

THE RISE OF RADICAL RIGHT

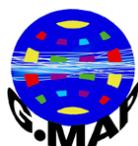


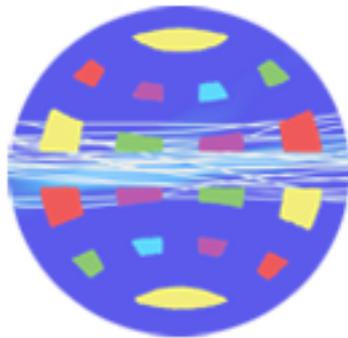
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MARINE LE PEN

AS SEEN BY AN ARTIFICIAL INTELLIGENCE

Valérie Fert
Chairman of GMAP





The Rise of the Radical Right

Valerie Fert President of GMAP

The purpose of this post is not to deliver the umpteenth analysis about the success of Marine Le Pen, who has embedded the Front National as one of the three prominent forces of the French political landscape, but to present the view of an intelligence a bit different from those we are used to hear, namely a cognitive system called Globe Expert and regularly used by the GMAP's team. Before explaining how it perceives and reflects the situation, some details about its approach, its process of understanding and reflection are needed.

FROM THE HUMAN PROCESS TO ARTIFICIAL OPERATION

As surprising as it may seem, we have first to know that artificial intelligence is **initially not different from that of a very human being**. In a first step, it integrates all the knowledge that some mentors made available. In the present case, a database of more than four million documents provided by two thousand duly validated sources, **emitting over the globe**, from Atlantic to Pacific, from North to South, as well Anglo-Saxon, European, Asian, African and South American or Middle Eastern. Then, we tell it: "You are going to interest in European radical right parties and, for that, you are going to take into account the political, economic, social and international backgrounds, the different radical right parties, those of the extreme right as well as the traditional parties. Do not forget to look at the emotional aspects: the fears, values, nostalgia as well as the words that express them. " Starting from these recommendations, as any student a bit organized, our artificial intelligence constitutes a specific documentary basis: about 20,000 documents. When this is done, we ask it questions, for instance: "Marine Le Pen" and also "Rise of the Radical Right in Western Europe". As a good student, it limits its documentary scope to what will be really useful, eliminating by this way all that seems redundant or irrelevant. In practical terms, it has selected **six thousand articles** in order to analyse them from the perspective of the questions asked.



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It is at this stage of analysis that the way to proceed of the artificial intelligence differs from ours, and this in two main points. First, it is **totally free from passions**, emotions and biases. Secondly, if it interests in words (semantics) and figures (statistics), it primarily focuses on the concepts and, above all, on the **signals**, even weak. Finally, rather than a long speech, it produces its analysis in the form of **maps**. As they may be disconcerting at a first glance, I will act as an interpreter of this artificial intelligence, by giving you the translations of these maps. However, before you read them, you must constantly keep in mind that what follows is based on documents from all around the world, thus more likely to be truly objective as they are **issued outside of the system where the event occurs**. In the words of Giordano Bruno, before being burnt at the stake in Campo Dei Fiori (17 February 1600), *“it is impossible to detect the motion of a system (...) when you stand inside this system”*.

