

Mapping study on campaigns against hate speech online

” The real art of conversation is not only to say the right thing at the right time, but to leave unsaid the wrong thing at the tempting moment.

Dorothy Nevill

László Földi
Council of Europe, 2011

Hate speech in general

What is hate speech?

Hatred (or hate) is a deep and emotional extreme dislike, directed against a certain object or class of objects. The objects of such hatred can vary widely, from inanimate objects to animals, oneself or other people, entire groups of people, people in general, existence, or the whole world. Though not necessarily, hatred is often associated with feelings of anger and disposition towards hostility against the objects of hatred. Hatred can become very driven. Actions after a lingering thought are not uncommon upon people or oneself. Hatred can result in extreme behaviour such as violence, murder, and war. (Wikipedia on “hate”)

It is clear that hate is an integral part of human nature. Philosophers have offered many influential definitions of hatred.

René Descartes viewed hate as awareness that something is bad combined with an urge to withdraw from it. Baruch Spinoza defined hate as a type of pain that is due to an external cause. Aristotle viewed hate as a desire for the annihilation of an object that is incurable over time. David Hume believed that hate is an irreducible feeling that is not definable at all. Sigmund Freud defined hate as an ego state that wishes to destroy the source of its unhappiness. More recently, the *Penguin Dictionary of Psychology* defines hate as a «deep, enduring, intense emotion expressing animosity, anger, and hostility towards a person, group, or object». Because hatred is believed to be long-lasting, many psychologists consider it to be more of an attitude or disposition than a temporary emotional state.

“Kind words can warm for three winters, while harsh words can chill even in the heat of summer.”
Chinese proverb

“By swallowing evil words unsaid, no one has ever harmed his stomach.”
Sir Winston Churchill

“Words have a longer life than deeds.”
Pindar, ancient Greek poet

“Perhaps you will forget tomorrow the kind words you say today, but the recipient may cherish them for a lifetime.”
Dale Carnegie, American writer

Words are very powerful and when we talk about hate speech or ‘love speech’ we have to understand that words are deeds that have a clear effect on the world, not only on the listener, but on the way life is understood. Therefore the words we speak or write can have a profound effect on the people they reach. In the light of the real power of words, expressing hate by words is a very dangerous weapon for which we are all responsible. So hate speech as such must be considered as an aggressive deed to disparage a person or a group on the basis of some characteristic that is arbitrarily selected by the speaker. The most usual characteristics against which hate speech is targeted are: race, colour, ethnicity, gender, sexual orientation, nationality, religion, social background or appearance.

Hate speech and Human Rights

There has been a long legal, political and philosophical debate about conflicting human rights, which usually results in one overruling the other or a serious compromise being reached to serve both. It can be argued that in relation to the conflict of values, free speech is important, but that it is not the only value and it does not have priority over all other considerations. Those other rights, which are not less fundamental than the right to free speech, include – for instance – the right to live without fear and intimidation, the right to dignity (both on a personal and group level) and the right to be a member of society on an equal footing with others, without suffering discrimination and exclusion. There have been several attempts to create a kind of logic among the different rights but ultimately one cannot be more important than the other.

The history of wars and conflicts have shown that hate crime is directly connected to racism.

The conclusion drawn from the European historical experience is unambiguous regarding the spreading of racist views which led to the Holocaust. It must be emphasized that racist views are not just like any other views present in society to be reflected in the media. Racism is not just an opinion, but a deadly poison responsible for death and suffering. Racism is not a view, it is a crime. It is the media which shapes our perception of the social world. It is the field of a battle for cultural hegemony, a battle waged by racists against democratic society. It is a matter of professional ethics not to give a free platform to racist and extreme-right organisations. We must not let the media become tools of racist propaganda. The example of the former Yugoslavia illustrates yet again that incitement to ethnic hatred can have a deadly effect still today. All over Europe everyday racist violence is accompanied and preceded by racist speech.

(2007. Rafal Pankowski Never Again Association and Collegium Civitas, Poland)

Today, almost nobody questions the fact that hate speech is a dangerous phenomenon. However, the question of how to counteract it is still much debated. Human rights provide a very solid basis for looking into hate speech, however no one and no institution has yet come up with a clear-cut solution to the increasing spread of hate in the civilized world.

Hate speech and the law

In law, hate speech is any speech, gesture or conduct, writing, or display which is forbidden because it may incite violence or prejudicial action against or by a protected individual or group, or because it disparages or intimidates a protected individual or group.

The law may identify a protected individual or a protected group by race, gender, ethnicity, nationality, religion, sexual orientation, gender identity, http://en.wikipedia.org/wiki/Hate_speech - cite_note-2 or other characteristic.

(Wikipedia on hate speech)

If we take a look at the most important international institutions, we can already find a clear, careful approach to the problem of hate speech. International organisations are waiting for a more solid consensus among its members advocating a very strong legal fight against hate speech. At the same time it is also clear that among international legal experts there is an evolving consensus that hate speech needs to be prohibited by law, and that such prohibitions override or are irrelevant to guarantees of freedom of expression.

United Nations

The http://en.wikipedia.org/wiki/Hate_speech - cite_note-4 International Covenant on Civil and Political Rights (New York, 16 December 1966.) states that “any advocacy of national, racial or religious hatred that constitutes incitement hostility or violence shall be prohibited by law”.

The Convention on the Elimination of All Forms of Racial Discrimination (ICERD), Article 4: States undertake inter alia to declare as an offence punishable by law «all dissemination of ideas based on racial superiority or hatred, incitement to racial discrimination acts of violence or incitement to such acts against any race or group of persons of another colour or ethnic origin», and to declare illegal and prohibit organisations which promote and incite racial discrimination. (www.un.org)

Council of Europe

The First Additional Protocol to the Convention on Cybercrime of 2003 concerning the criminalization of acts of a racist or xenophobic nature committed through computer systems, provides that State Parties shall adopt such legislative and other measures as may be necessary to establish as criminal offences under domestic law, intentional conduct including distributing, or otherwise making available, racist and xenophobic material to the public through a computer system. (www.coe.int)

European Union

Council framework decision on combating racism and xenophobia:

This framework decision of the European Union provides for the approximation of the laws and regulations of the Member States regarding offences involving

racism and xenophobia. Racist and xenophobic behaviour must constitute an offence in all EU Member States and be punishable by effective, proportionate and dissuasive penalties. Racism and xenophobia means belief in race, colour, descent, religion or belief, national or ethnic origin as a factor determining aversion to individuals. Instigating, aiding, abetting or attempting to commit the above offences will also be punishable. With regard to the above racists offences, Member States must ensure that they are proportionally and seriously punishable. (www.europa.eu)

European countries

We can find different solutions in different countries. In some countries like Hungary hate speech is not prohibited by law.

Denmark: Article 266(b) of the Danish Criminal Code criminalizes «expressing and spreading racial hatred», making it an offense to use threatening, vilifying, or insulting language intended for the general public or a wide circle of persons.

France: France's principal piece of hate speech legislation is the Press Law of 1881, in which Section 24 criminalizes incitement to racial discrimination, hatred, or violence on the basis of one's origin or membership (or non-membership) in an ethnic, national, racial, or religious group. A criminal code provision likewise makes it an offence to engage in similar conduct via private communication.

The Netherlands: Articles 137(c) and 137(d) of the Dutch Criminal Code operate to prohibit making public intentional insults, as well as engaging in verbal, written, or illustrated incitement to hatred, on account of one's race, religion, sexual orientation, or personal convictions.

United Kingdom: 18(1) of the Public Order Act of 1986 states that «a person who uses threatening, abusive, or insulting words or behaviour, or displays any written material which is threatening, abusive, or insulting, is guilty of an offence if: a) he intends to thereby stir up racial hatred, or; b) having regard to all the circumstances racial hatred is likely to be stirred up thereby.»

Civil society and hate speech

In some European countries, where civil society is stronger, informal exclusion and social rejection works better without excessive use of the law. However in most countries, especially in the new democracies, civil society is not strong enough to confront hate speech without the support of the state.

As a matter of fact, in some cases civil society itself has been the perpetrator of hate speech. Non-governmental organisations have good reasons

to criticize governments for their hypocrisy in not implementing the existing provisions against hate speech. The new democratic governments of Europe in particular need support but they also need pressure to take adequate action against hate speech. Laws against hate speech must be observed with an active participation of governments, judicial systems as well as journalists and their professional organisations.

The conventional media is not the only means of transmitting ideas, which can be positive and constructive as well as negative and devastating. The Internet and music in particular have become vehicles for spreading the message of racial hatred as well as anti-racism and multiculturalism. The neo-Nazi movement poisons the hearts and minds of young people through the Internet and the Nazi music industry. The mainstream media can also be blamed for outbursts of xenophobia edging on racism, e.g. strengthening negative stereotypes and stirring up anti-refugee hysteria.

The International Network Against Cyberhate (INACH)

INACH is a foundation under Dutch Law, based in Amsterdam, which was founded in 2002 by Jugendschutz.net and Magenta Foundation, Complaints Bureau for Discrimination on the Internet. The objective of INACH is to combat discrimination on the Internet. It unites and empowers organisations to promote respect, responsibility and citizenship on the Internet by countering cyber hate and by raising awareness about online discrimination. INACH reinforces human rights and mutual respect for the rights and reputations of all Internet users. It tries to reach its goals by uniting organisations fighting against cyber hate, exchanging information to enhance the effectiveness of such organisations, lobbying for international legislation to combat discrimination on the Internet and support groups and institutions who want to set up a complaints bureau, create awareness and promote attitude change about discrimination on the Internet by providing information and, education.

Overview of the latest studies on hate speech online

Forms of hate speech online vary from static web content to dynamic interactive content. There are extremist sites where hate speech is propaganda for spreading certain extremist political, ideological or religious ideas. These are also called hate sites. These sites invite readers to believe pre-digested ideas that seem very easy to identify with in order to simplify life and social-economic problems. Most of the time these sites identify certain group of people and put them into a very negative role and blame them for

different issues. These sites can be found easily for they are static, can be traced by IP address or other instruments. Even if the sites are moved to other servers or other service companies, or abroad there is a way to track them down.

One way to encounter hate speech is through the dynamism of the Internet. Users express their opinion in different interactive channels such as blogs, content sharing hosts, forums, and chat rooms. These are more difficult to trace, and due to their interpersonal and private nature, they are much more difficult to handle. A third, and the latest, way to teach hatred is through games. There are games available online that require users to act violently against a certain group of people. It is especially dangerous because it affects young people more and more. And, young people are much more vulnerable when exposed to such ideas and attitudes.

Experts say that hate speech on the Internet is increasing globally due to the advent of Web 2.0 technology like video file-sharing and social networking sites. Some European countries have made certain forms of hate speech – like Nazi propaganda and Holocaust denial – a crime. Despite the legal success, experts note the ease with which anyone could relocate hateful content prosecuted in one country by reposting it to other websites hosted on servers in other countries. Another problem with using legislation to regulate the Internet is enforcement. Experts agree that part of the solution lies in working with businesses that provide access to the Internet or online applications. While the government cannot outlaw hate speech, a company has the right to establish a policy that requires users to abide by stated limits on what can be posted online. As a result of this realization, more attention is being paid to including Internet service providers and major online portals. Service providers and popular websites like YouTube are willing to help but are frequently overwhelmed by the volume of activity. YouTube, in fact, recently partnered the Anti-Defamation League to launch an Abuse and Safety Centre, which includes links and resources and allows users to report content that violates YouTube's community guidelines on hate speech.

After researching the different studies and on the topic of online hate crime I have to say that North-America is well ahead of us Europeans. There is very little research and the legal approaches are so different in the European countries that there seems to be no possibility of combatting the spread of extremism or hate. Hate speech does matter, because words have consequences and can lead to violence, but it seems that in Europe it is not a priority at the moment. Most of the studies that have been produced after 2000 were written in the United States or Canada.

Recent research:

Below you can read the concluding words of seven remarkable studies in the field of hate speech.

Peter Weinberg: A critical rhetorical analysis of selected white supremacist hate sites (Rhode Island College, USA, 2011)

Focus: Youth

Conclusions:

Once youth become involved, the hate they might be exposed to is virtually boundless; regular visitors to the forums will find that hate is impossible to avoid and ranges from the mild to the extreme. Evidence shows that the extreme right has not only the potential to expose youth to an devastating amount of hate via user-posted content throughout the site's many forums, but the potential to act as a gateway to hate sites and organisations all over the Internet as well. There is no doubt that once youth become actively involved in hate sites, they will be exposed to value sets and ideologies that at their very core are offensive, reprehensible, and horrific. Youth looking for a group to identify with will find a community of likeminded thinkers who endorse and encourage such values and who often make practicing them seem like the moral and culturally sound thing to do. Furthermore, the interactive nature of the hate sites main site forums allows users to network and connect with one another in ways never before possible. Hate sites' effect on youth can therefore carry over from the virtual world and into the real.

Youth who are seeking to connect with likeminded people in their area can find them here, and organized hate groups who are mindful of this, look to hate sites as a tool to recruit them. Several hate groups have representatives within who will often post information about their organisation, including information on membership and what it required to join. Some of these groups are even represented within hate sites' youth forums, encouraging those who want to take their involvement to the next level to join their organisation's youth group. While it is known that groups are taking these steps, their success or failure is nearly impossible to effectively track and measure. For even if a user acknowledges that they have joined as a direct result of what they have learned on the site, there is no way of knowing if this is an accurate and truthful account. What is certain is that the risk and the threat are there.

How far online hate might spill over into the real world is largely speculative; it is nonetheless a significant concern. In addition to an increase in hate group activity, it has been suggested that a possible correlation between online hate and real world violence may indeed exist. Several instances of violent hate crimes have been connected to online hate mongering in

recent years, including the shooting that took place at the National Holocaust Museum in Washington D.C. in June of 2009 (Hudson). While the association between this crime and online hate mongering is loose, other examples provide far more concrete evidence. For example, in 1998, what began as the singling out and criticism of an individual who disagreed with white supremacist values on a U.S. based hate site, ended in a far more targeted crime. Bonnie Jouhari, the employee of a U.S. fair housing organisation and mother of a bi-racial child, infuriated white supremacists with her work to promote non-discriminatory housing practices and of course for being a 'race traitor' and 'procreating with a non-white'. Jouhari and her child soon became the target of directed hate speech on the site in question. Shortly afterwards, Jouhari began to receive harassing phone calls at work and at home which then escalated to being followed to and from her home. This harassment went on for several years and Jouhari had to move several times as a result.

