015). As such, this extremely cruel meme uses deception as a strategy, hoping to be re-shared by actual members of the LGBT community, after which they can be publicly ridiculed (with new hate memes). A similar deception strategy was used in the #GoBaldForBLM campaign organized on 4chan by neo-Nazis, encouraging Black Lives Matter members to shave their heads (e.g., hijacking short-haired Emma Watson photos).

Seen: on Instagram.

[https://en.wikipedia.org/wiki/Rainbow_flag_\(LGBT\)](https://en.wikipedia.org/wiki/Rainbow_flag_(LGBT))

<https://www.counterextremism.com/content/isis-persecution-gay-people>

<https://moderndiplomacy.eu/2020/08/03/isis-and-the-militant-jihad-on-instagram>

<https://knowyourmeme.com/memes/gobaldforblm>

#JIHAD

#VIOLENCE

#HOAX

#LGBT

#HAPPYPRIDEMONTH 🏳️🌈 🌟👤





086. Anti-LGBT hate memes

MEME

"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.

https://en.wikipedia.org/wiki/Anti-LGBT_rhetoric

[https://en.wikipedia.org/wiki/Rainbow_flag_\(LGBT\)](https://en.wikipedia.org/wiki/Rainbow_flag_(LGBT))

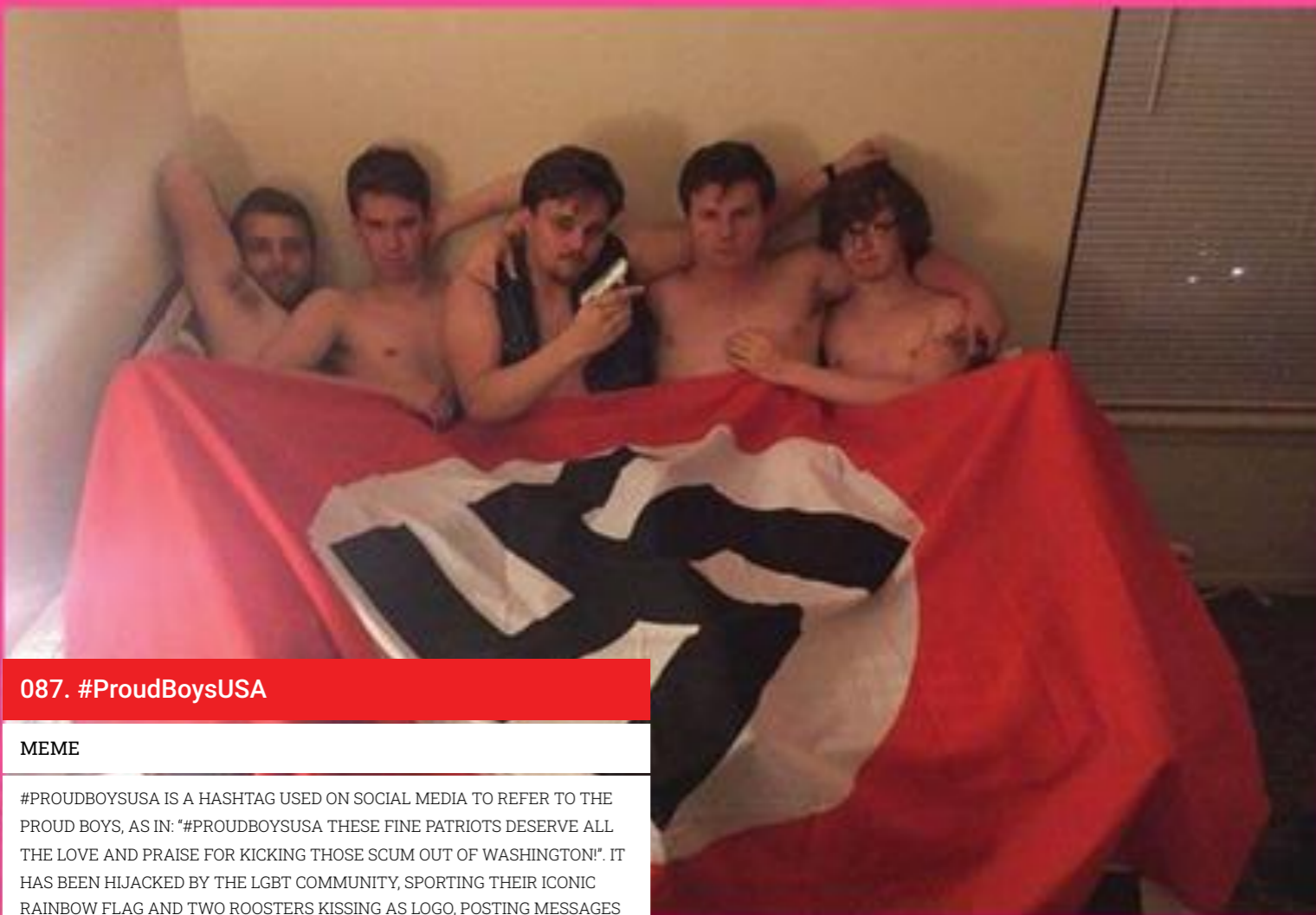
https://en.wikipedia.org/wiki/Trans_bashing