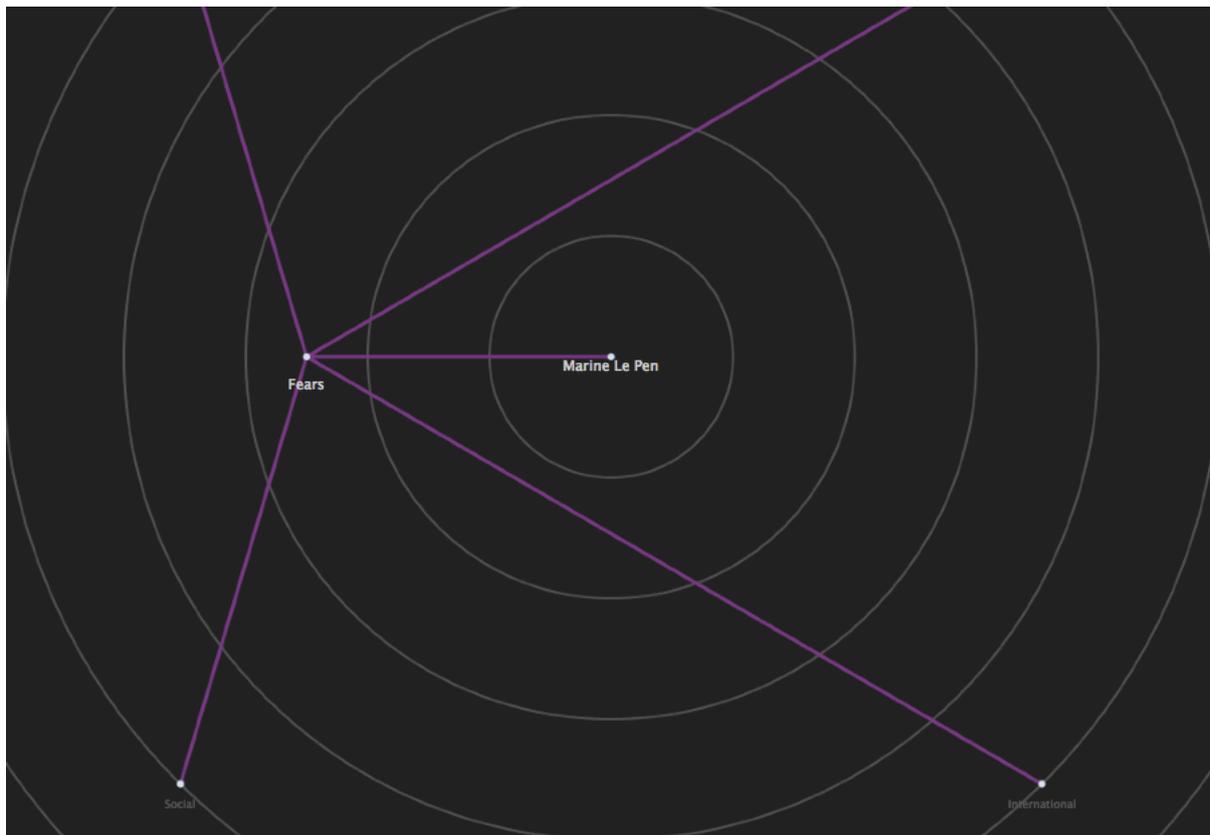
A FRENCH SPECIFICITY: FEAR?

Depending on whether you ask the question in terms of “Rise of the Radical Right in Western Europe” or that of “Marine Le Pen”, the results do not show the same core issues. In the first case, the semantics considered as positive by the tenants of the radical right prevails: that is to say the notions of sovereignty, national preference, morals, anger, protest and radical change. In the second one, that of Marine Le Pen, the dominant element is fear, all fears! Socio-economic: those of unemployment, pauperization, loss of social position. Culturalist: fear of the foreigner, the Muslim, of Islam and miscegenation. Regressive: fear of the present and nostalgia of the past, denial of the modernity and fear of the future.

