



DYNAMICS OF MOVEMENTS

Liz Boone





WHAT IS A MOVEMENT?

PROGRESSION OF MOVEMENTS

UNIFICATION TACTICS

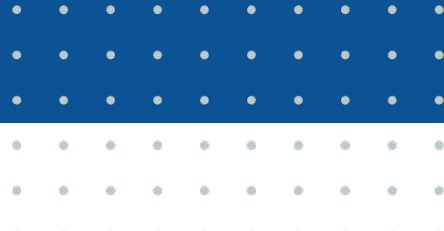
UNPACKING THE MAGA MOVEMENT

UNPACKING THE LEFT

WINNING BY INNOVATING



WHAT IS A MOVEMENT?



WHAT IS A MOVEMENT?

"A soul-stirring communal undertaking"
-Eric Hoffer

Organized around a common goal, noble purpose, belief, grievance, shared norms and/or societal perspective.

Loosely formed or well organized.

When successful, a sustained campaign directed at a desired outcome.







CORE INSIGHTS

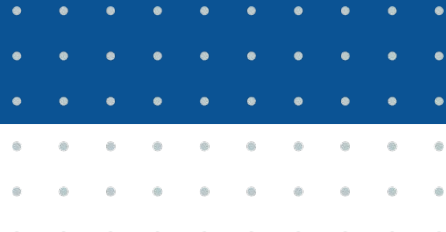
Feeling of belonging

Being a part of something bigger

Contributing to the greater good



PROGRESSION OF MOVEMENTS



PROGRESSION

MOTIVATION

A belief/desire/reason to do something. Shared issue/grievance.

"Ability is what you are capable of doing, Motivation determines what you actually do"
- Lou Holtz

AGITATION

Flashpoints that amplify messages. Provocateurs who give voice to the belief, grievance,.

EXPLOSION

Unified/Mass belief/adoption. Voices that resonate with broader audiences.

CIVIL RIGHTS MOVEMENT

MOTIVATION

Fight for basic civil rights due to enduring legacy of slavery and the continued experience of discrimination and injustice in various aspects of life, including education, housing, employment, and voting rights.

AGITATION



EXPLOSION



CLIMATE CRISIS

MOTIVATION

Pollution and a warming planet drives pressing need to save the planet

AGITATION



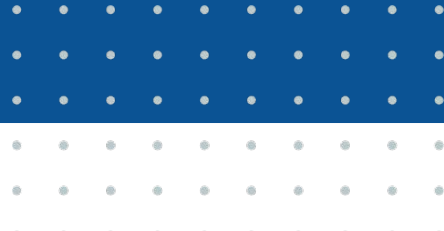
EXPLOSION



FUELED BY FEEDBACK LOOPS

- Echo chambers (social media + news networks)
- Victimhood narratives fueling loyalty
- Backlash cycles (media criticism → increased internal bonding)

