



**DEFINE
AMERICAN**

“Immigration Will Destroy Us” and Other Talking Points

Uncovering the tactics of anti-immigration
messaging on YouTube

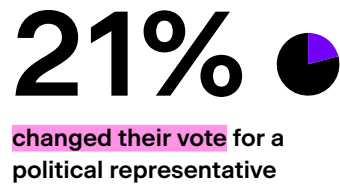
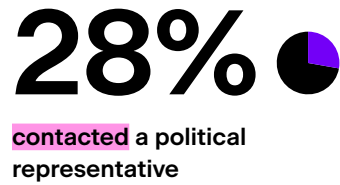
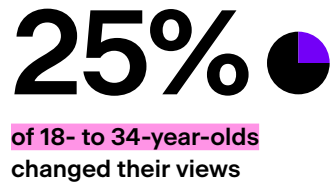
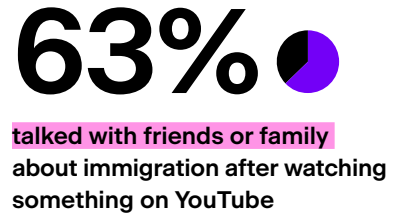
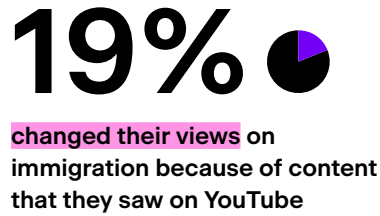
For immigrant communities,
misinformation on YouTube has
serious political consequences.
We’re challenging those narratives.

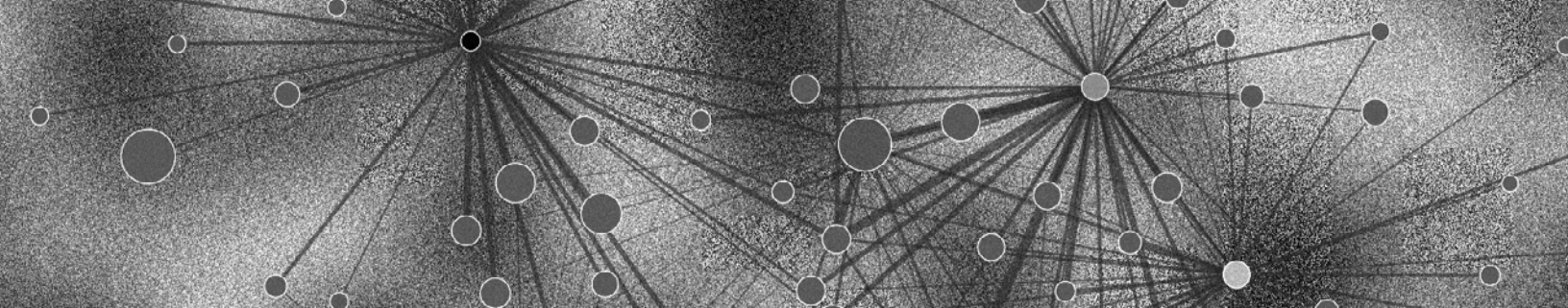
YouTube's powerful impact

"Immigration Will Destroy Us" and Other Talking Points is an original research report examining the impact of anti-immigration YouTube videos on the American public. Our findings suggest that YouTube has a powerful impact on shaping opinions on immigration, affecting viewers' beliefs and the actions they take.

YouTube is shaping immigration attitudes and actions among key demographics.

We polled likely voters in swing states during the 2020 elections and found that of those who regularly watch YouTube:





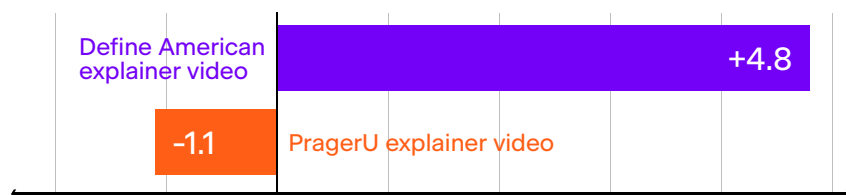
The “Great Replacement Network”

Given how powerful YouTube is in shifting opinions and actions on immigration, we wanted to know what anti-immigration messages were most pervasive on the platform. To find out, we mapped the top-performing anti-immigration content creators of the last 13 years and analyzed their messaging tactics. Their underlying arguments support the white nationalist theory of “The Great Replacement,” or the idea that immigrants of color will overtake predominantly white nations, causing a “white genocide.” We named this network of channels “The Great Replacement Network” or the “GRN” for short.

A theme we found in the Great Replacement Network was attacking legal immigration through anti-Muslim fear mongering. We also observed a pattern of anti-immigration videos framing immigration advocates as overly emotional and illogical, while those opposing immigration are painted as reasonable and logical, brave enough to speak the “truth” about the threat of immigrants to Western values and civilization.

Disrupting the narrative

In our research, as immigration advocates, we also found great hope. Using similar packaging techniques, [outlined in our corresponding style guide](#), pro-immigration content performed significantly better than a popular anti-immigration video in shifting opinion.



Learn more

Define American is developing a new approach to media advocacy by using research and content-based strategies to challenge digital narratives. We hope you will join us.

To find out more, please see our research report: [“Immigration Will Destroy Us” and Other Talking Points: Uncovering the Tactics of Anti-Immigration Messaging on YouTube.](#)

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