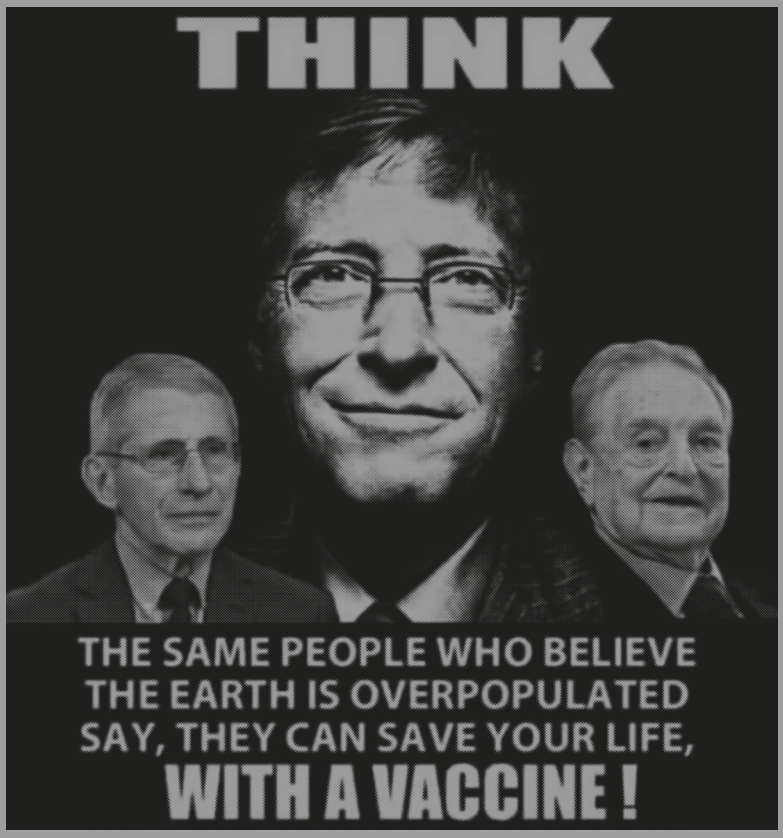
AMONG THE *PLANDEMIC* TRUTHERS

A DATA-JOURNEY THROUGH THE INFODEMIC CONSPIRACIST UNDERGROUND



MEDIAZIONI ALGORITMICHE
Final Synthesis Design Studio
Sect. C3 — LM in Communication Design, A.A. 2021/2022

DEN–SITY GN+

POLITECNICO MILANO 1863
SCHOOL OF DESIGN

GROUP 2

Among the *Plandemic* Truthers: *a data-journey through the infodemic conspiracist underground.*

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INDEX

04 Which are the main actors that appear in images related to the keyword *Plandemic* on *Gab*?
- › Viz
- › Main findings
- › Research protocol

18 On which online platforms did the *Plandemic*-related comics from Ben Garrison spread?
- › Viz
- › Main findings
- › Research protocol

32 How *Bitchute* videos related to *Scamdemic* and *Plandemic* are linked together and which are the main hashtag categories?
- › Viz
- › Main findings
- › Research protocol

46 Glossary

INTRODUCTION

During covid-19 breakout, the *World Health Organization* registered the spreading of a new phenomenon which was later labelled “infodemic”. It was defined as an excessive quantity of information that encourages misinformation, disinformation, and rumors during a health emergency.

To take action against false or possibly harmful misinformation, main social media websites started to take down misleading content or ban the authors of these posts. As a result, many users decided to flock to alternative websites that promised them to be censor-free and real hubs of free speech.

Our study investigates how covid-19-related content, from general disinformation to real conspiracy theories, is communicated on these “dark platforms” that are less regulated and moderated.

The research focuses on two websites. The first one is *Gab*, which resembles Twitter in its structure and allows users to post images, videos and texts. The second platform is *Bitchute*, a media sharing website where users can upload videos that otherwise would be banned from traditional social networks such as “Plandemic”, a conspiracy theory documentary that promotes misinformation and has reached millions of views.

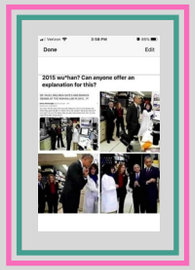
The goal of our study is to analyse the recurring patterns in how topics related to covid-19 spread. We investigated how the different conspiracies got tangled together on these hubs and how all of these contents spread out to reach more audiences.

WHICH ARE THE MAIN ACTORS THAT APPEAR IN IMAGES RELATED TO THE KEYWORD *PLANDEMIC* ON *GAB*?

The absence of strict moderation on the platform has led users to speak freely using the images shared on the social network. As we noticed during our research, this visual content is usually related to popular exponents from the pandemic situation, whose images are often altered with *Photoshop* or by simply adding text to mock, criticise or expose a certain point of view.

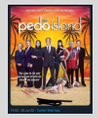
We investigated the visual language that characterized those images related to the word “plandemic” shared from October 2020 to October 2021. We focused on the recurring actors, highlighting the most frequent ones and the most common patterns they have. We also analyzed how different characters visually interact with each other in order to understand how certain topics are communicated by the users of dark platforms.

Anthony Fauci



Barack Obama

Hillary Clinton



Andrew Cuomo

Xi Jinping

Nancy Pelosi

Kamala Harris

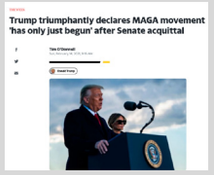
Donald Trump

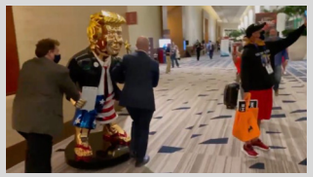
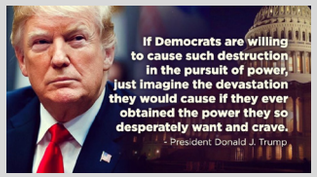
Bill Gates

Joe Biden

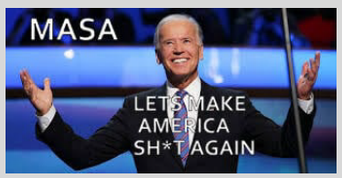
Mark Zuckerberg

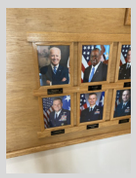
Donald Trump

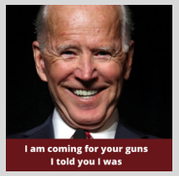


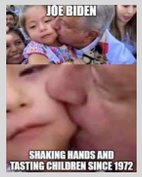



Joe Biden

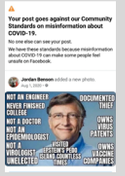


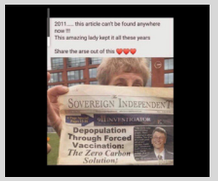


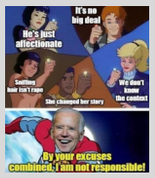




Bill Gates



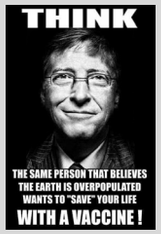


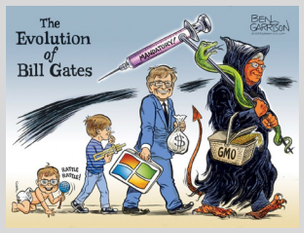


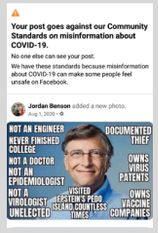
1.1 MAIN ACTORS

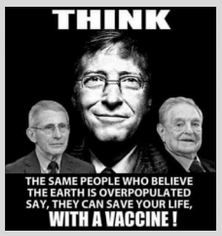
The actors that occur the most are Biden (49), Gates (32), Trump (31), taking up 75% of the visualization. While Biden and Trump are well-known American political figures related to the topic since they were in charge while facing the pandemic, Bill Gates is a philanthropist frequently considered the main actor behind several conspiracy theories.

Bill Gates

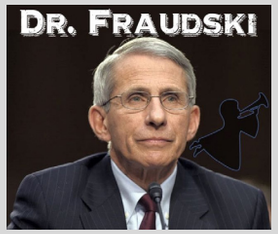


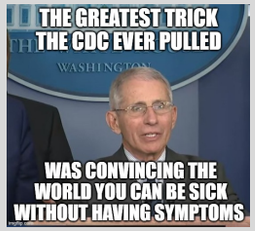


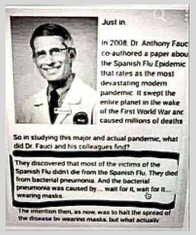


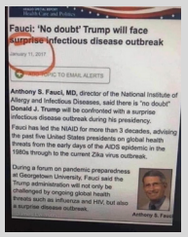


Anthony Fauci







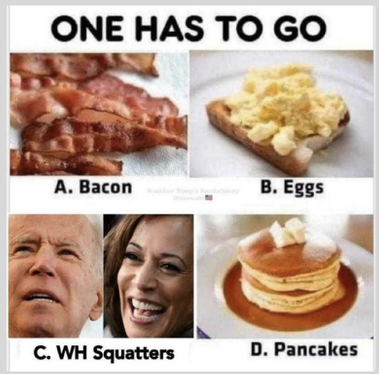


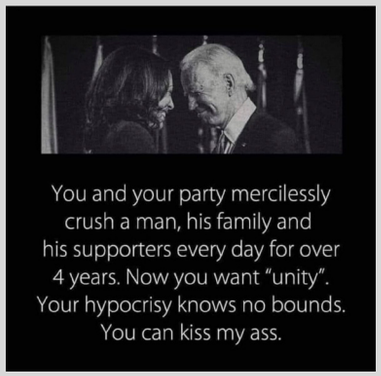
1.2 RELATED ONES

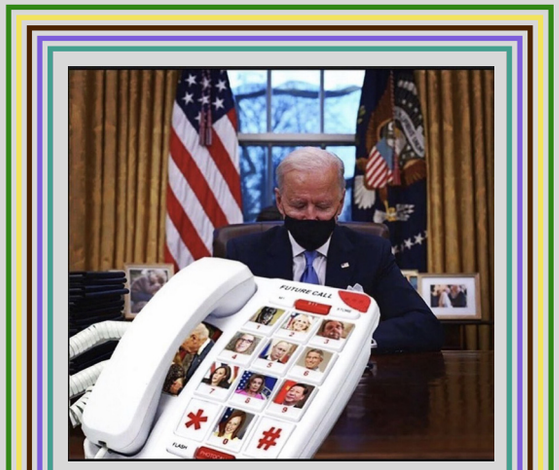
Many actors often appear together. For instance, Gates and Fauci are shown together in one third of their occurrences. These images never use real-life photos, but they are always heavily photoshopped. The memes in which both Gates and Fauci appear are usually related to the topic of vaccines.

