

FAR-RIGHT
PIPELINE



WHAT DO
THEY HAVE IN
COMMON?

Charlie

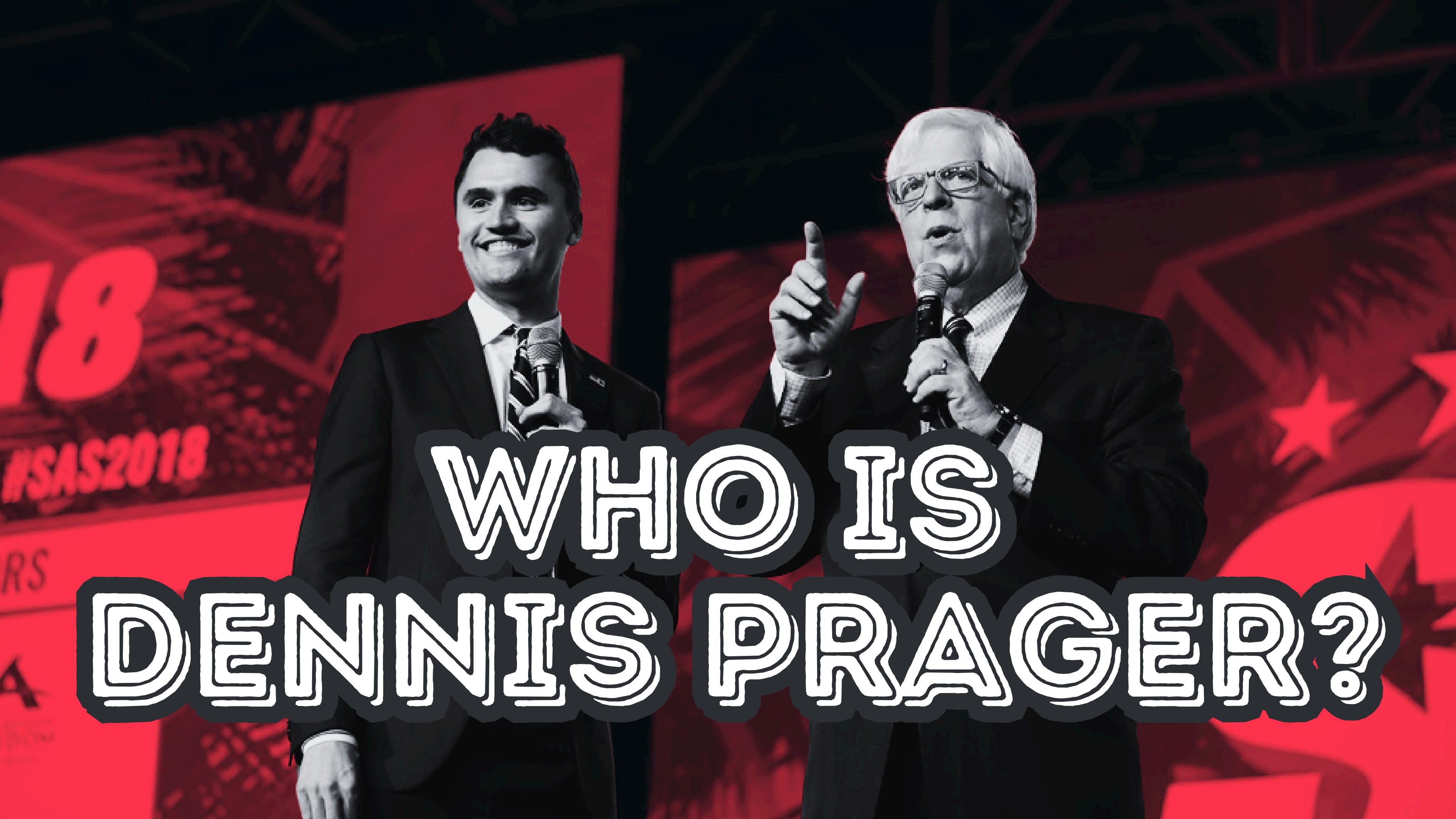
Candace

Vivek

Ben



PRAGER UNIVERSITY



18
#SAS2018
RS
A

WHO IS DENNIS PRAGER?

