

# We are the People

## Dynamics of the right-wing movement



#onthestreet

### Research Questions

- How do right-wing movements use social media platforms for online mobilization?
- What is the relation between online activity and offline salience? Does PEGIDA adjust its online strategy dependent on offline events?

Islamization

#closethe borders

### Data & Methods

- 3.738 Facebook posts by PEGIDA's leadership and daily aggregated counts for 1.312.397 user comments; 24.279 German news reports about PEGIDA
- Supervised Learning & Topic Models

### Results

- Strong relation between Facebook user activity and salience of the movement
- PEGIDA adjusts its social media strategy over time and exploits exogenous shocks

Cologne