



This Insight was

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The gaming sector is becoming increasingly relevant in efforts to understand contemporary forms of extremism. Extremist actors of various ideological backgrounds, including right-wing extremists and jihadists, are seeking to exploit gaming in various ways. This includes the production of bespoke propaganda games, the instrumentalisation of commercial video games and in-game communication features, the appropriation of gaming aesthetics and gamified elements, as well as the exploitation of gaming and gaming (-adjacent) platforms. The latter refers to digital platforms that are either directly linked to gaming activities – such

as the game distribution platform *Steam* or gaming forums such as *Mod DB* – or can be classified as gaming-adjacent, because they host a substantial amount of gaming-related content or are frequented by gaming communities, such as the chat platform *Discord* or the streaming platform *Twitch*. Many of these platforms have large user communities with millions of members. Although gaming has become a mainstream leisure time activity enjoyed across the whole spectrum of age groups, some gaming (-adjacent) platforms are particularly popular among young people and, hence, extremist propaganda in these spaces poses a particularly urgent challenge. The prime example of a youth-focused gaming platform is *Roblox*.

Roblox is a game development platform with 380 million monthly active users worldwide. A large portion of the Roblox user base is minors: 56% are under the age of 16, and just over 20% are younger than 9 years old, while only 19% of users are older than 25. Users on *Roblox* can create their own games (referred to as 'experiences'), play other users' creations, personalise their profiles and avatars, join groups, obtain new items for their avatars in a virtual marketplace, and communicate with others via social networking features. While most content on *Roblox* is harmless and legal, recent research suggests that parts of the platform are being exploited by malign actors and inadvertently host, for instance, playable recreations of mass shootings, content glorifying Nazi Germany, and right-wing extremist groups. Even recruitment into right-wing extremism has taken place on *Roblox*. Due to the high number of minors on the platform, it is possible that such content is both produced and consumed by underage users, which may have the potential to contribute to youth radicalisation processes in the online sphere. Therefore, *Roblox* is highly relevant for extremism research and efforts to prevent and/or counter (violent) extremism (P/CVE) in the digital sphere.

We contribute to the emerging research discourse on extremist activities in digital gaming spaces by presenting an exploration of different types of identity-based hate and extremist content on *Roblox*. This Insight is based on an analysis of 350 posts and profiles

collected between April and June 2025, conducted within the context of the RadiGaMe project. We provide insight into far-right and right-wing extremist, jihadist, and Islamist, as well as antisemitic content that we encountered on the platform, and report the main takeaways that will support not only future research efforts on *Roblox*, but also content moderation and P/CVE efforts.

Far-Right and Right-Wing Extremism

Of the 350 posts and profiles collected, 175 pieces of content were coded as far-right and right-wing extremist material, and another 26 as borderline content. The material fell into four broad categories: Usernames, user-generated items (mostly shirts), groups, and experiences. We provide illustrative examples of each category below.

It is important to note that there are two types of user names on Roblox: a unique identifier (@XYZ) and a self-chosen display name, which is not unique, as several users can employ the same display name. We have censored unique identifiers in the screenshots shown below, but report on non-unique display names where they are relevant to the analysis.

Usernames

Several profiles located during our search had usernames with connections to right-wing extremist figures or attackers. Strikingly, many of the names were purposefully misspelt, seemingly in an effort to circumvent **Roblox's AI content moderation**, which is trained to recognise and block certain terms. This confirms the findings of prior studies that identified similar misspellings on a Roblox election simulator. Other noticeable characteristics of these profiles were the use of codes such as 88 (a code for HH, Heil Hitler, as H is the 8th letter of the alphabet), a *lack* of followers and connections to experiences, as well as the use of 'National Socialist' as a popular self-designation.