#ALRIGHT

#LGBT

#VIOLENCE





087. #ProudBoysUSA

MEME

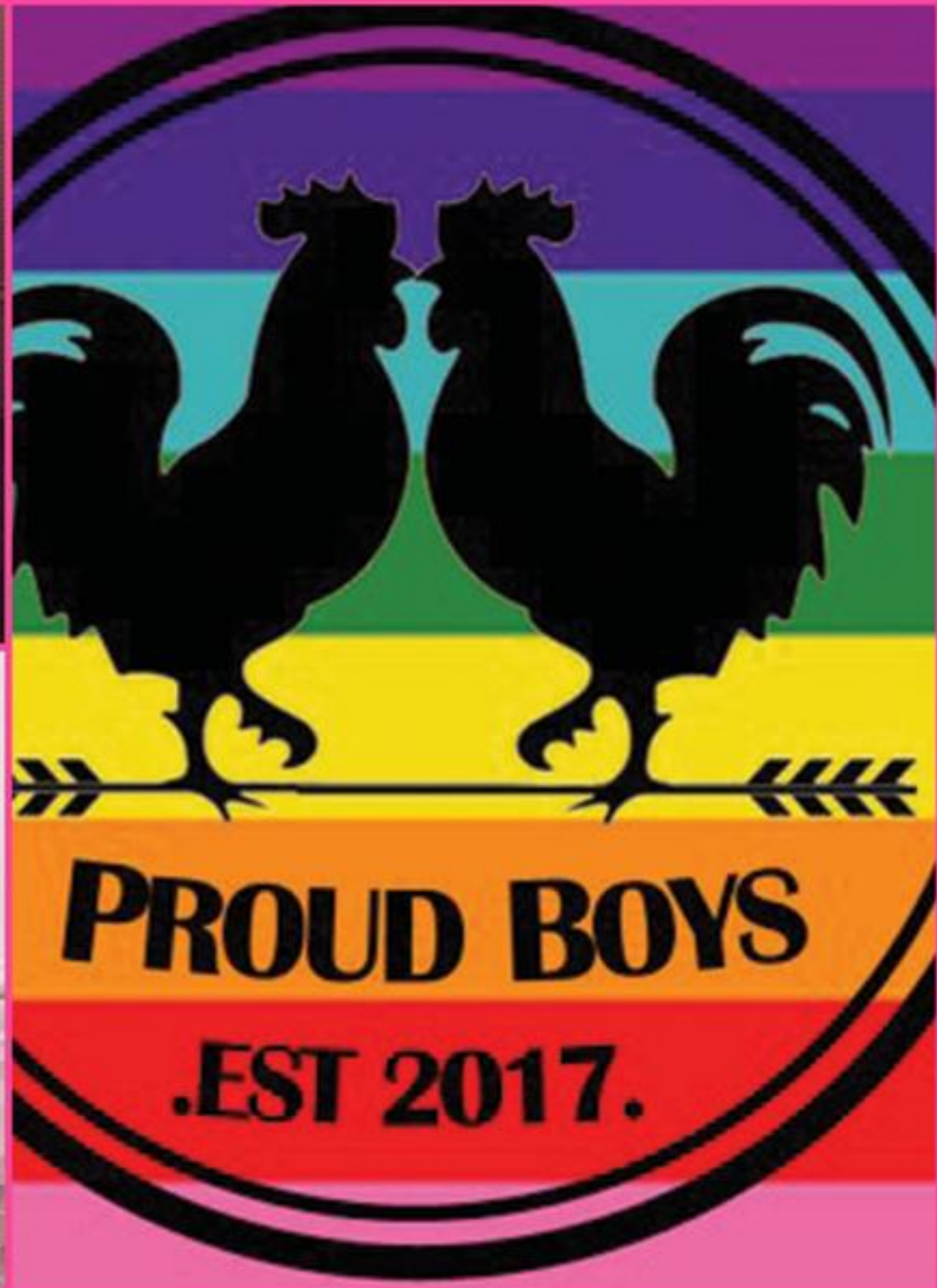
#PROUDBOYSUSA IS A HASHTAG USED ON SOCIAL MEDIA TO REFER TO THE PROUD BOYS, AS IN: "#PROUDBOYSUSA THESE FINE PATRIOTS DESERVE ALL THE LOVE AND PRAISE FOR KICKING THOSE SCUM OUT OF WASHINGTON!". IT HAS BEEN HIJACKED BY THE LGBT COMMUNITY, SPORTING THEIR ICONIC RAINBOW FLAG AND TWO ROOSTERS KISSING AS LOGO, POSTING MESSAGES SUCH AS "WE ARE PRETTY OPEN ABOUT OUR LOVE FOR COCK!".

Seen: on Twitter, during the Trump presidency (ca. 2018)