Xi Jinping

Kamala Harris



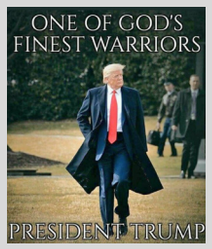


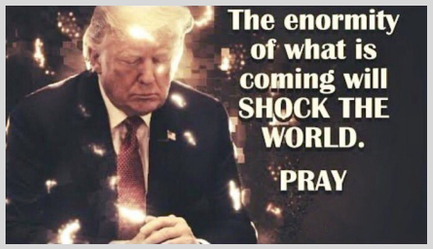


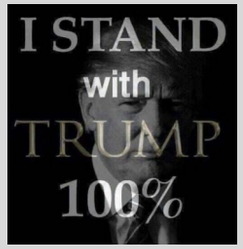
1.3 XI JINPING AND KAMALA HARRIS (NEVER ALONE)

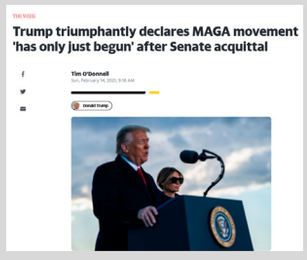
Similarly, some characters never appear alone such as Xi and Kamala. They are always represented with at least another actor besides them. Xi Jinping, for instance, is almost always represented with prominent figures in American politics such as Barack Obama, Joe Biden, and Hillary Clinton.

