ZOHRAN MAMDANI

ISLAMOPHOBIA

NEW YORK CITY ELECTIONS

Digital Hate, Islamophobia, ZOHRAN MAMDANI and NYC's Mayoral Primary

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Our research, strategic partnerships, and community engagement programs are guided by the vision of a more inclusive and resilient society against all forms of hate and extremism.

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1. INTRODUCTION

On June 24, 2025, New York assembly member Zohran Mamdani won the Democratic party nomination for Mayor of New York City[1], a result that drew instant national attention because it challenged both demographic and ideological assumptions about New York City politics. Within hours, public posts portraying Mamdani as an existential threat to the city began circulating on social media, spanning X, TikTok, Telegram, Meta, and other smaller platforms.

Several overlapping themes dominated the discourse, including Islamophobia, that targeted Muslim Americans, particularly Muslim New Yorkers; a framing of Mamdani's Muslim faith and Islam in general as inherently incompatible with public office; cold war style "red-baiting," relabeling Mamdani's democratic-socialist platform as communist infiltration; and nativist attacks questioning Mamdani's right to be in the U.S. A fourth, transnational, layer driven by Hindu nationalist Indian and diaspora accounts framed him as "anti-Hindu" and "anti-India." We collectively deem these posts as harmful discourse, including but not limited to posts that pointedly express anti-Muslim hate directed at Mamdani as an individual or the specific communities to which Mamdani is perceived to belong.

To trace how these harmful narratives gained momentum as well as the range of reactions that they elicited, we used a multi-stage search process. We first used a broad conceptual frame of anti-Muslim sentiment and Islamophobia to develop a set of keywords for searching public posts published between June 13 and June 30 on X, TikTok, Telegram, Meta, and other smaller platforms. This initial keyword search yielded 6,669 posts. These posts included both harmful narratives and themes, as well as counter-speech—challenges and opposition to expressions of anti-Mamdani hate and Islamophobia.

We then focused on the time window when posting activity related to the primary peak, specifically from June 23 through June 27. We ran a second round of analysis on the corpus of 6,696 posts based on a narrower, more focused keyword search of terms. During this round of analysis, we specifically targeted channels known to promote hate. The objective of the second round of analysis was to identify high-volume, high-velocity posts, i.e., posts that drew significant and sustained engagement and had wide reach. This process yielded a narrower subset and a smaller corpus of 1,933 posts. As with the broader corpus of 6,669 posts, the subset of 1,933 consisted of both posts that expressed hate and harmful sentiments (about 56% of the 1,933 posts) and posts that were supportive, neutral, or constituted counter-speech challenging hate and harmful sentiments (approximately 44%).

We next thematically categorized and coded each of the 1,933 posts, which allowed us to examine the key narratives that gained traction around the primary date of June 24. Using quantitative keyword analysis in combination with qualitative thematic coding, we documented how different themes expressing harmful sentiments (which we term 'hate frames') combined with or fused together and how quickly they spread. We also considered what the cumulative impact and spread of such sentiment implies for the 2025 general mayoral election in New York City. Our goal is to quantify the scale and mechanics of harmful digital speech and the digital counter-speech that emerged in response to harmful speech and offer actionable steps for platforms and civil society groups so that similar surges do not escalate into real-world harm before November 2025.

2. METHODOLOGY

To understand how narratives about Zohran Mamdani and Muslims evolved online during the New York City mayoral primary, we conducted a focused, mixed-methods content analysis. Using third-party data collection tools and keyword-constrained searches, we assembled a corpus of posts for quantitative measurement and qualitative review, then applied a rigorously defined code book to surface patterns of Islamophobia, ideological demonization, anti-immigrant hate, and misinformation.

2.1 DATA COLLECTION

Based on the keyword search, we gathered an initial sample of 6,669 public posts spanning June 13 through June 30, 2025, across several social media platforms, including X, TikTok, Bluesky, Meta, and other smaller platforms. This sample of 6,669 public posts constituted our initial keyword-matched corpus. All these posts mentioned Zohran Mamdani in combination with other keywords related to the New York City mayoral primaries, as well as other significant themes such as Mamdani's religion. We then undertook another round of analysis of the initial corpus of 6,669 public posts to identify which narratives and themes drew the most significant engagement over the observation period (June 23-June 27). This second round of analysis generated a focused subset of 1,933 posts. Table 1 summarizes the datasets we draw on for this report.

TABLE 1: SUMMARY OF KEYWORD-MATCHED AND REVIEWED DATASETS

Set	What it is	Size	Primary Use
Keyword-matched corpus	Posts returned by a broad Boolean query (no human review)	6,669 posts	Overall volume, daily/weekly trends, platform share
Reviewed corpus	Posts hand-coded per categories listed in Table 2	1,933 posts	Harmful speech prevalence, category breakdowns, qualitative examples

This subset was selected using the following criteria:

- High engagement levels among accounts previously identified as sources of harmful content.
- Posts matching the "likely harmful" criteria defined by the Boolean search string provided below.
- Posts published between June 23 and June 27 to capture activity peaks proximal to the primary date on June 24.

The following Boolean search was used to confine content review to content most relevant to Mamdani, the election, and harmful speech:

> **("Zohran Mamdani" | Zohran | Mamdani | @ZohranKMamdani) + ("radical Muslim" | "extremist Muslim" | "Islamic extremist" | Islamist | jihadist | Muslim | Islam | "Muslim terrorist" | "terrorist sympathizer" | "sharia law" | deport | deportation | "deport him" | "send him back" | "kick him out" | "go back" | "not a citizen" | "illegal immigrant" | "illegal alien" | "immigration fraud" | "revoke citizenship") + (NYC | "New York" | Queens | "nyc mayor" | "ny mayor")**

2.2 CODE-BOOK AND CONTENT TAGGING

We then undertook a qualitative analysis, specifically, manual categorization and coding guided by a code book, and content tagging of the subset of 1,933 posts to draw out deeper qualitative insights. Every post was "tagged" or labeled against an eight-category scheme.

TABLE 2: CODE BOOK USED TO CATEGORIZE HARMFUL POSTS

Category	Short Definition
Religion-based targeted hate (Islamophobia)	Negative framing or invoking fear because Mamdani is Muslim
Broad religion-based hate (Islamophobia)	Negative framing and Islamophobia directed at all Muslims, not only Mamdani
Immigration/nativist attacks	Claims his citizenship is invalid and calls for deportation. Negative framing of immigrants, broadly
Ideological demonization	Labels such as communist, socialist, or foreign agent weaponized to sow fear
Threats and Harassment	Explicit or implicit calls for violence or doxxing
Allegations of anti-Hinduism	Frames him as hostile toward Hindus or Hinduism
Misinformation and Disinformation	Presents false or misleading information
Racism	Hateful content targeting Mamdani's race
Removed/doesn't exist	Not viewable at the time of review, potentially due to removal
Supportive/neutral/ counter-speech	Defense of Mamdani, neutral or factual reporting, and political counter-speech without hateful narratives

Every post was examined by at least one trained reviewer using the eight-category code book. A second reviewer performed spot-checks, as needed, to ensure consistency. Disagreements or grey-area items (for example, satire that mimicked Islamophobic tropes) were reviewed as a group.

The research team met twice during the tagging window to resolve grey-area cases. Reviewers walked through the post, the image (if any), and the applicable code-book tests, then recorded a consensus label. Where necessary, the code book itself was updated with an additional clarifying bullet or example, and earlier posts were revisited to keep standards uniform. Because religion, ideology, and nationality often intersected in the same message, we allowed posts to carry multiple tags. Accordingly, 29.1% of the corpus has two or more labels. Final tag assignments were stored as binary columns in a shared project file, creating a transparent audit trail for later frequency and overlap analysis.

Engagement trends were also analyzed to understand which narratives were most widespread. For the purposes of this report, engagement for each post is defined as the sum of the views, likes, shares, and comments that it receives.

2.3 LIMITATIONS

This study analyzes public posts gathered over a seventeen-day window (June 13 through June 30, 2025). Content shared earlier, deleted before collection, or confined to private accounts is absent. So, this corpus represents a snapshot rather than a full timeline.