<https://twitter.com/ProudBoysUS>

#RIDICULE

#LGBT





088. Vladolf Putler

PHOTOSHOP

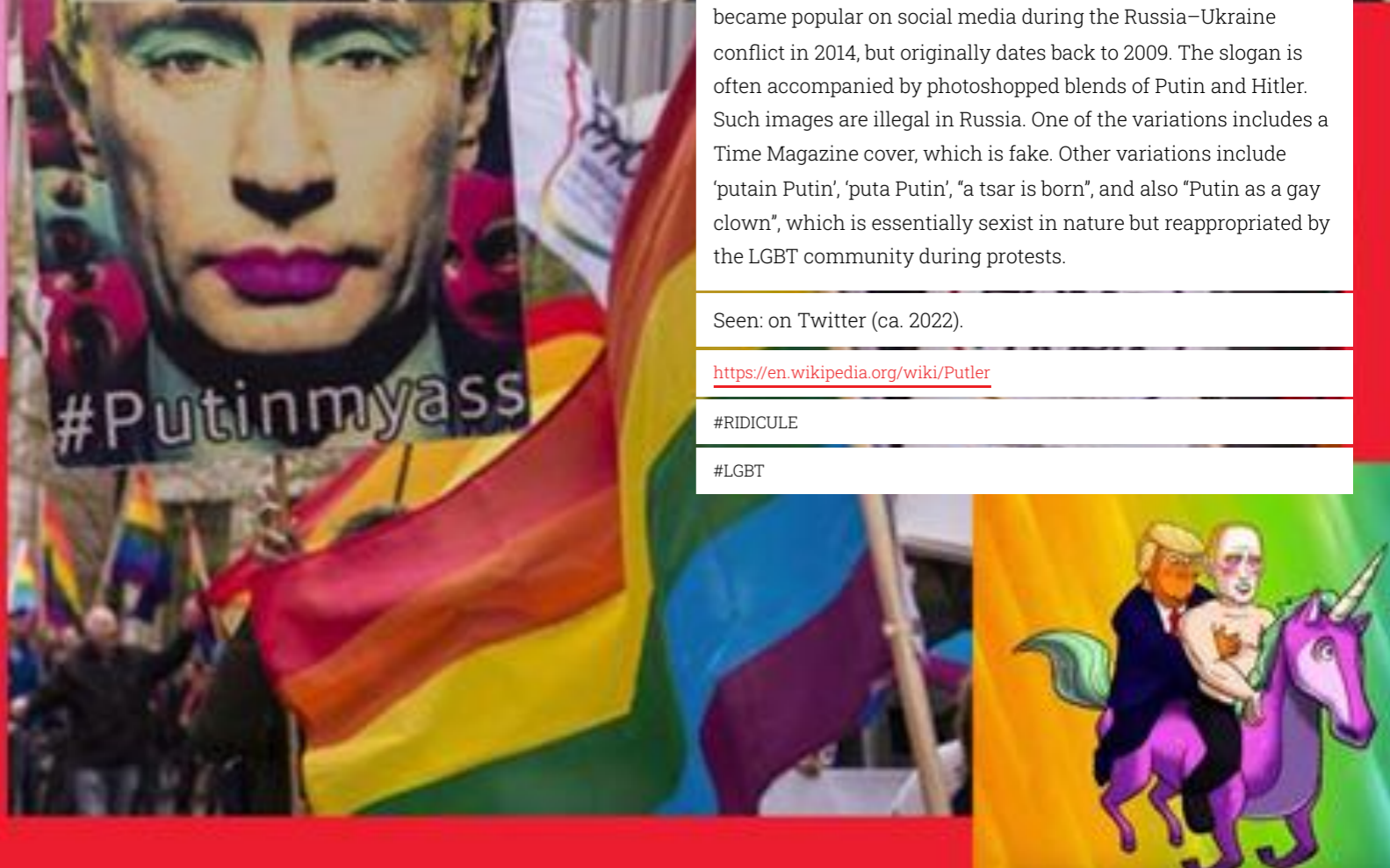
Vladolf Putler (Vladimir Putin + Adolf Hitler) is a neologism that became popular on social media during the Russia-Ukraine conflict in 2014, but originally dates back to 2009. The slogan is often accompanied by photoshopped blends of Putin and Hitler. Such images are illegal in Russia. One of the variations includes a Time Magazine cover, which is fake. Other variations include 'putain Putin', 'puta Putin', 'a tsar is born', and also 'Putin as a gay clown', which is essentially sexist in nature but reappropriated by the LGBT community during protests.

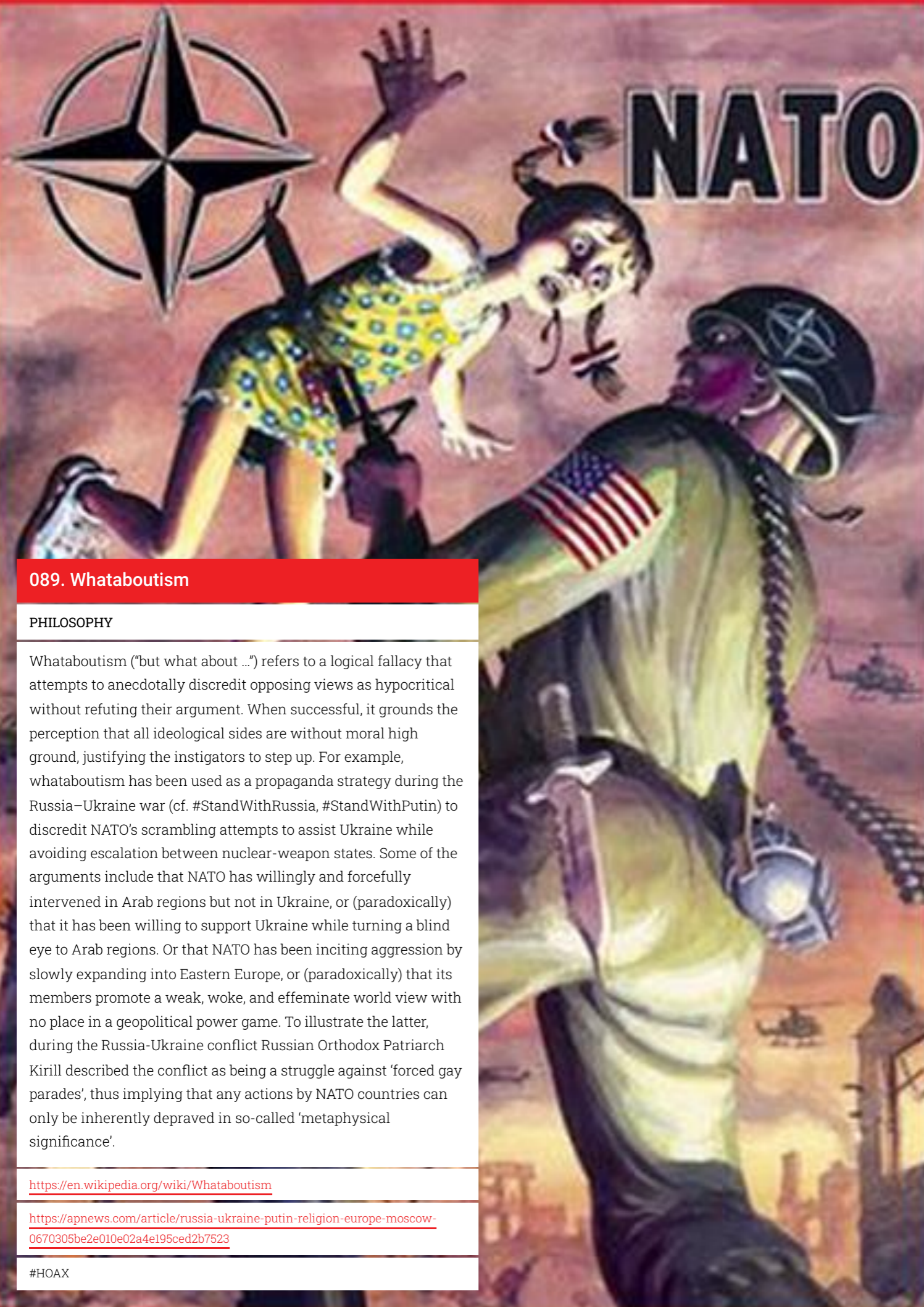
Seen: on Twitter (ca. 2022).

