

Annex I. Content analysis of top 20 YouTube videos of Hrushi Protiv.

Episode title	Date	Length in minutes	Views	Likes	Dislikes	Comments	Targets	Violence/Police	Details
A start joins a raid	22.11.2013	4.7	618,391	6,000	220	Turned-off	Non-Slavic minorities	N/A	Famous pop-singer joins the raid. Pig suits.
Mass fight on Moskvoretstoe 2	11.12.2013	2.32	657,926	6,500	622	Turned-off	Non-Slavic minorities	Verbal and physical confrontations, fights.	Episode opens with a call to ban migrants from working in retail. Pig suits.
Venom for a pet	01.08.2013	2.50	675,549	2,500	1,500	Turned-off	Non-Slavic minorities	N/A	18+ Products destroyed. Pig suits.
Petersburg Drain	01.07.2013	3.57	684,597	4,400	269	Turned-off	N/A	N/A	18+ Products destroyed. Pig suits.
Real jigits ¹	05.05.2015	12.30	735,729	12,000	1,000	3,005	Non-Slavic minorities	Verbal and physical confrontations, fights. Activists call for police.	Store address disclosed. Pig suits.
My store ²	23.11.2016	22.16	773,273	22,000	1,400	3,320	Non-Slavic minorities	Verbal confrontations. Activists call for police. Protocol 6.3	Store address disclosed. No pig suits.
What's next?!	21.12.2017	26.01	777,881	15,000	1,700	4,686	Mix of non-Slavic minorities and a Russian store owner.	Verbal and physical confrontations. Targets	Store address disclosed. No pig suits.

¹ With a variety of spelling options, "jigit" in Turkic languages refers to a brave young man.

² The episode title is written in Russian with an intentional grammatical mistake in the masculine noun common to non-Russian speakers from Central Asia and the Caucasus.

								call for police. Activists write an appeal to police.	
Asian showdown 2	16.04.2013	3.52	786,543	7,200	357	Turned-off	Non-Slavic minorities	Verbal and physical confrontations.	Pig suits.
We don't speak Russian	18.07.2016	16.51	795,269	10,000	2,100	2,311	Mix of non-Slavic minorities and Russians	Targets call for police.	No pig suits.
Chemical attack	4.04.2016	16.08	870,071	15,000	1,600	2,955	Mix of non-Slavic minorities and Russians	Targets call for police. Police gather names and leave. Verbal and physical confrontations.	Store address disclosed. No pig suits. Hoodies with image of Putin.
Asian showdown	27.02.2013	5.21	881,133	9,300	816	Turned-off	Non-Slavic minorities	N/A	Pig suits.
Expired director	16.09.2013	3.54	904,691	4,200	208	Turned-off	Non-Slavic minority and Russian store directors	N/A	Targets' identities disclosed. "Piglets" follow directors around town.
For once	01.11.2016	7.46	910,733	16,000	1,000	1,302	N/A	Targets call for police. Police leave.	Store address disclosed. No pig suits.
A call to Onishchenko ³	23.06.2013	5.09	944,869	7,400	268	Turned-off	Mix of non-Slavic minorities and Russians	Police arrive after call by participants to Chief	18+ Store address disclosed.

³ Chief Sanitary Inspector of Russia

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Hostages at Moskvoretskaya produce base	18.07.2017	15.09	991,225	12,000	2,100	2,944	Non-Slavic minorities. Participants stress that “non-Russian” workers ran away when police arrived.	Participants locked up by security. Verbal and physical confrontations. Fight.	Food base address.
Tajiks are indignant	26.03.2013	6.51	1,047,829	11,000	1,300	Turned-off	Non-Slavic minorities. Tajiks.	Verbal and physical confrontations. Fight. Target picks up a knife. Police take targets away.	Pig suits.
Mass fight at CJSC Moskvoretskoe	21.08.2013	3.52	1,324,706	7,400	605	Turned-off	Mix of non-Slavic minorities and Russians	Verbal and physical confrontations. Fight. Police arrive. Expired produce destroyed	18+ Pig suits.
Mass fight on the Preobrazhenskiy market (full version)	11.07.2016	18.08	1,710,728	24,000	3,500	6,405	N/A	Verbal and physical confrontations. Fight. Police arrive. Police take no action. Passerby pick up expired produce.	

Migrants beat up piggies	07.06.2013	4.06	1,859,509	15,000	1,800	Turned-off	Non-Slavic minorities.	Verbal and physical confrontations. Fight. Police arrive. Expired produce destroyed	Pig suits.
Let's step outside	29.05.2019	20.16	3,665,938	47,000	11,000	21,439	Non-Slavic minorities.	Verbal and physical confrontations.	No pig suits.

Annex II. Screenshots of analysed videos.

Uploads PLAY ALL SORT BY

The screenshot displays a grid of 15 video thumbnails from a YouTube channel. Each thumbnail shows a scene from a protest where individuals are wearing pig mascot suits. Below each thumbnail is the video title in Russian and its view count and upload date.

- Хрюши против - на улице поговорим** (3.6M views • 6 months ago)
- Хрюши против - Мигранты Избили Хрюш** (1.8M views • 6 years ago)
- Хрюши против - массовая драка на Преображенско...** (1.7M views • 3 years ago)
- Хрюши против - Массовая Драка ЗАО "Москворецкое"** (1.3M views • 6 years ago)
- Хрюши против - Таджики негодуют** (1M views • 6 years ago)
- Хрюши против - заложники на москворецкой базе** (991K views • 2 years ago)
- Хрюши против - Звонок Онищенко** (944K views • 6 years ago)
- Хрюши против - на раз** (910K views • 3 years ago)
- Хрюши против - Просроченный директор** (904K views • 6 years ago)
- Хрюши против - Азиатские разборки** (881K views • 6 years ago)
- Хрюши против - химическая атака** (870K views • 3 years ago)
- Хрюши против - по-русски не понимаем** (795K views • 3 years ago)
- Хрюши против - Азиатские разборки 2** (786K views • 6 years ago)
- Хрюши против - дальше что?!** (778K views • 1 year ago)
- Хрюши против - мая магазин** (773K views • 3 years ago)
- Хрюши против - настоящие джигиты.** (735K views • 4 years ago)
- Хрюши против - Петербургское...** (684K views • 6 years ago)
- Хрюши против - Отравы для питомца** (675K views • 6 years ago)
- Хрюши против - Массовая драка москворецкое 2** (657K views • 6 years ago)
- Хрюши против - Звезда на рейде** (618K views • 6 years ago)