UNIFICATION TACTICS





01. A COMMON GOAL

02. A COMMON ENEMY

03. ARTICLES OF FAITH

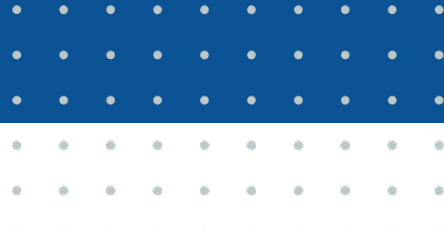
04. HEROES AND MYTHS



- 
05. CODE OF CONDUCT
 06. SYMBOLS AND ICONS
 07. COMMON LANGUAGE
 08. RITUALS
 09. A NETWORK



UNPACKING THE MAGA MOVEMENT



Understanding the MAGA movement better,
in order to combat it more effectively

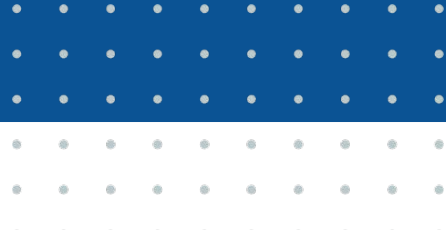


MAGA UNIFICATION TACTICS

MAGA FLASHPOINTS

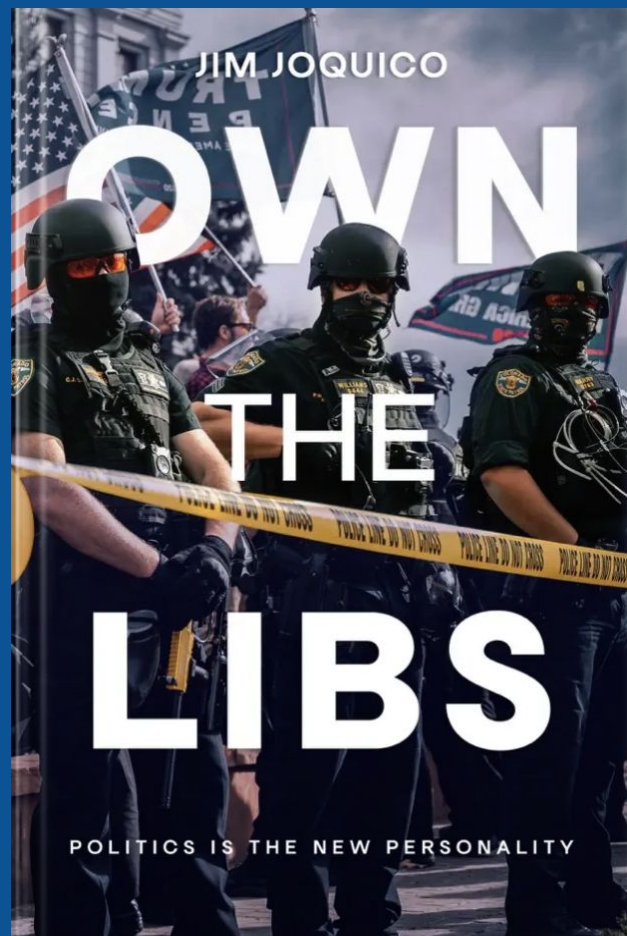


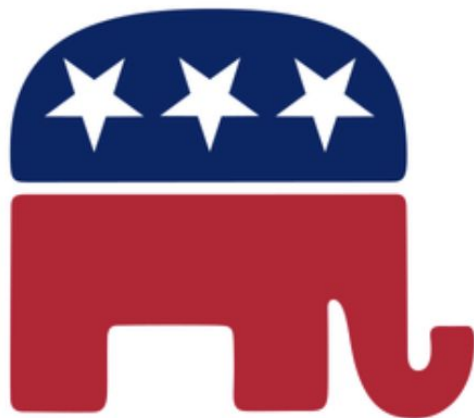
MAGA MOVEMENT UNIFICATION TACTICS



01. A COMMON GOAL







MAKE AMERICA GREAT AGAIN!

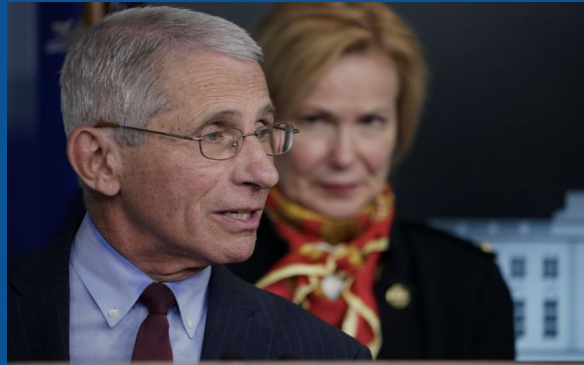
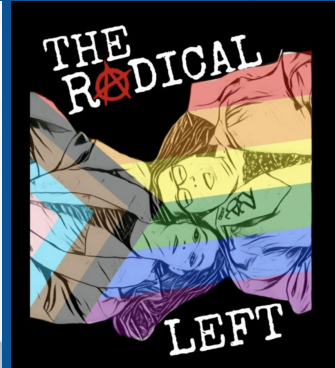


01. A COMMON GOAL

02. A COMMON ENEMY



A Common Enemy: "OTHERING"





01. A COMMON GOAL

02. A COMMON ENEMY

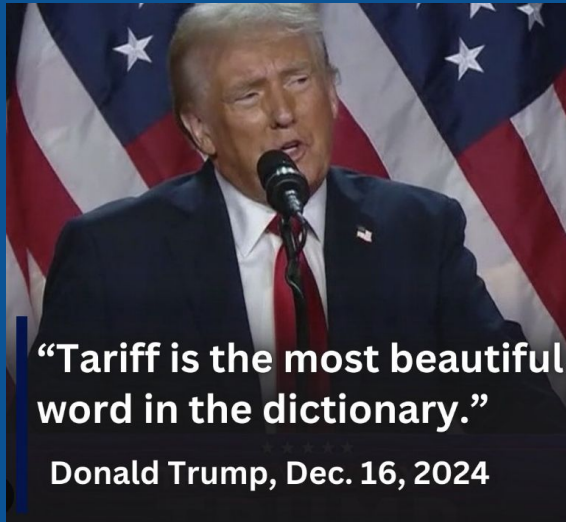
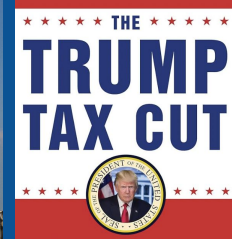
03. ARTICLES OF FAITH



1. America is in Decline
2. Trump as a Political Savior
3. The System Is Rigged
4. The Media Is the Enemy
5. Nationalism Over Globalism
6. Law and Order
7. Traditional Values and Anti-Wokeness
8. The 2020 Election Was Stolen
9. America First
10. Loyalty to Trump Above All

PRO-LIFE
PRO-GOD
PRO-GUN
PRO-TRUMP

The 2nd Amendment
A well regulated militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringed.



"Tariff is the most beautiful word in the dictionary."

