

# Codebook Report of Anti-LGBTQI+ Rhetoric

In Online Spaces, Fall 2025

## Key Findings

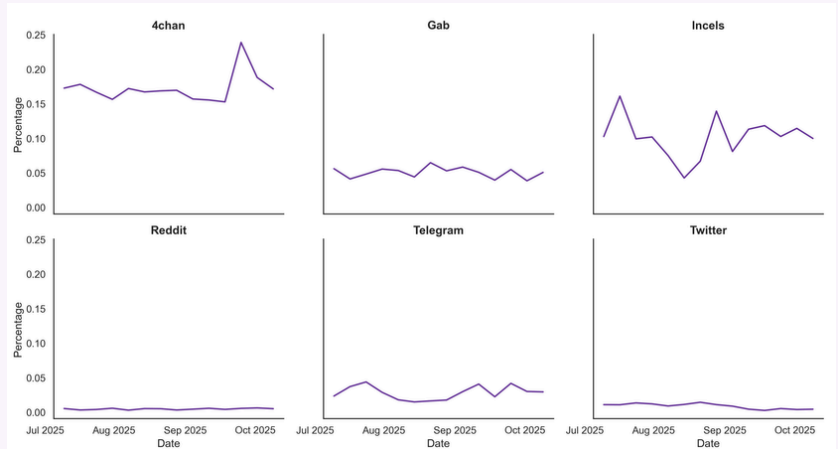
- Many accounts, mainstream and alternative, viewed the expansion of LGBTQI+ rights, and especially trans rights, as an **existential battle** for the heart of western culture.
- Some conspiracies cannot be categorized politically; others are deeply political. Many of the conspiracy tropes from alternative platforms delved into deep, paranoid, **us vs. them conspiracies**.
- The use of anti-LGBTQI+ rhetoric is high **across all platforms**, but especially fringe platforms. Below is the average rate of anti-LGBTQI+ rhetoric per word and per post:
  - **4chan**: 1 in 600 words; 1 in 23 posts
  - **Incels**: 1 in 1,000 words; 1 in 26 posts
  - **Gab**: 1 in 2,000 words; 1 in 43 posts
  - **Telegram**: 1 in 3,600 words; 1 in 77 posts
  - **Twitter**: 1 in 12,000 words; 1 in 333 posts
  - **Reddit**: 1 in 22,000 words; 1 in 458 posts
- One prominent, **harmful trope** saw users claiming that members of the LGBTQI+ community, and especially trans people, are **violent mass shooters**.
  - However, as reported in [The Trace](#), data from the Gun Violence Archive which spans the last decade (2015-2025) and over 5,300 mass shootings, finds that only four of these shootings, or **less than one-tenth of 1 percent**, were committed by a trans or nonbinary individual.
- Numerous **antisemitic tropes were tied to anti-LGBTQI+ rhetoric**. For example:
  - Some users combined antisemitic and anti-LGBTQI+ conspiracies to accuse Jewish people of conspiring with the LGBTQI+ community to supposedly replace heteronormative white "culture," in line with [Great Replacement-styled](#) conspiracies.

**As many as 1 in 600 words typed**

in the sample, including stop words like "and," "the," "or," etc., were anti-LGBTQI+ hate.

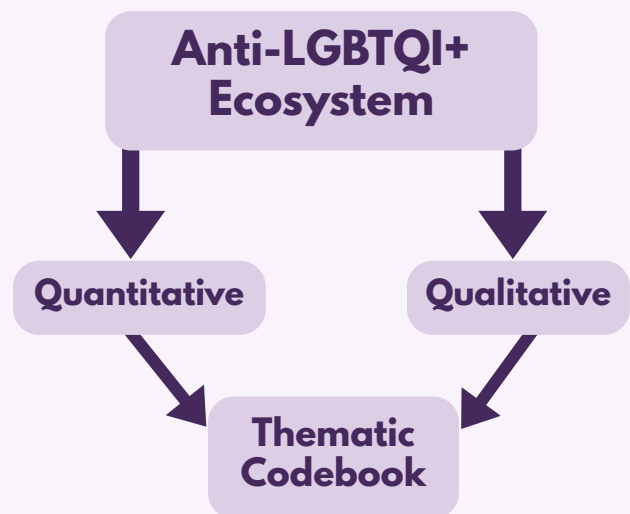
## Quantitative Findings

Daily Percentage of Anti-LGBTQI+ Language Use by Platform



## Methodology

PERIL has developed a broadly applicable mixed method "codebooking" capability to identify harmful, salient, and fast moving narratives to inform prevention strategies.



**Quantitative Analysis** - Uncover key terms, grievance rates, and base-rate analysis of misogynistic and anti LGBTQI+ content

**Qualitative Analysis** - Uncover "latent" meanings and key rhetorical strategies

Scan for more information about PERIL's gendered violence research

