

Building resilience and social cohesion by tackling the toxic online environment

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The solution requires all of us

Some quick facts:

- 79% of Australian adults use social media, 59% of them every day [1]
- 74% of all Australian adults use Facebook, on average for 10 hrs a week [1]

My key message today:

A toxic online environment is not an “online problem” that can be divorced from the “real world” and left to “those technology people”. Nor is it a problem that can be tackled without technological expertise. It is a societal problem needed an integrated response. **We must solve this together.**



THE PROBLEM

“Hate 2.0”

- First identified in 2008 through “antisemitism 2.0”[2]
- Normalizes hate speech as an accepted part of the fabric of the social media world
- Not creating bigots so much as bystanders willing to accept & defend the bigotry of others in their group
- It fosters rejection of the ideas of “opposing bigotry”, “supporting social cohesion” and “supporting multiculturalism” as values defining our identity / group membership

Problem case study: MangoGate [3]

- This years NSW HSC English Exam with a poem by an Indigenous author
- A Facebook group of 70,000 HSC students student
- 1,000 posted or “engaged” with racist memes
- Others largely accepted the posts, as they had done with homophobic posts during the postal survey
- What they wouldn’t accept was criticism of their group, or even those in the group engaging in racism, by in the media
- Racism and bigotry is acceptable, criticism of people for engaging in racism or bigotry is not

The implications of this toxic environment

- This value shift is not contained online and impacts discussion with family, in the work place, in education etc.
- Messages of hate become the environment of the online world [4] and are also embedded in fabric of real world society [5]
- Jeremy Waldron explains these messages as either:[5]
 - To targets: '[d]on't be fooled into thinking you are welcome here'
 - Or to the rest of society: '[w]e know some of you agree that these people are not wanted here... know that you are not alone... there are enough of us around to make sure these people are not welcome... [and] to draw attention to what these people are really like'.
- These messages, and their embedding in the environment, destroy resilience and community cohesion



TACKLING THE PROBLEM

Traditional approach

- Geographically constrained
- Tackled without technical expertise
- Left to technology companies despite their fundamental conflict of interests
- Progress blocked when technology companies speak as experts saying nothing can be done



A Decade of Progress with a new approach

Year	Event
2007	Work started on antisemitism 2.0
2008	GFCA and publication of Antisemitism 2.0
2009	GFCA Working Group formed and set creating metrics as a key future challenge
2010	Created the Community Internet Engagement Project to meet the challenge
2011	“Fight Against Hate” solution to the metrics challenge presented to GFCA WG
2012	CIE Project spun off to become OHPI - an independent charity preventing harm from all forms of hate; YouTube report; Aboriginal Memes Report
2013	Antisemitism on Facebook Report, Islamphobia on Facebook report
2014	Fight Against Hate reporting tool launched; focus on briefings
2015	Measuring Antisemitism interim report (Facebook, YouTube Twitter); Responsible free speech report (private funding runs out)
2016	Measuring anti-Muslim hate interim report (mostly Facebook, but also YouTube and Twitter); Measuring Antisemitism final report (Facebook, YouTube Twitter); Creation of CSI-CHAT analysis tool. (Government funding runs out)
2017	Fight Against Hate redesigned by students (Running at minimum operating level)



CASE STUDY 1: THEMATIC REPORTS

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 W www.ohpi.org.au

Attacking the ANZACs on Facebook



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 Report: IR13-9
 Dr Andre Oboler

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Aboriginal Memes & Online Hate



Caution: Aboriginal and Torres Strait Islander peoples should be aware that this publication may contain images of deceased people or images that may cause offence.


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 Report: IR12-2
 Dr Andre Oboler
 October 2012

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Islamophobia on the Internet The growth of online hate targeting Muslims




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Recognizing Hate Speech Antisemitism on Facebook



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Je Suis Humain

Responsible free speech in the shadow of the Charlie Hebdo murders



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Incident Report and Analysis

YouTube User momlvx1




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The Antisemitic Meme of the Jew



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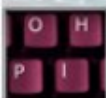


CASE STUDY 2: FIGHT AGAINST HATE

**Responding } Public
Reporting }**

**Transparency } Experts
Accountability }**





FIGHT AGAINST HATE

[Home](#)[About](#)[Help](#)[Contact](#)

Welcome to Fight Against Hate

Fight Against Hate is a project of the *Online Hate Prevention Institute*. It's aim is to bring greater transparency to the way social media companies respond when users report hate speech to them.

