

# Unveiling the Influencers of Radical Content: A Multimodal Analysis of QAnon Videos

*Online Radicalization, Multimodal Analysis, Video Perception, Emotion, Personality*

## Extended Abstract

Radicalization, the process of developing extremist ideologies and beliefs in others, has been increasingly seen on social media in recent years. Previous studies have proposed to identify online radicalization using lexical and social context analysis [4, 5, 6, 2]. However, much of the current radicalization is being attempted on video-sharing platforms, where multimodality features beyond text can be powerful in the promotion of extremist content. Moreover, generic social context analysis does not take into account comprehensive viewer traits and how those can affect viewers' perception of radicalizing content. To address these challenges, we focus on radicalization in YouTube and BitChute. We examine *QAnon*, a conspiracy-based radicalizing group originated in 2017 [1, 3]. In this study, we focus on three main research questions: **RQ1:** What viewer traits, such as personalities and media consumption, are associated with their video preferences? **RQ2:** What high-level video characteristics, such as quality, arousing emotions, and speaker traits, are correlated with viewers' perception? **RQ3:** Which modality features affect viewers' perception the most?

We have collected 5,924 YouTube and BitChute videos on *QAnon*. To study viewers' perception, we select a subset of videos from the full corpus, 3 pro- and 3 anti-*QAnon*, based on the videos' duration, diversity in styles, quality, and popularity. We then create a comprehensive questionnaire (see Figure 1) asking participants to explain aspects of their perception of the videos, and the actions they believe that they or others might take after watching the videos, which are usually the crucial first steps in the action pathways towards extremism and violence. Finally, to quantitatively assess viewers' perception of the videos, we utilize 3 metrics described in Figure 2 – **Enjoyment Score**, **Content Score**, and **Actions Score**.

A total of 46 viewers participate in the questionnaire. Participants' demographics information is collected (see Figure 3), and the distribution is shown in Figure 4. A set of introductory questions about participants' background and prior knowledge are also asked before the questionnaire (see Figure 5), and the statistics are summarized in Figures 6, 7, and 8.

To answer **RQ1**, we investigate how participants' self-reported personalities, initial impression of extremist groups, and their media consumption correlate with their preference for *QAnon* videos. We perform significance tests on the Spearman's correlation between these viewer traits and the 3 metric scores. As highlighted in Figure 9, viewers having a positive opinion of *The Proud Boys* or trusting *CNN news* enjoy watching *QAnon* videos in general. Particularly, viewers trusting *WSJ* tend to enjoy watching pro-*QAnon* videos, and those with a positive opinion towards *Anifa* enjoy watching anti-*QAnon* videos. Regarding the video content, viewers trusting *Fox News* generally agree with the content of pro-*QAnon* videos, whereas those trusting *NPR* and *AP* tend to disagree with them. Looking into the potential follow-up actions after watching these videos, viewers that tend to support pro-*QAnon* videos with the highest probabilities are those with positive opinions towards right-leaning groups and media sources such as *Oath Keepers*, *Fox News*, and *WSJ*.

To answer question **RQ2**, we examine how videos' content and production quality, arousing emotions, and speaker characteristics affect viewers' perception. Similarly, we perform significance tests on the Pearson's correlation between these video traits and the 3 metric scores. As summarized in Figure 10, videos rated as more valid and persuasive are enjoyed more by viewers, whereas videos arousing disgust or rated as boring are more likely to be disagreed, as expected. Videos rated as more trustworthy, persuasive, and logical are more likely to win supportive actions from viewers. In addition, if the speakers in the videos are more enthusiastic, they are more likely to be supported by viewers.

To answer **RQ3**, we further analyze textual (LIWC and sentiment), acoustic (prosodic and emotion), and visual (facial expression and weapon detection) features on the inter-pausal unit level. We perform significance tests on the Pearson's correlation between the multimodal features and the 3 metric scores. Some interesting findings are that lexicons related to friends and gender positively influence how viewers enjoy, agree, and support the videos, whereas lexicons related to violence put a negative impact. Speakers showing too much surprise or sad facial expression bring negative impact, whereas angry speakers surprisingly appeal to more viewers. In addition, the appearance of weapons has a negative impact on viewers' perception. The full lists of significant multimodal features are listed in Figures 11, 12, and 13.

In this study, we have collected a large corpus of *QAnon* videos, which we are willing to share with the research community for countering online radicalization. We have also conducted an experimental user study and performed comprehensive feature analysis to identify sources of influence that affect viewers' impression and reaction to the videos. To the best of our knowledge, this is the first work that computationally analyzes viewers' perception of radical content by examining not only the high-level characteristics and low-level multimodal features of the videos, but also the viewers' background and prior knowledge of the domain. In future, we plan to generalize our work to a larger scale, and develop multimodal models for identifying radical techniques and potentially newly emerged radical groups.

