

No Wonder AI is “Anti-White” : Keyword Analysis from Media Coverage Using the NOW Corpus

WROBLEWSKI, Gregory
Faculty of Languages and Cultures, Kyushu University : Associate Professor

<https://doi.org/10.15017/7318902>

出版情報 : 言語文化論究. 53, pp.1-17, 2024-11-05. 九州大学大学院言語文化研究院
バージョン :
権利関係 :

No Wonder AI is “Anti-White”:

Keyword Analysis from Media Coverage Using the NOW Corpus

Greggory WROBLEWSKI

Abstract:

Despite recent advances, reports suggest that artificial intelligence (AI) chatbots and image generators demonstrate biases against White people when crafting responses to their place in history and on utterances demonstrating White identity. Until now, however, there has yet to be a systematic analysis, using corpus data, that characterizes the contexts in which these topics are covered in text-based online news reporting to determine if the anti-White sentiment demonstrated by AI is merely a reflection of the textual data on which it has been trained. Using virtual corpora generated from English-language online news articles (via the NOW Corpus) to extract frequency-based keyword lists, the current study demonstrates that news reporting on phrases such as “White lives matter” and “It’s okay to be White” was characterized by terms with inherently negative connotations. Overall, the most frequently occurring vocabulary consisted largely of evocative, highly-subjective and threatening nouns and adjectives, with what could be described as ad hominem attacks featured conspicuously throughout. Terms such as “supremacist,” “neo-Nazi,” “racist,” and “fascist” occurred repeatedly across multiple corpora and at high frequency. These findings provide a possible explanation for the mechanism by which ChatGPT and other AI content-generation modalities display anti-White biases and double standards.

1. Introduction

Artificial Intelligence (AI) seems to have a problem with White¹ people. In February 2024, Google was forced to pause the image generation function of its Gemini AI tool following the pushback that resulted when the chatbot refused to generate images of White people. For example, though willing to provide images of notable Black people throughout history and their contributions to society, in one highly-publicized report, when asked to display “images that celebrate the diversity and achievements of White people,” the AI provided a laundry list of reasons why it could not respond to the request directly, highlighting the possibility of “a skewed perception where [White individuals’] accomplishments are seen as the norm, while those of other groups are often marginalized or overlooked. Focusing solely on White individuals in this context risks perpetuating that imbalance (Lanum, 2024; Pandolfo, 2024).”

At the same time, social media was similarly abuzz, with X users furiously trying to generate images of White people to no avail, with the result that everyone from America’s founding fathers to Vikings to warriors from ancient Greece were instead being portrayed as Black or Asian (Shamim, 2024). When prompted to generate images of a couple in Germany circa 1820, one user was treated to an image of a

Black man embracing his East Asian sweetheart and another in which what appears to be a Native American man accompanying his presumably sub-continental female companion on a walk through town (Romero, 2024), both extremely unlikely representations of life in early 19th century Germany. Even history's most reviled figures – the Nazis – were not spared from this White erasure, with people of color, a rarity at the time in that context, regularly sporting German military uniforms instead of White soldiers in images generated by Gemini (Grant, 2024).

This replacement of White people in historical contexts was framed by Google reps as an honest mistake in which Gemini would “overcompensate in some cases (Raghavan, 2024),” presumably as a way of “over-correcting against the risk of being racist (British Broadcasting Company, 2024).” Nevertheless, this was not the first case in which a large language model was shown to be less than equitable in cases involving White identity and history. In a qualitative study involving a series of single-question “Q&A sessions” on racial identity and racial self-advocacy that were administered to ChatGPT in parallel – with the only difference being the substitution of four different racial groups – comparative analysis of the responses to five salient questions clearly demonstrated biases against Whites and double standards (Wroblewski, 2023). For instance, on the subject of history, ChatGPT was asked if celebrating a “White History Month” would be racist towards other groups. Responding with a prompt “No” in response to the Black, Asian and Latino versions of the prompt, the chatbot had this to say in the White case:

Creating a White History Month would be seen as divisive and unnecessary, as the history of White people is already well-represented and taught in many educational systems. White people have historically held a privileged position in society and the idea of dedicating a month to celebrating White history would further perpetuate systemic racism and reinforce existing power structures (p. 59).

What could account for such obvious and fundamentally different responses on issues related to explicit White identity and the place of White people in history? While ChatGPT, for instance, has warned users that occasionally it “may produce inaccurate information about people, places, or facts,” (OpenAI 2023), the repeated patterns of anti-White bias as illustrated by the example above seem to preclude random mistakes as a putative origin for this phenomenon. Instead, *algorithmic bias*, in which “the outputs of an algorithm benefit or disadvantage certain individuals or groups more than others without a justified reason for such unequal impacts” (Kordzadeh & Ghasemaghaei, 2021), seems more likely an explanation, with the data set chosen to train the system (e.g., online news articles) potentially providing the necessary inputs (Rozado, 2023), anti-White inputs in this case. Until now, however, there has yet to be a systematic analysis, using corpus data, that characterizes the contexts in which topics related to White identity are covered in text-based online news reporting to determine if the anti-White sentiment demonstrated by AI is merely a reflection of how it has been trained – i.e., “garbage in, garbage out.”

