
Currents in Online Islamophobic Discourse

Analyzing Narrative Trends in Anti-Islam Posts

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Roadmap

1. Problem Understanding
2. Data Summary and Preparation
3. Modeling and Analysis
4. Summary and Recommendations

Problem Understanding

- Need insight to inform:
 - a. Major trends in current upsurge of Islamophobic discourse
 - b. How to respond to this upsurge
- More important to identify Islamophobic tweets successfully
- Course of Action:
 - a. Binary Classifier
 - b. Analyze Themes

Questions for us:

- a. **How successful are we at differentiating between Positive and Negative reviews?**
 - What can we learn from these reviews?

Data Understanding

- Dataset
 - a. 1,619 tweets total — All types of extremist and hate speech present
 - b. 4 Columns (Content, Likes, Retweets)
 - c. Likes and Retweets can serve to measure Engagement
 - d. Unlabeled dataset
- **TARGET:** Islamophobic tweets
- False Positives matter more than False Negatives

Metrics: Precision Score

High Precision Score =
Low False Positive Rate

Data Preparation

- Labeled subset of 200 tweets
 - a. 100 tweets labeled as Islamophobic
 - b. 100 tweets labeled as not Islamophobic
- Cleaned data by removing null values and standardizing text
- Factoring in Likes and Retweets as Engagement Metrics
- Model Experimentation
 - a. Testing different models to see **which has the highest Precision score**

Data Modeling & Analysis

How successful were our models?

Precision Score

How 'pure' is our group of Islamophobic tweets?

86%

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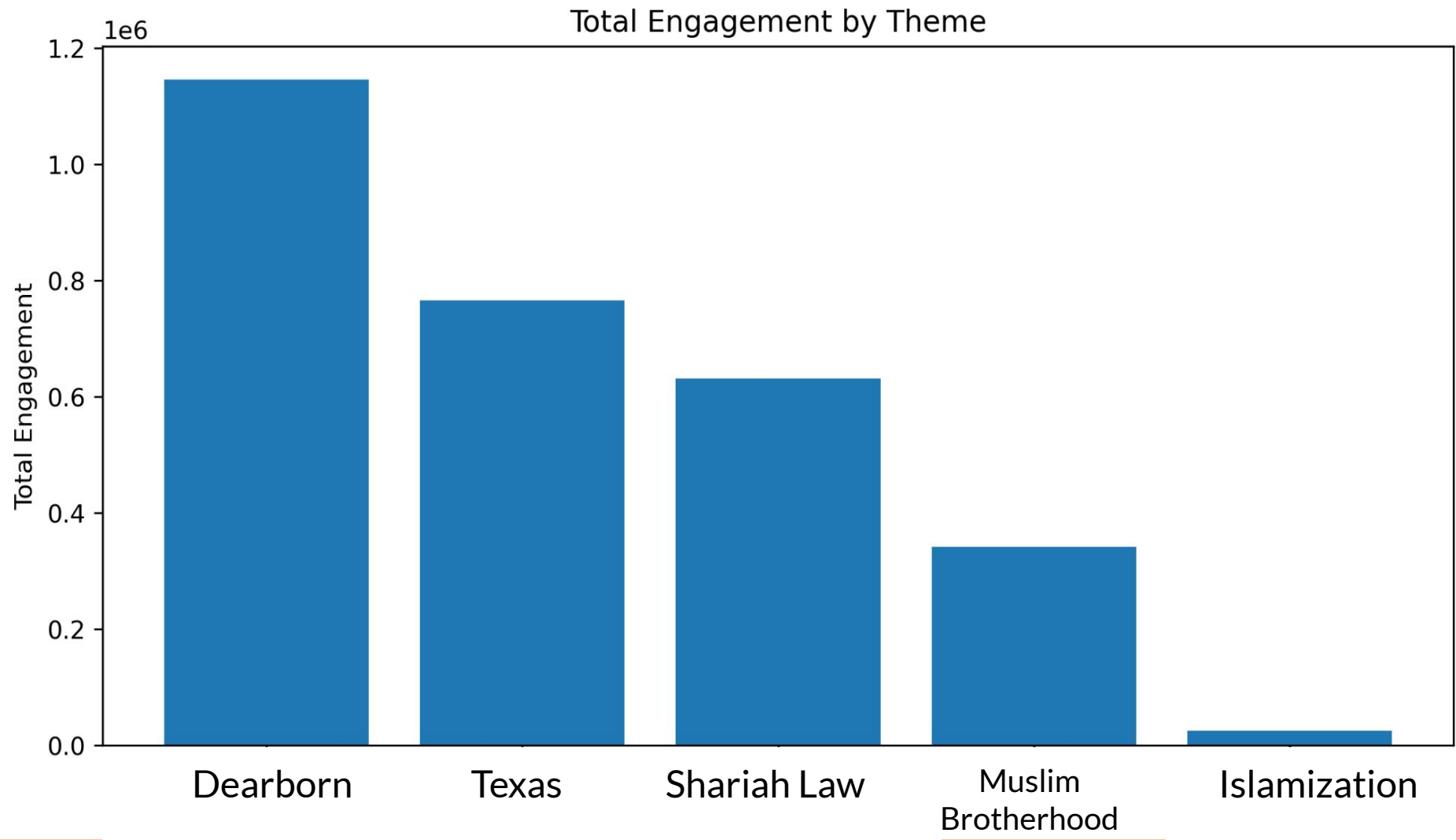
**What can the classified
tweets tell us about
currents in Islamophobia?**

— Top Themes

- **Theme 0** - Fear of Shariah Law
- **Theme 1** - Agitation around Texas, EPIC City project
- **Theme 2** - Agitation around Dearborn, MI
- **Theme 3** - Fear of Muslim Brotherhood and alleged connections to domestic groups
- **Theme 4** - General fear of Islamization

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Which themes received the most engagement?



Synthesis of Insights

1. Much of Islamophobic discourse is **centered around localized concerns**, ie: Texas, Dearborn
2. Growing fear of the **Muslim Brotherhood and alleged connections** to domestic Muslim groups
3. General **fear of Islamization and Shariah** persists

Conclusion

Conclusion

1. Successfully built a model that can identify Islamophobic tweets
2. Surmised themes and trends within Islamophobic tweets

Conclusion

Limitations:

- Veracity of Dataset
- Project Scope
- Time and
Resources

Recommendations

*Responding to Salient Islamophobic
Narratives*

Recommendations

Revamp, Rebuild, Rebrand

Revamp communications strategy for current agitation hotspots

Intensify interfaith efforts with intention to respond to current moment

Targeted revamped 'branding' of Muslim groups to emphasize connection to US

Next Steps

Deepening the Investigation

Invest in more capable hardware for more nuanced studies

Revamp dataset for more comprehensive capture of changes over time

Investigate correlations and connections between different forms of online hate speech

Questions?

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Modeling

Sentiment Analysis

- a. Analyzing reviews
- b. Identifying relationship between terms/words and sentiment
- c. Factoring in # of Thumbs Ups