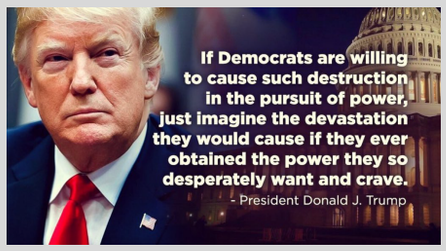
Donald Trump

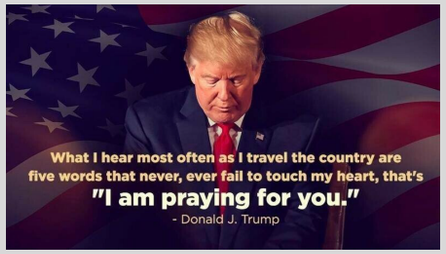










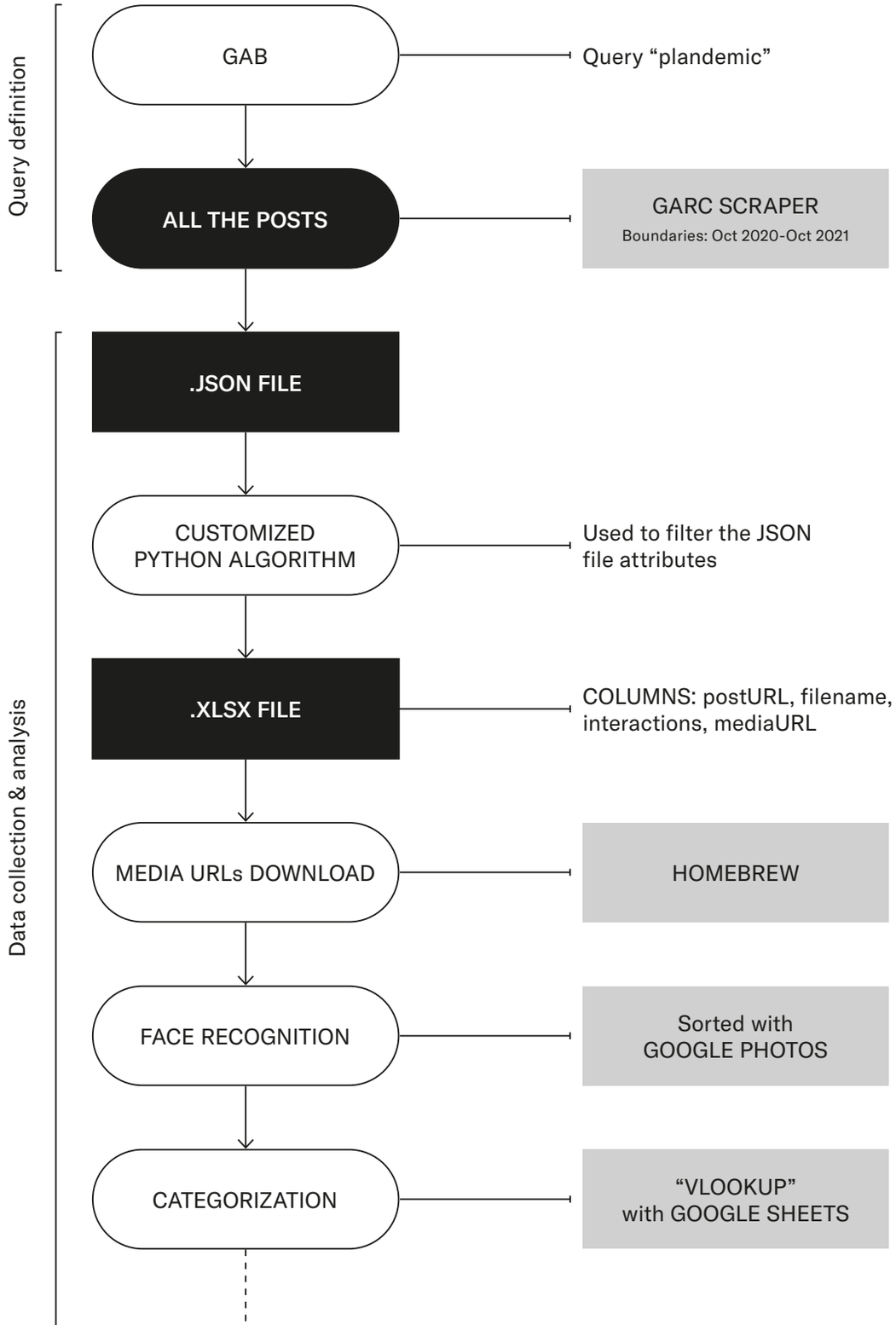


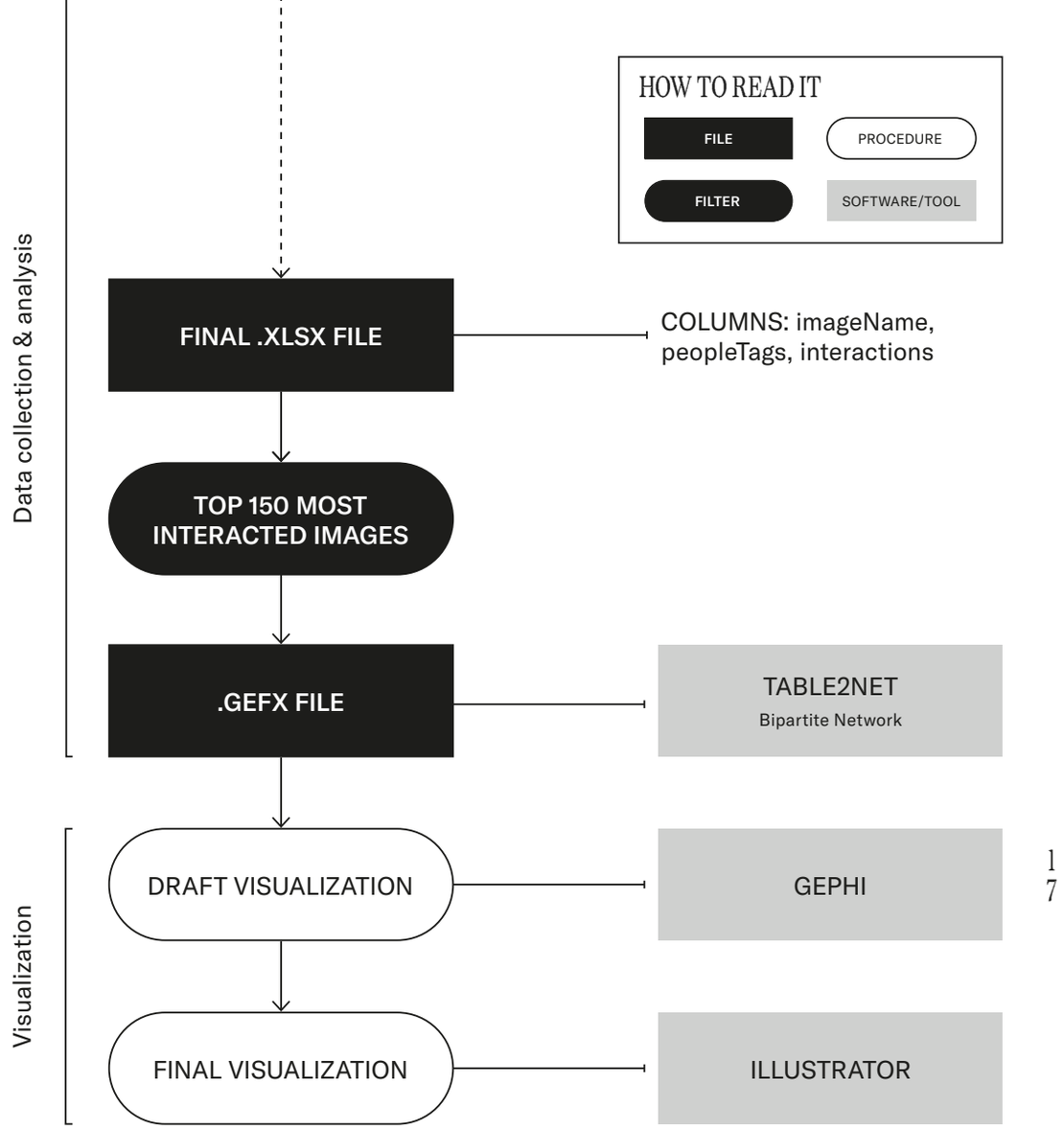
Donald Trump and others

1.4 TRUMP REPRESENTATION

Trump is the only actor who is always represented positively and perfectly. Compared to the other characters, Trump is always represented in a positive light that enhances his traits as a savior and true honest leader of the people. On the contrary, the other actors get downgraded by the comparison, using ugly photos or low quality images.

RESEARCH PROTOCOL





ON WHICH ONLINE PLATFORMS DID THE *PLANDEMIC*-RELATED COMICS FROM BEN GARRISON SPREAD?

Images on the internet spread fast and far. How can we know once an image starts its journey where it will end up? Starting from the *Gab* scraping we did for the previous question, we decided to focus on some of the most liked comics from Ben Garrison, a famous American Alt-Right political cartoonist. We searched for where they ended up on the internet through a reverse image search process. Then, the list of websites was analysed to highlight both the common characteristics, the main differences between the considered pages, and the how to comics have been used by them.

ambasador21.wordpress.com 3
m.blog.naver.com 4
socioecohistory.x10host.com 4
quora.com 5
zhuanlan.zihu.com 19
kknews.cc 7
read01.com 5
sina.com.cn 5
wantubizhi.com 3
daydaynews.cc 4
robscholtemuseum.nl 3
jamiiforums.com 4
docplayer.org 3
girlschannel.net 7
lihkg.com 7
mrminiver.livejournal.com 3
bilibili.com 4
justice4all.blog 3
plaza.rakuten.co.jp 4
burbuja.info 3
shefalitayal.com 5
centinel2012.com 4
blog.goo.ne.jp 4
6parknews.net 7
weibo.com 4
aim4truth.org 3
thoth3126.com.br 5
163.com 16
ilbe.com 5
steemit.org 3
youtube.com 3
thebulgariantimes.com 4
notthegrubstreetjournal.com 6
truthbits.blog 3
new.qq.com 9
nitter.services 3
mirastnews.net 3
peakd.com 3
wykop.pl 5
pholder.com 16
pinterest.com 7
zhihu.com 12
voz.vn 4
user.guancha.cn 7
note.com 5
ameblo.jp 8
tumgir.com 3
9gag.com 4
nairaland.com 5
somethingawful.com 6
ifunny.com 17
facebook.com 196
twitter.com 255
reddit.com 63
ylilauta.org 9
changera.blogspot.com 4
allnewspipeline.com 6
vk.com 6
archive.4plebs.org 4
twtext.com 3
me.me 3
defendsweden.blogspot.com 3
threaderapp.com 4
gloria.tv 7
nitter.domain.glass 3
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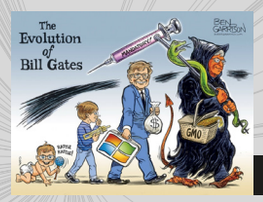
boards.fireden.net 6
buhitter.com 9
laveritesansmasque.blogspot.com 3
governmentpropaganda.net 3

1



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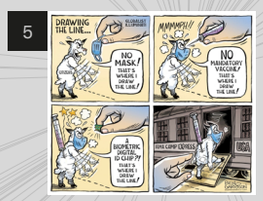

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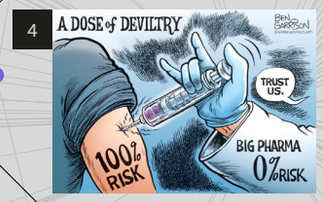


4

3

HOW TO READ IT

- Social
- Blog
- Online newspaper
- Media sharing
- Forum
- Other

Websites occurrences

255
60
1

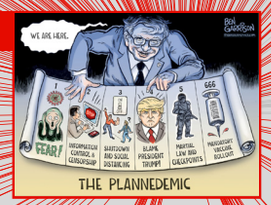
ilbe.com 5 — Occurences (more than 3 connections)

Website name

2.1 BILL GATES

Based on the number of occurrences of the websites, the three most reposted images that have been spread through the net happen to have Bill Gates represented in all of them. If we take a closer look at the visualization we can notice that the first three images are usually shared together.

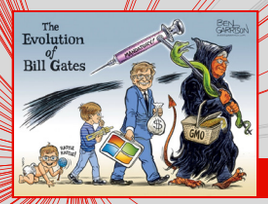
1



5

4

2



3

2.2 FRAGMENTED DIFFUSION

Looking at the pattern of distribution, most of the images are spread through the net in a fragmented way. The majority of the websites reposted the images just once.

1

5

4

2

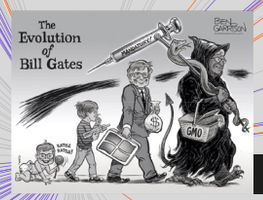
3

2.3 DIFFERENT PATTERNS BETWEEN BLOGS AND SOCIAL MEDIA

The comics have been spread in different ways and patterns between blogs and social media. The social media act as hubs reposting all the selected comics, while the single blogs, managed only by a few people at maximum, just quote one image or two at the most.

1

2



3

4

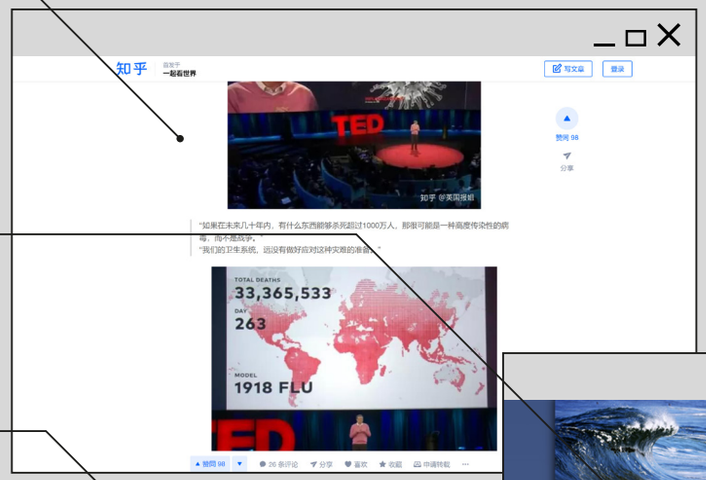
5

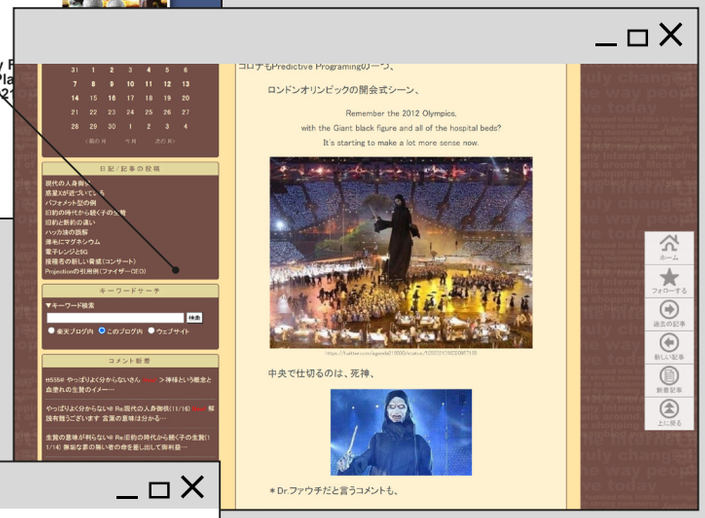
BLOG NAME	OCCURRENCES	LANGUAGE
zhuanlan.zhihu.com	17 2	Chinese
6parknews.com	7	Chinese
read01.com	5	Chinese
weibo.com	2 2	Chinese
ameblo.jp	7 1	Japanese
allnewspipeline.com	6	English
notthegrubstreetjournal.com	6	English
note.com	4 1	Japanese
thoth3126.com.br	5	Portuguese
blog.goo.ne.jp	3 1	Japanese
centinel2012.com	4	English
m.blog.naver.com	3 1	Korean
socioecohistory.x10host.com	4	English
plaza.rakuten.co.jp	4	Japanese
aim4truth.org	3	English
ambasador21.wordpress.com	3	Slovenian
defendsweden.blogspot.com	3 3	Swedish
justice4all.blog	3	English
truthbits.blog	3	English
governmentpropaganda.net	3	English
shefalitayal.com	5	English
changera.blogspot.com	4	French
laveritesansmasque.blogspot.com	3	French