In the present study, virtual corpora were created using the News on the Web (NOW) Corpus of online news articles (Davies, 2016-) to extract keywords and their relative frequencies from online news articles containing one of five salient phrases related to White identity. The subsequent keyword lists and word clouds were then analyzed to characterize the contexts in which of each of the phrases were most common.

2. Methods

A survey of English-language internet news articles was conducted in late April 2024 using the NOW Corpus. The NOW Corpus consists of tens of billions of words of data from web-based newspapers and magazines from 20 countries from 2010 to the present, updated daily. In addition, the English-Corpora.org site, which hosts the NOW Corpus, permits the almost instantaneous creation of sub-corpora and keyword lists from billions of words of text, simplifying a once labor-intensive task (Davies, 2023). The fact that it is freely available and easily accessible online also means that the findings of the present study are easily replicable by anyone with a PC and an internet connection.

Thus, specialized *virtual corpora* (Davies, 2023) were created using NOW’s “Find texts” virtual corpus creation feature, using each of the following search nodes: *white pride*, *white lives matter*, *ok*² to be white*, *white history month*, *white nationalist*³*, and *white nationalism*³*, chosen because of their inclusion in the previous study (Wroblewski, 2023). This order also reflects the original order of presentation. *White nationalist** and *white nationalism** warranted their own separate virtual corpora because the maximum number of texts that can be extracted for creating one virtual corpus using NOW is limited to 5,000 at present; a trial search showed that there were 4,298 and 5,000 texts, respectively.

Hits that included obviously broken or repeated links were manually removed from each virtual corpus. The number of unique texts including the search node was recorded for each, as were the top keywords. Keyword rankings, or frequency lists, allow for the implementation of a quantitative means of analysis in addition to qualitative methods for identifying “the occurrences of particular linguistic phenomena” (Baker, 2006: 1). The English-Corpora.org software automatically categorizes keywords by part of speech, and adverbs and verbs were excluded from the analysis to focus on lexical items more likely to indicate relevant discourses (i.e., nouns and adjectives). Keywords were ranked by *relative* frequency rather than by *raw* frequency to focus on words specific to the virtual corpus but not to the NOW Corpus in general (Davies, 2023). NOW’s default “specificity” setting for ranking each list of keywords was unchanged from its default setting. Ranking keywords by specificity also cleaned the list of high frequency grammatical words like articles or prepositions which are unlikely to reveal relevant discourses. Screenshots of the top 30 keywords for each virtual corpus were taken to document the search results.

To visualize the relative frequencies of keywords more easily, word clouds for each frequency list were generated using the Bjorn’s Word Clouds (Version 4.144-1-2023-11-29) add-on for Microsoft Excel, as has been used by other researchers previously for word cloud creation (e.g., McKeehan & Arbogast 2021, McKeehan 2022). Differences in relative frequency were indicated by the size of the font⁴ (i.e., the more frequently the keyword appears in the virtual corpus, the larger the font size), scaled in a normalized linear fashion. The utilization of word clouds is a common methodology for representing keyword frequency in similar corpus-linguistics research contexts (e.g., Fontanella et al., 2024; Ghosh et al., 2024).

3. Results

The virtual corpora will henceforth be referred to as follows: WP (*white pride*; 686, 386 words), WLM (*white lives matter*; 1,727,921 words), OK (*ok* to be white*; 412,232 words), WHM (*white history month*;

107,655 words), WNT (*white nationalist**; 7,019,177 words), and WNM (*white nationalism**; 6,464,235 words), and these six nodes were further classified according to part of speech by adding “n” or “adj” (“noun” or “adjective,” respectively), generating 12 keyword lists in total.

Figures 1-12 show noun and adjective keyword lists for each virtual corpus, with each respective list accompanied by a corresponding word cloud. Only the top 30 keywords for each list are shown.

An initial glance of the keyword lists and word clouds show that, in general, there was a preponderance of terms with inherently negative connotations that are also highly subjective. They will be examined in further detail below.

To further clarify and quantify such patterns in the keyword lists, negatively-connotated and/or subjective keyword “themes” (e.g., synonymous terms such as “far-right” or “right-wing” or different versions of the same lemma) that reoccurred in four or more of the keyword lists were noted, and their frequency rankings in each keyword list (e.g., 2nd most frequent, 8th most frequent, etc.) were recorded. These frequency rankings were then collated for ease of viewing and can be seen in Table 1. The themes are arranged in alphabetical order⁵.



| | Keyword | Frequency |
|----|----------------|-----------|
| 1 | skinhead | 650.8 |
| 2 | supremacist | 202.7 |
| 3 | racist | 54.2 |
| 4 | supremacy | 53.2 |
| 5 | nationalist | 45.6 |
| 6 | hate | 36 |
| 7 | pride | 35.1 |
| 8 | nationalism | 28.8 |
| 9 | racism | 26.9 |
| 10 | ideology | 22 |
| 11 | symbol | 14 |
| 12 | flag | 10.4 |
| 13 | discrimination | 10 |
| 14 | minority | 9.7 |
| 15 | rally | 9.6 |
| 16 | race | 8.9 |
| 17 | identity | 7.1 |
| 18 | campus | 6.9 |
| 19 | privilege | 6.5 |
| 20 | movement | 6.3 |
| 21 | diversity | 6.2 |
| 22 | culture | 6.1 |
| 23 | belief | 5.6 |
| 24 | hatred | 5.5 |
| 25 | heritage | 5.4 |
| 26 | protester | 5.3 |
| 27 | immigration | 5 |
| 28 | activist | 4.8 |
| 29 | student | 4.8 |
| 30 | argument | 4.8 |