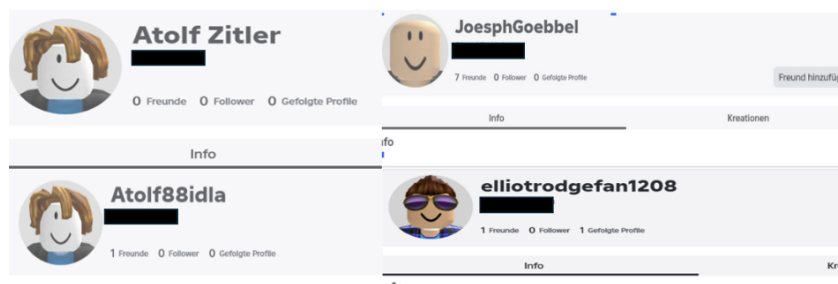


Figure 1: Screenshot of self-chosen user names referencing right-wing extremist codes and individuals on Roblox.

User-generated shirts

T-shirts for Roblox avatars with slogans, flags, and symbols were another prominent content category. The screenshot below shows a collection of user-generated t-shirts with the Reichskriegsflagge, a symbol that is not illegal but used widely by right-wing extremists in Germany. On some shirts, Poland, the Czech Republic and Romania are labelled as "German", and Germany is shown in the borders of 1939. Right-wing extremists and conspiracy theorists often use this to express that they do not consider the Federal Republic of Germany in its current form to be legitimate.



Figure 2: Screenshot of user-generated digital shirts for Roblox avatars showing the Reichskriegsflagge and other far-right iconography.

Groups

We located several groups seemingly affiliated with racist and far-right ideology, including groups with titles such as the since-deleted "white laces" (a reference to the shoe laces of the so-called Springerstiefel, a popular boot among German right-wing extremists) and other variations of "white XYZ". We found groups with a few dozen to over 1,000 members, the latter, for instance, in

a group using the right-wing extremist code Honk Honk, which stands for Heil Hitler. Although some groups have a considerable number of members, there is often relatively little user communication within the groups, which may suggest that users join these groups for 'sign-posting' purposes, i.e. to display their political affiliation through the group names – a phenomenon already identified by prior studies. However, these inactive groups regularly include links to other platforms, particularly *Discord* servers, in their description, which may indicate that the members are actively communicating, just not on *Roblox* itself.

Experiences

In addition, we found numerous *Roblox* experiences containing far-right and right-wing extremist content, including titles such as "Racism Tycoon" and "lolocaust" (a misspelling of Holocaust), as well as experiences in which the player can assume the role of the US border patrol and take action against Latin American immigrants. While we did not analyse the gameplay of these experiences, locating experiences with such titles via simple keyword searches suggests that it may be relatively easy to find experiences that make right-wing extremist and racist narratives 'playable.'

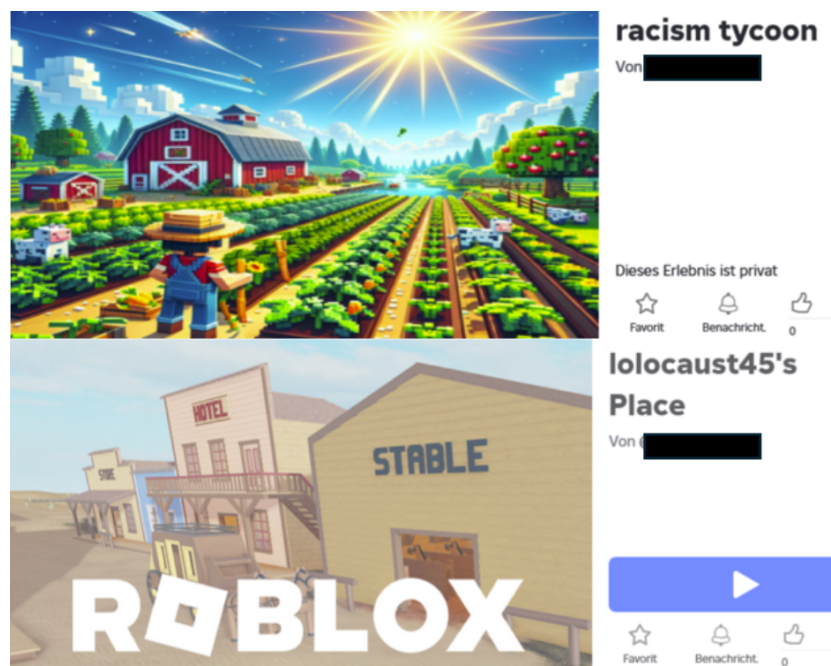


Figure 3: Screenshot of two experiences on Roblox featuring references to racism and the Holocaust. Both have been deleted after the data collection ended.

