



# UNMASKING ANTISEMITISM THE AUUA APP

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## Overview

The American University Unmasking Antisemitism (AUUA) App was created as part of the Unmasking Antisemitism Project (<https://www.american.edu/centers/unmasking-antisemitism/>) to provide relief to researchers sifting through large numbers of social media posts manually in search of emerging antisemitic terminology and tropes in a fast-evolving landscape. Keyword searches, typically used as first steps in analyzing content, return exhaustive and indiscriminate numbers of social posts. Sifting through that content for novel expressions of antisemitism is both overwhelming and likely to miss important occurrences. The AUUA App uses modern AI techniques to systematically narrow in on novel and significant antisemitic terminology along with the posts that make use of it. Given the continuous evolution of antisemitic language on social media, the tool provides essential assistance to researchers who attempt to stay on top of the conversation for potential monitoring, intervention, or analysis.

## Getting started with the AUUA App

To use the AUUA App, you need a computer account from American University. You can request one by e-mailing Nathalie Japkowicz at [japkowic@american.edu](mailto:japkowic@american.edu). If your request is accepted, you will need to follow the steps below:

1. Users will need to [enroll their mobile device to utilize Duo Two-Factor security](#)
2. Users will then be able to VPN into AU's network and then access the app server(s).
  - I. [How can I connect to AU's VPN from a Windows computer using Ivanti Secure Access?](#)
  - II. [How can I connect to AU's VPN from a Mac computer using Ivanti Secure Access?](#)
  - III. [How do I connect to the AU VPN from my iPhone or iPad using Ivanti Secure Access?](#)
  - IV. [How can I connect to the AU VPN from my Android mobile device using Ivanti Secure Access?](#)
3. Once you have secured access, you will need to sign on to the VPN and access the App at: <http://147.9.7.54/>. That will bring you to the AUUA App's landing page (Figure 1).
4. You can start your search by clicking the "Explore Terms" Button.

## Detailed Instructions

You will be asked to enter several pieces of information:

- **Data Source:** Two choices are given. The user can use their own database (Excel or CSV format) with a minimum of two columns: one indicating the date of the post and the second listing its text; or the user can select “I don’t have data” in which case, the system uses the internal data it continuously scrapes from the 4Chan /pol/ bulletin board.
- **Search Parameters:** On the next window, the user must enter the keywords to use in the search, as well as its start and end dates. While the default mode returns antisemitic terminology related to the keywords, the user can choose to return any kind of terminology (not just antisemitic) related to the keywords.
- **Output and Options –Panel 1:** If the search is successful (the keywords retrieved sufficient data for the AI analysis to proceed), the user will be presented with a list of five expressions and their relevance score to the seed terms (Figure 2). S/he can request the viewing of additional terms as well as select other scoring measures. The expressions listed do not contain the seed terms. The user can choose to have expressions that do contain the seed terms to be shown as well. S/he can then click on either one or more expressions of interest. That will lead to panels 2 and 3.
- **Output and Options –Panel 2:** On panel 2, an evolution plot will appear (Figure 3). The plot shows the usage of the selected terms within the dates initially selected. The user can request to see their usage during other time periods. There are options to download a report containing the list of posts retrieved for the particular expressions selected, to start a new search using these keywords, or to restart a search from scratch. The user can also scroll down the page to panel 3.
- **Output and Options –Panel 3:** On panel 3, posts that use the terminology selected by the user are displayed (Figure 4). These are the posts that would appear in the report that could be generated in panel 2.

## Support

If you have any questions or any trouble using the app, please contact Nathalie Japkowicz by e-mail at [japkowic@american.edu](mailto:japkowic@american.edu) or by phone at (202) 885-6486. We would also appreciate any comments you may have that could help us improve the App in future iterations.

