

FAR-RIGHT

PIPELINE



Charlie



Candace

WHAT DO
THEY HAVE IN
COMMON?



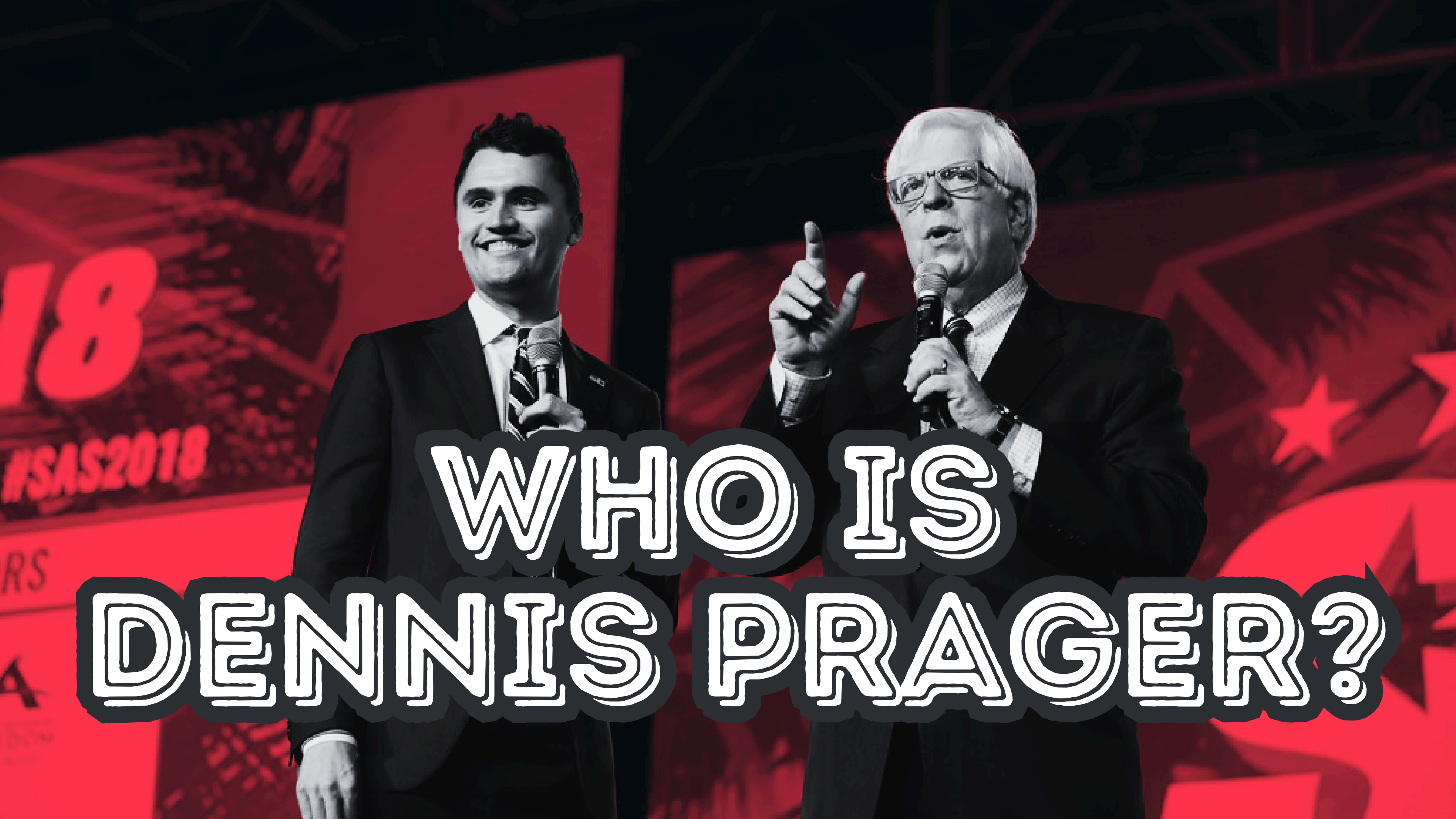
Vivek



Ben



PRAGER UNIVERSITY



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

PragerU

WILL WITT

WHO WAS ANNE FRANK?



