

## The Science Behind Islamophobia's Success

**Authors :** Imbesat Daudi

**Abstract :** The United States and its allies have invaded nine countries and bombed another half a dozen in fifteen years before they ventured into Iraq. Many were Muslim countries. These invasions were illegal. Notwithstanding, invasions were justified by arguments that these countries were a danger to humanity; they either possessed weapons of mass destruction, supported terror groups or were failed states. The West also promoted that the violent behavior of Muslims stems from Islamic doctrine. Islam is associated with violence in the Western psyche, which did not evolve spontaneously but was created by neoconservative intellectuals; they were supported by the mainstream media, state institutions, and the executive and legislative branches of the United States and its allies. It resulted in an explosion of Islamophobia, which is a billion-dollar industry. This paper discusses the players and commercial interests of transnational corporations engaged, directly or otherwise, in spreading Islamophobia. The paper examines the science behind how ideas spread. Campaigns begin with the demonization of the victims with false narratives, which are based on half-truths, disinformation, and fake news. The campaigns have three phases -an initial explorative phase, which has a long lag period, an explosive phase when ideas go viral, and finally, the final phase when ideas have taken firm roots in the perception of people. Islamophobia is in its third phase. The spread of Islamophobia was based on two scientific theories: The six degrees of separation and complexity theory, which states that power stems from elements within organizations that are independent but interdependent. Ideas once established in the human brain cannot be easily dislodged, which explains why brilliant minds are having a difficult time resisting Islamophobia. Islamophobia is a menace to humanity; it should be resisted. However, one must understand how Islamophobia spreads and why it is difficult to dislodge fake narratives associated with Islamophobia.

**Keywords :** Islamophobia, demonization of Islam, dehumanization of Muslims

**Conference Title :** ICEI 2024 : International Conference on Extremism and Islamophobia

**Conference Location :** Istanbul, Türkiye

**Conference Dates :** December 23-24, 2024