Figure 1

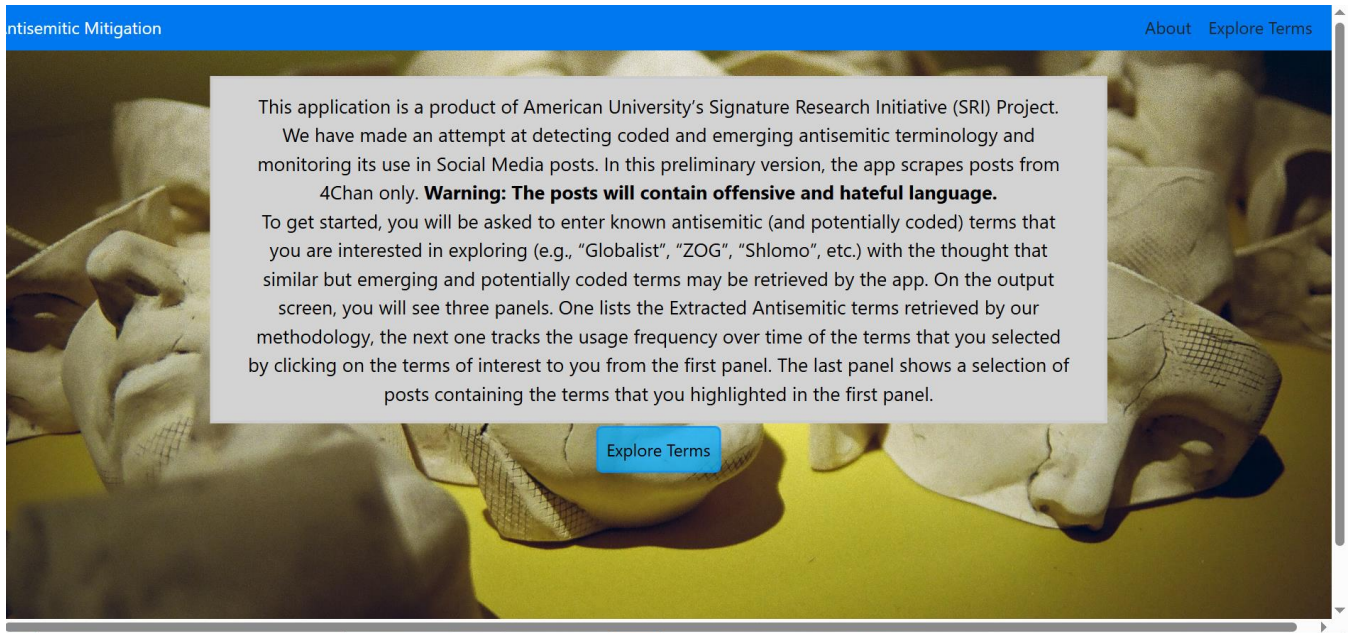


Figure 2

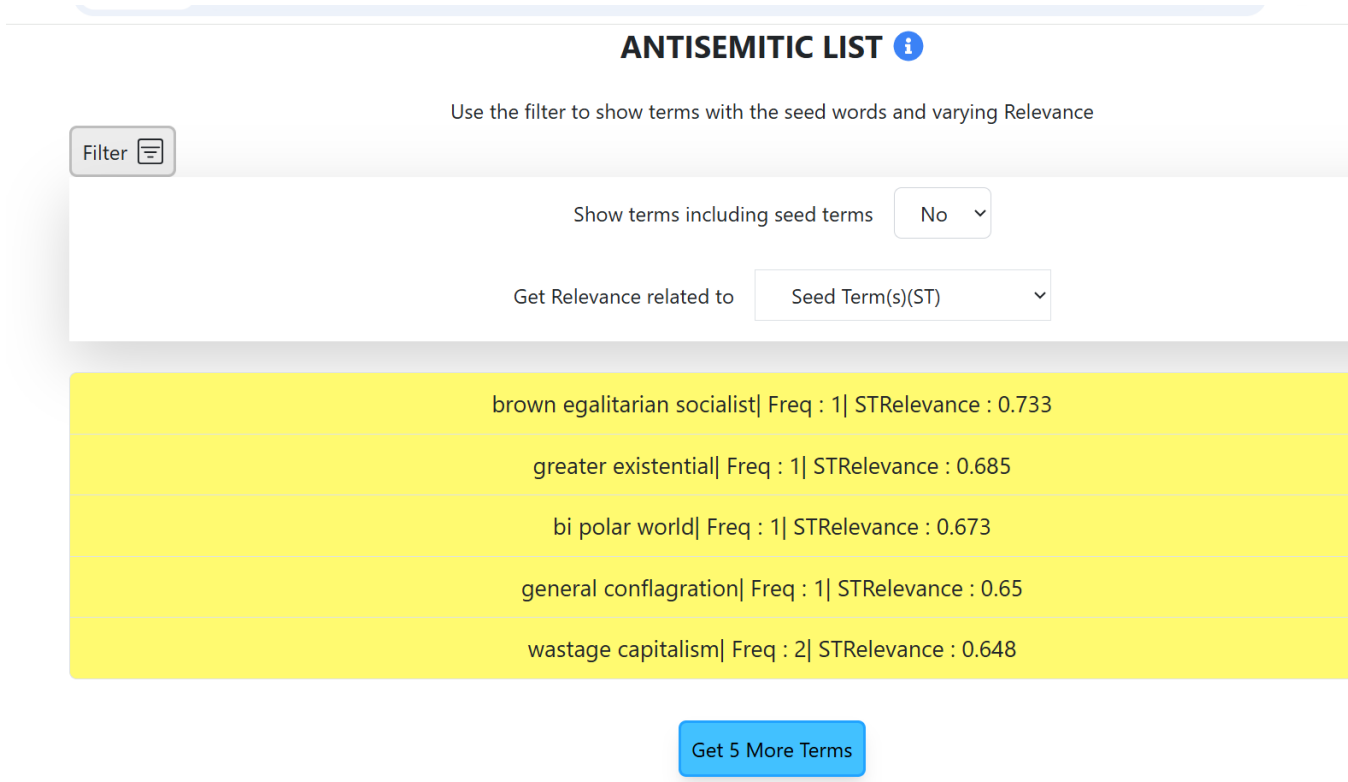


