

## Getting Curious with Jonathan Van Ness & Dr. Eviane Leidig

JVN // Welcome to Getting Curious, I'm Jonathan Van Ness, and every week I sit down for a gorgeous conversation with a brilliant expert to learn about something that makes me curious. Picture it: a doula named Robyn pops up on your Instagram Explore page. She wears soft linens. She makes organic oatmeal and shares parenting tips. You're into it, so you check out her profile. On her page, she pairs hashtags like #glowup with #whitelivesmatter. Ahhh! She's sponsored by a company called My Patriot Supply. Oh, my God. She's anti-vax, anti-trans, and anti-feminist. Robyn is a far right influencer. And the fact that you didn't immediately notice? That's intentional, honey. Welcome to the show. Eviane Leidig, who is a Marie Skłodowska-Curie postdoctoral fellow at Tilburg University. Now, get this for a resume, you guys. It's freakin' major. She's affiliated with the Center for Research on Extremism at the University of Oslo, the Global Network on Extremism and Technology in London, *and* the International Center for Counterterrorism at The Hague. She's joining us today to talk about her new book, *The Women of the Far Right: Social Media Influencers and Online Radicalization*, published by Columbia University Press. Eviane, how are you?

EVIANE LEIDIG // I'm fabulous. How are you today?

JVN // I am thriving. I just feel like I'm giving you my best, like, investigative journalism, like, adjacent person. Mostly because you did all the work and all the research, but I'm just going to learn about it from you, which is major. But, like, we need to talk about this Robyn lady. Who is she? And when did this happen? Is it Mark Zuckerberg's fault? I mean, just because he's recently muscly doesn't mean that he has permission to radicalize all these people!

EVIANE LEIDIG // Robyn is a treat. I will say I loved writing about her. Basically, she's a far right crunchy mama. Have you heard about crunchy mamas before? Yeah. I mean, they're, they're moms who are really into, like, the holistic health care, organic living, sort of, like, homesteading. And she's really into that health and wellness thing. She's living in British Columbia, in Canada, and yeah, she's really into making organic foods. So, I mean, not just organic cookies, I mean, like vegan, gluten free, non-GMO cookies. I mean, so she's also really into, like, the cottagecore aesthetic, really into, like, the bohemian vibe. So, like, on her Instagram page, you can see, like, the reusable, like, diapers that she uses for her kids. Really into, like, health and wellness supplements, tonics. She's also training to be a doula and a midwife.

JVN // Is she a real person?

EVIANE LEIDIG // She is. I mean, she's such an interesting influencer, because in many ways she kind of, like, LARPs like she's like living life on the prairie, even though she's like, totally urban and, like, has lived, like, all over the world. My good friend and colleague, Cat Tebaldi, she calls women like Robyn "granola Nazis" because they're just, like, super into pushing this, like, wellness lifestyle. And she's also really religious, so she's, like, converted to Orthodox Christianity. And so she uses religion a lot as a way to sort of justify her views.

JVN // Scary. Okay, so I had this yoga teacher. I always loved her. She was amazing, I actually did her hair. And I was minding my own business this one day, and my FYP page on Instagram brought up for some reason this like Trump page and it said, like, my friend was, like, the first person that liked all the things on there. And I was like, "Oh my God, how is my friend..." And then I realized that she was, like, this like hardcore right-wing, like, yoga lady. And it turns out that, like in the last few years, there's been like this huge influx of, like, right wing yoga ladies, in yoga! It is a whole thing. And I do think that historically, like, obviously patriarchy is the problem, but there has oftentimes been women who have been instrumental in holding up that patriarchal control by, like, aligning themselves with it. And this is, like, giving me some of that. So you situate these women within, like, the far right. So, like, how do you define the far right in your

work? Is that, like, even further, right of, like, a Laura Ingraham or, like, a Candace Owens or, like, a Megyn Kelly?

EVIANE LEIDIG // Yeah, I would say it's even more extreme, politically. When I talk about the far right in my work, without going into too technical of details, I go into, like, the ideology. So, you know, those are things like being an extreme nationalist or being a nativist or believing in, like, authoritarian law and order. But then I also go into, like, a really rich history of looking at different organizations, and that could be things like political parties, which is much more common in Europe, but also, like, movements, intellectuals, ideologues, looking at different subcultures and in online communities. What's really characteristic of the far right today, in particular, is they're anti-Islam and they're anti-gender. And that is something that tends to unite the far right across the world, sort of, like, irrespective of if you're looking in the U.S. or Europe or Brazil, for example.

JVN // What—I think I know the anti-gender part. Why are they anti-Islam?

EVIANE LEIDIG // It's mostly about positioning Islam as a threat to Western societies, and this is particularly linked to the notion of migration, so that they, they say that Muslim migrants are coming in to replace white populations within the U.S. and Europe. So it's definitely linked to that kind of conspiracy around population replacement. And they also say that Islam oppresses women without really, like, acknowledging that there's a pretty vibrant and diverse history of Islam across the world. But it's ironic that they say that, and yet they believe in this far right ideology, which is really patriarchal and can be quite submissive of women.

JVN // Yeah, and, like, dehumanizes women in so many ways and says, like, that they shouldn't be working because they're not, like, cut out for what's, like, very, like—interest. It, like, fights itself. So some of it's just, like, plainly xenophobic. What other things or what other, like, misinformation and disinformation, obviously a lot of anti-trans rhetoric.

EVIANE LEIDIG // Yeah, so it's "Great Replacement" stuff. It's homophobic discourse; anti-vax, anti-COVID conspiracy theories about, like, the government pushing bio-political control, sometimes through things like the food supply, for example. So they believe that, like, big agriculture is like pumping hormones and chemicals into the food supply to control your reproductive abilities. Also, like, anti-big pharma discourse; that's, like, they're putting ingredients into birth control pills that's like infiltrating into the water supply. Like, some of these things are so conspiratorial.

JVN // So what are some of the other women that you profile?