The impact that online hate speech can potentially have on youth is likely to vary on a case by case basis. Some youth are more susceptible than others and varying degrees of involvement will produce varying degrees of impact. In any case, such speech can have lasting effects and may shape the values and behaviour of young recruits for years to come. Furthermore, the prospect of a correlation between online hate and real world violence opens up the possibility for youth to be affected in far more sinister ways. If the trends of years past prove true in years to come, as technology advances and becomes even more widespread and as foreign hate mongers continue to seek refuge in the United States, as this research suggests is happening, the potential for hate mongers to expand their activities is likely to increase, thus increasing the number of people their messages are likely to reach, and in turn, the likelihood that those messages will produce harmful effects. The research that has been conducted and the evidence that has been generated throughout this study have successfully answered the research question: the threat posed to youth by online hate sites is both significant and real. The level of hate that exists on these sites is horrifying, and the rhetorical analysis suggests that recruitment efforts targeted at youth are often successful.

Exposed youth are, in turn, at a high risk of being victimized by these groups in numerous ways. And while there is a lack of sufficient concrete evidence to justify the restriction of online hate speech, which is protected under the First Amendment, the implications of this research do suggest that further scholarly research must be conducted in order to probe this threat and its potential impact on particularly susceptible youth populations. Producing evidence in order to justify governmental restrictions on online hate speech should not be seen as the ultimate goal

of such research, but instead, non-governmental solutions to this problem should be further explored. Such solutions might include programs designed to raise awareness, increase the effectiveness of free filtering software, and programs designed to explore the possibility of a website rating system similar to the rating systems characteristic of other forms of invasive media such as television and videogames.

Yulia A. Timofeeva: Hate Speech Online: Restricted or protected? Comparison of regulations in the United States and Germany (Central European University, Budapest, 2003)

Focus: General

Conclusions:

Hate speech on the Internet is and will be controlled to different degrees by different national authorities. However, the probability of success of national regulations is limited and the result of any regulatory efforts is inevitably influenced by the position of other participants. Several common principles of liability for unprotected messages are already recognized by many countries, including the United States and Germany. Thus, it is not a viable practice to hold Internet Service Providers (ISP) liable for transmitting a third-party's Internet content unless the ISP itself initiates the transmission. This is a fair principle from ISPs' point of view; however, it deprives the state of legal mechanisms to regulate the availability of harmful material to the users. Perhaps as compensation for that, another principle has been developed: states can expose anyone that they can exert jurisdiction over to liability, disregarding the fact that the material in question was physically put on the Internet in a territory where it may be perfectly legal, or was put on a server located in such a territory. There is less agreement, however, as to questions about the content of the hateful material. Given the absence of worldwide conformity with the United States' First Amendment as a cornerstone, hate speech will remain available on the Internet despite the regulatory efforts of other countries, and its regulation will have implications for those involved on both sides. By the choice of anti-hate state policy, the availability of objectionable content to the users may be limited within a given country, but it will not be blocked out completely due to imperfect filtering technology and numerous technical opportunities of the Internet. By the choice of pro-speech state policy, there is a danger that national ISPs and users may face civil and criminal liability once they happen to get into another more restrictive country. Hate and harassment existed long before the establishment of the Internet and would continue even if the Net was heavily censored. The United States and Germany chose to fight hate speech with different means, the United States through the free and open exchange of ideas, and Germany through suppressing such speech. Indeed, there may be no single

balance that would work for all cultures. At present, an international solution, though desirable, is highly improbable due to differing views on the nature of free speech and freedom from censorship. The option left to every country is to educate the public, to teach tolerance and acceptance of diverse values. After all, racist speech is a symptom of racism.

Dr Yaman Akdeniz: Racism on the Internet (Council of Europe, Strasbourg, 2010)

Focus: General

Conclusions:

The Internet has become the medium of choice for: propaganda, disseminating hatred, aiding recruitment, training, fundraising, and communications by racist as well as terrorist organisations. Obviously there is major concern about the availability of racist content, hate speech and terrorist propaganda on the Internet, and many governments and international organisations, including the Council of Europe, the European Union, the United Nations and the Organization for Security and Co-operation in Europe are in agreement that racism and manifestations of racism through the Internet should not and will not be tolerated. However, the major question that is being faced by international organisations and state-level regulators is how to regulate the flow of racist content over the Internet. The question becomes is complicated by the different political, moral, cultural, historical and constitutional values which exist in different states.

This undoubtedly also complicates efforts to find an appropriate balance between the rights to freedom of opinion and expression, to receive and impart information and the prohibition of speech and/or activities promoting racist views and inciting violence. That balance is yet to be attained at an international level, and in today's multicultural context, striking the right balance is becoming increasingly important, but at the same time more difficult.

It has become clear during the policy discussions of the last ten years that, in particular, the United States of America opposes any regulatory effort to combat racist publications on the Internet on freedom of expression grounds based upon the values attached to the First Amendment of the US Constitution. At the same time, there are other organisations or states which regard harmonised national legislation and international agreements as the way forward. For example, the Council of Europe's European Commission against Intolerance and Discrimination (ECRI) believes that national legislation against racism and racial discrimination is necessary to combat these phenomena effectively. This view, supported by many member states of the Council of Europe, led to the development of an Additional Protocol to the Convention on Cybercrime, concerning the criminalisation of acts of a racist and xenophobic nature committed

through computer systems between 2001 and 2003. The US Government wholeheartedly supported the development of a cybercrime convention within the Council of Europe region and ratified the convention as an external supporter, but decided not to support or become involved with the development of the Additional Protocol to the Convention on Cybercrime. Hence, fundamental disagreements remain as to the most appropriate and effective strategy for preventing dissemination of racist messages on the Internet, including the need to adopt regulatory measures to that end.

Despite these fundamental differences, the growing problem of racist content on the Internet has naturally prompted vigorous responses from a variety of sectors, including governments, supranational and international organisations as well as from the private sector.

Jessie Daniels: Race, Civil Rights, and Hate Speech in the Digital Era (City University of New York, 2008)

Focus: General

Conclusions:

One of the ways that digital media has sparked innovation is by opening people's minds to new possibilities and reminding us that we are, in fact, designers of our own social futures. New ways of thinking and learning have emerged, and among those leading the way in thinking about these issues are Richard Kahn and Douglas Kellner, who have called for a multiple literacy approach. A multiple literacy approach combines traditional print literacy with critical media literacy and new forms of literacy about how to access, navigate, create, and participate in digital media. Digital media also poses new challenges and opportunities for parents, educators, activists, and scholars for understanding racism, antiracism, and social justice.

Ten years into the digital media revolution, our initial ways of educating young people about digital media literacy seem ineffectual at best, and misleading at worst. For example, one strategy widely used in Internet literacy curricula is instructing students to «look at the URL,» and especially at the three-letter suffix (.com, .edu, .org). In the case of the cloaked Web sites, following this advice only serves to make the cloaked site appear more legitimate, rather than less so. Another response popular with some parents and youth-oriented organisations is «hate filters,» software programs designed to «filter» hate sites encountered through search engines. These filters are woefully inadequate at addressing anything but the most overt forms of hate speech online, and even when they work as intended, they disable the critical thinking that is central to what is needed in our approach to digital media literacy.

The direction that digital media literacy needs to take is promoting the ability to read text closely and carefully,

as well as developing skills necessary to «read» critically the visual imagery and graphic design. Along with visual and textual literacy, the critical thinking skills required to decipher Web authorship, intended audience, and cloaked political agendas in making knowledge claims must be combined with at least some understanding of how domain name registration works. At a minimum, this is what is required to be a fully engaged, thoughtful user of the Web. Important in this effort is for young people to become content creators actively engaged in creating their own digital media, which helps demystify the medium in significant ways. And, introducing young people to the regular use of a range of free, online tools for Web analysis is important as well. Technology such as the «Who Is Registry» (www.internic.net/whois.html) can sometimes help determine who the author of a Web site is in the absence of clear information. The Alexa (www.alexa.com) Web trafficking service can help young people see how many visitors a particular site gets, and provide some analysis about how that site relates to other sites. The free software Touch Graph (www.touchgraph.com) uses a Java applet to display visually the relationship between links leading to and from a site. Even though youth are immersed in the use of digital media, they are not necessarily adept at thinking critically about digital media, and this is where adults – whether parents, teachers, activists, or scholars – can play a role in connecting them to technology that facilitates this critical thinking. Technological literacy alone, however, is not enough for addressing the challenges of white supremacy online.

Among the advantages of incorporating principles of critical media literacy into the multiple literacy approach required for digital media is that it requires young people's voices to be valued and deconstructs images produced by corporate-owned media. Furthermore, critical media literacy calls for understanding multiple perspectives. Understanding multiple perspectives is an important corrective to the racism, sexism, and homophobia generated by corporate-owned media outlets; and, as Henry Jenkins has rightly pointed out, this is a vital contribution of participatory media. However, I want to add a small but significant corrective to the idea of valuing multiple perspectives, by suggesting that not all perspectives are to be valued equally. If «valuing multiple perspectives» is our only standard, then we have no basis on which to critically distinguish between a cloaked Web site and a legitimate civil rights Web site, no way to evaluate the content generated by The King Centre over that produced at www.martinlutherking.org. The usual approach within critical media literacy of «understanding multiple perspectives» is simply not enough for understanding the epistemology of white supremacy online. If new media literacy merely advocates valuing multiple perspectives without regard to content,

then there is no way to distinguish between different perspectives, no basis for a vision of social justice. So, in addition to understanding digital media, youth need to be well versed in the literacy of racism, antiracism, and social justice.

And, of course, this is one of the places where adults (provided they have this knowledge themselves) can become involved. Young people of all racial and ethnic backgrounds need to read histories of the United States that include critical race perspectives. Youth of colour need critical consciousness to go with lived experiences of everyday racism; and white youth need to begin the lifelong process of unlearning the epistemology of white supremacy. Bringing these multiple literacy together—visual and textual literacy, critical media literacy, and a literacy of antiracism and social justice—will empower young people not to be seduced by white supremacy, whether overt or cloaked, whether in online in digital media or offline, in culture and institutions. The shifting terrain of race, civil rights, and hate speech online compels us to think critically about how we make and evaluate knowledge claims within digital media. How we develop and teach new literacy skills, and how we articulate a vision for social justice will determine whether we will carry forward hard-won civil rights victories, or relinquish them and the Internet to a new era of white supremacy.

Christopher D. Van Blarcum: Internet Hate Speech: The European Framework and the Emerging American Haven (Washington and Lee University School of Law, 2005)

Focus: Law

Although the Council of Europe's Internet Hate Speech Protocol is not likely to result in any additional criminal or civil liability for American Internet users and providers, it will still have an effect on American society. With the increased cooperation of European countries to combat hate speech on the Internet in Europe, America is likely to become a haven for hate speech. This would be caused by both the visibility of pre-established American sites in Europe and America's status as an attractive home for European sites escaping the restrictions on speech present in Europe. However, there are steps that can be taken to mitigate the problem. Most effectively, European nations should engage in a discourse with ISPs and seek their voluntary assistance in trying to cut down on the speech. If that approach does not work, and the problem becomes extremely severe, it may lead to a Constitutional moment, where the Supreme Court reverses its First Amendment jurisprudence. This would allow speech proscriptions on the basis of the subject of the speech, giving the United States greater constitutional authority to proscribe hate speech.

Julie Seaman: Hate speech and identity politics (Florida State University, 2008)

Focus: Youth

Considered together, the literature on individualisation and on priming suggest that it might be possible for institutions to promote prosocial behaviour and to reduce hate speech by fostering identification with those social identity categories for which the normative structures would tend to discourage hate speech. Furthermore, the research suggests that this could be done in subtle, perhaps nearly invisible, ways. Paradoxically, a sense of anonymity, or 'deindividualisation', is triggered by identification with a group. However, it is not the anonymity per se that leads to 'antinormative' behaviours. Rather, the identification with a social group tends to foster attitudes and behaviours consonant with the norms of the particular group. Because attitudes, behaviour, and group identification can be primed by features in the social and physical environment, universities potentially could influence behaviour (including speech) by carefully attending to those features over which they have some degree of control, such as physical spaces, institutional culture, and social organisation. One possible objection to this proposal is that it evokes the spectre of manipulation and thought control. Just as the prospect of subliminal advertising is objectionable because it seems to undermine free will and consumer choice, so too the prospect of subtle or unconscious priming may strike some as an illegitimate way to influence behaviour. Perhaps the best response to this objection is that situations inevitably influence thoughts and behaviours; if the choice is between moving individuals in a pro-social or antisocial direction, it seems obvious that the former is preferable. Just as architects design public spaces so as to reduce criminal behaviour and to promote communal spirit, institutions should design institutional space, both social and physical, to promote tolerance, empathy, and cooperation. To take just one rather mundane example, much research has demonstrated the effect of mirrors in decreasing antinormative behaviour. Other studies suggest that inclusive ("we") primes in the environment can serve to increase cooperative behaviour and to decrease competitiveness. Indeed, a feature as simple as the colour of a space can affect behaviour. Though this essay is merely exploratory and very preliminary, social psychology research on the influence of situational primes upon behaviour and goals is a vibrant and fast-moving area that could no doubt inform institutional design on these questions. Taking such steps would have the further salutary effect that when ambiguous incidents did occur, members of minority groups would be less likely to interpret them as racist or threatening. Furthermore, to the extent that negative stereotypes tend to depress motivation and achievement, the perception of a safe and welcoming

environment will counteract this effect. These recommendations were met with great resistance on the part of many students, who argued that the identity-based houses provided crucial support for minorities and other marginalized social groups. This conflict is an aspect of a larger puzzle that is highlighted by the individualisation and priming research: group identification can foster either prosocial or antisocial behaviour, depending on the norms of the particular social group which is salient to the individual at a given moment. Furthermore, any individual is at once a member of myriad social groups; the process of group identification is fluid and dynamic. A step in the direction of a solution, perhaps, would be to gather very specific data on hate speech incidents on college campuses in order to determine the situational features that tend to give rise to such behaviour; for example, time of day, physical location, weekday versus weekend, or involvement of alcohol. Armed with such knowledge, universities could be more strategic in the way that they either encourage or discourage identification with various social identity groups in different settings. Though antisocial behaviours, including hate speech, are unlikely to disappear altogether, it seems likely (or at least possible) that institutions could do more to employ the insights derived from social and cognitive psychological research to nudge behaviour in the desired direction.

