

## The Fathers of Extremism: How they succeed or fail

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Research on extremism often focuses on the features that give rise to intense and radicalized responses to societal conditions that are perceived as discriminatory and threatening to aggrieved groups' futures. Less research has been concerned with the interaction of leaders' persuasive appeals, the communication style they adopt, and whether the messages they use are in some ways common across time and context. In this contribution to *Forgas's Title*, we intend to examine these issues, namely leadership behavior, their persuasive methods, and the common tactics they adopt, if any, of extremist leaders across time and issue. Such leaders often employ appeals that frame intergroup relations as one in which their own group is severely deprived in comparison to other "privileged" groups – a strategy that can encourage anger and a desire for violence against the opposition. We focus on the importance of leadership in successful extremist movements, detailing the specific intra and intergroup conditions that make groups ripe for leadership that may ultimately drive extremism (or depolarize groups). Our analysis suggests that given their positions, extreme-group leaders encourage members to coalesce around common causes. If our efforts are successful, highlighting these specific and common group and leadership issues in contexts involving extreme groups will illuminate features of leaders, successful or not, that have some commonality across issues.