

“The Great Replacement”

A conspiracy claiming white Europeans are under threat

WHAT IS THE PURPOSE OF THIS DOCUMENT?

This document provides an overview of **“The Great Replacement” conspiracy theory** and is one in a series of extremism briefing notes produced by the [Institute for Strategic Dialogue](#) (ISD) out of a long-running partnership with Microsoft*. The purpose of these documents is to provide **entry-level context and background** about various extremist and conspiratorial narratives and movements. These are not intended as comprehensive deep-dives. Rather, they present key concepts, (conspiracy) theories, terminology and imagery deployed by the given movements or narratives. Further reading recommendations are provided at the end of each document, should readers want to learn more.

**Microsoft makes no statement as to the accuracy of the contents of this document. The contents herein are a product of ISD and are provided for informational purposes only.*



CONTENT WARNING: this document contains material that may be harmful, triggering or traumatizing to some readers.

FAQ

How are these briefing notes produced?

They are informed by both literature review and digital research using **publicly accessible** websites, social media pages, channels and forums. This briefing note was published in August 2020 and is based on [research](#) conducted by ISD after the attacks against two mosques in Christchurch, New Zealand in 2019.

What topics do they cover?

Topics span the ideological spectrum, covering prevalent extremist theories and narratives, as well as specific extremist movements. The scope ranges, with some briefing notes covering specific conspiracy theories like “The Great Replacement”, and others looking at broader, overarching issues like extreme misogyny online.

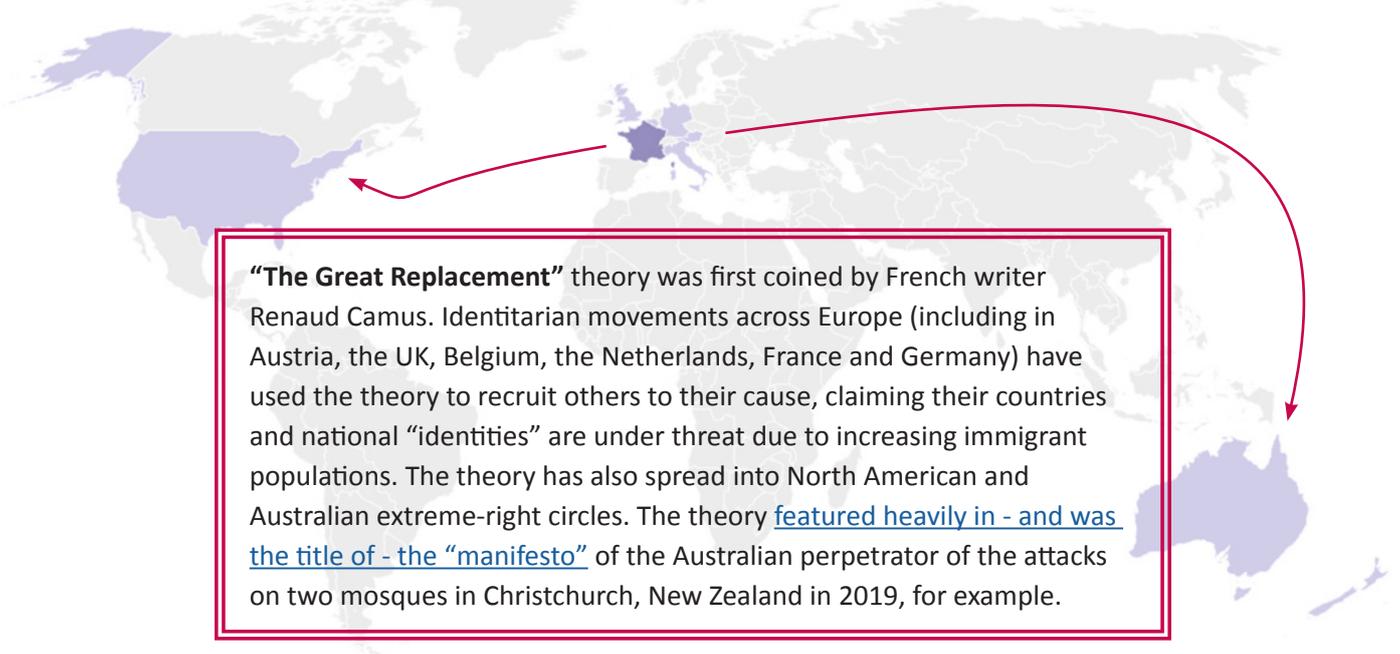
Additional questions?

Get in touch with ISD at info@isdglobal.org.