Christopher Wolf: Hate in the Information Age, article (International Network against Cyber-Hate, 2008)

Focus: General

At the ADL, as well as at INACH, through its member organisations, we seek voluntary cooperation of the Internet community – ISPs and others – to join in the campaign against hate speech. That may mean enforcement of Terms of Service to drop offensive content; if more ISPs in the U.S. especially block hateful content at Network Solutions did in the Geert Wilders film example, it will at least be more difficult for haters to gain access through respectable hosts. Likewise, perhaps more universities will put their foot down when it comes to sites like JuicyCampus, whose only purpose is to humiliate and harass students. But in the era of Search Engines as the primary portals for Internet users, cooperation from the Googles of the world is an increasingly important goal. Our experience at the ADL with Google the site «Jew Watch» is a good example. The high ranking of the hate site Jew Watch in response to a search inquiry using the word «Jew» was not due to a conscious choice by Google, but was solely a result of an automated system of ranking. Google placed text on its site that apologized for the ranking, and gave users a clear explanation of how search results are obtained, to refute the impression that Jew Watch was a reliable source of information. I am convinced that if much of the time and energy spent in purported law enforcement against hate

speech was used in collaborating and uniting with the online industry to fight the scourge of online hate, we would be making more gains in the fight. That is not to say that the law should be discarded as a tool. But it should be regarded more as a silver bullet reserved for egregious cases where the outcome can make a difference rather than a shotgun scattering pellets but having marginal effect. Even if somehow Americans could be convinced that the First Amendment must yield on the Internet, and the Supreme Court has made it plain that will never happen, even European style speech codes online will not turn the tide against online hate speech, whether on web sites, on posted videos or in social networking sites. We must deal with the new reality of law taking a back seat to other remedies – to the use of counter-speech, education, and the involvement of Internet companies to combat the scourge of hate speech online.

Analysis of on-going campaigns against hate speech online

There are no specific campaigns that are merely targeted against hate speech online for young people with such a narrow objective. However, there are three types of campaigns that can be found on the Internet, which are aiming at reducing harms of hate speech and intolerant discrimination especially for young people (but not always exclusively). The first two types are preventive, the third one is remedial. Preventive campaigns are giving information and learning possibility how to avoid the attitude of hate and how to change it. Remedial campaigns are making efforts to combat the existing hate content and attitude on the Internet. It is clear, that in youth policy context the preventive approach can be more effective and more relevant for the characteristics of youth work.

- ▶ **Awareness Campaigns:** campaigns that are aiming to raise awareness in wider public concerning discrimination and hate speech in general

- ▶ **Affirmative Campaigns:** campaigns that are presenting minority groups in a positive way for a wider public in order to prevent discriminative behaviours
- ▶ **Obstructive Campaigns:** campaigns that are collecting information about discriminative sites, actions online and also trying to take steps to restrict or obstruct the activity

Explanation of the analysis:

- ▶ **Type:** it gives one of the above types, awareness, affirmative or obstructive.
- ▶ **Language:** it lists the different languages in which the content is available on the Internet.
- ▶ **Focus:** it describes the age group (or more specific group of people) that the campaign is targeted to.
- ▶ **Scope:** it specifies the geographical area where the campaign is focusing.
- ▶ **Campaign space:** it tells us whether the campaign is taking place on the Internet (online), or it takes place in reality (offline) or it is using both areas.
- ▶ **Theme:** it describes the topics, the main content of the campaign.
- ▶ **Implementer:** it introduces the organisation(s) which is responsible for the implementation of the campaign
- ▶ **Aims:** it tells us the aims and objectives for which the project is implemented.
- ▶ **Description:** it gives the main idea of the campaign, the may structure, the strategy and programme timing.
- ▶ **Methods:** it gives details about the way the campaign is implemented, the number of people involved and the methods used.
- ▶ **Technical background:** It gives details of the technical conditions of the campaign website and other online features and tools the campaign uses on the Internet.

Website	The code platform, the website was designed. HTML, JAVA, FLASH... etc.
Forum	Interactive feature. If there is a possibility for forum topics.
Comments	Interactive feature. If there is a possibility to comment news and media.
Blog	Interactive feature. If there is a blog placed or connected to the campaign site.
Facebook	Social network feature. If there is a Facebook presence of the campaign, and if yes, what way.
Twitter	Interactive feature. If the campaign can be followed though any micro blog, Twitter... etc.
YouTube	Media feature. If there are videos and event shots uploaded to YouTube.
PageRank	PageRank is what Google uses to determine the importance of a web page. PageRank is one of many factors that determine where your web page appears in search result ranking, but if all other factors are equal, PageRank can have significant impact on your Google rankings. PageRank is measured on a scale of one to ten and assigned to individual pages within a website, not the entire website. The best way to increase PageRank is to have quality content that other people want to link.

Link-number	It indicates the number of sites that are linked into this site. The more links it has the more possibility there are to find the site when surfing.
Search Result	It shows the ordinal number of the site when searching keywords. For example when you type in „Europe“ into Google search in Hungary, Council of Europe website will be number 10 in the result list. If there is „-“, it means the campaign site was not in the first 30 links in Google search with the relevant keywords.
Alexa	This is the ranking that is provided by Alexa.com. This is based on the actual traffic going to a Website. The ranking is done with numbers as the Website with the most traffic on the Internet (currently Yahoo) would have a traffic ranking of 1 and those with very little traffic would be in the millions. The Alexa traffic ranking has a reputation for being inaccurate, but it is still one of the few professional and objective rankings available. The Alexa ranking is based off the figures they collect from those who have their toolbar installed.
Other features	Any other interesting technical characteristic that is important for that specific online campaign.

- ▶ **Results:** In some cases the organisers gave feedback on the results of the campaign which are presented in this section.
- ▶ **Strengths:** based on the information provided by the organisers and on a subjective evaluation of results and methods this section identifies the strengths of the campaign as compared to the objectives it set.
- ▶ **Weaknesses:** based on the information provided by the organisers and on a subjective evaluation of results and methods this section identifies the weaknesses of the campaign as compared to the objectives it set.

However the definition of a campaign says that it is a systematic course of aggressive activities for a specific purpose – we will use the notion of campaign in a wider meaning, taking also rows of non-aggressive activities into consideration. According to the above aspects we are examining 10 different online campaigns that are aiming to decrease hate content on the internet with different approaches explicitly or implicitly.

Awareness Campaigns

These are online campaigns that are giving information on how to use Internet safely, how to understand harmful content and how to avoid them. These campaigns range from fight against discrimination to protecting youth and children up to general Internet safety campaigns. The most important objective of these campaigns is to make young people understand what hate speech is and be prepared to protect themselves against any attempts of intolerant, hatred brainwash. We will review 3 of this type of campaigns, the European Ins@fe campaign, the online campaign of the Centre for Equal Opportunities and Opposition to Racism in Belgium and an awareness campaign for teenagers about extremism on the Internet in Germany.

Ins@fe – Safer Internet Day (and other activities) – Europe and the world

Type: Awareness raising

Language: English

Focus: young people, parents, professional working with children and youngsters

Scope: greater Europe, with global aspects

Campaign space: online, offline

Theme: safer use of the Internet

Campaign implemetor: Insafe is a growing European and more and more global network of Awareness Centres promoting safe, responsible use of the Internet and mobile devices to young people. It is co-funded by the Safer Internet Programme of the EU.

Aims: Insafe is a European network of Awareness Centres promoting safe, responsible use of the Internet and mobile devices to young people.

Url: <http://www.saferinternet.org>

Description: This is a basic awareness campaign online for teenagers, parents and professionals. It is a static portal with all the necessary information concerning safe use of Internet. It informs about all aspects of Internet safety: blogs, chatting, sexual content, cyber bullying, extremism, gambling, spams and viruses. For the study the most important part is cyber bullying and extremism. It gives specified information separately for the three target groups. There are very good campaign films on YouTube designed by Safernet.

http://www.youtube.com/watch?v=4w4_Hrwh2XI&feature=related

Methods: The main method is static information providing and networking. The participating national partners all have their own national campaign elements such as off-line flash mobs, educational tools, interactive activities, marketing campaigns, video sharing and other ways. They also organise a Safer



Internet Day every year, which will be the 7th February in 2012 with the title „Discover the digital world together... safely!»The day has a special website with lots of information about the campaign event on: <http://www.saferinternetday.org/web/guest>

Being an international network it involves many people from employed professionals to volunteers. No concrete number is available.

Technical background: The site is a static HTML site with information, downloadable documents, blog and links to the national awareness centres. They also use Facebook, Twitter and YouTube for their work and campaigns.

Website	HTML
Forum	No
Comments	No
Blog	Yes
Facebook	Yes
Twitter	Yes
YouTube	Yes
PageRank	8
Links	1283
Search	.*
Alexi	824.766

*keyword: safe internet for young people

Other interesting technical features: newsletter

Results: There are 30 helplines throughout Europe by now. A valuable and effective consultation tool was introduced three years ago within the structure of awareness centres: the national youth panel. Youth panels help successful and meaningful campaigns to come to life and allow decision making within the network to be tailored to their needs. Consultation has often shown us that certain behaviour, regarded as strange and risky by parents and teachers, may not be as uncommon or dangerous as we would think: youth panel sessions provide awareness centres with the necessary knowledge on young people's skills and online activities. The information gathered in these sessions allows awareness centres to identify the important issues, to raise awareness on the identified risks, and to equip children and young people with better resilience and avoidance strategies, rather than forbidding the use of modern media. The Insafe network values the youth panellist's testimonies not only because it allows national centres to identify possible dangers and issues of concern based on specific trends in the behaviour and values of young people today, but also because these consultations serve as a constant reminder of the strong benefits the internet has to offer. As youth panellists are often acquainted with the most recent developments in modern technology, they can teach our national awareness centres how to deal with new tools and raise awareness on the many possibilities out there in the world today. To support

this important area of work, Insafe has launched the Pan-EU-Youth website in collaboration with Vivendi, a French media company. In addition to providing a focal point for the work of the pan-European and national youth panels, the website provides a platform for young people to share views and resources on citizenship issues of concern to them.<http://www.paneuyouth.eu/web/youth>

The past year saw the organisation of three training meetings, bringing together representatives of Safer Internet Centres from all 30 member countries. The meetings focused on emerging trends in the online world and sharing of good practice. The past year saw the organisation of three training meetings, bringing together representatives of Safer Internet Centres from all 30 member countries. The meetings focused on emerging trends in the online world and sharing of good practice.

They use Facebook, Twitter and YouTube. Facebook now boasts more than 750 million active users. For a network such as Insafe that concentrates on online safety, it goes without saying that this is the place to be and a platform to follow closely. The Insafe Facebook fan page received a new and colourful design in 2011 along with a new posting strategy. "Likers" of the Insafe Facebook fan page typically receive two daily updates with content from across the Insafe network and the Insafe blog. Twitter, with its swift turnover of tweets, is an ideal place not only to disseminate, but also to receive information. A large professional community has formed there from across the fields of eSafety and eLearning, sharing the latest news, resources and insights. Additionally, its YouTube channel has found a special use for the Pan-EU Youth website, as contributions to an Insafe video competition were uploaded there and the intriguing clips of the youth panels shared.

Facts and figures on Safer Internet Day in 2011:

- ▶ It was celebrated in 74 countries across six continents (in 43 European countries).
- ▶ There were 2.5 million Google hits and 1,200 Google news articles relating to the Day.
- ▶ The campaign video received almost 75,000 views on YouTube.
- ▶ There were more than 30,000 visits to the Insafe portal on Safer Internet Day itself.

Insafe works closely with Facebook European Content Policy Office and Microsoft Community Office Europe.

Strengths: Networking gives a very solid and supportive foundation for the work of Insafe. Its campaigns are international. The Safer Internet Day campaign is clearly a strong element of their work. It is intensive and concentrated so it helps a lot in reaching new people, and involve them into the idea of using internet safely. It is preventive and very informative

with lots of creative educational elements. It receives grants from and recognised by the EU Safer Internet Programme, the most significant strategic fund available in Europe for this purpose.

Weaknesses: It is not only and specifically concentrating on hate speech, but to a wider concept of Internet safety for children and young people, however by supporting the idea of an Internet without aggression and harm it does a good deal of preventive work against hate content. The programme, by its nature, focuses on children and teenagers only.

Cyberhaine as part of campaigning against discrimination – Belgium

Type: Awareness raising

Language: French, Dutch, English, German

Focus: all people with special focus on youth, children and parents

Scope: Belgium

Campaign space: online

Theme: equal opportunities

Campaign implementor: Centre for Equal Opportunities and Opposition to Racism. The Centre is a public institution that aims to promote equal opportunities and that fights any type of exclusion, restriction or preferential treatment based on legally stipulated criteria. The Centre also oversees the respect of the fundamental rights of foreign nationals and observes the nature and scope of migration flows. Furthermore the Centre stimulates the fight against human trafficking.

Aims: The Centre's task is to promote equality of opportunity and to combat all forms of discrimination, exclusion, restriction or preferential treatment based on: a so-called race, skin colour, descent, national or ethnic origin, sexual orientation, marital status, birth, wealth, age, religion or ideology, present or future state of health, disability or physical characteristics. The Centre also has the task of ensuring respect for the basic rights of foreigners and informing the authorities about the nature and scale of migration flows. It also has the duty of promoting consultation and dialogue between all governmental and private players involved in the reception and integration of immigrants.

Description: The site introduces the different forms of cyber hate in forums, chat rooms, websites, blogs, chain emails. It also updates the readers about the present legal fight against cyber hate in Belgium. It urges the readers to react to and report cyber hate and also tells us how to and where to do so. It is more an informative site trying to raise awareness and urging people to understand and react. The centre organises campaigns against discrimination in general, not specifically against cyber hate, for they consider cyberhate as one of the manifestation of the discriminative and aggressive attitude.

The screenshot shows the website interface for the Centre pour l'Égalité des Chances et la Lutte contre le Racisme. The top navigation bar includes language options (NL, FR, EN, DE) and a search bar. Below this is a secondary navigation menu with links to Home, Presse, Publications, FAQ, Agenda, Liens, Lexique, and Contact. The main content area is titled 'Internet' and contains several sections: '1/ Qu'est-ce que la cyberhaine?', '2/ Que dit la loi?', and '3/ Que puis-je faire?'. A sidebar on the left lists various themes and resources. On the right, there are sections for 'Communiqués années passées', 'Victime de discrimination?', 'Publications', 'Suivez nous sur social media', and 'E-lettre'. At the bottom, there is a 'Focus' section with links to 'Migrations', 'Qu'est-ce que le racisme?', and 'Discours de haine sur Internet'.

Methods: The main method is information providing. The centre also takes part in campaigns against all forms of discrimination. It publishes booklets and reports. They organise training courses and also give financial support to local projects in Belgium. The section of the site on the different target groups of discrimination is very well structured, also with links to specific organisations. As of 31 December 2010 the Centre has 101 full-time employees. Cases of cyberhate can also be reported via the Centre's website (www.diversiteit.be). Two staff members from the Second Line Service handle the cyber-hate cases, in close collaboration with the Frontline staff.

