

The Hidden Launchpads of Toxic Narratives

*Mapping the cross-platform enclaves
where tomorrow's toxic narratives
begin.*

Patrick Gerard
University of Southern California

✉ pgerard@isi.edu

🦋 patrikgerard.bsky.social

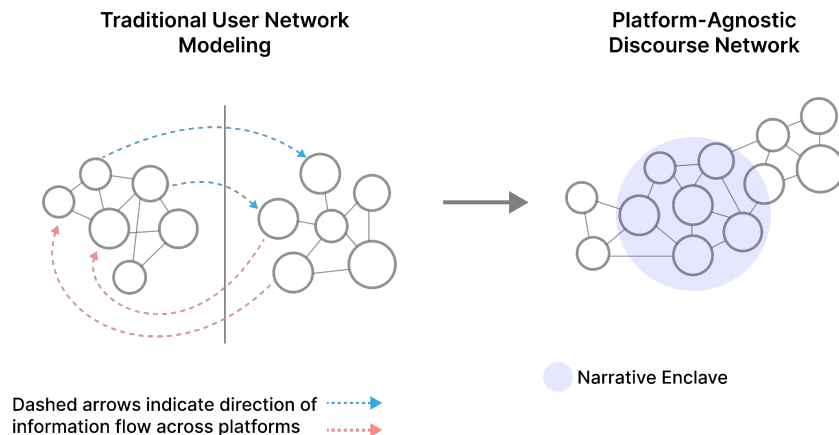


Cross-Platform Narrative Enclaves as Structural Launchpads

Narrative Enclaves: semantically coherent, behaviorally clustered **discourse zones** with high internal echo, where users repeatedly engage with **aligned narratives** and reinforce **core themes**.

Prior work using discourse-centered user modeling found that these enclaves are often **predictive of cross-platform narrative diffusion**.

Can we predict which enclaves are poised to launch viral, harmful ideas into the ecosystem?

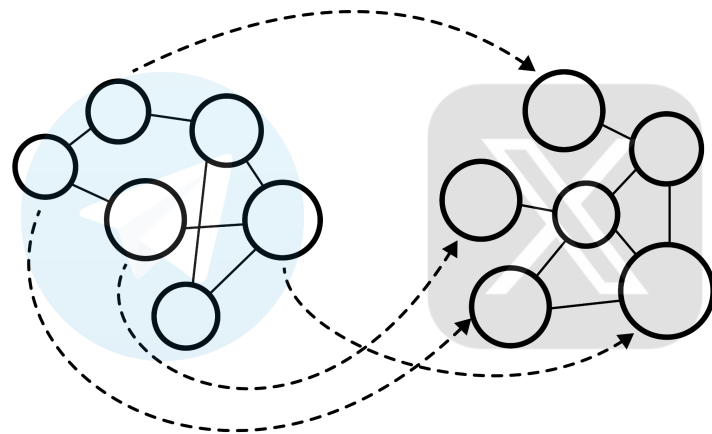


Cross-Platform Toxicity Modeling

Instead of chasing viral content after the fact, can we identify high-risk narrative formation in real time across platforms?

Method: Extend discourse-centered user modeling. Utilize cross-platform user positioning to model how harmful narratives initially form and diffuse *before* they explode.

Impact: Shift intervention from reactive content removal to proactive enclave monitoring.



Questions?

Key Points:

Predictive modeling of narrative enclave formation before viral spread.

Cross-platform early warning using discourse-centered user networks.

Proactive intervention at enclave level rather than post-viral cleanup.

Contact:

 pgerard@isi.edu

 patrickgerard.co

 patrikgerard.bsky.social