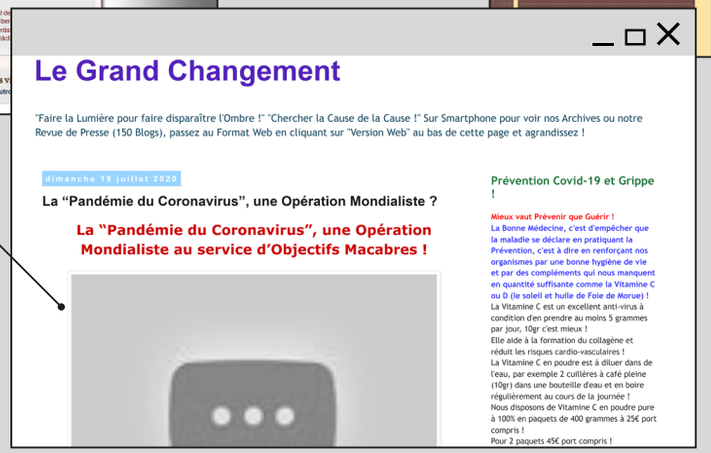
Opposed to covid conspiracy

Supporting covid conspiracy

Neutral



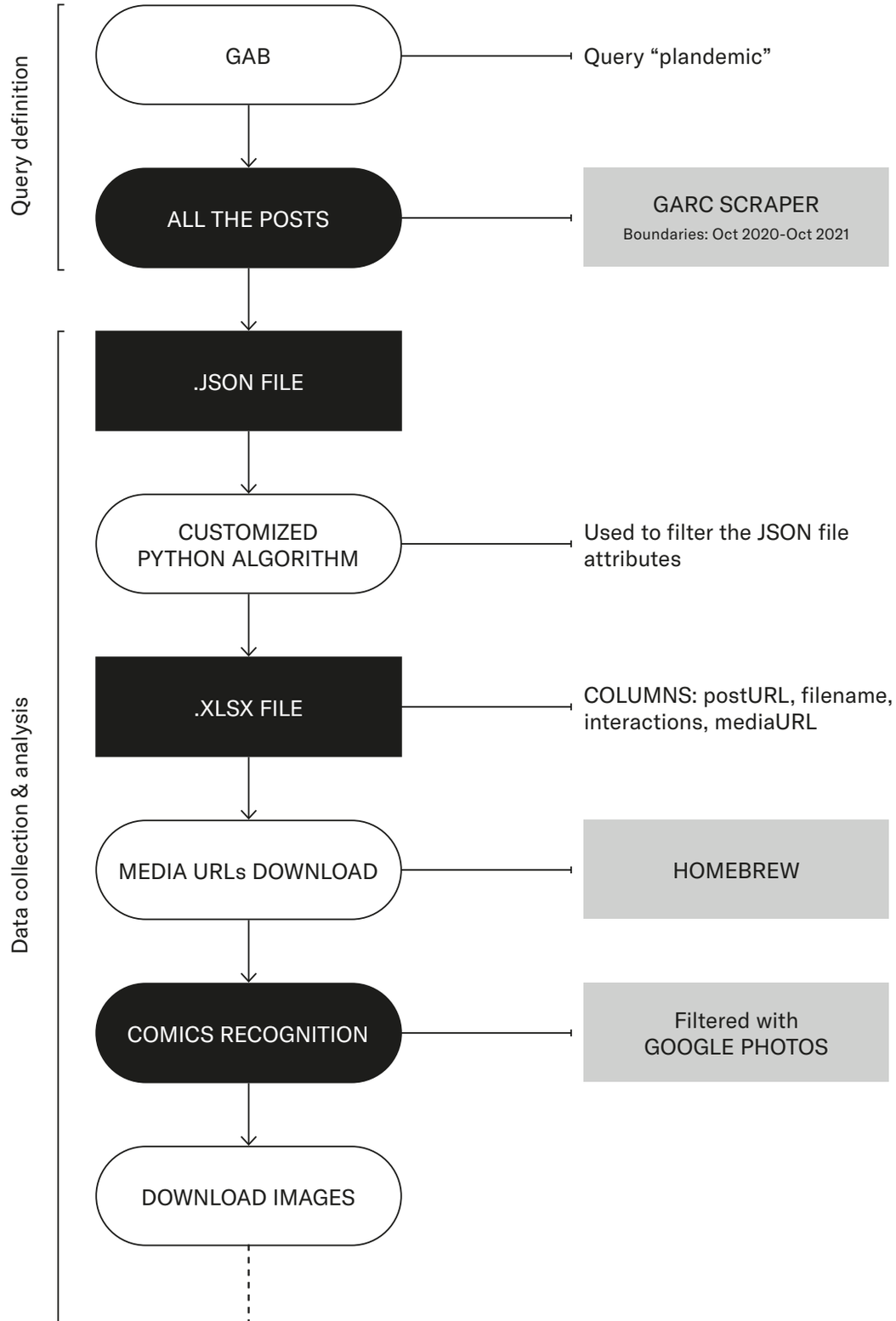


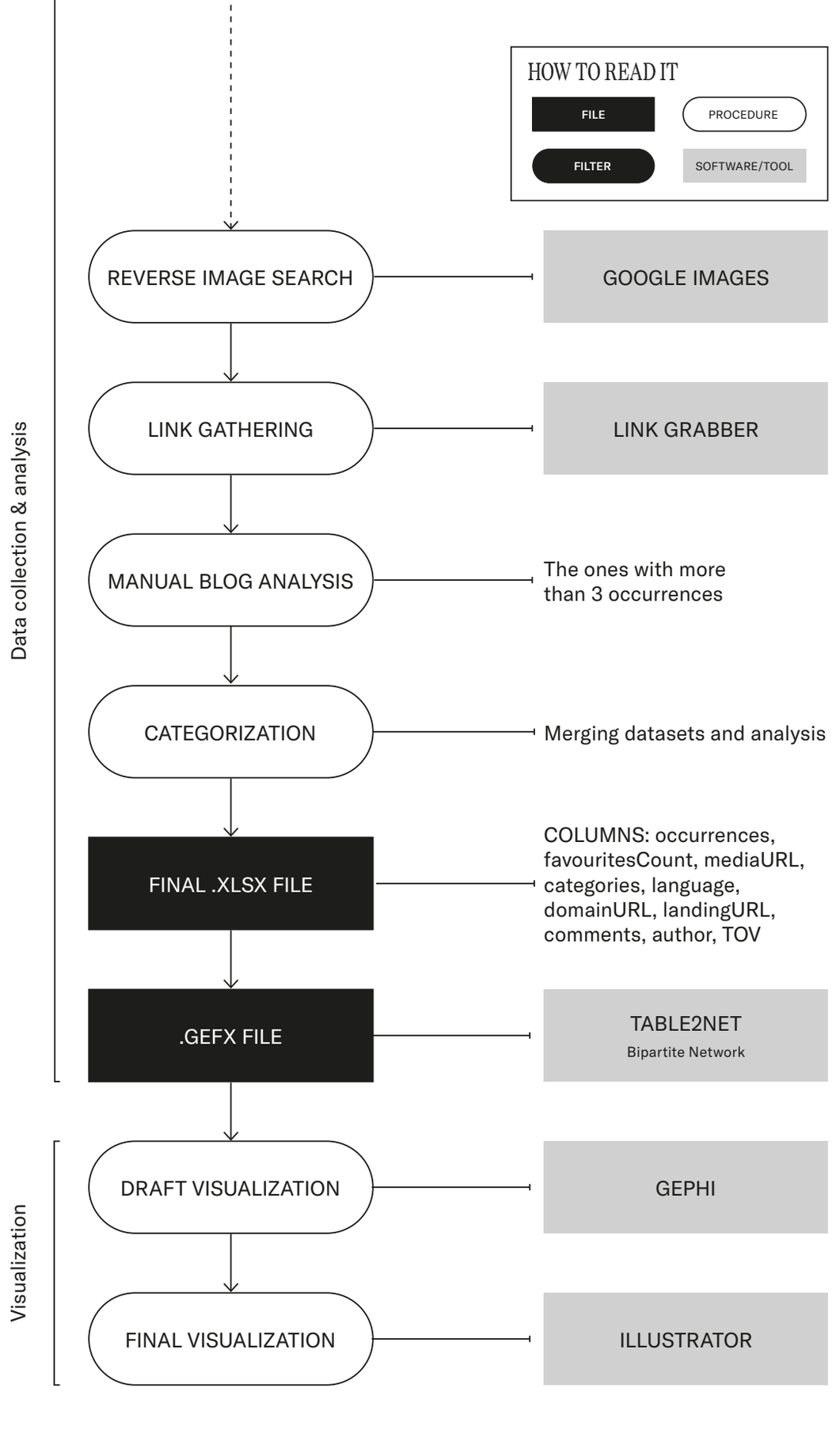


2.4 BLOG LIST

In the end, we analyzed the blogs where the images have been found at least three times. We mapped the language and the top of the articles, finding out that the images have been used for two main purposes: the ones against the mainstream media (in favour of conspiracy theories) and the ones that mock these kinds of people. In the former case, blogs are usually run by one or few people; these actors can range from Christians that offer a different point of view from the traditional narrative, to strong conspiracy theorists. The second kind of platforms are shared and public platforms in China, run by private companies that provide a virtual space on which people can express their thoughts. Finally, in a few cases, the authors have not taken sides either in favour of conspiracies or against them.