EVIANE LEIDIG // Yeah, I mean, so some of them have been pretty well known within the so-called "alt-right." So this is, like, back during Trump's time. So there's Brittany Sellner, who is known by her name, her maiden name, Brittany Pettibone, and she is married to a leader of the Austrian branch of the Identitarian movement, which is this pan-European youth protest movement. And so, like, she's really big into going to rallies, and to anti-vax protests, anti-lockdown protests. Also someone named Lauren Southern, who was a really popular figure for a while, and she makes documentaries around the world trying to sort of, like, expose the truth. And, I mean, there's a few others I detail in the book. Most of them live in, in the US and in Canada. But I also feature some women that live in Europe as well and actually show, like, the connections that they have as this sort of transnational sisterhood; figures like Thaïs d'Escufon who is living in France and then Eva Vlaardingerbroek. So she is a Dutch influencer, and honestly, I wish that I had written about her more in the book just in terms of, like, her background. So she started her political activism working for the Forum for Democracy Party, which is a far right political party in the Netherlands. And she really rose to prominence by giving this speech against feminism in the party. So that really, like, made her a rising star. She got into this romantic scandal because she was dating the leader of the party at the time, Thierry Baudet. And so that kind of caused, like, a massive political scandal because they have, like, a massive age difference. Then

she left the Netherlands, moved to Sweden and became a spokesperson for the Sweden Democrats, which is a party with roots in neo-Nazism. So she was, like, a spokesperson for their YouTube channel. She then was dating, at that time, a French politician for a far-right political party in France, which some people might know is the previous leader was Marine Le Pen—

JVN // Yes!

EVIANE LEIDIG // The National Rally Party. So she was dating him at the time. Then at the start of the COVID pandemic, she moved back to the Netherlands. She has a masters degree in law and was working at a law firm to push back against government mandates on vaccinations and lockdowns.

JVN // Here's a picture of her with Tucker Carlson, on the left?

EVIANE LEIDIG // Yes. Yeah, so she is really, like, she used to be a pretty regular commentator on Tucker's show. There she is speaking for the Spanish far right political party in the recent elections. Yeah, there she is at CPAC Hungary, meeting Viktor Orbán, the prime minister there. There she is with Jordan Peterson. Now she's just really well known for being this political commentator on lots of channels across the world. But Tucker Carlson was most prominent. And she's engaged now to Will Witt of Prager U, which is this conservative student activist group in the U.S. So she goes to the U.S. a lot actually to do, like speeches and talks and stuff.

JVN // So what do these women have in common, like, online and offline? Like, what's their, what's their thing?

EVIANE LEIDIG // I mean, so the ones that I do my research on, they tend to be, like, young millennial women. So I would say, like, a lot of them are young mothers, as well, and actually that's when their content was shifting to things like motherhood and parenting and health. They all have middle class backgrounds, right, and I think this is something that we tend to forget when it comes to far-right actors, is, like, they can be really well articulate. They could be well educated, they can be middle class, right. And all of these women share these traits in common. And they've often talked about, like, their stories about being red pill. Red pill is a term within the far right to indicate, like, your radicalization journey. And so these women will talk about, like, going to college and entering, like, corporate life, trying to climb that, that ladder, living in like urban areas and socializing with friends and colleagues. And then there's usually a moment in time in which they describe feeling deeply, deeply unhappy and depressed with their life situation. And so they blame feminism for that. And they say that feminism, like, is unnaturally pushing women into the workplace. And so this kind of, like, starts to go into their spiral of their radicalization.

JVN // Interesting! Because it's almost giving, like, girl version of incel. You know, like, blaming feminism for, like, the things that were going wrong in their lives. Like, like, how does the far right appeal to those type of women or, like, to these women, like, what happens? Like, their followers are just, like, "Yes, I want to like have babies and serve my husband and protect, like, traditional family values with no vaccines."

EVIANE LEIDIG // Yeah, some are into that. I think for these women in particular, though, they really feel this sense of empowerment and agency as being kind of like the de facto leaders or being the most visible women within the far right, at least for these influencers. They really enjoy the visibility that they get in the movement, right. But also, on the other hand, the far right needs them. I mean, the far right needs women in order to succeed as a movement. And so, you know, these women see an opportunity to be spokespersons and then they, you know, at the end of the day, I think these influencers just love the attention as well.

JVN // Well, 'cause attention and validation, like, feels good, like totally. I also think that it feels good for people to, like, assign someone as, like, a threat or evil or whatever. Like, we just see

that play out through history so much. And I think it's interesting that, like, I think that "Great Replacement" theory is like, yeah—it's, "same thing, different day."

EVIANE LEIDIG // Well, the way, the way I like to think about the far right is it's, like, pouring old wine into new bottles, right. Like, the, the ideas don't really change, but it's the messaging and the way that messaging is framed, which is new and can be quite refreshing for their audiences.

JVN // Yeah, especially with gender. I feel like there's been, like, a really huge push to be like the TERF and, like, anti-trans movement seems really invigorated across all conservative fronts. I saw something this week that said that, like, there's like 1.6 million trans Americans over the age of 13 right now. And I was like, isn't there like 330 million Americans?

EVIANE LEIDIG // Yeah.

JVN // I mean, if you look at your Apple News, like so much of the news is like anti-trans rhetoric in the headlines.

EVIANE LEIDIG // I think what the far right does is it uses transphobia as an exploitation tool because they know that for mainstream society it's about people being uneducated and not being aware of how to have these types of conversations. And so they really play off of those fears and anxieties. So I mean, that's definitely something that's much more recent when it comes to the far right today, in terms of, like, how it can be really successful in spreading its ideology to a mainstream public.

JVN // So how do, like, the women of the far right that you—like the most prominent ones— like, how do they tend to interact and like, relate to, like, the other big like, you know, like, men of the alt-right? Like, how do they see, like, Andrew Tate? Wouldn't they, like, think he's like a piece of shit because he's so anti-woman? Or do they think that, like, do they really get into the whole, like, "Oo, we want an alpha male." Like, are they into that?

EVIANE LEIDIG // Oh, yeah. They want that trad alpha male for sure! They, you know. I mean, some of them are married to men in the far right and like some leaders, for example. But I think one thing to bear in mind is that not all of them followed a man into the movement. Right, like, some of them really did have these preexisting views. For many of the women I research, they describe their fathers as sources of inspiration for their political activism. And their fathers were not necessarily in the far right, but they were conservative leaning, right. And so they, they felt that their, their fathers would support them in ushering in their far right political activism. In addition, a lot of these women had described first watching male YouTubers and feeling then, like empowered to want to create content themselves, because they felt like there was a place for them to be able to offer their commentary. And a lot of them also describe, like, being inspired by Jordan Peterson, which really goes down a rabbit hole in terms of, you know, views about gender roles and norms.

JVN // Who's Jordan Peterson?