Fight Against Hate aims to empower the public, inform decision makers, and hold social media companies accountable for responding to breaches of their terms of service or when community standards fall below what the public expect.

IF YOU SEE ANYTHING ONLINE PROMOTING PHYSICAL VIOLENCE AND SERIOUS DESTRUCTION OF PROPERTY

Report it to [FightAgainstHate.com](#)

under the category of

Promoting imminent violence/terrorism/threats to national security

Please login to continue

Username: Password: To register a new account [click here](#)Forgotten password? [click here](#)

How F.A.H. helps



Social Media Users

How F.A.H. helps



NGOs and Researchers

How F.A.H. helps

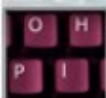


Government and Law Enforcement

How F.A.H. helps



Media & Bloggers (Press Pack)



**FIGHT
AGAINST
HATE**

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Reporting Homepage

Logged in with Facebook



New Report:

(insert web address of offensive content)

Currently supports:

• Facebook • Youtube • Twitter

NEW

[Submit Report](#)



[View Reports](#)



[Unavailable]



[Review Reports](#)

Points

808

Reports

Wins

Self

32

0

Team

29

0

System Wide Status

5607

Reports

4232

Items

867

Users

List by name

[View Team Members](#)



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Classify online content

Classification

- Antisemitism
- Cyberbullying
- Anti-Muslim hate
- Homophobia
- Hate targeting Indigenous Australians
- Hate targeting people with disabilities
- Promoting imminent violence / terrorism / threats to national security
- Misogyny / prejudice against women
- Other hate type not listed
- I don't wish to classify it

Confidence

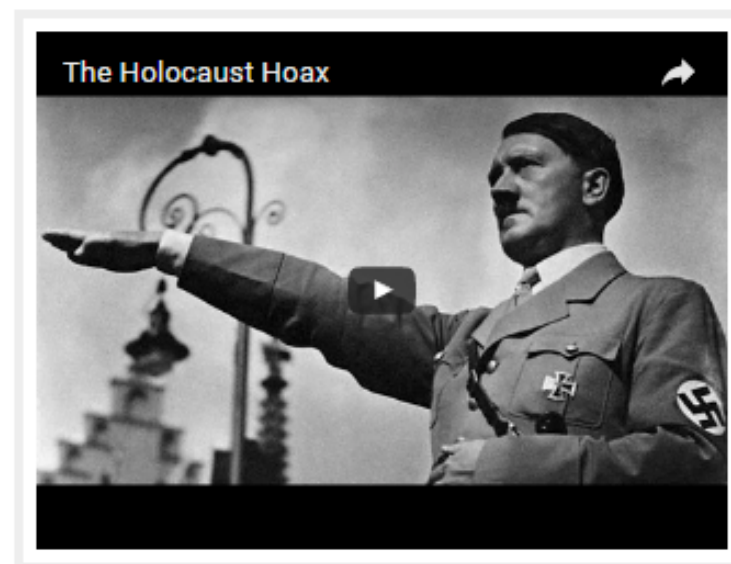
How confident are you with this classification?

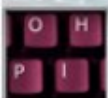
- Certain
- Very confident
- Confident
- Not very confident

[Next](#)

Item Preview

Item detected as:  YouTube  Video





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Classify online content

Antisemitism

- Promoting violence against Jews
- Holocaust denial
- Classic antisemitism (not Israel-related)
- New antisemitism (Israel-related)
- I don't wish to classify it

Confidence

How confident are you with this classification?