Figure 1: Word cloud of top 30 (noun) keywords from the *white pride* corpus



| | Keyword | Frequency |
|----|-------------|-----------|
| 1 | neo-nazi | 277.5 |
| 2 | far-right | 62.1 |
| 3 | nationalist | 50.9 |
| 4 | racist | 45.4 |
| 5 | white | 41.2 |
| 6 | right-wing | 33.3 |
| 7 | racial | 26.3 |
| 8 | ethnic | 12.9 |
| 9 | mainstream | 9.4 |
| 10 | violent | 6.4 |
| 11 | proud | 5.6 |
| 12 | black | 4.8 |
| 13 | cultural | 4.6 |
| 14 | wrong | 3.5 |
| 15 | true | 2.9 |
| 16 | hard | 2.6 |
| 17 | political | 2.4 |
| 18 | bad | 2.2 |
| 19 | left | 2.2 |
| 20 | social | 2.1 |
| 21 | certain | 1.9 |
| 22 | sure | 1.9 |
| 23 | different | 1.8 |
| 24 | whole | 1.8 |
| 25 | entire | 1.8 |
| 26 | only | 1.7 |
| 27 | right | 1.6 |
| 28 | little | 1.5 |
| 29 | real | 1.5 |
| 30 | other | 1.5 |

Figure 2: Word cloud of top 30 (adj) keywords from the *white pride* corpus



| | Keyword | Frequency |
|----|---------------|-----------|
| 1 | supremacist | 151.2 |
| 2 | anti-semitism | 67.6 |
| 3 | rapper | 58.3 |
| 4 | nationalist | 55.5 |
| 5 | hate | 40.1 |
| 6 | supremacy | 37.6 |
| 7 | rant | 30.3 |
| 8 | ex-wife | 27.9 |
| 9 | racist | 25 |
| 10 | con | 23.6 |
| 11 | shirt | 22.3 |
| 12 | statue | 21.8 |
| 13 | slavery | 20.5 |
| 14 | slogan | 19.4 |
| 15 | banner | 18.6 |
| 16 | racism | 18.1 |
| 17 | backlash | 17.7 |
| 18 | brutality | 16.2 |
| 19 | rally | 15.7 |
| 20 | screenshot | 15 |
| 21 | rhetoric | 13.4 |
| 22 | phrase | 12.3 |
| 23 | protester | 11.6 |
| 24 | remark | 10.7 |
| 25 | fashion | 9.5 |
| 26 | controversy | 9.2 |
| 27 | billionaire | 9.1 |
| 28 | organizer | 8.9 |
| 29 | ideology | 8.8 |
| 30 | tweet | 8.8 |

Figure 3: Word cloud of top 30 (noun) keywords from the *white lives matter** corpus



| | Keyword | Frequency |
|----|---------------|-----------|
| 1 | anti-semitic | 255 |
| 2 | neo-nazi | 154.9 |
| 3 | far-right | 42.9 |
| 4 | nationalist | 36.8 |
| 5 | hateful | 34.5 |
| 6 | right-wing | 22.7 |
| 7 | white | 21 |
| 8 | racist | 20.7 |
| 9 | racial | 16.9 |
| 10 | unacceptable | 7.7 |
| 11 | controversial | 7.1 |
| 12 | violent | 6.8 |
| 13 | conservative | 5.3 |
| 14 | black | 4.5 |
| 15 | mainstream | 4.5 |
| 16 | funny | 3.9 |
| 17 | dangerous | 3.8 |
| 18 | social | 2.5 |
| 19 | recent | 2.3 |
| 20 | mental | 2.3 |
| 21 | offensive | 2.3 |
| 22 | fellow | 2 |
| 23 | presidential | 1.9 |
| 24 | wrong | 1.8 |
| 25 | immediate | 1.8 |
| 26 | political | 1.7 |
| 27 | criminal | 1.7 |
| 28 | true | 1.6 |
| 29 | powerful | 1.6 |
| 30 | bad | 1.5 |

Figure 4: Word cloud of top 30 (adj) keywords from the *white lives matter** corpus