PRAGERU PLAYBOOK

RELENTLESS ADVERTISING

I LEARNED MORE
AT MCDONALD'S
THAN AT COLLEGE

Presented by
Olivia Legaspi



- Spends \$10 million each year to put content in front of target audiences
- Creates different types of content to reach different audiences

VIRAL (MONETIZED) CONTENT



- Uses sensationalized headlines to grab viewers' attention
- Uses streamer-style TikToks and viral topics to introduce far-right arguments
- Farms college campuses for viral content

CREATING MISINFORMATION

ISRAEL: THE WORLD'S MOST MORAL ARMY

Presented by Richard Kemp



WHAT YOU NEED TO KNOW ABOUT PLANNED PARENTHOOD

Presented by
Lila Rose



- Over 200 PragerU videos are restricted and demonetized by Google and YouTube
- 5-minute video clips manipulate viewers by oversimplifying complex, nuanced issues

DOG WHISTLES



**ELON MUSK VS.
THE WOKE MIND VIRUS**



- Repetitive use of words or phrases that take on a double meaning
- Dog whistles are coded messages that often replace racial or ethnic slurs
- Dog-whistles erode empathy by dehumanizing marginalized people

TOKENIZED INFLUENCERS

HOW THE LEFT SELLS VICTIMHOOD & RACIALIZES ALL THINGS

AMALA EKPUNOBI

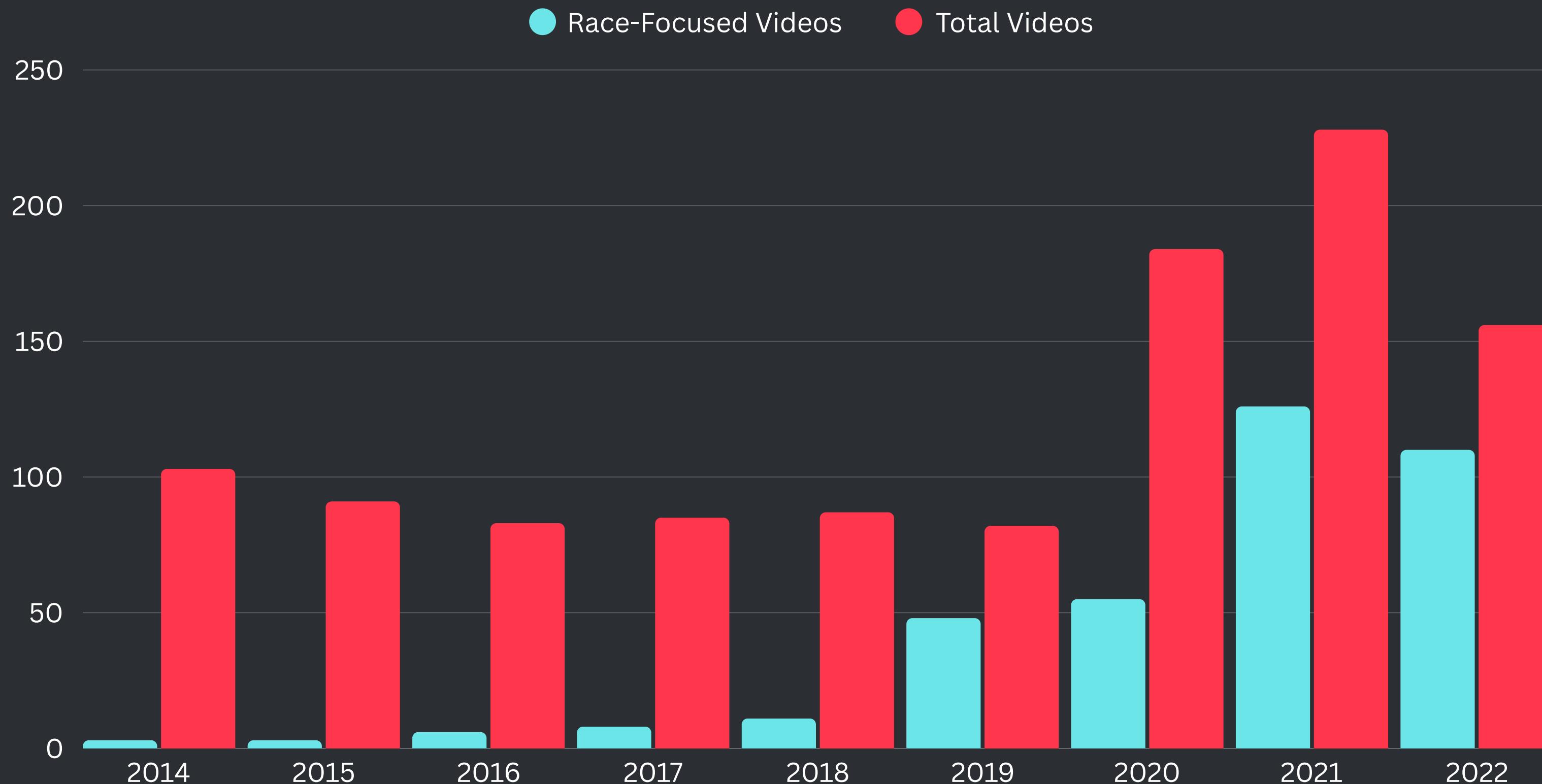
on THE INGRAHAM ANGLE



WHY I WALKED AWAY FROM BLM

- Exploits race by promoting race-focused content through youthFORCE
- Creates a veneer of legitimacy and appeals to viewers with shared racial identities

RACE-FOCUSED CONTENT (2014-2022)

