



QAnon Economy Emerges Online

As part of its Election Protection Project, Alethea Group, in partnership with the Global Disinformation Index, analyzed the QAnon community to identify the key for-profit individuals, groups, and companies selling Q-themed merchandise and the platforms acting as QAnon marketplaces.

Alethea Group found that Amazon is the most popular site used, with over 8,000 individual QAnon-branded products available. Amazon Books has at least 30 different QAnon related texts, many of which end up on top seller lists for Religious Philosophy, Controversial Religious Knowledge, and other obscure genres. Other popular marketplaces such as Etsy, Ebay, and RedBubble have faced the same influx of QAnon-branded products since the conspiracy theory's inception in early 2017. Etsy announced on October 7th that it would remove all QAnon-branded products following Facebook's [recent QAnon ban](#).

As these platforms struggle to deal with QAnon-branded items, a number of independent e-commerce sites have appeared with merchandise for QAnon followers. Alethea Group has identified nine independent QAnon branded e-commerce marketplaces that have a combined social media reach in the tens of thousands. We analyzed two of the most prominent independent shops we identified, which have both been advertised on 8Kun and frequently appear in QAnon forums and within "research groups."

WhiteHat Marketplace is a group of at least 15 connected e-commerce stores and news sites run by known QAnon influencer Dustin Nemos (legal name: Dustin Krieger). The shops range from QAnon-branded clothing to health and wellness products and conspiratorial news sites marketed as "independent news." In total, the WhiteHat Movement has a reach of over 130,000 Facebook users through seven pages and around 6,000 Twitter users on two accounts.

Owner and operator of 8Kun, Jim Watkins, is the registered owner of Is It Wet Yet, a domain that sells 8Kun and QAnon-branded products. The site is connected to Watkins's PAC created in February 2020, Disarm the Deepstate. The site frequently appears in advertisements throughout QAnon forums on the 8kun platform.

Black 8Kun Flag
\$23.99

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DESCRIPTION

DESCRIPTION
Nylon flags are the perfect eye catcher for events, festivals, fairs, or any political rally!
Highest quality vinyl transfer on both sides. Made in the USA
2ft x 3ft

