A Taxonomy of Gaming and Gamification Usage in Right-Wing Extremist Digital Propaganda
Research Team

‣ Christina Oh, Linguistics and Russian
‣ Mary Conley, Communications and PWAD
‣ Mason Stanley, PWAD
‣ Meagan Beacham, PWAD and Global Studies
1. Project Background

2. Proposed Taxonomy of Usage
   a. Mechanical
   b. Thematic
   c. Specific
   d. Aesthetic

3. Taxonomic Categories by the Numbers
UNC Digital Propaganda Research
How is “gaming” used in Right-Wing Extremist digital propaganda?
“Plug-n-Play” Propaganda
Gaming vs. Gamification

DEFEND WESTERN CIVILIZATION

ANDERS BREIVIK
77 KILLS  319 INJURED

STEPHEN PADDOCK
59 KILLS  527 INJURED
Taxonomy of Usage

Developments in our Research
Mechanical
Mechanical
Thematic
Specific
Aesthetic
“By The Numbers”

Taxonomic Categories
Videos by Category Identification

Taxonomic Categories of Gaming in Propaganda Dataset

- Aesthetic: 9%
- Mechanical: 27%
- Thematic: 36%
- Specific: 27%

Blended Categories

- Specific/Aesthetic: 18%
- Thematic/Aesthetic: 9%
Thank you!