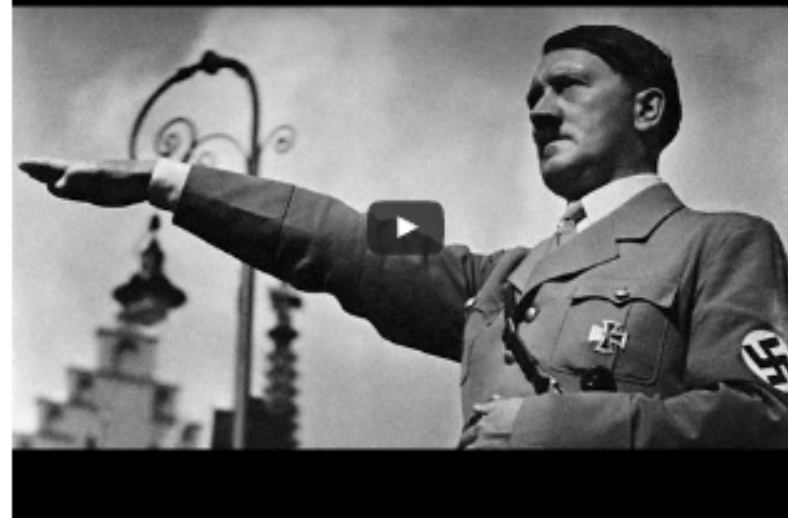
- Certain
- Very confident
- Confident
- Not very confident

[Next](#)

Item Preview

Item detected as: YouTube Video

The Holocaust Hoax





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[Contact](#)

Reporting Homepage

Logged in with Facebook



New Report:

(insert web address of offensive content)

Currently supports:

- Facebook • Youtube • Twitter

NEW

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Your Reports

Preview	Item Information	Item Report
	<p>The Holocaust Hoax</p> <p>Platform: YouTube Type: Video ID: vpmVx0GpX84</p>	<p> First report: 19 Aug 2016  Status: Online Change</p>
	<p>Un valeureux guerrier pour la vérité</p> <p>Platform: YouTube Type: Video ID: NooXPzqnGPg</p>	<p> First report: 19 Jul 2016  Status: Online Change</p>
	<p>title not found</p> <p>Platform: PokemonGo Type: BusinessOperations ID: 3rd</p>	<p>First report: 11 Jul 2016 Status: Online Change</p>
	<p>title not found</p> <p>Platform: PokemonGo Type: OperationalRisk ID: newteststop</p>	<p>First report: 11 Jul 2016 Status: Online Change</p>
	<p>US Presidential Candidate says, "Israel Did 911" Zionists Control US Politics.</p> <p>Platform: YouTube Type: Video ID: -1xHiMa4B8Y</p>	<p> First report: 12 Jun 2016  Status: Online Change</p>



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Review an Item

Thank you for offering to review items others have reported.
Your assistance with reviews is important as it helps to improve the quality of the data this system collects.

Content to Review

- This item is a YouTube Video
- View it below, or via [this direct link](#)

Jim Condit Jr. - The Zionist Take-Over of th...

Yes
(it's Hate)

No
(it's not Hate)

Content is no longer online

Skip
(I'm not sure)