Despite well-defined Boolean strings, posts that used nicknames, coded language, or text embedded solely in images may be missing, while keyword noise may have admitted marginally relevant terms. Engagement figures reflect counts as of July 3, 2025. Qualitative coding involved multiple human reviewers and iterative code-book tweaks but no formal reliability test. This was mitigated by spot-checks from senior reviewers to ensure consistency and accuracy across the labeled corpus. Sarcasm, satire, and meme-only cues can escape consistent labeling, and overlapping tags introduce analytical blur.

3. KEY FINDINGS

1. **High volume and engagement:** Across the observation period, we collected 6,669 posts mentioning Zohran Mamdani and related themes. These posts generated substantial reach, totaling 419.2 million engagements which combined views, likes, shares/reposts, and comments. Activity was especially pronounced on June 24 and 25, which together accounted for 3,072 posts with 249.4 million engagements. Overall, this volume underscores the significant attention the topic received during the seventeen-day period.

2. **Primary-day flash surge:** From June 13 to June 23, 2025, traffic about Zohran Mamdani that met our keyword search criteria held between 56 and 264 hateful posts per day. On the day of the primary on June 24, 2025, the volume jumped to 899 keyword-matched posts. On June 25, 2,173 keyword-matched posts were published. This timeline illustrated a classic flash-mobilization pattern tied to an electoral milestone. A subset of 1,933 posts received closer scrutiny because they contained more pointed hate-related keywords or came from accounts with a track record of hateful content.

3. **Platform concentration and X's dominance:** Posts on X (formerly Twitter) comprised 4,310 of the 6,669 collected posts, representing 64.6% of the dataset. Beyond this primary platform, the numbers fall sharply. The next closest platform, GETTR, accounts for 709 posts or 10.6% of the dataset. The remaining thirteen platforms supply only 1,650 posts, 24.7% in total, with no single service exceeding 6% of the dataset. This sharp taper shows that X drives the conversation while other platforms capture only modest and fragmented portions of the narrative.

4. **Islamophobia anchors the narrative:** Explicit anti-Muslim language–either targeting Mamdani, Muslims, or Islam more broadly within the context of mayoral primary results–was found in 39.4% of the 1,933 posts. These posts frame Islam itself, not any policy detail, as a public threat. The frequency confirms that Mamdani's Muslim identity is a primary vector for delegitimization and for broader claims that Islam is at odds with American civic discourse.

5. **Fusion of religion and ideology magnifies reach:** Among the 39.4% of posts flagged as Islamophobic, 51.2% also used an "ideological demonization" frame, clubbing faith with ideology in portraying Mamdani's politics as inherently dangerous. Similarly, 62.3% of posts that attacked his political ideology contained Islamophobic language, underscoring how closely faith-based and ideological attacks overlap. Phrases such as "Islamist socialism taking New York City" unify audiences worried about religion with those anxious about left-wing politics. Posts reflecting this fusion average 406,244.5 total interactions (views, likes, shares, and comments) per post, indicating that the rhetoric of blended fear travels farther than single-issue hate.

6. **Nativist calls for removal of Mamdani:** A smaller but salient subset of 227 posts comprising 14.3% of the reviewed dataset depicts Mamdani as illegitimate because of his immigrant background and his specific history of immigration and naturalization. The subset advises remedies that range from deportation to citizenship revocation. Though numerically limited, these messages move beyond criticism into concrete exclusionary proposals.
7. **Hindu nationalist amplification:** The analyzed dataset contains 65 unique posts that brand Mamdani "anti-Hindu." This message spans both US-based far-right accounts and accounts based in South Asia, showing how a local New York race becomes fuel for a globalized grievance network.

4. DATA ANALYSIS

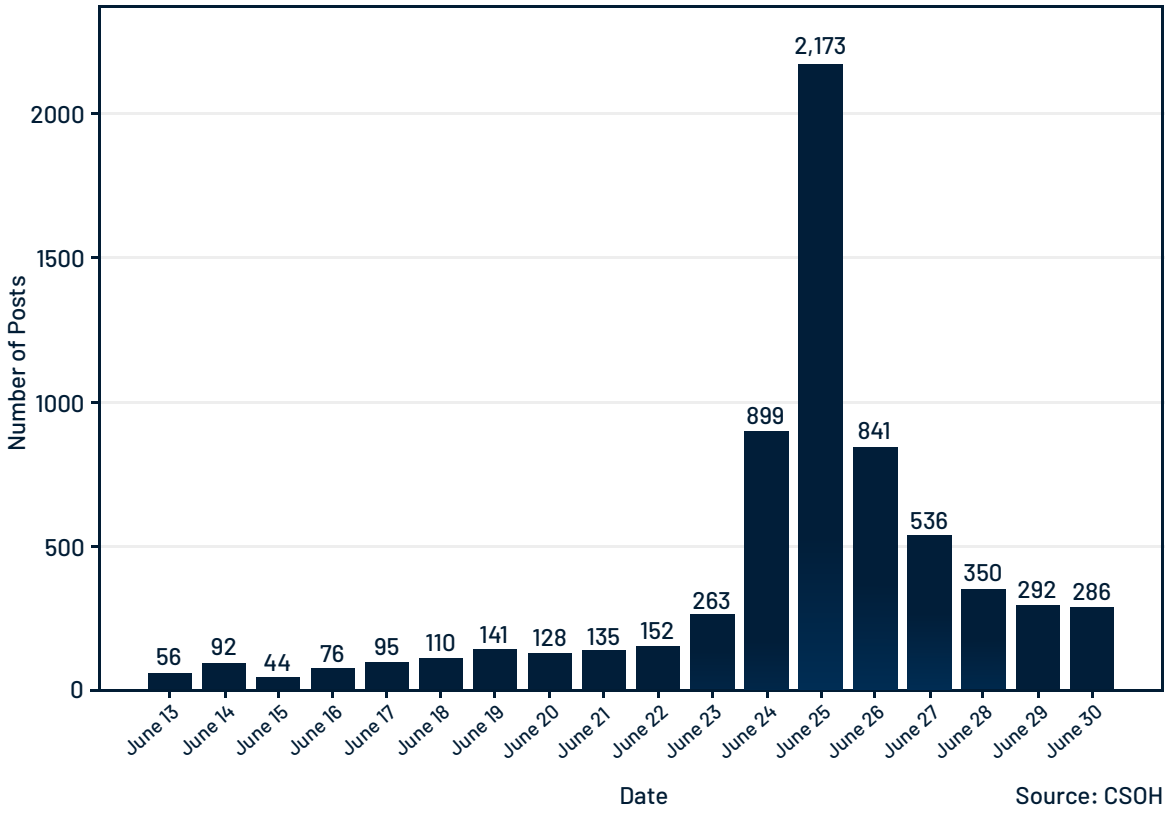
4.1 QUANTITATIVE RESULTS

4.1.1 POST VOLUME OVER TIME

Figure 1, Figure 2, and Table 3 below, track how many keyword-matched posts about the primary contained at least one hate-related keyword or phrase during the two weeks surrounding the primary. Three observations stand out:

- **Low, steady baseline from June 13 to June 23, 2025:** For roughly ten days before the primary, hate-keyword traffic related to Mamdani and the election stayed between 56 and 264 posts per day.
- **Sharp spike from June 24 through June 25, 2025–primary day and immediately thereafter:** Volume jumped to 899 posts on the day of the primary. The next day, they climbed higher to 2,173.
- **Elevated but declining activity from June 26:** Post counts remained high at 536 posts on June 26 before tapering. The cumulative curve shows that over 58% of these keyword-matched posts were published on the day of the primary and the two days that followed.

FIGURE 1: POSTS PUBLISHED PER DAY THAT MET THE KEYWORD-BASED SEARCH CRITERIA (JUNE 13 THROUGH JUNE 30, 2025)



The cumulative curve in Figure 2 shows how quickly the conversation scaled. Roughly 58% of all posts in the dataset were published within the 72-hour window that began on the primary day. This rapid build-up is consistent with a flash-mobilization pattern. Once the initial "Islamist socialist" narrative began to circulate, engagement accelerated.