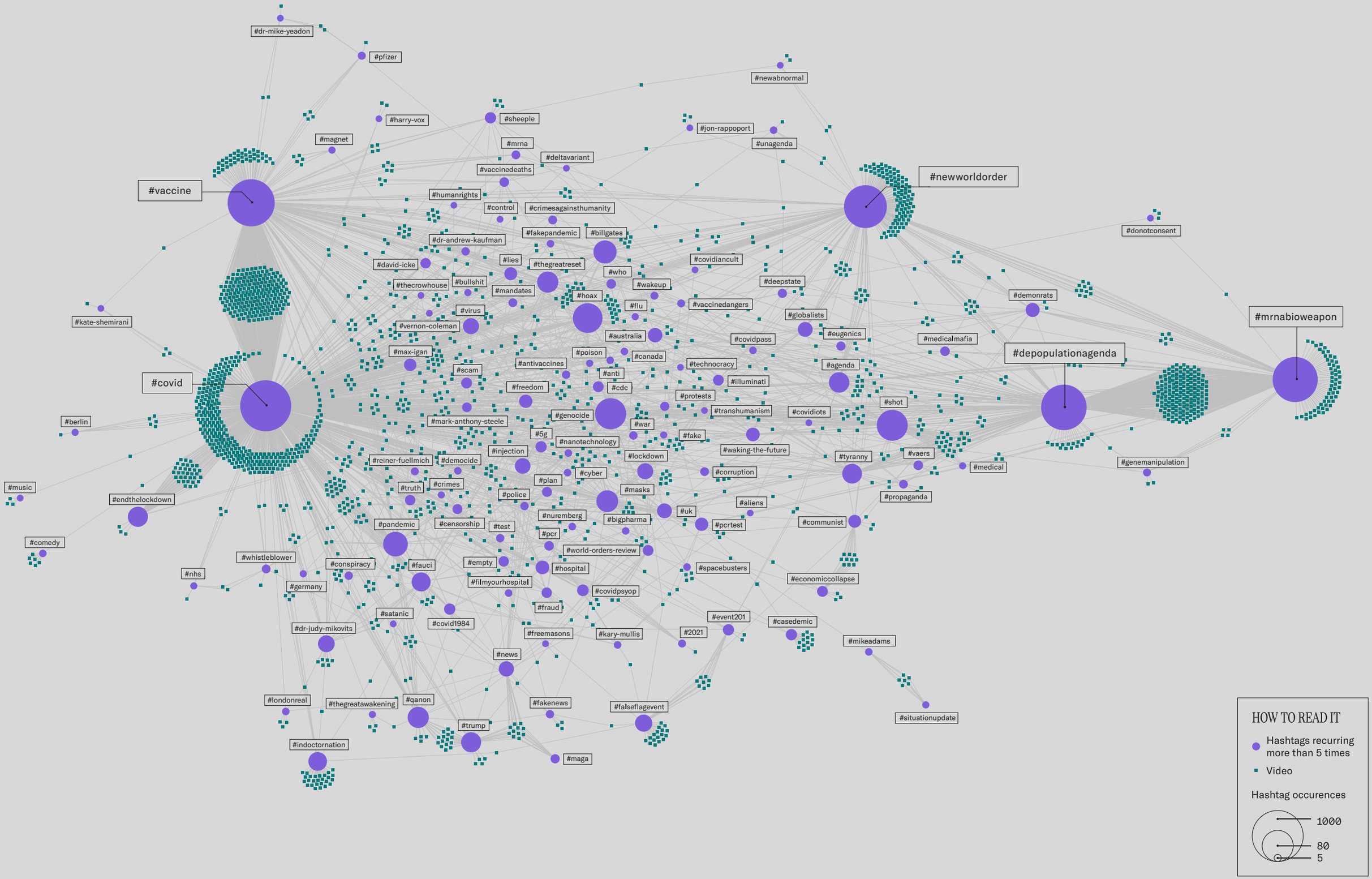
RESEARCH PROTOCOL





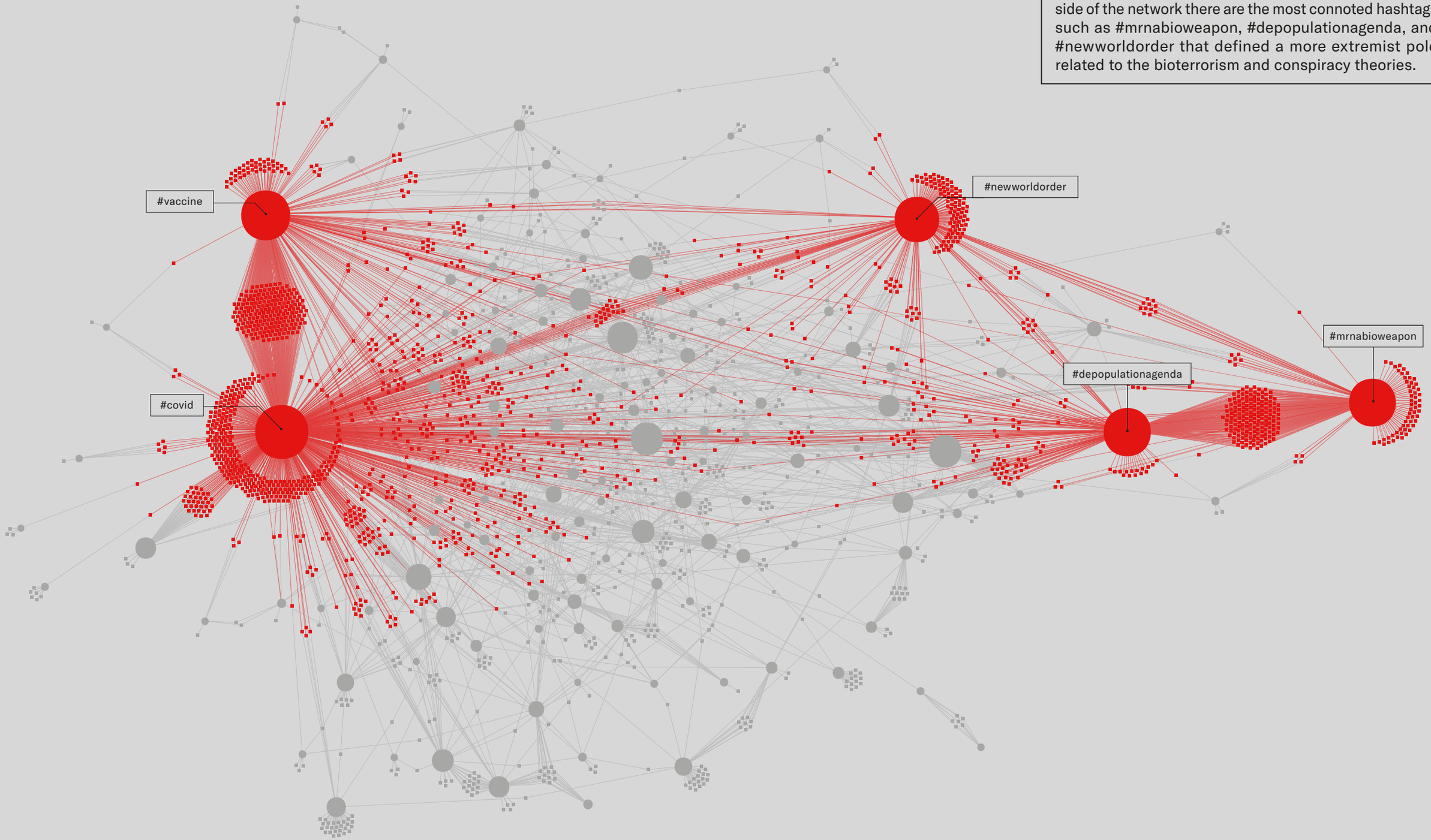
HOW *BITCHUTE* VIDEOS RELATED TO *#SCAMDEMIC* AND *#PLANDEMIC* ARE LINKED TOGETHER AND WHICH ARE THE MAIN HASHTAG CATEGORIES?

As for Gab, Bitchute is counted among the dark platforms due to the lack of fact-check regulations for the content published by its users. We studied this platform in order to understand the correlations between the shared video and the hashtags used to describe the content related to the words “scamdemic” and “plandemic”. Through the hashtag analysis, we investigated how certain topics spread starting from those two terms, which clusters can be identified, or, on the opposite, if some words merged together. Finally, we also focused on specific hashtags to see which are the covid-related topics and how they are perceived by the users.


