Latinx and the Alt-Right
Exploratory methods in text analysis and networks

Abdur Rehman, Jackson Cooksey, Steven Herrera Tenorio
Faculty Advisor: Cecilia Márquez, Project Manager: Susan Jacobs

Introduction
The visibility of the alt-right emerged in mainstream political discourse during the Unite the Right Rally in Charlottesville, VA in 2017. It is a network of loosely-connected far-right groups that espouse white supremacy. In this project, we collected data to understand the relative popularity of the alt-right within Latinx communities.

Goals
1. Understand the size of the Latinx alt-right community
2. Collect data to explore topics that appeal to members
3. Visualize Latinx alt-right networks on Twitter

Data Wrangling

Exploratory Data Analysis
Stormfront Data

Using eigenvector centrality to determine node size and color, we can measure how "influential" each user is in the network. For example, the force-directed network for Maria Espinoza, a former candidate for US Congress and Latina from Texas, can show us how connected she is to politicians and possible members of the alt-right.

Topic Modeling

Conclusion
- Results:
  - Topic models can reveal how language is clustered into latent themes
  - Spanish and Portuguese terms often alluded to war and separatism (in relation to Spain)
- Limitations:
  - Subjective interpretations
  - Lack of consistently-sized data
  - Hindrance with web scraping
- Moving forward, we want to document our web scraping and modeling experience to support future research in alt-right communities.

References
[4] "Red-Pilling the Normies: The Use of Social Media as a Radicalization Tool by the Alt-Right" – Maloney et al., 2020