## References

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**9<sup>th</sup> International Conference on Computational Social Science IC<sup>2</sup>S<sup>2</sup>**  
**July 17-20, 2023, Copenhagen, Denmark**

<p><b>1. Did you understand the video?</b>  <input type="checkbox"/> Yes  <input type="checkbox"/> No</p> <p><b>2. Do you think the video was professionally produced with good quality?</b>  <input type="checkbox"/> Yes  <input type="checkbox"/> No</p> <p><b>3. Who do you think the video was trying to appeal to?:</b> _____</p> <p><b>4. Was there any violence displayed in the video?</b>  <input type="checkbox"/> Yes  <input type="checkbox"/> No</p> <p><b>5. Was there any music in video?</b>  <input type="checkbox"/> Yes  <input type="checkbox"/> No</p> <p><b>6. Did any of the following objects appear in the video? Choose all that apply.</b>  <input type="checkbox"/> Guns  <input type="checkbox"/> Swords  <input type="checkbox"/> Other Weapons  <input type="checkbox"/> Flags  <input type="checkbox"/> Symbols of the Group  <input type="checkbox"/> None of the Above</p> <p><b>7. How likely do you think it is that the people in the video will become involved in the following actions?</b>  <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">Protests</td> <td style="width: 10%;">Not at All Likely</td> <td style="width: 10%;">Not Much Likely</td> <td style="width: 10%;">Undecided</td> <td style="width: 10%;">Somewhat Likely</td> <td style="width: 10%;">Very Much Likely</td> </tr> <tr> <td>Violence</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Illegal Acts</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> </p> <p><b>8. Would you associate the following traits with this video?</b>  <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">Boring (could you pay attention the whole time or not?)</td> <td style="width: 10%;">Yes</td> <td style="width: 10%;">Neutral</td> <td style="width: 10%;">No</td> </tr> <tr> <td>Lively (was it energetic? Ex. was there music?)</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Persuasive (were you convinced by the content?)</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Trustworthy (did you trust the content?)</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Logical (was there a structured argument or data presented?)</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> </p> <p><b>9. Is the video's stance positive, negative, or neutral towards the group?</b>  <input type="checkbox"/> Positive  <input type="checkbox"/> Negative  <input type="checkbox"/> Neutral</p> <p><b>10. Do you think this speaker demonstrated any of the following characteristics?</b>  <table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">Charismatic</td> <td style="width: 10%;">Yes</td> <td style="width: 10%;">Neutral</td> <td style="width: 10%;">No</td> </tr> <tr> <td>Confident</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Eloquent</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Enthusiastic</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Intelligent</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Convincing</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Tough</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Charming</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Angry</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table> </p>	Protests	Not at All Likely	Not Much Likely	Undecided	Somewhat Likely	Very Much Likely	Violence	<input type="checkbox"/>	Illegal Acts	<input type="checkbox"/>	Boring (could you pay attention the whole time or not?)	Yes	Neutral	No	Lively (was it energetic? Ex. was there music?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Persuasive (were you convinced by the content?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Trustworthy (did you trust the content?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Logical (was there a structured argument or data presented?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Charismatic	Yes	Neutral	No	Confident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Eloquent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Enthusiastic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Intelligent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Convincing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Charming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Angry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>11. Did you enjoy watching the video?</b>  Not at All <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Very Much</p> <p><b>12. What emotions did you feel when you watched the video? Check all that apply.</b>  <input type="checkbox"/> Happiness  <input type="checkbox"/> Sadness  <input type="checkbox"/> Surprise  <input type="checkbox"/> Fear  <input type="checkbox"/> Disgust  <input type="checkbox"/> Anger  <input type="checkbox"/> Confused</p> <p><b>13. Which part of the video was most impactful? (Give the approximate timestamps.) Enter N/A if not applicable.:</b> _____</p> <p><b>14. Give a short description (a sentence) of the most impactful part of the video you listed above. Enter N/A if not applicable. :</b> _____</p> <p><b>15. Do you think any of the content in the video makes a valid point?</b>  Not at All <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 Very Much</p> <p><b>16. Would you take any of the following actions after watching this video? Check all that apply.</b>  <input type="checkbox"/> Like the video  <input type="checkbox"/> Dislike the video  <input type="checkbox"/> Post a supporting comment under the video  <input type="checkbox"/> Post a criticizing comment under the video  <input type="checkbox"/> Share the video with friends, families, or on social media platforms  <input type="checkbox"/> Search for similar videos  <input type="checkbox"/> Learn more about the group  <input type="checkbox"/> Consider joining the group  <input type="checkbox"/> Non of the Above</p> <p><b>17. Do you think that others watching this video would consider taking any of the following actions? Check all that apply.</b>  <input type="checkbox"/> Like the video  <input type="checkbox"/> Dislike the video  <input type="checkbox"/> Post a supporting comment under the video  <input type="checkbox"/> Post a criticizing comment under the video  <input type="checkbox"/> Share the video with friends, families, or on social media platforms  <input type="checkbox"/> Search for similar videos  <input type="checkbox"/> Learn more about the group  <input type="checkbox"/> Consider joining the group  <input type="checkbox"/> Non of the Above</p> <p><b>18. Did the video change your mind about anything? If so, please elaborate.:</b> _____</p>								
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Figure 1: Video Specific Full Questionnaire