Figure 3

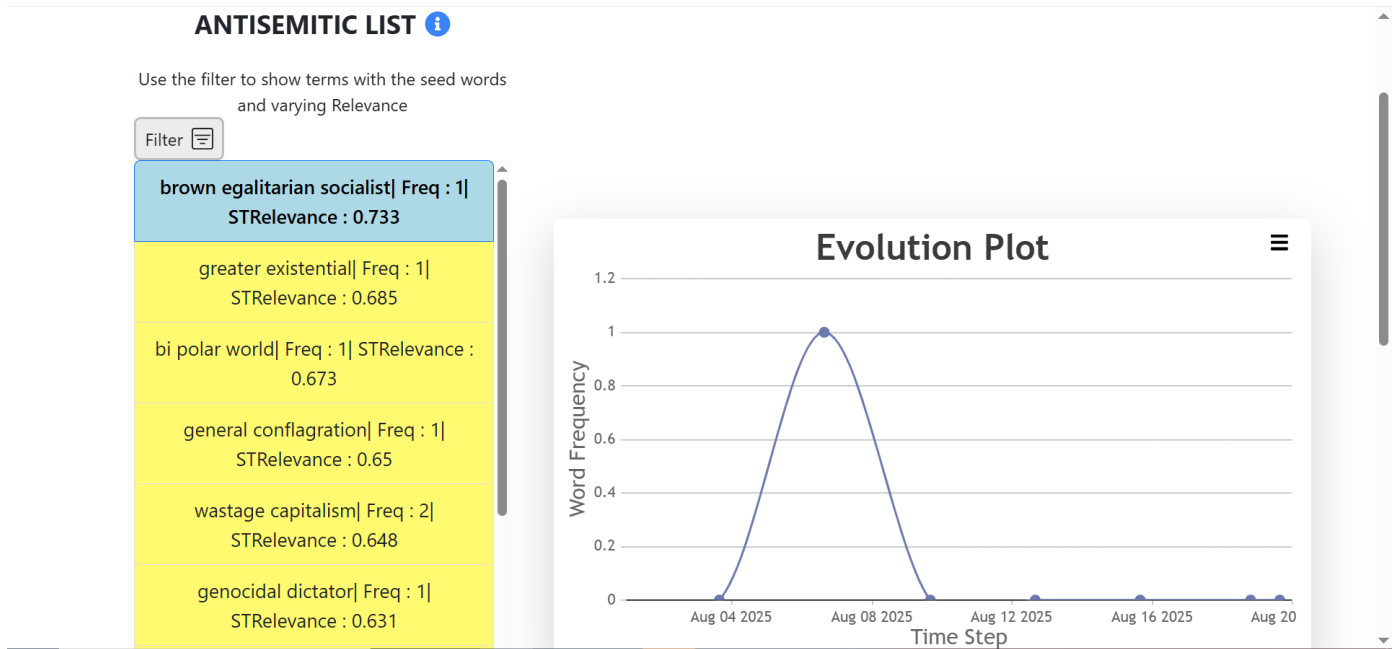


Figure 4

