

The **us** vs. **them** of fringe communities around the 2016 US presidential election

Excitable Speech,
Amsterdam Group

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Excitable speech

4chan/pol



Breitbart

/r/The_Donald



Excitable speech

Excitable speech

Cuck

Excitable speech

Cuck

Normie

Excitable speech

Cuck

Normie

Shill

Excitable speech

Antagonisms

- ✓ Cuck
- ✓ Normie
- ✓ Shill
- ✓ Bluepill
- ✓ Sjlw
- ✓ Snowflake

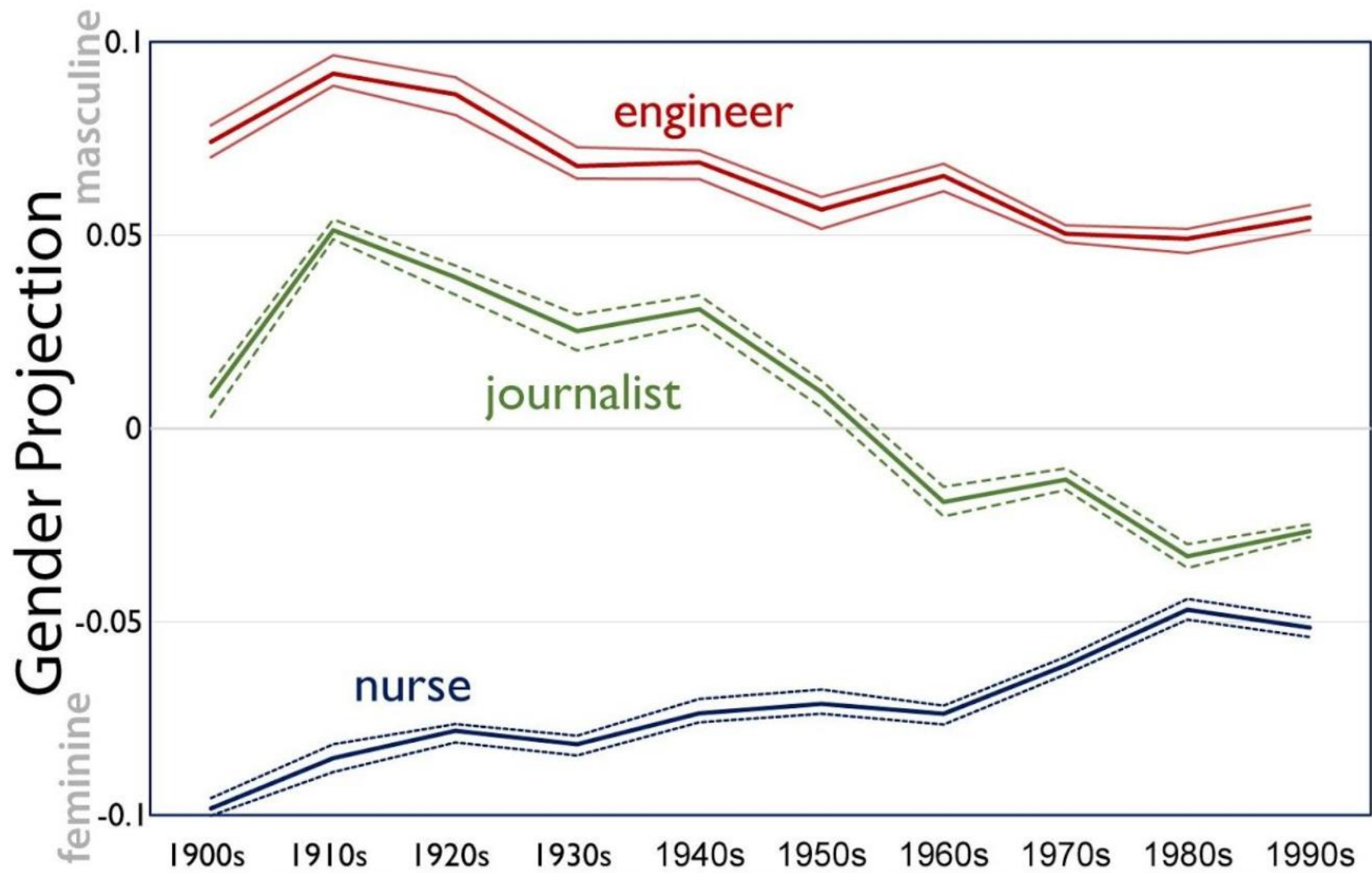
Excitable speech