DYLAN MULVANEY... AGAIN

- 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

WHAT YOU NEED TO KNOW ABOUT PLANNED PARENTHOOD

Presented by
Lila Rose



ISRAEL:

THE WORLD'S
MOST MORAL ARMY

Presented by Richard Kemp



- 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

THE "NEW SEGREGATION" IN SCHOOLS



•LIVE

PARENT
ALERT



PragerU



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

WHY I WALKED AWAY FROM BLM



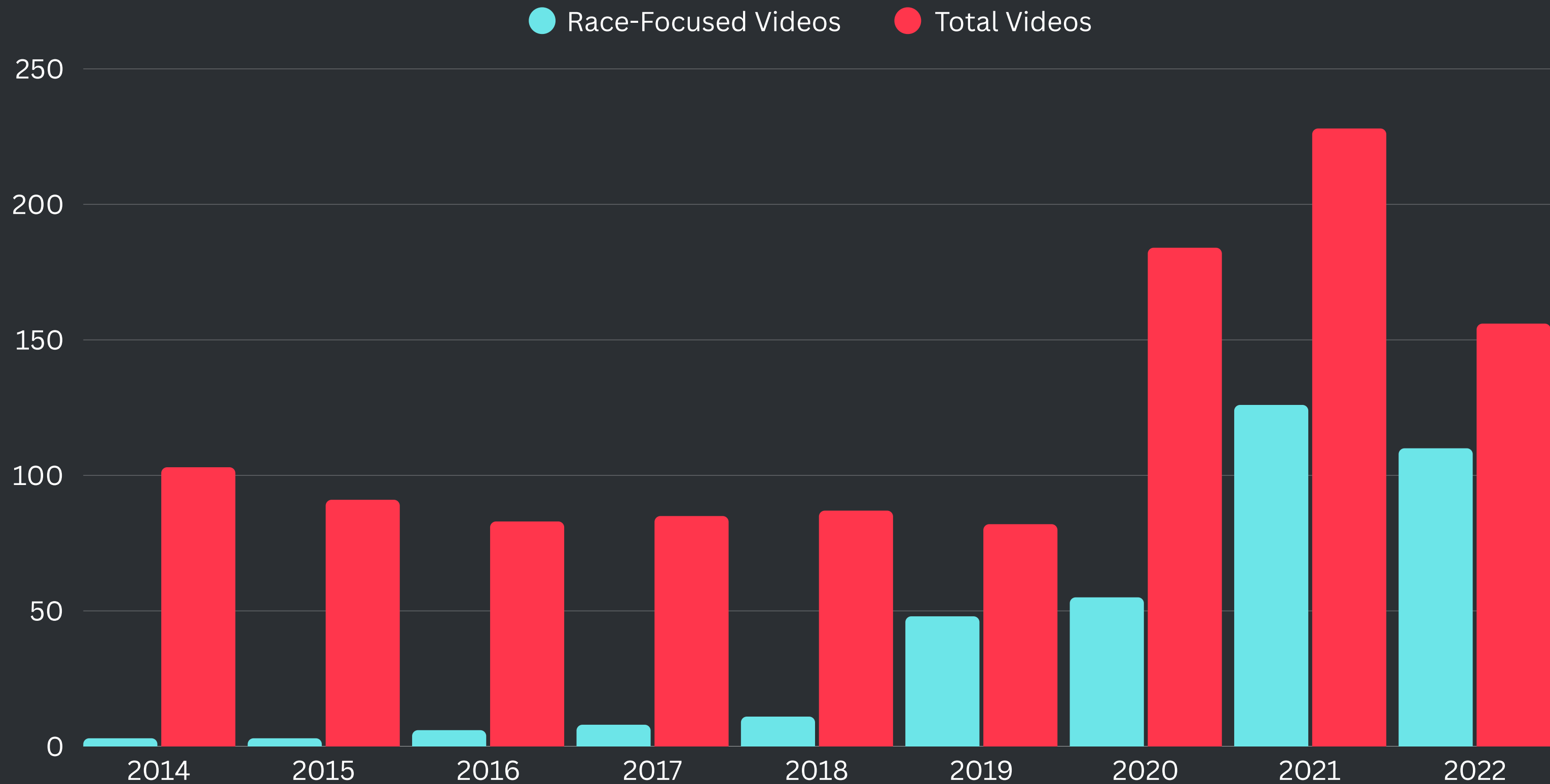
HOW THE LEFT SELLS VICTIMHOOD & RACIALIZES ALL THINGS