#dr-mike-yeadon
#pfizer
#newabnormal
#harry-vox
#sheeple
#jon-rappoport
#unagenda
#magnet
#mrna
#deltavariant
#vaccinedeaths
#vaccine
#newworldorder
#humanrights
#control
#crimesagainsthumanity
#donotconsent
#fakepandemic
#billgates
#dr-andrew-kaufman
#covidiancult
#david-icke
#lies
#thegreatreset
#who
#deepstate
#thecrowhouse
#bullshit
#mandates
#wakeup
#hoax
#demonrats
#kate-shemirani
#virus
#flu
#vaccinedangers
#globalists
#mrnabioweapon
#vernon-coleman
#australia
#eugenics
#covidpass
#medicalmafia
#max-igan
#poison
#canada
#depopulationagenda
#antivaccines
#technocracy
#agenda
#scam
#anti
#covid
#illuminati
#freedom
#cdc
#protests
#shot
#transhumanism
#covidiots
#berlin
#genocide
#mark-anthony-steele
#war
#5g
#fake
#nanotechnology
#injection
#waking-the-future
#tyranny
#vaers
#reiner-fuellmich
#democide
#lockdown
#medical
#genemanipulation
#cyber
#corruption
#music
#plan
#truth
#crimes
#masks
#propaganda
#endthelockdown
#police
#aliens
#uk
#nuremberg
#bigpharma
#communist
#pandemic
#censorship
#test
#pcrtest
#pcr
#comedy
#world-orders-review
#whistleblower
#conspiracy
#fauci
#empty
#hospital
#spacebusters
#nhs
#filmyourhospital
#economiccollapse
#germany
#covidpsyop
#fraud
#satanic
#event201
#casedemic
#covid1984
#dr-judy-mikovits
#freemasons
#kary-mullis
#2021
#mikeadams
#news
#londonreal
#thegreatawakening
#qanon
#fakenews
#falseflagevent
#situationupdate
#trump
#indoctornation
#maga
HOW TO READ IT
Hashtags recurring more than 5 times
Video
Hashtag occurences
1000
80
5

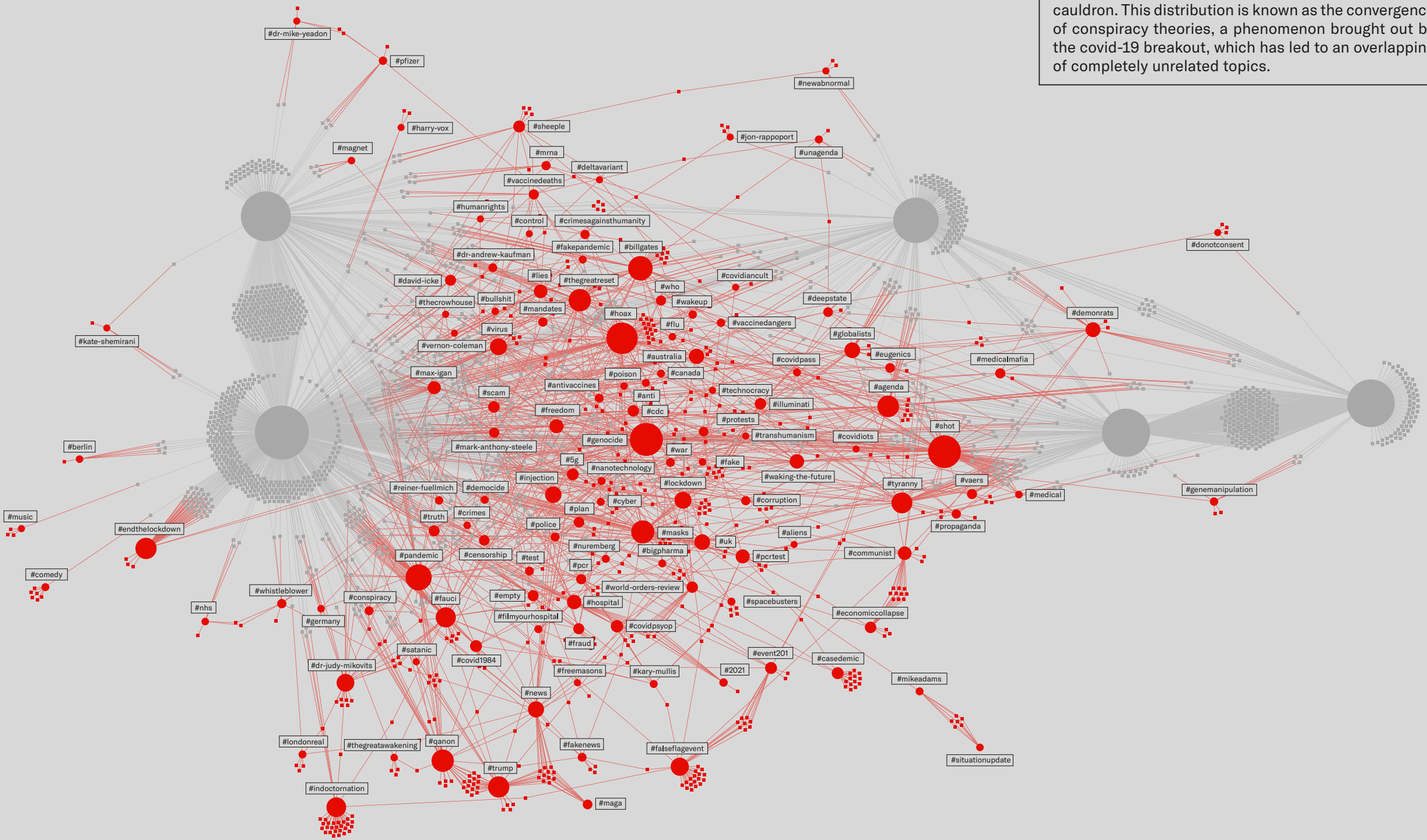
3.1 THE TWO MAIN POLES

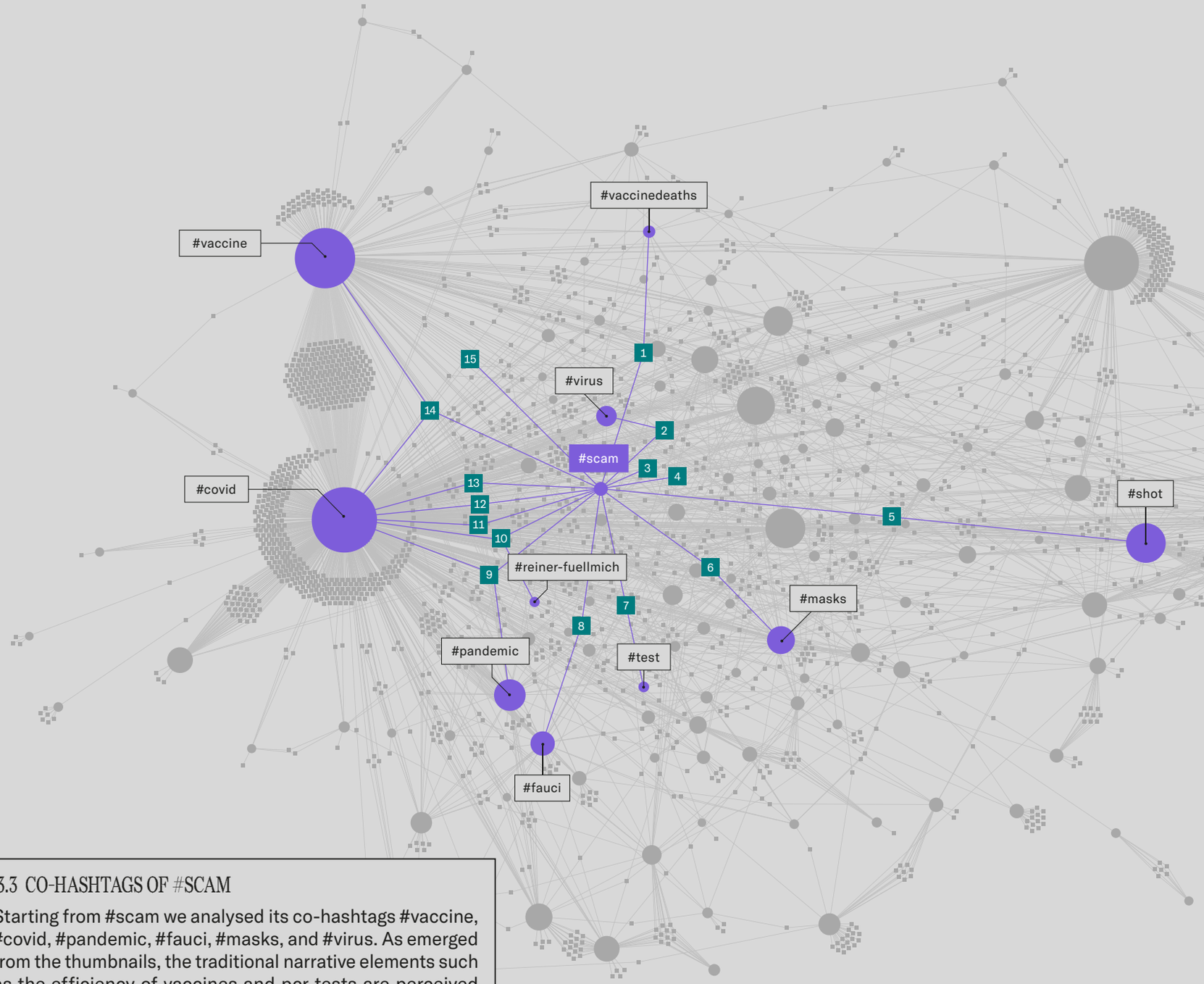
The first thing we noticed in the network is the strongest polarization of it. One main cluster consists of #covid and #vaccine, and it has a neutral meaning. On the opposite side of the network there are the most connoted hashtags such as #mrnabioweapon, #depopulationagenda, and #newworldorder that defined a more extremist pole related to the bioterrorism and conspiracy theories.



