

BLOODLUST

Viral News and Calls for the Death of the President

Warning: This report includes examples of Internet postings that may contain graphic language of a racist, bigoted, and/or violent nature. Punctuation has been added or spelling slightly corrected in a few of the examples provided, in order to make certain posts comprehensible to the reader.

Being president of the United States and de facto leader of the free world is not an easy job. Along the way, one makes enemies. People around the world who disagree with the policies of the United States may direct their anger personally at its leader.

In the summer of 2014, for example, Septimus S____, a young Muslim man from Sierra Leone, posted on Facebook that “If am wel armed I will b the 1 who wil kill Obama trust [sic].” It is not difficult to find similar sentiments posted to social media by people angry at U.S. policies or involvement in different places around the world. That’s a price of the presidency.

In the ordinary course of things, one might expect such sentiments of extreme violence to be relatively rare in the United States itself. Indeed, in the spring of 2016, the media treated it as something of a curiosity when Anthony Senecal, an aged former butler to real estate mogul and presidential candidate Donald Trump, was discovered to have posted numerous messages to Facebook calling for President Barack Obama to be shot. Senecal referred to Obama as an “enemy agent” and claimed that he “should have been taken out by our military and shot...in his first term.” In another post, Senecal called for Obama to be “hung for treason.”

Yet Senecal was 84 years old—and a butler, to boot. His racist rants were portrayed more as bizarre or eccentric than anything else. Were it not for his connection to a presidential candidate, no one would likely have ever reported on them.

But the scary fact is that calls for the execution or assassination of President Barack Obama on social media are not rare. They are commonplace. Every day, angry Americans post such sentiments across the width and breadth of social media:

- *Bryce G___: "If Obama is captured, I will gladly get the noose ready and pull the lever."*
- *Robert C___: "Gimme the rope, I'll do it. But I need back up."*
- *Fran G___: "I WORSHIP THE GROUND THAT'S COMING TO HIM, ALL 3 X 6 FEET OF IT."*
- *Jerry H___: "Please take this rotten fucker out."*

Facebook in particular has become a repository for such calls to violence, thanks to the rise of a pernicious new form of media, ideological viral news websites, which exploit Facebook as part of their business model.

This report examines the calls for extreme violence against President Barack Obama that are regularly posted to Facebook, concentrating on those that have appeared within the past year or so. One would think that, with Obama having only months remaining in his second term of office, such calls for violence might diminish—but they have not. Indeed, the controversial and inflammatory nature of the 2016 presidential election seems, if anything, to have increased their frequency and their virulence. The selected examples that appear in this report represent hundreds or perhaps even thousands of other posts with similar sentiments. Moreover, there is evidence that, should Hillary Clinton win the presidency, she will similarly come into the crosshairs. Calls for the death of both Obama and Clinton, or Clinton alone, are becoming more common.

The report also lays bare the nature of the viral news sites that are responsible for generating so many of them and thereby contributing to the toxicity of the Internet. The viral news sites post deliberately inflammatory articles, many of them partially or wholly false in nature, with headlines designed to outrage and to spawn viral sharing—eventually bringing in advertising revenues to the owners of the sites. It is a vicious and ugly cycle, essentially the monetizing of digital mobs.

JUSTIFYING EXECUTION AND MURDER WITH BIGOTRY

Even if they disliked Obama, why would people seek his death, as opposed to simply waiting out the final months of his term of office? For many people, the answer is that the country can't wait until then, that the need to get rid of Obama, even using violent means, is somehow simply that urgent.

Obama, some claim, is a communist. Others echo militia-style conspiracy theories, such as the notion that he is trying to disarm Americans or that he will put them in FEMA concentration camps. On one Facebook page, titled "Arrest Convict and Hang OBAMA," one Jeremy C___ claimed that people had to take a stand "or eventually be put into extermination camps."

However, the rationalization most commonly offered for killing Obama is that he is somehow actually an enemy of the United States, actively working to destroy it from within. Why would Obama want to do such a thing? Because, they claim, he is a Muslim and he has a secret agenda against the United States. Conspiratorial Islamophobia is at the heart of many of these calls to violence. "Obama the Muslim," posted Karl S___, was "covering up his terroristic radical Islamic maneuvers that have now been prevalent throughout the world."