EVIANE LEIDIG // Jordan Peterson is an academic who is a psychologist by training, and he's kind of become this intellectual darling of the far right. He really promotes this idea of, like, individual responsibility. He has a lot of young, male followers, and, you know, he is most famous for this phrase, like, "Just go clean your room," as in like just go and take responsibility for yourself. And so this type of, sort of self-help guidance has been closely intertwined with like gendered logics about, like, what men and women should do for like a quote, "functioning society."

JVN // Mhm.

EVIANE LEIDIG // Yeah. But, but, but indeed I mean I think, on the other hand, though, like, these women have also received a lot of flack and criticism from other men in the movement who were like, "Why are you why are you talking? You know, just go back to the kitchen and, and bake your cookies," you know. So they do receive harassment from other men in the movement, right. So I think it's not a uniform response, but I definitely see a lot more, like, adoration from male followers.

JVN // What drew you to, like, wanting to research those people? Because I know for me, like, I see Fox News, like on my news app because like, I want to read like a little bit of what like the other side is saying, like, I want to be like a little aware, but sometimes when the headlines are so intense, like, I just can't even expose myself to the whole thing, you know? So it's, like, question 1A is what gives you the strength to, and the wherewithal to even research these people? Are you shitting your pants about the future? And then 1B is, where are these people? Where, where, where are they getting the most attention? Is it the 'gram? Is it TikTok? Where is it? What's happening? Is it Mastodon? Don't tell me it's Mastodon, Eviane!

EVIANE LEIDIG // Oh, no. I think that lasted, like, 12 minutes.

JVN // It's over! You heard it here first.

EVIANE LEIDIG // Yeah. So one step at a time. I mean, so I have already been researching the far right for several years. But the thing is, I had seen these women, and I really wanted to debunk stereotypes of what most people think the far right looks like, right. Because when people think of the far right, it's probably these, like, angry, young men, you know, maybe skinheads. And I wanted to show that, like, women play such an important role here. And at the same time, there was also a lot of, like, media coverage or, like, public conversation about, like, male YouTubers, like, of the far right and not really these women, even though, again, they were playing such an important role. But I think what was most interesting to me was that unlike the men on YouTube, like, these women were discussing dating, relationships, and friendships. You know, it wasn't just about the political commentary or, like, hot takes reacting to current events. They do, do that content, right. But it was really interesting to me to see how these women were presenting themselves as, like, more holistic on different platforms. This more, like, human and ways that, that could be pretty relatable. So I just felt like there was a story here that had to be told.

JVN // Yeah, it's like come for the health and wellness, but stay for the justified, like, bigotry or whatever.

EVIANE LEIDIG // Yeah, yeah. But also like, why were they talking about dating and, like, why were they talking about, like, making friends? You know, like it can make them really relatable to audiences, but also it really helps with their branding, right. And so I well, yeah, I think we can get more into that because I think that was sort of related to your second question.

JVN // Yeah. So you refer to these women as influencers. And I mean, I feel like—because a lot of them have a lot of followers, don't they?

EVIANE LEIDIG // Some of them do have significant followings like Eva, who I showed you earlier, like she has, like, 180,000 Instagram followers? Yeah.

JVN // Yeah, that's, I mean, I, when I got 180k, I was, like, "Watch out, honey, I'm coming for you girl." So yeah, that's a lot. Especially, like all on your own, you know, I feel like that's kind of major. So what platforms are they generally using? Is it Instagram? Because I feel like every once in awhile I see some weird shit on Instagram.

EVIANE LEIDIG // Yeah, I mean, it's mainly Instagram and YouTube. I mean, most started off being pretty active on YouTube around like 2016, like doing commentary about, like, the U.S. election.

But then a lot of them shifted more towards Instagram to make a majority of their content. But I do think what's really important with these influencers is the visual focus, in terms of, like, how reliant they are on such visual platforms like Instagram and YouTube, right. Because it's all about the self image that they're trying to project. But they use these platforms for different purposes, right. So, like, yeah, they're going to use YouTube mostly for, like, political commentary, but like Instagram is where you capture, like, the everyday, banal snapshots. You know, like, it's about, like, leveraging different audiences on these different platforms. And they're so adept at doing that.

JVN // Are they getting some good paid advertising stuff?

EVIANE LEIDIG // Yes, they are. And I think we'll talk about that a bit later because there is so much to unpack in terms of their sponsors and, and advertising revenue and stuff.

JVN // Let's talk about it now, because I mean, to me, it's always, like, follow the money, you know?

EVIANE LEIDIG // Okay, so I mean, some of these companies are, like, explicitly ideological and some are not. So like when we mentioned earlier in the intro about My Patriot Supply. So My Patriot Supply sells, like, emergency preparedness kits, you know, with like 25 years of freeze dried food and like, here's your water filtration kit. So, like, that's that was a supplier for these women. And I think they they were linking a lot of their discount codes, I think around the height of like the BLM protests because they were saying, like, "You need to be prepared for like an upcoming racial civil war, so, like, My Patriot Supply will, like, have your back if we go into an apocalypse." Some are, like, are even, like, health and wellness brands that have like an ideological tint to them. It's things like raw beef liver supplements, for example, or it's, like, immunity tonics that you can put in your, in your kids drink. So—and it's, sometimes it's skincare actually. So, like, I think one of these women owns a skin care brand and so like, you know, these sponsors have like a pretty explicit political message, as well. So, I mean, those are the main sponsors. But then they also have more mainstream brands like Lilly Silk. Some sponsors, interestingly, I feel I don't really know the audience of these influencers. So, for example, one of the influencers who has 85% of male followers on YouTube was, like, advertising this organic cotton tampon company, which is like, I'm sure that the brand, like, saw her and thought, "Okay, this is like our presumed like demographic of her, of her viewers." And they were, like, "Oh, actually like most of her viewers are not." Yeah, those are the different types of companies that, that do sponsor these women. And I've noticed more and more how they're, like, linking discount codes in like their Instagram stories and stuff.

JVN // One of my fundamental questions for like right-wing influencers is, is like and I'm sure it's a spectrum because most everything is a spectrum, but it's, like, is it that they *know* that they're peddling misinformation and disinformation but they're enriching themselves off of it? Or is it that they actually believe that the "Great Replacement" theory is happening? They actually believe that there is, like, Jewish space lasers that are going to blow their kids out of the sky with fucking COVID bombs. And then there's going to be drag queens reading graphic novels to the babies once they fall out of the plane. Like, you know what I'm saying? Like, do they actually believe these conspiracy theories and threats? And, like, do they really? It's like either they really see queer people as threats or they know that we're not and they're just getting rich off of it. And I think knowing that it's false but trying to enrich yourself off it is even scarier because it's—in my heart, I just want to think that they don't know any better, and so they just get scared. What do you think?