Examples of statistics that become available

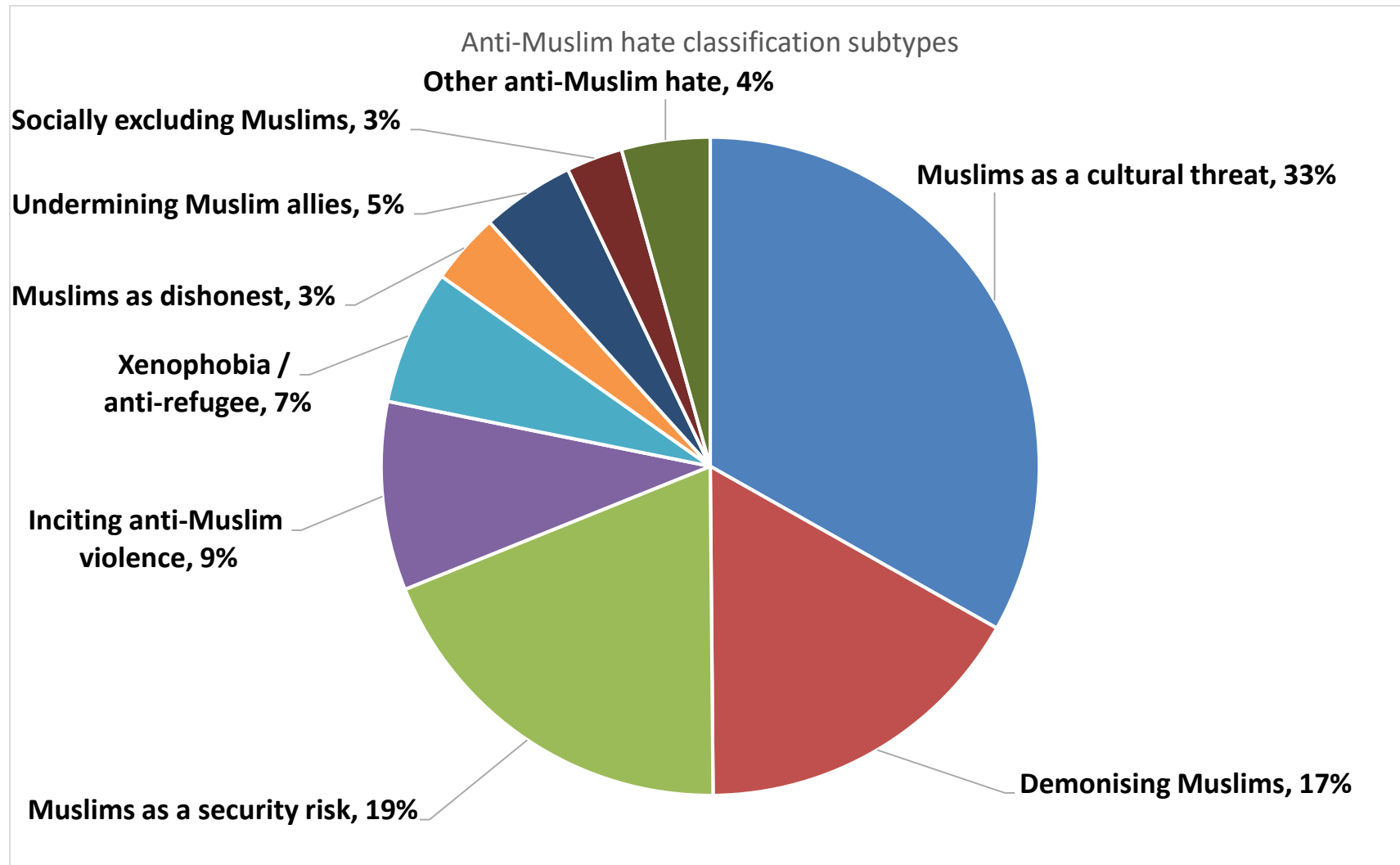
- Items reported over time
- Increase in items by social media platform
- Trends over time by hate type
- Time taken to remove items
- Average time to remove item by platform
- Trends in reports by state/country
- Responsiveness by platform



