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Militias in the United States

9/17-10/16

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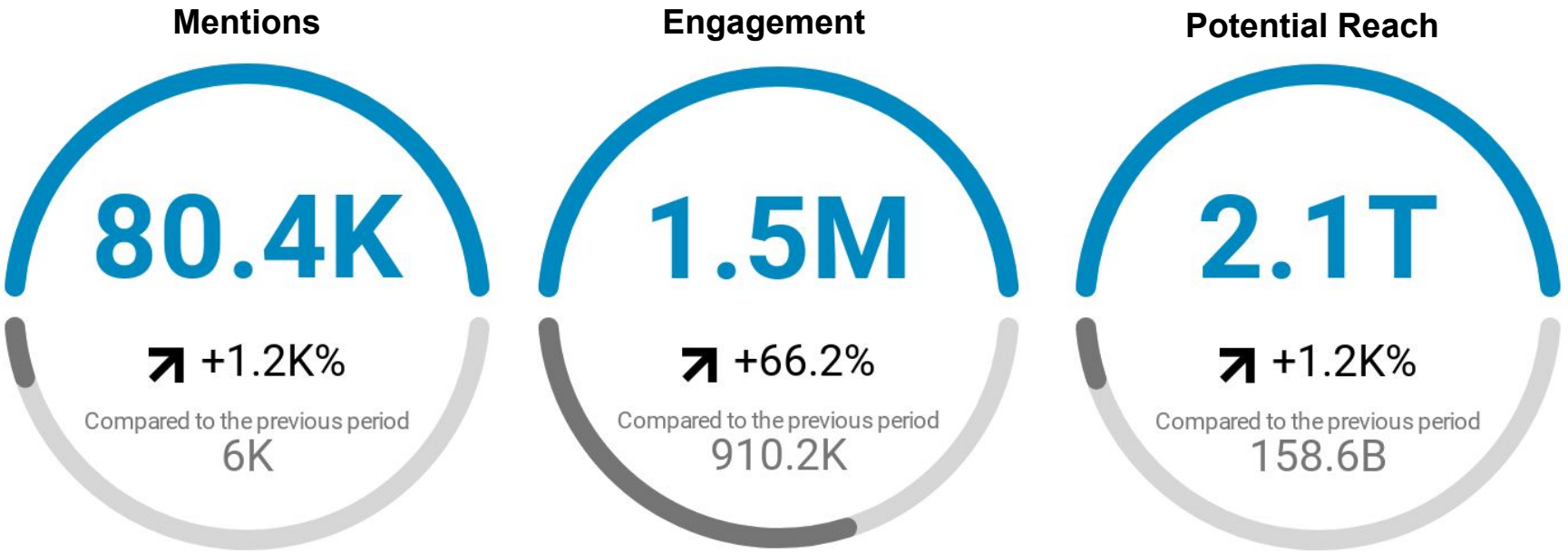
Performance



There has been substantial conversation surrounding Militias in the United States. For example over the past 30 days Mike Pence's mentions where about 79K meaning more people have been talking about militias than the current Vice President of the United States.

Mentions

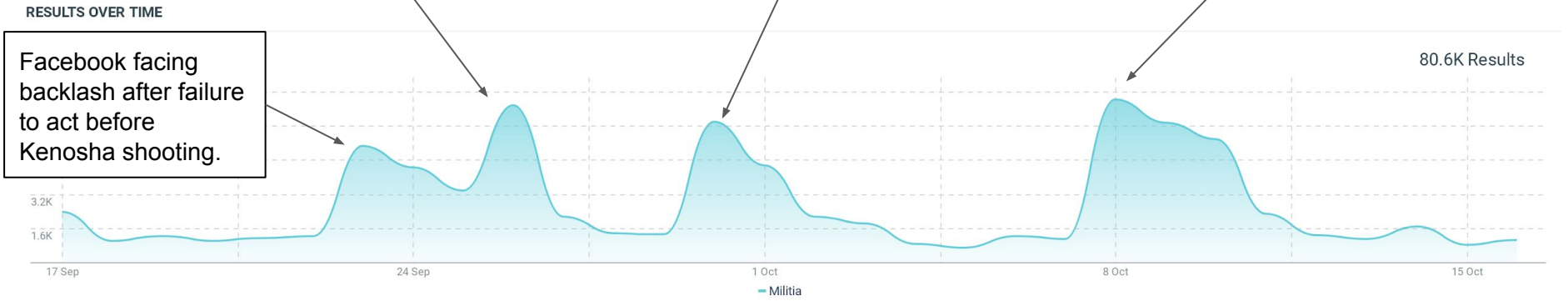
Conversation surrounding militias yields over 80K results, with the most significant conversations surrounding the Portland Rally and the attempted kidnapping of the Michigan Governor. Each of these events gave over 7.5K results, while Trump's failure to condemn white supremacy had one thousand less results the next day.