EVIANE LEIDIG // I think it can be both, right, like, you can be, like, a true believer in these conspiracy theories and far-right ideas. But by and large, I do think it's mostly them grifting and profiting off of the opportunity in order to sell that ideology and that messaging and be able to do so in ways that are, like, you know, you have organic cookies on one hand. And then you have,

like, you know, anti-trans rhetoric on, on the other hand, right? Like, I think they know that you have to sort of mix both of those messages together in order to, to generate that interest from their audiences. But yes, I am a skeptic. And I think, like, on the one hand, we might have a young, vulnerable woman who is sort of drawn to these ideas within the far right. But it's another to be an influencer and literally profiting off of that for your own brand.

JVN // Because it's, like, that is so true that it's, like, it's really, like, it's so disarming when you're talking about, like, cookies or, like, gardening. Like, I want to see all that content, but then it's, like, you slip in—or, like, a getting ready with me—but then you slip in these, like, xenophobic or anti-immigration, anti-queer, anti, you know, whatever anti-feminist ideas. Is there other ways that they merge, like, influencer culture with far right ideas that we haven't spoken about?

EVIANE LEIDIG // All the time. I mean, these women, they'll use influencer practices of, of being relatable, of being accessible as seeming to be authentic to their audiences. And, like, that is actually like the crux of the story that I'm trying to tell here in the book. I mean, on the one hand, like if you look at Instagram influencer culture in a more traditional sense, it's a highly feminized space. I mean, in the traditional sense, with, like, marketing and corporate relations, right? And these far right women, they exploit that. They exploit that, so they use, like, genres and formats like selfies or food vlogging, and they'll use hashtags, you know, like, “outfit of the day” or “makeup of the day.” And, like, these are strategies that they use in order to seem relatable to their followers and build those personal brands. So maybe that is part of the, like, the influencer side, but on the other hand, they'll use coded language of far-right ideology to mask their content. So like just for an example, like, when you mentioned earlier in the intro about glow up. I mean, they use glow up as a metaphor of being radicalized. And so they take this term, which is about finding self confidence and ones sort of natural, most authentic self over a period of years sometimes, right, and they take that glow up metaphor and then they say, like, “Okay, but this is actually me being radicalized or like, this is me sort of deprogramming from liberal indoctrination.” And, like, that is so subtle and so insidious and it can be really harmful, right, for somebody who may not be aware of, like, what's going on, and it can be quite confusing. But this is where they merge like influencer culture with, like, far right ideas.

JVN // Fuck! Because I actually have—I have people in my life who I really love, who I fear have found this type of culture. Like, young, little baby girls in my extended family who are like—I just think there's something really interesting there where, like, there is a way that it, like, disarms or seems not as much of a threat, when, like, you know, this woman is talking about like, you know, hammering like those like, you know, flower petals onto, like, the white sheets she didn't like to turn it into a tablecloth, which I love that craft. But then she's, like, you know, starts talking about all this other shit. You're, like, “Oh, my God!”

EVIANE LEIDIG // I mean, the reason why they're so successful is because they're just amplifying mainstream gender norms, right, and taking it to the extreme, sometimes, right? But, like, that's part of their relatability tactics, you know? Throughout the book, I use this concept called networked intimacy, which is this idea that, like, you seem to be so intimate and accessible to your audiences. And, you know, that's something that is so prevalent online with influencers as well. So like, audiences feel like they intimately know and that they feel, like, personable with, with these women.

JVN // Mm hmm. Mm hmm. So who is their intended audience? And then, like, their actual audience, I mean, it seems like a lot of young people, no?

EVIANE LEIDIG // I think other millennials is the most common demographic. But here's the thing: so when I was doing my research, I assumed that these women would be mostly recruiting other women into the far right. But I actually found that at least on YouTube, not Instagram, but on YouTube, they were recruiting more men into the far right. They had a lot more male viewers. So the thing is, these far right women influencers are recruiting both men and women. Now, on

YouTube, you could say, like, "Okay, maybe they're just acting as, like, honey traps for the far right." I did interview one young man who had been radicalized on YouTube. He was de-radicalizing and he basically said like, "Oh, I found these women so attractive and I just wanted to be with them and the life that they would show." And so that sort of, like, clicked with me, like, "Okay, maybe these women are just acting as honey traps and like, what they say draws viewers in."

JVN // Yes.

EVIANE LEIDIG // But I think on Instagram they tend to have a lot more women followers, and I think that has to do primarily with the type of content that they're posting, right? Like, "This is just like a cookie recipe that I'm making for my family. These are my kids just playing in the garden." And these women have, themselves, said that they are recruiting both "TradCaths," traditional Catholics like woman who have, like, let's say, already a religious traditionalist upbringing. But they're also saying that they're recruiting women in their thirties who are, quote, "recovering feminists," is how they like to phrase it. So, like, some of these women, like, they did grow up in religious families, but some of them, like, grew up in really, like, secular, progressive families. And they say, like, "I'm a recovering feminist now. Like, this is the true message."

JVN // And there's a lot of that?

EVIANE LEIDIG // There is. There is a lot of that, which kind of, to me, shows that, like, maybe they used to have these more, like, liberal progressive backgrounds. And that might also attribute, like, the certain, like, tastes or aesthetics that they have, but like and they carry that over with them with even though they've been, like, radicalized into the far right. I think that's one thing people don't get, is like people bring their past with them into the present, right. And so, like, yeah, like, you know, maybe you're really into, like, organic cooking or, like, plant-based cooking, but that's probably because, like, that was a lifestyle choice that you had before and like you just now, have far right views and then now you've just attributed that to like a conspiracy theory, right so...

JVN // And also it finds probably, like, if you're feeling, like, alienated or left out and then you think that there's, like, this big group that like if you just espouse these views, then you're going to be, like, accepted and lifted up and, like, just find your community. Then, like, I think it adds another layer of, like, desirability to adopting those views because, like, everyone wants to feel, like, loved and accepted, or most people do.

EVIANE LEIDIG // Yeah, that's right. And like the message they'll tell young woman is, "Join us and you'll find the sisterhood in the far right." Like, they tend to reach out to to women who feel like they're isolated, like, they're lonely or might be really unhappy with, like, their life situation and they say, like, "Just join us and, like, you'll have this sisterhood and maybe you might find a man in this movement, as well." So that is the messaging that they are trying to sell.