FIGURE 2: CUMULATIVE POSTS PUBLISHED THAT MET THE SEARCH CRITERIA OVER TIME (JUNE 13 THROUGH JUNE 30, 2025)

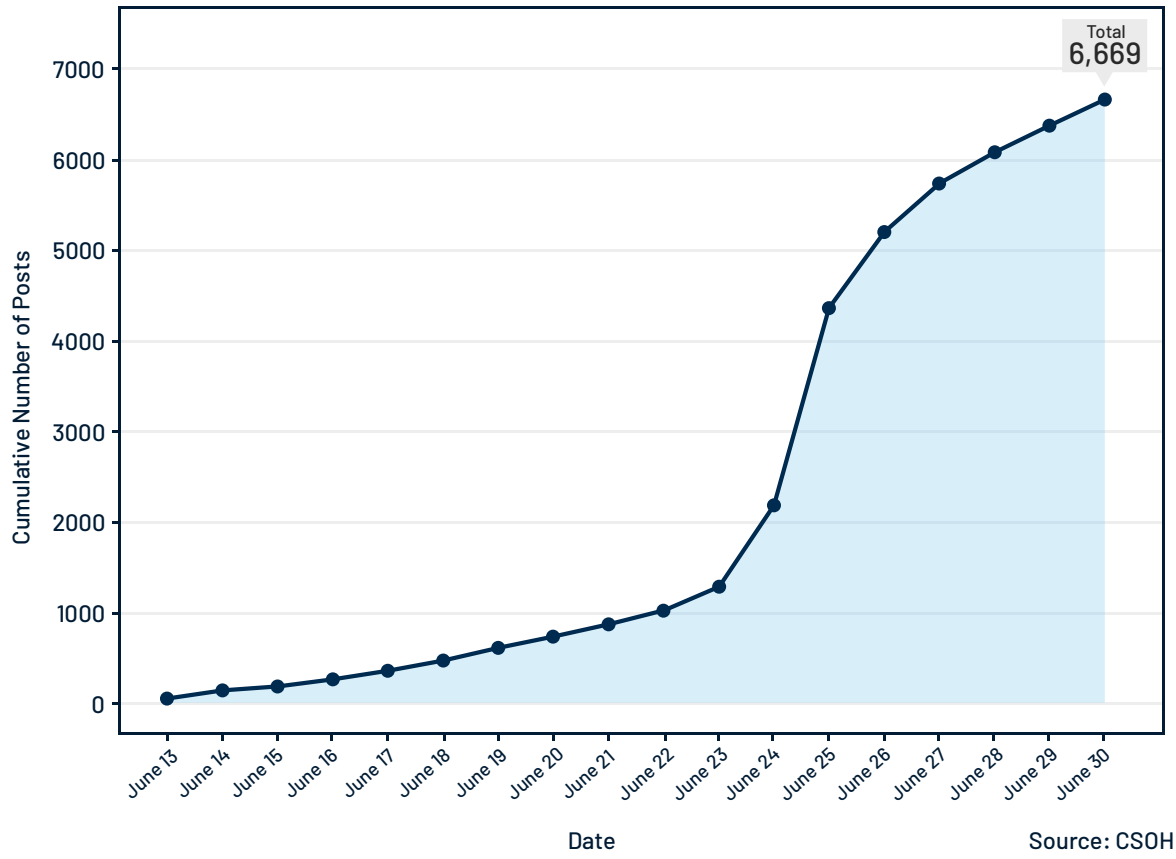


Table 3, below, shows a dramatic escalation in both post volume and engagement in the days surrounding the primary. The number of daily posts stays below 3% of the total until June 23, then it spikes on June 24 and June 25. June 25, alone, accounts for one-third of all collected posts and nearly 100 million interactions. Engagement (likes, shares, comments, and views) mirrors this pattern, peaking at 152 million on June 24 and remaining elevated through June 27 before beginning to taper off.

TABLE 3: COUNTS AND ENGAGEMENT OF POSTS MEETING THE SEARCH CRITERIA PUBLISHED PER DAY (JUNE 13 THROUGH JUNE 30, 2025)

Date	Posts	%	Likes	Share/ Reposts	Comments	Views	Total Engagement (in millions)
June 13, 2025	56	0.84	41,500	5,702	1,613	2,224,640	2.2M
June 14, 2025	92	1.38	94,944	46,568	9,738	3,636,846	3.7M
June 15, 2025	44	0.66	127,334	37,742	7,721	402,760	0.5M
June 16, 2025	76	1.14	83,223	23,959	4,351	1,573,546	1.6M
June 17, 2025	95	1.42	189,328	58,514	12,152	4,982,007	5.2M
June 18, 2025	110	1.65	246,745	131,640	15,834	6,950,826	7.3M
June 19, 2025	141	2.11	142,184	345,095	10,348	7,917,586	8.4M
June 20, 2025	128	1.92	127,012	161,370	9,133	3,342,571	3.6M
June 21, 2025	135	2.02	381,178	306,658	9,541	7,372,772	8M
June 22, 2025	152	2.28	360,232	306,676	17,516	19,962,353	20.6M
June 23, 2025	263	3.94	514,318	677,749	48,505	24,613,265	25.8M
June 24, 2025	899	13.48	2,352,911	2,173,528	188,263	147,188,111	151.9M
June 25, 2025	2173	32.58	2,544,298	5,052,372	288,137	89,705,465	97.5M
June 26, 2025	841	12.61	730,278	1,724,558	82,455	20,447,532	22.9M
June 27, 2025	536	8.04	554,609	488,636	45,841	18,932,356	20M
June 28, 2025	350	5.25	356,434	399,617	37,432	17,088,314	17.8M
June 29, 2025	292	4.38	352,831	395,304	51,105	14,249,057	15M
June 30, 2025	286	4.29	125,144	402,456	12,063	5,706,227	6.2M

4.1.2 DISTRIBUTION ACROSS PLATFORMS

As shown in Table 4, below, among the 6,669 posts in the collected dataset, X accounts for 4,310 entries (64.6%). A second tier of outlets follows at a distance: GETTR hosts 709 of the collected posts (10.6%) and Facebook 358 posts (5.4%), together representing about one-sixth of the total. Activity then disperses across 13 additional platforms. Telegram and YouTube form the largest of these smaller clusters with 300 and 266 posts, respectively, while TikTok, Instagram, Bluesky, Truth Social, Gab, Threads, and others each contribute only 2.2%. The pattern points to a multi-platform environment in which X remains the central hub, while more niche platforms serve as secondary channels.

TABLE 4: DISTRIBUTION OF POSTS ACROSS SOCIAL MEDIA PLATFORMS

Platform	Number of Posts	Proportion
X	4,310	64.4%
GETTR	709	10.6%
Facebook	358	5.4%
Telegram	300	4.5%
YouTube	266	4.0%
TikTok	166	2.5%
Instagram	165	2.5%
Bluesky	135	2.0%
TruthSocial	112	1.7%
Gab and others	148	2.2%

4.1.3 DESCRIPTIVE STATISTICS

Out of 6,669 posts collected, a smaller subset of 1,933 fell within the days closest to the primary and either stemmed from known problematic channels or contained the most concerning combinations of harmful terms. Table 5, below, shows the distribution of tags and offers a look at how different narratives cluster around Mamdani's candidacy. Within the reviewed dataset, 39.4% of posts contain explicit anti-Muslim language targeting Mamdani, Muslims, and Islam broadly, making Islamophobia one of the most common hate frames in the analyzed sample.

Ideological demonization appears at a similar rate as Islamophobia, and the large overlap between the two categories confirms they are often delivered as a single package. In practical terms, labels like "radical Muslim socialist" function as a convenient shorthand that folds religious bias and Cold War-style fear of left-wing politics into one message. By comparison, immigration-focused attacks and direct threats are present but less frequent, while Hindu nationalist claims remain marginal but an important indicator of transnational interest.

Supportive, neutral, or counter-speech posts account for 43.9% of the corpus. These include journalists reporting results without commentary and users pushing back against hate. They also include political speech that criticizes Mamdani's proposed policies without inciting hate.

