

Chapter 4

The Role of AI in Combatting Extremism and Radicalization on Social Media

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ABSTRACT

This connectivity can foster echo chambers where extremist views are reinforced, further entrenching individuals in their beliefs. For instance, platforms like YouTube and Twitter have been instrumental in the dissemination of radical content, with algorithms often amplifying incendiary material to wider audiences. Moreover, the online landscape has enabled the recruitment of vulnerable individuals, particularly the youth. Extremist groups often target young people who are searching for identity, purpose, or community. They utilize sophisticated online strategies, including the use of memes, videos, and influencer marketing, to attract followers. The portrayal

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of extremist ideologies as heroic or glamorous can resonate with individuals facing personal struggles, thereby facilitating their entry into radical movements. This recruitment strategy has been notably effective among marginalized youth, leading to increased involvement in extremist groups and activities. The phenomenon of online extremism is not confined to a single ideology.

THE RISE OF ONLINE EXTREMISM: UNDERSTANDING THE THREAT LANDSCAPE

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