JVN // What vision of motherhood and womanhood do these influencers promote? Or what do they think you should aspire to be as a young, right, like conservative family values lady?

EVIANE LEIDIG // I mean, like, okay, so as expected, they have like a very traditionalist interpretation of gender norms, right. So women should be homemakers and in charge of like the domestic realm: like cooking, cleaning, child rearing. And and you know, fathers should be outside working and be the primary breadwinners. So it's a very, like, specific nuclear family unit vision. And of course, they see it as their duty to the white race. And so I want to give a great example here. So there's a YouTube channel that was created by two of the influencers that I studied for my book called Motherland, and they created this YouTube channel when they found out that they were both pregnant. And so they discuss on livestreams things just, like, prenatal nutrition or, like, how to breastfeed or how to cloth diaper. They'll invite guests onto their show as



well. And like, these are really long livestreams. They're like 2 hours, by the way. And sometimes they'll like, stop and like get their kid, and like start breastfeeding. And the thing is, like while they're breastfeeding on their livestream, they'll all of a sudden start talking about how they have to save the white race by reproducing babies, right. So it's, like, it's, it can sometimes just be so explicit. Right, but unless you're, like, been following this livestream for like an hour in, you're not going to hear that. You're just going to be, like, "Oh, this is just a channel about, like, parenting and motherhood." And so this is the really insidious way that they, that they insert their message onto us.

JVN // So how do, how do minorities—because there are, like, obviously, like, far right minority members and, like, there's even, like, queer far right people who, like, seem like—how do those type of influencers think of, like, a Black conservative or a queer conservative or a Latino conservative when it comes to, like, the connection between, like, white nationalist, you know, far right people and then just, like, other far right people?

EVIANE LEIDIG // It's a great question. I mean, like, they all like Candace Owens, for example. So I think as long as they can see individuals on their side and as long as those other individuals, if, even if they're not white, still support white supremacy and the structures and institutions of white supremacy, like, that's what matters, ultimately, for creating their utopia of a society. All the women I did study are whites, except one is, is mixed—she is half white, half East Asian. And actually I'm also half white, half East Asian, so, like, that was a bit strange for me to, like, be reading about, like, her background story and be, like, "Okay, I could have grown up with this person." Or like, it was, it was so bizarre. Of course, like some are, I think, a much more extreme politically, right. So some are like, like they don't see any minorities sort of as being, like, a permitted in society. Others, I think, perhaps more strategically are like, well, as long as they're anti-feminist, as long as they're traditional family, that's all that matters for our movement. So I think it can also kind of depend on the influencer that you're looking at. But yeah, I mean, at the end of the day, like as long as, like, even if you are a minority, and you still support, like, their vision for what, like, a white nationalist utopia should be like, that's all that matters to them.

JVN // How do they draw on the popularity of other groups? And just, like, other trends, like, do they just kind of, like, stay, like, current so that they can, like, monopolize off of, like, the person of the moment or, like, trends of the moment to stay current?

EVIANE LEIDIG // So what was interesting was, like, over the years that I was doing the research for this book and following these women, is that, like, they would find ways to try to stay relevant. So, like, sometimes it was, like—yeah, reacting to, like, election disinformation, right. But like other times, like Robyn, who we talked about earlier, like, I noticed her kind of, like, experimenting with different topics in order to stay relevant. So like, on the one hand, she was trying to push a lot of, like, QAnon conspiracy stuff. Then she started to get a lot more into, like, showcasing the health and wellness and, like, the anti-covid vax stuff. And now she's really into, like, midwifery and home birthing. So I think, like, just like any other influencers, these women are also trying to stay relevant for their audiences. And so I can see that over the course of time, like, they're trying to experiment with, with different topics to see, like, "Okay, what catches my audience's attention?" Because I mean, the truth is like sometimes audiences get bored, right. They want to move on to like the next celeb. And so these women know that, so they're trying to find ways to continue to stay relevant for their fans.

JVN // What's that, like, trad wives? What's that thing?

EVIANE LEIDIG // Trad wives are—so it stands for traditional wife, and it's this movement that's been booming, particularly among, like, Gen Z women, unfortunately, which is this, like, they're basically trying to LARP this, like, 1950s housewife fantasy self, right. So it's this idea of, like, the wife being a homemaker, husband goes outside to work, they live in like this suburban white picket fence house. And trad culture has become really popular, especially on TikTok, particularly

these young women who, like, try to show like, this is my life as a homemaker and, like, it's, like, them in an apron-clad kitchen making cookies or whatever. Now trad culture kind of developed adjacent to the far right, like, it has its own, like, online aesthetic and community. But what's happened is like some trad wives have crossed over into the far right and so there is some overlap there, sometimes. Like I would say, all far right women are trad, but not all trad wives are far right, if that makes sense.

JVN // Because I bet there's some nice trad wives who are, like, "You could be queer and like I love immigrants and stuff I just, like, really want to be my little, like, progressive Betty Boop from 1950 or something?" Or no?

EVIANE LEIDIG // No.

JVN // Dammit.

EVIANE LEIDIG // Sorry.

JVN // We need some progressive ladies to play like a really progressive, like, Florence Pugh, who is like, really progressive in that one movie with Harry Styles. Like, Don't Worry Darling, and, like, not a dystopia. That wasn't really it.

EVIANE LEIDIG // I mean, this is such, like, a nostalgic myth that these trad wives believe in. And the thing is, like, this was not the reality in the 1950s and the 1960s, right? Like, it was a privilege, like, the reality was that, like, there was really limited choices for women in employments and, like, there was like high rates of boredom, of depression. There was a lot of repressed sexuality and domestic abuse that was rampant, right. So like, but they really loved to LARP, like, this sort of nostalgia of, like, what the 1950s was like. And they argue that, like if, if we have these traditional gender norms with women at home and men in the workplace, like we will be happier and we will function as a society, but then it's a complete myth.

JVN // Yeah, because I mean, it was fucked up as hell back then and there was all sorts of stuff going on then.

EVIANE LEIDIG // Yeah, what the far right does is it exploits this fantasy self of trad wives and they kind of take it even further with their political messaging towards, like, this idea of like a white utopia. And, and a lot of trad and far right influencers, they'll follow each other and like each other's content. But I think one of the most interesting things, that trad wives will say is like they'll say, "It's my individual choice to want to, like, stay at home." And what that does is like, it completely neglects the fact that this is actually a movement and it's a community. And like if it's really a choice, like why are you propagandizing your life to like millions of viewers, right? And so, but they love to use that sort of feminist argument, like, "It's my choice."