Donald Trump, Dec. 16, 2024







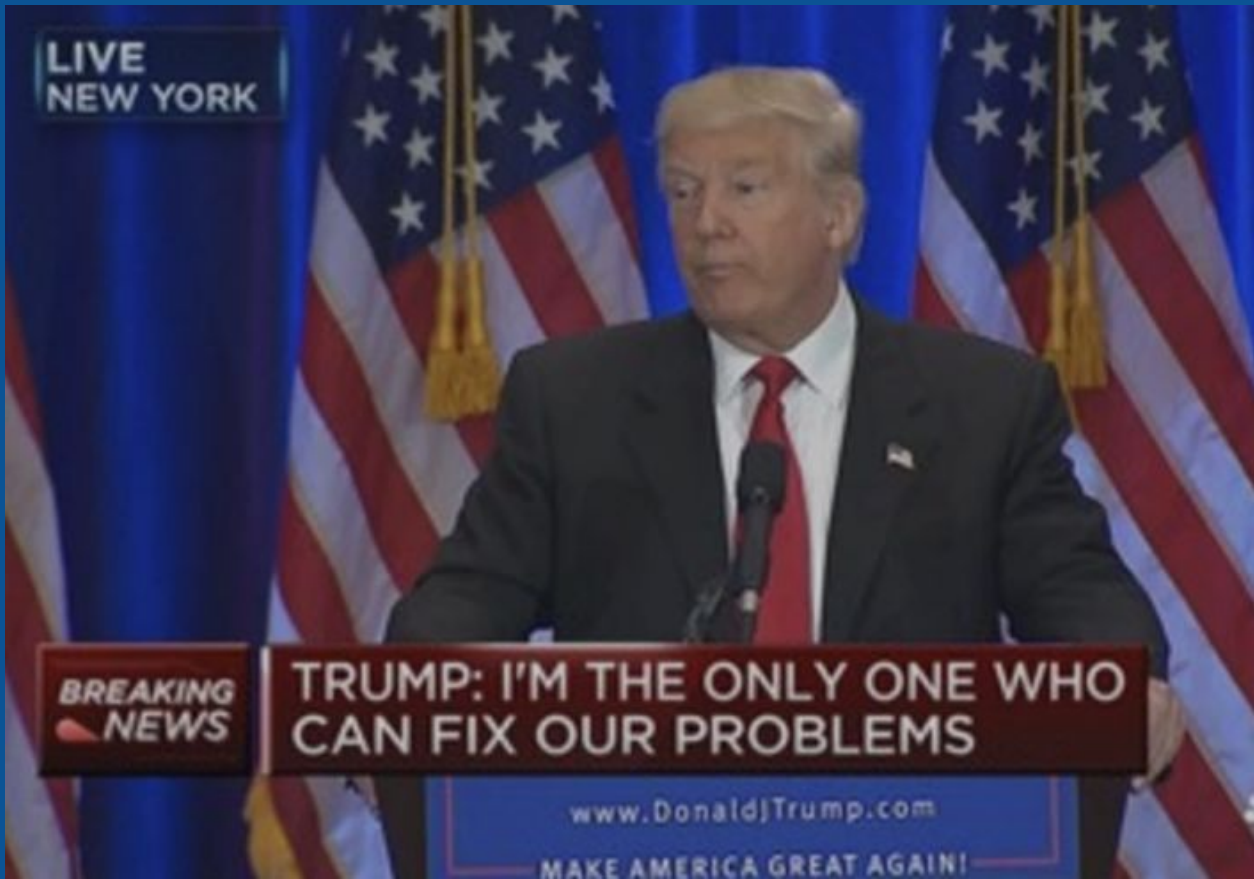
01. A COMMON GOAL

02. A COMMON ENEMY

03. ARTICLES OF FAITH

04. HEROES AND MYTHS





LIVE
NEW YORK

**BREAKING
NEWS**

**TRUMP: I'M THE ONLY ONE WHO
CAN FIX OUR PROBLEMS**

www.DonaldJTrump.com

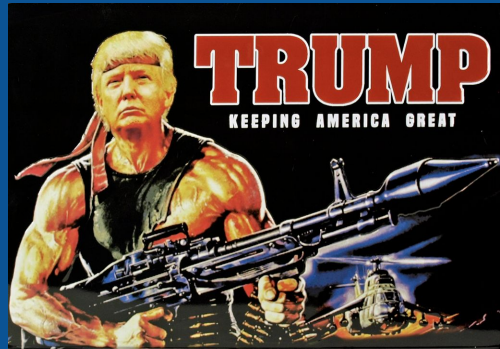
MAKE AMERICA GREAT AGAIN!