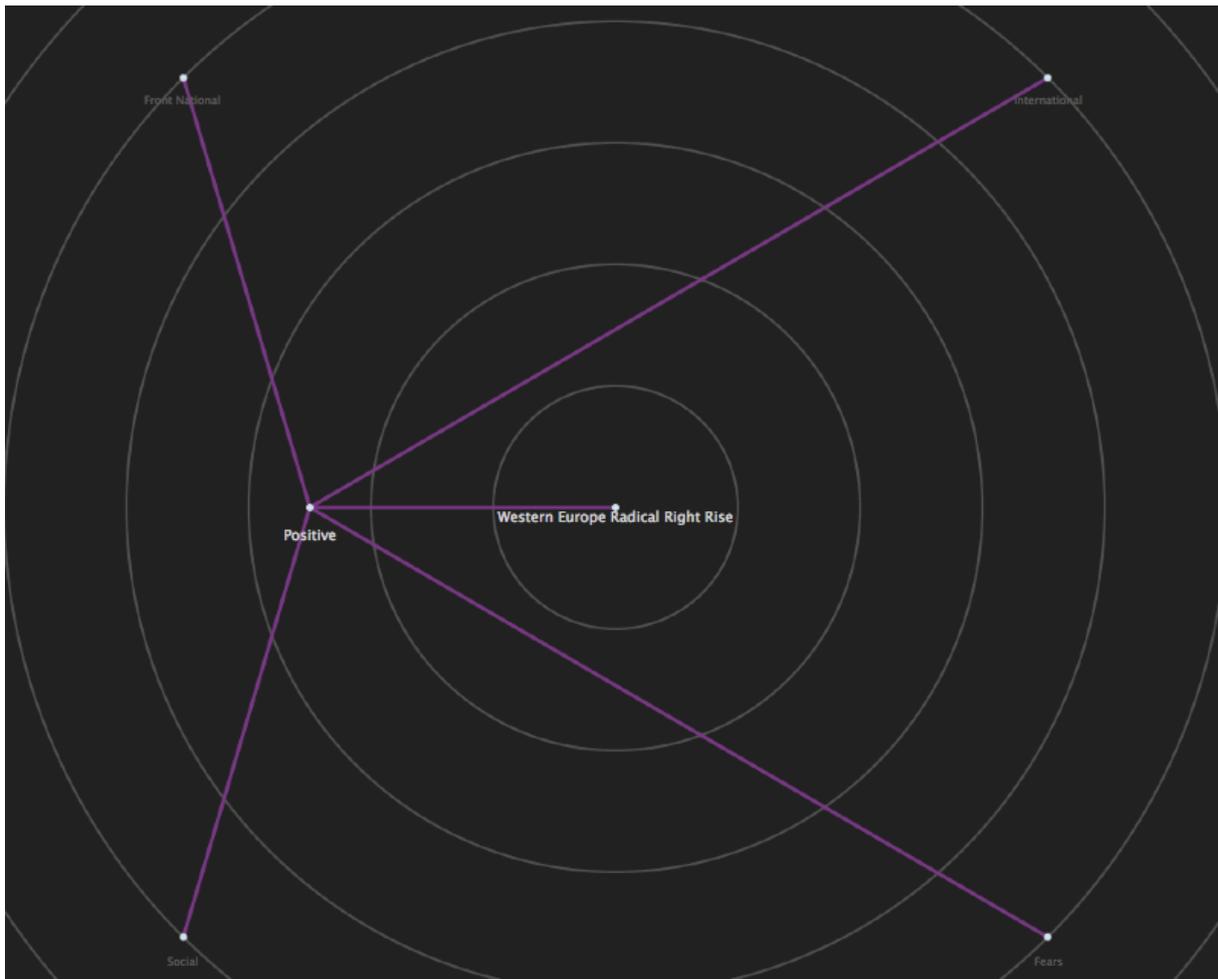
Of course, other maps - that I will not present here as I am concerned about saving the reader an indigestion - show that the positive semantics, at the European level, is linked to these same fears, but also with the socio-economic and international objective backgrounds: economic crisis and its impacts, more or less full acceptance of the European Community and Euro for the countries involved in, globalisation, etc.

Vice versa, when focusing on Marine Le Pen, the fears are also based on the same socio-economic and international objective backgrounds. Nevertheless, in both prioritisations, there is a **nuance that is not nothing**.

In the European case, we are witnessing a verbalisation of the fears generated by the context, which produces a nationalist and protesting discourse. In the “Marine Le Pen” case, we should rather say the “French case”, the objective context does not lead to a verbalisation but to fears. She is the one who verbalises them and provides them with a platform in the chorus of parties. She is much more than a public speaker, as her father was, **she is the voice**, which allows all those who experience these fears in varying degrees to feel themselves expressed, **recognized and, in a certain way, loved**.