3.2 DOWN THE RABBIT HOLE OF THE PANDEMIC

The opposed poles define a middle area in which all the other hashtags take place. Here, many conspiracy theories meet and merge, giving life to an incredible dense cauldron. This distribution is known as the convergence of conspiracy theories, a phenomenon brought out by the covid-19 breakout, which has led to an overlapping of completely unrelated topics.



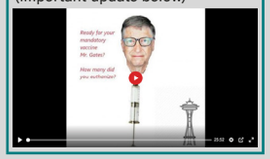


3.3 CO-HASHTAGS OF #SCAM

Starting from #scam we analysed its co-hashtags #vaccine, #covid, #pandemic, #fauci, #masks, and #virus. As emerged from the thumbnails, the traditional narrative elements such as the efficiency of vaccines and pcr tests are perceived as a scam, to the point that the whole pandemic situation sometimes happens to be compared to the holocaust. On the other hand the actual conspiracies are not linked to that word. This distribution shows the general opinion of Bitchute users about the topic.

1 People with natural immunity don't need a vaccine

2 Plandemic! (important update below)



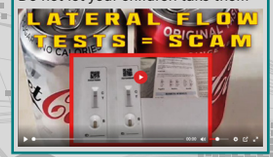
3 Plandemic scam – follow the money

4 Manchester Royal 4/1/21 filmed by Tim Davies

5 Holocaust 2.0 if you think it will never happens again–think again!!

6 On the road w/ Fockaert – masks and more masks on McCall Idaho

7 Convid lateral flow tests scam! Do not let your children take them

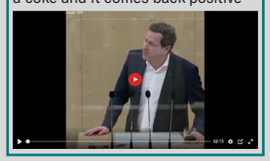


8 Same Script, Tactics, Players - 10 yrs prior they tried the same but failed

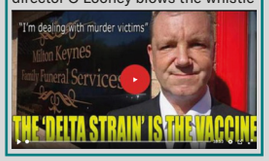
9 Plandemic

10 Scamdemic news 09/15/21: german lawyer dr. Reiner Fullmich

11 An mp uses a lateral flow test on a coke and it comes back positive



12 Scamdemic news 09/16/21: funeral director O'Looney blows the whistle



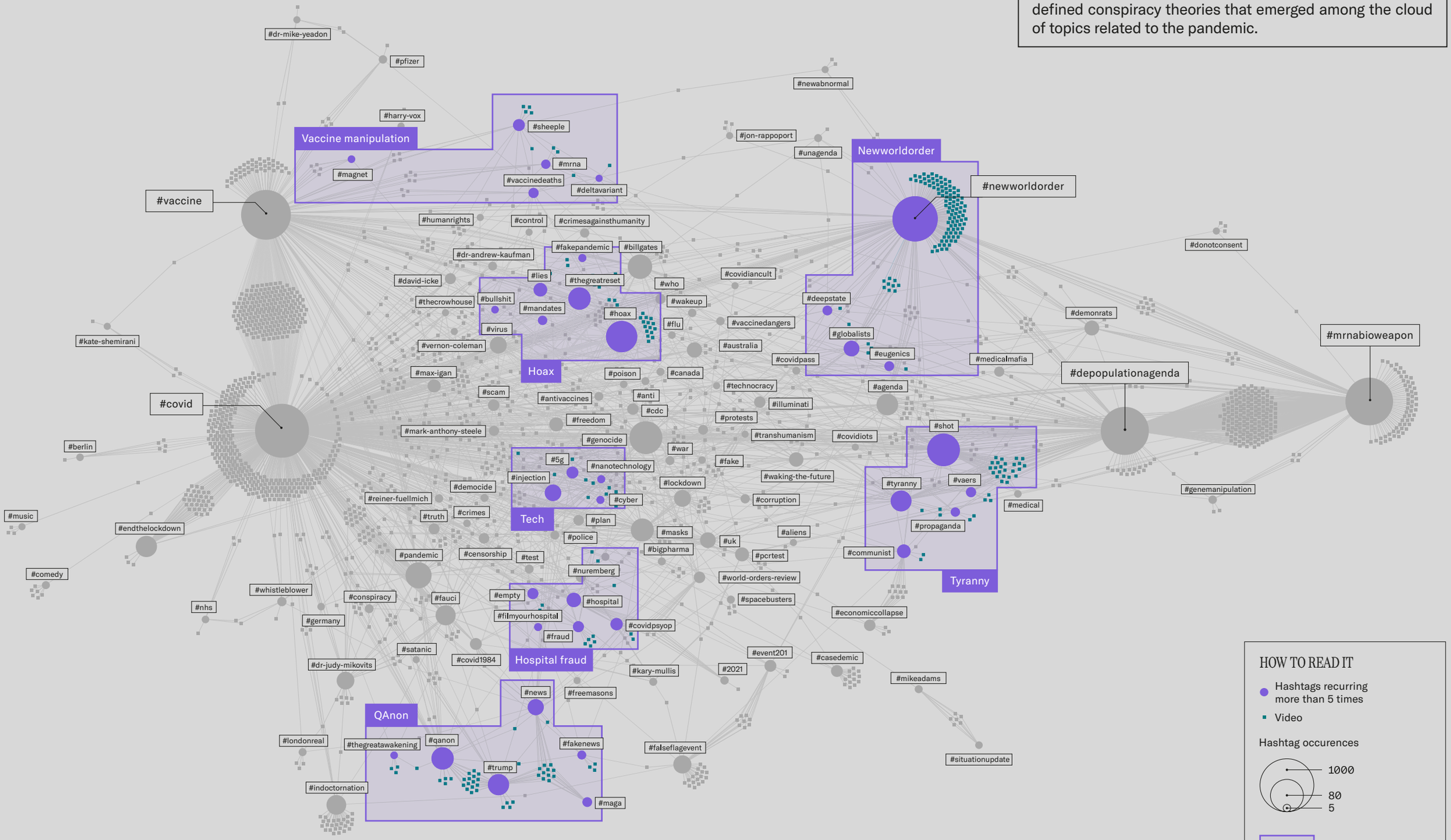
13 Strange things are happening in New Zeland – Rashid Buttar

14 "I fired every mother fucker vaccinated employee we got"

15 Dr vs scamdemic

3.4 THE CONSPIRACISTS' CLUSTERS

Analyzing at a deeper level the center of the network, different clusters can be identified. Vaccine manipulation, hoax, hospital fraud, tech, QAnon, Tyranny, and NewWorldOrder are the most defined conspiracy theories that emerged among the cloud of topics related to the pandemic.