As a result of such beliefs, calls to execute or assassinate Obama are routinely accompanied by extreme anti-Muslim sentiments. "Obama is a Muslim terrorist traitor piece of shit!" exclaimed a poster named Jeff D___, "The scumbag needs to be impeached and tried for treason and executed on the white house lawn!" Israel R___ was more blunt: "HANG OBAMA ALREADY, TRAITOROUS MUZZIE RAT FUCK NEEDS TO DIE, DIE, DIE...." Judy L___ asserted that "If you want to kill a snake, cut its head off and ovomit is the head of muslim bastard isis," while Scott K___ argued for the need "to kill Obama and his Muslim army."

Lucy B___ asserted that "this moslim POS" had lost his mind if he thought people would stand for him bringing "more of his Islamic Terrorist Savages into OUR COUNTRY." She added, "That POS needs to be SHOWN THE end of a Hangman's noose for treason." Hanging was fine for Rodney W___, too: "Hang this Islamic Christian hating America hating terrorist criminal traitor pig America!!!"

Additional examples, from the countless such sentiments expressed on Facebook, illustrate the depths of the anger, hatred, and anti-Muslim prejudice:

- Ed H___: *"I am sick and tired of Obama's slobbering love fest with Islam/Muslims! Obama needs to be impeached, tried for treason, and hung!"*
- Hunter L___: *"He and everyone with him need to be shot and hung in the streets, bite me, fuck"*

Islam and about every Muslim breathing, you're a cancer gtfo of America."

• Kimberly M___: *"We used to hang traitors, now we make them the President and Congressmen. Our forefathers would roll over in their graves over this travesty and the fact that Obozo keeps importing more Muslims who want to kill us."*

• William E___: *"THIS TRAITOR SHOULD BE PUT UP AGAINST THE WALL AND SHOT DEAD FOR TREASON NOW. OBAMA IS A LOWLIFE SCUMBAG ASSHOLD DOG MUSLIM PILE OF SHIT."*

• James D___: *"Obama you sorry son of a bitch you let the terrorist muslims in here now many people are dead because of you. You said they were not dangerous, you lied. You should be tried in a court for treason and shot, you support these bastards."*

• Jeanne E___: *"IMPEACH AND HANG THIS MUSLIM ISIS BASTARD FOR TREASON!!!!"*

• Daniel B___: *"OBAMA IS ISIS, PLAIN AND SIMPLE. HE STATED IN HIS BOOK THAT HE WOULD SIDE WITH ISLAM, WITCH IS ISIS. HE'S A FILTHY PIECE OF SHIT TRAITOR AND HE NEEDS TO BE SHOT OR HANGED ON THE WHITE HOUSE LAWN."*

Along with the anti-Muslim sentiment, many posters openly expressed bigoted and racist sentiments related to Obama's African-American heritage. Responding to a viral headline claiming that the governor of Texas was calling for a revolt against Obama, Tom P___ posted to Facebook: "DO IT! GET RID OF THAT DAMNED TRAITOR MULATTO MUSLIM!"

Such sentiments are common, as these examples suggest:

• Bernard F___: *"...arrest Hillary and the lying muzzy n___ now! Hang em both for their treasonous acts against all American people!"*

• Sean C___: *"Can we hang Obama yet? Really, I'm not kidding!! This fuckin n_____ is doing this with intent to bring the country down from the inside!!"*

• Jimbo B___: *"Hang Obama on the White House lawn, like a good n___ should be."*

• Joe D___: *"America needs to see you hanging from a lamppost, assclown n___."*

• David K___: *"Drag him out of the white house and hang his half black ass from the nearest tree!"*

MICHELLE OBAMA AND HILLARY CLINTON ON TARGET LIST WITH OBAMA

Often people do not stop with President Obama when exhibiting on-line bloodlust but also include others in their violent fantasies. "OBUMMER & LURCH SHOULD BE HUNG!!!" exclaimed Michael S___ on Facebook, referring to Attorney General Loretta Lynch.

Angry Facebook members have offered up many people as "co-stars" in Obama's execution or murder, including Vice-President Joe Biden, Secretary of State John Kerry, Congresswoman Nancy Pelosi,

former Attorney General Eric Holder, New York Mayor Bill De Blasio, and left-leaning businessman George Soros, among others.