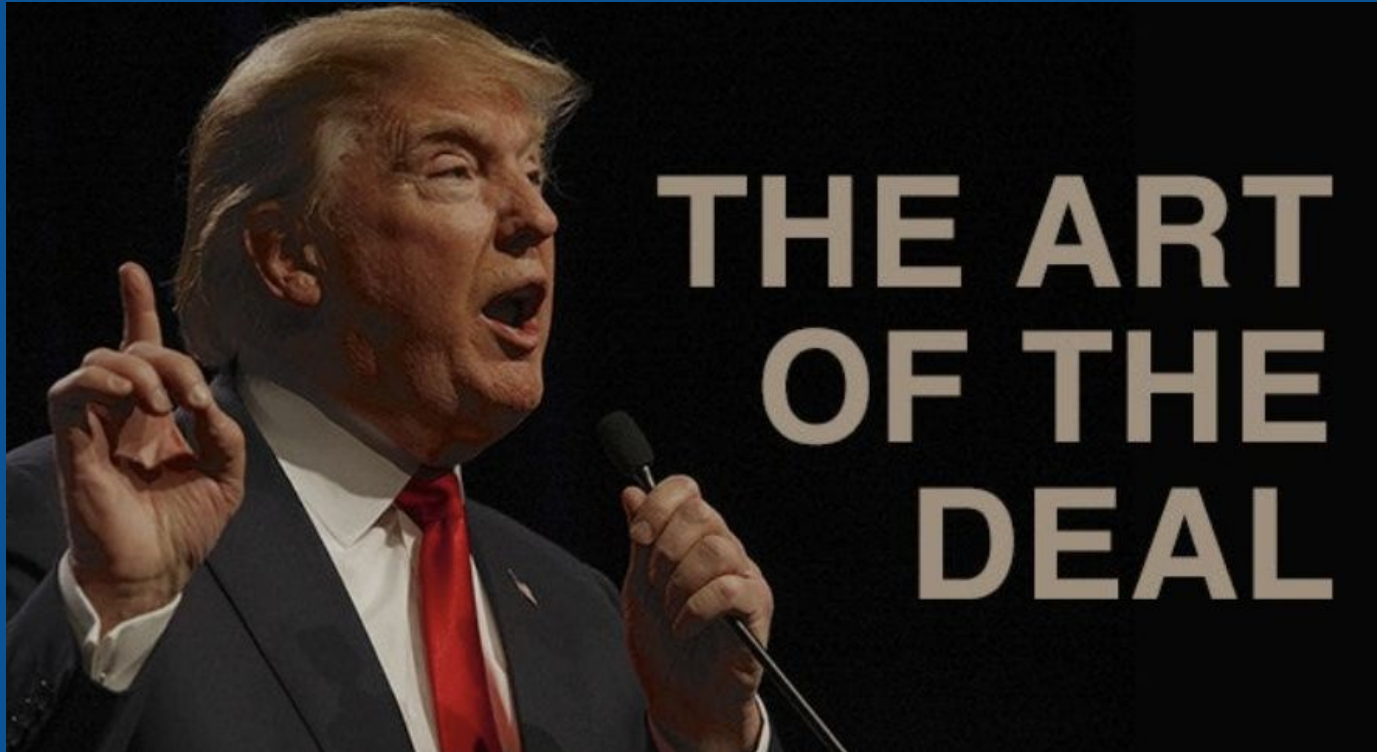
The Chosen One



Strong Man



The Businessman



05. CODE OF CONDUCT

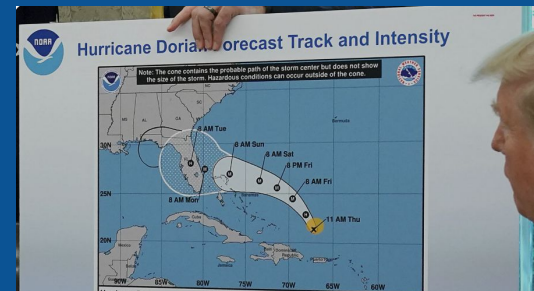


Lie
Deny
Deflect
Blame
Gaslight
Manipulate
Intimidate
Admit Nothing
Go After Attacker
Mainstream fringe and dangerous ideas



A Thousand Ego-laced Lies

Year	President	Popular Vote Margin (%)	Electoral Vote Margin
1936	Franklin D. Roosevelt	24.26%	523-8
1964	Lyndon B. Johnson	22.58%	486-52
1984	Ronald Reagan	18.21%	525-13
1920	Warren G. Harding	26.17%	404-127
1904	Theodore Roosevelt	18.83%	336-140



One Big Lie



Nicknames and Insults



Say one thing, do the opposite

Say one thing, do the opposite

Law & Order — Jan 6th pardons; defying court orders

Head of Environmental Protection Agency — rolling back climate rules

Espousing “Freedom of Speech” — banning books and deporting protesters

Draining the Swamp — Nepotism and lobbyists in high positions

Support for American Workers — Union Opposition

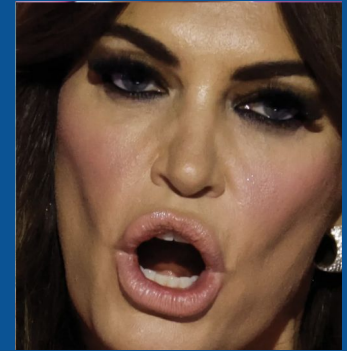
Truth social — full of lies



Look and Tone



WSJ: Trump is also a fan of Hegseth's performance and "look," enjoying how he appears on camera and how he attacks the media during any political firestorm.



"GLAMOUR SHOTS
IN A GULAG"



CBS NEWS



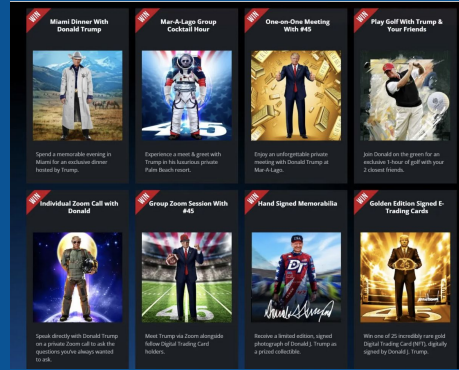
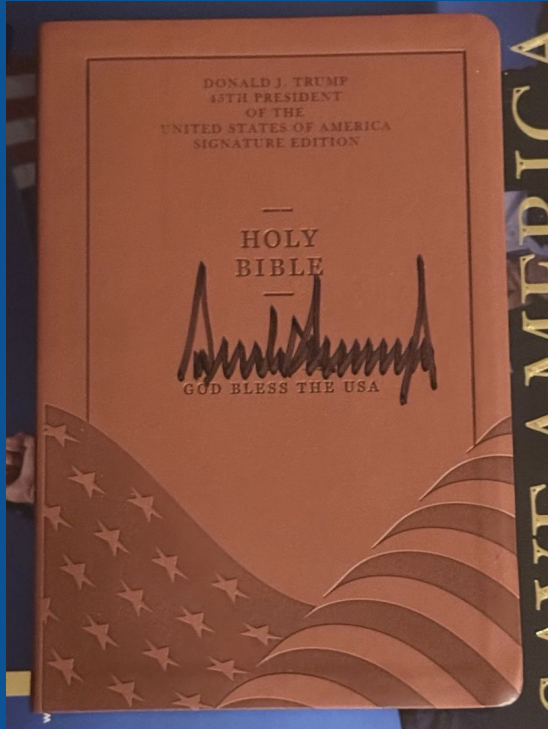
POLITICS