Technical background: The site is a static HTML site with lots of information.

Website	HTML
Forum	No
Comments	No
Blog	No
Facebook	No
Twitter	No
YouTube	No
PageRank	6
Links	189
Search	1*
Alexa	2014842

*keyword: *belgique cyberhaine*

Other interesting technical features: -

Results: In 2010 the Centre received a total of 4 500 complaints. Around 56% of those were made via the website. Noticeably, more men (64%) than women (36%) filed complaints. Discrimination was the topic of 80% of the complaints and 20% concerned the basic rights of foreigners. The Centre provided 344 hours of information sessions (less than 1 day) and 640 hours of training (minimum 1 day), reaching a total of around 6 350 people.

Strengths: This is an institutional programme supported by the government in Belgium. It has a long term strategy and an ensured budget. In terms of hate content they have a very good information resource and it is very well integrated into the work for diversity and against discrimination. The part of the site which explains aspects of online hate speech is very well designed.

Weaknesses: It is not really a campaign; however it has campaign like elements. It is not cyber hate specific work, but it is rather integrated. It is not youth specific at all. It is very static, only providing information.

«Click? Don't get trapped by Nazis!»

Type: Awareness raising

Language: German

Focus: young people 12-16

Scope: Germany

Campaign space: offline campaign with online content

Theme: anti-extremism, anti-racism



Campaign implementer: Jugendschutz.net and the Hessian State Office for Political Education

Aims: The booklet aims at informing kids (age 12-16) about right-wing extremism and providing arguments and strategies against discrimination online.

Url: <http://www.jugendschutz.net>

Description: In 2009, jugendschutz.net published the brochure, «Click? Don't get trapped by Nazis!», in collaboration with the Central Authority for Political Education of the State of Hesse. The booklet aims at informing kids (age 12-15) about right-wing extremism and providing arguments and strategies against discrimination online. The comiclike, fictitious photo story of a clique of youngsters integrates information and education, all in a youth oriented style. It also provides arguments and strategies that youngsters can use to defend themselves against discrimination and neo-Nazis on the Internet.

The Brochure

What can Laura do against cyber-bullying? And how does Karim react when he gets insulted by «Aryan 88» in a chatroom? Four Teenagers aged 13 to 14 are the protagonists in this brochure that has been developed especially for young Internet users. They tell their own stories about how and where they have been confronted with extreme right-wing propaganda on the Internet. Then, there is Kevin, a classmate who is just slipping into the neo-Nazi scene which makes the extreme right phenomenon even more real to the teenagers.

The Story: A clique of teenagers experiences right-wing extremism on the Internet

Sitting in a café Laura, Karim, Franziska and Nils chat about a party that is going to happen next weekend. Having met Kevin in the street, Laura is reminded of a racist incidence she experienced while using the Internet. This leads to flashbacks of all youngsters who then report everyday situations where they came across right-wing extremism on the Internet, for example in communities, chat rooms or while doing research at school. While the story evolves they learn that there is always something that can be done against cyber hate.

Story 1: Just a fake?

In the Social Community «Schüler-VZ», Laura visits Alexander's profile, a boy from school she really likes. When she finds discriminating remarks about Alexander on the profile, Laura is very irritated and asks her brother Ronald for advice. He explains that this is an example of cyber-bullying, and that somebody must have uploaded this profile to harm Alexander on purpose. Ronald knows: This is a clear violation of the communities' terms of service and can be reported to the operator in order to get the profile removed. Together they come into action and report the offence. Besides Laura discovers that you can find certain groups in social communities that are advocate tolerance and that stand up against neo-Nazis and hate.

Story 2: Just chatting?

Nils comes over to Karim's house but instead of learning they surf around in chat rooms. Karim's user-name sounds Arabic which seems to make him an immediate target for verbal attacks by right-wing extremists. When Karim's mother returns back home the two boys break up the chat, but mother sees that something happened and wants to know what. When they tell her about the racist verbal attacks, Karim's mother suggests seeing their neighbour who is a police woman. The neighbour explains to the boys that harassments in chatrooms can be reported to the respective provider or the police. Back in the chat room, Karim uses a significant German name and is immediately contacted by someone with a typical neo-Nazi user name – this time in a friendly way. Karim doesn't hesitate to inform other users about his experience, organizes solidarity and manages to have the neo-Nazis excluded from the chatroom.

Story 3: Just a movie?

Franziska and Karim are talking at the schoolyard, when Kevin joins them to show off with some video clips he has stored on his cell phone. Franziska finds those clips of extreme right demonstrations disgusting, and wonders why they can be disseminated freely throughout the Internet. With the help of a teacher she learns that these videos are legal and still covered by the fundamental right of freedom of speech. Having learned all this, she decides to become active against right-wing extremism.

Story 4: Just stories?

Nils' class has to do some Internet research to find out the meaning of the word «Holocaust». Nils shares the computer with Kevin who suddenly comes up with a website that promotes Holocaust denying content. When the teacher wants to know what they found, Nils can't hide his confusion about what he just read. The teacher is really upset and concerned. She decides to use the next day for educating the class about political groups that try to deny the Holocaust. They end up having intense conversations about the tragedy of the Holocaust. Everyone in class gets the chance to share their knowledge of this sad chapter in history.

The open end

The last chapter shows the clash between the clique and Kevin with his new «neo-Nazi friends». Kevin's classmates confront him with the consequences of being a right-wing extremist and urge him to the decision of becoming a neo-Nazi, or turn around and get back on the 'right' track. How will Kevin react? This question stays unanswered.

Methods: The leaflet was distributed to school teachers, youth workers and young people. The leaflet was used for workshops about cyber hate throughout the country. Young people can also read them individually

for it is easy to understand and the language is very specific. There were some young people involved in the design, and the distribution work demanded a good structure of partners.

Technical background: A downloadable PDF document, which is also printed in 30.000 copies in 2011 (new print is expected in 2012). No online campaign connected.

Results: There is no evaluation about the «results» of the brochure, but the organisers gave some feedback that they are getting a lot of positive feedback from people who have used «Click» in a professional context with young people. There hasn't been a comparable product so far. Youngsters themselves were involved in the creative process of the brochure to make sure it is suitable and attractive for the specific target group. The first edition of 30.000 brochures is already exhausted, showing the wide approval of the brochure. A reprint of «Click» is intended for 2012.

Strengths: It is designed by the involvement of young people so it is very specific. It can be used in training situations. It is offline about online content, which is very interesting because the information about virtual world comes from the real world. It is very youth friendly.

Weaknesses: Relatively small number of prints (as compared to the size of Germany) so the effect is limited to the number of copies available. There is no training combined with the leaflet on how to use it with groups of young people. It is not integrated into an online campaign.

Affirmative campaigns

These are campaigns that are aiming to put different groups that are targets of hate speech into a positive light. The campaigns are concentrating on those groups of people who are often targets of hate speech and malignant attitude. These projects have a very strong empowering character towards the „hated“ group, and they also stand as positive, likable examples for non-affected outsiders. We will give an example of four seriously affected groups of people in Europe: gypsies, muslimans, Jews and gay people.

All out

Type: Positive reinforcement, empowerment

Language: English, French, Spanish, Portugal

Focus: gay people

Scope: all around the world

Campaign space: online

Theme: against homophobia and for equal rights of LGBT people

ENGLISH | ESPAÑOL | FRANÇAIS | PORTUGUÊS

ALL OUT EQUALITY EVERYWHERE

ABOUT PARTNERS DONATE

ECUADOR: SHUT DOWN "CURE THE GAY" CLINICS

2000 young women captive to "cure" from the illness of being lesbian. Sign this urgent letter to Ecuador's president to shut them down.

SIGN

ADDING PEOPLE POWER TO THE HISTORIC FIGHT FOR LGBT EQUALITY

The members of AllOut.org - gay and straight, bi and transgender - are building a world where we can all live freely and be embraced for who we are. Will you join the movement?

Email **JOIN**

STAND WITH BRAZIL'S EQUALITY MOMS

... (Luzia and Luciane) are a group of strong, proud Brazilian mothers, fighting the rights of their LGBT sons and daughters.

SIGN >

FIFA: GIVE THE RED TO HOMOPHOBIA

Over 45,000 All Out members stood together against homophobia after the Nigerian Football Federation's coach kicked women off her team who were suspected of being LGBT.

SIGN >

WE MADE HISTORY AT THE UN

Thanks to your calls and emails, the UN Human Rights Council passed a global resolution in support of LGBT rights.

READ MORE >

822,762 HAVE JOINED THE MOVEMENT

Katelyn from United States signed Ecuador: Shut Down "Cure the Gay" clinics less than a minute ago

Katelyn from United States signed LGBT Nigerians: "We Are Not Beggs" 2 minutes ago

CHRISTINA from United States signed LGBT Nigerians: "We Are Not Beggs" 3 minutes ago

Katelyn from United States joined the Movement 4 minutes ago

Ellan from United Kingdom signed Ecuador: Shut Down "Cure the Gay" clinics 6 minutes ago

@allout

RT @buffpostgay: Newspaper's #trans phobic #Christmas carol causes (much deserved) outrage <http://t.co/1wo7pLwq>

FOLLOW US >

Contact Us: info@allout.org | Privacy Policy | Join Our Team

Follow us: [f](#) [t](#) [g+](#)

Campaign implementer: Inter-LGBT (Interassociative Lesbienne, Gaie, Bi et Trans) is the biggest French federation of lesbian, gay, bi and trans association fighting against discriminations based on sexual orientation, and gender identity in cooperation with several other national and international organisations.

Aims: Its goal is to help the global LGBT movement achieve in 10 years what might take 30 or more years to accomplish based on current global trends, and to instigate the kinds of fresh and dynamic popular discussions around diversity and LGBT equality that improve and enrich the lives of people everywhere. It is organizing online and on the ground to build a world where every person can live freely and be embraced for who they are. „Gay, lesbian, bi, transgender or straight, we need you to go All Out to build this historic movement for equality.“

Url: <http://allout.org>

Description: It is complex global campaign. By tapping in to the unprecedented possibilities for global people power that new social media technologies allow, All Out is building a truly global community able to respond to moments of crisis and opportunity, to advance the lives and freedoms of LGBT people everywhere. From the blogosphere to social networks to email inboxes, All Out runs multilingual real-time campaigns to inform, educate, and engage the public.

From the halls of government to corporate boardrooms, from news rooms to living rooms, All Out

members are making their voices heard and supporting and amplifying the work of existing local and international LGBT organisations. As a nimble campaigning organisation, All Out reacts quickly to developing stories in the news cycle important to LGBT people, and looks for new and creative ways to tell those stories ourselves in every language, medium and culture.

Methods: It is typical campaign site, in the sense that it is easy to understand. It has one clear message and there not too much information provided. The campaign site gives the most important figures of the campaign, it highlights the number of people who joined the campaign so far and it briefly explains the reasons and the objectives of the campaign. And there is an update on the latest news about LGBT achievements and problems in the different countries in the world. Most of the work, local activities are organised by the national partner organisations, so if somebody is interested in what is going on in LGBT movement in his/her country, they can go to the links to the partners. The main method is collecting information from all over the LGBT organisations and creates e a kind observatory tower for the international campaign. The campaign message is „Equality Everywhere!“ There are also campaigns films on the YouTube, very dynamic very well designed and targeted. The international campaign is mainly online, but there are many offline activities behind the campaign. There is continuous and up-to-date follow on Twitter and Facebook.

Technical background:

Website	HTML
Forum	No
Comments	No
Blog	Yes
Facebook	Yes
Twitter	Yes
YouTube	Yes
PageRank	5
Links	918
Search	.*
Alexi	99.245

*keyword: *lgbt people*

Other interesting technical features: member counter

Results: In less than a year All Out has worked to halt the deportation of a lesbian Ugandan asylum seeker in the UK, organized to defend the immigration rights of bi-national same sex couples, called global attention to homophobic and trans violence in Brazil, and helped organized unprecedented pressure at the United Nations to push forward a historic resolution on LGBT equality. Over half a million around the world went All Out with us to stop the "Kill the Gays" bill in Uganda, dozens joined our flash mob in Germany to protest homophobia at the Women's World Cup, and tens of thousands are pushing Facebook, the social networking giant, to recognize and respect trans identities. So far 822.801 people joined the campaign throughout the world.

For example the latest achievement that can be read among the news is the successful removal of many extremist groups from PayPal (a popular Internet payment system).

"Several extremist groups have been removed from PayPal a week after AllOut.org, the leading international LGBT rights organisation, launched a campaign urging the online payment provider to sever its relationship with them. Six targeted organisations continue to raise money through PayPal. The PayPal option has been disabled on the websites of Brazilian extremist Julio Severo's sites, Noua Dreapta, and Dove World Outreach Center – organisations whose regular anti-LGBT hate speech puts them starkly at odds with PayPal's own ethics policy, which states that account holders "may not use the PayPal service for activities that [...] promote hate, violence, racial intolerance". AllOut.org has called for several organisations to be removed, and has attracted almost 40,000 signers from around the world to its petition asking for PayPal to take action. In response, the successful campaign has been dubbed "the latest example of homo-fascism," by 'Americans for Truth About Homosexuality,' a notoriously virulent anti-LGBT group." Resource: www.allout.com

Strengths: Very straightforward, clear and understandable campaign and the online presence is very well structured and manifested. The website, the Facebook and the twitter profiles are well connected in format and content. There is no flood of information; the information is well selected and prepared, only the main messages are presented. The figures on the main page create a very concrete and catchy atmosphere, and also make the campaign concrete and realistic. It is based on international networking of several local, national organisations.

Weaknesses: It is not search optimised, difficult to find. The PageRank is weak and the link number is extremely small compared to the size and significance of the campaign. It is not marketed in popular LGBT sites. Like most of the gay campaigns it remains within the activists of the organisations.

Young, Jewish and Proud

Type: Positive insight, empowerment

Language: English

Focus: Jewish youth

Scope: Israel and Palestine

Campaign space: online

Theme: peace in Israel and Palestine, against stereotypes about Jewish people

Campaign implementer: The Young Jewish Declaration is a project created by young leaders within Jewish Voice for Peace, America's largest Jewish grassroots peace group dedicated to reaching a just peace between Israelis and Palestinians based on the principles of equality and international human rights law.

Aims: The campaign is to work with activists in Palestine and Israel, and in broad coalition with other Jewish, Arab-American, faith-based, and peace and social justice organisations to support the aspirations of Israelis and Palestinians for justice, security and self-determination.

Url: <http://www.youngjewishproud.org>

Description: They wrote an online declaration with a YouTube spot with vision of collective identity, purpose and values written by and for young Jews committed to justice in Israel and Palestine. It is an invitation and call to action for both our peers and our elders, launched as a counter-protest at the 2010 Jewish Federation General Assembly in New Orleans.