However, the two people whose deaths are most frequently called for alongside Obama's are two women: popular First Lady Michelle Obama and former secretary of state Hillary Clinton. "JUST HANG OBAMA FOR TREASON AND BEING A TRAITOR," wrote Wanda F____, "AND THE SAME GOES FOR HILLARY...AND MICHELLE OBAMA."

The considerable popularity of Michelle Obama has done little to quell cries for her death.

- *Gerald G____: "[Obama should be] hung and left hanging along with his wife until the vultures pick their bodies clean."*
- *Greg L____: "I could only wish [terrorists] would break in the White House and behead [Barack Obama] and rape his wife."*

Many of the references to killing Michelle Obama are particularly graphic, with the First Lady frequently being referred to in racist and transphobic terms, often portrayed as a gorilla or a transsexual.

- *Curt S____: [Hillary Clinton should be] arrested and hanged along with Obama and his gorilla."*
- *Bobby D____: "I want to see him shot in the head, before a firing squad...and while we are at it shoot that baboon looking thing he calls a wife."*
- *Debra G____: "It's time to hang Obama and Tranny O on the east lawn of the White House...like yesterday."*
- *Timmy M____: "Manchelle Obama is a transgender, Barrack is a Islamic terrorist...They should all be tried for treason and shot with AR-15's purchased legally."*
- *Vicki M____: "Hang Obama for treason!!! His wife Michelle/Michael too."*

Some people even wanted the entire Obama family murdered.

- *Rod C____: "THE FIRING SQUAD FOR HIS ENTIRE FAMILY."*
- *Renee D____: "Get rid of him n his fat fugly wife n muts."*
- *Lora C____: "[Obama should be killed] along with his entire family, especially Michelle! That bitch is a cancer on our country, just like her husband, and there's only one thing they are good for!"*

The Hillary Clinton/Barack Obama combination was the subject of even more calls for violence.

Clinton references increased in 2015 as she became an active candidate for the Democratic nomination and continued after she secured it in the summer of 2016.

- *Doug B____: "Please hang Obama and Hillary by the neck until dead as they are traitors of the great nation the United States of America!"*

- Jack C___: *“Hang Obama and crooked Killary first!! For treason!!!”*
- Aranna V___: *“They should both swing from a high tree!!!”*
- Traci S___: *“Hang her for murder and treason along with the non-American Obama.”*
- Edie V___: *“We could still have Hillary and Obama hung for treason or electrocuted!!”*
- James S___: *“Traitors like Obama and Hillary Clinton should be hanged...until they rot away so the next son of a bitc## will see what will happen to them if they screw with America.”*
- Martin D___: *“Obama wants to get cozy with the Muslim world, Hillary wants to open the border. Why aren’t they both charged with treason and shot by firing squad? Not a rhetorical question.”*

Not surprisingly, many of the calls for Clinton’s death were accompanied by nasty, misogynistic language.

- Todd D___: *“ARREST AND HANG OBAMA AND HIS BITCH HILLARY KILLARY K___.”*
- Kevin M___: *“I’d like nothing more than to see this Bitch swinging in a tree right next to Obama.”*
- Shawn H___: *“Of course Obama is a traitor...He should be found guilty of such and executed. Same for that clueless Clinton c___.”*

Clinton, of course, has also received calls for her execution or murder on her own, without mention of Obama. These have tended to increase through the course of 2016 as the election campaign has intensified. Such calls foreshadow the sort of on-line hostility and violent sentiment that almost certainly will be directed at her should she in fact win the 2016 presidential election (as of this writing, she is ahead in the polls). It should be noted that there have also been calls on Facebook for the execution or killing of Republican presidential candidate Donald Trump. Though they have appeared with far less frequency, they still exist, and are equally disturbing.

DESCRIBING DEATH

Facebook posters advocating the death of Obama have offered a variety of preferred means and methods. Referring to Obama and Hillary Clinton both, Marino A___ urged someone to “decapitate their ugly ignorant asses then bury them in that desert shithole called the Middle East.” Poster Daniel G___ called Obama to be “IMPEACHED, IMPRISONED, IMPALED.” Michael M___ advocated multiple methods: “Obama is a political terrorist, and needs to be shot, hung and dismembered. Put his shitty body on every border and see those Islamic idiots run like hell to get out of our country!”

