The Canadian Association for Security and Intelligence Studies Vancouver
info@casisvancouver.ca | @casisvancouver.ca

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GROYPER ARMY

1. The Groyper Army is a group of white-supremacist supporters who allegedly believe in preserving the white identity and culture which they arguably believe is in decline (Anti-defamation league, n.d). The group gets its name from a modified version of the Pepe the Frog meme, which has been adopted by many alt-right actors on social media platforms (Know your meme, n.d). The Groyper Army can possibly be seen as a mobilization unit seeking to rebrand and unite white nationalists, conservatives, christians, and anti-globalists through the help of the mainstream media, when referring to their cause as the Groyper War (Tanner & Burghart, 2020).

2. The founders of this movement, Patrick Casey and “America First" podcaster Nick Fuentes, are from the “American Identity Movement” (AIM), formerly known as Identity Evropa (Tanner & Burghart, 2020). Casey may be a white supremicist and neo-nazi who established his extremist group AIM, has openly pushed for a “nazification of America”, and may be known for creating the slogan “you will not replace us” (Anti-defamtion league, n.d; Kelley, 2017). Nick Fuentes is a 22-year old political commentator and podcaster who describes himself as a white nationalist, promoting anti-semantic views through his social media (Kampeas, 2019; Barrett, 2021).

3. The Groyper movement appears to have begun after the Charlottesville ‘Unite the Right’ rally which saw angry and violent white nationalists alongside a decline in alt-right suppo which potentially inspired both founders (Tanner & Burghart, 2020). This army has debatably created a marketing strategy around a meme with a possible goal of grooming a younger demographic, both online and on college campuses. Examples of their influence may be seen when looking at the recent Capitol insurrection in the US. Both Fuentes and Casey were seen at the event with many of their alleged Groyper Army members (wearing Groyper merchandise), such as Riley Williams, a 22-year old arrested for allegedly stealing the House Speaker Pelosi’s laptop from her office (Anti-Defamation League, 2021).

4. What makes the Groyper Army different from other groups is that most of their affiliates, networks, actors, and one of their founders, are part of Generation Z (GenZ) (born 1993-2012). This technologically proficient generation is hyper connected, allowing them to disseminate their ideas and plan at a possibly faster pace than ever seen before, whilst for the most part remaining anonymous and warning others online when they should take extra precautions (Sehijpaul, 2020). The Groyper Army - otherwise known as 'lieutenants' by Fuentes, appear to be on patrol of online social networks to find new groups to be able to affiliate themselves with, whilst aiding in the preparation of events and mass circulation of information through their network (Left Coast Right Watch, 2021). These networks alongside existing echo chambers allow their beliefs and messages to be reinforced making this movement segmentary, uniting multiple issues connected by a similar concern (GCFGlobal, 2019).

5. This could be categorized as a security concern when Groypers are talking about killing "a commie for mommy" (mommy referring to Michelle Malkin), or maybe planning to force their way into the U.S Capitol Building, as this arguably illustrates the intent to cause physical harm; discourse being circulated amongst these vast networks (Left Coast Right Watch, 2021).

CASIS Vancouver specializes in examining Violent Transnational Social Movements and the different ideologies that overlap an array of ideological segments. VTSM theory suggests that violent extremists are socially radicalized self-actualized individuals who arguably are radicalized through a societal normalization of extremist language and sentiments (Kelshall, 2021. Whereby self actualised actors want to impose legitimacy, dominance, authority, and supremacy over other identity groups using soft and kinetic violence as their main tools (Kelshall, 2021).

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