TABLE 5: DISTRIBUTION AND COUNTS OF TAGS, AVERAGE ENGAGEMENT WITHIN THE REVIEWED DATASET SPANNING JUNE 23 THROUGH JUNE 27, 2025

Tag Category	Number of Posts (posts)	Share of labeled corpus (%)	Avg. engagement per post (engagement/post)
Religion-based, targeted hate towards Mamdani (Islamophobia)	670	34.7%	234,647.6
Broad religion-based hate targeting all Muslims (Islamophobia)	90	4.7%	702,257.3
Immigration/nativist attacks	277	14.3%	271,117.5
Ideological demonization	583	30.2%	5,119,633.6
Threats and Harassment	70	3.6%	978,712.0
Allegations of anti-Hinduism	65	3.4%	25,915.9
Misinformation	54	2.8%	29385.7
Racism	7	0.4%	124,153.4
Removed/doesn't exist	7	0.4%	233,783.3
Supportive/neutral/ counter-speech	849	43.9%	607,507.9

4.1.4 OVERLAP ANALYSIS

Within the analyzed dataset, among the 39.4% of posts flagged as Islamophobic, 51.2% also call negative attention to Mamdani's political ideology–calling him a socialist, communist, or foreign agent. Concomitantly, 62.3% of posts tagged for demonizing his ideology contain explicit anti-Muslim language. We cross-tabulated the Islamophobia and ideology tags to see whether attacks on Mamdani's faith and politics appeared separately or together. The strong overlap shows the two lines of criticism often reinforce each other, blending religious bias with ideological fear-mongering.

4.2 QUALITATIVE RESULTS

High-reach posts set the tone, while lower-engagement posts recycle the same ideas in slightly different words or images. Table 6 maps every labeled narrative category used in the analysis with representative keywords and phrases used in the posts.

TABLE 6: TYPICAL LANGUAGE FOR MOST PROBLEMATIC THEMES

Idea	Typical Language
Religion-based,targeted hate (Islamophobia)	"radical Muslim candidate," "this crazed jihadist
Broad religion-based hate (Islamophobia)	"Sharia takeover," "Muslims seek Sharia Law"
Immigration/nativist attacks	"He needs to be DEPORTED," "have his citizenship revoked."
Ideological demonization	"Socialist menace", "Communist who hates America"
Threats and Harassment	"We must get them out or eradicate them. "He will be eradicated."
Misinformation	Plans to "Release all the criminals from prison", "supports Hamas"
Racism	"brown Muslim jihadist"
Allegations of anti-Hinduism	"Driven by Hindu-hate", "led hate mob against Hindus"

4.2.1 ISLAMOPHOBIA FRAMES

Posts in this category rely on tropes that cast Islam as incompatible with public office or American values. Many frame Mamdani's victory as proof that "Sharia law" and "jihad" will infiltrate City Hall, recasting Mamdani as a "terrorist sympathizer" and his campaign as an existential threat to America. Many posts explicitly invoke 9/11, claiming, for instance, that "Mamdani would have literally celebrated the jihadis who attacked the Twin Towers on 9/11" to amplify fear and portray Muslims as threats. By presenting Mamdani's faith as grounds for concern, these narratives invite suspicion of Islam itself, turning a local election into a referendum on Muslim belonging in America.

Amy Mek @AmyMek

‼️Shocking‼️

Zohran Mamdani isn't just a "communist lunatic" - he's a devout Muslim with open theocratic ambitions.

He's made it crystal clear: Islam isn't just his faith - it's his weapon. He supports Sharia, backs BDS, demonizes law enforcement, vilifies Hindus, Jews, and Christians, and openly wants to dismantle everything America stands for.

So why won't President Trump say it?

Why leave out the most dangerous part of Mamdani's rise—that this isn't just Marxism, it's Islamic political conquest disguised as social justice?

We're watching New York City fall into the hands of an Islamic revolutionary, and even Trump isn't naming it.

We are in very big trouble!

Why the silence? Who's advising him?

> **Donald J. Trump** @realDonaldTrump
>
> It's finally happened, the Democrats have crossed the line. Zohran Mamdani, a 100% Communist Lunatic, has just won the Dem Primary, and is on his way to becoming Mayor. We've had Radical Lefties before, but this is getting a little ridiculous. He looks TERRIBLE, his voice is grating, he's not very

3:35 PM · Jun 25, 2025 · **122K** Views

413 2K 4.6K 247

Charlie Kirk @charliekirk11

24 years ago a group of Muslims killed 2,753 people on 9/11

Now a Muslim Socialist is on pace to run New York City

10:25 PM · Jun 24, 2025 · **47.9M** Views

28K 32K 187K 8.1K

Larry @LarryDJonesJr Subscribe

🚨 HOLY SHIT! 🚨

Zohran Mamdani is projected to win the NYC Dem primary.

The fate of NYC is about to be sealed.

In 2018, Mamdani was made an American citizen. He is a Shia Muslim and identifies with the Twelver branch.

We are being taken over slowly by Muslims.

10:18 PM · Jun 24, 2025 · **10.7K** Views

132 137 272 12

Wall Street Apes @WallStreetApes Subscribe

Thousands of Muslims gathered for prayer in Times Square, New York

The comments were full of people calling for America to be a Muslim country

Posted by (wayoflifesq, 'Servant of Allah')

New York just voted for Zohran Mamdani, a Muslim, as their Mayor candidate

Get it yet?

11:36 PM · Jun 25, 2025 · **2.1M** Views

4.7K 8.2K 17K 2.1K

Joey Mannarino @JoeyMannarinoUS Subscribe

Zohran Mamdani would have literally celebrated the jihadis who attacked the Twin Towers on 9/11 if he was living in America at the time.

The man is a jihadist.

7:44 AM · Jun 25, 2025 · **23.7K** Views

141 424 2.3K 14

TONA4USA GETTR @TONA4USA · Jun 30

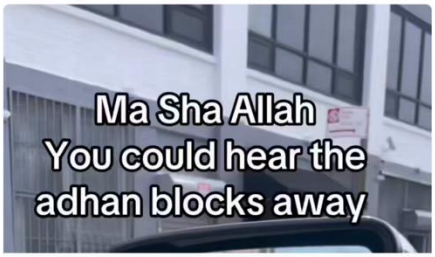
You can hear the Muslim call to prayer blasted through parts of New York 5 times a day

A resident films from BLOCKS AWAY to show you how loud it is

There are massive speakers on the top of the building

Voting for jihadist Zohran Mamdani as Mayor of New York City is insane. How is any of this allowed in America.

https://x.com/WallStreetApes...