Hegseth orders makeup studio installed at Pentagon

By **Jennifer Jacobs, Eleanor Watson**

Updated on: April 23, 2025 / 1:50 PM EDT / CBS News

Always be selling



HAVE DINNER WITH PRESIDENT TRUMP

Only For the TOP 220 \$Trump Holders!

Join President Donald J. Trump at his Private, Members-Only Club in Washington, D.C. for Dinner!

Most Exclusive
Once in Lifetime Invitation.

[Learn More](#)

Trump Is Selling Pieces of His Mug Shot Suit

It's not just a piece of political
memorabilia — it's a strategy.



05. CODE OF CONDUCT

06. SYMBOLS AND ICONS



The Maga Hat



Trump 2.0 Variations



Flags



Dog Whistles



2.0 New Addition: Lapel Pins



05. CODE OF CONDUCT

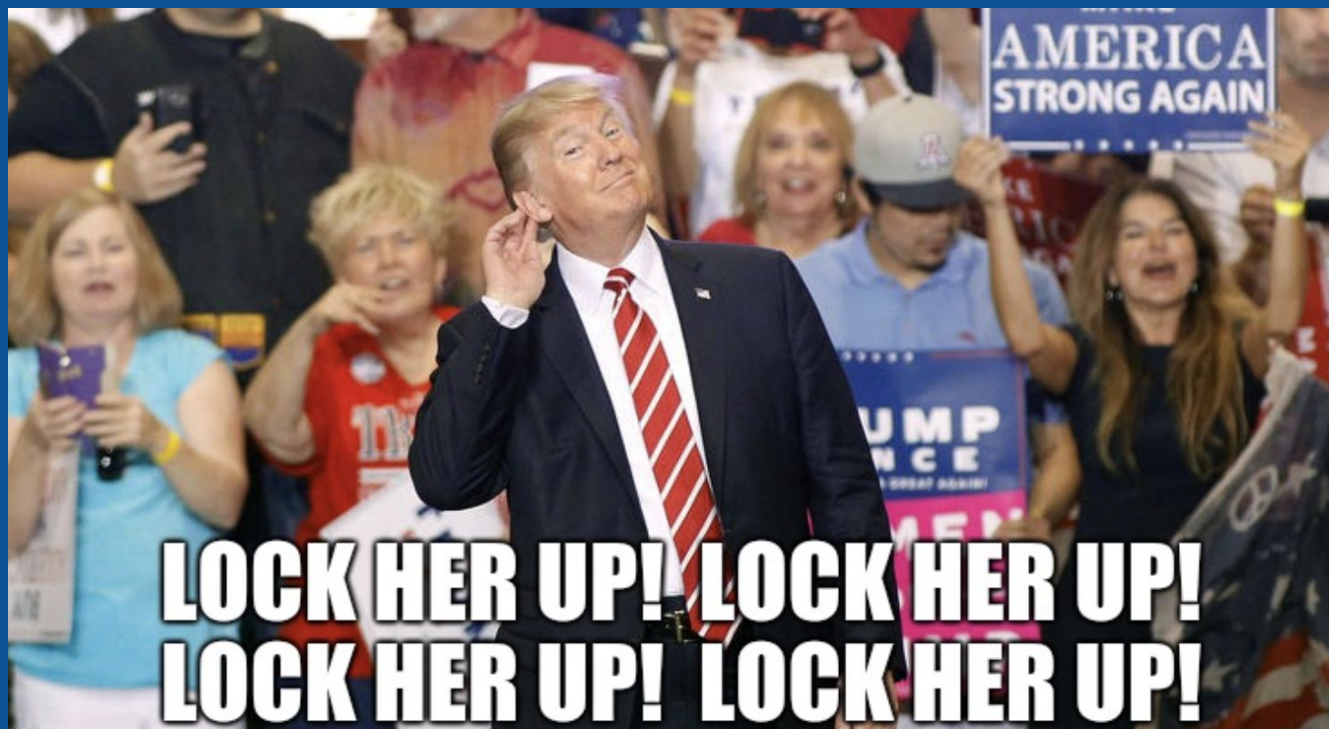
06. SYMBOLS AND ICONS

07. COMMON LANGUAGE









**LOCK HER UP! LOCK HER UP!
LOCK HER UP! LOCK HER UP!**









ALWAYS IN ALL CAPS



Donald J. Trump 

@realDonaldTrump

THREE GREAT WEEKS, PERHAPS THE BEST EVER, BUT TODAY IS
THE BIG ONE: RECIPROCAL TARIFFS!!! MAKE AMERICA GREAT
AGAIN!!!