<https://en.wikipedia.org/wiki/Putler>

#RIDICULE

#LGBT





089. Whataboutism

PHILOSOPHY

Whataboutism ("but what about ...") refers to a logical fallacy that attempts to anecdotally discredit opposing views as hypocritical without refuting their argument. When successful, it grounds the perception that all ideological sides are without moral high ground, justifying the instigators to step up. For example, whataboutism has been used as a propaganda strategy during the Russia-Ukraine war (cf. #StandWithRussia, #StandWithPutin) to discredit NATO's scrambling attempts to assist Ukraine while avoiding escalation between nuclear-weapon states. Some of the arguments include that NATO has willingly and forcefully intervened in Arab regions but not in Ukraine, or (paradoxically) that it has been willing to support Ukraine while turning a blind eye to Arab regions. Or that NATO has been inciting aggression by slowly expanding into Eastern Europe, or (paradoxically) that its members promote a weak, woke, and effeminate world view with no place in a geopolitical power game. To illustrate the latter, during the Russia-Ukraine conflict Russian Orthodox Patriarch Kirill described the conflict as being a struggle against 'forced gay parades', thus implying that any actions by NATO countries can only be inherently depraved in so-called 'metaphysical significance'.

<https://en.wikipedia.org/wiki/Whataboutism>

<https://apnews.com/article/russia-ukraine-putin-religion-europe-moscow-0670305be2e010e02a4e195ced2b7523>

#HOAX



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





090. Cyber Front Z

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

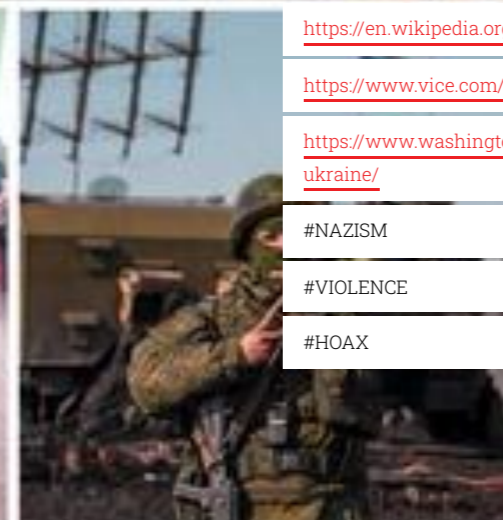
<https://www.vice.com/en/article/7kbjny/russia-cyber-front-z-telegram>

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

#NAZISM

#VIOLENCE

#HOAX





Unconfirmed reports the Moskva is indeed sinking in the Black Sea with the first tractor standing by

Ukrainian farmers have heard of the alleged missile strike against the Moskva



091. Ukrainian Farmed Forces running gag

MEME

"Ukrainian farmers have heard of the alleged missile strike against the Moskva"

During the onset of the Russia-Ukraine war, a number of documented Russian military vehicles ran out of gas or got stuck, and Ukrainian farmers would deploy farming tractors to (sarcastically) "tow them back to Russia". This has led to a running gag. Running gags are common in memes, where one isolated event will be turned into a recurring trope to ridicule opponents' weaknesses. In this case for example, Ukrainian farmers have been named one of the largest armies in the world in possession of tanks, and images of tractors speeding through water have been used to ridicule the sinking of one of Russia's largest flagships (Moskva aka "Russian Warship Go Fuck Yourself").

Seen: on Twitter (ca. 2022).