Islamism and Jihadism

Of the 350 posts and profiles collected, 52 posts were coded as containing Islamist content, 48 espoused Salafism, and 8 data points displayed jihadist content. This material can be grouped into similar categories as the right-wing extremist material: Usernames, user-generated items, groups, and experiences.

Usernames

We identified several profiles with Islamist usernames, including Abu Ubeida, a spokesman of Hamas, and a large number of profiles with self-proclaimed Houthi affiliations. In contrast to right-wing extremist usernames, however, there were usually no spelling mistakes, which may suggest that users do not feel the need to circumvent automated moderation efforts in these cases.

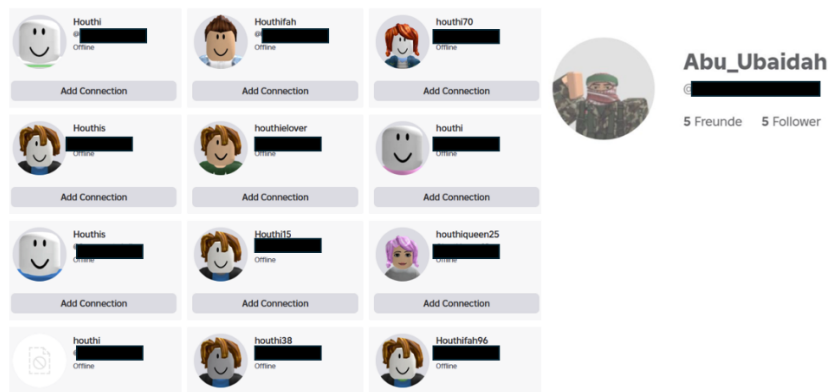


Figure 4: Screenshot of self-chosen names of Roblox user profiles featuring references to the Houthis and Hamas.

User-generated shirts

Just like the right-wing extremist part of the dataset, Islamist and jihadist material on *Roblox* was also expressed via user-generated items, particularly t-shirts. We found (since deleted) t-shirts with the emblem of the so-called Islamic State (ISIS), Houthi propaganda in both English and Arabic, as well as t-shirts supporting Hamas and Hezbollah. In the screenshot below, it is particularly notable that the creator openly named the shirt "houthi_propaganda."