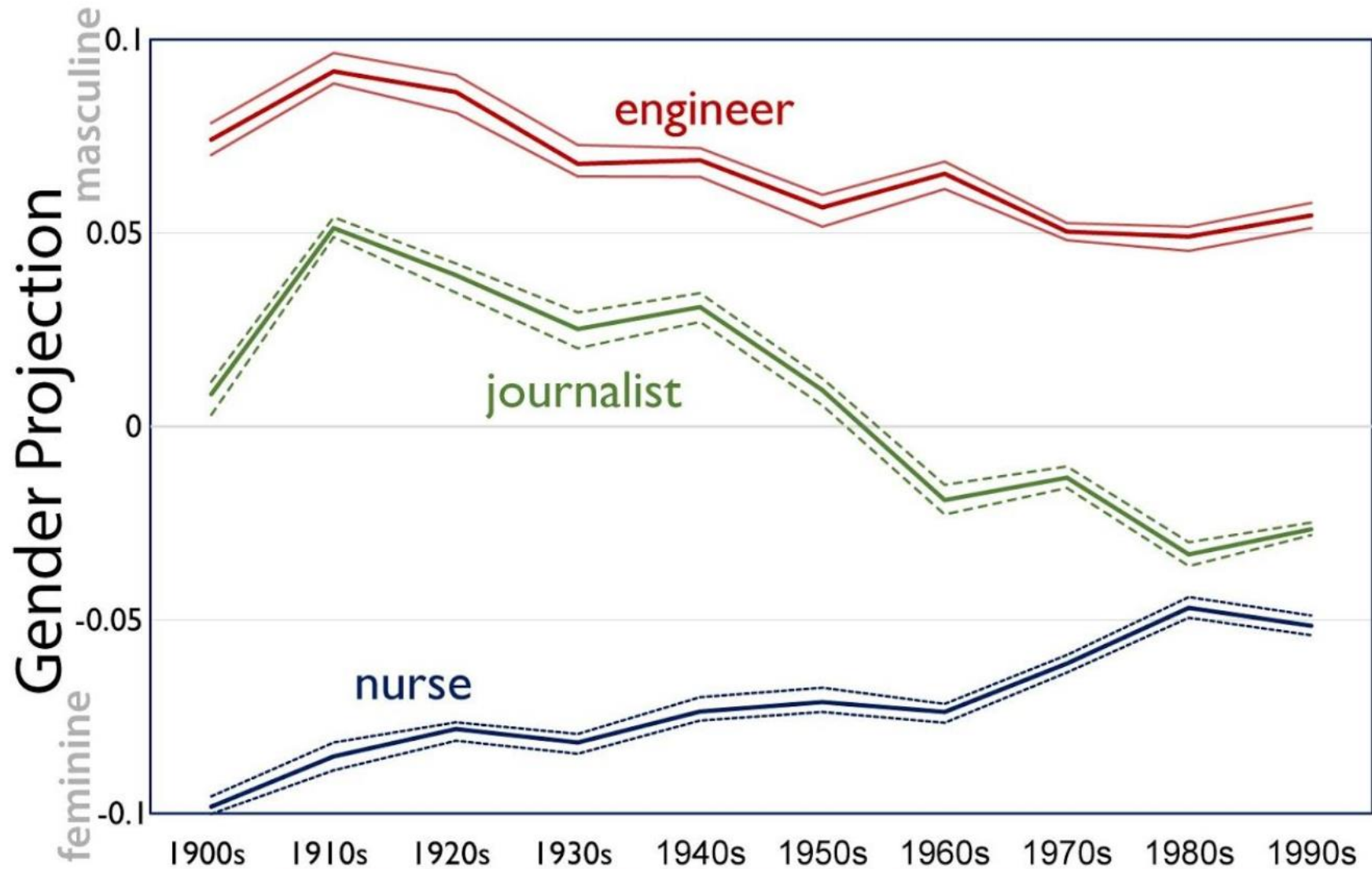
Protagonisms

- ✓ Uncucked
- ✓ Redpill
- ✓ Patriot

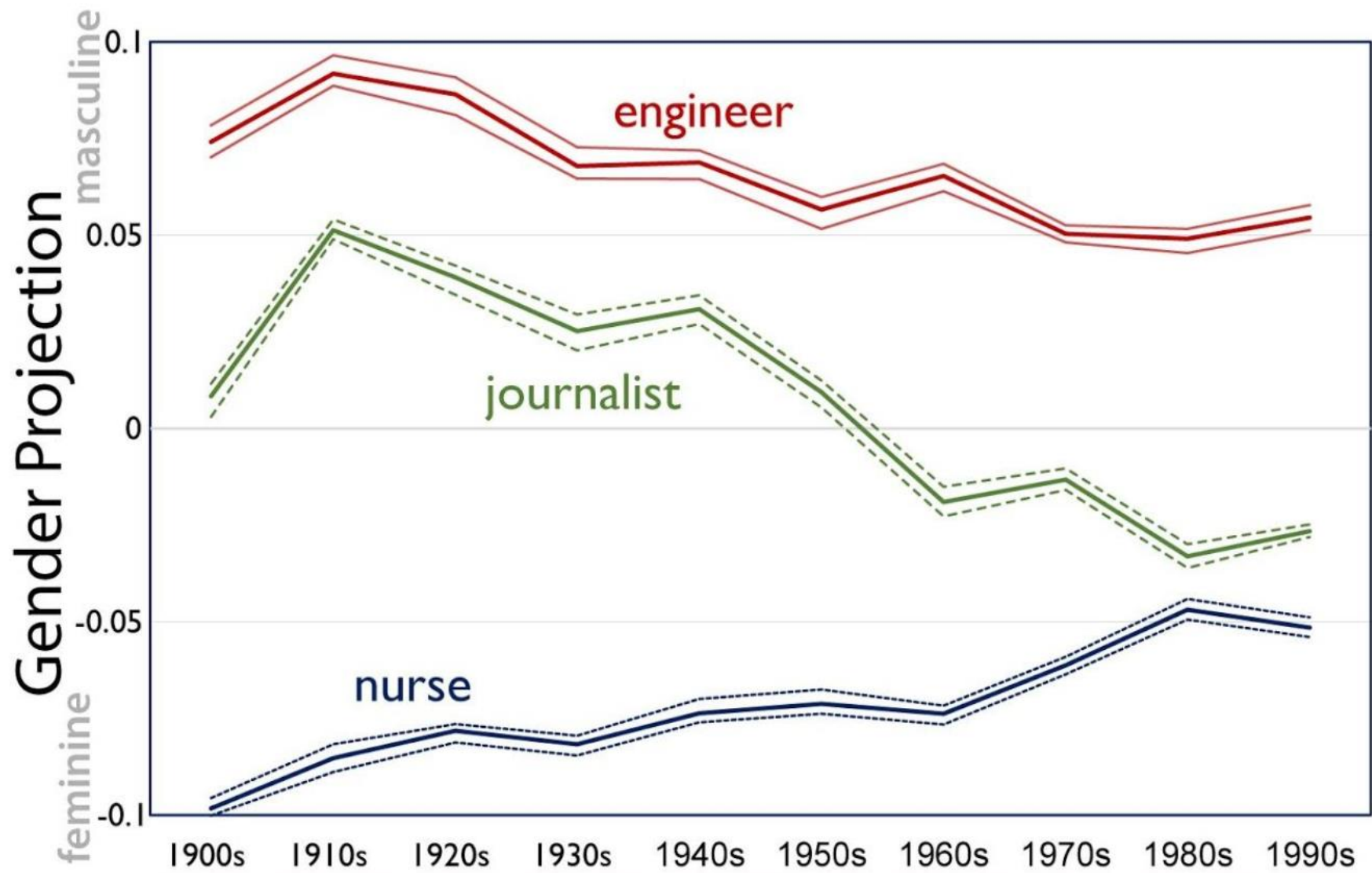
Antagonisms

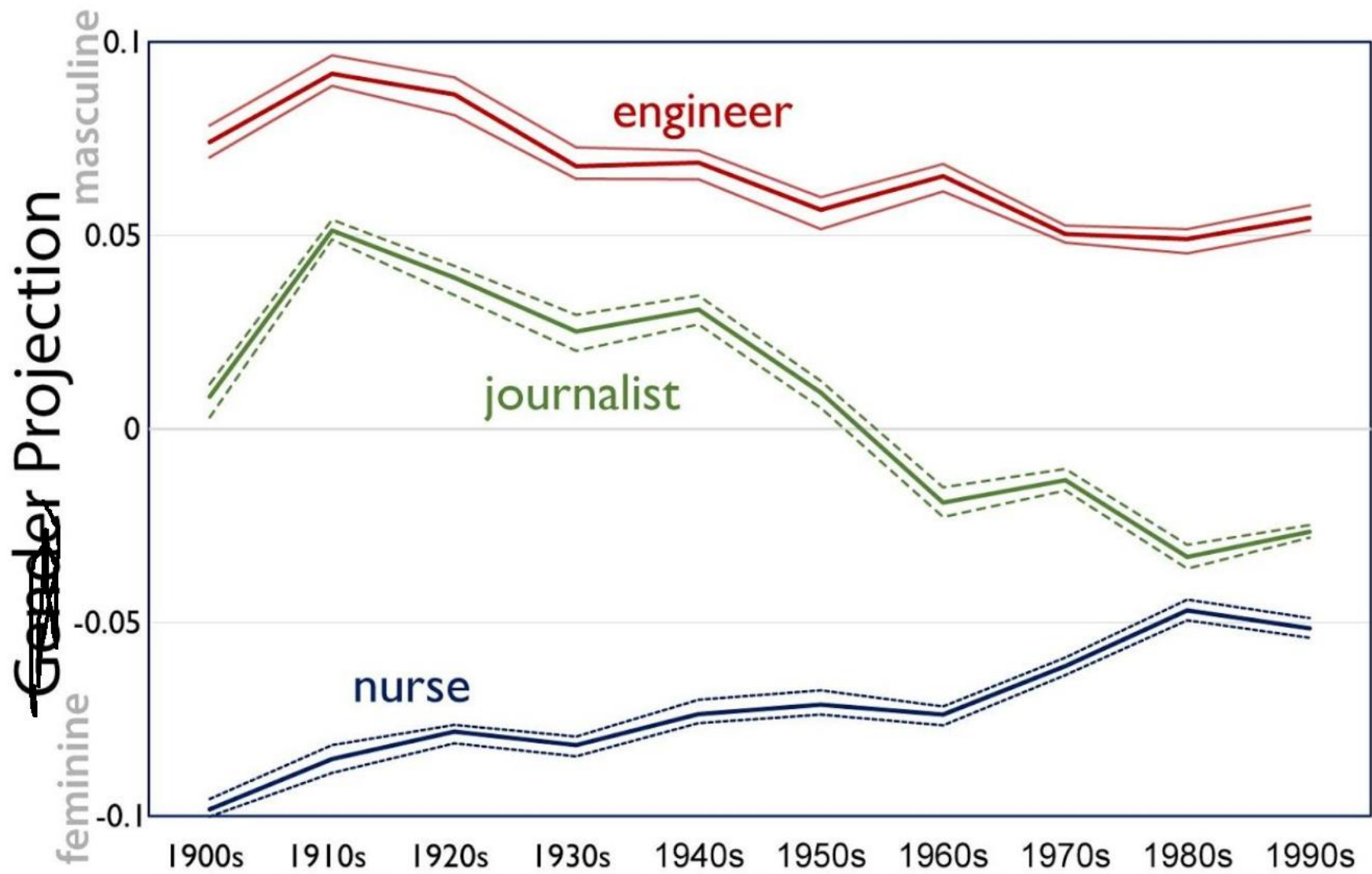
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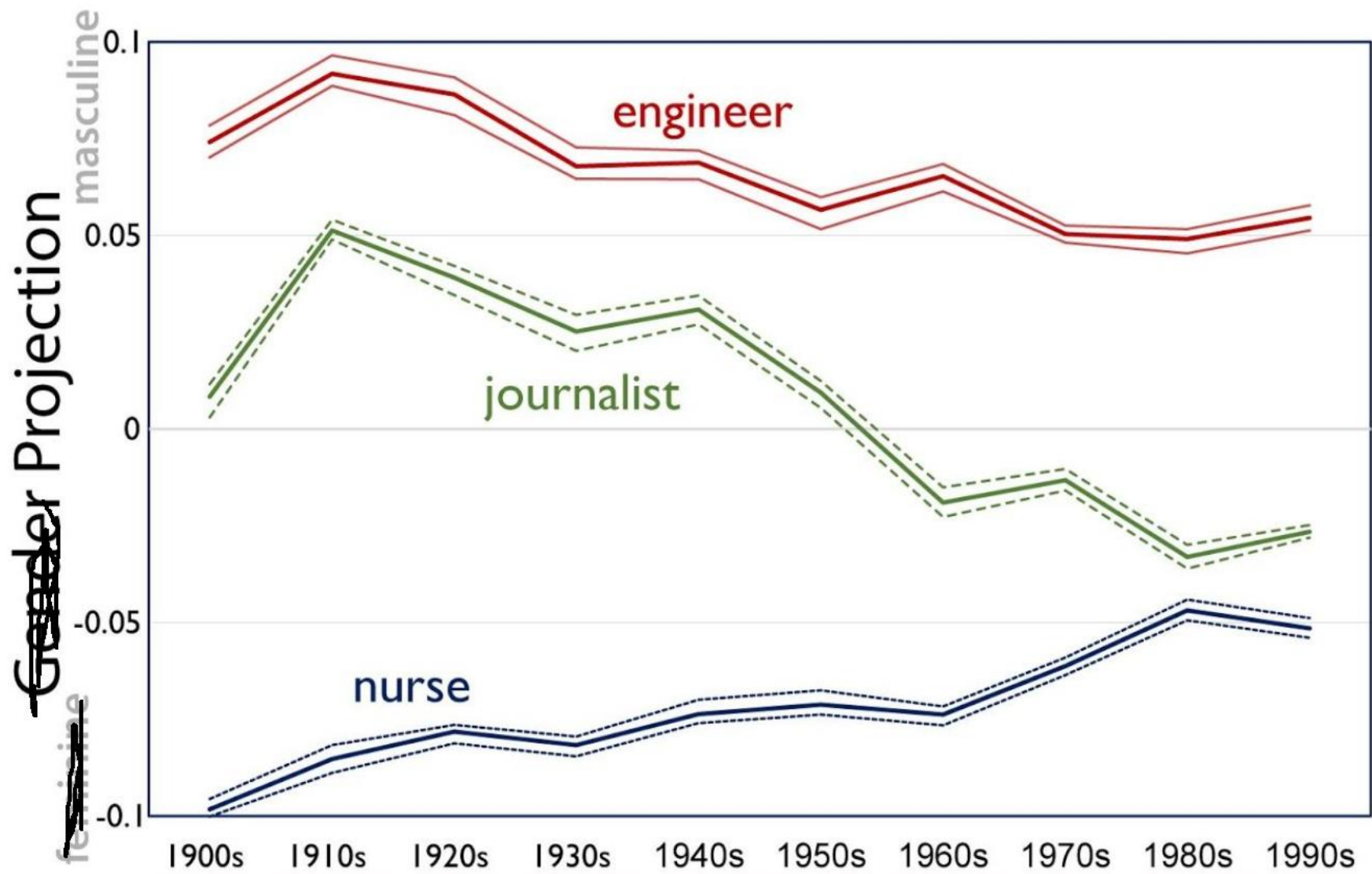