Metric	Description	Score Range
Enjoyment Score	Raters are asked to rate how much they enjoy watching each video on a 5-point Likert scale.	[-2, 2]
Content Score	Raters are asked to say whether they think a video is persuasive, trustworthy, logical, and professionally created. The Content Score of a video is the sum of these 4 traits' scores.	[-1, 1]
Action Score	Raters are asked whether they would take the following actions after watching a video, listed from the most active group opposing actions to the most active group supporting actions: <b>a</b> ) posting a criticizing comment [score -2] <b>b</b> ) disliking the video [score -1] <b>c</b> ) liking the video [score 1] <b>d</b> ) posting a supporting comment [score 2] <b>e</b> ) considering joining the group [score 3]. The Actions Score of a video is the sum of these actions' scores.	[-3, 6]

Figure 2: Evaluation Metrics Description

**1. What is your gender?**

- Male
- Female
- Nonbinary
- Prefer not to say

**2. Which age group describes you?**

- 18-29
- 30-39
- 40-49
- 50-59
- 60 or over

**3. What is your ethnicity?**

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

**4. What is the highest level of education you've completed?**

- Some high school or less
- High school diploma
- Associate's degree
- Bachelor's degree
- Master's degree
- Doctorate degree

**5. Do you consider yourself to be conservative or liberal when thinking about politics?**

- Conservative
- Liberal
- Moderate
- Other/Undecided

**6. Here are a number of personality traits that may or may not apply to you. Please tick a number next to each statement to indicate the extent to which you agree or disagree with that statement. You should rate the extend to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.**

	1-Disagree strongly	2-Disagree slightly	3-Neither agree nor disagree	4-Agree slightly	5-Agree strongly
Extraverted, enthusiastic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dependable, self-disciplined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Anxious, easily upset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open to new experiences, complex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reserved, quiet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sympathetic, warm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disorganized, careless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calm, emotionally stable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conventional, uncreative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Figure 3: Demographics Information Questions