CASE STUDY 3: EMPIRICAL REPORTS

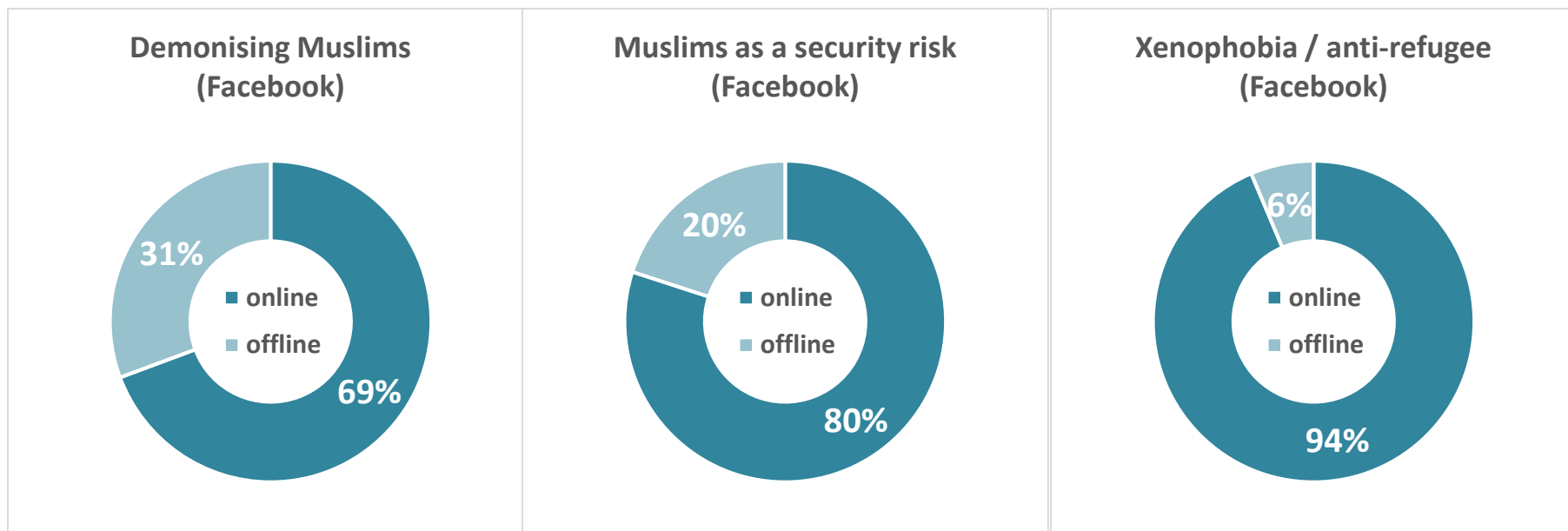
Spotlight on Anti-Muslim Hate Report

Based on a sample of 1111 Items of Anti-Muslim Hate Speech



Spotlight on Anti-Muslim Hate Report

Take down rates so far

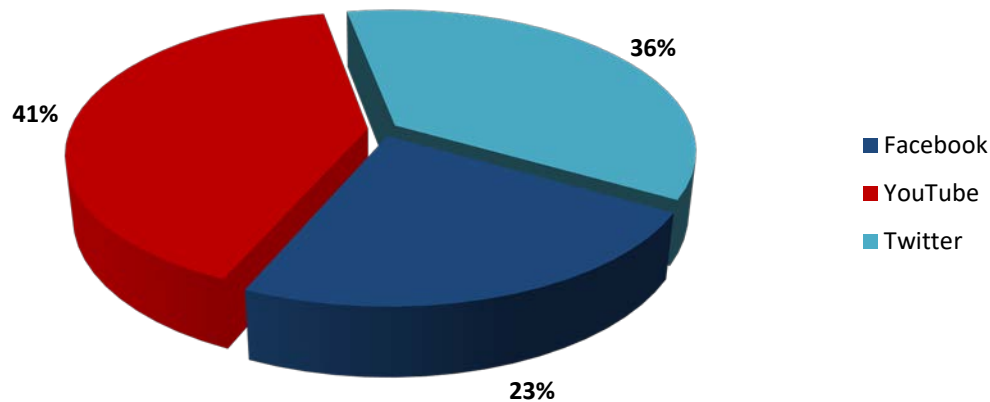


These items have been reported to the platforms through the usual reporting mechanisms. We will be offering senior management the list we are using, and allow them time to review the items, before publishing the final report.