However, the two most common suggested methods of killing President Obama were shooting or hanging. Calls for Obama to be shot or hanged occur regularly on Facebook.

For many posters, shooting is the preferred option, presumably because it is quick and visceral.

Many people, in fact, have specifically wanted Obama to be shot in the face; others have called for a firing squad:

- *Joe S___: "OBAMA NEEDS TO BE SHOT with a .50 cal in the face!!!"*
- *Christopher D___: "Would somebody please shoot this asshole in the face already!"*
- *Byron A___: "Someone needs to shoot him in the head."*
- *Dennis S___: "A FIRING SQUAD IMMEDIATELY AND SHOT DEAD IMMEDIATELY...This is what the majority of Americans want."*
- *Michael B___: "This fucking piece of shit traitor needs to be shot in a public execution by firing squad."*
- *John T___: "Can't we just stand him up before a Firing Squad, shoot the Marxist-muslim traitor and send him to his death?"*

Many people on Facebook did not care about specifics; they just wanted Obama shot.

- *Bernard W___: "SHOOT OBAMA NOT THE CONSTITUTION."*
- *Israel R___: "He should be shot. Obama is a traitor, a terrorist, and a thief."*
- *John P___: "Somebody needs to shoot Obama."*
- *Michael B___: "Will somebody please shoot that sick bastard!"*
- *Tracy C___: "This traitor needs shooting by the American people."*

However, hanging seemed to be even more popular among Obama-haters than shooting, primarily because it is seen as a public spectacle and because many posters (erroneously) think that it is the prescribed method for punishing traitors. "Hang Obama high," wrote Dan S___," so the world can see that 'this is not who we are!'"

Such sentiments are sadly very common:

- *Peggy B___: "HANG OBAMA FROM A TALL OAK TREE!!! BEFORE THE SCUM MUSLIM DESTROYS AMERICA."*
- *Harold R___: "HANG OBAMA FOR TREASON NOW."*
- *Aida W___: "Hang him, even that is too good for this terrorist Muslim."*
- *Bart J___: "He needs to be swinging from a tree."*
- *Skip B___: "I LIKE TO SEE HIM SWING FROM A BIG OLD TREE."*
- *Theresa E___: "WE WANT TO GIVE YOU A ROPE FOR AROUND YOUR TRAITOROUS NECK!"*
- *Jim C___: "Screw that little b[lack?] prick! Knotted rope needed!"*

- *Jessie M___, "HEY OBAMA U FUCKING C___. I WOULD LOVE TO SEE NOTHING MORE THAN YOUR TREASON ASS SWING FROM THE APPLE TREE G. WASHINGTON PLANTED...SWING M___ F___ SWING."*
- *Kevin N___: "I'll make up the noose, u grab a chair we can stand him on."*
- *Ricky O___: "Our Muslim President. Needs to be the first to hang. I would pay Big Money to see it if it ever happened, stretch a Rope around that skinny no guts Basterd."*

A few posters tried to be clever or evocative in their calls for hanging:

- *Robert O___: "Take the traitor out in front of the White House and rope a dope."*
- *Charles C___: Now it's time to force him out of this life at the end of a rope. Time for a short drop and sudden stop."*
- *Richard S___: "A man that makes every American's blood boil with hate...deserves a moment at the end of a noose around his neck."*
- *Billy D___: "Our forefathers would have put a noose around his neck 8 years ago."*

The public spectacle aspect of hanging was important for many people; thus, it is common for people to call for Obama to hang in front of the White House.

- *Bob H___: "Now you should be drug out with a rope around your neck and hung from a scaffold on the White House steps."*
- *Tracey E___: "THEY NEED TO DRAG OBAMA OUT ON THE WHITE HOUSE LAWN AND EXECUTE HIS BEHIND FOR ALL OF ISLAM TO SEE!!"*
- *Robert M___: "Obama should be dragged out [of] the White House [and] hanged for treason!"*

Some posters, however, thought even hanging was not necessarily enough for Obama.