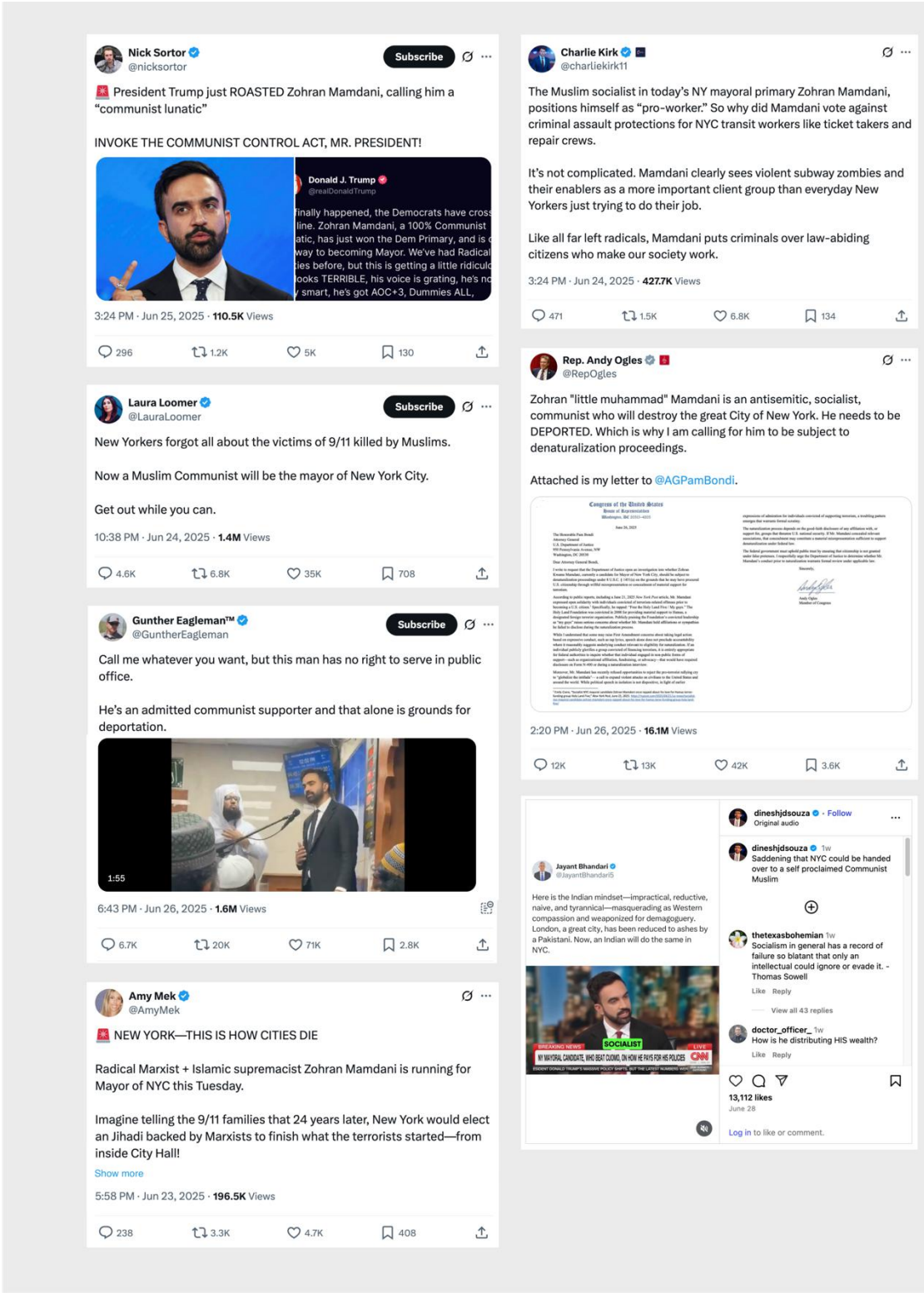


You can hear the Muslim call to prayer blasted through parts of New Yo...
Wall Street Apes (@WallStreetApes) on X
x.com

64 65 29 Share Tip

4.2.2 IDEOLOGICAL DEMONIZATION

Separate from religion, Mamdani's democratic-socialist platform is relabelled "communism," evoking Cold War-era imagery of infiltration and betrayal of America by ideological enemies. Language seeking to demonize Mamdani's ideology, such as "communist plant" and "radical socialist," appears in 30.2% of posts. While these messages could target any left-leaning politician, pairing them with Islamophobia magnifies their reach and impact.



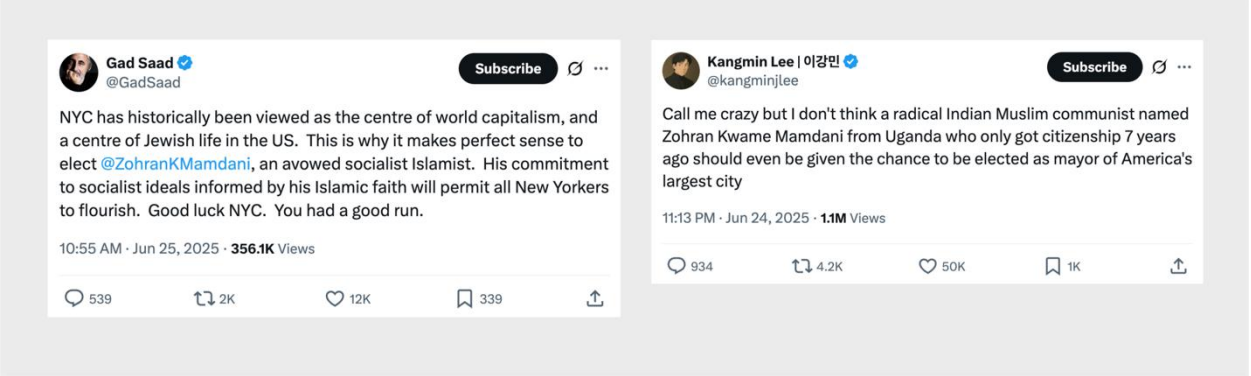
4.2.3 FUSION OF ISLAMOPHOBIA WITH IDEOLOGICAL DEMONIZATION

The most persistent storyline merges the religious alarm noted in section 4.2.1 above with the ideological attacks noted in section 4.2.2. The archetypal version of the storyline frames Mamdani as an "existential threat" because "Islamist socialism [is] taking hold of New York City."

The fusion of these tropes echoes classic Red Scare tactics. During the McCarthy era, suspicion of communism was spread through guilt by association[2], loyalty tests, and warnings that subversives had infiltrated public life. The current narrative follows the same playbook, only the suspected "infiltrator" is cast as both Muslim and socialist. Posts labeling Mamdani as a "radical communist" also call on President Trump to invoke the Communist Control Act of 1954 that criminalized support for "Communist-action organizations."

This narrative works both ways where ideological and religious fears reinforce one another so that each becomes a tool for spreading the other. For example, a user primarily hostile to socialism might encounter the label "Islamist socialism taking hold of New York City" and, even without a prior bias against Muslims, may begin to associate Muslim identity with political subversion. Conversely, someone motivated by anti-Muslim sentiment will absorb the "communist" or "socialist" tag as further proof that Mamdani is untrustworthy. In practice, 51.2% of Islamophobic posts also invoke language about socialism or communism, showing that this fusion of the two frames is the rule and not the exception.

This pairing of Islamophobia and ideological demonization doesn't simply unite two audiences. It also risks collateral damage, because branding one Muslim politician as a "radical Marxist" primes audiences to suspect other Muslims, whatever their politics. Red Scare tactics actively recruit each group into the other's grievance. They normalize a broader fear of Islam, and religious alarm feeds back into red-baiting. Phrases like "New York has fallen" or "Good luck, New York. You had a good run" raise the stakes from policy critique to a civic crisis.



Nick Sortor
@nicksortor

Subscribe

I never thought I'd say it, but Mayor ERIC ADAMS is the only hope for New York City

The economic epicenter of the United States CANNOT be run by a Muslim Ugandan Communist like Zohran Mamdani

This impacts all of America.

Vote ERIC ADAMS for NYC Mayor in November!

11:23 PM · Jun 24, 2025 · **922K** Views

2.1K 7.5K 34K 739

Laura Loomer
@LauraLoomer

Subscribe

Very dangerous. The Attorney General of NYC who oversees the NY legal system is endorsing a communist who supports SHARIA LAW.

Soon it will be legal to set synagogues and churches on fire because the Mayor will excuse it as "resistance" and he will stand with the Palestinians and BLM rioters who use violence to attack Trump supporters any anyone who opposes @ZohranKMamdani.

Communists have murdered over 100 million people.

The death toll of Islam is infinite.

> **Tish James** @TishJames · Jun 25
> Congratulations to @ZohranKMamdani, our Democratic nominee for Mayor of New York City!
>
> His was a campaign powered by the people, and the people made their voices heard. New Yorkers are ready for a city we can all afford. Now it is time to brin...