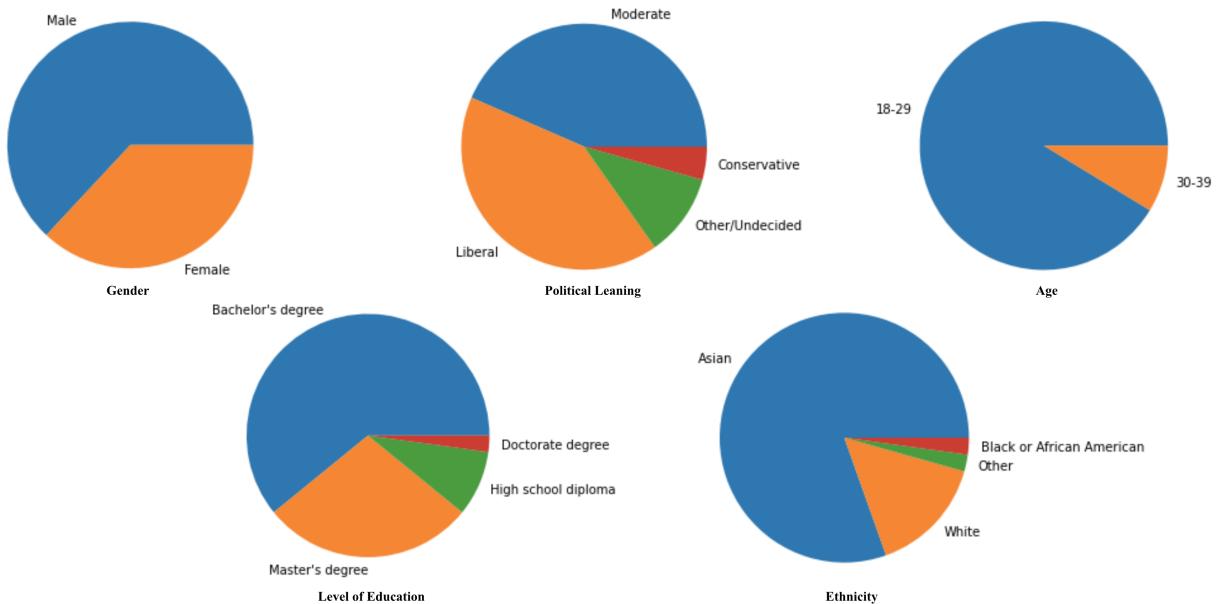


Figure 4: Participants' Demographics Distribution

<b>1. What is your opinion of the following groups?</b>	Positive	Neutral	Negative	Never Heard of it
QAnon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antifa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proud Boys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oath Keepers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BLM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. Do you trust the following media as credible sources?</b>	Positive	Neutral	Negative	Never Heard of it
Fox News (foxnews.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Breitbart News (breitbart.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MSNBC News (msnbc.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PBS News (pbs.org)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Associated Press News (apnews.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NPR (npr.org)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Wall Street Journal (wsj.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CNN (cnn.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**1. What is your opinion of the following groups?**

	Positive	Neutral	Negative	Never Heard of it
QAnon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antifa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Proud Boys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oath Keepers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BLM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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**2. Is there anything else about your experience watching these videos that you would like to mention?**

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**3. Please rate your experience of this HIT**

1	2	3	4	5
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Much worse than the average HIT                        Much better than the average HIT

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**4. If you would like to give feedback on your experience with this HIT, please do so here:**

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Figure 5: Questionnaire Introductory and Final Questions