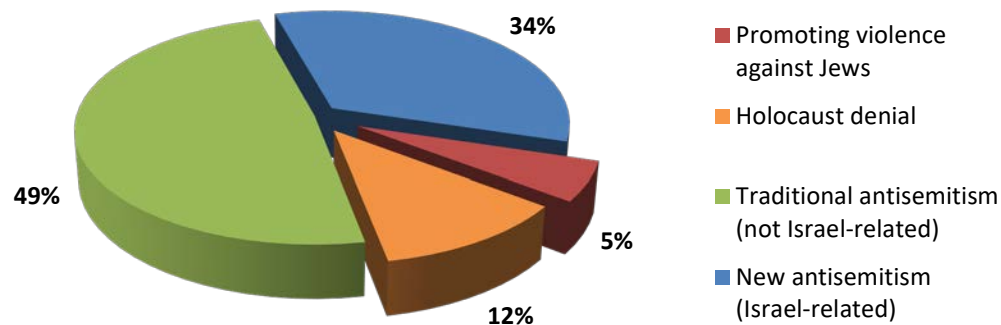


Sample size: 2024 items

Antisemitism
by social media platform



Antisemitism
by classification sub-types



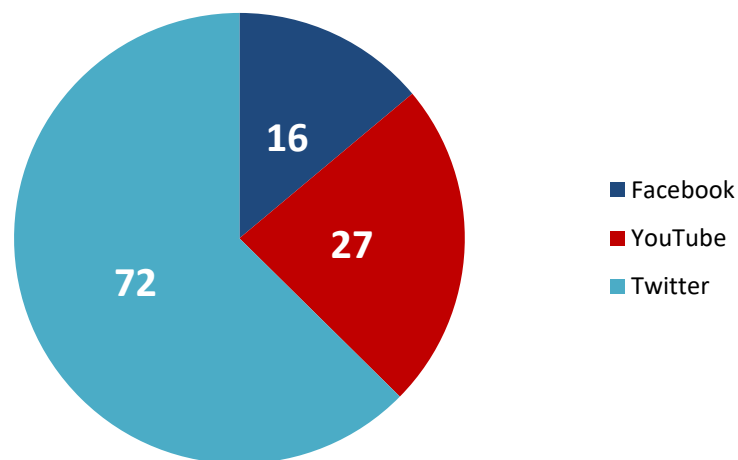


By Dr. Andrea Phillips

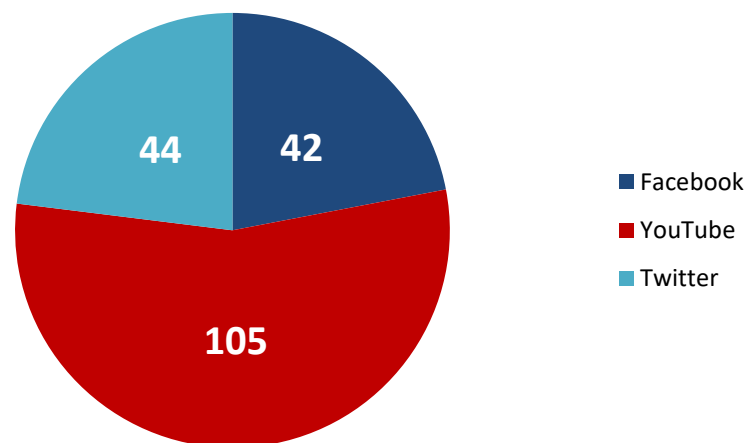
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We see that different kinds of Antisemitism are more prevalent on different platforms. Prevalence is a combination of what users upload, and what action the platform is taking to remove such content.