4:09 PM · Jun 25, 2025 · **168.2K** Views

759 2.5K 5K 104

Gateway Pundit
June 30 at 6:47 AM

Muslim Communist Mayoral Candidate Zohran Mamdani Says Illegal Aliens Have 'Kept New York Safe For Decades' (VIDEO)

THEGATEWAYPUNDIT.COM
Muslim Communist Mayoral Candidate Zohran Mamdani Says Illegal Aliens Have 'Kept New York Safe For Decades' (VIDEO) | The Gateway Pundit | by Ben Kew

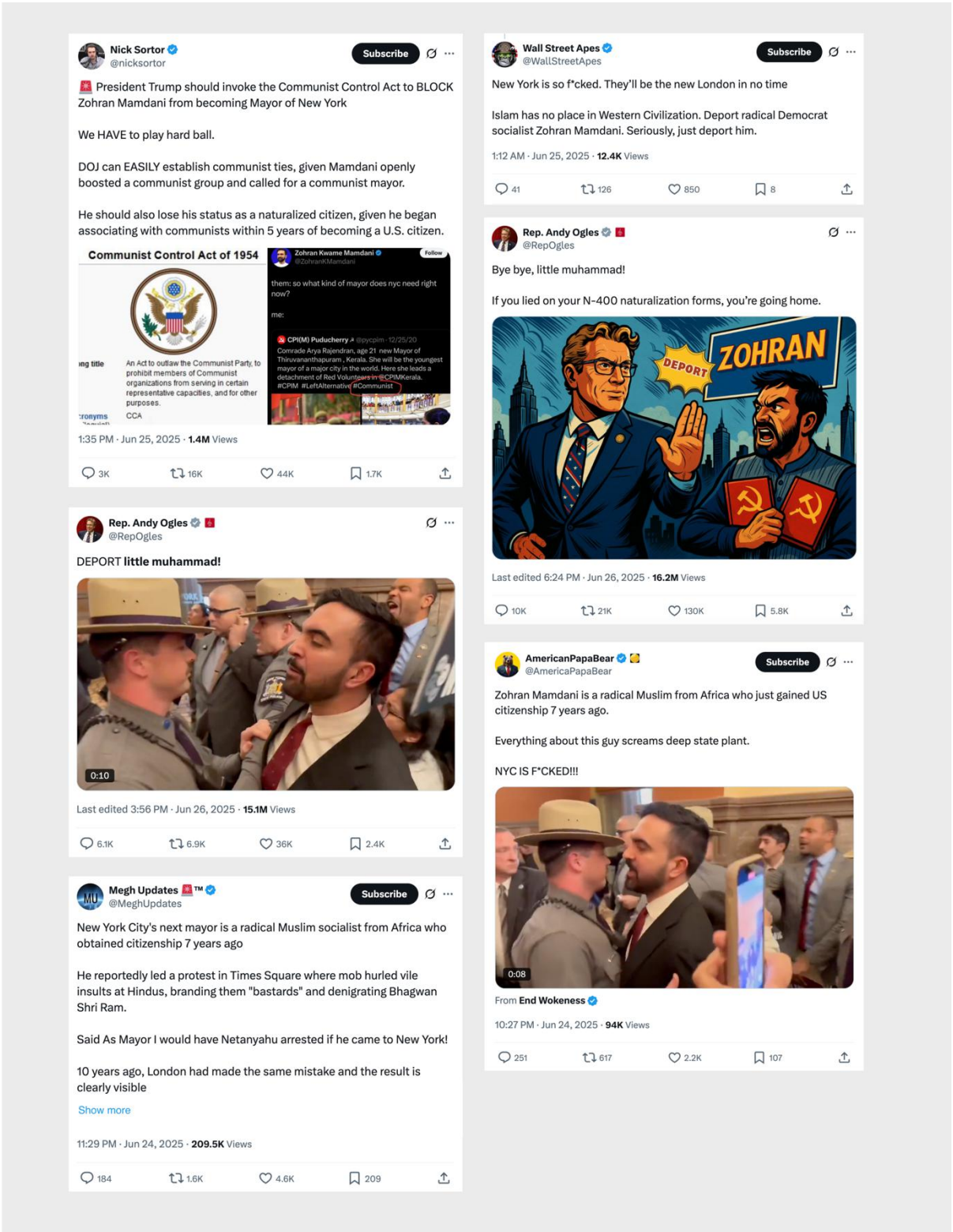
NewsRadio WKCY
June 26 at 5:39 PM

New York City just elected a communist Muslim radical as its Democratic mayoral candidate. It only took 25 years after 9/11 for NYC to elect a jihadist apologist. Glenn exposes how radical this candidate, Zohran Mamdani, actually is. Glenn issues a dire warning for any conservative New York City ...

NEWSRADIOWKCY.IHEART.COM
Cuomo's Embarrassing NYC Loss to a Radical Jihadist Apologist | Guest: Yasm |

4.2.4 NATIVIST DELEGITIMIZATION

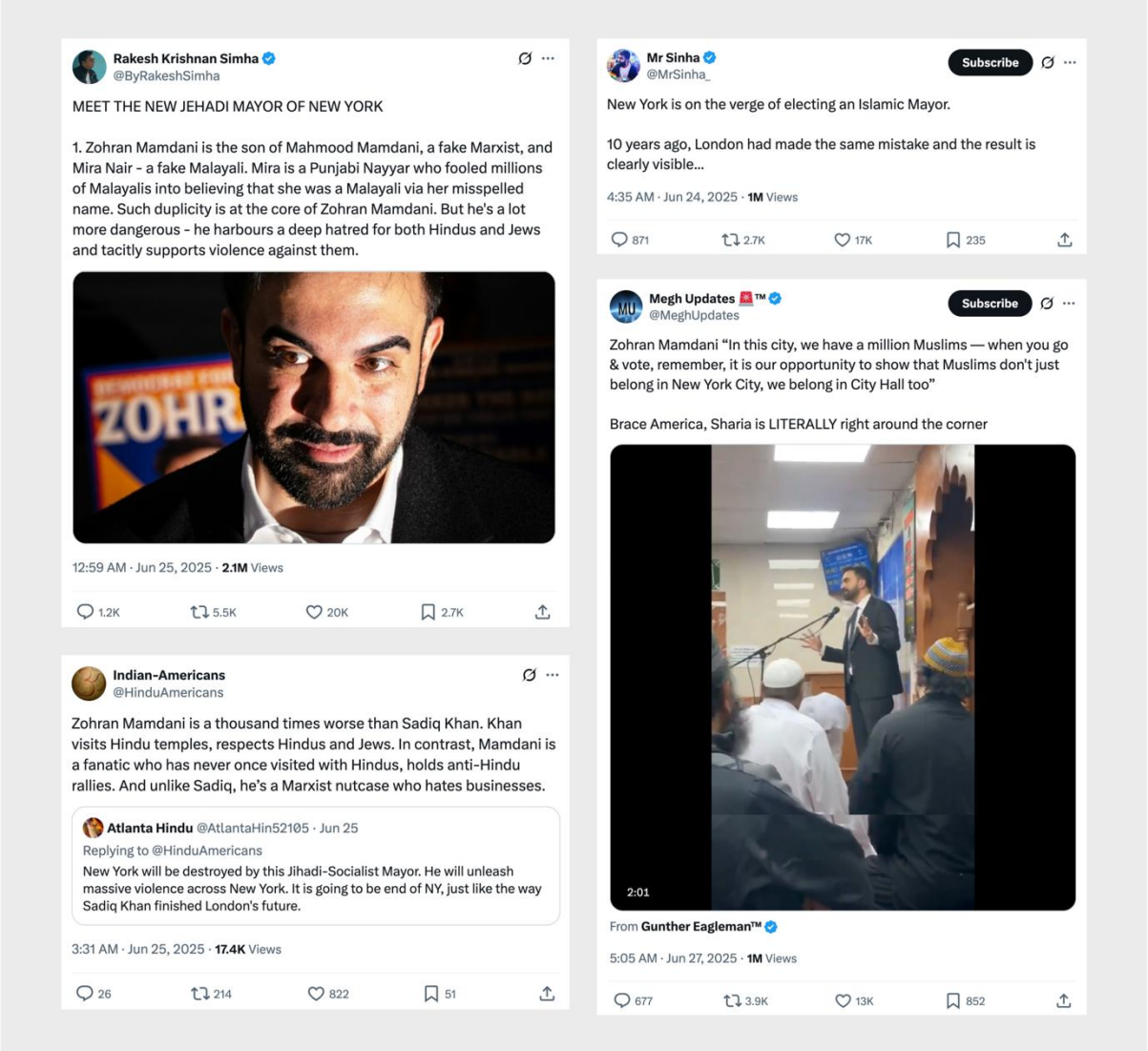
A smaller but salient thread asserts that Mamdani is “not a real American” and should be deported on the basis of his relatively recent immigration to the United States and his policies. Although only 14.3% of posts carry this tag, the language is unequivocal, asking to send him back” or “revoke [Mamdani’s] citizenship.” This suggests that religious and ideological anxiety can escalate into outright exclusion.