- *Virginia J___: "HANGING WOULD BE TOO QUICK TO DIE. HE NEEDS TO SUFFER SOME FOR WHAT HE HAS DONE TO AMERICA AND ITS PEOPLE!"*
- *Jay E___: "He deserves to be hanged 200 times and then burned!!!"*
- *Christopher W___: "This ass-clown deserves to be hung and burned."*

THE PROGRESSION OF VIOLENCE

When examining hateful posts about President Obama, a clear spectrum of sentiments can be seen, from the "mild" end where merely Obama's forced ouster is sought and death not necessarily specified, to more radical calls for Obama to be executed after some form of due process, such as impeachment or a trial to treason. More radical still are calls for some sort of military coup to remove Obama and execute him.

Generic statements of opposition to Obama and calls for his ouster are very common on Facebook.

“Get rid of this muslim traitor, NOW,” wrote Spencer B___ in a very typical post. Others wanted him deported to places such as Kenya or Russia. But even among even such statements can be found some written with implicit violence in mind. Many use “by any means necessary,” a euphemism for killing.

- *Bob A___: “Time to take him out by any means necessary!!”*
- *George M___: “Enough is enough! It’s way past the time to take that MOFO out of office by any means necessary!”*
- *Bill H___: “WHAT HE IS DOING IS DEAD WRONG, AND BY WHATEVER MEANS NECESSARY, HE MUST BE STOPPED!!!”*
- *Barbara W___: “TAKE HIM OUT AT ANY COST.”*

More explicit still are the many calls for Obama to be removed from office by impeachment, then killed as a punishment, or to be tried and executed for treason.

- *Fred H___: “To hell with arresting him, impeach him then hang his Muslim ass for treason.”*
- *John S___: “This man deserves to either be put in prison and tried for treason or executed for falsely portraying an American president!”*
- *William T___: thought that Obama should be impeached “...and hanged, then set on fire and drowned...before we feed him to the pigs.”*
- *Debra G___: “EXECUT[ING] OBAMA IS THE BEST WAY TO END THIS TRAITOR.”*
- *Charlie B___: “All we can hope for is Trump tries Obama and Hillary as traitors, the military still has hanging as one of their ways to execute traitors.”*
- *Gayle R___: “We all know he’s a Traitor, try and Hang the Monster and be done with it.”*
- *Mark F___: “We have to decide if we are going to hang you from the tree of liberty and my vote is you swing after a conviction of treason.”*
- *Norman D___: “Obama is a traitor to our country and Trump openly says it. Obama deserves to be impeached, arrested and indicted for treason...When found guilty he should be executed along with everyone who stands behind him in his disgusting acts of traitorism.”*

One of the most disturbing trends among the Facebook calls for violence against the president was the popularity of a military coup to overthrow Obama. Needless to say, a military coup would go against the Constitution and everything America stands for—yet many advocates actually clearly think that a coup would somehow support the Constitution.

- *Marty G___: “Something in this country has to be done to show that the US Constitution is still the law of the LAND and can’t be compromised to the Muslims’ way of fucking up the system. Hypocrite politicians should be shot on sight!!! The US military will have to take a coup and take this country*

over before it's too late??" (in response to viral news story about arresting Obama for treason)

- *Jeff W___: "Military it's your job to stop this Muslim wanna be dictator! Where are the balls belonging to the military, grow some, do your job! It's called a military coup!"*
- *Vince B___: "PLEASE a general needs to execute the president, then Trump can pardon him."*
- *Lisa W___: "What we need to do [is] create a coup to get Obama out of our government and start a new government."*
- *Len S___: "Obama must go now!!! And I don't care how...in a wooden box or in a U.S. Military Coup."*
- *Joseph C___: "Time for a military coup d'etat...against this treasonous usurper!!! We won't stand for this unholy infidel in God-Fearing America anymore!!!"*
- *Carlos R___: "We need a coup d'etat to overthrow Obama and end his treasonous rule."*
- *Gale W___: "It is time for our Military to step up and remove Obama by whatever means necessary."*
- *Doc W___: "The military needs to band together and have Obama forcefully removed."*

VIRAL NEWS SITES AND THE MANUFACTURE OF HATE

Some of the calls for violence against Obama have originated more or less spontaneously or in Facebook discussions between friends. But the majority of cries for violence documented here did not come out of the blue but rather were expressed in response to some sort of article or link shared with them on Facebook by one of their friends, an article that typically contained inflammatory headlines or language specifically designed to generate anger and hostility towards President Obama. Such articles are shared virally, on Twitter and other social media sites, but especially on Facebook, which has become the most important source of viral news distribution.

