**Introduction**

Background

- Radicalization, the process of developing extremist ideologies and beliefs in others, has been increasingly seen on social media in recent years.
- Previous studies have proposed to identify online radicalization using lexical and social context analysis.
- However, multimodal features can also be powerful in promoting extremist content.
- In addition, there has been little comprehensive examination of viewer traits and how those can affect viewers’ perception.
- QAnon has been identified as one of the prime conspiracy-based radicalization groups, but little study has computationally analyzed QAnon-related videos.

Research Questions

- **RQ1**: What viewer traits, such as personally and media consumption, are associated with their video preferences?
- **RQ2**: What high-level video characteristics, such as quality, arousal of emotions, and speaker traits, are correlated with viewers’ perception?
- **RQ3**: Which modality features affect viewers’ perception the most?

**Viewer Questionnaire**

- We have collected 5,924 YouTube and BitChute videos on QAnon.
- We have selected a subset of videos from the full corpus, 3 pro- and 3 anti-QAnon.
- We have created a questionnaire to collect viewer perceptions and potential actions.

Questionnaire Questions

1. Did you understand the video?
2. Was the video professionally produced?
3. Any violence displayed in the video?
4. How likely is it that the people in the video will become involved in protests, violence, or illegal acts?
5. Do you think the video is boring, lively, persuasive, trustworthy, or logical?
6. Do you think the speakers in the video are charismatic, confident, eloquent, etc.?
7. Did you enjoy watching the video?
8. What emotions did you feel when watching the video? Happiness, sadness, surprise, fear, disgust, anger, confusion?
9. Which part of the video was the most impactful?
10. Would you, or any others watching this video, take any of the following actions after watching the video?

**Viewer Statistics**

46 viewers participated.

**Experiment and Analysis**

1: Viewer Traits Analysis

- **Pos on enjoyment**: Opinion of The Proud Boys, CNN, WSJ
- **Pos on content**: Opinion of Fox News
- **Pos on actions**: Opinion of right-learning groups and media

**Evaluation Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>Enjoyment Score</td>
<td>How much viewers enjoy watching each video</td>
<td>[-2, 2]</td>
</tr>
<tr>
<td>Content Score</td>
<td>Whether a video is persuasive, trustworthy, logical, and professional</td>
<td>[-1, 1]</td>
</tr>
<tr>
<td>Action Score</td>
<td>Whether viewers would take supporting or opposing actions</td>
<td>[-3, 6]</td>
</tr>
</tbody>
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2: High-Level Video Characteristics Analysis

- **Pos on enjoyment**: Validity, persuasiveness
- **Neg on content**: Disturb, boredom
- **Pos on actions**: Trustworthiness, persuasiveness, logic, enthusiastic speakers

3: Multimodal Feature Analysis

- Friends and gender lexicons positively influence viewers’ perceptions.
- Violence lexicons Have a negative impact.
- Speakers showing too much surprise or sad facial expressions bring negative impact.
- Angry speakers appeal to more viewers.
- Weapons have a negative impact.

**Conclusions**

- Collected a large corpus of QAnon videos, ready to share with the community.
- Computationally analyzed viewers’ perception of radical content by examining
  - viewer traits
  - high-level video characteristics
  - video multimodal features

**Resources**