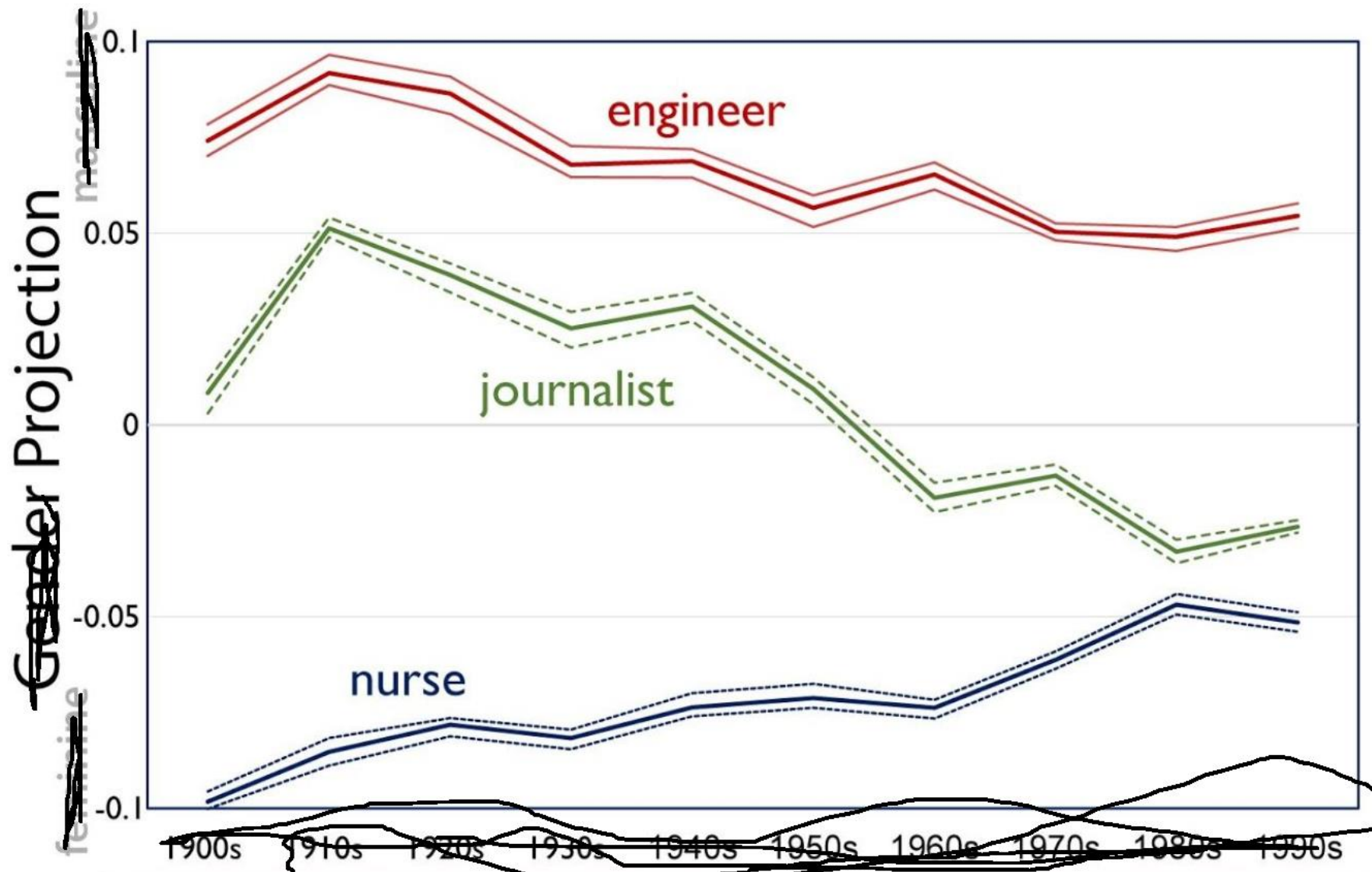


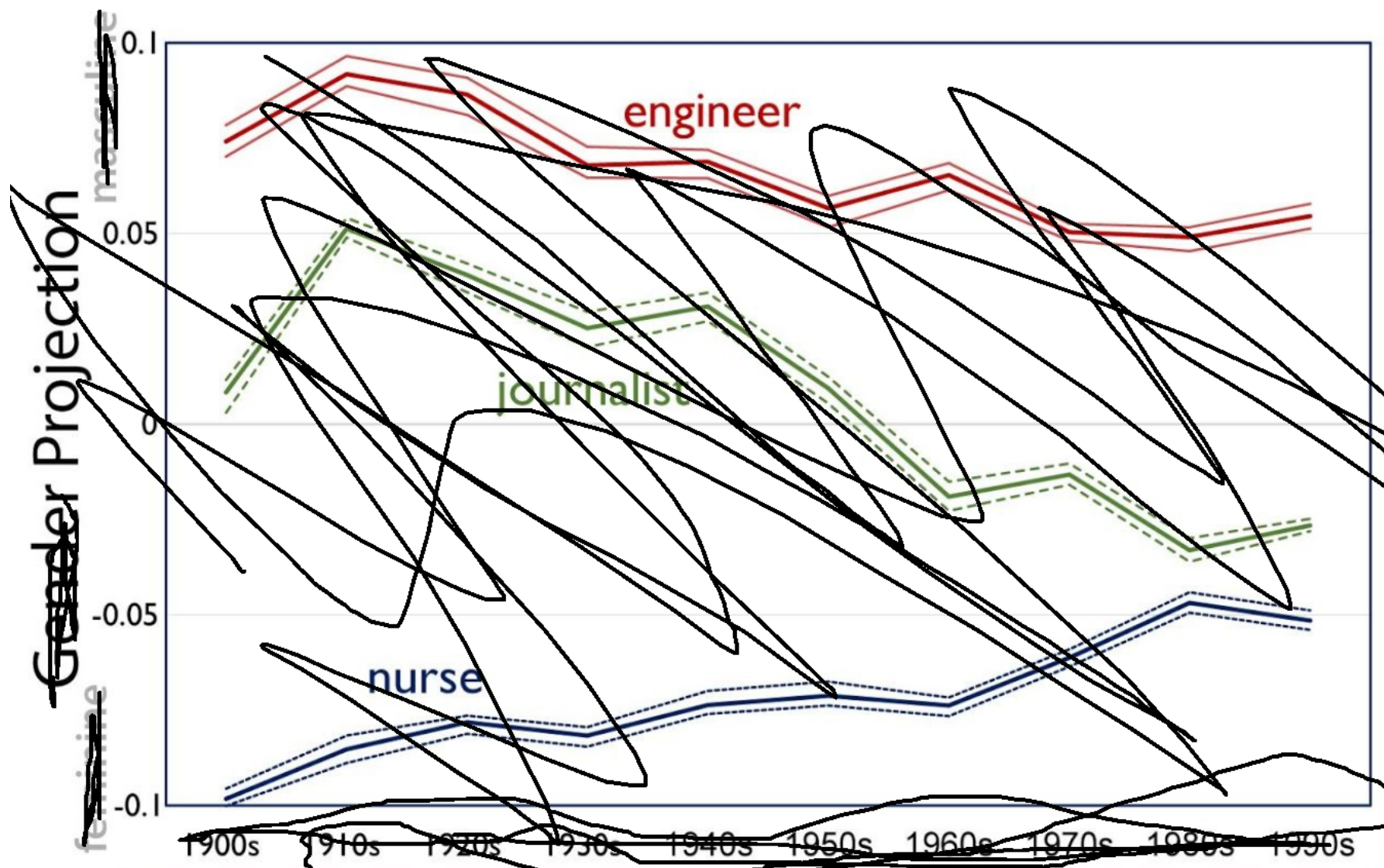
Kozlowski, Austin C., Matt Taddy, and **James A. Evans**. "The geometry of culture: Analyzing meaning through word embeddings."