Some of the articles shared on Facebook that have generated calls for violence against Obama have come from mainstream news sources, such as Fox News or the New York Post, while others have come longstanding right-wing partisan Internet websites such as Worldnet Daily and Newsmax, sites that actively try to spread their content virally as many websites now do.

However, a great many of the articles that have generated calls for violence against Obama have come from a relatively new phenomenon, what can be dubbed the viral news site. Though they have antecedents that stretch back years, these viral news sites have become particularly common and pernicious over the course of the past four to five years and are now ubiquitous, found on sites like Facebook as often as viral memes are.

The reason that these viral news sites have become so common is because they share a common business model and methodology, one that anybody can understand—and even do for themselves. “Basically, what you’re going to do,” explained one website promoting such sites, “is to create a viral news website with a basic Wordpress installation and send a ton of traffic to it.” The idea is to generate articles “and make them go viral with Facebook.” Then, “when the people visit your blog, they’ll find Google Adsense’s ads and you’ll earn money from the clicks you receive.”

This Wordpress-Facebook-Google model for viral news sites is extremely popular. WordPress is a free, easy-to-use website architecture software program that allows people easily to create blogs and other websites. A number of styles or templates are available for such sites, some of which are used over and over again by the creators of viral news sites—which is also why so many such sites, despite their varying origins, share a very common look and feel.

Once someone sets up a viral news site, it has to be populated with regular content, provided by the website creator, plagiarized or lightly re-written from other websites, or paid for. A number of viral news sites, especially the larger ones, hire people as writers at bargain basement rates (quite often only a few dollars per post) to generate content for their websites. The content is provided to Facebook by a Facebook page set up for the website. The website sends its stories to Facebook and, ideally, the stories get shared virally to other Facebook users.

To complete the cycle, and generate money, the stories (often with “clickbait” headlines) shared on Facebook bring people back to the website, where they are shown advertisements—and that is what generates revenue for the site. For small viral news sites, the amount of money is relatively insignificant, but some of the major viral news sites can generate huge numbers of visitors for a site and bring in considerable revenue.

Of course, to make money, one has to draw in visitors. To do that, viral stories have to be shared extensively, because only a small percentage of people who look at a viral news headline/feature photo on Facebook will actually follow through and click on the link. This fact generates a pressure to be as outrageous as possible in order to increase the chances of getting a click. For viral news sites centered on sports or celebrities or Internet memes, such clickbait headlines may not be too problematic.

However, it is another thing entirely if the viral news site is politics-oriented, because with such sites, the main goal is typically to stir up as much partisan or ideological passion as possible—as much anger and hatred as possible—in order to maximize the number of clicks. This pressure tends to make

viral news sites far more provocative than television broadcast media or even political radio shows.

A variety of such partisan, anger-mongering viral news sites exist aimed at Facebook members both on the left and on the right. Both left-oriented and right-oriented viral news sites are often problematic and troubling. But, as is the case with talk radio, right-oriented viral news sites seem to be more common than those aimed at the left, while the language used is often more extreme as well.

Many of these right-wing viral news sites go by innocuous sounding names, such as westernjournalism.com, usapoliticstoday.com, or worldpoliticsus.com. A few betray in their names a certain partisan attitude, such as conservativetribune.com, redstatewatcher.com, supremepatriot.com, rightwingnews.com, redflagnews.com, sonsoflibertymedia.com or even angrypatriotmovement.com. There are scores of such sites out there, with more being added all the time.

What is never innocuous is their content, full of partisan red meat intended to incite readers and induce rage. The below recent headlines, all of which generated at least one violent comment regarding President Obama, illustrate the inflammatory nature of viral news sites. Source sites are provided below as well, but it should be noted that many viral news producers create multiple sites and share content among them, while other sites “borrow” content from one another, so many of these stories show up in more than one place.