“The Great Replacement” Conspiracy Theory

“Proponents of the so-called ‘Great Replacement’ theory argue that white European populations are being deliberately replaced at an ethnic and cultural level through migration and the growth of minority communities” - [ISD, 2019](#)



RELATED NARRATIVES AND TERMINOLOGY

White Genocide or White Extinction:

The idea that there is a conscious effort to replace white populations through immigration, integration, abortion and violence against white people.

While similar to “the Great Replacement” theory, white genocide was coined and popularized **in the US** by David Lane (see also “14 words”). White genocide theory historically singles out Jewish communities as its “orchestrators”.

Eurabia:

A conspiracy theory that argues Western countries are being “Islamized”, or slowly being brought under Islamic rule.

“Islamification” and “Shariafication” imply the same.

Remigration:

In extreme-right circles, this [refers](#) to “forced deportation of migrant communities, with the intent of creating an ethnically or culturally homogeneous society”.

[“Essentially a non-violent form of ethnic cleansing”.](#)

These narratives feed into a dystopian, conspiratorial theory that spurs xenophobia and racism. **It has mobilized into violence**, evident in the attacks on the Muslim community of Christchurch in 2019.



RELATED NARRATIVES AND TERMINOLOGY

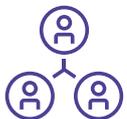
Ethno-nationalism:

Related to “the Great Replacement” theory, ethno-nationalism argues for the segregation of people according to ethnicity. Related terms include “white ethno-state” and “universal ethno-nationalism”.

Miscegenation:

Believers of “the Great Replacement” and/or “white genocide” theories are likely to be fundamentally opposed to miscegenation or any form of inter-racial/inter-ethnic relations.

Extreme-right arguments against miscegenation are rooted in racism, claiming it causes a “dilution” or “degeneracy” of whiteness that, in turn, contributes to “white extinction,” “cultural suicide”, and the end of Western civilization.



EXAMPLES OF AFFILIATED GROUPS

- **Generation Identity – Europe:**

[Generation Identity](#) is a youth movement born in France out of “Les Identitaires”. The group argues for the need to preserve (white) European cultural identity, and that this is under threat due to immigration (especially from Muslim-majority countries). The group has since spread across the continent, with prominent chapters in Austria, Italy, the UK and Germany.

- **Alternative fur Deutschland (AfD) – Germany:**

AfD is a German political party that is anti-Muslim and anti-immigration. AfD purport Islamophobic conspiracies of “Shariafication” and incompatibility of Islam with the West. In a recent political campaign, AfD [visualized](#) this narrative in large posters that read “Europe must not become Eurabia”.

- **[National Justice Party](#) - USA:**

The NJP is a recently formed political party that claims ideas of freedom, liberty and justice are fundamentally (white) European and American traits and can therefore only survive in a white-majority country. As per their website, their stated aim is “political self-determination for White Americans and the restoration of European values”.

Birth Rates:

Declining birth rates amongst white people (and, in contrast, high birth rates amongst other populations) are often referred to as proof that white genocide is happening.

Remove Kebab:

A [meme](#) referring to a Serbian anti-Muslim propaganda song still nodded to in extreme-right circles. The song featured in the Christchurch attacker’s livestream.

14 Words:

Coined by [David Lane](#), 14 words refers to the white nationalist slogan: “We must secure the existence of our people and a future for white children.”

[The Kalergi Plan:](#)

A conspiracy that claims immigration is a deliberate tool used to replace white European populations.



FURTHER READING

- [“The Great Replacement’: The Consequences of Mainstreamed Extremism”](#) - by ISD
ISD’s report presents the findings of an investigation into the prevalence, scale and nature of the ideologies and narratives that motivated the attacks on the Al Noor Mosque and the Linwood Islamic Centre in Christchurch, New Zealand.
- [The International Identitarian Movement](#) - by Hope Not Hate
Hope Not Hate investigates the Identitarian movement and how they have helped popularise “the Great Replacement” theory.
- [The Deadly Myth of the “Great Replacement” - the shootings in El Paso are the latest expression of an unfounded and racist mythology](#) - by Eleanor Penny for the New Statesman
An overview of “the Great Replacement” theory, its history and its role in motivating violence in North America.
- [A National Blueprint to End White Supremacist Violence](#) - by Katrina Mulligan, Brette Steele, Simon Clark, Asha Padmanabhan and Rachel Hunkler for the Center for American Progress
An overview of contemporary white supremacist narratives and tactics in the US, with recommendations for mitigating and responding against this threat.
- [“The Great Replacement” Theory: a Historical Perspective](#) - by Paul Stocker for the Center for Analysis of the Radical Right
A historical overview of “the Great Replacement” theory and other demographic-related conspiracies.
- [Hate Acronyms](#) - by the Anti-Defamation League
A database of symbols, slogans and terminology frequently used by white nationalist and supremacist movements.

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