JVN // But, and it is their choice. I mean, but they're also doing it for like, validation, community and like finding, like a purpose.

EVIANE LEIDIG // Yeah, exactly. Exactly, no, that's it. And it's like if it was really just about choice, like, why are you feel so inclined to, to sort of make this into like a community, into, into a movement.

JVN // And there does certainly seem to be, like—this is something I think about a lot just coming from a very like not only conservative but also like very religious upbringing. And I remember like being very young and it just being so normal and like a thing, it's like, you know, they say like, don't talk about like—I don't know if they say this where you're from—but like, it's like don't talk about, like politics or religion at the dinner table. But, like, any other time, like we were trained to talk about religion, like we were trained to talk about Jesus, like, "Have you, like, did you ask

Jesus into your heart?" Like we were meant to, like, cause it's, like, if you don't convert people, like they're going to burn in the fiery pits of hell. And you talk about that when you're like a little kid. So, like, that was I mean, for me, like, I remember being like, you know, nine, ten, eleven meeting, like, some lady at the pool and being, like, have you like, once we were talking about, Miss Universe? I'd be like, "Have you accepted Jesus into your heart?" Like, and that came from like, I didn't want this nice lady to burn in the pits of hell because I thought that's what happened, you know? Like, is there a desire for these influencers to, like, they want other people to get into it too? Like, they're trying to get other people into the fold. Like, "If you live how I live, you're going to be happier and you're going to be more into it." Like, when we talk about, like, "a recovering feminist" or whatever, it seems like there is a part of that community that's, like, "Be how we're trying to be." Which is interesting because I feel like as a queer person so often that's what the fear is like, you're trying to turn people queer when in reality I think we're more just saying, like, "If you are queer, like, we think that's fun and we think that's cool, but, like, we're not trying to make you queer." Whereas I feel like there is more of a bend and right wing influencers is, like, "You should live how we're living because this is the right way."

EVIANE LEIDIG // Yeah, that's definitely a superiority complex. And also, don't forget, it's a supremacist movement, right. They, they inherently believe that they are at the top of the social ladder. So it's, you know, it's, it's definitely they see it as a moral good and they see it as a righteousness that that everyone has to adhere to. But it's, like, an extremely exclusionary movement. Right, like I mentioned earlier, about like minorities, it's at the end of the day, they're fine with minorities who support their cause in the short term, but like when they get their utopia, like, those minorities are not sticking around, right, so...

JVN // So what's this utopia you keep talking about? Is that something that they talk about in their content?

EVIANE LEIDIG // Oh, no that was just just me sort of saying like, this is their end goal for society, like, just as like this is sort of what I imagine their dream for society.

JVN // Mmm, scare!

EVIANE LEIDIG // Yeah. I also, because you asked about trad wives, I just wanted to show you one really popular trad wife account, just so you get a sense of like who trad wives are and what they like to post. I mean, so she is, like, one of the most prominent trad wives: Mrs. Midwest. And so you can see she is sort of LARPing this like suburban life with her kids and she loves to be like ultra-feminine and talk about, like, how, "Wearing a dress a day keeps the blues away." And she's a really interesting figure because like, on the face of it, she doesn't seem really political. But then she talks about things like submitting to her husband, and she used to write in these forums about like how you need to be a good wife. She actually had one really interesting story when she was in high school, I think, where she went to like this summer camp. And she said that she felt attracted to, like, another girl at the summer camp, but that she just repressed that because it was like, quote, "unnatural," which I found to be, like, "Okay, like, who is this, who is this person?" But, like, as you can see from her Instagram page, it's about like her with her husband and kids. But she's an extremely popular trad wife influencer.

JVN // Ah, so pretty. [SIGH]

EVIANE LEIDIG // It is, it is really pretty content, right? And then you're like, "Ooh! Actually, this is masking a lot of hate."

JVN // Yeah, I hate it! It's so easy to—"Oh, my God!" Okay, but wait, so you talk about in the book, ah, you wrote about the ethical conundrum with this project because on the one hand, you're exposing these women, but then on the other hand, you're like, publicizing them. Can you break down what that was like for us?

EVIANE LEIDIG // Yeah I mean, when I was writing this book, I was always asking myself: am I platforming these women for more mainstream audiences? And one could argue perhaps that's true, although I have a lot of doubt that if somebody just reads my book, they're going to go and like get radicalized by these women because, like, these women already have audiences, as I as I showed on their socials, they already have, like, hundreds of thousands of followers. So, like, they're already well known. So if you already follow these women, like, or if you already know these women, you know, you're already following them. But when I was also working through this to try to see, like, "Okay, like, am I publicizing them?" What I'm trying to do is expose what these women are doing to legitimize and normalize the far right. So I think at the end of the day, it's so important for people to spot the harms and to see like these are the strategies that these women are doing to make far-right ideology seem appealing or to seem normal. And I think at the end of the day, that was much more important than, you know, people continuing to think that the far right are these, like, you know, young, skinhead guys, right, like, it's more than that.

JVN // And actually it's, like, they're really—the women are so important because they're the ones that do make it so much more palatable and feel less, like, of a direct threat. It's like, that's your friend, that's your sister. "I'm your friend, like, you don't gotta be scared of me. I'm, like, helping you with cookies and, like, how you're going to stay healthy and stuff."

EVIANE LEIDIG // Yeah. It's, it's so subtle and it's so insidious and dangerous, right?

JVN // Yeah, I mean...Yes! Okay, So what was that like, immersing yourself in that world so much? Did you just feel like your soul needed to take a shower? Were you, did you get any sympathy for them? Did you ever find yourself being, like, "Yeah!," like, cause sometimes, like when I listen to Trump for too long, sometimes I'll be, like, I'll be like, "Yeah!" And then I'm like, "Wait, no", like, but so they are so convincing when you listen. Like, you really it is, like, it's confusing, or it can be.