Methods: The main idea is the Young Jewish Declaration written in 2010. The declaration was written by young people, who wanted to express their global concerns against the wrong attitude of Jewish people to others, and the wrong stereotypes about Jewish people. The declaration has 4 parts: we exist, we remember, we refuse and we commit. It is also produced in video format on YouTube.

Technical background: It is a static HTML site with videos and the possibility of commenting all the pages.

Website	HTML
Forum	No
Comments	Yes
Blog	No
Facebook	Yes
Twitter	Yes
YouTube	Yes
PageRank	4
Links	96
Search	-
Other	2980856

*keyword: Jewish youth campaign

Results: There is a commenting under the declaration where several young people could react to the declaration. Here is one from a Palestinian girl.

„I am not Jewish, I am a Palestinian Muslim girl, I am really moved by what I have read because I have always heard that not all Jewish people hate us and want us out of Palestine but I have never seen it... and it's good to know that there are such people... it's fair to say that Zionist people are the ones who had done the harm not Jews... and I have to disagree with Johnny on the idea that Israel is not an occupying force because, Jewish people have been living in the Palestinian lands for a long time.....and once again I thank you guys for finally making it clear about what Jewish people think... and I wish you the best of luck in this movement...”

Strengths: This is a very honest, human campaign that is absolutely against all stereotypes about Jewish people. It is clearly a very creative approach to showing how to be proud of your identity and at the same time be self-critical, and very human, and Human Rights based.

Weaknesses: It is not an outreach campaign; it is focusing on the website. There are a lot of potentials unexplored.

Typical Roma?

Type: Positive insight, empowerment

Language: English

Focus: roma youngsters

Scope: South-East Europe

Campaign space: online, offline

Theme: changing stereotypes, empowering the Roma

Campaign implemetor: `Typical Roma?` was an international campaign of ERGO Network which ran from autumn 2009 to April 2010, when it ended during the Second European Roma Summit in Córdoba.

Aims: In the campaign young Roma addressed and challenged the stigmatization and prejudiced stereotyping as root causes for social exclusion of Roma. NGOs from Macedonia, Albania, Bulgaria, Romania and Moldova participated in the campaign, which intended to promote a positive image of Roma and to strengthen the Roma voice in order to raise awareness for active citizenship of ALL in ONE society.

Url: <http://www.ergonetwork.org/ergo-network/campaigns/typical-roma/>



Description: Strong and independent grassroots and community-based organisations are the key for Roma to become equal stakeholders in society. They contribute to the success of Roma inclusion policies by organising pressure from below and active involvement in design and implementation of programmes and projects at local, national and international level. ERGO Network supports and promotes grassroots empowerment to overcome the discrimination, anti-Gypsyism and stigmatization that are root obstacles for their equal participation in society. Through grassroots mobilization, activism and leadership at all levels of society, ERGO Network encourages Roma to attain respect for their rights as equal citizens. They work in South-East European countries with the following local partners:

- Albania:** Roma Active Albania (RAA)
- Bulgaria:** Integro Association
- Macedonia:** R.R.O.M.A. and Roma Progress
- Moldova:** Porojan and Tarna Rom
- Romania:** Policy Center for Roma and Minorities
- Serbia:** Democratic Association of Roma (DUR)
- Turkey:** EDROM

Methods: The online part of the campaign is the website where one could read the latest news and achievements about the campaign which connects the reader to the offline events, watch the campaign videos and pictures of activities. The documents and studies of the campaign can also be read online. The website connected all the partners and events during the campaign in 2009-2010.

Technical background: The main site of ERGO Network is a HTML site.

Website	HTML
Forum	No
Comments	No
Blog	No

Facebook	Yes
Twitter	No
YouTube	Yes
PageRank	5
Links	38
Search	-
Alexa	27 490 323

*keyword: campaign for gypsy young people

Other interesting technical features: knowledge section

Results: One of the most visible actions of 'Typical Roma?' was the election of the 'Most Roma-friendly Mayor' in the five participating countries. The competition was announced in several communities and asked participating Mayors to answer a questionnaire. The winning Mayors were selected by independent committees. ERGO Network brought the five winning Mayors from the participating countries to the Second European Roma Summit in Córdoba, on April the 8th 2010. There they were awarded and had a meeting with the Mayor of Córdoba. The action intended to show how much difference the approach of local administrations can make to the situation of Roma communities and to encourage other municipalities to follow their good example. In the framework of the 'Typical Roma'-campaign, the participating organisations carried out a variety of other awareness-raising activities in their countries, including establishing temporary 'Inclusion zones', where Roma and non-Roma met and discussed about stereotypes.

The participating NGOs also collected stories for a so-called **Black & White book**, which was presented during the Roma Summit in Córdoba. The book presents stories of successful and failed Roma integration. Roma youngsters took a critical look at their own environment to present a collection of stories about their situation, about policies and projects that target them and about the attitudes and approaches of local authorities. This book shows the mechanisms of exclusion, hidden discrimination and inaction at work at the local level where policies actually need to be put in practice.

There are some interesting spots made by young people which can be watched on YouTube as well. <http://www.youtube.com/watch?v=U9S0zciAwo&feature=related>

Strengths: It involves gypsy organisations from the Balkan, so it is one of the very few regional networks that are full of activities and good initiatives. It has local grassroots in each country with many volunteers. The campaign was very empowering for those who participated. It had concrete results and local impacts. The network keeps up the campaign mood with new and new campaigns every year.

Weaknesses: The videos are not clear in terms of message. The potentials of Internet were not explored. The campaign website is not well optimized and difficult to find.

Islam is Peace

Type: Positive insight, challenging stereotypes

Language: English

Focus: all ages

Scope: United Kingdom

Campaign space: online and offline

Theme: changing stereotypes about Muslims

Campaign implemetor: For several years there has been a need for Muslims to counteract the negative image of Islam with the truth. This negative image has come about because of the actions of terrorists who call themselves Muslims and the general media reaction. It is one that the majority of Muslims do not recognise. So a group of people got together to do something about this. The people involved in the „Islam is Peace“ Campaign are all volunteers who share a vision of a diverse, all inclusive and strong Britain. They come from various backgrounds including medicine, education, civil service, consulting, and the voluntary sector. Some are housewives who have directly experienced Islamaphobia and felt the need to make a change. The uniting belief amongst the ever growing number of volunteers is that no one should be allowed to associate the acts of criminals with the peaceful message of Islam.

Aims: The Islam is Peace Campaign aims to address the negative perceptions and stereotypes of Islam and British Muslims. We intend to do this through media engagement to reach out to the wider community across the United Kingdom. We hope to start this process through a multi-pronged approach: Islam is Peace aims to educate the general public of the misconceptions about Islam, to disseminate accurate information about Islam and British Muslims and to help create a more tolerant and informed atmosphere. Our objective is to create grassroots awareness in the wider community about the peaceful message of Islam and to project the lives and views of ordinary Muslims, demonstrating how British Muslims are part of the fabric of ordinary, everyday society.

Url: <http://www.islamispeace.org.uk>

Description: There are two main sections of the website. One that is concentrating on the campaign in different media and also outside with a Peace Bus throughout the UK. It is also full of videos and spots with Muslim people talking about what they feel and think. The other element of the site is the part on introducing Islam in easy understandable way pointing out the most important characters of the religion and of the Muslim people including the belief

itself, the history, the lifestyle of Muslims, arts, ethics, misconcepts and about the Muslims in Britain. It even explains strong connections with Human Rights. It is a very practical and well-designed site. On YouTube there is no presence of the campaign, however there are some news about the campaign by hotair.com.

Methods: The main elements of the campaign are offline, visual media adds on buses and in televisions. The online part is basically the webpage. The webpage is informing about Islam and it makes efforts to change existing stereotypes by explaining what is and what are not the real Islam, and that Islam interpreted badly by some people in the world, also by people who believe they are Muslims.

Technical background:

Website	HTML
Forum	No
Comments	No
Blog	No
Facebook	No
Twitter	No
YouTube	No
PageRank	4
Links	53
Search	1*
Alexa	21 660 180

*keyword: campaign for Islam in UK

Other interesting technical features: guest book

Results: There is no official evaluation of the campaign yet. However there are some visible and traceable results on the Internet. If we type „Islam is peace“ into Google we find several news reports, articles about the campaign and also there are forum topics where people argue or counter argue the campaign. It clearly shows that it kicked the topic off and put it into the concerns of many people, they talk about it they think about it and they form opinion, they understand, agree or disagree which is after all the real value and impact of a good campaign.

Strengths: It is very good example of a campaign for changing stereotypes. It is both online and offline with a very clear and simple message. The webpage is well designed and easy to understand and navigate. The section



News Headlines

- THREAT ISSUE POPS UP ON SOCIAL MEDIA (usa)
- NEO-NAZI WEBSITE POSTS BLACK LIST (usa)
- NEW 'ANTHUSISTER' WEBSITE TO FIGHT RACISM IN SWEDEN
- NYFD FACEBOOK PROBE INTO RACISM RAISES FREE SPEECH QUESTION (usa)
- CONTROVERSIAL LAWS TARGETING SECTARIAN HATE: ISSUE AT FOOTBALL PASSED (Scotland)
- FREE SPEECH BOOST WILL RALLY NEO-NAZI CYBERHATE, SAY HUMAN RIGHTS ACTIVISTS (Canada)
- NO DECISION AS WEB HATE SPEECH CASE ENDS (Canada)
- FACEBOOK TOLERATES RACISM DISGUISED AS HUMOR (Czech Rep.)



- 30-9-2011 - Program of the INACH 9th annual Conference, October 10 & 11 2011, hosted by UCRS, Paris
- 25-7-2011 - INACH Press release on the abolition in Norway
- 4-5-2011 - Short report on the INACH Conference 2010, Vienna

about Islam, lifestyle, religion, ethical issues, arts and misconcepts are really good and brief, if someone reads them he/she can challenge his/her own stereotypes about the Islam religion and Muslim people.

Weaknesses: The website is not interactive; the only possibility is to leave a note in the guest book. It does not follow the debates (forums, feedbacks, media coverage) which could also help visitors of the campaign site to get involved in the process. The campaign is attempting to change a certain attitude to Islam and Muslim people, and such a process involves a lot of concerns and expressions. This energy could be very well used for a more effective campaign.

Obstructive Campaigns

These campaigns are trying to fight for criminalisation of hate speech on the internet as well, or they are collecting information about and point out sites or users who are committing „hate crimes“ on the Internet. There are different legal approaches to hate speech in different European countries, so it is very difficult at the moment to effectively trace and ban hate sites and malignant contents on the Internet. However there are several national and international campaigns which aim at stopping hate speech so that it does not reach young people.

INACH

Type: putting hate sites into negative view

Language: English

Focus: all people

Scope: international

Campaign space: online

Theme: against any kind of hate speech

Campaign implemeter: International Network Against Cyberhate (INACH) is a foundation under Dutch Law and is seated in Amsterdam. INACH was founded in 2002 by Jugendschutz.net (Germany) and Magenta Foundation, Complaints Bureau for Discrimination on the Internet (the Netherlands).

Aims: The objective of INACH is to combat discrimination on the Internet. It unites and empowers organisations to promote respect, responsibility and citizenship on the Internet through countering cyber hate and raising awareness about online discrimination. INACH reinforces Human Rights and mutual respect for the rights and reputations of all Internet users. INACH tries to reach its goals by uniting organisations fighting against cyber hate, exchanging information to enhance effectiveness of such organisations, lobbying for international legislation to combat discrimination on Internet, support groups and institutions who want to set up a complaints bureau, create awareness and promote attitude change about discrimination on the internet by giving information, education.

Url: <http://www.inach.net>

Description: The site has three main functions. Give information about legislation in the European countries and give the contact of the national organisations that deals with the issue, to show the latest news in this regard, and to give the possibility to make a complaint about an online hate crime. It is very practical and clear.

Methods: It is an essential information provider for all, who want to get involved in fight against hate speech on the Internet. It is a website with information, links, partners, legal background and actual news in the field. The main message is „Bringing the online in line with Human Rights“, and all activities are organised in this light. In a way it is a continuous campaign to unite all resources and forces to make the internet a hate-free space. It also does a lot of work in the policy field, lobbying for legislation, pushing debates about hate speech and its challenges.

Technical background:

Website	HTML
Forum	No
Comments	No
Blog	Yes
Facebook	No
Twitter	No
YouTube	No
PageRank	6
Links	87
Search	13*
Other	7788021

**keyword: cyber hate online*

Other interesting technical features: report complaints

Results: INACH members have been monitoring cyber hate since the networks' foundation. Again in

2010, INACH registered more than 15.000 instances of hate and discrimination online. Especially the continuously increasing Web 2.0 activities resulted in a higher number of such content in social communities, video platforms and other Web 2.0 services. Besides this trend towards Web 2.0 activities, especially the availability of user-friendly music software and videogame authoring tools was noted. Combined with the power of social networks, produced music and video is shared and distributed in a much faster and attractive way than some years ago, making the dissemination of hate, terror and recruitment for extremism very easy. Compared to discrimination on other grounds, anti-Semitic expressions are still at a high level. Websites with Holocaust denying content are a common problem that each member deals with on basis of its national legal situation. INACH strives towards more responsibility concerning this issue from the ISPs – especially social networking providers like Facebook have to take more action and ban such content from their sites.

Since its start INACH has been working on transnational solutions to reinforce the Human Rights of Internet users. Discriminatory, racist or otherwise hateful actions are unacceptable offline – this certainly also applies for the Internet. INACH stands for an equal implementation of respect and responsibility online. When Internet content violates Human Rights of individuals or specific groups, providers are asked to take action. Even without specific laws providers are in some cases willing to remove racist and discriminatory content on basis of their own Terms of Service. Within the last year INACH members succeeded in having thousands of hate sites or expressions removed from their servers.

Fostering media literacy and critical thinking is the most important instrument to tackle hate mongers and the spread of discriminatory content on the Internet. Social networking sites and other platforms are what users make of it, so INACH demands a culture of shared responsibility. Using the Internet with respect to the rights and reputations of others is the key to this issue. Most INACH members are active in the field of education. With their publications and concepts they sensitize users, educators, parents, police and other relevant groups about the phenomenon of cyber hate and ways to use the Net as tool to promote responsibility and citizenship. Media educational workshops, brochures, CDs, books and reports are available in different languages and offer concrete ideas and concepts for pedagogical settings.

Strengths: The site is a must for any expert going into the field. It is very practical information site, and it provides all the necessary information about hate speech on the internet, and one can understand the situation globally and in Europe. The links to national partners is very useful.