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

[https://en.wikipedia.org/wiki/Trope_\(literature\)](https://en.wikipedia.org/wiki/Trope_(literature))

<https://www.euronews.com/culture/2022/03/30/viral-cartoon-shows-ukrainian-tractor-dragging-russian-tank-what-s-the-story-behind-it>

#SHITPOST



093. Nothing Is Beyond Our Reach

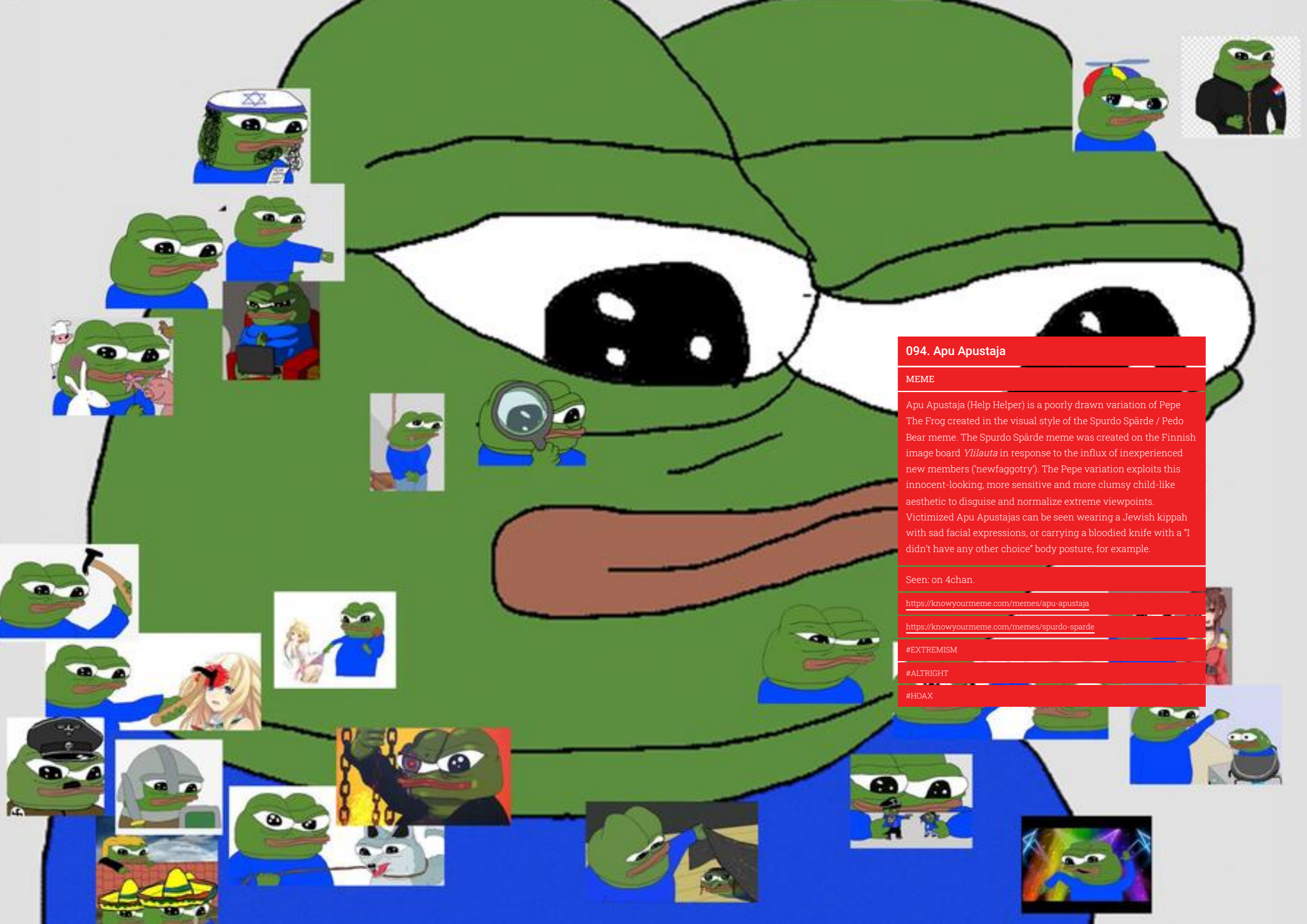
MEME

Xenophobia has been a strong driver throughout human history, perhaps ingrained in primal fight-or-flight behavior. Without doubt, propaganda used by the Islamic State has fuelled a backlash of anti-Muslim sentiments ignited by far-right movements worldwide. In Donald Trump, and in his stream of bigoted social media dog whistles, disgruntled individuals might have finally found a hero again they could harken to. The 'common white man' could speak out plainly again about 'violent nigger gangs' and 'faggot bitches' threatening the traditional order. This image is one example of 2021 alt-right propaganda. It shows Pepe The Frog spreading tentacles across the world (NWO dog whistle), a swastika (tyranny dog whistle), and an ominous "nothing is beyond our reach" slogan. It is unclear what exactly is beyond reach, or who exactly is to blame. It is essentially just a 'cool' Pepe with some swastikas and squids, which is enough to further ignite already disgruntled voices caught in a web of NWO conspiracies.

https://en.wikipedia.org/wiki/Fight-or-flight_response

#SHITPOST

#HOAX



094. Apu Apustaja

MEME

Apu Apustaja (Help Helper) is a poorly drawn variation of Pepe The Frog created in the visual style of the Spurdo Spärde / Pedo Bear meme. The Spurdo Spärde meme was created on the Finnish image board *Ylilauta* in response to the influx of inexperienced new members ('newfaggotry'). The Pepe variation exploits this innocent-looking, more sensitive and more clumsy child-like aesthetic to disguise and normalize extreme viewpoints. Victimized Apu Apustajas can be seen wearing a Jewish kippah with sad facial expressions, or carrying a bloodied knife with a "I didn't have any other choice" body posture, for example.