Map of the artificial intelligence system Globe Expert showing the domain with which Marine Le Pen primarily interacts: fears. © Globe Expert

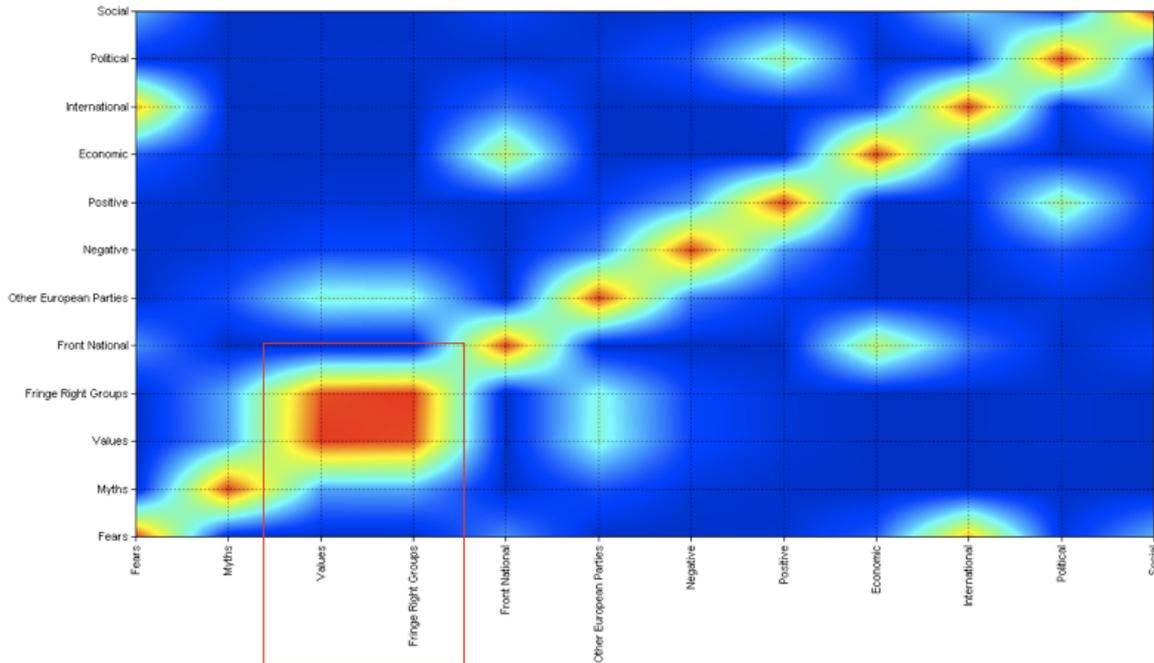


Map of the artificial intelligence system Globe Expert showing the domain with which the rise of radical right in Europe primarily interacts: the positive semantics for the supporters of the radical right. © Globe Expert