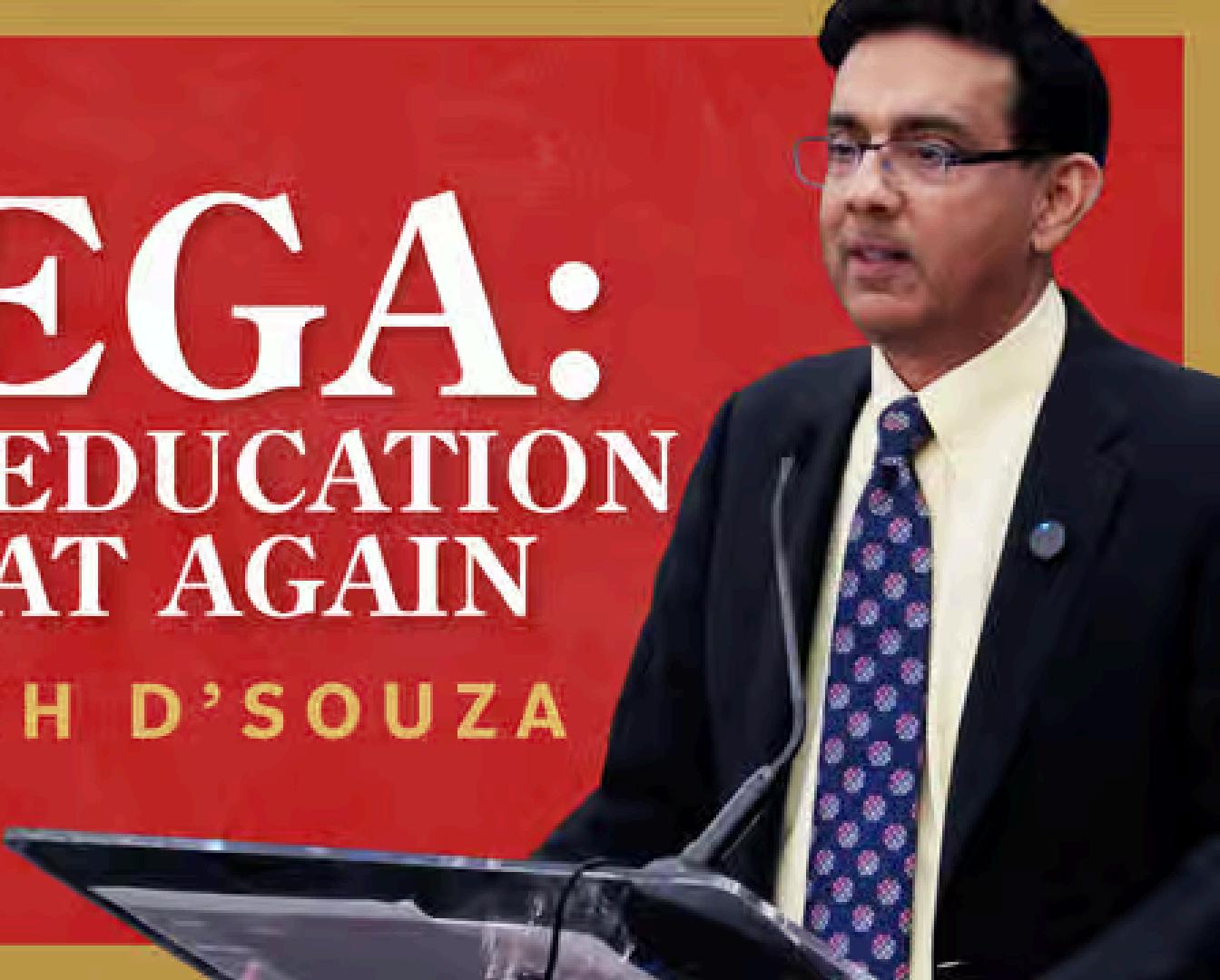


LEGITIMATION OF EXTREMIST IDEOLOGY



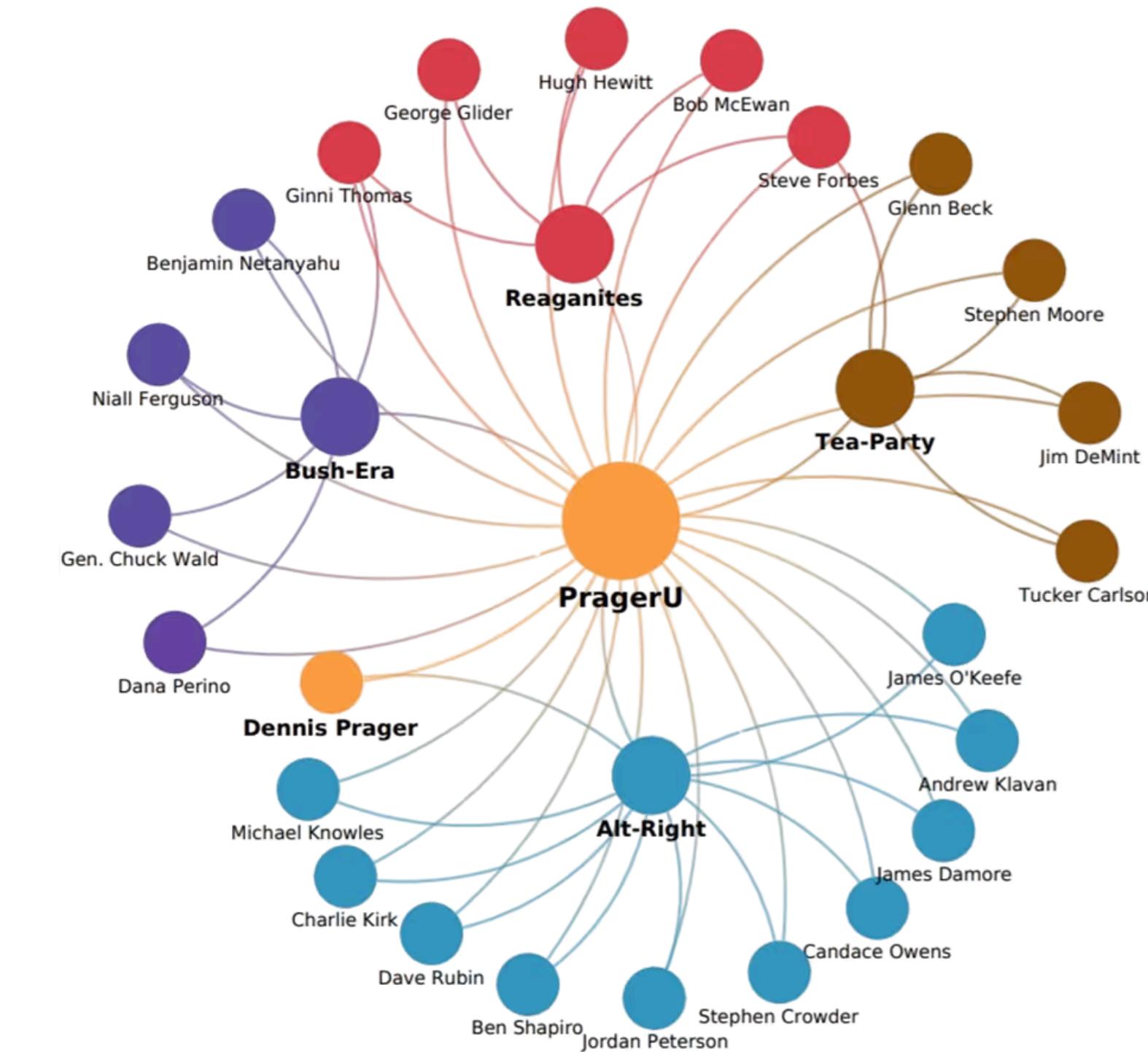
MEGA: MAKE EDUCATION GREAT AGAIN

DINESH D'SOUZA



- Platforms far-right commentators alongside mainstream conservative personalities
- Pushes far-right arguments to center of conservative stage