EVIANE LEIDIG // It can be, it can be. I mean, so I, I wrote this book over three years. I was following these women for three years, and it was totally consuming to follow them. Right, like, I was always getting notifications on my phone and, like, tracking content at all hours, right because Instagram stories disappears after 24 hours. So I was just, like, always on top of it, like at nights and weekends, on all my holidays. Like, I was just constantly, like, monitoring their activity. I created a fake profile to follow their accounts. Of course, I didn't want to use my own profile, but like, so I needed to create a fake profile. But I was also taking photos that, from my personal life, my real life, and using them on my fake profile, right. So, like, I was kind of, like, blurring the boundary there between, like, my fake and my authentic profile. And at some times, you know, I did find myself relating to these little women in, like, the most unexpected ways. And I think part of it is because, like, as I mentioned, like they could have been, like, my classmates growing up or even maybe my friends growing up, in terms of like their backgrounds. We had really a similar life trajectories; like, I followed them from when they were, like, single to, like, when they got married and they had, like, their first kid, right. Like, I can understand those sort of life events and how, like, relatable that could be. So sometimes I did have to stop myself and be like, "Okay, at the end of the day, though, these women are still propagandists. Like, they're still opportunists that are spewing Far-Right ideology." Like, you need to take a step back and have some distance sometimes. But again, like I think the ways that they were presenting themselves online to be so relatable also got to me sometimes and I'm, like, I'm someone who's been studying the far right for several years now and I can spot the signs of radicalization. But, like, when you're using terms like "glow up," it kind of catches you off guard.

JVN // Mm hmm. Mm. Okay. What about, like, is anyone ever trying to, like, limit or report or, like, suspend these, like, women's accounts?

EVIANE LEIDIG // Not really. No. On the one hand, like, we have to ask, like, "Are, are these women actually evading, like being banned or are the platforms just not taking action?" I think the

one exception was around COVID is like when these women started posting a lot of disinformation about the vaccine. That's when I actually started to see their content getting flagged. And, like, like, individual pieces of content were getting banned, but that was only with disinformation, right. And I think, like, they had been spewing hate on these platforms for so long before then. It was just interesting to see, like, from the platforms perspective, like you're only targeting these women once they actually are spreading disinformation about the vaccine specifically. But I mean, these influencers are so good at, like, using coded language or, like, manipulation techniques of, like, text or emojis. So, like, instead of like vax, they'll use, like, the letter V and then the axe emoji. Or they'll like, use, like, deliberate misspellings of text. Now, just like, just bear in mind, this isn't necessarily new, right. Like people in, like, the pro-ana community or like the eating disorder community, they've already use these types of techniques as ways to, like, circumvent the flagging of their content. So it's like this isn't necessarily a new practice, but it's like the way that these women do so, so consistently and they're still able to spread a lot of, like, hate speech despite that. Right?

JVN // Because that is against community guidelines, to spread, like, racist or xenophobic or whatever or anti-trans on your...

EVIANE LEIDIG // Yeah, there's usually community guidelines against hate speech which are protected characteristics. And so that's things like nationality, sex, gender, religion, age, ability, like, there's a lot of coded international law characteristics. And so people do violate those hate speech guidelines all the time, right. It's just about, like, enforcing them. And like, these women are known, they're not just like some anonymous account, you know, that's just, like, posting this stuff. Like they are well known public figures with, like, so many followers. And so, like, there's a, there's a good case to be made that they have audiences and networks that, like, once they say something, it can spread like, like wildfire.

JVN // Right. And I also think that, like, I have definitely seen queer creators, like, when they start talking about things that are just very political, like, all the time, they get really shadow banned. Like, their content just goes less far. They get less engagement. And I don't necessarily see that on the right, like they seem to be getting, like, bigger and bigger.

EVIANE LEIDIG // Oh, but they think they're being canceled and censored. That's that's the thing, right? It's about, part of it is, like, we just don't really know and platforms don't release that information in terms of, like, who actually gets censored. It's all about, like, perception, and if platforms did release that information, I think people would be actually, like, quite shocked in terms of who is actually getting censored. But I mean, yeah the far right loves to cry victim, right? Like, and even if it's anecdotal, even if it's like one time that they got, like, shadow banned, I mean, they'll just cry wolf and say like, "Our freedom of speech is being infringed upon."

JVN // I mean, is there any tactics that you think could actually, like, curb their hate speech? I mean, it seems like there's a market for it.

EVIANE LEIDIG // I mean, so here's the thing: we have the technical tools to do it on platforms. We just don't use them on these women. For example, like, one of the influencers I study, her husband has been banned from, like, every platform off the face of the earth. Like he's been prosecuted in court. I mean, like, he was not allowed to enter, like, countries. And she has, like, not faced a slap on the wrist at all. She has the same, like, views and she still, like, part of the same organization as he is, but like the way that she frames her content is it's so soft, it's so, like, gentle in it's framing that, like, she just knows how to sort of cross that border of like what's violating on the platform. And this is a major blindspot when it comes to, like, regulating these women and their activity. I think that there's also a space in terms of using, like, counter-influencers, like there's a lot of great accounts on TikTok, for example, that like debunk a lot of like far-right myths or like debunk a lot of like disinformation terms and conspiracy theories. And there is a space for them, I think, because, like, they understand how that influencer culture

works, they understand like how important it is to engage with audiences. So I think there's a space for that. I just don't think I just don't think we can make it cringe. I mean, I think like sometimes it becomes to be too to cringe if like, if like, you know, governments get involved or something like, I think we have to like, allow them to be independent and like, have creative control over the content that they produce. And also, like, people, academics like myself, I advise and consult tech companies and I tell them, like, "This is what you need to be looking out for, like, this is how you need to enforce your policies."

JVN // So any tips for speaking with family, friends or, like, a loved one who follows this type of influencer?

EVIANE LEIDIG // Well, I think one really important place to start is about critical thinking, to spot the far right's manipulation techniques. So like what I mentioned earlier with the glow up post being used as a way to sort of weaponize their radicalization beliefs. And what I've also noticed is that, how important it is to recognize personal grievances. You know, if maybe someone's feeling, like, lonely or isolated, but trying to encourage them to understand that finding your authentic self doesn't justify believing in hateful ideology, right. Like, there's plenty of people who have grievances who don't turn to the far right and there's a reason for that, it's about support. And so when I was listening to some of the radicalization stories of these women on their socials, they all talked about at one point, after having been radicalized or being radicalized, they were crying, like, in front of the webcam saying, like, "I lost my family, I lost my friends, like no one, like, supports me or believes in me." And they were using this idea about, like, finding self-confidence and about finding their authentic self as, like, a justification for them believing in these far-right ideas or believing in this hate. And so if you have, like, a family or friend who is susceptible to the messaging of these influencers, I think it's so important to teach them to think critically and to sort of spot, like, where they're being manipulated with their grievance.