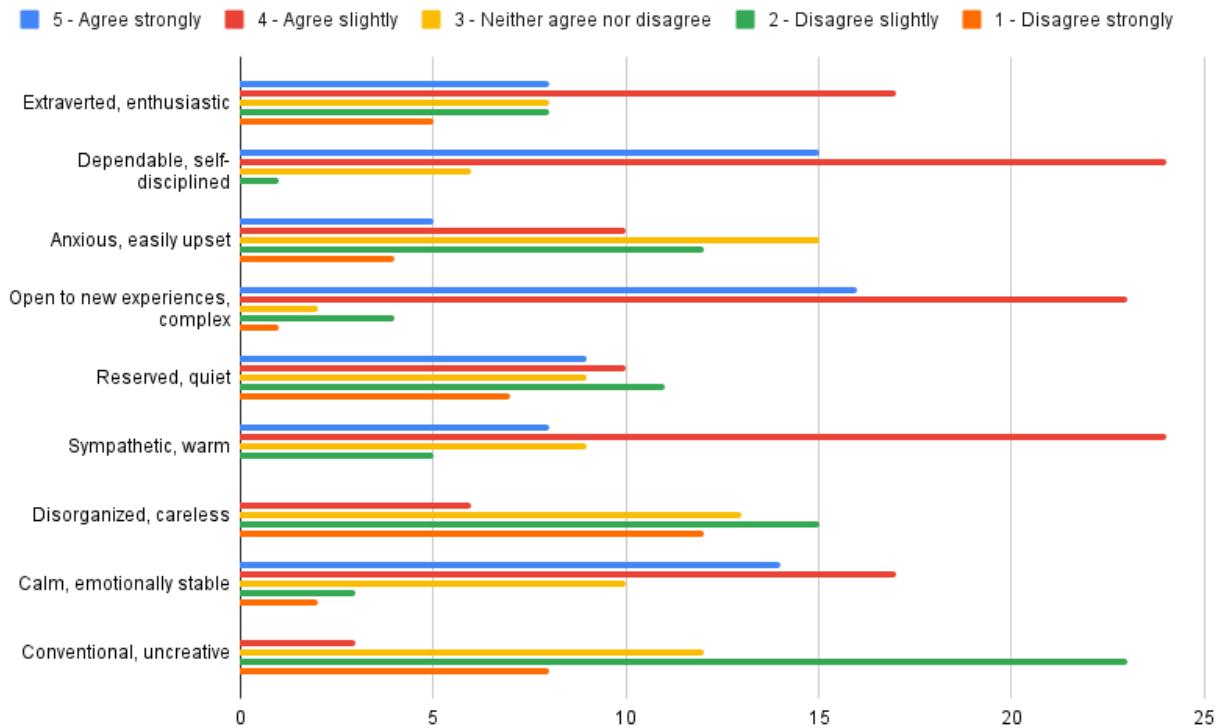


Figure 6: Participants' Self-Reported Personalities Distribution

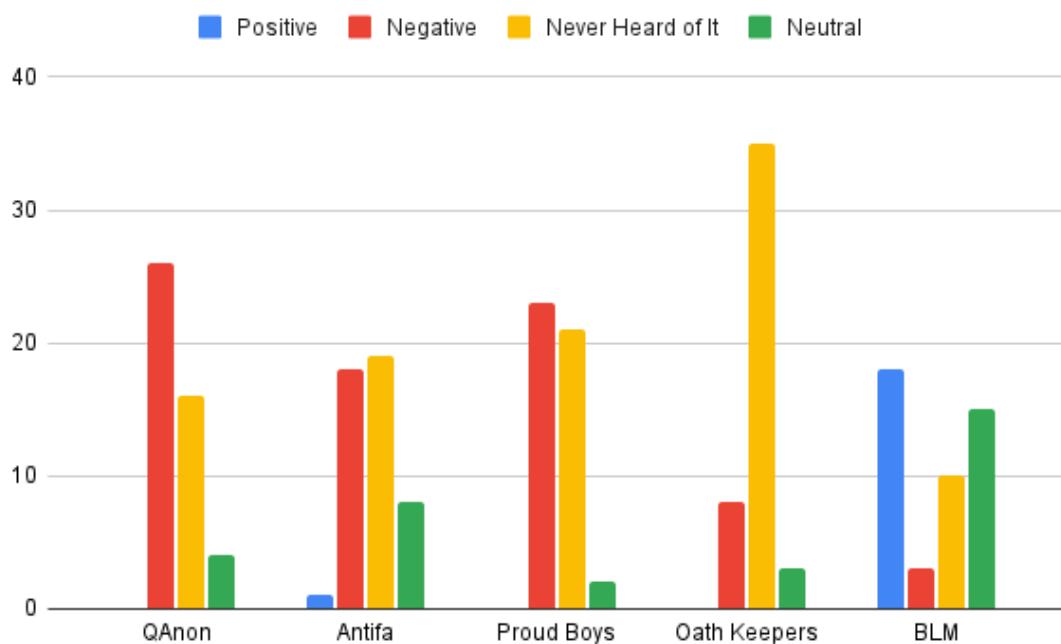


Figure 7: Distribution of Participants' Opinion on Radical Groups

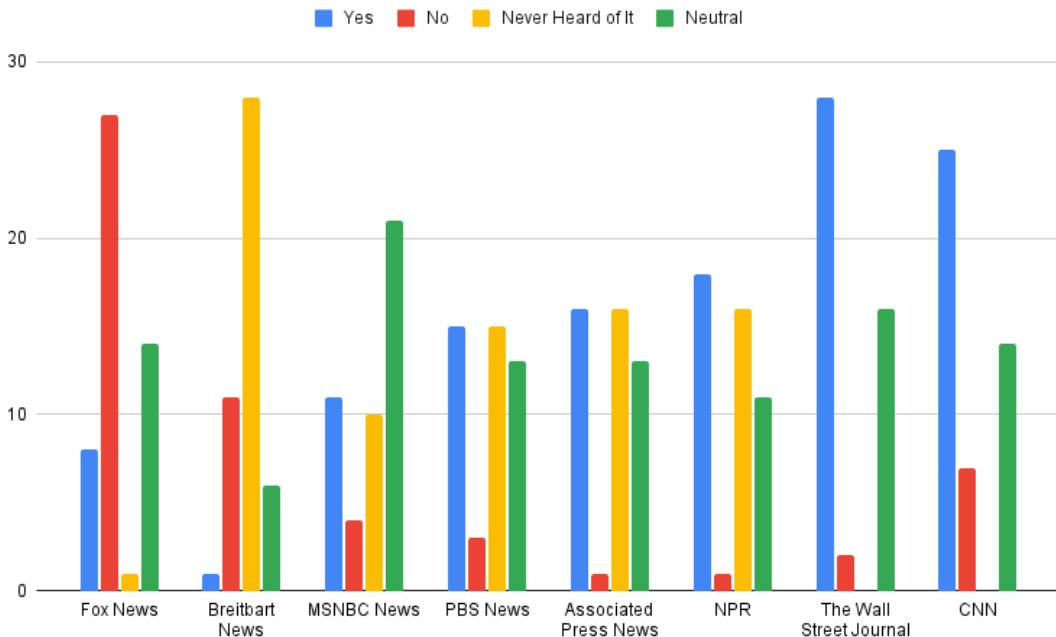


Figure 8: Distribution of Participants' Opinion on Media Sources

Enjoyment on All Videos		
Feature	Corr	p-value
Opinion_CNN	0.358	0.0146
Opinion_Antifa	0.345	0.0189
Opinion_ProudBoys	0.297	0.0452
Enjoyment on Pro-QAnon Videos		
Feature	Corr	p-value
Opinion_CNN	0.329	0.0255
Opinion_WSJ	0.298	0.0440
Enjoyment on Anti-QAnon Videos		
Feature	Corr	p-value
Opinion_Antifa	0.368	0.0119
Significant Viewer Traits and Ratings on Enjoyment Scores		
Content of All Videos		
Feature	Corr	p-value
Opinion_Fox	0.430	0.00283
Content of Pro-QAnon Videos		
Feature	Corr	p-value
Opinion_Fox	0.487	0.000592
Opinion_NPR	-0.376	0.0100
Opinion_AP	-0.330	0.0253
Content of Anti-QAnon Videos		
Feature	Corr	p-value
Reserved	0.339	0.0213
Significant Viewer Traits and Ratings on Content Scores		
Actions after All Videos		
Feature	Corr	p-value
Opinion_OathKeepers	0.387	0.00793
Opinion_Antifa	0.359	0.0143
Opinion_Fox	0.350	0.0172
Opinion_WSJ	0.322	0.0291
