



# “Fight Like Hell”



Trump, One America News, and Newsmax and the Foregone Conclusion of  
the Capitol Riot through the Propaganda Feedback Loop

# Methodology

Reviewed all election-related articles published by Newsmax and One America News between November 1 and January 6

Factba.se archive of Trump's tweets

News coverage

Videos taken prior to and during the riot

ProPublica Parler video archive



# Rioter Demographics

Of those arrested:

- 94% white
- 86% male
- 9% were unemployed (compared to 6.9% nationally)
- 40% were business owners or held white-collar jobs
- 60% had financial troubles in the past 20 years
- 75% increased political contributions to Trump between Nov. 3 and Jan. 6





# Entering the Echo Chamber

 **Donald J. Trump** @realDonaldTrump · Nov 2, 2020

Replying to @realDonaldTrump

...that killed our fellow citizens with illegal drugs, gangs & crime; The far-left Democrats that ruined our public schools, depleted our inner cities, defunded our police, & demeaned your sacred faith & values; The Anti-American radicals defaming...

 **Donald J. Trump** @realDonaldTrump

...our noble history, heritage & heroes; and ANTIFA, the rioters, looters, Marxists, & left-wing extremists. THEY ALL SUPPORT JOE BIDEN!

6:26 PM · Nov 2, 2020

See Donald J. Trump's other Tweets

 **Donald J. Trump** @realDonaldTrump

..@FoxNews daytime ratings have completely collapsed. Weekend daytime even WORSE. Very sad to watch this happen, but they forgot what made them successful, what got them there. They forgot the Golden Goose. The biggest difference between the 2016 Election, and 2020, was @FoxNews!

4:10 PM · Nov 12, 2020

See Donald J. Trump's other Tweets

 **Donald J. Trump** @realDonaldTrump

"Georgia election data, just revealed, shows that over 17,000 votes illegally flipped from Trump to Biden." @OANN This alone (there are many other irregularities) is enough to easily "swing Georgia to Trump". #StopTheSteal @HawleyMO @SenTedCruz @JimJordan

This claim about election fraud is disputed

2:20 PM · Jan 3, 2021

156.9K 58.2K people are Tweeting about this

 **Donald J. Trump** @realDonaldTrump

The lie of the year is that Joe Biden won! Christina Bobb @OANN

Election officials have certified Joe Biden as the winner of the U.S. Presidential election

7:59 PM · Dec 19, 2020

155.7K 57K people are Tweeting about this

 **Donald J. Trump** @realDonaldTrump

"Study: Dominion Machines shifted 2-3% of Trump Votes to Biden. Far more votes than needed to sway election." Florida, Ohio, Texas and many other states were won by even greater margins than projected. Did just as well with Swing States, but bad things happened. @OANN

This claim about election fraud is disputed

6:09 AM · Dec 16, 2020

201.3K 70.7K people are Tweeting about this

 **Donald J. Trump** @realDonaldTrump

"REPORT: DOMINION DELETED 2.7 MILLION TRUMP VOTES NATIONWIDE. DATA ANALYSIS FINDS 221,000 PENNSYLVANIA VOTES SWITCHED FROM PRESIDENT TRUMP TO BIDEN. 941,000 TRUMP VOTES DELETED. STATES USING DOMINION VOTING SYSTEMS SWITCHED 435,000 VOTES FROM TRUMP TO BIDEN." @ChanelRion @OANN

This claim about election fraud is disputed

11:34 AM · Nov 12, 2020 · Twitter for iPhone

46K Retweets 13.4K Quote Tweets 128.2K Likes

 **Donald J. Trump** @realDonaldTrump

"Dominion-izing the Vote"  
Part One via @OANN @ChanelRion



From Team Trump

This claim about election fraud is disputed

11:30 PM · Nov 21, 2020 · Twitter for iPhone

31.2K Retweets 3.2K Quote Tweets 98.3K Likes

# Propaganda Feedback Loop

Progressively lowered the cost of rejecting the false claims by creating a self-reinforcing system composed of media outlets, politicians, and activists who mutually benefit from the propagation of the lie

Trump and outrage politics

- Weaponized victimization
- “Stolen election” lie fit perfectly within Trump’s politics of insecurity

Right-wing media uncritically repeated Trump’s claims which legitimized them

Trump subsequently used the coverage as “proof”

