## Appendix

**Codebook for clustering topics**

Each of the 60 topics will receive two additional sets of values which aim to capture the particular content type of a given topic as well as a score for “tendency” along a spectrum of conventional to far-right.

In order to classify these topics, we looked at the top-20 representative terms and sampled from the most representative text passages.

**V1. Topic type**

**V1.1. Political**

Topics that refer to specific political events or institutions / persons associated with the political sphere or to political discussions, which may have larger social implications for collective interaction. This also includes normative debates on issues such as gender or religion and ideological values.

**V1.2. Cultural**

Topics that pertain to objects or events associated with lifestyle, entertainment, hobbies or particular individual interests, without broader implications for the social sphere.

**V1.3. Other**

Everything that does not fall into one of the other two categories. (Also code non-topics here.)

**V2. Topic tendency**

**V2.1. Conventional / mainstream**

The overall topic and terms refer to objects/events and/or draw on vocabulary that might be found in conventional reporting or could be considered part of a general sphere of mainstream discourse/could be of interest to a larger general audience (consider the distinction between a NYT front page versus a special interest section = niche/non-mainstream)

**V2.2. Niche / non-mainstream**

The topic is focused on or alludes to a specific knowledge stock or interest that might be associated with a particular niche audience or limited to a particular interested sub-demographic or community (such as local topics) without having a right-wing slant.

**V2.3. Right-wing partisan**

The topic or terminology carries a right-wing / partisan political connotation, alludes to politically extreme talking points and can easily be associated with talking points or agenda items typically found within far-right ideology or discourses. (Those include conservatism, nationalism, economic liberalism, and, with respect to the far right, authoritarianism, xenophobia, islamophobia, racism, antisemitism, fascism, and nativism.) This also pertains to topics that are specifically about right-wing groups or actors.