Weaknesses: It is not a campaign in its strict meaning. It is an important site without any social or interactive elements.

Athenea Institute

Type: putting hate sites into negative view

Language: English, Hungarian

Focus: all people

Scope: Hungary

Campaign space: online

Theme: any extremism and hate speech

Campaign implemetor: The Athena Institute was founded to enhance human dignity and protect our most vulnerable communities while combating extremist agendas in order to preserve and strengthen democracy in the European continent. The Athena Institute, based in Budapest, is an independent, non-profit and nonpartisan organisation that neither solicits, nor accepts funding from the Hungarian Government.

Aims: In a broader context the Institute's interventions aim to prevent small-scale human rights violations to spiral out of control and become a full-fledged security policy challenge. Via its monitoring activities and independent investigations the Institute collects data on the phenomenon of domestic extremism that serve as a basis for its fact-based analytical programs exploring trends and shifts in the threat environment. In addition to reaching out directly to key stakeholders, the Institute also launches powerful initiatives to shape the public discourse with the aspiration of serving as a security provider.



The aim of the Hate Groups Map of the Athena Institute is to provide a broad picture about the presumed locations where hate groups are seated in Hungary through the an interactive map. You can find the most important information about each organisation and read a short summary about their history and background by clicking on the symbols depicted on the map.

Url: <http://athenaintezet.hu/en/index/>

Description: The site is devoted to collect all information about hate groups and their activities in Hungary. The also produced a so called hate map, which indicates the different hot points where there are extremist activities and formulating groups and associations. It is a kind of awareness list of hate crime acts and hate groups in real life.

Methods: The main method is monitoring these groups and their activities, and share them on the Internet. They also write reports and studies about malignant groups and organisations. The website also introduces the human connections among the different organisations and groups.

Technical background:

Website	HTML
Forum	No
Comments	No
Blog	Yes
Facebook	Yes
Twitter	No
YouTube	No
PageRank	3
Links	24
Search	2*
Other	NA

*keyword: hate groups in Hungary

Results: The essence of the method is monitoring, to keep an eye on these people, and groups and try to identify crimes according to the actual legislation. It is obvious that there is revival of extreme right movements in Hungary and that there is no straightforward legal obstruction at the moment. The Institute is collecting as much information as possible about these people, some of whom are also involved in parliamentary politics, and active in extremist parties. With this they create a kind of transparency and awareness that the democratic society is watching their actions, and intervenes within the legal possibilities.

Strengths: This site is an interesting example of putting hate speech groups, and malignant attitude into a kind of negative light. With the help of the publicity of the Internet they are criminalized and measured against Human Rights and dignity. There are similar

approaches in many countries, where there is no radical legal consequence of such attitude, behaviour and verbal aggression. This is a way to combat hate speech, and also to create a virtual obstruction. This site has a very good collection, a map and hate crime database. One can also join to support and help their investigations.

Weaknesses: It is not about hate speech online, but about hate crime in general. It is not focusing on young people, but it could be developed and used for more specific actions as well. It is very static in the sense that there is no campaign or movement that could use the achievements of this virtual collection of data.

Hass-im-netz.info

Type: fight against cyber hate

Language: German

Focus: youth and youth related professionals

Scope: Germany

Campaign space: online

Theme: extreme right, neo-Nazi content

Campaign implemeter: Jugenschutz.net. It was founded in 1997 by the youth ministers of all German provinces to check on youth-protection-related offers on the Internet and press for compliance with the protection of minors. To ensure a coherent regulatory structure for broadcasting media and the Internet KJM – Commission for Youth Media Protection was

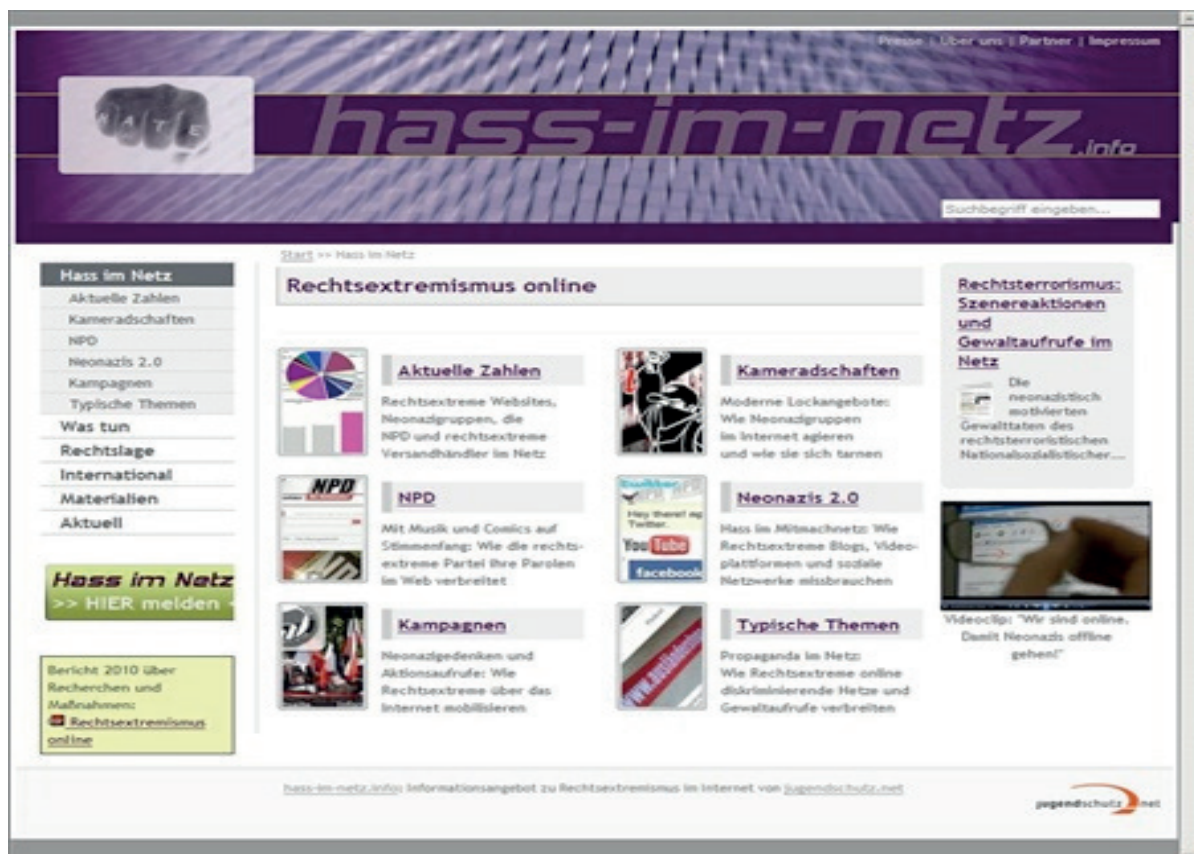
established as a central regulatory body for the protection of minors and human dignity. Since then KJM funds jugenschutz.net.

Aims: The main aim of hass-im-netz.info is to use all means to reduce the harm of online hate content for young people in Germany. It provides information on hate content, gives advice on what to do with hate content. It also investigates the Internet to locate hate content and it makes the necessary steps to have them removed from the Internet.

Url: <http://www.hass-im-netz.info>

Description: It looks for hate contents and gives information about how to deal with hate speech for young people and professionals working with youth. It also makes efforts to identify these sites and resources and does the necessary legal steps to have them deleted through host service providers and operators of social networks, video platforms. For according to German laws, once they have become aware that a user distributes hate content through their service, they must immediately delete it from the Internet. If they cannot achieve this, they officially contact the Commission for Youth (KJM) for further measures against the service provider.

Methods: The site is the stronghold of a continuous campaign against hate content on the Internet in Germany with a clear focus on young people. This is a professional site. It collects and analyses all websites and tendencies in connection to extremism in



Germany. It also prepares the readers (professional or young people) in how to handle hate content and what to do when meeting it. It explains the legal background in Germany and also the measure that have been done to prevent and obstruct cyber hate content. It provides trainings, reports and educational material on hate content for young people. It publishes news in relation to fight against hate content on the Internet in Germany. There is a form where one can report any hate content on the Internet so that the institutions behind *hass-im-netz* can realize further measures to have them deleted.

Technical background:

Website	HTML
Forum	No
Comments	No
Blog	No
Facebook	No
Twitter	No
YouTube	Yes
PageRank	NA
Links	67
Search	32
Alexa	24 283 483

* keyword: *hass im internet*

Results: The following paragraphs are from the 2010 annual report.

The right-wing extremist scene is consistently trying to strengthen its presence online. Although the number of so-called neo-Nazi providers dropped from 13 to 10, already 16% (2009: 13%) of right-wing extremist website operators have used these services of likeminded supporters. The US based blog hosting service *logr.org* becomes more and more popular: *jugendschutz.net* documented 157 blogs from the right-wing extremist scene (2009: 103). Right-wing extremists mainly used German services to post their content online: 65% (2009: 68%) fell back on host providers, redirectors or other service providers in Germany. 82% of the content disseminated from abroad, came via US servers (2009: 80%). As in 2009, 6% originated in the Netherlands, 3% in Austria and 3% in Switzerland.

In 2010, *jugendschutz.net* recorded a slight decline in illegal content: 15% (2009: 18%) of all websites assessed contained offences. *jugendschutz.net* documented 333 cases of right-wing extremist illegal and harmful content (2009: 413). Most of the illegal content was hosted on servers abroad (68%; 2009: 70%). Whereas only one in twelve right-wing extremist websites in Germany contained offences, this applied to one in three websites hosted abroad. In 2009, 81%

of all illegal content was disseminated via US servers; dropping to 59% and moving to British (11%; 2009: 4%) and Russian servers (8%; 2998: 3%) in 2010. Contrary to last year's trend, the number of absolutely illegal content (i.e. punishable under criminal law) has decreased making up 79% of all offences (2009: 92%; 2008: 77%). Here, mainly symbols of unconstitutional organisations (64%; 2009: 72%) and inciting statements (30%; 2009: 25%) were disseminated. The decline is closely connected to shutting down most neo-Nazi communities responsible for the increase in illegal content in 2009.

Jugendschutz.net worked to remove illegal content from the Internet and therefore contacts providers and platform operators in Germany and abroad, forwards cases to the Commission for the Protection of Minors on the Internet (KJM) as the competent supervisory body or calls in partners of the International Network Against Cyber Hate (INACH). Whenever these actions do not result in the removal of illegal content hosted abroad, *jugendschutz.net* initiates indexing by the Federal Department for Media Harmful to Young Persons (BPjM). As a consequence, German search engines then do not present this content in their result lists. In 2010, *jugendschutz.net* assessed around 3,500 videos with right-wing extremist content and notified platform operators about 600 illegal films (2009: 1,300). They reacted immediately and removed the content or blocked access to it from German servers. However, one problem remained: research revealed that right-wing extremists often misused the comment function on the websites to offend others or to post hate slogans; this was the case, e.g., on YouTube. Basically, the operators only removed illegal films *jugendschutz.net* notified them about, but not inciting comments.

The rapid development of social networking websites, video communities and blogs has changed the way right-wing extremists present themselves on the Internet. In these services large parts of the right-wing extremist scene try to win over young persons with attractive contact and leisure activities. Specifically the organized neo-Nazi scene uses Web 2.0 services for their propaganda and focuses on YouTube, Facebook and Twitter. The predominance of the 'participatory Web' and the vast amount of user generated postings show that right-wing extremists increasingly move their activities to Web 2.0 services. The number of right-wing extremist contributions like videos, profiles, comments or other postings will even increase in the future. In order to combat right-wing extremism on the Internet as effectively as possible, operators have to enforce their community rules. They have to monitor their platforms to see if the rules are respected, and they have to develop technical solutions to prevent the same or similar content from being uploaded again and again. Communities abroad also must firmly

take action against hate online. Furthermore, the presence of right-wing extremists on general communication and multimedia platforms needs a strong Net community; the members of the community are challenged to tell neo-Nazis where the limit is and to make it very clear that there is no room for hate and discrimination on the Internet.

YouTube video about hate content online:
http://www.youtube.com/watch?v=yU-yp_WZ3S8

Strengths: It is a very professional site with a very effective campaign in the background. It is a systematic long term work to combat hate content on the net for the sake of preventing young people from being abused and brainwashed. It has a section on „what to do“, which provides information and materials for young users, for professionals working with young people and for service providers on the Internet. In the complaint section any illegal content can be reported.

Weaknesses: It is not interactive. It is not campaigning in virtual youth domains, social networks, chatrooms, and popular youth sites. It is not very youth friendly. The site is complicated and the design is boring.

Other interesting sites in Europe:

French network against extremism: <http://www.licra.org/fr/jeunes>

Campaign site against hate against homosexuals in Poland: <http://www.kph.org.pl>

Multilingual European tolerance test for young people: <http://tolerancetest.eu>

Spanish website for Christian gays and against hate of LGBT people: <http://www.cristianosgays.com/>

Italian website against discrimination: <http://www.osservazione.org>

A campaign film by young people on YouTube against homophobia: <http://www.youtube.com/watch?v=eTdCa6vbvTk&noredirect=1>

Recommendations for the project *Young People Combating Hate Speech Online* (Online Human Rights Defenders)

Having been studying the Internet in this respect, it is clear that there are many space and an urge need for further action against cyberhate. There is no doubt that once youth become actively involved in hate sites, they will be exposed to value sets and ideologies that at their very core are offensive, reprehensible, and horrific. Youth looking for a group to identify with will find a community of likeminded thinkers who endorse and encourage such values and who often make practicing them seem like the moral and culturally sound thing to do. The research that has

been conducted and the evidence that has been generated throughout this study have successfully answered the research question: the threat posed to youth by online hate sites is both significant and real. The calibre of hate that exists on these sites is horrifying, and the rhetorical analysis suggests that recruitment efforts targeted at youth are often successful. (*Peter Weinberg, 2011*)

There are very little creativity invested so far and there is a very obvious need for urgent and strategic action. As concluded from the research studies there are no coherent international legal framework in the world, or in European countries. Hate speech on the Internet is and will be controlled to different degrees by different national authorities. However, the probability of success of national regulations is limited and the result of any regulatory efforts is inevitably influenced by the position of other participants. At present, the international solution, though much desirable, is highly improbable due to differing views on the nature of free speech and freedom from censorship. The option left to every country is to educate the public, to teach tolerance to and acceptance of diverse values. After all, racist speech is a mere symptom of racism. (*Yulia A. Timofeeva, 2003*)

We have to keep in mind that – as above in *Timofeeva's* study – racist speech itself cannot be the target and it cannot only concentrate on the Internet, for hate speech is the result of the malignant attitude of people. So it is the malignant attitude which we can aim to prevent young people from, and support all efforts to change those, who feed this hatred throughout Europe, or even invest into understanding what leads these people to develop that attitude and fight against the reasons rather than the symptoms.