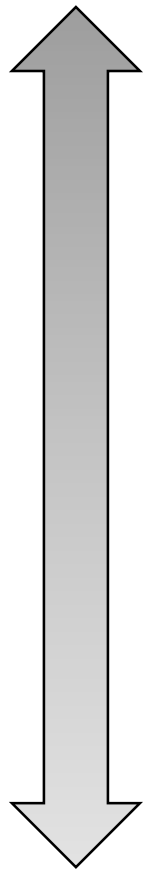








Methods



$$\frac{\sum_a^{|A|} \vec{a}}{|A|}$$

cuck, normie, bluepill, snowflake, sjw, shill, traitor, puppet, brainwashed (...)

-

We take the means of protagonisms and antagonisms and take the difference to make the us vs. them projection.

$$\frac{\sum_p^{|P|} \vec{p}}{|P|}$$

redpill, uncucked, patriot, hero, antiglobalist, hero (...)

Entities

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Entities

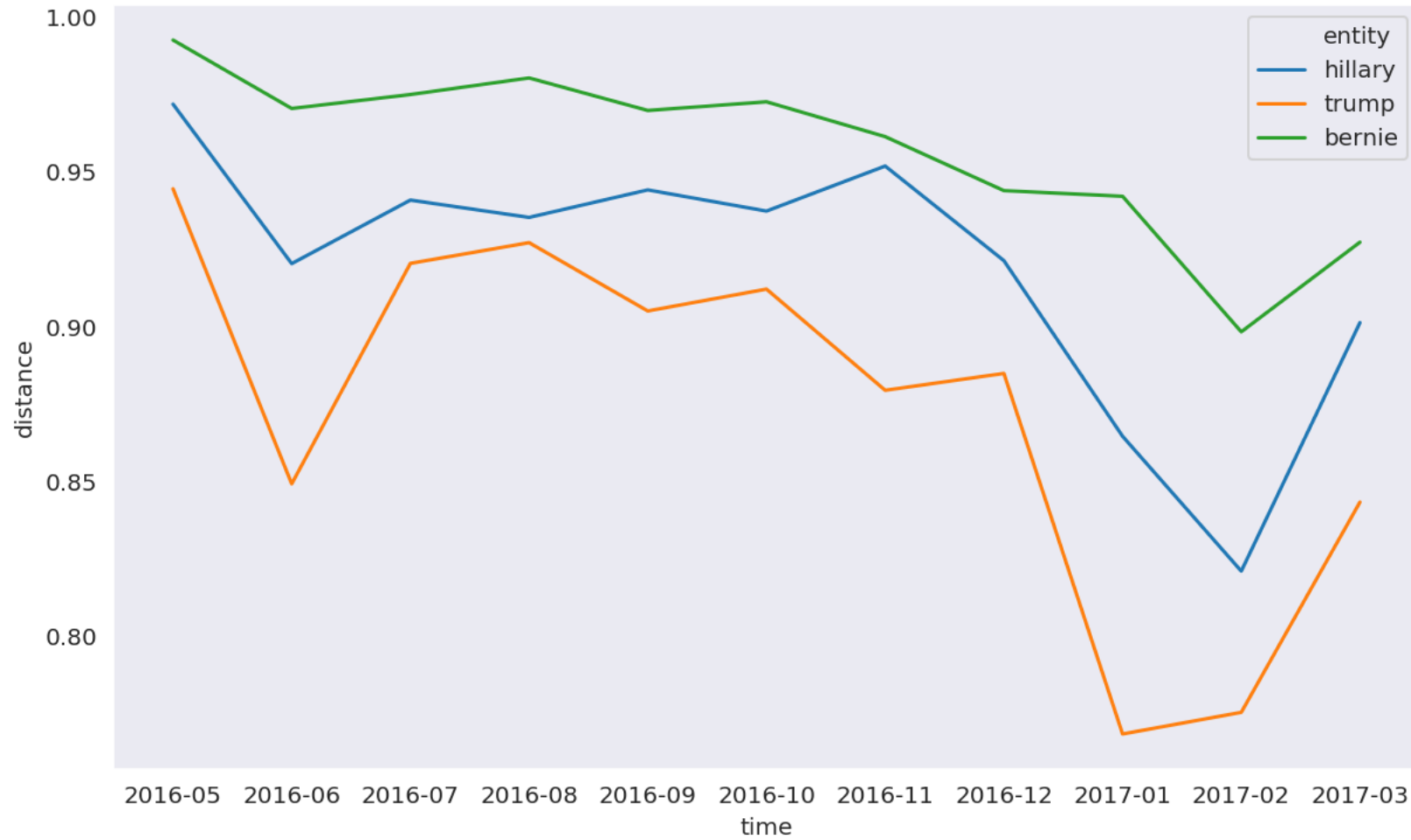
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- **Nationalities** (American, Russian, Chinese, European)

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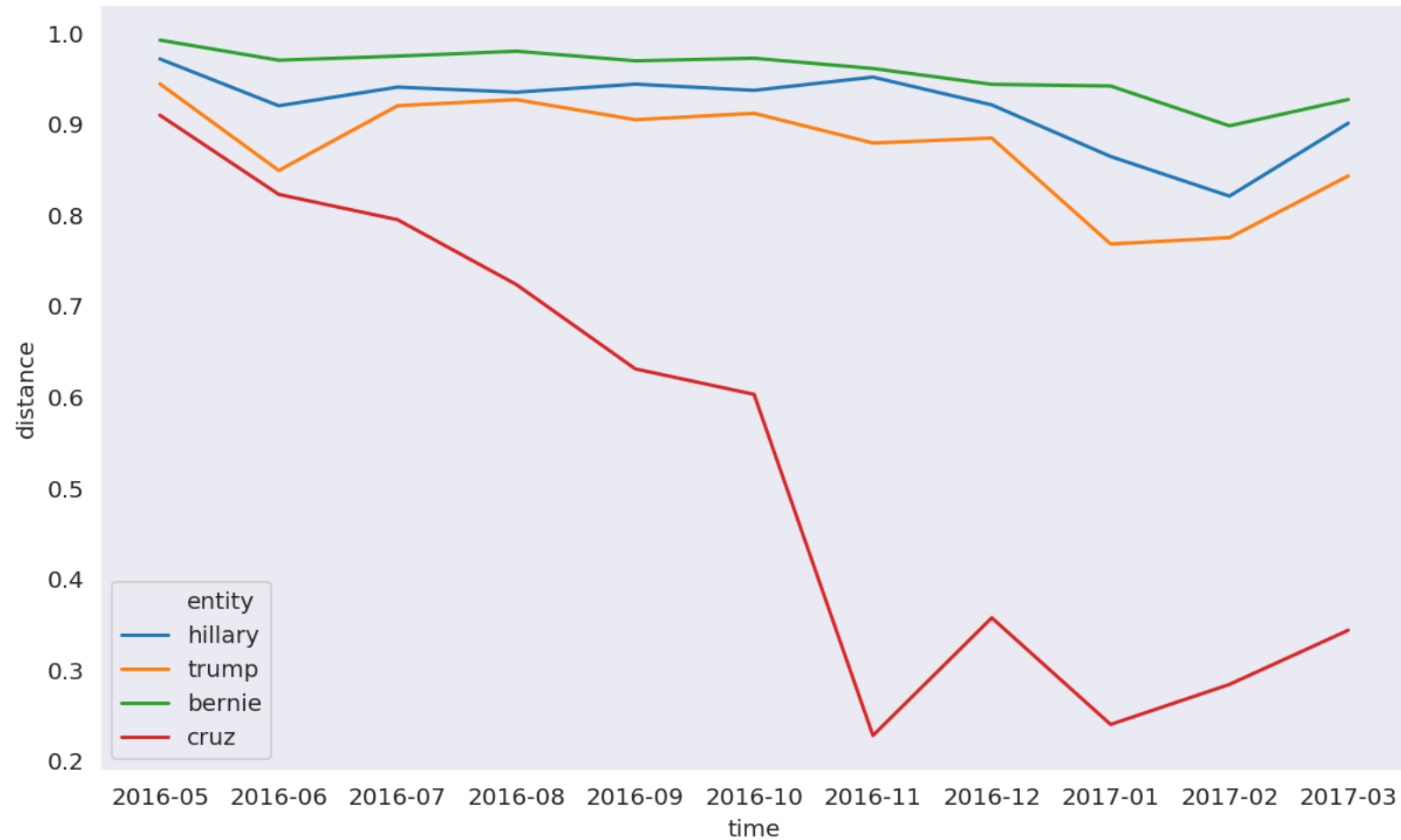
Results