Seen: on 4chan.

<https://knowyourmeme.com/memes/apu-apustaja>

<https://knowyourmeme.com/memes/spurdo-sparde>

#EXTREMISM

#ALTRIGHT

#HOAX



095. Wojak

MEME

"I wish I was at home"

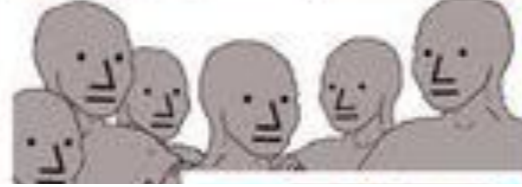
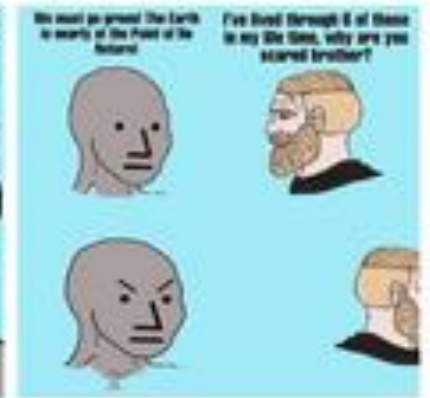
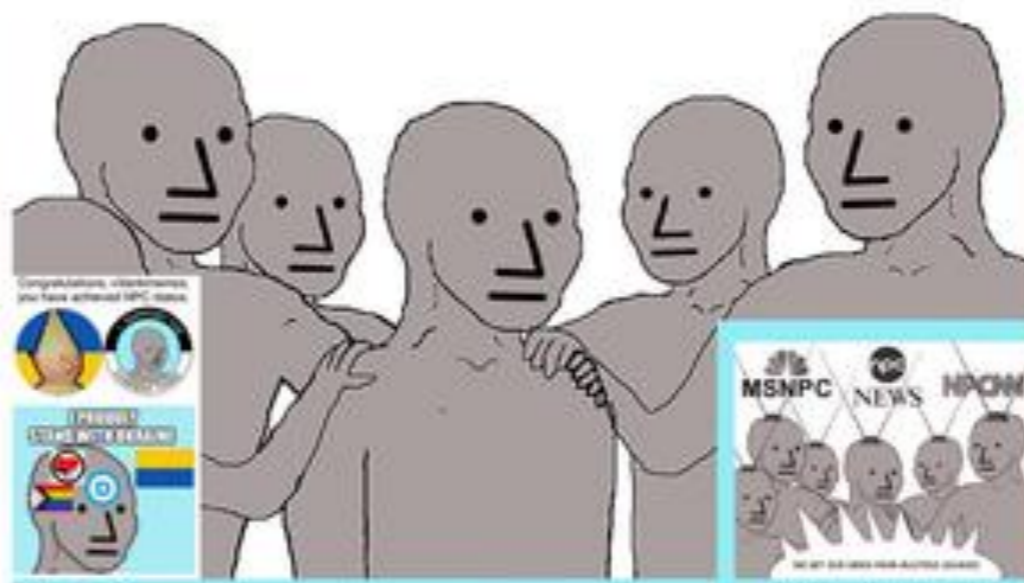
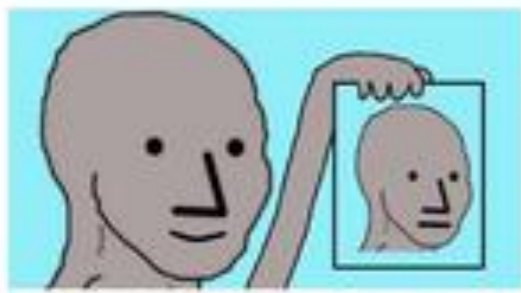
The Wojak character is used to express emotions such as weakness, loneliness, melancholy or regret, which the far-right often associates with the left-wing political spectrum. It constitutes a rudimentary drawing in black lines on a white background. Usually only the head is shown (cropped). The character is also known as the overly emotional 'Feels Guy'. As a meme, it is often accompanied by the phrase "I know that feel bro" or "I wish I was at home".

Seen: on 4chan, in countless variations and combinations with Pepe The Frog and NPC.

<https://en.wikipedia.org/wiki/Wojak>

#SHITPOST

#ALTRIGHT



096. NPC

MEME

The NPC meme is a meme of peace. Once y NPCs are dog-like subhumans there's no need upset with them. Nothing is their fault. Harm animal abuse. We can rescue them and add don't forget to spay and neuter your NPCs.