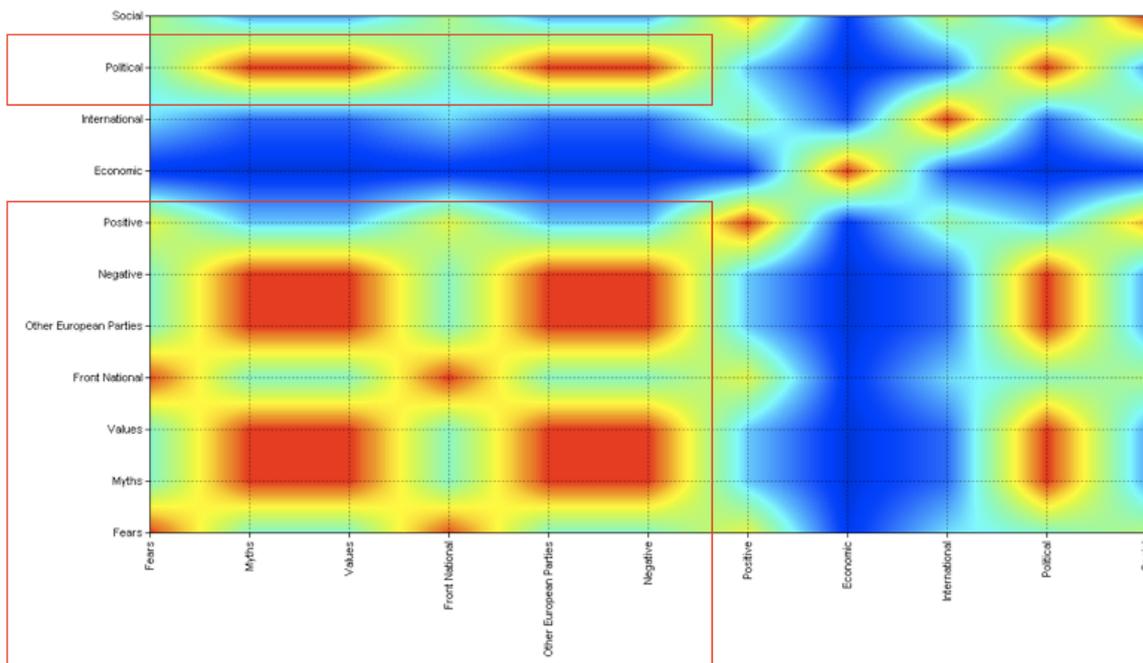
UNDER THE FOAM OF THE WORDS

As I wrote above, an artificial intelligence takes into account more than words or figures: concepts and signals, that is to say **the essence of the reality**. In France, we have noted that Marine Le Pen was trying to disengage from his father's rhetoric, its most extreme components at least, and that she was making a point to position herself on economic, social and international grounds, elementary substance of a relevant programme of government. From all this "noise", the artificial intelligence perceives nothing, or rather it eliminates the "noise" as cleaning up a soundtrack of its interferences. When it sweeps over the different areas of reflection, searching for fields where there would be convergences of concepts, emissions of common signals, its radar screen produces a surprisingly empty map, except for one sector: the conjunction between the extreme themes of xenophobia, racism and values such as order, morals, tradition, identity. **Here is what will strengthen those who argue that the reality of the father's and daughter's discourses is the same and that only the "packaging" has changed.** In comparison with the rise of the radical right in Western

Europe, the same mapping shows a broader spectrum of convergences, even if it is just as empty regarding the economic, social and international areas.



Convergence of the concepts manipulated by Marine Le Pen: a surprisingly empty map, except for the conjunction between the values of the radical right and ideas of the extreme fringes, xenophobia and racism. © Globe Expert



Convergence of the concepts manipulated by the “rise of radical right in Western Europe”: a very political positioning, but that ignores the economic, social and international fields. © Globe Expert

BY 2012: A REGRESSIVE PROGRAMME?