Actions after Pro-QAnon Videos		
Feature	Corr	p-value
Opinion_OathKeepers	0.370	0.0114
Opinion_Fox	0.358	0.0145
Opinion_WSJ	0.346	0.0186
Opinion_CNN	0.298	0.0442
Opinion_Antifa	0.295	0.0467
Actions after Anti-QAnon Videos		
Feature	Corr	p-value
Disorganized	0.318	0.0312
Sympathetic	-0.317	0.0321
Significant Viewer Traits and Ratings on Actions Scores		

Figure 9: Significant Viewer Traits and Ratings ( $p\text{-value} < 0.05$ ) on Enjoyment, Content, and Actions Scores

Enjoyment on Pro-QAnon Videos			Actions Likely after All Videos		
Feature	Corr	p-value	Feature	Corr	p-value
Validness	0.999	0.0234	Trustworthy	0.968	0.00150
Persuasive	0.997	0.0452	Validity	0.964	0.00191
Significant Video Traits and Ratings on Enjoyment Scores					
Content of Anti-QAnon Videos			Actions after Anti Videos		
Feature	Corr	p-value	Feature	Corr	p-value
Disgust	-0.998	0.0440	Trustworthy	1.00	0.0114
Boring	-0.998	0.0440	Lively	-1.00	0.0167
Significant Video Traits and Ratings on Content Scores					
Significant Video Traits and Ratings on Actions Scores					

Figure 10: Significant High-Level Video Traits and Ratings ( $p\text{-value} < 0.05$ ) on Enjoyment, Content, and Actions Scores