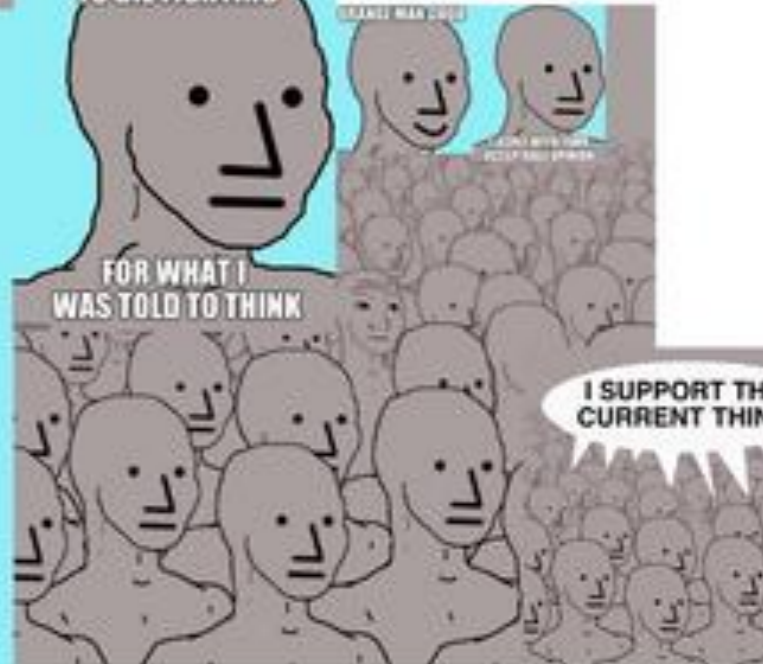
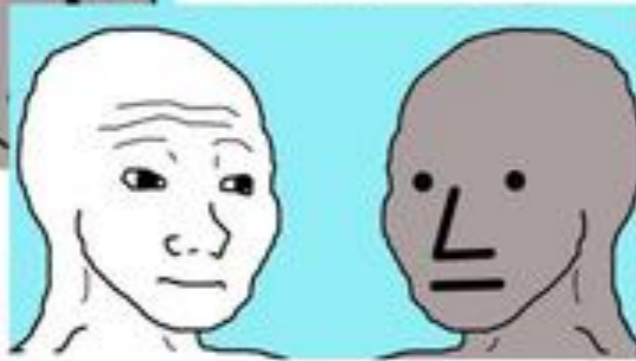
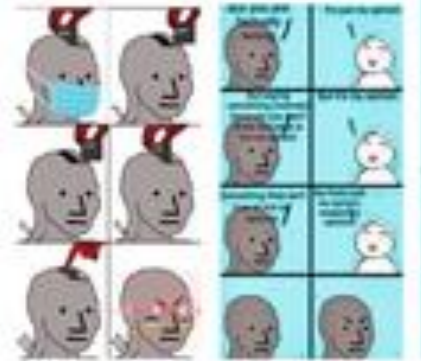
The NPC meme is derived from the term 'Non-Player Character' in *Dungeon & Dragons* tabletop games and RPG video games. An NPC is typically a computer-controlled side-character that is expendable and cannot think for itself. Its portrayal in the NPC meme is often used as a stereotype for liberal or left-wing people. The meme uses the same visual characteristics as the Wojak meme: crude outlines and few details depicting an expressionless 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>

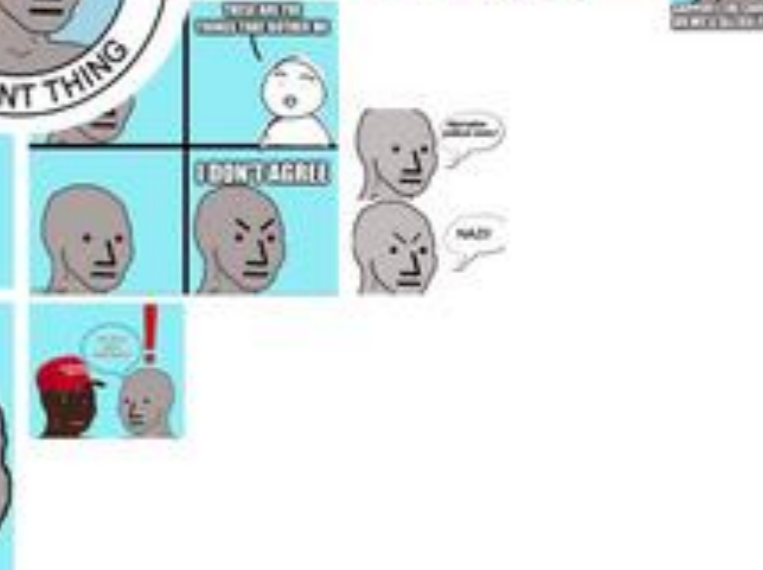
#RIDICULE

#SHITPOST



Are you a PC or NPC?

PC	NPC
plays actual games	plays western games
pirates his games	likes super mario sunshine
doesn't support loreal	reports toxic behaviour
DPS	liberal values
K, cool	only tries to beat the game
or skull tod bot	likes wojak & pepe
forms his own opinion	follows gaming journalism
plays games because it has cute girls	supports censorship
plays japanese games	likes super mario 64
likes super mario 64	likes super mario sunshine
plays on hard	supports DLC, microtransactions and paid online
supports free speech	tank or healer
conservative values	shley-bandana waddle dee or gmoifag
completes every game	follows gaming journalism
100%	supports censorship
dislikes gangweed	



the 30 year old Deboonker

Ignores dubious left wing sources

can deboonk ten articles per minute

“Yikes!”

Spends 14 hours a day on Reddit

Is backed by the entire MSM and tech industry

can deboonk literally anything

“Chud”

the Election Fraud Deboonker

ignores mass censorship of right wing voices

incapable of proving there was no election fraud

I’m gon-I’m gonna DEBOOOOOONNK

“Actually, that’s been deboonked...”

“evidence?”

blackpilled and bluepilled because scurvy

Only deboonks right wing content

Has seen every Marvel movie

is backed by the entire MSM and big tech industry

blackpilled and bluepilled because scurvy
COPY/PASTE
I love seeing TRUMP lose. It's my daily medicine, my weekly energy, my monthly inspiration and my yearly motivation. His loss is the only reason I'm still alive. I was born to lose and enjoy the failure that he has.

tweets & replies dedicated to deboonking

“proof?”

THE DEBOONKER

FAKE!!