- Obama considers ENFORCING major change to Upcoming Election (allenwestrepublic.com)
- Should We Arrest Or Hang Obama For What He Has Done To Our Country? (departed.co)
- Obama says that Anyone that Opposes Him is a Terrorist (nevo.news)
- Breaking: Obama signs EXECUTIVE ORDER To Take Over America (departed.co)
- Poll: When elected, should Trump pursue criminal prosecution for both Hillary and Obama? (redstatewatcher.com)
- Obama Shocked the Nation: “White Americans” Need to Stop Whining About “Reverse Discrimination” (usapoliticstoday.com)
- Obama Takes Down American Flag for Press Conference (americannews.com)
- U.S. Approves United Nation’s Use of Military Force on American Soil (americanintelligence.com)
- Obama Apologizes to ISIS For Comments by Trump (beforeitsnews.com)
- BREAKING NEWS: Obama Issues Horrifying New Ban After Orlando (usapoliticstoday.com)
- EXPOSED—THIS is the REAL Reason Obama is Letting ISIS Murder Americans

(angrypatriotmovement.com)

- Time for a Military Coup in America? Obama Administration Inarguably Just Provided Aid And... (allnewspipeline.com)
- Is the US Military Constitutionally Obligated to Arrest Obama for Treason (charismanews.com)
- MUTINY: Military Leaders finally take stand against Obama (allenbwest.com)
- Obama Gives Okay for BALD EAGLES to be SLAUGHTERED for next 30 Years (about2day.com)
- Obama Secretly Removed These 8 Words From the Citizenship Oath (thefederalistpapers.org)
- Obama Cuts Military Pay for 3rd year I a row (truthandaction.com)

Content like this flows onto Facebook daily from the multitudes of viral news sites, inciting and inflaming the passions of hundreds of thousands of users. Journalistic standards—even basic truthfulness or accuracy—are often totally lacking. Is it any wonder that some of the users bombarded with such inflammatory headlines may at some point respond with violent language and rhetoric? It would seem strange if that did not result.

There is no doubt that people are themselves responsible for the things they say or write. But viral news sites nevertheless bear a major share of the responsibility as well, because they deliberately try to outrage their readers. They incite.

Who, then, is doing the inciting? Many of the lesser viral news sites—which may only last a year or so before disappearing—are created by single individuals. Larger and more popular viral news sites, however, tend to be created by companies. Some of these companies may host sports and entertainment viral news sites as well as political ones; some companies even maintain both left-and right-oriented viral news sites, profiting by angering both sides of the ideological divide.

Other companies, however, align themselves politically, owning only right-wing viral news sites, for example. Lifiable Media, Inc., for example, runs three very popular such sites: westernjournalism.com, conservatetribune.com, and tpnn.com (“The Point”). USA Liberty Media, LLC is another company that owns multiple such sites, as does Liberty Alliance (“the leader in conservative media”). Facebook calls for violence against Obama have emanated in response to viral news articles from sites belonging to all of these companies.

Allen West, the right-wing former one-term Florida Congressman, has two viral news sites associated with his name: allenbwest.com and allenwestrepublic.com. The latter is run by Tanya Grimsley, who claims that the Facebook page for the Allen West Republic site reaches approximately 860,000 to 2.7

million people. This site is a Liberty Alliance site. It is not clear exactly what the relationship is, if any, between Grimsley/Liberty Alliance and West may be. The allenbwest site, on the other hand, is West's official site—which, unlike most websites for current or former politicians, is yet another viral news site. Calls for violence against Obama have been made in response to articles from both sites.

In many cases, however, readers will have no idea who is behind the content that they are reading. Many, perhaps the majority, of such viral news sites are anonymous, with no hint anywhere on the website of the person or persons responsible for the site. Articles themselves may be uncredited or have fake bylines such as "Wilmot Proviso" or "John Falkenberg." The anonymity often goes beyond the content on the websites themselves, as many such websites are anonymously registered or, further still, registered anonymously abroad in countries like Panama.

Transparency and accountability are often in short supply when it comes to viral news. Yet it is from these portals that inflammatory and often inaccurate or misleading articles emanate by the hundreds and thousands, helping to create a poisonous, hate-filled atmosphere on the social media outlets where they thrive, and sometimes inflaming the passions of people to the point where they demand the deaths of other human beings.