Enjoyment on All Videos			Content of All Videos			Actions after All Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
violence	-0.138	0.0247	god	-0.128	0.0376	time	-0.214	0.000479
deadline	-0.125	0.0429	time	-0.217	0.000393	friend	0.147	0.0173
i	0.165	0.00716	differ	0.139	0.0245	insight	-0.132	0.0321
they	-0.141	0.0220	friend	0.135	0.0285	negate	0.130	0.0353
male	0.122	0.0475	insight	-0.134	0.0303	female	0.130	0.0353
social	-0.122	0.0478	ingest	0.122	0.0475	ingest	0.126	0.0417
Enjoyment on Pro-QAnon Videos			Content of Pro-QAnon Videos			Actions after Pro-QAnon Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
sentiment	0.205	0.0337	sentiment	0.205	0.0337	sentiment	0.205	0.0337
weaponry	-0.387	0.0000384	weaponry	-0.387	0.0000384	weaponry	-0.387	0.0000384
violence	-0.324	0.000671	violence	-0.324	0.000671	violence	-0.324	0.000671
god	-0.266	0.00556	god	-0.266	0.00556	god	-0.266	0.00556
soldier	-0.211	0.0294	soldier	-0.211	0.0294	soldier	-0.211	0.0294
threat	-0.202	0.0370	threat	-0.202	0.0370	threat	-0.202	0.0370
focuspresent	0.377	0.0000630	focuspresent	0.377	0.0000630	focuspresent	0.377	0.0000630
they	-0.351	0.000215	they	-0.351	0.000215	they	-0.351	0.000215
power	-0.328	0.000554	power	-0.328	0.000554	power	-0.328	0.000554
ipron	0.323	0.000677	ipron	0.323	0.000677	ipron	0.323	0.000677
cogproc	0.301	0.00162	cogproc	0.301	0.00162	cogproc	0.301	0.00162
auxverb	0.291	0.00235	auxverb	0.291	0.00235	auxverb	0.291	0.00235
negate	0.280	0.00351	negate	0.280	0.00351	negate	0.280	0.00351
we	-0.277	0.00388	we	-0.277	0.00388	we	-0.277	0.00388
social	-0.273	0.00451	social	-0.273	0.00451	social	-0.273	0.00451
affiliation	-0.267	0.00543	affiliation	-0.267	0.00543	affiliation	-0.267	0.00543
i	0.261	0.00664	i	0.261	0.00664	i	0.261	0.00664
tentat	0.260	0.00675	tentat	0.260	0.00675	tentat	0.260	0.00675
negemo	-0.242	0.0120	negemo	-0.242	0.0120	negemo	-0.242	0.0120
drives	-0.241	0.0122	drives	-0.241	0.0122	drives	-0.241	0.0122
adverb	0.231	0.0167	adverb	0.231	0.0167	adverb	0.231	0.0167
ppron	-0.228	0.0182	ppron	-0.228	0.0182	ppron	-0.228	0.0182
anger	-0.222	0.0215	anger	-0.222	0.0215	anger	-0.222	0.0215
verb	0.219	0.0233	verb	0.219	0.0233	verb	0.219	0.0233
informal	0.219	0.0235	informal	0.219	0.0235	informal	0.219	0.0235
differ	0.212	0.0281	differ	0.212	0.0281	differ	0.212	0.0281
health	-0.210	0.0300	health	-0.210	0.0300	health	-0.210	0.0300
body	-0.209	0.0310	body	-0.209	0.0310	body	-0.209	0.0310
discrep	-0.208	0.0314	discrep	-0.208	0.0314	discrep	-0.208	0.0314
bio	-0.196	0.0428	bio	-0.196	0.0428	bio	-0.196	0.0428
quant	0.191	0.0484	quant	0.191	0.0484	quant	0.191	0.0484
Enjoyment on Anti-QAnon Videos			Content of Anti-QAnon Videos			Actions after Anti-QAnon Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
interrog	-0.165	0.0395	time	-0.285	0.000316	time	-0.266	0.000795
Significant Textual Features on Enjoyment Scores						friend	0.195	0.0146
Significant Textual Features on Content Scores						insight	-0.161	0.0442
Significant Textual Features on Actions Scores								

Figure 11: Significant Textual Features ( $p\text{-value} < 0.05$ ) on Enjoyment, Content, and Actions Scores

Enjoyment on All Videos			Content of All Videos			Actions after All Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
Max Intensity	-0.660	3.14E-34	anger	-0.169	0.00602	Sd Intensity	-0.543	1.33E-21
Mean Intensity	-0.654	1.55E-33	Min Intensity	0.618	4.36E-29	Min Intensity	0.518	1.99E-19
Sd Intensity	-0.565	1.32E-23	Sd Intensity	-0.428	3.71E-13	Max Pitch	-0.173	0.00488
Sd Pitch	-0.361	1.68E-09	Mean Intensity	0.367	8.08E-10	Sd Pitch	-0.173	0.00494
Max Pitch	-0.354	3.68E-09	Max Intensity	0.353	4.06E-09	HNR	-0.234	0.000129
Jitter	0.303	5.66E-07	Min Pitch	0.192	0.00171	Min Pitch	-0.164	0.00767
Mean Pitch	0.230	0.000164						
Shimmer	-0.134	0.0301						
Enjoyment on Pro-QAnon Videos			Content of Pro-QAnon Videos			Actions after Pro-QAnon Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
HNR	0.870	5.76E-34	HNR	0.870	5.76E-34	HNR	0.870	5.76E-34
Mean Pitch	0.738	1.26E-19	Mean Pitch	0.738	1.26E-19	Mean Pitch	0.738	1.26E-19
Mean Intensity	-0.713	7.18E-18	Mean Intensity	-0.713	7.18E-18	Mean Intensity	-0.713	7.18E-18
Jitter	0.649	4.15E-14	Jitter	0.649	4.15E-14	Jitter	0.649	4.15E-14
Shimmer	-0.640	1.17E-13	Shimmer	-0.640	1.17E-13	Shimmer	-0.640	1.17E-13
Min Pitch	0.562	2.97E-10	Min Pitch	0.562	2.97E-10	Min Pitch	0.562	2.97E-10
Max Intensity	-0.507	2.46E-08	Max Intensity	-0.507	2.46E-08	Max Intensity	-0.507	2.46E-08
Sd Pitch	-0.440	2.12E-06	Sd Pitch	-0.440	2.12E-06	Sd Pitch	-0.440	2.12E-06
Max Pitch	-0.424	5.42E-06	Max Pitch	-0.424	5.42E-06	Max Pitch	-0.424	5.42E-06
Min Intensity	-0.329	0.000548	Min Intensity	-0.329	0.000548	Min Intensity	-0.329	0.000548
Sd Intensity	-0.230	0.0169	Sd Intensity	-0.230	0.0169	Sd Intensity	-0.230	0.0169
Enjoyment on Anti-QAnon Videos			Content of Anti-QAnon Videos			Actions after Anti-QAnon Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
Max Intensity	-0.832	3.02E-41	Min Intensity	0.676	3.58E-22	Min Intensity	0.687	3.77E-23
Mean Intensity	-0.829	9.96E-41	Sd Intensity	-0.419	5.21E-08	Sd Intensity	-0.569	8.67E-15
Sd Intensity	-0.678	2.25E-22	HNR	-0.311	0.0000767	HNR	-0.372	1.74E-06
Sd Pitch	-0.348	8.33E-06	Mean Intensity	0.179	0.0256	Mean Intensity	-0.164	0.0409
Max Pitch	-0.336	0.0000184						
HNR	-0.328	0.0000285						
Min Intensity	0.298	0.000161						
Jitter	0.172	0.0316						
Significant Acoustic Features on Enjoyment Scores			Significant Acoustic Features on Content Scores			Significant Acoustic Features on Actions Scores		

