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# 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?

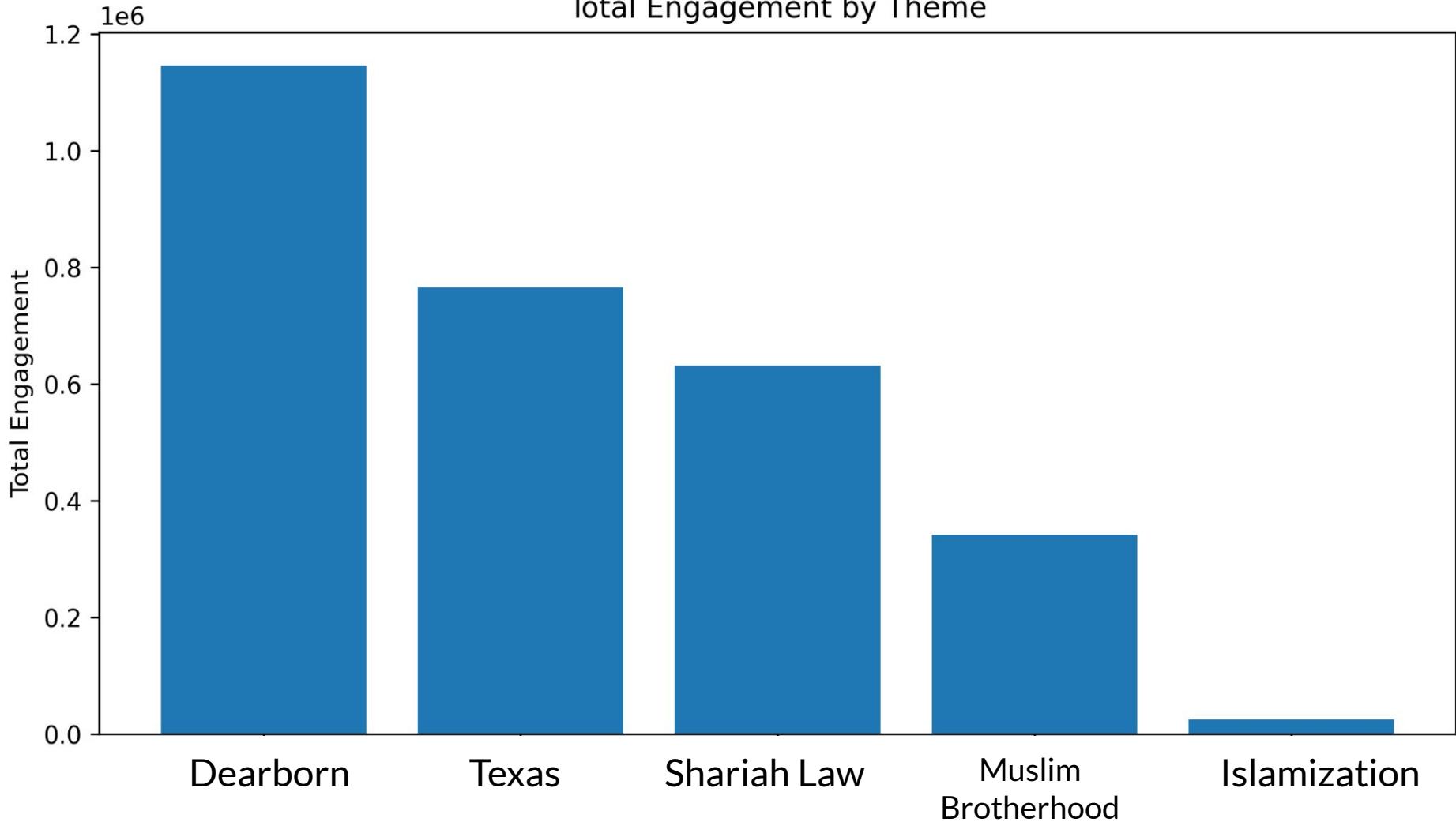
# Top Themes

- **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?

### Total Engagement by Theme



# 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

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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