



NCITE Seminar Series Spring 2021

Dr. Shannon Houck

Assistant Professor

Defense Analysis Department at the Naval Postgraduate School

“#QAnon: The Messaging from the Conspiracy Theory that infiltrated U.S. Politics & Inspires Violence.”

Friday, March 5, 2021

3:00 p.m. – 4:00 p.m. EST

Zoom: <https://ucf.zoom.us/j/97262165012>

Or watch online at [seminar.findingthefanatic.com](http://seminar.findingthefanatic.com)



**Abstract:** QAnon hit the dark corners of the internet in 2017 and now has thousands of social media groups and pages with a significant following. Reports indicate 27 Congressional candidates engaged with QAnon content at some point, either through likes, shares, posts, and sometimes verbal expressions of support. How has QAnon gone from fringe to forefront? To investigate, language analyses were performed on all Q “drops”/posts (N = 4,952). The first analysis used the Linguistic Inquiry Word Count (LIWC) to examine the underlying themes Q has used over time, focusing on content related to emotion, social processes, and cognition. The second analysis used the Automated Integrative Complexity (AutoIC) system to understand the structure of Q’s messaging – not what they say but how they say it – and why it might matter for Q-inspired aggressive action and violence. The presentation will focus on the results from these tests as well as current and future directions.

**Bio:** Shannon Houck is an Assistant Professor in the Defense Analysis Department at the Naval Postgraduate School in Monterey, CA. Prior to joining NPS, she was a faculty member at Syracuse University from 2016-2020. Dr. Houck earned her PhD in Social Psychology from the University of Montana in 2015. Her research focuses on the causes and consequences of rigid vs flexible thinking as they pertain to dynamics of peace and conflict, influence, and political ideology. She is the author of 30 peer-reviewed articles and book chapters and her research has been featured on news outlets such as the New York Times, Psychology Today, and USA Today. Her publications and CV can be found here: <https://www.shannonhouck.com/>



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