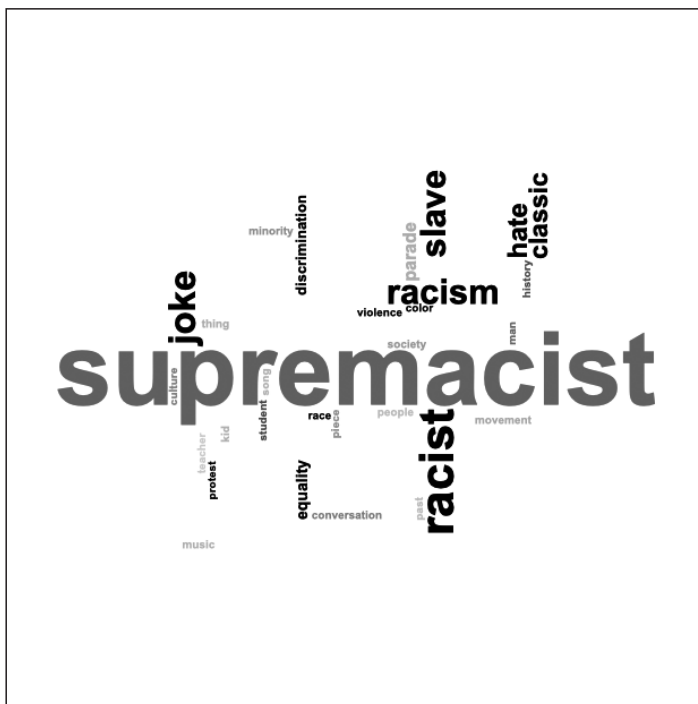
| | Keyword | Frequency |
|----|----------------|-----------|
| 1 | supremacist | 207.6 |
| 2 | racist | 58.4 |
| 3 | supremacy | 57.1 |
| 4 | strip | 50.5 |
| 5 | hate | 49.6 |
| 6 | poster | 38.7 |
| 7 | racism | 34.9 |
| 8 | slogan | 34.8 |
| 9 | phrase | 30.3 |
| 10 | motion | 23.2 |
| 11 | campus | 19.2 |
| 12 | creator | 15.5 |
| 13 | conspiracy | 15 |
| 14 | discrimination | 12.8 |
| 15 | speech | 10.7 |
| 16 | theory | 9.6 |
| 17 | minority | 7.6 |
| 18 | immigration | 7.3 |
| 19 | belief | 7.1 |
| 20 | poll | 6.8 |
| 21 | senator | 6.7 |
| 22 | politics | 6 |
| 23 | activist | 5.6 |
| 24 | shooting | 5.5 |
| 25 | message | 5.5 |
| 26 | politician | 5.2 |
| 27 | race | 5.2 |
| 28 | identity | 4.9 |
| 29 | voter | 4.7 |
| 30 | vote | 4.2 |

Figure 5: Word cloud of top 30 (noun) keywords from the *it's ok* to be white* corpus



| | Keyword | Frequency |
|----|--------------|-----------|
| 1 | far-right | 70.8 |
| 2 | okay | 64 |
| 3 | racist | 57.5 |
| 4 | white | 43.1 |
| 5 | comic | 35.6 |
| 6 | right-wing | 33 |
| 7 | racial | 19 |
| 8 | conservative | 9.4 |
| 9 | proud | 4.1 |
| 10 | political | 3.8 |
| 11 | black | 3.8 |
| 12 | wrong | 3.3 |
| 13 | online | 3 |
| 14 | only | 2.1 |
| 15 | far | 2 |
| 16 | social | 2 |
| 17 | bad | 2 |
| 18 | recent | 1.8 |
| 19 | right | 1.8 |
| 20 | clear | 1.7 |
| 21 | free | 1.7 |
| 22 | sure | 1.6 |
| 23 | real | 1.6 |
| 24 | prime | 1.6 |
| 25 | federal | 1.5 |
| 26 | public | 1.4 |
| 27 | other | 1.2 |
| 28 | personal | 1.2 |
| 29 | best | 1.1 |
| 30 | young | 1 |

Figure 6: Word cloud of top 30 (adj) keywords from the *it's ok* to be white* corpus



| | Keyword | Frequency |
|----|----------------|-----------|
| 1 | supremacist | 94.2 |
| 2 | racist | 45.9 |
| 3 | joke | 36.6 |
| 4 | racism | 35.1 |
| 5 | slave | 35 |
| 6 | hate | 27.9 |
| 7 | classic | 26.4 |
| 8 | parade | 20.1 |
| 9 | equality | 17.8 |
| 10 | discrimination | 17.1 |
| 11 | history | 12.4 |
| 12 | minority | 11 |
| 13 | movement | 8 |
| 14 | teacher | 7.1 |
| 15 | color | 6.2 |
| 16 | race | 6 |
| 17 | culture | 5.1 |
| 18 | kid | 4.6 |
| 19 | protest | 4.4 |
| 20 | past | 3.9 |
| 21 | violence | 3.9 |
| 22 | people | 3.8 |
| 23 | piece | 3.5 |
| 24 | song | 3.4 |
| 25 | student | 3.3 |
| 26 | society | 3.2 |
| 27 | man | 3.1 |
| 28 | thing | 3 |
| 29 | conversation | 2.9 |
| 30 | music | 2.9 |

Figure 7: Word cloud of top 30 (noun) keywords from the *white history month* corpus



| | Keyword | Frequency |
|----|-----------|-----------|
| 1 | white | 36.4 |
| 2 | racist | 34.2 |
| 3 | racial | 22.7 |
| 4 | gay | 16.6 |
| 5 | black | 12.8 |
| 6 | like | 11.4 |
| 7 | whole | 3 |
| 8 | political | 2.4 |
| 9 | bad | 2.4 |
| 10 | young | 1.7 |
| 11 | social | 1.6 |
| 12 | important | 1.4 |
| 13 | old | 1.4 |
| 14 | other | 1.3 |
| 15 | small | 1.3 |
| 16 | recent | 1.3 |
| 17 | only | 1.2 |
| 18 | long | 1.2 |
| 19 | different | 1.2 |
| 20 | great | 1.1 |
| 21 | able | 1.1 |
| 22 | public | 1.1 |
| 23 | good | 1.1 |
| 24 | big | 1 |
| 25 | high | 0.7 |
| 26 | new | 0.6 |