VISUALIZING THE PIPELINE



YOU ARE NOT
IMMUNE TO
PROPAGANDA

CRITICAL INFORMATION LITERACY

Learn
Critical
Theories

Practice
Self-Reflection

Strengthen
Information
Literacy Skills

Repeat

MICRORESISTANCE

**Recognize
Dog-Whistles**

**Avoid
Undemocratic
Deliberation**

**Maintain
Empathy**

**Be in
Community**



RESOURCES
FOR
RESISTANCE

MEDIA BIAS / FACT CHECK



PragerU – Bias and Credibility



Factual Reporting
Very High
High
Mostly Factual
Mixed
LOW
Very Low

Turning Point USA – Bias and Credibility



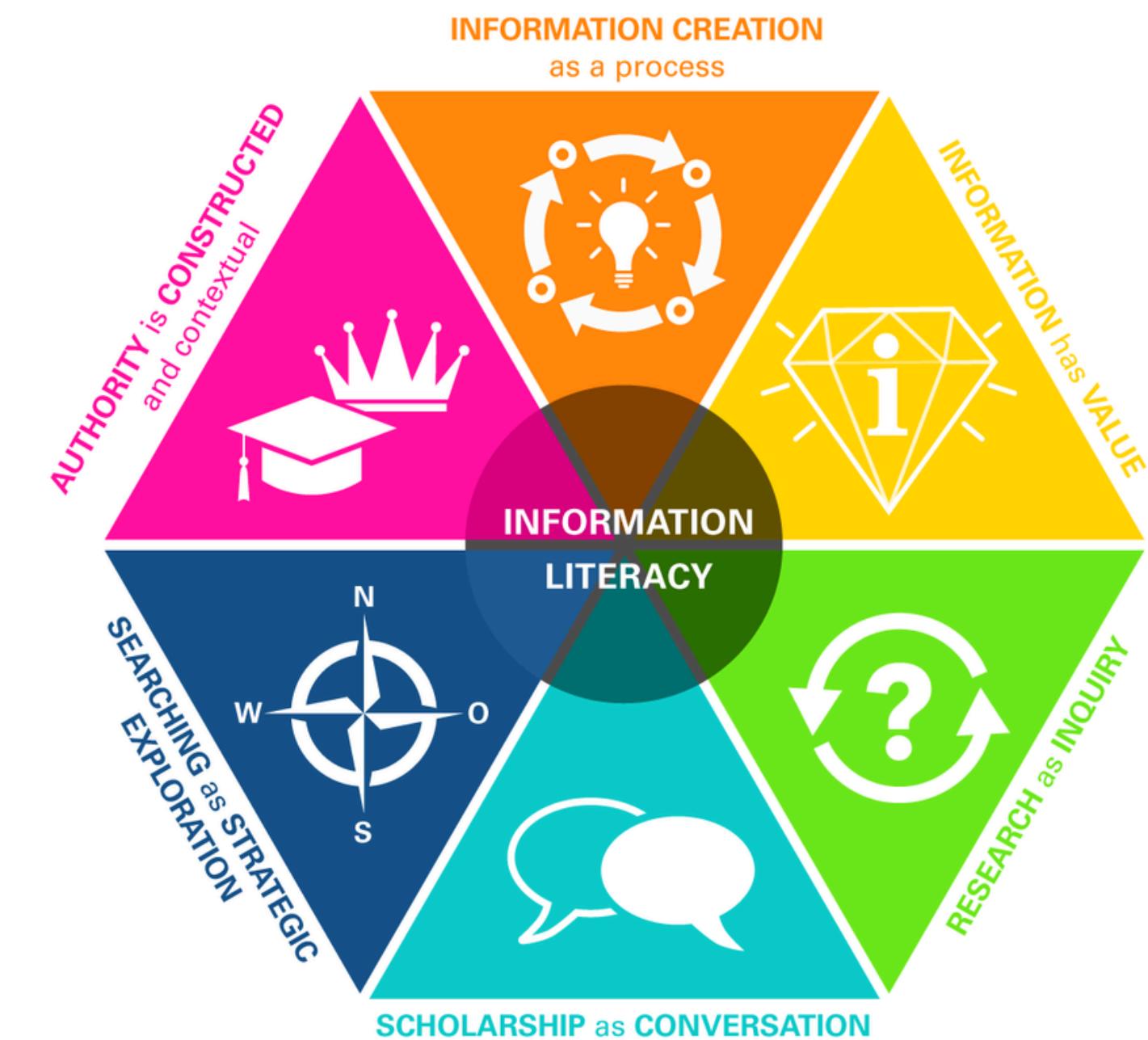
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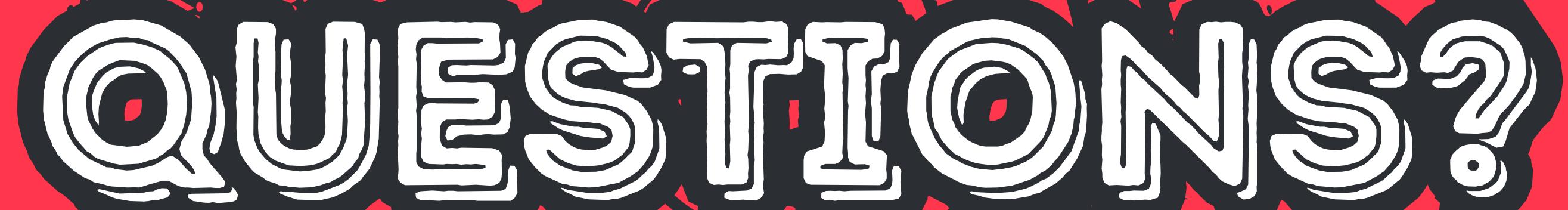
ACRL FRAMEWORK



Association of College
& Research Libraries

A Division of the American Library Association





QUESTIONS?