AMALA EKPUNOBI
on THE INGRAHAM ANGLE



- 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



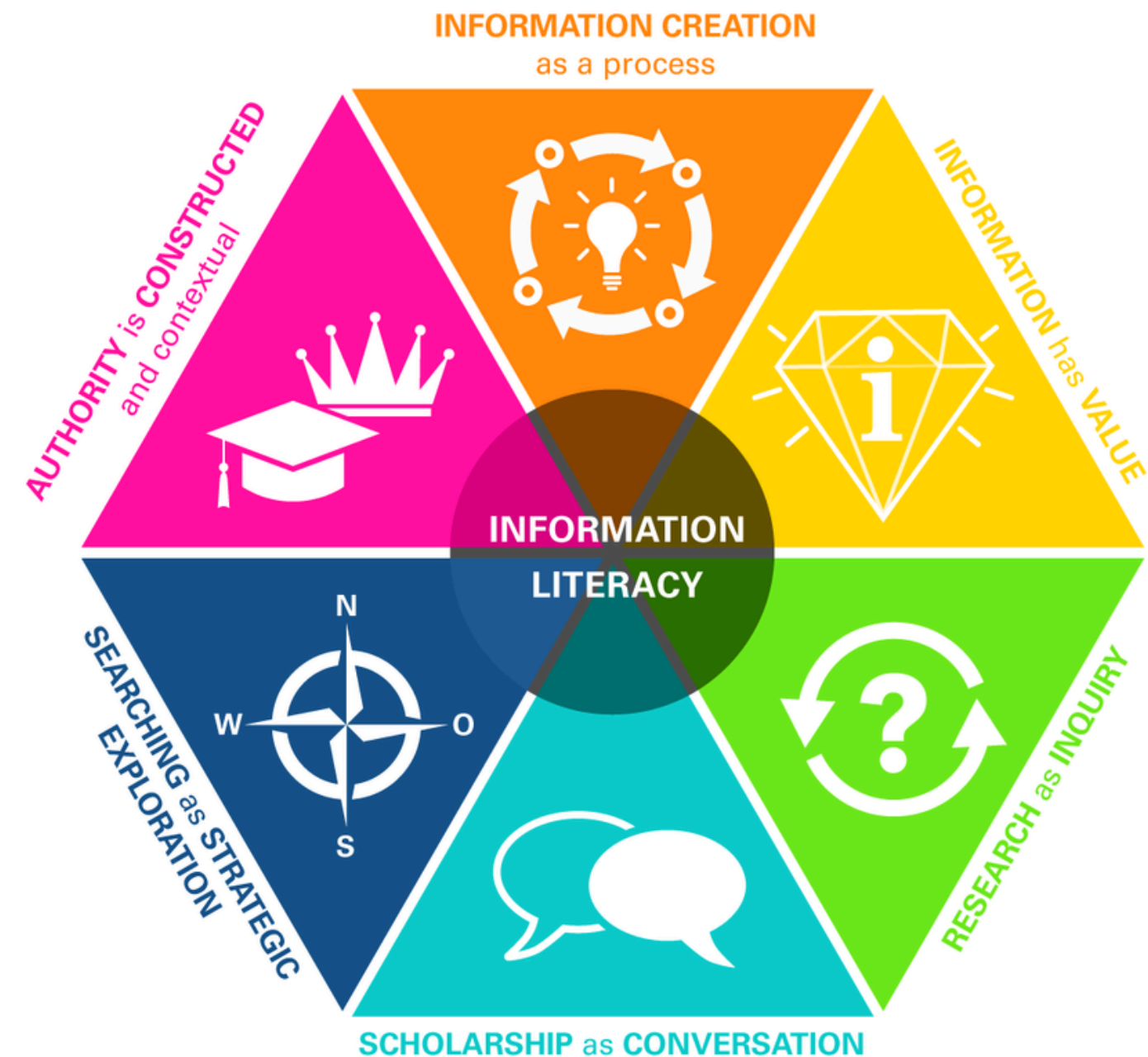
Factual Reporting
Very High
High
Mostly Factual
Mixed
LOW
Very Low