**Table of sampled channels**

|  |  |  |
| --- | --- | --- |
| **Channel ID** | **Channel Title** | **N (videos)** |
| UC0aVoboXBUx2-tVIWHc3W2Q | MILO | 807 |
| UC0rZoXAD5lxgBHMsjrGwWWQ | Styxhexenhammer666 | 4867 |
| UC1ejjPcIGhb4sPde\_JMuRKQ | Caolan Robertson | 3 |
| UC5tEELgWBfKbA9fVPRzBzPQ | Coach Red Pill | 435 |
| UC6cMYsKMx6XicFcFm7mTsmA | Sargon of Akkad Live | 248 |
| UC7e57qWIEAZTQAaFwHpKdlw | SomeBlackGuy | 293 |
| UC8RJExf7iNpV6tp6hvNtwww | Vee | 824 |
| UC9E2GVCdoEQGd1MN-JRkjNw | TRS Radio | 134 |
| UC69e\_S7MIKlZMH9TbC\_mUbg | Braving Ruin Archives | 20 |
| UC87YBeLMwXhgaw5tcCxsXgQ | Mike Cernovich | 199 |
| UC554eY5jNUfDq3yDOJYirOQ | Destiny | 1661 |
| UCaeO5vkdj5xOQHp4UmIN6dw | The Daily Wire | 4189 |
| UCAgBUlIpzlJaE0693J3s97w | Baked Alaska | 23 |
| UCAldq8BAAGdsX9UyK\_09-ZA | Jeff Holiday | 302 |
| UCC3L8QaxqEGUiBC252GHy3w | Stefan Molyneux | 3099 |
| UCctjGdm2NlMNzIlxz02IsXA | Chris Ray Gun | 328 |
| UCdf14z6V0MWNeVcbAz0r8wQ | Mark Collett | 195 |
| UCDmCBKaKOtOrEqgsL4-3C8Q | Blaire White | 121 |
| UCDVb4m\_5QHhZElT47E1oODg | The Dave Cullen Show | 102 |
| UCe02lGcO-ahAURWuxAJnjdA | Timcast | 1516 |
| UCEE8w-v6Gg4j3ze3oX-urEw | Project Veritas Action | 130 |
| UCesrUK\_dMDBZAf7cnjQPdgQ | Brittany Pettibone | 127 |
| UCFUC7NaTxZanB\_FVOJN92eg | Red Ice TV | 1886 |
| UCfYbb7nga6-icsFWWgS-kWw | Mister Metokur | 128 |
| UCG749Dj4V2fKa143f8sE60Q | Tim Pool | 1079 |
| UCGQHgCgSdUtcWufqzBHDzhA | No Bullshit 2 | 63 |
| UCGy6uV7yqGWDeUWTZzT3ZEg | Rebel Media | 11509 |
| UChAfRiWP0vFCrQbLRfuCA-A | Martin Sellner GI | 140 |
| UCHlZ46QmqDdXFMbsaF8evIg | Computing Forever Archive | 106 |
| UCittVh8imKanO\_5KohzDbpg | Paul Joseph Watson | 721 |
| UCIveFvW-ARp\_B\_RckhweNJw | StevenCrowder | 853 |
| UCIZBXVGIJoJMXf8giib0IiQ | James Allsup | 232 |
| UCJdKr0Bgd\_5saZYqLCa9mng | The Rubin Report | 1955 |
| UCjgbd9yO1u8ZY6m4tAfUpDw | Antonia Okafor | 42 |
| UCka\_dz0F1gYuvN8LTefNcJQ | Bunty King | 64 |
| UCKEt1xKVBLuL175dkk8rqLg | Mouthy Buddha | 80 |
| UCl3RCEtooHD5bhPCHJw3btA | Tree Of Logic | 191 |
| UCL0u5uz7KZ9q-pe-VC8TY-w | Candace Owens | 56 |
| UCL9PlYkRD3Q-RZca6CCnPKw | Project Veritas | 408 |
| UCL\_f53ZEJxp8TtlOkHwMV9Q | Jordan B Peterson | 390 |
| UCla6APLHX6W3FeNLc8PYuvg | Lauren Southern | 142 |
| UCLfhh63n0fWn0gXXKQ5NWvw | Millennial Woes | 631 |
| UCLJkNhB1Eg\_mXx0quUju0Og | That Guy T | 134 |
| UCLMSv1UJp9sfoHyo-9s6sdw | Subverse | 116 |
| UClMWnUHbxJKJLUgloN1mPUA | Faith J Goldy | 135 |
| UCLUrVTVTA3PnUFpYvpfMcpg | Lauren Chen | 275 |
| UCMLbmp5tcLxzahMLTmeM4lg | American Renaissance | 183 |
| UCmrLCXSDScliR7q8AxxjvXg | Black Pigeon Speaks | 275 |
| UCN0-RRaxMgh86eOwndAklxw | The Golden One | 565 |
| UCNAxrHudMfdzNi6NxruKPLw | Sam Harris | 250 |
| UCNP2yhz10CUEKhzHCUu2r4Q | MW Live | 18 |
| UCOtFVJUoek4TKZAaeQVhiLA | Bre Faucheux | 75 |
| UCowcNKm1w2GGw5U\_XQeduhg | Jean-Francois Gariépy | 311 |
| UCpbyOgUSjTSPpvVUAT2OyHw | Blonde in the Belly of the Beast | 122 |
| UCPGxwlhPEJE89bT4gB6rzhg | Gavin McInnes | 302 |
| UCpiCH7qvGVlzMOqy3dncA5Q | The Thinkery | 890 |
| UCPZLLQpor4Ua2loYmPeTKbA | Coach and Benway Podcast | 123 |
| UCr\_Q-bPpcw5fJ-Oow1BW1NQ | Kraut | 63 |
| UCs7e8iCJhj0E7LxsoH6n\_gw | Jeff Holiday 2 Electric Boogaloo | 15 |
| UCsJ86N5n7fcEC\_Ds8dYJKzA | America First with Nicholas J Fuentes | 23 |
| UCSTy-H5lSiCcozas32sfJlQ | AltRight.com | 149 |
| UCT9D87j5W7PtE7NHOR5DUOQ | Computing Forever | 1619 |
| UCXfJ65sVQ5F3nJsm86yM6jA | Baked Alaska 2 | 4 |
| UCxXUQuvoiIAlpM2osoAitjQ | Matt Jarbo | 5257 |
| UCyQsQSKayfcZoHaCjqxxSlg | Owen Benjamin | 1124 |
| UCZ8uFo1RKSgEg-od3Yu10Pw | Martin Sellner | 538 |
| UCZeP6H2mELnRI9imY5Iga0g | Ayla Stewart Wife With A Purpose | 220 |
| UCZmkvHLQu76lYbW1w9FoGzQ | Larry Elder - The Epoch Times | 10 |
| UCZNk7Jjb2t8EuBdgn4Zj1cw | No Bullshit | 755 |
| UCzQUP1qoWDoEbmsQxvdjxgQ | PowerfulJRE | 2195 |
| UCZWlSUNDvCCS1hBiXV0zKcA | PragerU | 672 |