Portland rally to 'end domestic terrorism' with Three Percenters and proud boys.

The day after first presidential debate. Donald Trump failed to condemn white supremacy. Proud boys and other groups feel support.

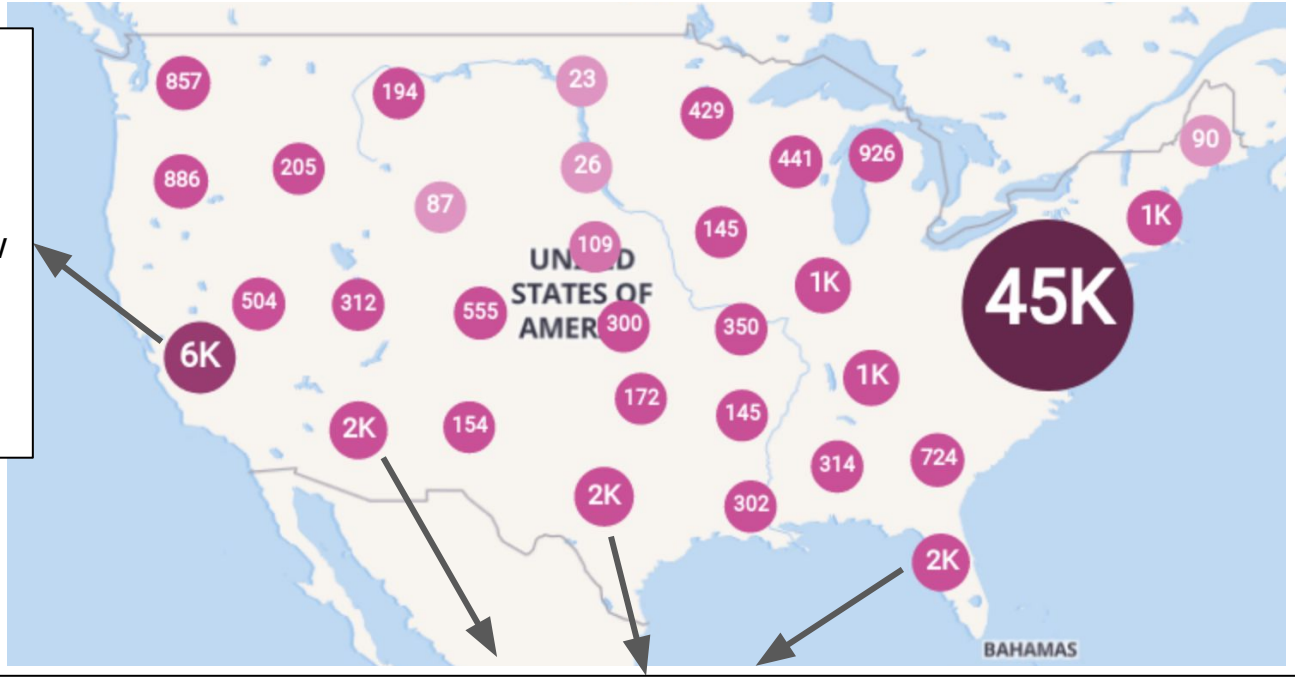
Whitmer incident creates a lot of conversation online.

Facebook facing backlash after failure to act before Kenosha shooting.