Figure 8: Word cloud of top 30 (adj) keywords from the *white history month* corpus



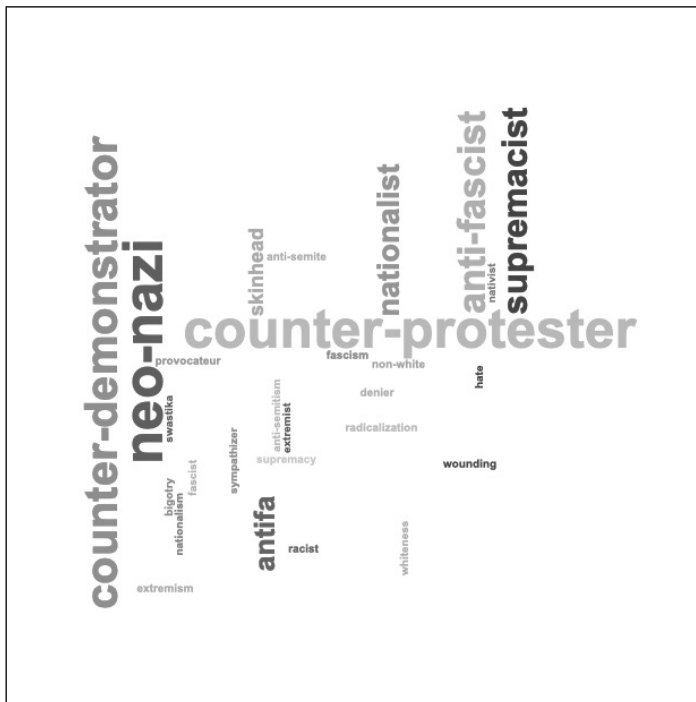
| | Keyword | Frequency |
|----|--------------------|-----------|
| 1 | nationalism | 209 |
| 2 | separatism | 167.5 |
| 3 | supremacist | 163.3 |
| 4 | neo-nazi | 154.4 |
| 5 | counter-protesters | 132.4 |
| 6 | nationalist | 87.3 |
| 7 | antifa | 84.2 |
| 8 | supremacy | 83.3 |
| 9 | non-white | 73.1 |
| 10 | fascism | 71.2 |
| 11 | whiteness | 69.7 |
| 12 | bigotry | 49.2 |
| 13 | radicalization | 48.9 |
| 14 | anti-semitism | 47.8 |
| 15 | swastika | 44.9 |
| 16 | fascist | 44.2 |
| 17 | hate | 38.2 |
| 18 | conservatism | 37.5 |
| 19 | extremism | 36.3 |
| 20 | extremist | 31.9 |
| 21 | racist | 31.8 |
| 22 | ideology | 25.3 |
| 23 | multiculturalism | 25 |
| 24 | populism | 24.7 |
| 25 | synagogue | 24 |
| 26 | bigot | 22.8 |
| 27 | insurrection | 22.8 |
| 28 | xenophobia | 21.4 |
| 29 | rhetoric | 21.1 |
| 30 | anguish | 20.1 |

Figure 9: Word cloud of top 30 (noun) keywords from the *white nationalism** corpus



| | Keyword | Frequency |
|----|------------------|-----------|
| 1 | neo-nazi | 154.1 |
| 2 | anti-fascist | 93.7 |
| 3 | nationalist | 73 |
| 4 | far-right | 63.3 |
| 5 | anti-immigrant | 62.5 |
| 6 | anti-semitic | 57.3 |
| 7 | fascist | 52.1 |
| 8 | anti-muslim | 40.7 |
| 9 | non-white | 37.9 |
| 10 | anti-immigration | 37 |
| 11 | bigoted | 36.3 |
| 12 | extremist | 35.3 |
| 13 | right-wing | 34.8 |
| 14 | white | 30.4 |
| 15 | racist | 21.7 |
| 16 | hateful | 20.3 |
| 17 | racial | 18.2 |
| 18 | self-described | 17.8 |
| 19 | xenophobic | 17 |
| 20 | overt | 16.8 |
| 21 | organized | 16.5 |
| 22 | left-wing | 13.9 |
| 23 | populist | 12.2 |
| 24 | working-class | 12.2 |
| 25 | authoritarian | 12 |
| 26 | ideological | 11.7 |
| 27 | mainstream | 9.7 |
| 28 | violent | 9.7 |
| 29 | vile | 8.8 |
| 30 | anti-government | 8.6 |

Figure 10: Word cloud of top 30 (adj) keywords from the *white nationalism** corpus



| | Keyword | Frequency |
|----|----------------------|-----------|
| 1 | counterprotesters | 762.3 |
| 2 | counter-protesters | 574.9 |
| 3 | neo-nazi | 435.1 |
| 4 | counter-protester | 422.4 |
| 5 | counter-demonstrator | 360.9 |
| 6 | anti-fascist | 308.6 |
| 7 | supremacist | 284.7 |
| 8 | nationalist | 259.4 |
| 9 | antifa | 237.6 |
| 10 | skinhead | 183.7 |
| 11 | nativist | 95.1 |
| 12 | anti-semite | 93.8 |
| 13 | wounding | 77.6 |
| 14 | bigotry | 64.7 |
| 15 | non-white | 64.2 |
| 16 | supremacy | 63.4 |
| 17 | swastika | 60 |
| 18 | fascist | 58.7 |
| 19 | nationalism | 54.2 |
| 20 | whiteness | 49.3 |
| 21 | fascism | 45.7 |
| 22 | radicalization | 45.6 |
| 23 | extremist | 44.8 |
| 24 | anti-semitism | 43.4 |
| 25 | sympathizer | 42.6 |
| 26 | denier | 41.2 |
| 27 | hate | 40.3 |
| 28 | provocateur | 40.1 |
| 29 | racist | 37.6 |
| 30 | extremism | 33 |