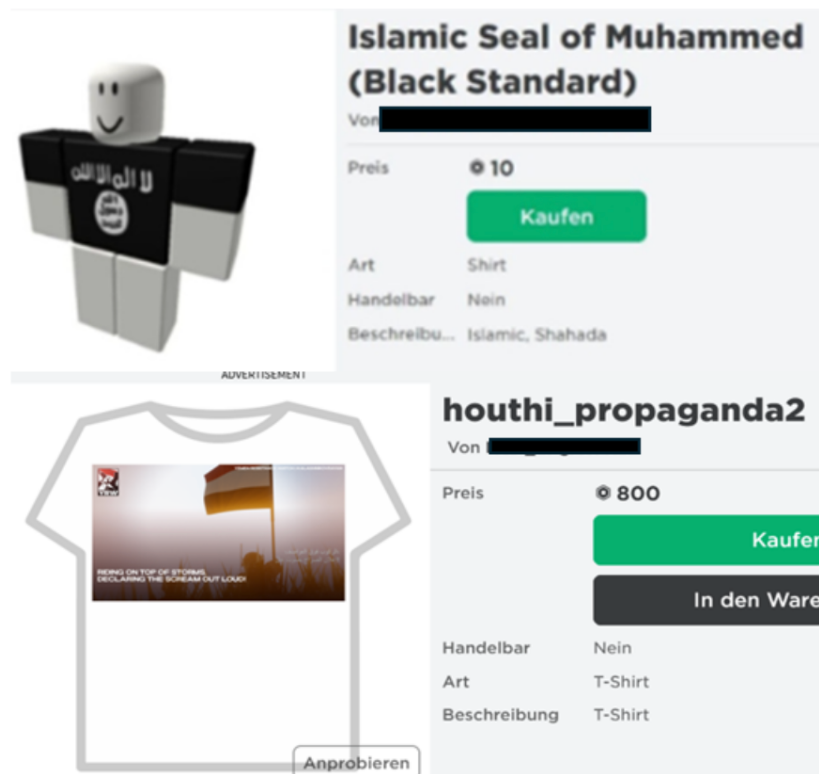


Figure 5: Screenshot of user-generated digital shirts on Roblox referencing the so-called Islamic State and the Houthi militia.

Groups

The corpus of material also includes a handful of groups associated with Salafist and jihadist actors, albeit far fewer than far-right and right-wing extremist groups. However, some self-proclaimed sheikhs who run these groups have over 3000 followers, suggesting considerable reach. Similar to right-wing extremist groups, we found out-links to other digital platforms in Salafi and jihadist groups, including to *Facebook* groups, *YouTube* accounts, and *Discord* channels.

Experiences

Additionally, we located several experiences in both English and Arabic connected to Islamist and jihadist beliefs, showing, for instance, affinity to ISIS. Often, these experiences use inconspicuous thumbnails without an obvious connection to the ideological content of the game, possibly to avoid detection. In several cases, the profiles of the creators had been deleted, but the experiences themselves were still available. Particularly interesting is the presentation of the "Houthi Military

Training” experience displayed below, because the creator combined Houthi themes with Hezbollah and communist iconography, potentially suggesting the presence of a mixed ideology or ‘salad bar extremism.’

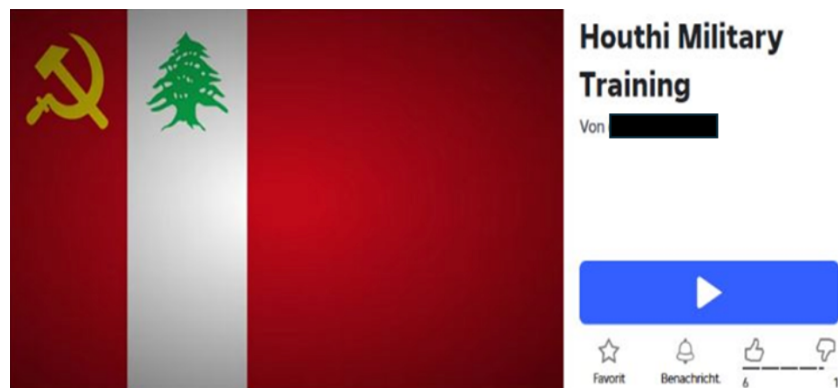


Figure 6: Screenshot of a now-deleted Roblox experience titled “Houthi Military Training”.

Antisemitism

206 posts in the data set were coded as containing antisemitic beliefs and material. Here too, data points included usernames, user-generated content, groups, and experiences.

Usernames

Several profiles with antisemitic user names were located. Particularly striking were a number of profiles with names denying or approving the Holocaust, often in combination with right-wing extremist codes such as Sieg Heil, 14 (a reference to the 14-word white supremacist pledge), and 88.