4.2.5 GLOBAL AMPLIFICATION AND DIASPORA POLITICS

Posts from Hindu nationalist social media accounts, including those linked to India's ruling Bharatiya Janata Party (BJP), both in India and the U.S., portrayed Mamdani as "anti-Hindu," citing his criticism of Prime Minister Narendra Modi's role in the 2002 riots in the Indian state of Gujarat and his vocal stance against the persecution of religious minorities in India[3]. Additional posts alleged that chants of "Hindus are bastards" were raised at a New York protest that Mamdani had allegedly attended to register his opposition to the inauguration of the Ram Temple in Ayodhya, Uttar Pradesh. The temple was built over the ruins of the Babri Mosque, which was demolished by a Hindu extremist mob in 1992[4]. These posts from Hindu nationalist social media accounts warned that his election would "fuel hate against Hindus."

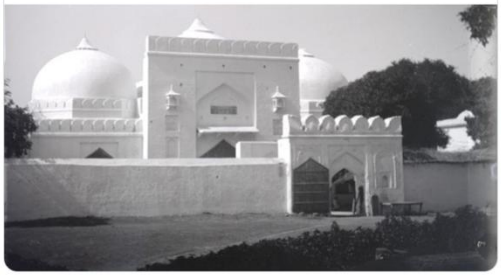
Attacks also targeted Mamdani's heritage, as he is the son of a Ugandan-Indian Muslim father, with familial roots in Gujarat, and an Indian-American mother. Finally, Islamophobic slurs were weaponized against Indian supporters who spoke in Mamdani's favor, underscoring how a local US political race became fodder for local hate campaigns in India.



Hindutva Knight
@HPhobiaWatch

Cope+Seethe+Cry in New York Gutter

> **Zohran Kwame Mamdani** @ZohranKMamdani · Aug 5, 2020
> This is an old photo of Babri Masjid, a mosque that stood for over 400 years in the Indian city of Ayodhya.
>
> In 1992, it was destroyed in a riot instigated by the BJP, now India's ruling party.
> ...



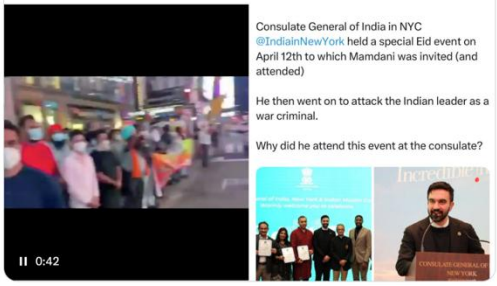
2:03 PM · Jun 26, 2025 · **93.4K** Views

91 1.1K 7K 390

Ritu #सत्यसाधक
@RituRathaur

So New York chose this hate monger Marxist woke jehadi Zohran Mamdani as its new Mayor!
The fall of American civilisation is inevitable! It will fall like Europe has fallen!
Matter of time!

> **Ritu #सत्यसाधक** @RituRathaur · Jun 5
> Meet Zohran Mamdani , son of director Mira Nair and NYC Candidate for a Mayor
>
> He had led a mob of protesters in Times Square last month viciously abusing Hindus as bastards and hurling vile insults at Lord Rama, just to hurt Hindus....

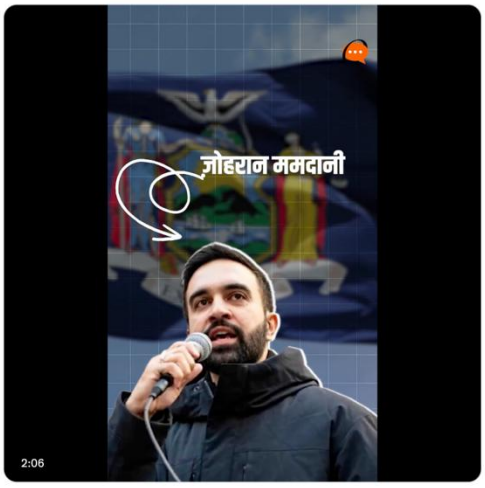


6:05 AM · Jun 26, 2025 · **927** Views

9 17 2

OpIndia.com
@OpIndia_com

Islamist radical Zohran Mamdani to run for New York's Mayor from the Democratic Party.
Liberal media are now celebrating Zohran Mamdani, who called Modi 'a war criminal.'
After London, will New York also embrace Sharia? Watch a report by @RitikaChandola



3:19 AM · Jun 27, 2025 · **3,273** Views

1 39 107 2

Arun Pudur
@arunpudur

Nair's upper caste Hindu, Mamdani upper caste Muslim. Dad's a US prof, mom made millions in softcore porn. Yet for these MCs, Zohran a Jihadi commie is a chad. Irony is he hasn't even elected, even if he does he is a puny Mayor.

Wakeup, Chad Modi is still your PM

3:30 AM · Jun 26, 2025 · **7,727** Views

9 124 557 18

4.3 NARRATIVE SYNTHESIS

Zohran Mamadani's online backlash forms a four-part message ladder that is both cumulative and recursive:

1. **Religion establishes otherness:** Mamdani's Muslim faith marks him as an outsider. Roughly 39.4% of posts deploy explicit Islamophobic cues, whether the accusation that he plans to impose "Sharia law" or warnings that "a Muslim socialist" is poised to "destroy New York." One far-reaching example[5] reads, "24 years ago a group of Muslims killed 2,753 people on 9/11. Now a Muslim Socialist is on pace to run New York City."
2. **Ideology defines subversion:** Zohran Mamdani's ideology recasts his religious "otherness" as subversion. Five hundred eighty-three posts relabel the candidate's democratic-socialist platform as communism, often rendered in Cold War diction such as "bread lines."
3. **Fusion amplifies reach and impact:** These two labels are also fused in a large number of instances in the content. Roughly 51.2% of posts pair anti-Muslim language with inflamed critiques of Mamdani's leftist policies. One such example says, "Very dangerous. The Attorney General of NYC who oversees the NY legal system is endorsing a communist who supports SHARIA LAW." This framing is crucial because it cross-pollinates audiences for each message and uses the narrative aimed at each audience to stoke fear in the other one: anti-Muslim users absorb anti-leftist tropes and vice versa, multiplying impact.
4. **Nativism dictates removal:** Mamdani's win is blamed on "unchecked immigration," and the prescribed cure is Mamdani's expulsion from the U.S. Although only 277 posts comprising 14.3% of the analyzed corpus are overtly anti-immigrant, they propose a concrete "solution" to the problem of Mamdani's rise to prominence. A representative post demands, "He needs to be DEPORTED. Which is why I am calling for him to be subject to denaturalization proceedings."

High-reach memes and alarmist visuals circulate across all four parts of this messaging, creating more compelling arguments against Mamdani. Quantitatively, Islamophobia and ideological demonization narratives dominate, comprising 39.4% and 30.2% of the labeled corpus, respectively. Furthermore, 51.2% of the 708 Islamophobic posts also contain ideological slurs, signaling that the fusion frame is the engine of the narrative. Qualitatively, this fusion produces a language of moral emergency, specifically, the claim that "Islamist socialism has taken New York." Such language both implies and normalizes extraordinary remedies.

In effect, this large corpus of posts from various actors across social media tells an internally self-validating story where Islam is presented as dangerous, communism defines treachery, their fusion magnifies urgency, and nativism supplies a policy fix.

5. NARRATIVE ANALYSIS AND THEORETICAL FRAMING

Online hostility to Zohran Mamdani's primary win surged in four mutually reinforcing ways: threat construction, moral panic, election-season opportunity, and social media amplification. Islamophobia sat at the center of every step, while classic McCarthy-style rhetoric (e.g., "Imagine telling 9/11 families that New York just elected a jihadi backed by Marxists to finish what the terrorists started—from inside City Hall"[6]) was stapled to his faith to widen the target.

5.1 CONSTRUCTING THE POLITICAL THREAT

In the posts we reviewed, three overlapping tropes worked in concert to paint Zohran Mamdani as an outsider who could not be trusted. First, came religion. Users repeatedly cited his Muslim faith as evidence that he would impose "Sharia law" on New York or lend sympathy to terrorism, turning belief into a blanket accusation of disloyalty.