Results



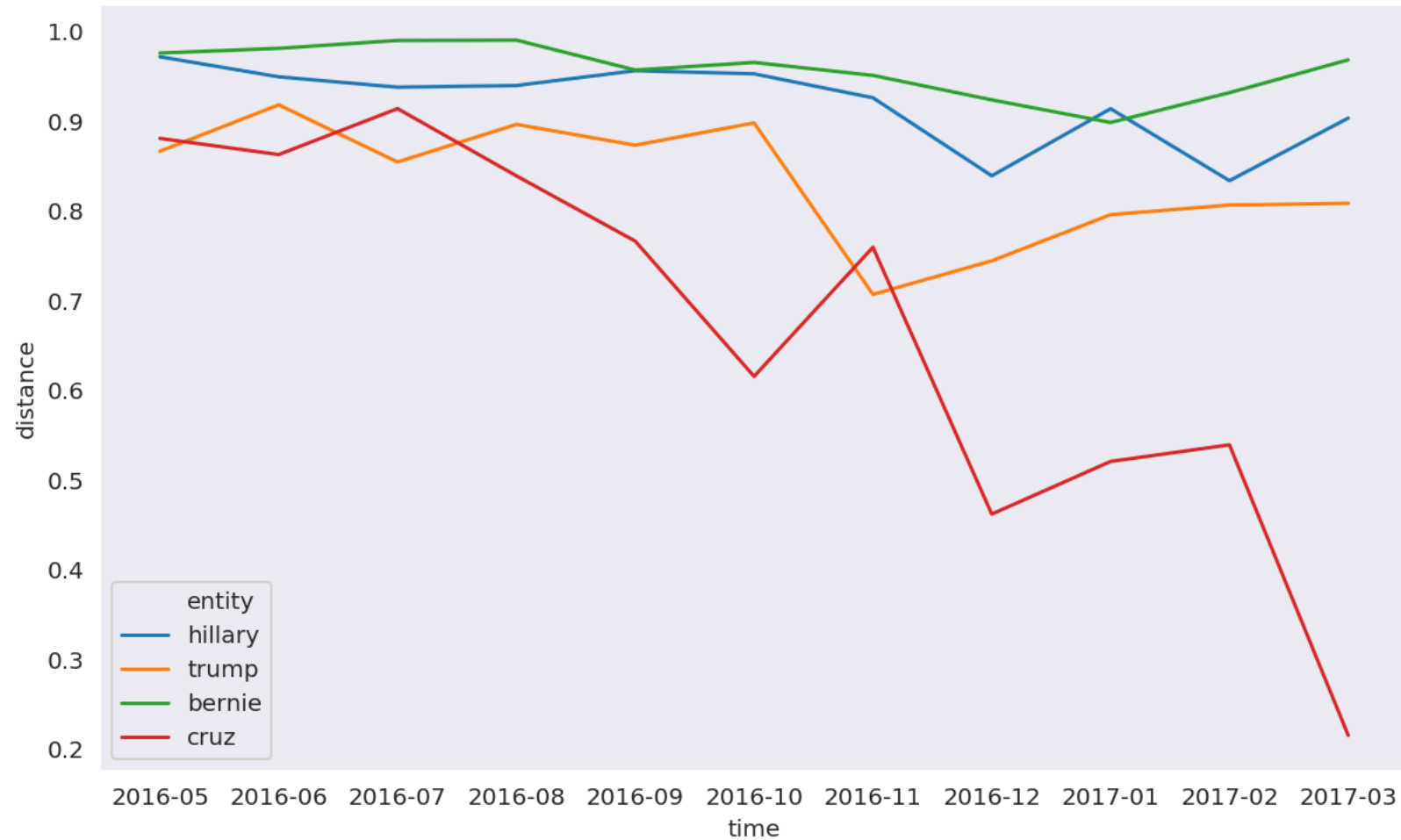
Presidential candidates on 4chan/pol

Results



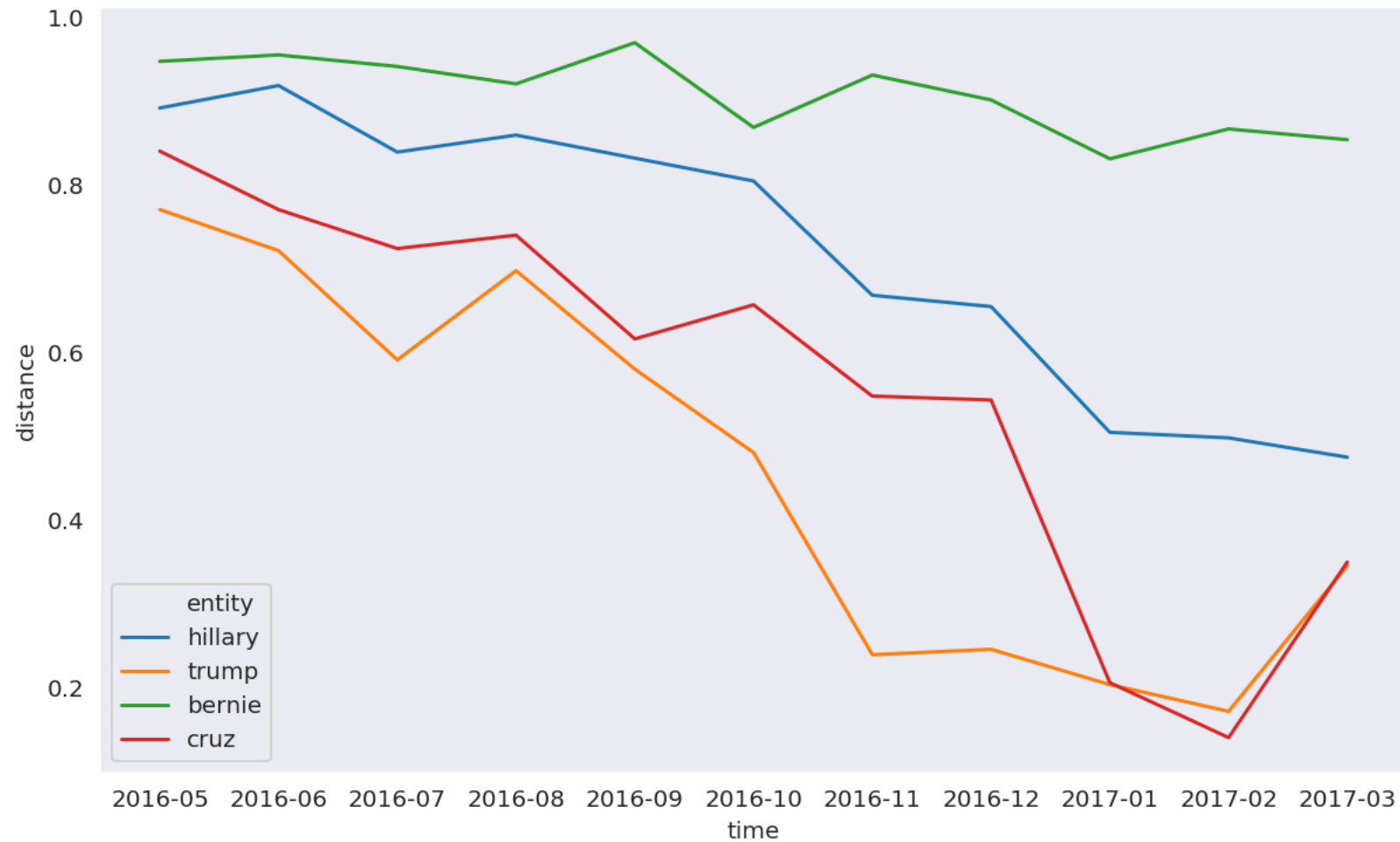
Presidential candidates on 4chan/pol

