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Acceptance of white supremacist ideology has continuously declined to the point of alienation from the public sphere into much smaller private spheres. In order to maintain membership, re-enter the public sphere or even coexist, the small private spheres of supremacy must overcome their associated stigmas. There are many ways supremacist groups attempt to overcome stigmatization and through various mediums. Most recently, the development of online forums has allowed increased communication between massive groups of supremacists nationally. The forums have become a rapid breeding ground for social and political narratives alike. It is predicted that narratives developed from this forum will attempt to minimize stigma and increase membership. Stanislav Vysotsky is in the process of exploring this hypothesis through systematically transcribing various forums and then coding for connotative and denotative evidence of prejudice and violence. Within the given subject of the forum, the supremacist ideology is expected to be presented in a such a way as to minimize stigma and increase supporters. Adrienne L. McCarthy will be assisting Stanislav Vysotsky by coding and analyzing the raw data. In addition, she will be analyzing how scientific language in a particular forum is used as a political narrative to gain trust and supporters of supremacist ideology.

McCarthy’s individual project will be to analyze the forum “Science, Technology and Race” from stormfront.org. It is predicted that the dominating political narrative of this forum is implemented by utilizing the authoritative connotation of science to justify their supremacist ideology. Previous studies have shown that science can be used as a manipulative tool to gain supporters. The connotation of science is that of authority and factuality which renders the given subject believable and consequentially acceptable. Thus, the stigma is overcome.

Both projects will utilize qualitative analysis software to code connotative and denotative expressions of prejudice within the given scientific/racial narrative so it can be compared to narratives developed from other supremacist forums. A similar trend of minimizing stigma and increasing membership is expected to arise from the cross referencing of forums. Adrienne L. McCarthy will be assisting Stanislav Vysotsky by coding and analyzing forums largely gathered from the online supremacist forum stormfront.org. Threads of each forum will be transcribed in a readable format that preserves the individual’s linguistics. McCarthy will then read through the transcribed material and search for the connotative and denotative evidence of prejudice and violence. The forum analyzed in the individual project is a relatively small amount of material so all threads will be included in the data.

Evidence of anti-stigmatizing behavior could be indicative of supremacist movement. This is crucial in consideration of the recent election of President Obama. The online forums could potentially increase the potential of supremacist movement in response to the election since the forums create massive, easy, and quick sharing of ideas. The analysis of political narrative and their role in decreasing stigmatism and increasing supporters could be fundamental to the mobility of any supremacist movement.