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Us vs Them and Them vs U.S. : a Comparative Analysis of Recruitment Strategies of the Islamic State and the Alt-right

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Oral Presentation O2.2

**US VS THEM AND THEM VS U.S. :
A COMPARATIVE ANALYSIS OF RECRUITMENT STRATEGIES
OF THE ISLAMIC STATE AND THE ALT-RIGHT**

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This project compares the strategies to gain support employed by both the Islamic State and American populist alt-right movement. The Islamic State had recruited around 30,000 people by December 2015 due, in part, to their robust social media and online presence abroad. Meanwhile, in the United States, Muslims have experienced an abnormally high - and increasing - number of violent incidents since 2001 that target people rather than property according to FBI Hate Crime statistics. This rise in anti-Islam violence may be explained by a rise in the alt-right. A comparative analysis of the recruitment strategies of the Islamic State and the alt-right show that they both reflect violent extremist tendencies. In both cases, the use of social media and the internet creates conceptions of an exclusive community and normalizes violence against an obstinate other.