Results



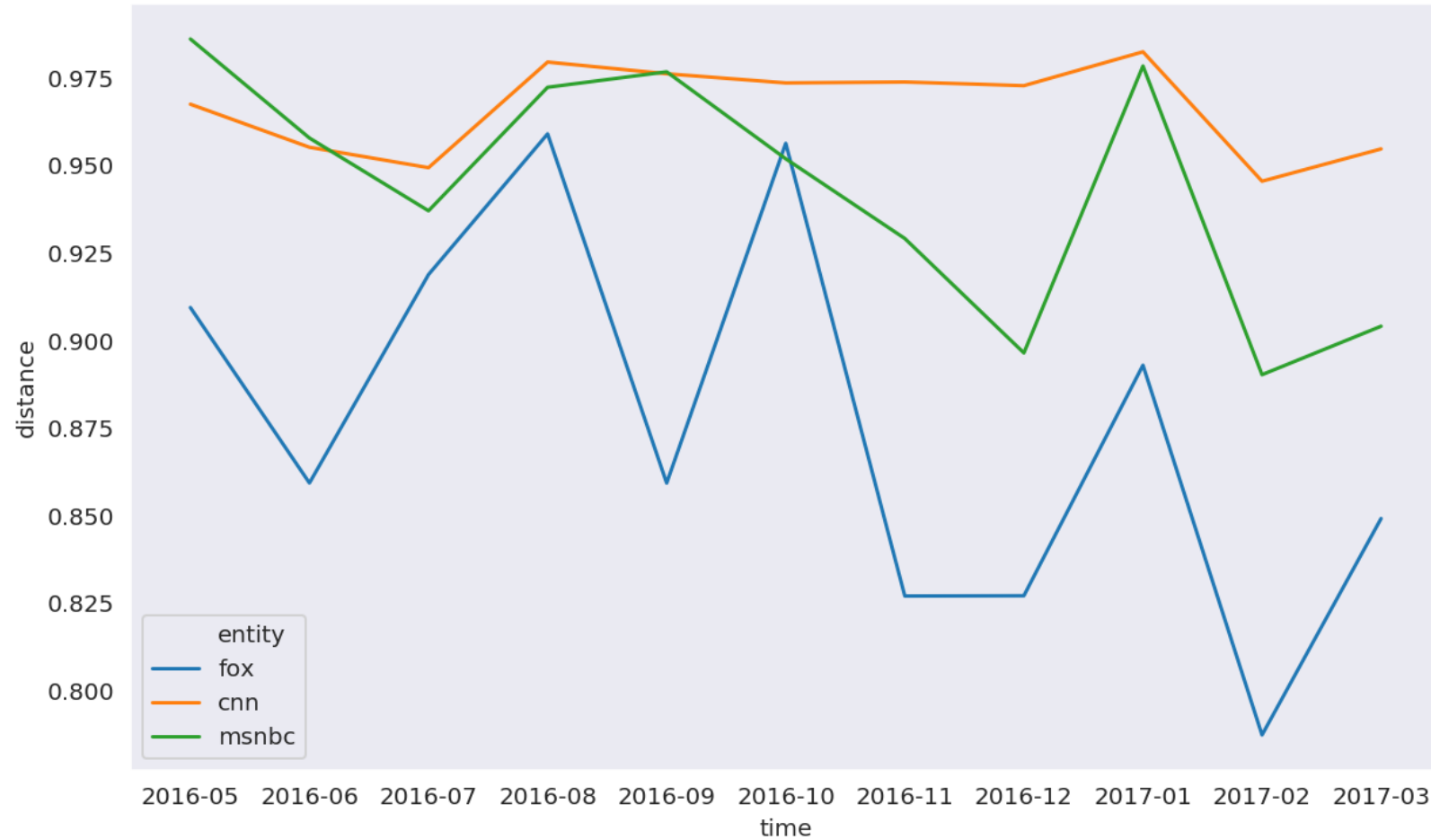
Presidential candidates on The_Donald

Results



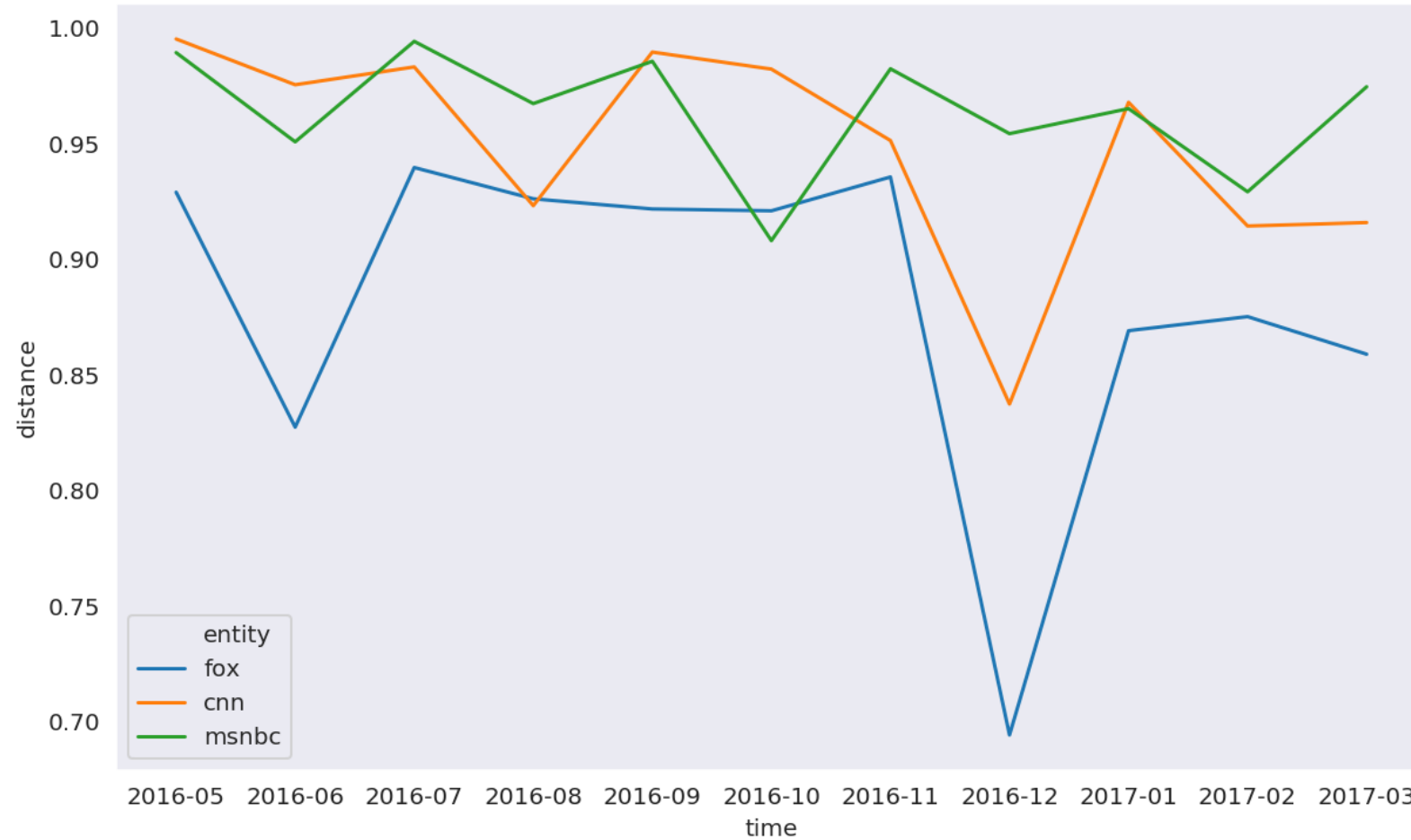
Presidential candidates on Breitbart

Results



