

The Affective Politics of the “Freedom Convoy”

Conspiracy, Nostalgia, and Masculinity

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Freedom Convoy



How the Convoy Unfolded







A State of Emergency.



Online Movement



#TruckersForFreedom2022.



#IStandWithTruckers

Why Did This Take Off?

- Emotions spread faster online.
- Algorithms boost content that triggers strong reactions.
- We don't always *think* our way into political positions. We *feel*.
- **Affective alignment**—people bonding over shared feelings.

Four Major Conspiracy Theories

- The Great Reset
- Vaccines as Weapons of Mass Killing
- Medical Martial Law
- The Ukraine War as a Distraction



Conspiracy #1: The Great Reset

I agree! #TruckersForFreedom2022 🙌🇨🇦🇺🇸🇨🇦🇺🇸🇨🇦🇺🇸 We need to REJECT The Great Reset 100 No Digital ID/Social Credit System. WEF does not favor Humanity.

GREAT RESET Has INFILTRATED Cabinets Around The World With Young Leaders Like Trudeau <https://t.co/tAHkgcwTQN>

Conspiracy #1: Emotion

- Fear of loss, anger at elites, pride in resisting.
- Supporters saw themselves as heroes saving Canada.



Conspiracy #2: Vaccines as Genocide

The 'Great Replacement'

A TOPIC EXPLAINER PRODUCED BY



Powering solutions
to extremism, hate
and disinformation



Microsoft

Conspiracy
#2: Emotions

**STOP
MEDICAL
MARTIAL
LAW!!!**



**STOP MEDICAL MARTIAL LAW!
(No To Mandatory Vaccination)**

Conspiracy #3: Medical Martial
Law

Conspiracy #4: Ukraine War as Distraction



What kinds of beliefs do these theories help build?



What are these conspiracy theories really doing beneath the surface?

The Base Grammar of Right-Wing Extremism.

The Myth of a Lost
Golden Age

An “Us vs. Them”
Mentality

The Restoration of
Patriarchal Masculinity

And when they seek to oppress you And when they try to destroy you, Rise and rise again and again Like the Phoenix from the ashes UNTIL THE LAMBS HAVE BECOME LIONS and the rule of Darkness is no more

And forever in the hearts of Canadians their signatures will be etched. They'll be remembered either as heroes who saved Canada from the clutches of #TrudeauTyranny or Criminal Collaborators in the attempted destruction of our beloved country.

Base Grammar #1: The Golden Age

Base Grammar #2: Us vs. Them



Tweet



TheMapleReport
@ReportMaple



Once again Justin's little lad dog whore comes running to the rescue to save another vote. Jack Layton is spinning in his grave.

[#TrudeauFailedCanada](#) [#cbc](#)
[#TruckersForFreedom2022](#) [#JustinTrudeau](#)
[#jordanpeterson](#) [#NDP](#) [#bensimmons](#) [#BLM](#) [#Trump](#)



7:54 AM · Feb 22, 2022 · Twitter Web App



Base Grammar #3: Patriarchal Masculinity



@JustinTrudeau tries to come out from his hole..needed to show some muscle

Only proves his weakness

Truckers see through it. Don't give them ANY reason to flex

#OttawaSiege #ottawa #TrudeauMustResign
#TruckersConvoy2022 #TruckersForFreedom2022
#TruckersForFreedom #OttawaPolice

10:32 PM · Feb 6, 2022 · Twitter for iPhone

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When you ran like a little chicken Justin, the opposition took that as a sign of weakness, I hope you get heckled every day for the rest of your life!

#TruckersForFreedom2022 #TrudeaulsACoward
#ChickenShitTrudeau

Conclusion

The convoy was driven by emotional politics.

Feelings gave power to conspiracies and normalized exclusion.

Understanding emotion in digital politics is critical today.



Thank You!

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