**Broadcasting the Reactionary Right on YouTube**

New Data & Society report Alternative Influence: Broadcasting the Reactionary Right on YouTube by Researcher Rebecca Lewis presents data from approximately 65 political influencers across 81 channels to identify the “Alternative Influence Network (AIN)”; an alternative media system that adopts the techniques of brand influencers to build audiences and “sell” them political ideology.

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<https://datasociety.net/output/alternative-influence/>