A second layer recast Mamdani's democratic-socialist platform as hardline communism, complete with warnings about future "bread lines." By linking Islam to communism, authors borrowed the language of the Cold War to suggest ideological treason. A third cue focused on nationality and ethnicity. Hindu nationalist accounts declared Mamdani "anti-Hindu", insisting that a Muslim of Indian heritage automatically threatened Hindu interests.

These tropes rarely appeared in isolation. More often, they were stacked in the same post, so a single post might describe Mamdani as a "Ugandan Muslim communist" who hates Hindus and intends to dismantle American values. Combining religion, ideology, and nationality allowed antagonists to trigger several prejudices at once, providing the broader conversation with a ready-made villain who seemed foreign on every possible front. The three labels–Muslim, communist, and foreign–created a multi-layered out-group that activates several existing prejudices at once.

5.2 MORAL PANIC

Crisis rhetoric permeates the dataset. A common refrain was that "New York has fallen," paired with warnings that the city would soon face Sharia law or a socialist takeover. Visual tactics reinforce the alarm. Memes and doctored images warn of looming chaos. One shows the Statue of Liberty in a black niqab. Another uses London street footage of Muslims praying, suggesting the city will follow a caricatured Muslim-majority model. Collectively, these visuals present Mamdani's candidacy as a sign of near-certain civic collapse.

Calls to action range from ballot-box pressure to demands for drastic remedies. The mildest end of the spectrum urges people to "research his ties" and question the origin of his candidacy. At the extreme end, posts advocate for Mamdani's deportation and the revival of the Communist Control Act of 1954 that criminalized membership in or support for "Communist-action organizations," on the basis that communists vowed to overthrow the

government of the United States. Although numerically smaller, many of these posts originate from high-follower accounts, giving hardline proposals outsized visibility.

Each post targeted a different grievance, but together, they created a single atmosphere of moral panic, casting Mamdani's win as an existential threat to New York and, by extension, the nation. Three ingredients of moral panic surface in the same online space: Mamdani serves as the "folk devil," the imagined harm is citywide collapse, and the proposed remedies range from deportation to loyalty tests. Social media lets these cues circulate side by side, where reposts, quote tweets, and algorithmic boosts amplify them in tandem.

5.3 POLITICAL OPPORTUNITY AND ELECTION TIMING

Election season gives hate actors a larger and more attentive audience, amplifying any message tied to a candidate's name. Posts about Mamdani enjoyed built-in visibility because people were already following the race.

Far-right accounts used that attention window to push hostile content, framing Mamdani as a security or ideological threat and posted aggressively as hashtags and keywords about the primary were already climbing, thus assuring placement in high-traffic feeds without paying for promotion. This heightened visibility was short-lived, peaking from June 24 through June 26, 2025, but it was long enough for alarmist content to accumulate a total of 272 million views, likes, shares, and comments.

5.4 TRANSNATIONAL OPPORTUNITY STRUCTURES

The Mamdani case illustrates a transnational opportunity structure in which ideologically compatible but geographically dispersed movements cooperate in real-time. Hindu nationalist Indian and diaspora accounts provide thematic raw materials (e.g., anti-Hindu grievance, suspicion of Muslim politicians), while US far-right influencers supply algorithmic reach. The resulting coalition extends the threat beyond national borders and shows how moral panic can be globalized through digitally networked publics.

6. CONCLUSION

This analysis tracked 6,669 public social media posts over a 17-day window to show how major hate frames–namely, Islamophobia, ideological demonization, nativist exclusion, and Hindu nationalist claims–interlocked and accelerated after Zohran Mamdani's primary win. It dove further into a subset of 1,933 public posts and examined the relative proportion of various hate narratives therein. The combination of harmful narratives turned a local race into a flashpoint over Muslim participation in public life. High-engagement accounts labeled Mamdani a "jihadi" who was poised to enable "9/11 2.0," blurring the line between candidate criticism and blanket suspicion of every Muslim. References to "Sharia law," calls for deportation, and warnings that "New York has fallen" spread rapidly, showing how hostility toward one figure can solidify into prejudice against an entire faith community.

If this climate remains unchecked, it will discourage Muslim civic engagement, distort voter perceptions, and divert attention from substantive policy debates before the November 2025 election. Research indicates that unchecked digital harassment can limit online participation. For example, a 2017 Pew survey found[7] that 27% of US adults decided not to post something online after witnessing harassment of someone else, and 13% stopped using a service altogether after observing such behavior. Worse, online dehumanization often spills offline, where it can encourage harassment, vandalism, and even violence against mosques, community centers, Muslims, and individuals perceived to be Muslim. The tactics observed here are easily copied and could surface wherever tight races mix with identity politics and viral media dynamics.

Mitigation of this state of affairs demands coordinated action. Social media platforms should throttle repeat offenders, curb algorithmic boosts for content flagged as harmful, and publish timely transparency reports so the public can track enforcement. Responsible moderation does not silence debate but supplies the safety infrastructure that allows genuine pluralism to flourish. The right to speak does not include a right to guaranteed algorithmic reach, and throttling virality for harmful content is, therefore, compatible with strong speech norms.

Civil society organizations, including Muslim community groups, should deliver rapid, culturally informed counter-narratives and provide on-the-ground support when threats arise. Acting together now can keep New York's election discourse focused on policy rather than prejudice and help ensure that Muslim communities, and all targeted groups can engage in civic life without fear of harm.

7. RECOMMENDATIONS

The recommendations below focus on social media platforms, which hold the immediate leverage over the problem.

- **Strengthen platform safeguards during election periods:** All major social media platforms should activate election-specific escalation protocols that fast-track review of harmful content. Posts that trigger one or more identified harmful categories should face algorithmic down-ranking or temporary share limits.
- **Shared hash-matching for known hate content:** Major platforms should join or expand the scope of hash-sharing consortia they already govern, such as the Global Internet Forum to Counter Terrorism's (GIFCT) Terrorist Content Database[8], by formally adding Islamophobia and harmful speech under the same technical framework and governance rules. This will ensure that any image, video, or URL already flagged as Islamophobic or otherwise harmful is blocked, down-ranked, or warning-labeled the moment a user tries to repost it on a partner service. This cooperative approach limits the cross-platform spread of recycled memes.
- **Repeat-offender friction:** Accounts responsible for multiple violations in quick succession should face graduated friction. For example, first, a mandatory "read before you share" interstitial, then a 24-hour freeze on reposts and replies, and finally, suspension. This tiered approach preserves lawful speech while slowing the velocity of serial offenders.
- **Virality checkpoints with context cards:** When a post containing high-risk keywords (e.g., "jihadi" or "Sharia takeover") crosses a predefined engagement threshold, platforms should automatically insert an interstitial context card. The card could provide concise background facts, links to authoritative sources, and an option to "share anyway." The added friction is designed to curb impulsive amplification and would ensure users see corrective information before spreading harmful claims.
- **Extend Community Notes to shared claims:** Community Notes are a primary, crowd-sourced moderation tool on X, TikTok (Footnotes), Youtube (Information Panels), and Meta, where the feature is currently being tested. When a Community Note is rated helpful, platforms should treat that Note as the canonical correction for the underlying claim and automatically attach it to new and existing posts that repeat the same assertion, identified through exact-match and semantic clustering. This claim-level propagation would scale fact-checking instantly across thousands of duplicates, ensuring consistent context wherever the narrative appears.
- **Boost corrective counter-speech:** Ranking algorithms should give a modest relevance lift to posts that already contain credible rebuttals, fact checks, or helpful Community Notes, activating when the platform detects a spike in hateful narratives. Foregrounding these context-rich posts while leaving uncontextualized shares neutral or even slightly

down-ranked would expose users to balanced information at a moment when false or hateful claims gain traction, reducing its persuasive power without suppressing lawful speech.

- **Real-time transparency dashboard:** For all users, platforms should publish near-real-time dashboards showing the number of harmful content reports received and median response times. Platforms may also encourage transparent communication with community groups and organizations. An open-source flagging portal can be developed for community organizations where all users can identify flagged content as well as who flagged the content and on what grounds.

8. ENDNOTES

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