United States Map of the Conversations

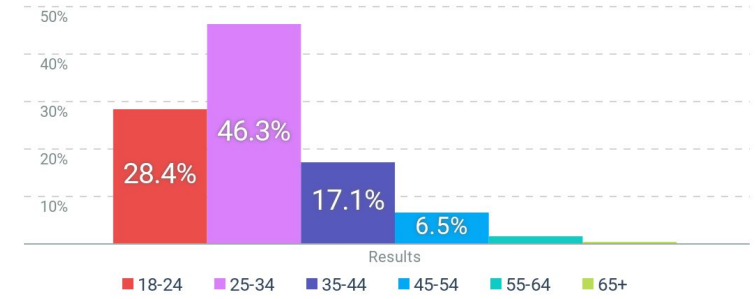
6K results come from California with the top engaging result talking about how no matter what the name is all militia groups are the same.



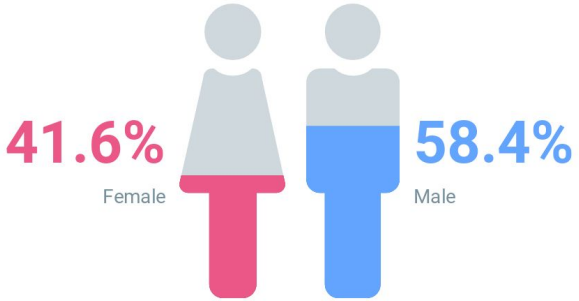
The other highest results by location come from Florida, Texas, and Arizona. ⅔ of these states are usually Republican and Florida is a swing state.

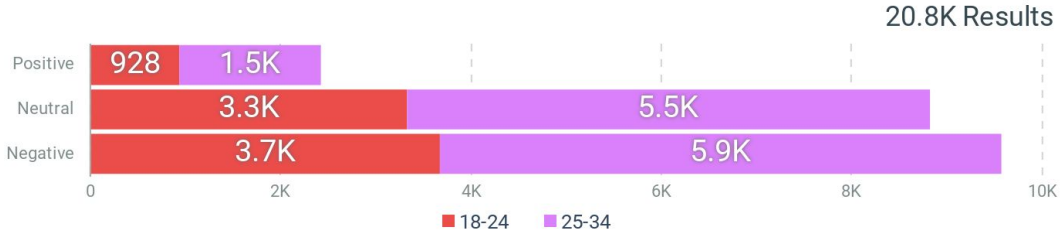
Demographics

AGE



GENDER





The conversation is **58% male** and **41% female**. **74%** of the total conversation comes from people **ages 18-34**. The younger generation dominates the militia conversation.

Of this 18-34 conversation **9.6K results are negative** compared to **2.5K being positive**.

Influencers

TOP INFLUENCERS

Influencer	Network	Posts	Sentiment	Reach	Engagement
Anonymous boards.4cha...		338 ↗369.4%		8.9B ↗369.4%	695 ↗111.9%
Christine @ChristineE...		111 ↗1K%		416.6K ↗1K%	34 ↗161.5%
Richard Vi... @RichardVi...		106		1.6M	139
Joe Dolio ... @DolioJ		87 ↗480%		470.2K ↗486.3%	48
Bang Swit... @Boojahide...		86 ↗1.3K%		228.7K ↗1.5K%	0
AGenZ... @APunchabl...		74 ↗3.6K%		47K ↗3.7K%	4
the HDP @amountain...		72 ↗928.6%		65.3K ↗951.3%	18 ↗260%
Isabelle H-... @izzysroses		71 ↗255%		546.4K ↗254%	31 ↙-65.9%
φ ∞ ☽ @PaulDereu...		65 ↗983.3%		2.5M ↗1K%	554 ↗2.1K%
Anonymous boards.4cha...		59 ↗1.1K%		1.1B ↗1.1K%	54

The two authors with the most reach by far are coming from the forum page 4chan. Both of these users are anonymous. This could indicate that the users are aware of the extreme nature of their views on these pages and are choosing to express them in a way that would not be traced back to them.

UNIQUE AUTHORS

57.6K

↗ 1.1K%

Compared to previous 30D

UNIQUE SITES

3K

↗ 433%

Compared to previous 30D

AVERAGE MENTIONS ...