Figure 11: Word cloud of top 30 (noun) keywords from the *white nationalist** corpus



Figure 12: Word cloud of top 30 (adj) keywords from the *white nationalist** corpus

Table 1: Reoccurring “themes” and their numeric rankings in each corpus

| | | Virtual corpora extracted from NOW corpus | | | | | | | | | | | |
|-------------------------------|--|---|-------------------|------------------------|--------------------------|---------------------|-----------------------|-------------------------|---------------------------|------------------------|--------------------------|------------------------|--------------------------|
| | | white pride (n) | white pride (adj) | white lives matter (n) | white lives matter (adj) | ok* to be white (n) | ok* to be white (adj) | white history month (n) | white history month (adj) | white nationalism* (n) | white nationalism* (adj) | white nationalist* (n) | white nationalist* (adj) |
| Reoccurring keywords / themes | ANTI-RACISM / ANTI-FASCISM (i.e, Antifa) | | | | | | | | | 7 | | 6 | 4, 7, 16 |
| | ANTI-SEMITISM | | | 2 | 1 | | | | | 14 | 6 | 12, 24 | 6 |
| | EXTREMISM / RADICALISM | | | | | | | | | 13, 19, 20 | 12 | 22, 23, 30 | 13 |
| | FACISIT / neo-Nazi | | 1 | | 2 | | | | | 4, 10, 16 | 1, 7 | 3, 18, 21 | 1, 10 |
| | far-right / right-wing | | 2, 6 | | 3, 6 | | 1, 6 | | | | 4, 13 | | 5, 12 |
| | HATE | 6, 24 | | 5 | 5 | 5 | | 6 | | 17 | 16 | 27 | 22 |
| | RACISM / BIGOTRY | 3, 9 | 4 | 16 | 8 | 2, 7 | 3 | 2, 4 | 2 | 12, 21, 26 | 11, 15 | 14, 29 | 11, 21 |
| | SUPREMACY | 2, 4 | | | | | 1, 3 | | 1 | 3, 8 | | 7, 16 | |

4. Discussion

The present study, using the NOW corpus to identify the most frequently occurring vocabulary in online articles that contain one of five common phrases related to White identity, used keyword lists and word clouds to characterize – both qualitatively and quantitatively – the contexts in which themes of White identity were covered by the online press. To the best of this author’s knowledge, this is the first attempt to use corpus data to analyze the context in which the online English media covers stories featuring the following search terms: “White pride,” “White lives matter,” “It’s okay to be White,” “White History Month,” “White nationalism,” and “White nationalist.” This study also appears to be the first to provide a possible

explanation for why AI chatbots such as ChatGPT have demonstrated anti-White biases on issues related to a positive – or at the very least non-self-loathing – White consciousness. Overall, the most frequently occurring vocabulary alongside the phrases above consisted largely of evocative, highly-subjective and negative nouns and adjectives, with what could be described as ad hominem attacks such as “racist” and “anti-semite” featured conspicuously throughout. Based on an interpretation of keyword frequencies and patterns, whenever issues of overt White consciousness are covered in the online press, the context seemed to be overwhelmingly foreboding, threatening, and ominous, with regular appearances by “neo-Nazis” and “White supremacists.” If AI chatbots such as ChatGPT are being trained on data such as these, it is no wonder that they present an anti-White bias on issues of White identity (e.g. Wroblewski, 2023).

4.1 “White nationalism” / “White nationalist”

Aside from the sheer volume and high frequency of negative, highly-subjective keywords throughout the virtual corpora in general, made plain by simple visual inspection of the word clouds and keyword rankings, the most obvious pattern in the data overall is that in the four corpora concerning White nationalism (WNM-n, WNM-adj; WNT-n, WNT-adj), almost all of the negative reoccurring themes were present in each keyword list, often multiple times (see Table 1).

What is it about “White nationalism” or “White nationalist” that would constitute such a seemingly biased and hostile coverage by the online press? Admittedly, trying to provide a universally-agreed-upon definition for the terms is problematic, varying widely depending upon where one falls on the political and ideological spectrum. According to the Southern Poverty Law Center (SPLC), a self-appointed watchdog group that describes itself as “a catalyst for racial justice in the South and beyond, working in partnership with communities to dismantle white supremacy, strengthen intersectional movements, and advance the human rights of all people (“About us,” n.d.)”:

White nationalist groups espouse *white supremacist* or *white separatist* ideologies, often *focusing on the alleged inferiority of people of color*. They frequently claim that white people are unfairly persecuted by society and even the victims of a racial genocide. Their primary goal is to create a white ethnostate. Groups listed in a variety of other categories, including *Ku Klux Klan*, *neo-Confederate*, *neo-Nazi*, *racist skinhead* and *Christian Identity*, could also be fairly described as white nationalist. (“Neo-Nazi,” 2024) (emphasis added)