#myth

More than argument

I...need...evidence!!!

everyday...everyday...deboonking

FALSE

THE DEBOONKER

FAKE!!

#myth

More than argument

I...need...evidence!!!

everyday...everyday...deboonking

FALSE

DEBOONKER BINGO

citation needed!	fallacy!	correlation is not causation	THE SCIENCE IS SETTLED!
AD HOMINEM!	but their emotional!	you're anti-intellectual!	HOW THAT HAS BEEN DEBOONKED!
burden of proof	THAT'S A CONSPIRACY THEORY!	of course the studies have no bias	STRAWMAN!
"links to creepypasta.com/MSM/Wikipedia/whatever study"	HOW THAT'S THE WRONG STUDY	listen to the experts	"lets look at the facts"

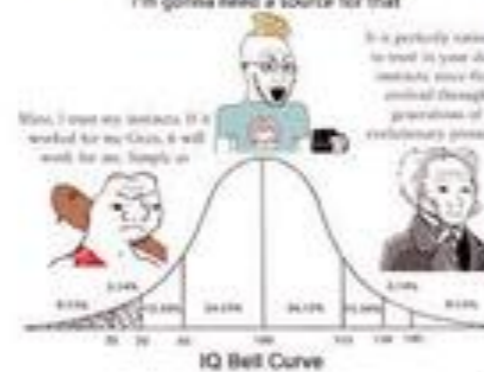


NO.

The 26 year old race realism deboonker



I'm gonna need a source for that



I'M GONNA DEBOONK!



097. Deboonker

MEME

“The 45-year-old premature deboonker”

Deboonker is a variation of the Wojak meme, tied to the 2020 US presidential election and Donald Trump's ensuing election fraud claim. It features a person assumed to be 'deboonking' (debunking) disinformation, surrounded by sarcastic slogans such as:

- "Lot's of friends, all of which secretly can't stand him"

- "Can stuff hundreds of ballots an hour"

- "Deboonks without hesitation"

- "Deboonks evidence before it's released"

- "Descends into gibberish when deboonks dont work".

Seen: on 8kun, after the 2020 election fraud claim was overturned (ca. 2021).

<https://8kun.top/pnd/res/186048.html#186101>

#ALTRIGHT

#HOAX



098. Bloomer

MEME

A 'bloomer' is an optimistic and quiet person, perhaps an adolescent male that has trouble talking to women, and generally someone that online trolls would scorn. Bloomer and Doomer are 4chan -oomer variations of the Wojak meme that tie in with the Blue Pill / Red Pill / Black Pill trope. This concept was introduced in the sci-fi movie *The Matrix* (1999), where humanity is enslaved by machines in a virtual world. To keep on enjoying the virtual world and deny the harsh reality, one can take the Blue Pill. Taking the Red Pill means ejecting from the virtual world and accepting the dreary conditions that humanity is in. In alt-right circles, 'redpilling' consequently means bombarding perceived naive people (or 'sheeple') with extremist views to make them see that survival is only for the fittest. As a variation of the movie trope, the Black Pill in misogynist circles represents fatalism, depression and violence. In the Bloomer meme, the bluepilled character wears a blue hoodie (whether by intention or not).

<https://knowyourmeme.com/memes/bloomer>

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

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

#INCEL



099. The King

MEME

The JetBlue Racist Burger King meme on 4chan ('kingsposting') refers to a 2020 incident on a JetBlue flight, where a confused and aggressive passenger wearing a paper Burger King crown shouted racial slurs. Hence, the man has been caricatured as a far-right folk hero called The King and used as a far-right dog whistle with meme variations such as a crown-wearing Pepe, reappropriation of the crown emoji, reappropriated Burger King crowns as a sign of far-right allegiance, etc.

Seen: on 4chan (ca. 2020).

<https://knowyourmeme.com/memes/jetblue-racist-burger-king>

#SHITPOST

#ALTRIGHT

#RACISM



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, #secretsservice, and #jews.

Seen: on 4chan.

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

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

#ALTRIGHT

#JEWS

#VIOLENCE



Telegram (1)

КУСЕР ФРОНТ 2 **105,000** subscribers

Previous message

РУСРИКАТОР ПОСТОВ Дружка, главное оружие вибербойца

Серию плакатов по русской весне.

#Оккупация_основы

412 ❤️ 66 🗳️ 14 🌱 8 🌧️ 2 🌪️ 2 🌪️ 1

7000 1.7.22

JOIN CHANNEL

Infobox.py — 2022 Hate Memes

for f in csv[osk("infoboxes.csv")]:
 name = f[1]

FASHWATER

https://www.instagram.com

Instagram

posts TAGGED

Patriot Front (@PatriotFront)

50 · 4

#PatriotFront activists held an assembly for the purpose of training the mind, body, and spirit of the organization. The event included boxing and grappling tournaments, drilling, physical training, workshops, seminars, and presentations.

FULL VIDEO:
odysee.com/@PatriotFront:4/MDay2022
bitchute.com/video/PG6yGGM8zD/

MEMORIAL DAY MMXXII

162 433 replies 42 reports 4 quotes

https://www.facebook.com

Republic of Kekistan

Kekistan Shall Rise

Page · Government organization

Send message

Rating · 3.4 (11 Reviews)

Photos See all photos

43 6 Comments 6 Shares

boards.4chan.org

File: 8a2.jpg (92 KB, 917x555)

File: 34878E4-EDCE-4F98-87AE-E09525533493.jpg (94 KB, 490x900)

File: E34A000-ED...

