

"Fight Like Hell"

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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

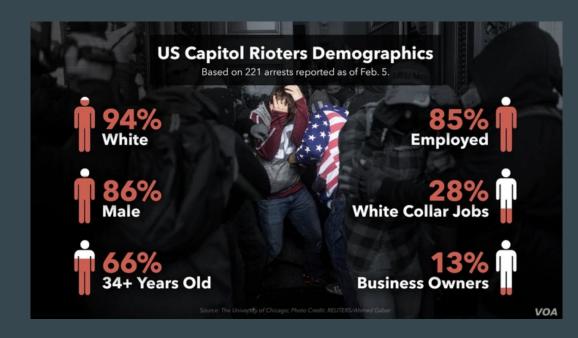
ProPublica Parler video archive



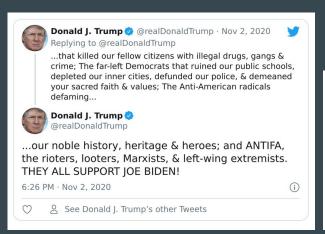
Rioter Demographics

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



.@FoxNews daytime ratings have completely

the 2016 Election, and 2020, was @FoxNews!

See Donald J. Trump's other Tweets

collapsed. Weekend daytime even WORSE. Very sad

to watch this happen, but they forgot what made

them successful, what got them there. They forgot

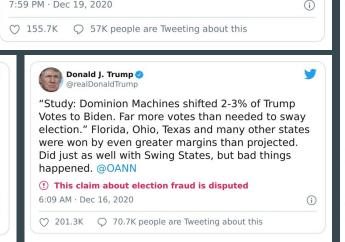
the Golden Goose. The biggest difference between

Donald J. Trump

@realDonaldTrump

4:10 PM · Nov 12, 2020







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"

