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4. https://www.4chan.org/advertise.

5. In addition to the Web page affordances, as on any Web page, one can use VPN to ironically or otherwise change an IP address and therefore country flag.

6. B. Feldman, 2015. "Inside /pol/, the 4chan politics board shouted out in Minneapolis gun video," *New York Magazine* (25 November), at https://nymag.com/intelligencer/2015/11/inside-pol-4chans-racist-heart.html, accessed 15 July 2020.

7. J. Eligon and A. Southhall, 2015. "Black Lives Matter activists vow not to cower after 5 are shot," *New York Times* (24 November), at https://www.nytimes.com/2015/11/25/us/minneapolis-shooting-protest-police-jamar-clark.html.

8. C. Dewey, 2014. "Absolutely everything you need to know to understand 4chan, the Internet's own bogeyman," *Washington Post* (25 September), at https://www.washingtonpost.com/news/the-intersect/wp/2014/09/25/absolutely-everything-you-need-to-know-to-understand-4chan-the-internets-own-bogeyman/, accessed 15 July 2020.

9. A. Thompson, 2018. "The measure of hate on 4chan," *Rolling Stone* (10 May), at https://www.rollingstone.com/politics/politics-news/the-measure-of-hate-on-4chan-627922/, accessed 15 July 2020.

10. Hodge and Hallgrimsdottir, 2020, p. 568.

11. P.L. Austin, 2019. "What is 8chan, and how is it related to this weekend's shootings? Here's what to know," *Time* (5 August), at https://time.com/5644314/8chan-shootings/; R. Evans, 2018. "How the MAGAbomber and the Synagogue shooter were likely radicalized" (31 October), at https://bit.ly/2X0dfGh.

12. Tuters and Hagen, 2020, p. 29.

13. SpaCy defines named entity recognition as a "real-world object." The list of the named entities can be found in Appendix 1.

The prominence of the named entity scores across datasets is shown below:

	Christchurch target	Christchurch control	Pittsburgh target	Pittsburgh control
NORP	0.18	0.18	0.20	0.17
PERSON	0.16	0.17	0.16	0.16
ORG	0.16	0.16	0.15	0.16
GPE	0.15	0.13	0.14	0.15
DATE	0.12	0.13	0.14	0.15
CARDINAL	0.12	0.11	0.10	0.08