1.4

↗ 16.1%

Compared to previous 30D

AVERAGE MENTIONS ...

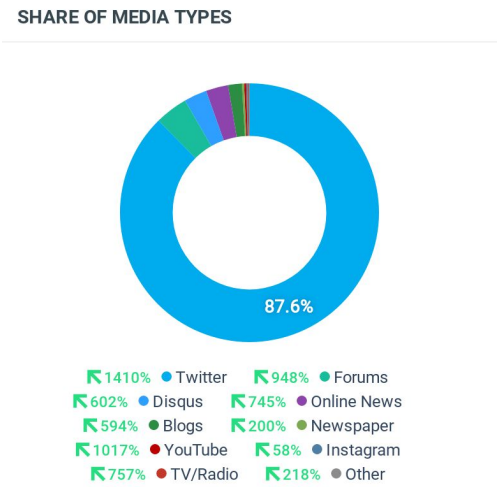
2.4

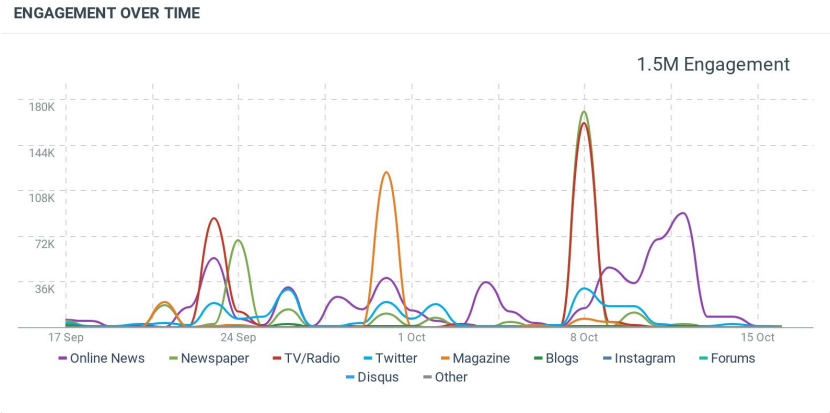
↗ 54.6%

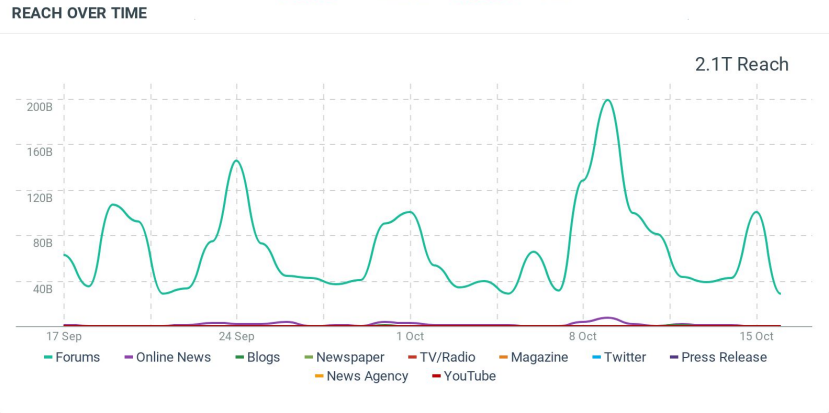
Compared to previous 30D

Media Types

Forums have the furthest reach in the context of conversation regarding militias, while online news has the highest engagement and Twitter holds most mentions of these militia groups. However, because online news sites and forums tend to have more anonymous users, it's likely that these numbers come from a general fear of backlash or embarrassment of participation in these groups.







Overall Insights

- There is substantial conversation surrounding militias in general with over 80.4K mentions.
- Key influencers appear to use forums like 4chan and choose to remain anonymous.
- While most mentions of militias and militia groups occur on Twitter, reach and engagement on the platform is outdone by forums, online news, and online television channel and magazine websites
    - We can assume from the lower engagement rates, especially in places like Twitter, that participants in these groups recognize that their opinions are not popular among most audiences, and thusly don't engage with the content put out there, unless they can be anonymous