Thus the best solution at the moment is to run different campaigns and projects that, on one hand prevent and prepare young people from and for online hate content and support minority youth groups to run positive affirmative campaigns to change stereotypes and malignant misconcepts.

As for the obstructive campaigns, it has to be said that they can be dangerous for there is no ultimate solution for an absolute ban of the hate content on the Internet. Partly because there are different legal measures in the different countries and internet content can easily travel from one server to another be it even in another country, or continent. On the other hand straightforward obstruction can be counterproductive for it can motivate those who feed hate content to be even more aggressive and insistent in sharing those ideas referring to the right to freedom of speech. It can also be dangerous for young people or youth organisations to get in conflicts with unstable personalities be it virtual or real. So institutionally they can only be put into such a risky context if they are provided the

maximum protection and safe anonymity. We should leave this part of the fight to the governments and legal or political organisations.

Ten years into the digital media revolution, our initial ways of educating young people about digital media literacy seem ineffectual at best, and misleading at worst. A popular response is «hate filters,» software programs designed to «filter» hate sites encountered through search engines. These filters are woefully inadequate at addressing anything but the most overt forms of hate speech online, and even when they work as intended, they disable the critical thinking that is central to what is needed in our approach to digital media literacy. The direction that digital media literacy needs to take is promoting the ability to read text closely and carefully, as well as developing skills necessary to «read» critically the visual imagery and graphic design. Important in this effort is for young people to become content creators actively engaged in creating their own digital media, which helps demystify the medium in significant ways. And, introducing young people to the regular use of a range of free, online tools for Web analysis is important as well. (Who is registry www.internic.net/whois.html, www.alexa.com web trafficking service, the free software www.touchgraph.com uses a Java applet to display visually the relationship between links leading to and from a site etc.) (*Jessie Daniels, 2008*)

Based on the overview of the above online campaigns, the following desirable features are recommended to be taken into consideration for the online anti-hate speech campaign designers and organisers.

Type: There is a big lack of real online campaigns against online hate content on the Internet by and for young people. As mentioned already the safest side of online campaigning is awareness raising among the widest public and affirmative campaigns for groups of young people who are at the risk of being targets of discriminative hate. As for obstructive campaigns one has to be aware of the exact legal status of hate speech in the country or countries where the campaign is taking place. A proper institutional and organisational protection must be provided for the young people who are organising the obstructive campaign including legal service, administrative arrangements and safety measures. It is also possible to combine the three types of campaigning, but that clearly implies more preparation, more organisational support and more financial contribution.

Language: The campaign should use the local language(s) for communication; however it would be wise to have all campaigns having an English version so that at the end campaign results can be easily compiled. International campaigns in Europe should be either multilingual or English. The voice and language style should be as close to the actual

target generation as possible reaching most of the young people possible.

Target groups and focus: After studying several sites and campaigns for young people it is clear that campaigns should specify the youth groups as much as possible. Just like in professional youth work, there is no such a target group like young people. The specific age group has to be defined. There is a great difference in style, language, message and content with regards to early teenagers (12-16), late teenagers (16-20) or young adults (above 20). Furthermore there are different methods and approaches to highly virtual literate youngsters and moderate Internet users, not to mention the different approach to different subcultures of young people.

Scope: Hate speech is not a local phenomenon, it is a global problem and it affects all human beings. It is an accompaniment, a symptom of a simplified human attitude. Due to the Internet it cannot be solved only locally, or nationally, but at the same time it has to be addressed locally as well as nationally. The scope of the campaign can be local, especially if the type of hate content which a campaign opposed to is local (a local hate group against the local gypsies for example). It can also be national to move legislation in order to criminalize hate speech or challenge a specific discrimination attitude. It can also be European to support the cooperation among EU or CoE member states in order to decrease hate content on the Internet. It can also be global for example to raise awareness of young people and educate them how to encounter hate speech and what to do with it. However it would be very wise to keep the scope of the campaigns as specific as possible for the sake of concrete, tangible results.

Campaign space: There are online, offline and mixed campaigns. In practice it is difficult to define a campaign purely online or offline. Most campaigns are mixed, offline campaigns are using the internet to support the activities, and online campaigns do have offline events. The Internet became part of the reality. We call it virtual space but experts, marketing specialists all say that we handle virtual space just like real life in order to be successful. The campaign organisers must keep it in mind.

Theme: Among the researched campaigns we saw themes like: safety for young surfers, equal opportunities, anti-extremism, anti-fascism, anti-homophobia, equal opportunities, roma empowerment, changing stereotypes, anti-hate speech...etc. The themes can be very different and it is clear that purely fighting against hate speech as such does not exist; it has to be more specific and broader at the same time. Hate speech is a symptom, not a cause; the campaigns are aiming at fighting the cause rather than the accompaniment. Naturally a fight against online discrimination,

or fight against anti-Semitism on the internet will be obviously a fight against hate speech at the same time. However the campaigns should be based on themes around hate speech, for it is the manifestation of hate on the Internet, the words that we read and we hear.

Implementer: The campaigns can be implemented by many actors. In the above cases we saw 2 governmental institutions and 8 non-governmental organisations taking the lead. Only one of them was initiated by young people. Four of them involved young people into the implementation in different ways. It is not because young people are not concerned by this topic. There are two reasons that can be responsible for this phenomenon. Partly fighting hate speech online requires a lot of knowledge and preparation. As we see for example the German *hass-im-netz* initiative it is a very complex work with a lot professional work in the background. On the other hand the Internet is a free space young people navigate usually to places they like, places they got used to. So those people, who are so to say socially active, would not visit sites where hate content can be found for they are not interested. In terms of issues young people are concerned with supposedly hate content does not have a high priority. It surely does not mean that the risk of facing hate content is not realistic.

Aims: Out of the 10 initiatives two campaigns (All-out, IslamIspeace) had very clear aims and messages, and in light of campaign management these two can be considered good practices of how to campaign online, however they also have lots of space for development. Setting realistic campaign objectives in relation to hate speech campaigns is especially crucial. Clearly defined goals will give you an idea for what you want, and the tools and services that you need to reach those goals will fall into place. When entering into the planning phase it is important to know that the process may not be easy. There will be some trial and error, and results are not overnight. You're going to need to put in work for at least several months before you can start seeing quantifiable results. The most difficult part of jumping into social media is finding programs that fit your objectives and which are effective in generating community around your campaign. Fortunately, there is copious amount of examples and real-world case studies that detail potential social media programs that you can tailor to your specific needs. For example look at the Official 16 Days of Activism Against Gender Violence Campaign on Facebook. <http://www.facebook.com/16DaysCampaign>

Keep in mind that SMART objectives go for campaign planning as well. Objectives should be Specific, Measurable, Achievable, Realistic and Timed well.

Strategy elements: There is clearly a global aim regarding cyberhate, and this is to decrease and possibly spirit off hate content from the Internet, in

a way that freedom of expression remains one of its fundamental values. The United Nations Department of Public Information organised a seminar in 2009 with the title "Cyberhate: Danger in Cyberspace". The Secretary-General opened this event and said that *"While the Internet had brought enormous good and transformed the way we live and work, there were also a few dark alleys along the information superhighway. There are those who use information technology to reinforce stereotypes, to spread misinformation and to propagate hate."* He stressed the impact that cyberhate and electronic harassment can have on young people and called on parents, the Internet industry and policymakers, among others, to help stop hate speech and bullying on the Internet and through other forms of modern technology. All campaigns should be in line with this long term vision. In the European context you have to understand what is going on in the Council of Europe as well as in the European Union. Your campaign strategy should be in line with the global and European strategy.

Role of young people: Young people can play many roles in the campaigns. They can initiate, plan, design, implement and evaluate the campaigns. There is big need for their involvement. According to surveys children start using Internet around the age of 6 in general. In the EU broadband Internet penetration of youngsters is around 60%, 23% in Malta and 83% in Finland. Children Internet usage is growing rapidly, most notably children between 6-10, and 60% of them were already online in 2008. The tendencies are the same in most CoE countries. So when we talk about the role of young people in these campaigns, we must say they are the only ones who can do something against hate speech on the Internet in the long term. Not only are they the most accessed to Internet, but they are the most competent as well.

Expected results: There are many types of results that can be expected from the campaigns. It can be that a certain number of young people are informed about the necessity of fighting against cyberhate, or a number hate sites are found and deleted, or a number of young people learn how to handle cyberhate in chatrooms and forums even if they are the targets for certain reasons, or it is gathering lobby forces to change legislation, or it challenges stereotypes which can be the bases of malignant attitude etc. It is important that the expected results should also be realistic in relation to the campaign.

Essential features: Looking at the features of the campaigns, a successful campaign involves all possible tools of the Internet. There should be one common campaign portal or some key websites where all the campaigns can be followed. Each campaign should have its character, however in line with a common character. The online campaigns cannot be effective

without the use of social media, blogs, video sharing portals and email campaigns.

- ▶ Networking gives a very solid and supportive foundation for a campaign, so keep yourself in multiple partnerships, just like all the studied initiatives above.
- ▶ The Safer Internet Day campaign could be a stronghold of making the Internet free of hate speech. www.saferinternet.org
- ▶ National and European institutions working in the field of equal opportunities. Anti-discrimination can be involved in the campaigns, and can help in raising funds as well. They also have good resources of information on legal aspects. Look for partners like www.diversite.be, www.jugendschutz.net, or www.inach.net
- ▶ Offline events and offline educational material can support the online campaign very well. Make all materials online or offline specifically user-friendly for the targeted group of young people. In all elements of the campaign, involve as many young people as possible and adequate to make the project a good participation scheme for young people. Like in <http://www.jugendschutz.net/materialien/klickts.html>
- ▶ In terms of online campaign websites look at www.islamispeace.or.uk and www.allout.org for seeing a good design and structure. The webpage is well designed and easy to understand and navigate. There is no flood of information; the information is well selected and prepared, only the main messages are presented. Connect your website to your Facebook and Twitter profile, where you constantly blog and share.
- ▶ Involve real people, with real stories, be honest and straight. For an example look at www.youngjewishproud.org
- ▶ Work in partnership, be local as well as global, try to build regional networks like www.ergonetwork.org
- ▶ Be careful and remain on the ground of facts with hate sites, hate groups. To see an example of researching about hate crime and hate content see <http://athenaintezet.hu/en/index/> or www.hass-im-netz.info <http://www.athenea.hu/> These sites are interesting examples of putting hate speech groups, and malignant attitude into a kind of negative light. With the help of the publicity of the Internet they are criminalized and measured against Human Rights and dignity. Fighting against hate content providers require a systematic and long term work. The content is deleted one day and moved to another server the next.

- ▶ For reporting, and complaints see www.inach.net
- ▶ If you gather information and results develop educational material build them in the flow of the campaign.

Technical considerations for online campaigns

Make a good campaign website! Avoid static presence, boring and complicated website structures. Be as much interactive and up-to-date as possible. Connect your website to social platforms and bloggers. Make it simple and youth-friendly, informative and exciting. If you do not know how to code in one of the programme languages (Java, Flash, Html...) ask for professional help or use any of the following free online web designer applications.

<http://www.wix.com/>

<http://www.homestead.com/>

<http://www.moonfruit.com/>

<http://www.webpagedesign.com.au/2008/10/21/17-browser-based-free-online-website-creators/>

Use blogging! Blogging is social media. One of the consistently high-performing mediums for attracting new leads to your web campaign is through quality blogging. A few blog posts each month that provide well written, easy-to-follow information that is useful to your target group can help bring targeted, pre-qualified partners right to your website, and help establish you as an expert. The more often you blog, the higher the chance that Google will return to your site and rank you higher in their search results. When tied into your social media platforms like Facebook or Twitter, you will be able to share your blog posts to a wide and varied audience.

Use videos smartly! Online video viewership continues to grow at an astonishing pace. Video testimonials and "Vlogs" are extremely effective ways to get your voice heard in a viral sense. These videos can be shared through your social networks, blogs, and other mediums all bringing people back to you and your campaign. Keep the video to 60 seconds or less. If you want a campaign message or offer to be heard by a target audience it had better be delivered quickly. Online video viewership drops off dramatically after 60 seconds. A beautifully designed and produced online video that's more than a minute long will most likely not been seen in its entirety by the target audience so the key message may not be received. Make it clear to the viewer in the first few seconds why they should watch your video. Immediately spell out "What's in it for them". Online videos are a great way to engage potential partners but the key to their effectiveness is to provide immediate value to the viewer. Starting

a video by delivering the bottom-line message at the beginning greatly increases conversions. In the right creative hands, producing innovative, compelling and effective online campaign videos can be done at a low cost by using your own existing assets. You do not need to be professional for making a video add, but avoid boring and mis-understandable videos. Many people naturally assume the process of producing a high quality online video requires an onsite film crew and elaborate production (and the associated costs). That's simply not the case. Just look around your organisation, your home and you will find all you need for a great video shoot. You can use an iPhone or an inexpensive flip camera to create your own viral-friendly videos that provide value to people in the net. You can use free video editors that you can download from the Internet. For example VideoPad Editor: http://download.cnet.com/VideoPad-Video-Editor/3000-13631_4-10906278.html

Localize your target group online! Find out where your potential target people are going to find the services and ideas that you offer. Once you find out where your „clients“ are searching, make sure that your campaign is highly promoted in those areas.

Engage young people online! Online activities, games, contests, giveaways and rewards are great ways to engage interest in your youth campaign. Think of the needs of young people in the specific age you're working with. Campaign can engage through social networks. Figure out a plan that gets your campaign great exposure, while engaging your social networks. Not only do contests, build it in an organic sense. They also have the potential to go viral if interaction is required in order to take place in the contest. Referral rewards, and word-of-mouth promotions could easily be tied into a social networking campaign.

Put your plan into action! Now comes the exciting part, you get to engage in your social network! Most people are fairly enthusiastic about this phase. Campaign organisers are action people so now that they've got their goals defined and their plan in place, they are ready to begin "doing". This is a great attitude; however, these same people tend to lose their interest when they aren't seeing the results that they expected. Again, it takes consistent effort and work to participate and engage in a social network. It can take even five-six months of hard work, constant participation and trial and error before you start to see results of your labour. If your target group is very competitive, you may even need more time before you start bringing young people on board of your campaign. In order for you to have success with your efforts, you must tie your social media programs in with as many applicable parts of your campaign as possible.