5.7k ReTruths **28.5k** Likes

Feb 13, 2025, 6:46 AM

05. CODE OF CONDUCT

06. SYMBOLS AND ICONS

07. COMMON LANGUAGE

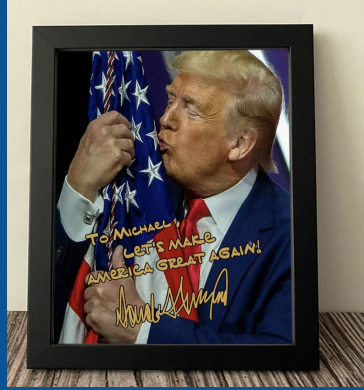
08. RITUALS



Caravans & boat parades



Flag hugging



"The Dance"



Rally-Wear



05. CODE OF CONDUCT

06. SYMBOLS AND ICONS

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08. RITUALS

09. A NETWORK



Current Era – Agitators



Andrew Tate



Oath Keepers &
Info Wars



Steve Bannon



Enrique Terrio - Proud Boys



Russell Vought - Heritage
Foundation



Charlie Kirk, Turning Point

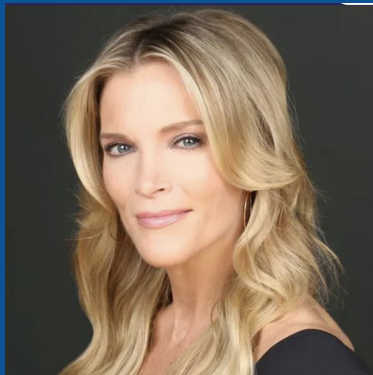
Current Era – Agitators



Trump 2.0 - Amplifiers



Peter Doocy

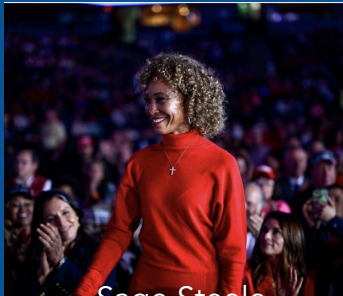


Megyn Kelly



Joe Rogan

Trump 2.0 - New Amplifiers



Sage Steele



John Stoll



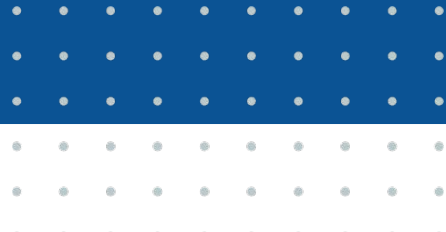
John Ashbrook



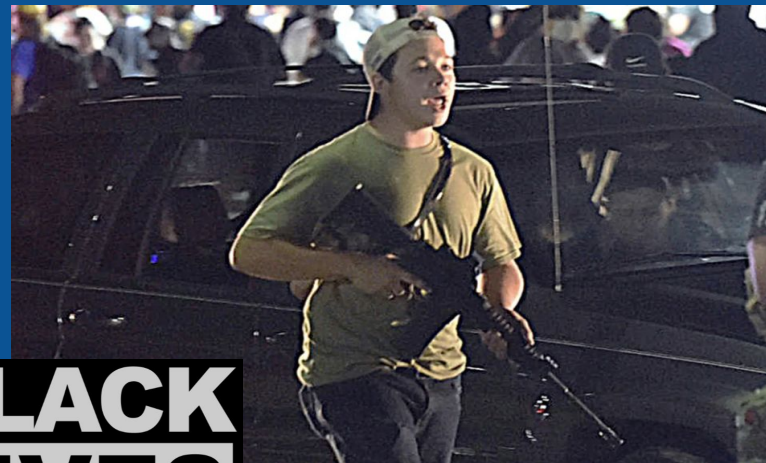
Mary Margaret
Olohan



MAGA MOVEMENT FLASHPOINTS



Trump 1.0 Flashpoints



**BLACK
LIVES
MATTER**



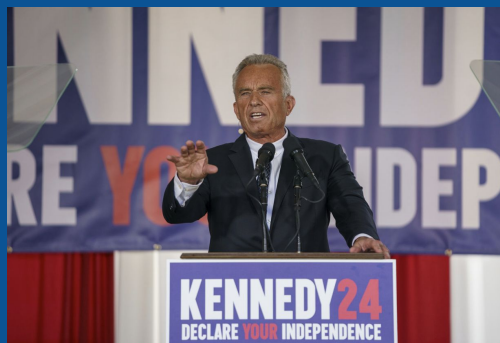
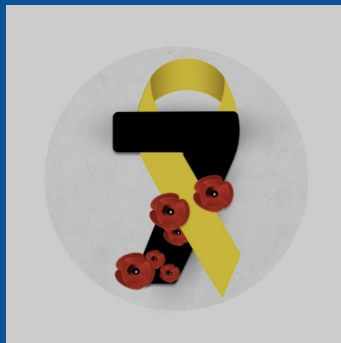
Trump 2.0 Flashpoints