JVN // So, ooh! That's hard, though! How do they do that? Like, for her...so if your friend, you know. God, I see them, like, liking some weird shit. They're like. Like, ah, like, you know...Or they just say something to you that's, like, super right wing, or you see them in their, in their Trump hat, and they've never really done that before. Like, how do you like, are you like, "Are you feeling lonely, queen? Are you feeling left out?"

EVIANE LEIDIG // I mean, definitely ask why because, I mean, if they're wearing, like, a Trump hat for the first time, it's obviously a signal that they're, like, inviting some attention. But it's about sort of like not accusing them, but just trying to get a better sense of, like, "But why are you wearing that?" Or like, you know, it's really just asking questions and maybe you won't get so far, at least in that first conversation. But I think that intervention step early on is so important before they start getting deeper into the hole.

JVN // Yes. Okay, so now what do you think is next for these women of the far right, online and beyond? Like, yeah, I mean, they're—all the women who you profiled are still active online, right?

EVIANE LEIDIG // Most of them are. Like, a couple have, like, quote, "retired." Some, some actually, like left and came back into their activism. And I think it's just so interesting because they really love the attention that they get as being, like, these celebrities in this online space. Some are a bit less active than they were before, but then others are, like, rising as stars, like I've seen some of them become, like, the new faces and get, get new audiences. So, yeah, I think most of them are still active. And again, like, I said before, like they're not suffering the repercussions of the content that they post online. So, like, why would they leave?

JVN // Do you see it moving further to the right? Do you see these people as becoming more mainstream? Do you think more people are going to be coming? Like, who is the next generation of these influencers? Or do you think it just widens from who's already within this generation?

EVIANE LEIDIG // So I think a lot of the ideas that these women first promoted back in, like, 2017 when they were part of the alt-right, I think a lot of those ideas, those fringe ideas, have become quite mainstream. I mean, just look at, like, the Republican Party today and, like, the discourse about, like, being anti-woke and, like, being transphobic. And so what I do see next, at least for like influencers within the far right, is I'm seeing a lot of younger women trad wives on Tik Tok. So, like, again, these are the Gen Z women, these are like 18,19 year olds who are like LARPing this trad wife lifestyle. And I'm, I'm yeah, I think that's sort of like what's next when it comes to what's new and interesting for the far right.

JVN // What are you most concerned about from your research?

EVIANE LEIDIG // It's hard to pick one! Maybe like—

JVN // Top three! Or in, like, a mission statement or, like, an impact statement: like, what do you think we need to do?

EVIANE LEIDIG // So I think one thing is: we as a society need to not have this generational amnesia. So by that I mean, this is a term that, like, climate change scientists used to describe, like, changes over generations, in terms of, like, wildlife. And so I think the same thing needs to apply to understanding the, the gains of women's rights, feminist rights, and LGBTQ rights, and not take those for granted and be educated and aware of those histories and those legacies. Right, because the women I write about, they write books, they went to university, they own bank accounts where they get, you know, their, their monetized contents sent through. I mean, these are women who have profited from the gains of the women's rights movements. And yet, ironically, they want to go back to the 1950s, right. So, like, it's so important to not take for granted. And so I think we as a society need to just be constantly vigilant about protecting and safeguarding those rights and improving them for the future.

JVN // Mmm. So, Eviane, what's next for you in your research? What are you like, just excited to get into next?

EVIANE LEIDIG // Yeah, so while I was doing the research for this book, I was finding ways that these women were circumventing the flagging of their content. So like I mentioned earlier, with, like, manipulating text or images. So that inspired me to do the work that I'm currently doing now, which is: I'm looking at platforms' content moderation policies of far right content. So at the moment I'm interviewing tech company employees and experts they consult on designing and enforcing the policies, and then, like, how those policies get adapted over time.

JVN // Are you ever scared that these, like, alt-right, people are going to like, come for you?

EVIANE LEIDIG // So, I have been trying to find ways to protect my, my, my safety and also my mental health in this phase, right. So the first thing I do is I just drink a lot of wine because that obviously helps.

JVN // Yes! Yes!

EVIANE LEIDIG // Like, honestly, never underestimate that, you know! No, but also like, you know, having a really good social support networks like my family and friends, my colleagues who just, like, check in to make sure like how I'm doing; like, I'm part of a network of other researchers who study the far right, and like, we obviously have chats and we just make sure, like if someone's facing harassment, that we check in with them because that is so important when you're doing work like this. I also try to create boundaries between, like, work and personal life, you know? And I think at the end of the day, also just being really open about, like, challenges to your mental health or even like security issues like just being open about that is so important.

JVN // Not to give you unsolicited advice but maybe that one account that you started to research those other girls, like, let's delete that shit and let's get you a wig or two. Let's get you, like, a little red wig, a little blond wig you can do, like, a little like fucking, like, maybe her name is like Priscilla or something. Like your new alt-right, yeah, like for your new research. You know what I'm saying? Yeah, it's giving wig vibes. You just gotta learn how to, like, braid your hair so that you can just, like, make it really flat to your heads so it's not like a lumpy wig. It's, like, got, like a really good transition so no one clocks it, you know?

EVIANE LEIDIG // Yeah, I think you and I, we can set up a whole scheme here, if you want it.

JVN // We got to do a wig consult, yeah, on Pretty Curious. You're so right. We got to do it. Yeah, because, like, I'm just really ready for your, like, spy diva era.

EVIANE LEIDIG // That's the next book, right? Going undercover.

JVN // Yes, Yes, Eviane's spy diva era is upon us. We're so excited for it. I can't wait. Thank you so much for your time. Eviane Leidig, thank you so much for coming on the show and for teaching us all of your research. You've just been incredible... Thank you so much for coming on Getting Curious.

EVIANE LEIDIG // Thank you so much for having me. I had such a great time. You've been listening to Getting Curious with me, Jonathan Van Ness. You can learn more about this week's guest and their area of expertise in the episode description of whatever you're listening to the show on. You can follow us on Instagram @CuriousWithJVN. And can I just say, our social work has been so good, we are just slaying over there, so give us that follow. You can catch us here every Wednesday. Make sure to tune in every Monday for alternating episodes of Curious Now and Pretty Curious. Still can't get enough, honey? Neither can I. Subscribe to Extra Curious on Apple Podcasts for commercial-free listening, and our subscription only show, "Ask JVN," where we're talking sex, relationships, and so much more. Our theme music is "Freak" by Quiñ - thanks to her for letting us use it. Our engineer is Nathanael McClure. Getting Curious is produced by me, Erica Getto, Chris McClure, and Allison Weiss, with production support from Julie Carillo, Anne Currie, and Chad Hall.