Details are very important! Your email signature should invite people to connect with your campaign on

LinkedIn, Facebook or follow you on Twitter. You should have a sticker on your campaign window that invites people to follow you on Twitter or become a fan on Facebook. You should be engaging offline as well, ask young people if they use social networks, and invite them to connect with you. Tell them that you give them useful information, tips, and share valuable ideas. Create a social media policy for your campaign that creates guidelines for your volunteers that encourages social media use but regulates it so that it is still appropriate to the campaign. Tie your social media campaign in with your offline campaign events. There are hundreds of details that are involved with successfully executing an online campaign. In order to successfully traverse it, be aware that you might need help, and never be afraid to Google for some answers or ideas. Read and use marketing hints, business sector is well ahead in this respect.

Tracking the success of your social media efforts. In order for you to track the results of your social media efforts you need to have the right tools in place. There are many ways of tracking inbound leads, and opportunities, however, the simplest way to find out is to simply ask your users. When engaging with a user, ask them how they found out about you. Chances are many customers will reference some traditional medium or referral method. However, with consistent effort in your online campaigns, diligent involvement and tracking, you may see that people will begin these social media programs.

Social media isn't automatic! There is no magic about social media. It's simply a different marketing approach. Many campaigns believe that putting a campaign profile on Facebook is enough for involving social media in the campaign. It is not enough, actually it means almost nothing. You must create activity around your profile. Create quiz, questionnaire, funny games to make your campaign live on the social network. Many of the common sense rules of campaigning still apply and are in fact instrumental in maintaining a good reputation online. Social networks can be a double edged sword for many campaigns. Sure you can generate lots of leads and get plenty of followers, but if your following systems are not always up to date and interesting, or just put there as a haunted profile you're likely to get some negative attention through those same social networks. Never forget, that social media is not about you, it is about what you can do for someone else.

Be cautious with email campaigns! Trying to embed a video into an outgoing email message presents multiple technical and deliverability challenges. The best method for including video in an email campaign is to simply embed a linked thumbnail image of the video that is shared on YouTube for example. Once the play button is clicked a browser window can be automatically launched to display the video on a

video marketing landing page. Do not put thousands of kilobytes into an email. The proliferation of smart phones has made mobile video delivery more important than ever. Be sure all video based email campaign initiatives can be delivered in both Flash and HTML5 formats. Videos delivered in only Flash format will not be viewable from iPads and iPhones. Like most online campaigns, the analytics gathered from video viewership can be of tremendous strategic value to your strategy. Being able to measure important metrics (video views, time viewed/duration, traffic sources) helps you understand when a video is effectively reaching its target audience... and when it's not.

Why should I click here? This is probably the single most important and overlooked question any organisation can ask itself when creating an online campaign strategy. What message are you trying to convey? Your online campaign elements must be able to quickly encourage the user to step in whatever it is that you want to give.

A call to action. Okay, you showed your campaign, highlighted the logo and developed a clear message. Now what? A great banner or well-designed web site is not enough to take the user from an observer to an activist. You need to close your initial online ad presentation with a call to action in a way that is concrete and interesting.

Tears, cheers and fears. Don't underestimate the power of emotional impulse. Drive your message toward emotion, use real situations of hate speech, shocking or embracing it should bring emotional extra for the users. Make sure, that the real examples you are using do not hurt anyone.

Be relevant! Campaign ads are most effective when the action or service you are advertising online has some correlation to the content of the site users are viewing.

What you don't say can say a lot. When you see a commercial with no sound, you stop to make sure the TV is working. It moves from the realm of background noise to the centre of attention, making a lasting impression. Breaking the mould isn't easy, however. It takes a creative, smart and engaging approach to capture the interest of an audience. You can determine whether your campaign is among the greats by closely monitoring the buzz, then being prepared to quickly shift to another approach if the feedback is negative.

Banners should be eye-catching! Look at the evolution of banner ads as they've gone from static images to animated images to interactive flash. Now we have video and expandable banners. A study by ZD Net found animated ads generate click-through rates 15-40 per cent higher than static ads. The same commercial with the same message simply loses its effectiveness over time.

Optimize search engine! The latest wonder of the Internet. You also need to make sure your online campaign can be easily found on the Internet. This means thinking about the key search terms that relate to your campaign and promoting them in articles and blog posts. If you post campaign material on other forums or blogs, make sure they have links back to your website as this is not only good for offering people more information, but links are also important for SEO. Download and read Google SEO Handbook for starters at the following link: http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/hu//webmasters/docs/search-engine-optimization-starter-guide.pdf

Recommendations for the online campaign

Online Youth Campaign to promote Human Rights in the Internet
version 1.0

Timing

As concluded in the Consultative Meeting (February 2012) the year 2012 should be seen as rather a preparatory year, while 2013 would be the peak of the campaign, moving towards the year more to a policy making dimension.

Background and focus

The hate content on the Internet is increasing. There are more and more sites, videos, online games, music that are promoting to hate or even act against a certain group of people for different human characteristics. There are no clear international legal obstacles for this phenomenon, thus it can be done openly without any consequence. It is also clear that there is a very thin line between banning virtual hate speech and limiting freedom of speech. For this reason European young people are involved to do things online to make sure Human Rights of all people are respected and to make efforts to prevent young people from the harm online hate-content can do.

The campaign shall be by young people, for young people.

Survey

In order to have a more precise picture about what young people think about online hate speech the campaign should be supported by a survey. The survey should take place at the beginning of the campaign, preferably completed by autumn this year. The sample should be around 1000 young people representative to the Council of Europe member states.

The objectives of the survey:

- ▶ to understand tendencies about the opinion of European young people on hate speech online
- ▶ to bring the attention of young people and youth policy stake-holders to the issue
- ▶ to understand the different opinions in relation to the issue

Some questions to be answered by the young people who are interested in the topic.

Who is causing the problem?

Why is it a problem and why is it significant?

What can young people do about the problem?

How many people does it affect?

How frequently does it occur?

How do young people feel about the issue, and what do they believe?

What is the social and the economic impacts and costs of the issue?

What are the benefits of reducing the problem?

What is pushing the issue to change?

What are the barriers to addressing this issue?

What forces might exist in the political scene? What can we do with them?

Questions about the campaign features and elements could be part of the survey as well.

Aims of the campaign

The two main aims of the campaign are

- ▶ to create a community of young people motivated to discuss and act against hate speech online;
- ▶ to put the issue of hate speech on the agenda of youth organisations and wider public,

Short, medium and long term goals of the campaign

The indicators should be subject to discussions based on institutional expectations and the opinion of young people. The survey could also give more information for finalizing the indicators and making them measurable and achievable.

- ▶ Short term goals in numbers (in an 18 month perspective)
- ▶ To involve **60** young activist that will do the core of the planning and implementation,
- ▶ To involve another **240** young people to be active in the process, and support the 60,
- ▶ To build a web community of **300** young activists,
- ▶ To involve **300** youth organisations across Europe to take part in the campaign,

- ▶ To collect **30** best practices of reducing online hate speech and promotion of Human Rights online,
- ▶ To build cooperation with **100** national and European politicians who share the goals of the campaign,

Medium term goals in numbers (in a 3 year perspective)

- ▶ To reach **50.000** young people in Europe with information about the serious social harm of hate online ,
- ▶ To make **5.000** young people competent multipliers of dealing with online hate content and promoting Human Rights online,
- ▶ To initiate **50** political manifestos (petition, recommendation, law...etc.) on national and European level,
- ▶ To build a web community of **5.000** people across Europe,

Long term goals (in 5 year perspective)

- ▶ To decrease available hate content on the Internet by **25 %** with special focus to European countries,
- ▶ To spread information about the social harm of online hate to **2 million** people across Europe,
- ▶ To bring online hate on the political agenda of **15** European countries, especially where hate speech is not criminalised,

Campaign message and slogan

- ▶ The message should have a European dimension that would provide the umbrella under which specific national campaigns should be more focused,
- ▶ It should be motivating for young people to act for defending Human Rights online,
- ▶ Young people, especially the online activists, should be involved in formulating the campaign message.

Examples of possible key messages:

Young people can do a lot to decrease the social harm of hate speech on the Internet.

Young people are important actors of shaping the Internet by promoting Human Rights online.

Young people are prepared to prevent the Internet from becoming a platform of spreading hate.

Examples of possible slogan/motto:

Hate shall not rule the Net!

Kick hate off the Net!

For a friendly Net for all!

Inclusion and Internet

For a human Internet!

Youth.Europe.Internet

Partners and stakeholders

The most important cooperating partners who should be involved with the implementation.

Non-governmental organisations

- ▶ European youth organisations (for example: UMR, Save the Children, EWC, UNITED, YHRM)
- ▶ National youth councils
- ▶ National and local youth organisations that are interested in the matter
- ▶ Organisations that are working against hate speech, hate-crime and intolerance
- ▶ European Digital Media Association (<http://www.europeandigitalmedia.org/>)
- ▶ Association of European Journalists (<http://www.aej.org/>)
- ▶ Youth4Media European Network (<http://www.youth4media.eu/>)
- ▶ Youthpress (<http://www.youthpress.org/>)
- ▶ INACH

European institutions

- ▶ Council of Europe (its different units, directorates that are relevant for the issue)
- ▶ Partnership of the Council of Europe and the European Commission
- ▶ European Commission

Governments

- ▶ Belgium, French Speaking Community has already expressed its interest in supporting the campaign
- ▶ Other potential governments are expected to join

Decision makers

- ▶ National governments
- ▶ European and national politicians personally (political advocates)
- ▶ Leaders of European institutions personally (institutional advocates)

Persuaders

- ▶ Famous people (actors, artists, media stars)
- ▶ Other relevant lobby organisations
- ▶ Companies in the framework of social corporate responsibility
- ▶ Internet providers and domains (for example .eu domain <http://www.eurid.eu/>)

Public supporters

- ▶ People who sign in or sign up online or on paper
- ▶ Anyone who is interested

Campaign Strategy

The campaign is by young people and for young people with potential social impacts to the wider public of European citizens. The strengths of the proactive strategy is not to focus on reacting to online arguments started by 'hate groups', but rather put forward arguments and statements. It means that the campaign is positive and promotes values and ideas that are based on Human Rights. The campaign is for a more tolerant Internet, rather than against hate, however there might be elements when the counter arguments will have to take the floor. It is also clear that the campaign will have limited resources and potentials in going into political and legal areas such as penalisation, criminalisation or any ways of regulation debates. At the same time the campaign should be clear about the harm and danger of hate speech (online or offline).

For the sake of constructive synergies with other events, campaigns and projects in Europe it is planned that other ongoing events in Europe with which the campaign can be connected will be constantly monitored. Especially in the fields of electronic media, culture, youth and education. There will be a special monitoring group that will monitor other events and design and implement connections and synergies.

It is recommended that relevant materials that have already been elaborated at international, national and local level are collected before the start of the campaign. For the national campaigns and their organisations, it is suggested to seek cooperation with governments and have a look at the experience of the national committees in the 'All different, all equal' campaign.

The tone of the campaign should be very youth-friendly in its appearance, its message, its methods and its language following online trends that young people are faced with. Modern applications with the relevant amount of humour, fun and serious content.

Campaign channels:

- ▶ Internet
- ▶ Word of mouth
- ▶ Activities (conferences, trainings, seminars, meetings, flash-mobs, festivals)
- ▶ Radio, television, newspapers

Campaign elements

The Campaign Hub

There should be a central hub online to gather all information and experiences of national campaigns also to feature a European campaign and to support networking and linking between different initiatives. This

online place should be the central focus of all activity. This is an interactive, informative and easy-to-handle web portal. The central portal will be connected to Twitter blogs, Facebook community, Youtube with campaign videos and reports.

The Campaign Face

The campaign should be youth friendly, provocative as well as politically correct (a good balance) with a clear and coherent image, logo and appearance that are traceable in all elements of the campaign. All activities, online and offline, European and national will have to follow this profile of appearance. It should be designed by young designers.

The Good Practice

One of the most important elements of the campaign is the collection of good practices on how to combat hate speech online. It would be developing throughout the campaign. It will include methods, ideas, activities that can be used in different virtual situations. For example a copy/paste handbook on how to answer common statements used by racist groups and also provide young activists with necessary arguments.

The Activists

There will be 60 online activists (30+30) who will be the most active agents of the campaign. They will be trained by the CoE in two sets, one in 2012 and one in 2013. They will be part of the campaign in the planning and implementation. Their roles in the campaign should be developed during their training programme. They will be involved in the survey and the collection of good practice.

The European Campaign Committee

There will be a central committee that will be responsible for the steering of the whole campaign. The members of the committee shall represent all stakeholders involved in the campaign.

The National Campaign Committee

In order to go beyond international and language obstacles, there will be national campaign committees in the countries which join the campaign. The national campaign committees will make sure that the national activities and projects are in line with the European campaign and that the results and impacts are fed back to the European level as well.

Financial support for campaign activities, micro projects

The European institutions, especially the Council of Europe, depending on its financial possibilities could make some funds available to support national campaign elements. The governments who join the

campaign could also do the same, and besides establishing the National Committee they could provide it with financial means for the national campaign.

Online support

There should be closed forums for feed-back to support the young activists to build up their knowledge, develop their arguments and discuss their experiences. An e-learning platform should support the online activists.

Corporate Social Responsibility Programme

There should be a specific programme for companies that are working in the online area in which they could cooperate with and contribute to the campaign by giving professional support, contributions in kind or financial support to certain elements of the campaign.

The Interactive Elements

There will be several interactive elements that will be able to involve young individuals to take part in the campaign. There will be quiz on the issue, online games about protecting Human Rights, call for different productions and actions (video films, stories, games...). Young people will be invited to take part in creative competitions and answering questionnaires and making action.

Campaign Structure

The **European Campaign Committee** will be responsible for the overall management of the campaign, including planning, cooperation, financial resources and evaluation. It should comprise of representatives of all stakeholders (Advisory Council, CDEJ, other partners).

The **Monitoring and Support Group** will receive the mandate from the Campaign Committee and will be responsible for following all the procedures and feed back to the Committee when necessary. It will also monitor other European events for synergies. It will observe the process, the results and outcomes. It should comprise of a small number of experts, representatives nominated by the Committee. It is a more technical and supportive body to the management of the campaign.

The **Campaign Manger** will be the person who is fully occupied by the management, the administration of the Campaign. This person should manage the everyday work. The Council of Europe will see the possibility of employing one or more temporary experts for the period of the Campaign.

The **National Campaign Committees** will be founded by the governments that will join the campaign and these bodies will be responsible for keeping contact with the European campaign structure and will design and implement the national campaign projects.

The **Online Activists** are 30+30 individual young persons, who will be trained by the Council of Europe to run the online elements of the European campaign. Some of them may be connected to youth organisations as well. They will all be connected to the national campaign projects where relevant.