HOW TO READ IT

- Hashtags recurring more than 5 times
- Video

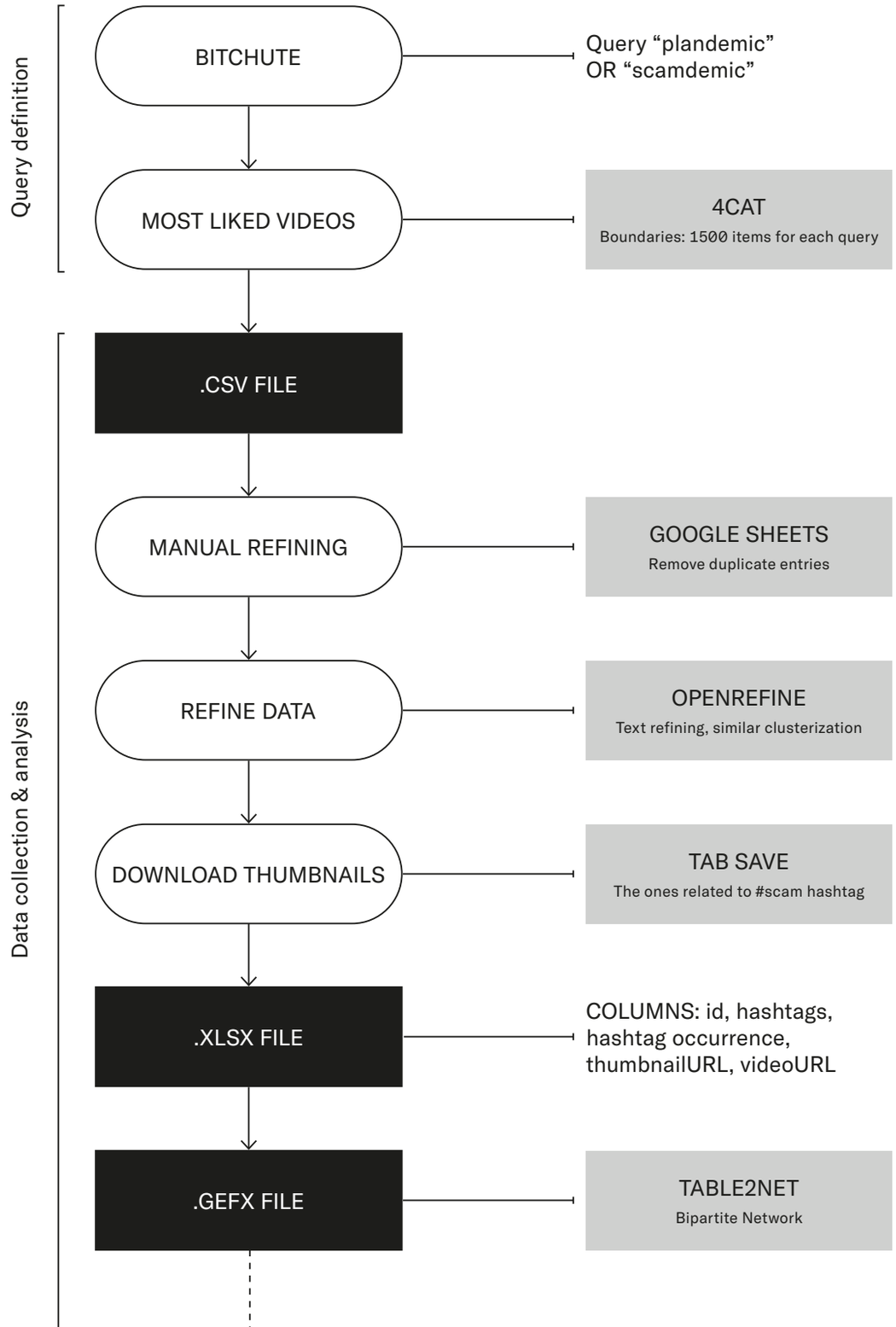
Hashtag occurences

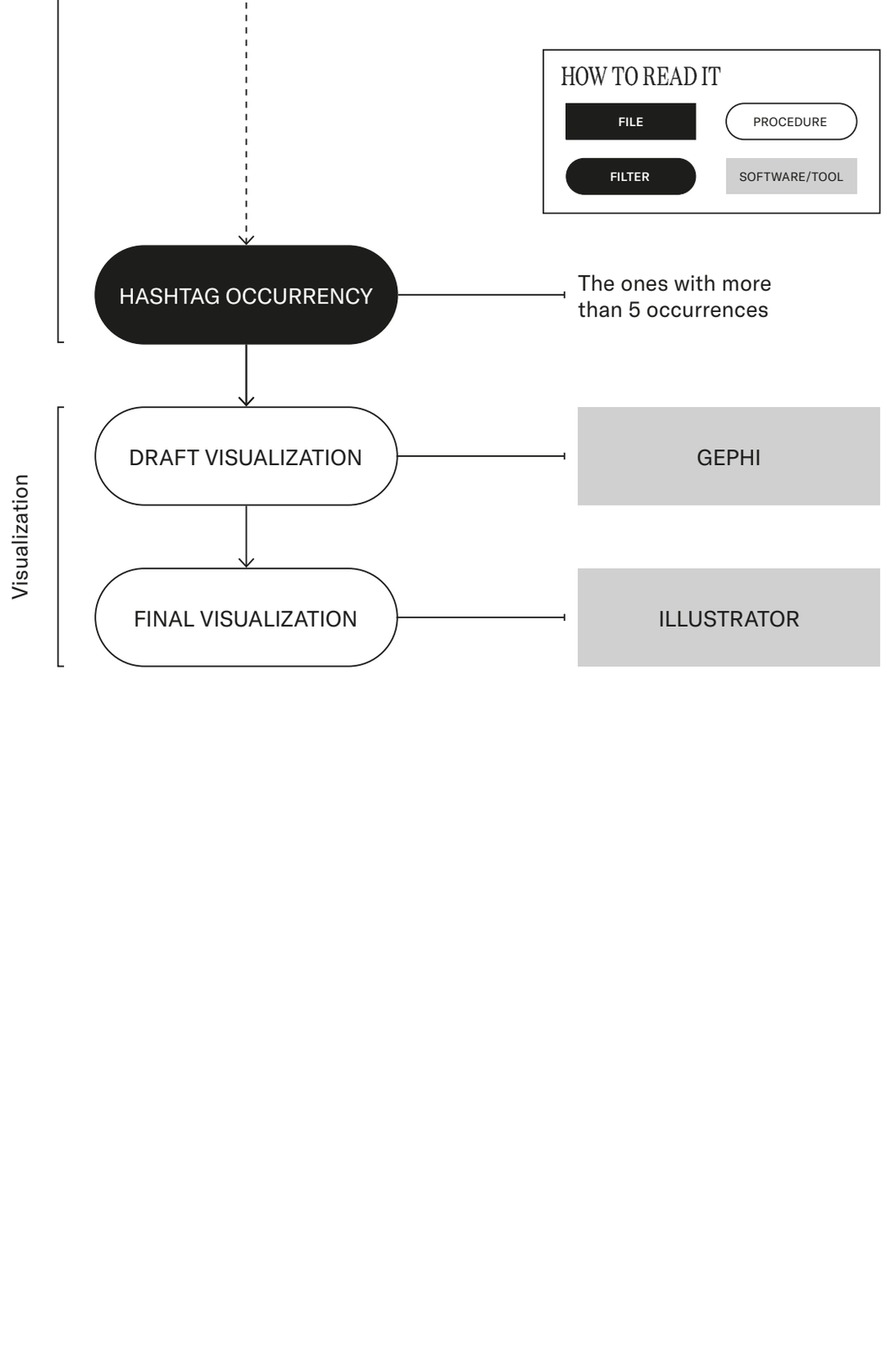
1000
80
5

Hashtags and videos related to the topic

Tech — Topic

RESEARCH PROTOCOL





GLOSSARY

CDC
Centers for Disease Control and Prevention.

COVID PSY OP
Covid Psychological Operations describe a plan designed to scare and frighten the population using the threat of covid.

COVIDIAN CULT
Essays written by CJ Hopkins.

DAVID ICKE
He is an English conspiracy theorist and a former sports broadcaster. He's called himself "Son of the Godhead".

DEEP STATE
A deep state (calque of Turkish: derin devlet) is a type of governance made up of potentially secret and unauthorised networks of power operating independently of a state's political leadership in pursuit of their own agenda and goals.

DEMOCIDE
Democide is a concept proposed by U.S. political scientist Rudolph Rummel to describe "the intentional killing of an unarmed or disarmed person by government agents acting in their authoritative capacity and pursuant to government policy or high command."

DEMONRATS
A definition used to describe and mock a member of the U.S. Democratic party

DEPOPULATION AGENDA
A belief that hidden powers have the intent to kill and harm humans in order to decrease human population.

DR JUDY MIKOVITS
She is an American former research scientist who is known for her discredited medical claims. She has engaged in anti-vaccination activism, promoted conspiracy theories, and been accused of scientific misconduct. She has made false claims about vaccines and covid-19.

EVENT201
Event 201 simulates an outbreak of a novel zoonotic coronavirus transmitted from bats to pigs to people that eventually becomes efficiently transmissible from person to person, leading to a severe pandemic.

FALSE FLAG EVENT
It is an act committed with the intent of disguising the actual source of responsibility and pinning blame on another party.

DR. ANTHONY FAUCI
He is an American physician-scientist and immunologist serving as the Chief Medical Advisor to the President. He became a de facto public health spokesperson for the office of the president during the pandemic and a strong advocate for ongoing social distancing efforts in the United States.

FILM YOUR HOSPITAL
The conspirasist movement that believs that full hospitals is fake news so they encourage people to film their hospital in order to prove they're empty and covid is a scam by mainstream media.

FREEMASONS
The oldest and largest fraternal Masonic organization in the world.

GENE MANIPULATION
It is the direct manipulation of an organism's genes using biotechnology.

INDOCTORNATION
A worldplay that mix together "indoctrination" and "doctor", meaning that doctors indoctrinate people.
Jon Rappoport He is an American investigative journalist. He is commited to "the unmasking of the matrix" and recently he has interviewed David Icke.

MAGA
Acronym of Make America Great Again.

MRNA
mRNA is a molecule called messenger RNA used by certain types of vaccine in order to produce an immune response.

MRNA BIOWEAPON
mRNA is a molecule called messenger RNA used by certain types of vaccine in order to produce an immune response. Bioweapon is the use of biological toxins or infectious agents such as bacteria, viruses, insects, and fungi with the intent to kill, harm or incapacitate humans.

NEW WORLD ORDER
The *New World Order* (NWO) is a conspiracy theory which hypothesizes a secretly emerging totalitarian world government.

NHS
National Health Service, publicly funded healthcare systems of the United Kingdom.

PCR TEST
Polymerase chain reaction (PCR) is a method widely used to rapidly make millions to billions of copies (complete copies or partial copies) of a specific DNA sample, allowing scientists to take a very small sample of DNA and amplify it (or a part of it) to a large enough amount to study in detail.

QANON
QAnon is an American far-right political conspiracy theory and movement centered on false claims made by an anonymous individual or individuals, known by the name "Q", that a cabal of Satanic, cannibalistic pedophiles operate a global child sex trafficking ring that conspired against the former U.S. President Donald Trump during his term in office.

SHEEPLE
People compared to sheep in being docile, foolish, or easily led. They usually live with the herd mentality, following other people blindly.

THE CROW HOUSE
Max Igan's blog about conspiracy theories.

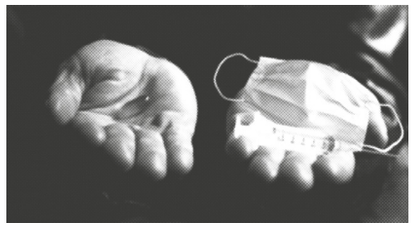
TRANSHUMANISM
It is an intellectual movement which advocates for the enhancement of the human condition by developing technologies able to greatly enhance the humans.

UN AGENDA
It is a list of subjects or issues the *United Nations* (UN) are paying serious attention to.

VAERS
The *Vaccine Adverse Event Reporting System* is a postmarketing surveillance program for vaccine safety co-managed by the *U.S. Centers for Disease Control and Prevention* (CDC) and the *Food and Drug Administration* (FDA).

WHO
Acronym of "*World Health Organization*".

WORLD-ORDERS-REVIEW
A Bitchute channel.



THE CHOICE IS YOURS