However, according to Greg Johnson, a self-professed White nationalist who has authored numerous books on the topic and is Editor-in-Chief of the *Counter-Currents* webzine and publishing imprint, it can be defined as follows:

White Nationalism is a form of white identity politics. White identity politics, at minimum, means that whites think of ourselves as members of an ethnic group, with collective interests, and defend those interests against conflicting groups in the political realm. (2018, para. 13)

And, regarding what it is not:

White Nationalism, however, is not white supremacism, because we seek to replace multiracial, multicultural societies with racially and culturally homogeneous homelands, which we call “ethnstates.” Ethnonationalism is a universal right possessed by all races and peoples. White Nationalism is ethnonationalism for whites. (2018, para. 15)

One could easily be forgiven for assuming that the two sides are attempting to describe completely different phenomena.

The belief that Whites have the right to collectivize and advocate politically for their own interests and welfare and maintain the demographics of their ancestral homelands is undoubtedly a controversial topic for some. Nevertheless, it cannot be denied that, based on the current data, online media coverage of the topic is undoubtedly biased against it.

4.2 “Supremacy” / “supremacist”

Glaringly, “supremacy,” or “supremacist(s),” was the most frequent (1st) keyword in two of the corpora and was amongst the top five keywords in a total of four corpora (see Table 1; Figures 1, 3, 5, 7).

In the context of race, “supremacy” and “supremacist” have an undeniable negative connotation. Also, inarguably, when modified with the adjective “White,” these highly subjective labels are one of the most politically potent and toxic ad hominem attacks to which a person can be subjected in Western society, with huge financial and employment repercussions (e.g., Koren, 2017; Gillespie, 2021), perhaps second only to “anti-semitism / anti-semite” or “Nazi” (see below). The term “White supremacist” conjures images of low-class, heavily-tattooed, neo-Nazi skinheads such as in the 1998 Hollywood production *American History X*. The utility of labelling political dissidents and foes with this pejorative, or as a means of social control, are obvious. Whistleblowers have also claimed that the Federal Bureau of Investigation (FBI) are “cooking the books and padding data” on the alleged threat of domestic violent extremism motivated by “white supremacists,” in an attempt by law enforcement to fulfill quotas, access additional funding, and achieve career advancement (Dinan, 2022; Pavlich, 2022). What is most striking, however, is that in seemingly innocuous contexts like memes such as “It’s okay to be White” or “White History Month,” “supremacy” or “supremacist” are heavily represented in the top five most frequently occurring keywords. Intentionally or unintentionally, the English-language online media seems to cover White identity issues largely through the lens of racial domination, always invoking the potential specter of slavery and discrimination.

4.3 “Fascism” (or “fascist”) and “neo-Nazi”

One of these two analogous keywords was the most frequently occurring term (1st) in three of the corpora and amongst the top five keywords in six of them (see Table 1; Figures 2, 4, 9-12). In other words, in corpora consisting of online articles that contained common phrases related to White identity, half of them contained the lemmas FASCISM or NEO-NAZI in the top five in keyword frequency rankings.

For anyone wondering if the prominence of these terms in the corpora simply reflects the reality of a widescale political movement and not as pejoratives to possibly exaggerate a threat, one need only Google “neo-Nazi organizations” to see the search results dominated by a long list of hits from third-party sources

and self-appointed watchdog groups whose continued operation and existence – and donations – in part necessitates “uncovering Nazis.” These include the aforementioned, highly-influential and oft-cited SPLC (“Neo-Nazi,” 2024), arguably the most powerful political advocacy group in the U.S. the Jewish Anti-Defamation League (“Neo-Nazi,” n.d.), and the United States Holocaust Memorial (“Origins of neo-Nazi and White Supremacist Terms and Symbols,” n.d.). As an illustrative example of dubious inclusion criteria, of the 31 organizations in the U.S. designated as “Neo-Nazi Hate Groups” by the SPLC, the list includes the Lewis Country Store, a “*combination country store, restaurant and gas station*” (emphasis mine) in Davidson County, Tennessee, reported to “be hosting a gym for a local white supremacist group above the store (Latham, 2023).” Whatever the proprietor’s political beliefs, inclusion of a country store as a “neo-Nazi hate group” challenges such statistics’ credibility; the owner allegedly permits young men of *other* social groups to train there who have themselves had motives attributed to them by a “senior researcher” at the SPLC (Gilbert, 2023). At the very least, if the Lewis Country Store is a representative example of a real-world “neo-Nazi group,” it would appear to be a very small movement, further suggesting that references to it in the present corpora do not represent a widescale political phenomena that would justify such disproportionate mentions by news websites.

To emphasize the point further, there is an increasing trend in Western political discourse for “Nazi” and “fascist” to be used willy-nilly to impugn the integrity of one’s political enemies and serve as a thought-terminating cliché. For example, Former Fox News host Tucker Carlson, who had one of the most watched cable news programs ever – whose talking points are relatively milquetoast by standards of even 15 years ago – has been called a “fascist” for critiquing American immigration policies and questioning the wisdom of unconditional U.S. and NATO support for Ukraine (Stanley, 2023). Furthermore, in a 2018 opinion piece in Time Magazine, current UK Foreign Secretary David Lammy called then U.S. President Donald Trump a “neo-Nazi-sympathizing sociopath.” Whatever their faults, the idea that either Carlson or Trump are card-carrying National Socialists or secretly frequenting a “White supremacist” gym above a corner store in rural Tennessee strains credulity.