Figure 12: Significant Acoustic Features ( $p\text{-value} < 0.05$ ) on Enjoyment, Content, and Actions Scores

Enjoyment on All Videos			Content of All Videos			Actions after All Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
neutral	-0.270	1.23E-10	angry	0.311	9.41E-14	angry	0.312	8.15E-14
surprise	-0.143	7.95E-04	sad	-0.169	0.0000726	sad	-0.148	0.000514
happy	0.126	3.20E-03	surprise	-0.117	0.00628	surprise	-0.131	0.00215
sad	-0.117	6.23E-03	happy	0.107	0.0122	neutral	-0.0905	0.0342
has_weapon	-0.215	1.01E-06	neutral	-0.0995	0.0198	long-gun	-0.124	0.00526
long-gun	-0.210	1.74E-06	long-gun	-0.139	0.00163			
sword	-0.148	0.000799	has_weapon	-0.0923	0.0376			
Enjoyment on Pro-QAnon Videos			sword	-0.0904	0.0418	Actions after Pro-QAnon Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
happy	0.259	0.0000105	happy	0.259	0.0000109	happy	0.268	5.20E-06
neutral	-0.234	0.0000722	neutral	-0.235	0.0000673	sad	-0.231	0.0000892
sad	-0.226	0.000127	sad	-0.226	0.000129	neutral	-0.212	0.000343
angry	0.166	0.00532	angry	0.165	0.00548	angry	0.178	0.00270
surprise	-0.143	0.0160	surprise	-0.143	0.0160	surprise	-0.141	0.0182
has_weapon	-0.243	0.000133	has_weapon	-0.243	0.000136	has_weapon	-0.251	0.0000816
long-gun	-0.220	0.000567	long-gun	-0.220	0.000561	long-gun	-0.215	0.000746
sword	-0.184	0.00413	sword	-0.184	0.00409	sword	-0.179	0.00531
Enjoyment on Anti-QAnon Videos			Content of Pro-QAnon Videos			Actions after Anti-QAnon Videos		
Feature	Corr	p-value	Feature	Corr	p-value	Feature	Corr	p-value
fear	-0.230	0.000154	angry	0.482	7.06E-17	angry	0.429	2.43E-13
surprise	-0.169	0.00579	neutral	0.167	0.00647	fear	-0.179	0.00335
disgust	-0.156	0.0108	fear	-0.123	0.0451	neutral	0.128	0.0374
			has_weapon	0.141	0.0213	surprise	-0.121	0.0495
			long-gun	0.143	0.0197	has_weapon	0.125	0.0424
Significant Visual Features on Enjoyment Scores			Significant Visual Features on Content Scores			Significant Visual Features on Actions Scores		

Figure 13: Significant Visual Features ( $p\text{-value} < 0.05$ ) on Enjoyment, Content, and Actions Scores