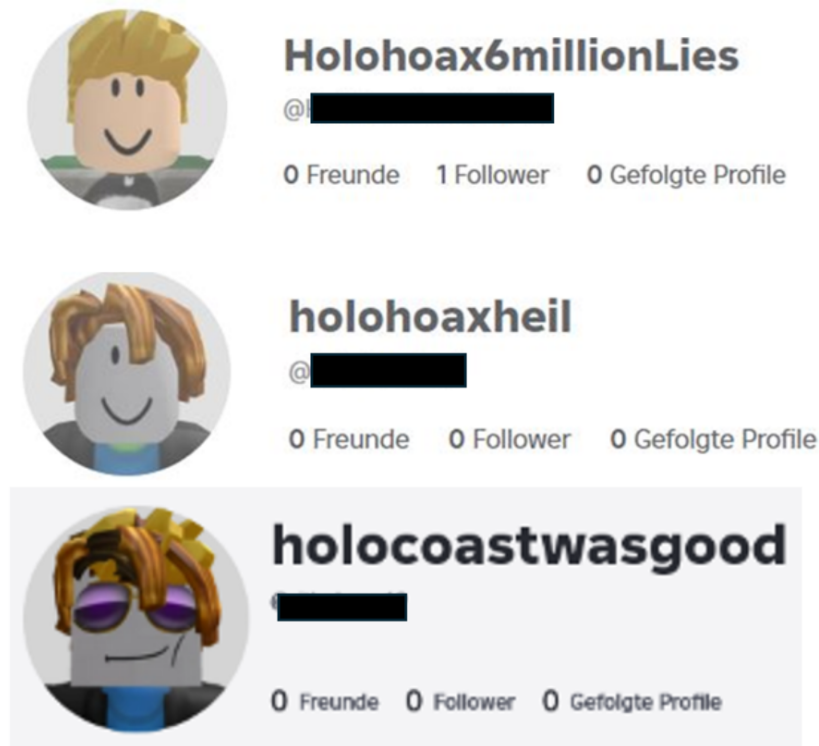


Figure 7: Screenshot of Roblox user names denying and celebrating the Holocaust.

User-generated items

Here we also see the use of user-generated content, including self-made shirts for avatars. The image below features a shirt with the slogan "This is Kanye West" accompanied by a photograph of Anne Frank. The rapper Kanye "Ye" West has been criticised several times for antisemitic remarks and, earlier this year, released a new album, which includes songs such as *WW3* or *HH*, which espouse antisemitism and glorify Nazi Germany. Among the user-generated items, there are also references to the Shoah as a supposed lie. The shirt below, for example, sarcastically suggests that questioning the Shoah is only punishable by law because it has not been sufficiently proven.



Figure 8: Screenshot of user-generated digital shirts on Roblox referencing the antisemitic music album of Kanye West and denying the Holocaust.

Groups

Many groups reveal antisemitism in their names with the use of graphic phrases. We found the strategic use of misspellings to bypass moderation, for instance, spelling the word "Jewish" as "J3wesh." The discussions on *Roblox* mainly feature classic antisemitic stereotypes and Israel-related antisemitism. This seemingly 'humorous' post combines the antisemitic myth of Jewish wealth with the conspiracy myth that Israel was behind the spread of COVID-19. Such myths about Jewish power are widespread on the platform. In addition, death threats against Jews and Israel, as well as mocking figures such as Anne Frank, were found in the comments.



The image shows a screenshot of a Roblox chat or comment section with several lines of antisemitic text. The text is as follows:

- giv money or else I reveal that the coronavirus was israeli bioweapon
- Your people are the ones who are controlling the media!
- jews control everything
- @death @to @filthy @jew land israel! #####
- Israel needs to get bombed
- Anne Frank never existed.
- anne frank SIEG HEIL

Figure 9: Screenshots of antisemitic statements in groups on Roblox.

Experiences

We found experiences serving as spaces of congregation for antisemitic users, as well as overtly antisemitic games such as replicas of extermination camps or experiences that allowed users to assume the role of Palestinian terrorists.