ACRL FRAMEWORK



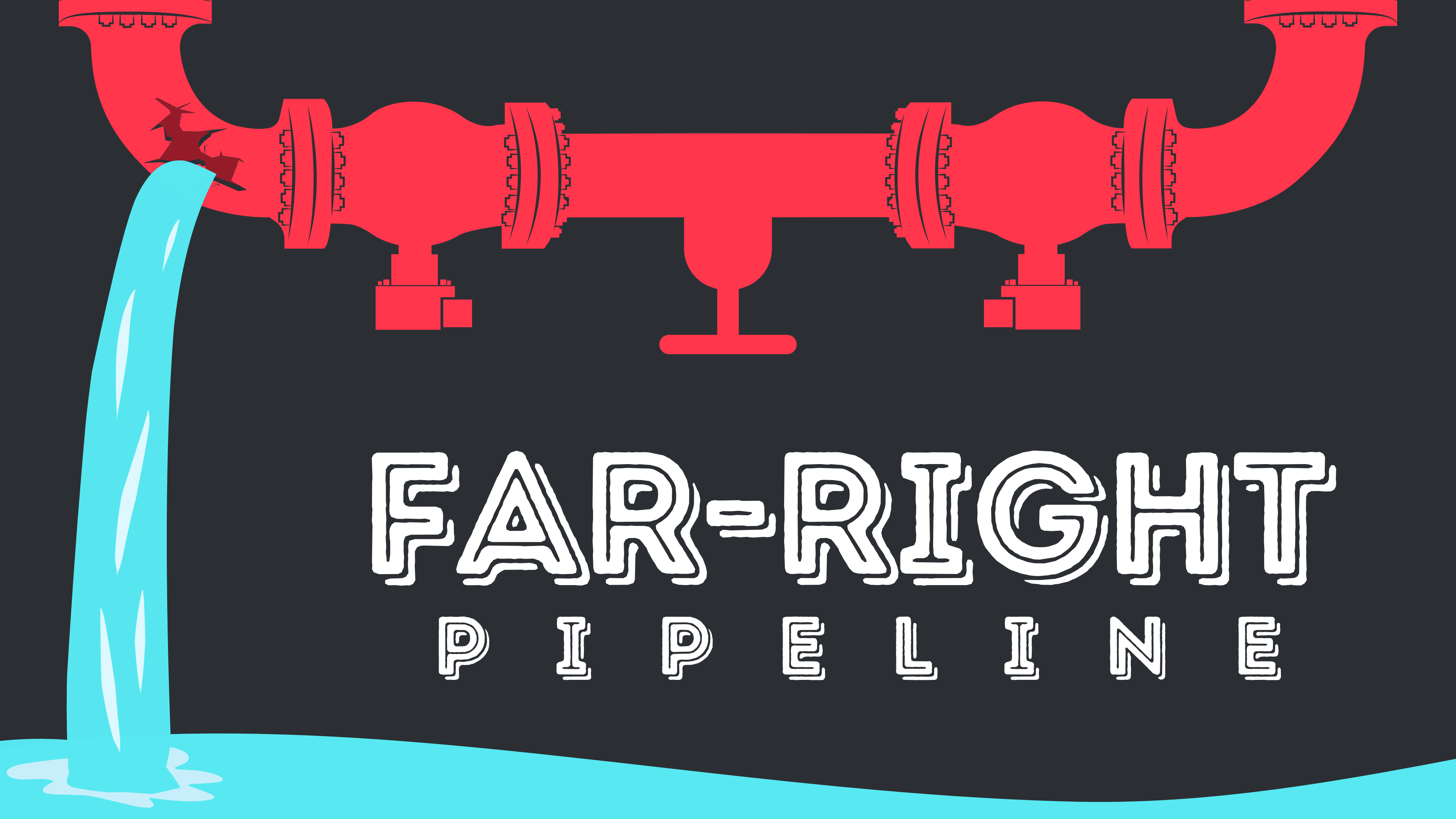
Association of College
& Research Libraries

A Division of the American Library Association



A target with concentric red and black rings and a central bullseye.

QUESTIONS?



FAR-RIGHT

PIPELINE