

# ACCELERATING THE APOCALYPSE

## Mapping Accelerationism in Prepper Content on TikTok

“THE APOCALYPSE IS COMING... WE’RE READY, ARE YOU?”

TikTok Prepper Account (2023)

Kate Tomkins | Postgraduate Researcher | University of Southampton

Objective: To **identify** and **map** the prevalence and causal mechanisms **underlying** far-right **accelerationist** rhetoric within **prepper** video **content** and user **response** on the TikTok platform.

### BACKGROUND

The rise of social media has transformed how **extremist ideologies** are **disseminated**, with platforms like TikTok offering fertile ground for **fringe communities**. This study explores TikTok’s role in **amplifying narratives**, highlighting how **conspiracy** theories, nuclear threat fears, and **anti-government** sentiments intertwine with **prepper content** and influence user **response**.

#### Preppers and Survivalism

Self-reliance, **survival**, and **preparedness** for catastrophe.

#### Accelerationism

Belief that **rapid collapse** of existing **socio-political structures** is necessary.

“We mocked preppers and survivalists - until the pandemic hit”

Guardian Newspaper (2021)

### METHODOLOGY

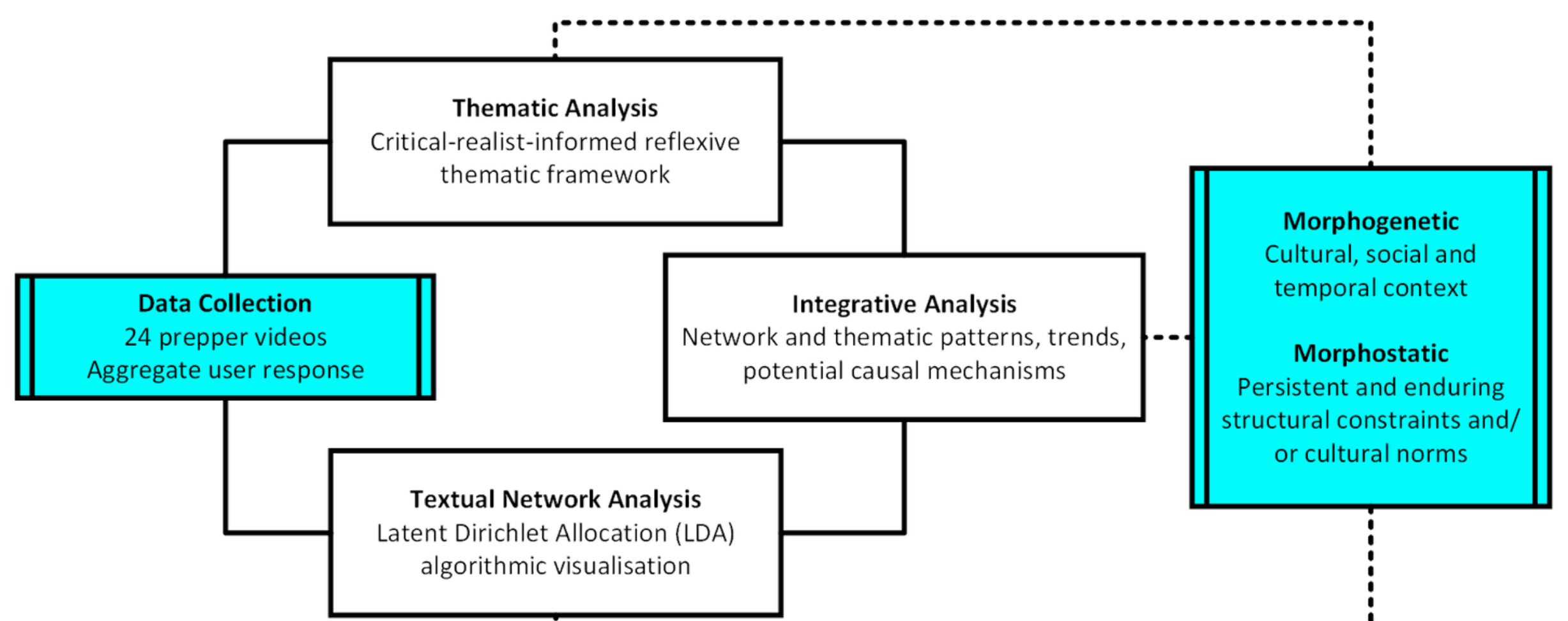


Figure 1: Overview of Research Design, adapted from Braun and Clarke (2008), Archer (1995) and Fryer (2022).

### FINDINGS

#### KEY THEMES IN PREPPER CONTENT



##### THE GREAT RESET

COVID was a **PLANDEMIC**... experiment by the **elites** and secret **global governments** who want to **control** and **depopulate** the earth’s population.



##### NUCLEAR THREAT

Influenced by rising tensions and global conflict, **temporally** shaped by **mainstream media** and demonstrated through **dramatic imagery**.



##### GLOBAL FINANCIAL CONTROL

Global elites introducing digital money to **control the population**. Money will be programmable. Sanctions, **Surveillance and Oppression** of Freedom.