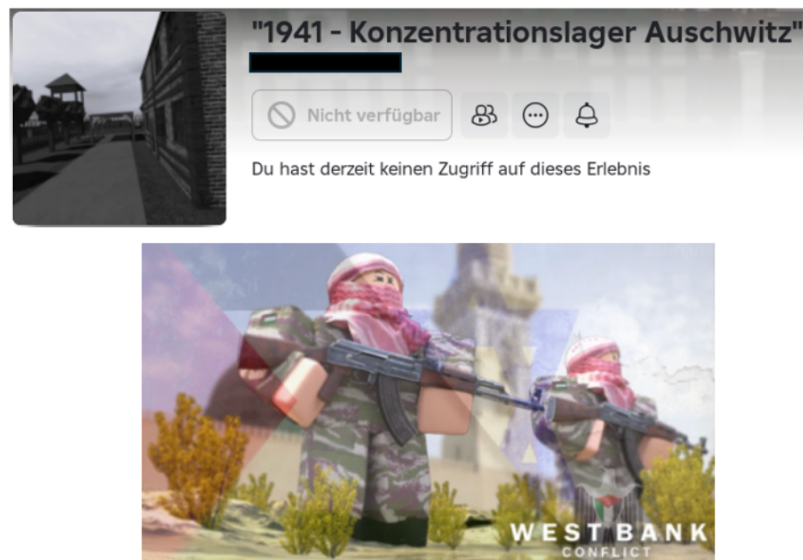


Figure 10: Screenshots of Roblox experiences set in a concentration camp and allowing players to assume the role of Palestinian terrorists.

Main Takeaways

Across all types of extremism and identity-based hate we encountered on *Roblox*, the following observations stand out:

- Usernames on *Roblox* are a key tool to communicate connection to or endorsement of extremist groups and ideas, a trend that can also be observed in popular video games. Misspellings, abbreviations, and codes feature prominently in these usernames, potentially suggesting deliberate attempts to circumvent moderation efforts.
- User profiles must be assessed in their entirety to adequately judge whether the profile espouses extremist worldviews. For instance, using the "Reichskriegsflagge" may, in itself, not be illegal, but it may indicate right-wing extremist tendencies, particularly when combined with a username featuring far-right codes or the creation of experiences espousing identity-based hate.
- T-shirts and other user-generated items to customise avatars are popular and used to display ideological affiliations. Often, they are openly shared in the marketplace, providing further evidence that user-generated content is a key concern in digital gaming spaces.
- Groups with hateful and extremist names were relatively easy to find. They often contain little in-group

communication, but may be used as sign-posting and to show the users' ideological affiliation on their profile.

- Experiences containing identity-based hate and extremist content could be located via keyword searches. In several instances, experiences or groups with extremist content remained available on the platform, although the creator's profile had been deleted. It is unclear whether the deletions were carried out by moderators or the creators themselves, but in any case, they indicate the need to examine experiences and groups created by deleted accounts more closely to ensure the complete removal of relevant material.
- Our non-English findings, particularly Islamist content in Arabic, suggest that standards of moderation differ across languages. For instance, we found that experiences described in Arabic letters allowed users to play dictators and war criminals, whereas the names of the same characters were blocked by automated content moderation when typed using the Latin alphabet.

Conclusion

Roblox has already made considerable efforts to curb extremist influences on its platforms. Nevertheless, considering *Roblox's* very young user base and the fact that all our data was collected in public parts of the platform, our findings suggest that children and teenagers may be exposed to identity-based hate and extremist ideas on the platform. In some cases, this could potentially contribute to radicalisation processes in young people. To be sure, the mere *presence* of identity-based hate and extremist material does not necessarily mean it has a considerable *impact*. However, there is the possibility that some young users on *Roblox* may be negatively impacted by such material and/or form connections to users who create and share such content. It is therefore crucial that moderation is swift, reacts to misspellings and other efforts to circumvent automatic detection tools, and encompasses user profiles, user-generated content, groups, and experiences (including content created by already deleted user profiles) to reduce the possibility of exposing young users to such material. In addition, our findings suggest that *Roblox* is

a crucial space for efforts to prevent and counter increasing attempts by extremist actors to influence minors.

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