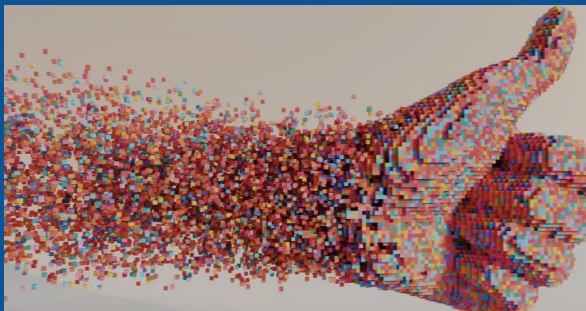
Oy



Trump 2.0 Flashpoints



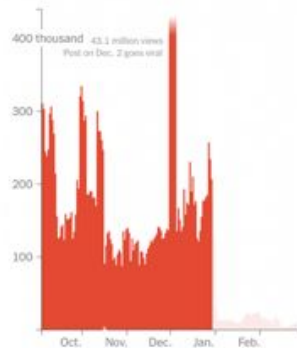
The Algorithm



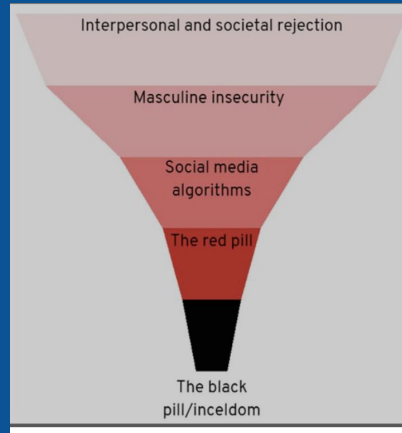
They Criticized Musk on X. Then Their Reach Collapsed.

By Stuart A. Thompson April 23, 2025

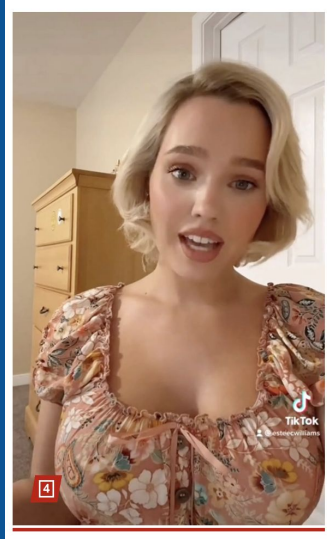
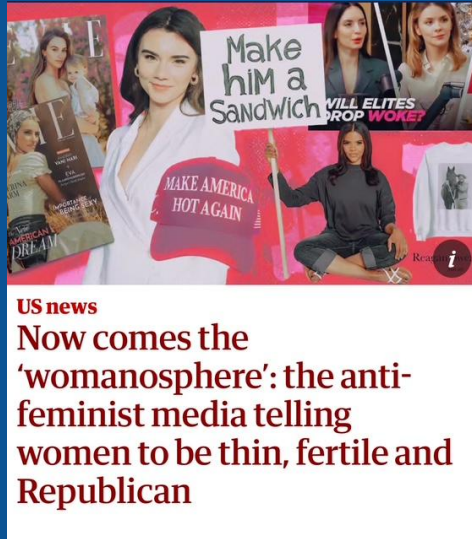
Anastasia Maria Loupis
Average daily views on X



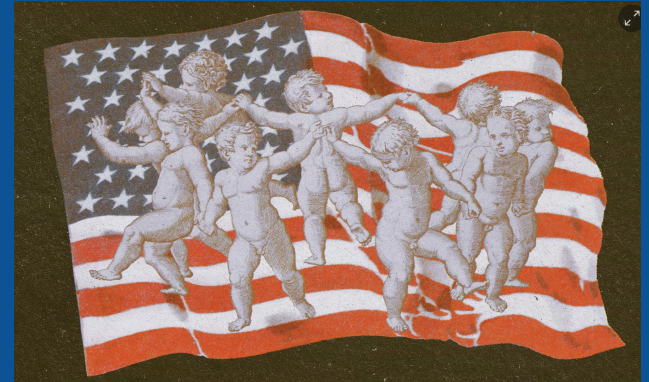
The Manosphere



The Woman-osphere

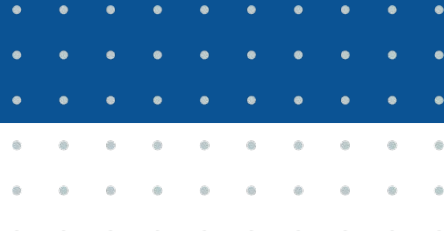


Tradwife Movement



Pronatalism

UNPACKING THE LEFT



BEGIN WITH UNDERSTANDING

What can we learn from the success of the Maga Movement?

What's our common goal?

What are our articles of faith?

What can we unite behind?

What are our rituals?

What is our iconography?

What is our common language?

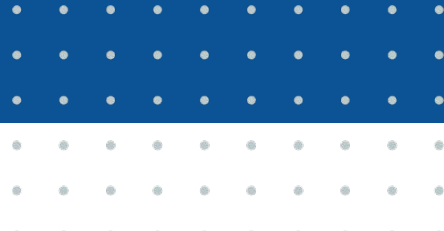
Where are our vulnerabilities?

Who are our priority audiences?

Who are our leading voices — old and new?

How can we flip the narrative?