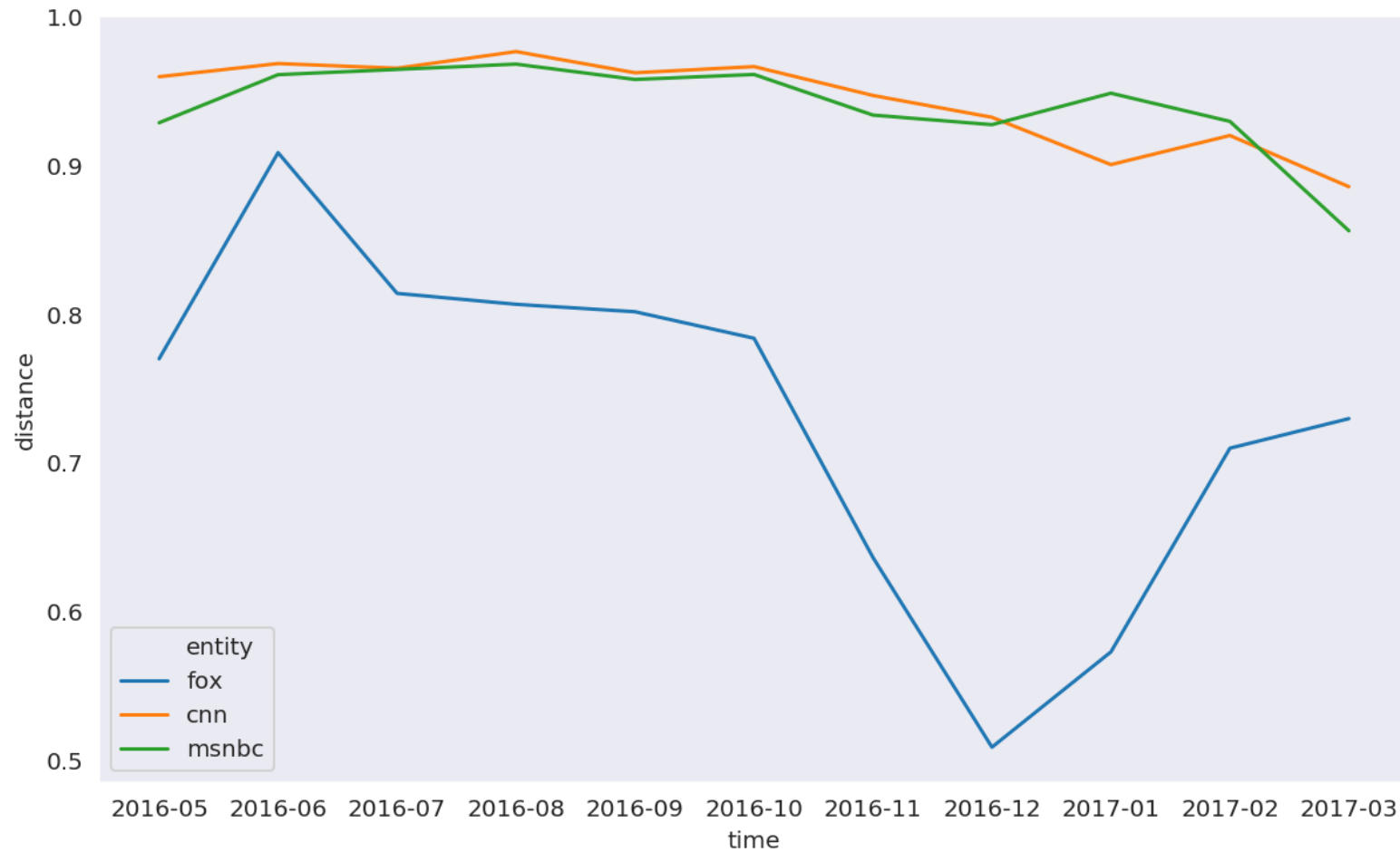
News channels on 4chan/pol

Results



News channels on The_Donald

Results



News channels on Breitbart

Results

LIVE DEMO

Nationalities