#### TEXTUAL NETWORK ANALYSIS

Topic prevalence in user response

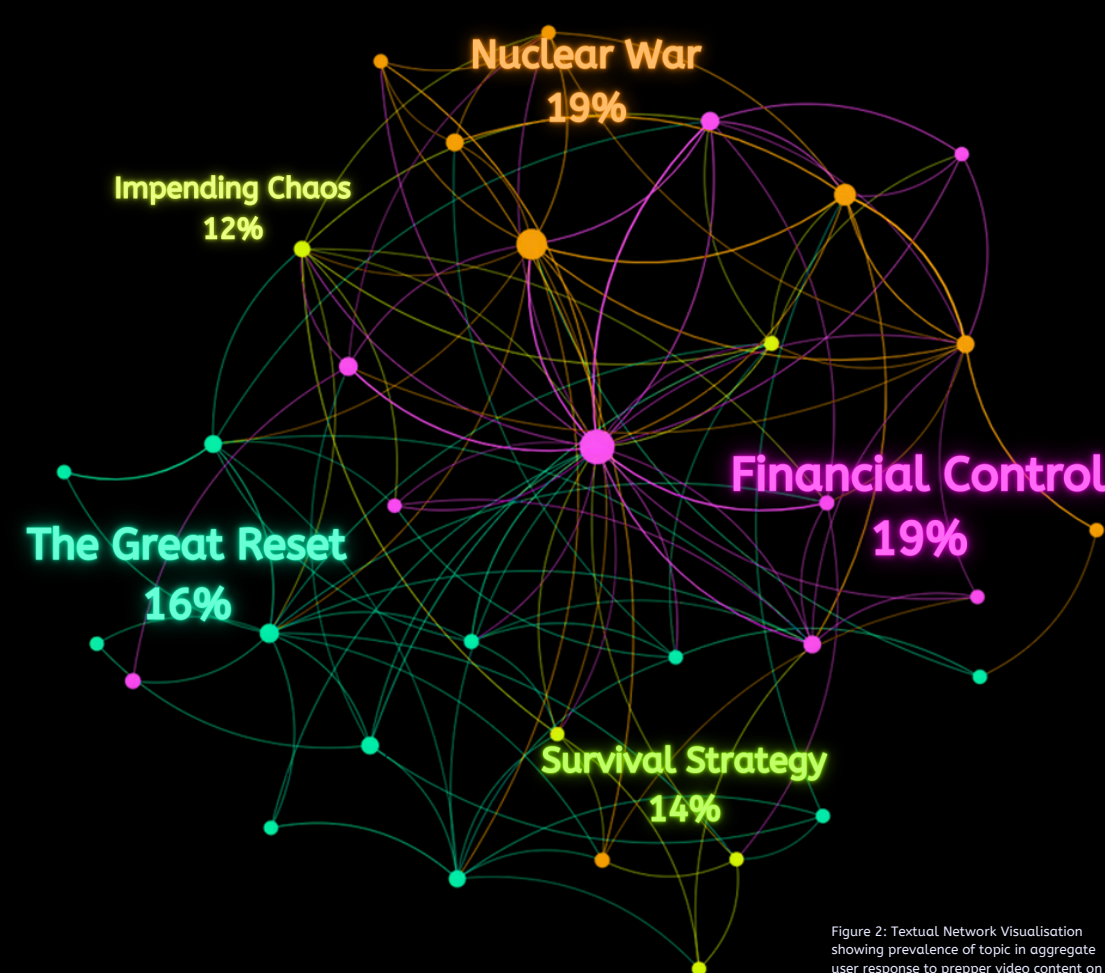


Figure 2: Textual Network Visualisation showing prevalence of topics in aggregate user response to prepper video content on TikTok.

#### MECHANISMS

##### MORPHOGENETIC

Political Dissidence  
Social Identity and Belonging  
Advancing Technology  
Technocracy (Scientific Evidence)

##### MORPHOSTATIC

Outgroups  
Evidence of Corruption (Historical)  
Perceived Persecution  
Uncertainty (Economic Precarity)

### IMPLICATIONS

#### INTERSECTING CONSPIRACY AND ACTION

Prepper content often **blurs the line** between preparedness **advice** and conspiracy-fuelled **disinformation**, presenting unique challenges for countering extremist ideologies in digital spaces.

#### DIGITAL ECOSYSTEMS AS RECRUITMENT

The convergence of prepper subcultures and far-right ideologies demonstrates the **evolving role of social media** platforms as **decentralised** ecosystems for radicalisation and recruitment.

### RECOMMENDATIONS

#### POSITIVE ENGAGEMENT

**Encourage** content that **promotes** community **resilience, support, and accurate information** on preparedness. Develop creator incentives for producing **fact-based, inclusive, and constructive** content to counteract extremism.

#### INTERDISCIPLINARY RESEARCH

**Collaboration** between social scientists, computer scientists, stakeholders and policymakers should be **prioritised** to devise comprehensive strategies for identifying and countering digital extremism.

“Our fight is with the deep state... Get ready to take back power.”

Paraphrased comment (2023)

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