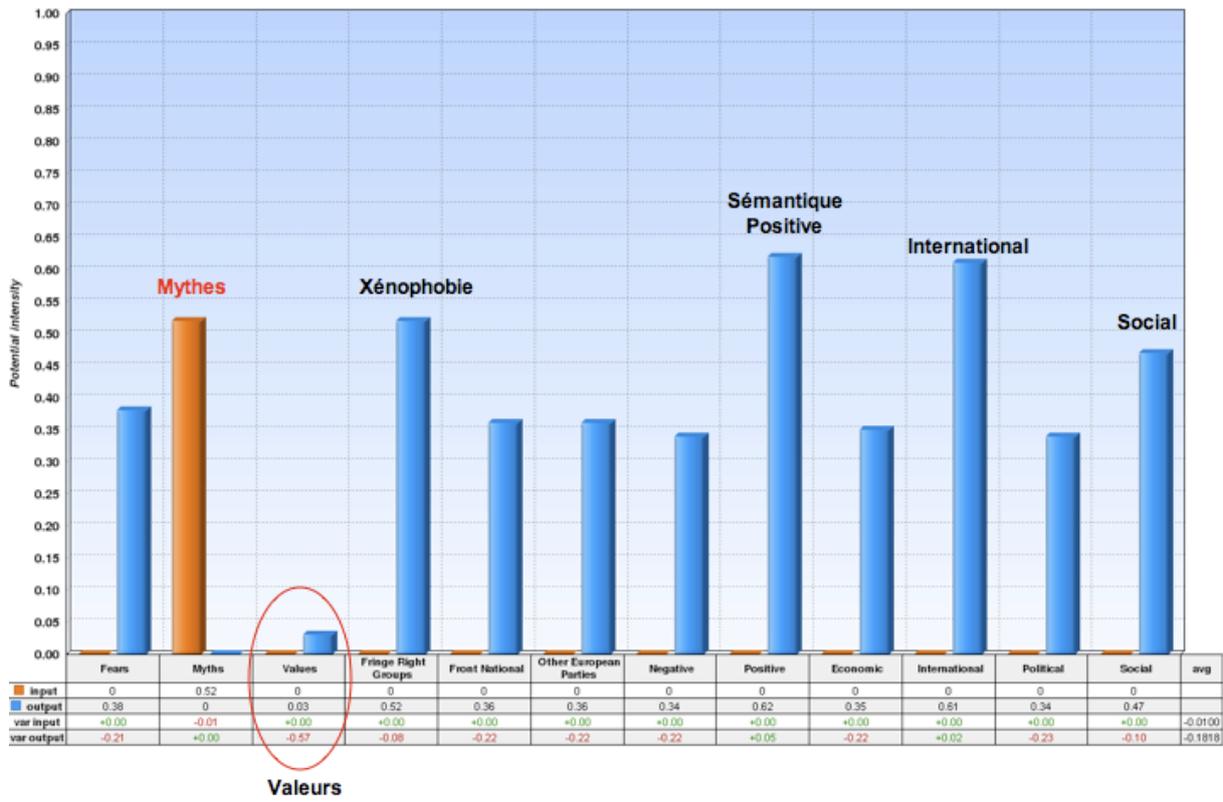
Of course, the nagging question which preoccupies politicians, pollsters, various analysts and voters, at least those who have not yet reached this stage of disaffection or terrible resignation whose name is abstention, is that of the next polling in 2012. What will be Marine Le Pen's influence in the fight for the presidential election, with which arguments? So we asked our artificial intelligence system to carry out a projection by 2012, on a constant basis, all things being equal. To that end, he applied a behavioural equation¹. In the instance, the purpose of the latter is to map what may be the most buoyant topics, their behaviours and respective influences if no change occurs in the current environment.

The themes of the “mythological area” - nostalgia for the lost paradise of a past perceived as a golden age - stand out as being the subject of an active communication without managing to dominate the other fields, except the one of values (order, morals, tradition, identity). They do not disappear from the landscape: they are integrated into the field of mythology. “Making a *tabula rasa* of the present” necessarily implies a return to these values. This first element results in the very high influence of the “positive semantics” - sovereignty, national preference, morals, anger, protest and radical change - and the discourse about the international context, that is mainly to say Europe and globalisation, but also the Maghreb and arab-muslim countries. These topics are closely followed by those covering xenophobia, racism and social issues, ranging from unemployment to security, through immigration and loss of social position.

In brief, the projection proposed by the artificial intelligence tells us that, unless some event occurs in the French political landscape, **Marine Le Pen could primarily tug at fear strings while harking back to the golden days of a mythical past**, all the rest being a corollary of this main argument. This is what psychologists might call a “regressive programme”, the one of persons who deny reality, magnify childhood days, refuse to grow up, pointing the Other, always the Other, as the true culprit.

¹ Lotka-Volterra equation, also called “preys and predators”.

Potential map input/output 2



The projection by 2012 - on a constant basis – of the most buoyant themes of Marine Le Pen’s rhetoric: the mythic references, in red, dominate and include the references to values. © Globe Expert

For further information, please write to: contact@gmap-center.org