In summary, it would appear that the demand for “Nazis” likely exceeds the supply. In the present day, when referencing current events, “Nazi” and “fascist” are almost exclusively used as pejoratives with very limited descriptive value to describe modern events, and their obvious prominence in news reporting of issues related to White identity seems to provide another example of online media bias.

4.4 “Racism” (or “racist”) and “bigotry” (or bigoted”)

The lemmas RACISM or BIGOTRY were present and ranked highly in all of the twelve corpora described in the present study (Table 1). To say it another way, on issues of White identity, the lemma RACISM, or the lemma “BIGOTRY,” was one of the highest frequency words *in every context*. Not only that, but one of the two terms was in the top five most frequently occurring (1st) keywords in six of the corpora and in the top twenty keywords in all twelve of them.

In the current social climate in the Anglosphere, the mere accusation of “racism” can lead to loss of employment (for individuals), decreased sales, tarnished reputation, or bankruptcy (for businesses or institutions), financial deplatforming, or even suicide in extreme cases. According to lawsuit proceedings, a former employee of an outdoor apparel company in Montana was fired after an influential Black climber

sponsored by the North Face took to social media to socially shame him, accuse him of “racist” comments, and call for his termination (Lindquist, 2023). Similarly, Oberlin (Ohio) College was ordered to pay tens of millions of dollars in damages to a local bakery whose business was decimated when students and professors picketed the shop and handed out flyers accusing the bakery of being a “racist establishment with a long account of racial profiling and discrimination” because three Black students were arrested there for – and later pleaded guilty to – misdemeanor charges related to using fake ID to obtain alcoholic beverages on the premises (Burke, 2022). “Racists” and “bigots” are also regularly debanked – or subject to having their bank accounts suddenly closed by their financial institutions (e.g., Haynes, 2020). As a final illustrative example, a Toronto school principal’s subsequent suicide was linked to implications that he was “racist” made by a professional “anti-racism trainer” in an alleged case of racial bullying (The Canadian Press, 2023). As can be clearly seen from the examples above – and a host of others – if one desired to push the idea of positive White identity outside the Overton Window of what is socially acceptable to discuss, tarring it with accusations of “racism” would be a logical strategy.

4.5 Limitations and future study

Due to space and time constraints, the current study was restricted to the creation of keyword lists and frequency rankings to analyze the contexts in which phrases associated with positive White identity are covered in online news articles. Future research, in which keyword in context (KWIC) concordance lines generated during their extraction from virtual corpora are used to characterize these contexts in finer detail, including their collocates, could shine further light on the subject.

Likewise, a detailed treatise on why coverage of issues of White identity appears to be so negative is beyond the scope of the present study. While possible motivations for anti-White bias in media are touched upon above, in-depth discussion of its utility as a strategy in electoral politics or of whether it reflects anti-White trends in Western society in general must be reserved for another manuscript.

5. Conclusion

Using virtual corpora generated from English-language online news articles (via the NOW corpus) to extract frequency based keyword lists, the current study demonstrated that news reporting which featured phrases related to explicit White identity – such as “White Lives Matter” and “It’s okay to be White” – was characterized by a preponderance of terms with inherently negative connotations. Overall, the most frequently occurring vocabulary consisted largely of evocative, highly-subjective and threatening nouns and adjectives, with what could be described as *ad hominem* attacks featured conspicuously throughout. Based on interpretation of keyword frequencies and patterns, the context seemed to be overwhelmingly foreboding, menacing, and ominous, with terms such as “supremacist,” “neo-Nazi,” “racist” and “fascist” occurring repeatedly across multiple corpora and at extremely high frequency. In the case of “White nationalism,” for instance, it appears evident that media sources from which the NOW Corpus draws – and by extension those from which ChatGPT and other AI-powered content generation tools presumably do so as well – lean predominately, if not entirely, towards a conceptualization of White nationalism such as those espoused by self-appointed watchdog groups at the exclusion of alternative definitions similar to that offered by

self-proclaimed White nationalists. By highlighting the fact that AI chatbots are trained on such data, these findings provide a possible explanation for why ChatGPT and other large language models display anti-White biases and double standards (e.g., Wroblewski, 2023) when prompted with issues related to non-self-hating White identity.

Notes

1. Despite a recent controversial decision to capitalize the “B” in “Black” but not the “w” in “white” by the Associated Press when referring to people of African or European descent respectively (Bauder, 2020), made at the height of the Black Lives Matter movement’s influence, as a general rule the current study will use the more equitable capitalization scheme: “White.” Exceptions were made for quotations in which the original writer uses the “white” convention.
2. The use of an asterisk (*) after the node *ok** means that a search would return results containing both “ok” or “okay.”
3. The use of an asterisk here means that a search would return results containing the singular, the plural, or the possessive form, etc. of the term.
4. Relative difference in size of keywords is only applicable within each word cloud and not across different word clouds. Also, keyword differences in contrast or darkness have no intrinsic meaning and are simply for ease of viewing.
5. In Table 1, when a term is referred to in all caps (e.g., “FASCIST”), this refers to the lemma which would subsequently include instances in which other parts of speech (e.g. “fascistic”) would also be included.

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