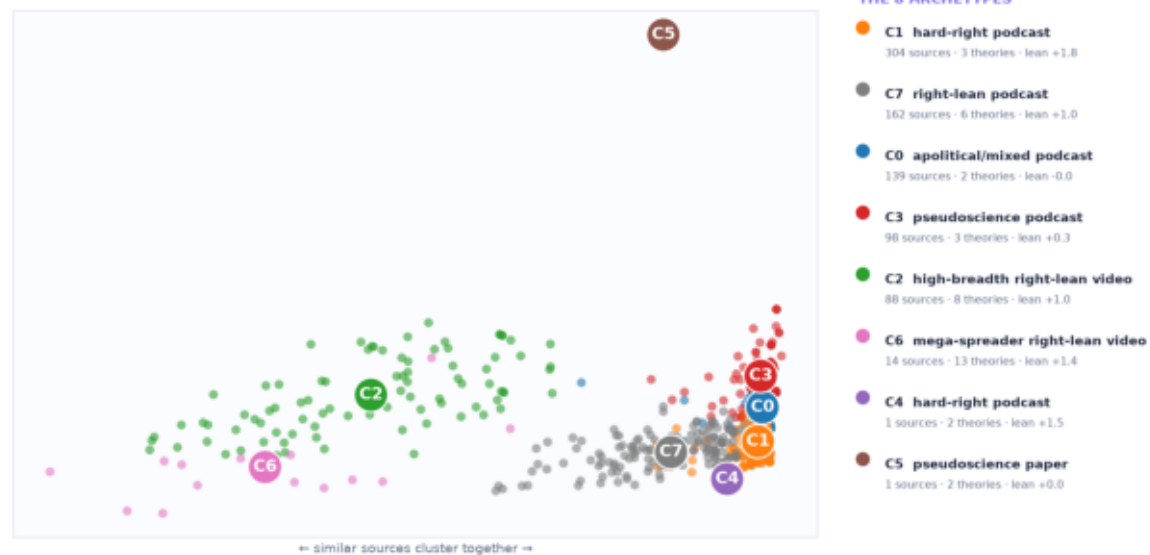


# The Shape of the Spreader Graph

What clustering 807 conspiracy-positive sources reveals about how they group

## How Conspiracy-Positive Sources Cluster

807 multi-theory spreaders, grouped by breadth, political lean, topic & platform



We grouped every source that touches 2+ theories by breadth, political lean, topic mix and platform. Eight archetypes fall out — and they say something about how conspiracy content actually travels: a tiny video/social mega-spreader tier bridges dozens of theories, while a long podcast tail stays narrow; lean is predicted by topic, not volume; pseudoscience is its own apolitical lane.

# The eight archetypes



## mega-spreader right-lean video

14 sources · 13.1 theories each · lean +1.37 · 2% pseudoscience

*e.g. Alex Jones, Stew Peters, Hugo Talks*



## high-breadth right-lean video

88 sources · 8.1 theories each · lean +0.96 · 8% pseudoscience

*e.g. Richard Dolan, Dr. Steven Greer, The Gateway Pundit*



## right-lean podcast

162 sources · 6.0 theories each · lean +0.96 · 6% pseudoscience

*e.g. Knowledge Fight, Tin Foil Hat With Sam Tripoli, The Daily Conspiracy Podcast*



## pseudoscience podcast

98 sources · 2.7 theories each · lean +0.33 · 54% pseudoscience

*e.g. Lex Fridman Podcast, Weird Darkness: Paranormal & True Crime Stories, Typical Sk*



## hard-right podcast

304 sources · 2.7 theories each · lean +1.77 · 1% pseudoscience

*e.g. The Charlie Kirk Show, SGT Report's The Propaganda Antidote, Louder with Crowder*



## apolitical/mixed podcast

139 sources · 2.4 theories each · lean -0.00 · 1% pseudoscience

*e.g. The Best of Coast to Coast AM, Truth Be Told Paranormal, Mile Higher*



## hard-right podcast

1 sources · 2.0 theories each · lean +1.50 · 0% pseudoscience

*e.g. The Common Sense Show*



## pseudoscience paper

1 sources · 2.0 theories each · lean +0.00 · 100% pseudoscience

*e.g. George Rajna*

# What the clustering reveals

## A tiny mega-spreader tier carries the breadth

Most sources are narrow — 2,775 touch a single theory. But a handful bridge dozens (Alex Jones spans 31). Breadth concentrates on video and social, not podcasts: YouTube sources average 3.3 theories vs podcasts' 1.6.

## Lean is predicted by topic, not loudness

The hardest-right archetype is ~75% deep-state/QAnon (mean lean +1.8); the most politically neutral is the pseudoscience/paranormal lane. What a source talks about predicts its politics far better than how loud it is.

## Pseudoscience is its own apolitical lane

Flat-earth, fringe-physics and paranormal sources cluster away from the partisan crowd entirely — near-zero political lean — validating a separate 'junk science' axis distinct from hidden-villain conspiracies.

## Deep-state / QAnon is the connective tissue

It is the single largest topic (27% of all source→theory links) and the top theme in half the archetypes — the hub most multi-theory sources route through.

## How we did it

Entity: the influencer / channel (the 'who spreads it' layer), restricted to the 807 sources that touch at least two theories — single-theory sources carry no cross-theory signal.

Features (per source): breadth (distinct theories), mean political lean and its spread, believer fraction, pseudoscience fraction, mean theory 'power', and platform mix (podcast / video / social / web / paper).

Method: features standardized, then k-means with k swept 4–8 and chosen by silhouette (k=8, silhouette 0.36); 2-D layout via PCA for the scatter.

Caveats: clusters are archetypes, not hard partitions. Political lean is unknown for some theories, and the believer/critic label still covers a minority of links — so a few low-signal members are debunkers, not advocates. Figures are a snapshot of the corpus harvested to date.