We are the People
Dynamics of the right-wing movement

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?

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