WINNING BY INNOVATING



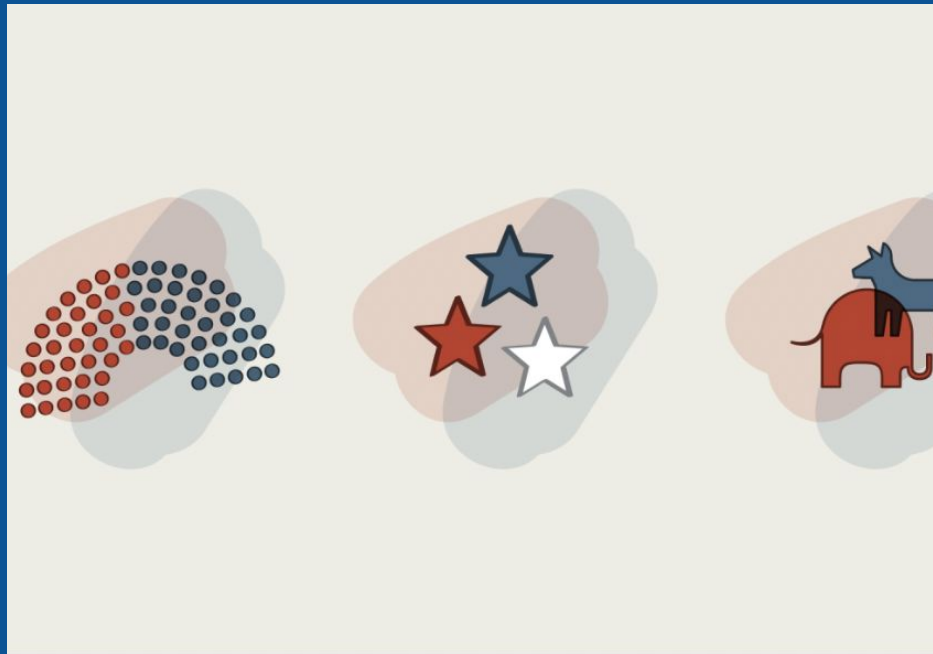
Definition of Insanity



INNOVATING FORWARD

We must develop and deploy long-term strategies, tools and technologies that extend beyond the next election cycle and result in deep, generational changes focused on rebuilding trust in government, realigning our democracy to reflect the values and meet the needs of the majority.

Innovating (IFPG) is doing what no one else is doing: countering and overcoming the right's tactics and tropes, including their use of "othering" to evoke fear and anger.



GENERATIONAL CHANGE

Innovating for the Public Good: R&D for Democracy is a center that will test, apply and scale new tools and approaches to address underlying dynamics threatening US democracy and develop long-term solutions.

It is a deliberate effort to shatter the stale paradigms of short-term, risk averse, siloed, "political" innovation and instead design a different future that brings together brilliant minds from around the country to take big swings for democracy and make generational change.



APPENDIX

The background is a solid blue rectangle. In the bottom-left corner, there are several concentric white semi-circular lines. In the bottom-center, there is a grid of small white dots arranged in three rows of ten. On the right side, there are several parallel white diagonal lines slanting upwards from left to right.

SYSTEM SYSTEM DESIGN APPROACH?

Dems are fractured, no root node. No observable strategy.

Weak on unification

Innovation and creativity required

ROLE OF SYSTEM DESIGN

Outline how to build implement and maintain a system

Blueprint for architecture, components and interactions

Performance, scalability, reliability (working correctly), monitoring system behavior (metrics)

The Root Node:

In system design, the “root node” serves as the fundamental starting point and foundation for a tree-like structure, such as a decision tree or a file system hierarchy.

With MAGA, the “root node” is Trump. All other factions, take lessons from him.

Misc

Rebuild our economy

Restore honor

Restore Law and Order

Repair relationships

Stop Corruption

Make America America Again

Be the change

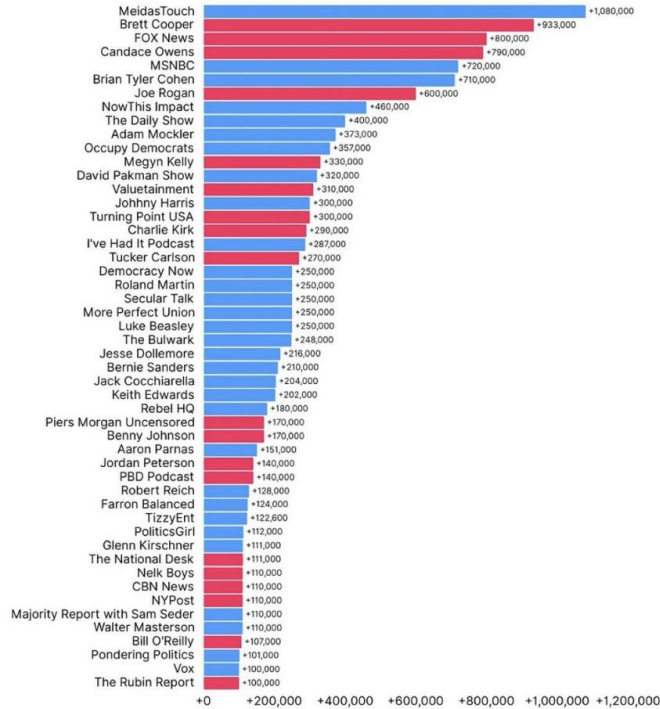
Be kind

Due Process

America First for All

New Voices

Fastest Growing Political & Political-Adjacent YouTube Channels by Net New Subscribers, Q1 2025



Source: YouTube. Data Shows Net Subscriber Growth for Partisan Political YouTube Channels from 1/1/2025 - 4/1/2025