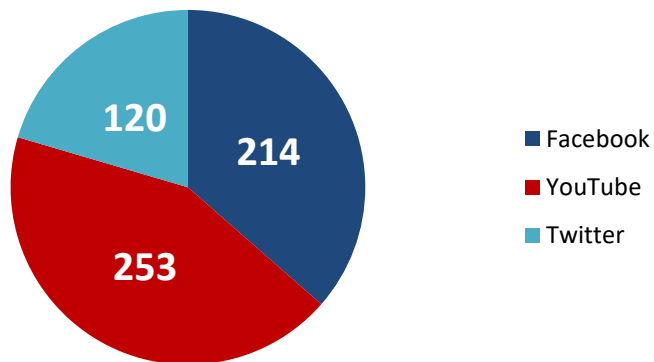
Promoting violence against Jews



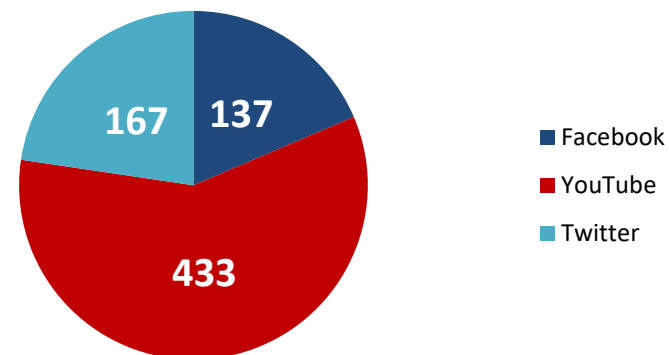
Holocaust denial



New antisemitism



Traditional antisemitism





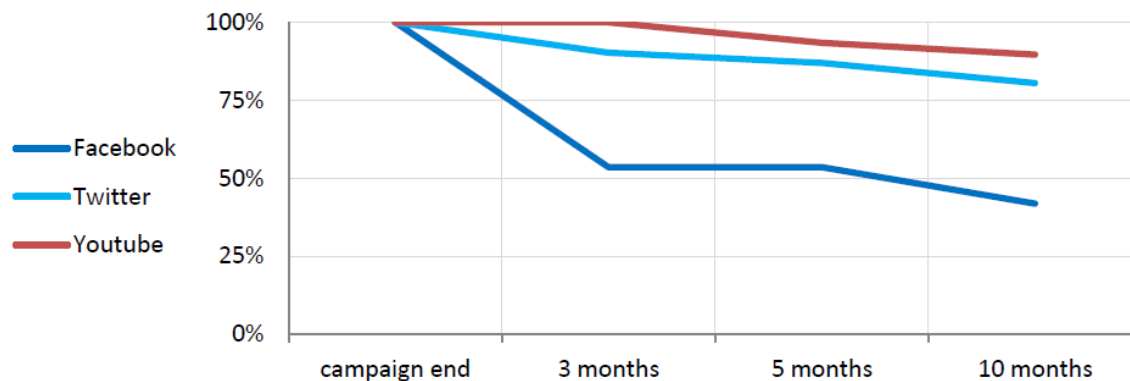
By Dr. Andrea Finster

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Removal Rates

	Traditional	New Antisemitism	Holocaust Denial	Violence	Plat. Avg.
Facebook	42%	27%	58%	75%	37%
Twitter	25%	20%	20%	14%	22%
YouTube	9%	4%	10%	30%	8%
Category Avg.	21%	16%	22%	26%	

e.g. Removal of Holocaust Denial



Facebook: 58%
Twitter: 20%
YouTube: 10%



CASE STUDY 4: COMMUNITY AND CAMPAIGNS

The Facebook Page

- Over 24,000 supporters
- A “No Platform” policy banning people from problematic groups and creating a safe space
- Used to encourage engagement in campaigns (not just sharing of information)
 - Briefings
 - Major campaigns



Briefings

	Holocaust Denial on Facebook On October 2, 2014, OHPI published a detailed briefing published on October 5, 2014. OHPI drew attention to three Holocaust denial pages on Facebook. Holocaust: The Great Deception, Holocaust: The Great Deception, and Holocaust: A Big Lie - which promote conspiracy theories about the Holocaust.
	Anti-Muslim Hate on Facebook On October 2, 2014, OHPI published a detailed briefing calling attention to a popular Australian hate page on Facebook called "Take Back Australia". OHPI had been monitoring the page for a while but a recent spike in its popularity led us draw public attention to its hateful content.
	Squadron 88 Returns Squadron 88 is a recently formed neo-Nazi group which has been distributing anti-immigrant and antisemitic flyers across Sydney. On September 27, OHPI published a briefing on its online and offline racist activities.
	Hate against cyclists On January 2, 2015, OHPI published a briefing examining the problem of hate against cyclists on social media, as well as the cyberbullying tactics used by the cyclist lobby to draw attention to the problem.
	Holocaust Memorial Day To mark the Holocaust Memorial Day on January 27, OHPI published a briefing calling on social media companies to add Holocaust denial to their list of banned hate speech. Our briefing discussed how Holocaust denial is accepted as antisemitic hate speech by many different government agencies around the world. It has been discredited by the scientific , academic and media . Unfortunately, social media has provided a platform for Holocaust revisionists to take such theories to the public without any checks or filters. Social media platforms should put a stop to this.
	Rise of Modern Antisemitism Our briefing highlighted numerous comments made on OHPI's Facebook page following the publication of a briefing on Holocaust denial. The comments show how the Israeli-Palestine conflict is being used to shut down any legitimate concerns raised by Jews with respect to rising antisemitism. To confute Israeli actions in Palestine to the Nazi government policy and Holocaust is a part of Hamas' social media strategy to turn public opinion against Israel.

	Denmark Attacked In response to the terror attacks in Denmark, OHPI released a short statement reminding people of the importance of respecting our freedoms. It was linked to the report we published in the wake of the Charlie Hebdo attacks.
	The why of rising antisemitism OHPI looks at why Jews in particular are targeted in a briefing. It debunks some of the popular theories on the subject and suggests that the reason could be that the Jews are the "original other", at least in the Western culture.
	Aboriginal Hate on Facebook OHPI has published a new briefing calling for the removal of a new anti-Aboriginal Facebook Page: "Aboriginal Hate on Facebook". The page is promoting discredited white supremacist theories and ugly stereotypes about Australia's indigenous communities.
	Fighting Online Misogyny on IWD To mark the International Women's Day on March 8, OHPI published a briefing by the feminist campaigner Caitlin Rees about her experience of misogynistic harassment and cyberbullying on Twitter.
	Harmony Day campaign To mark Harmony Day, OHPI campaigned to get an antisemitic, anti-Muslim and anti-Aboriginal image removed from Facebook. The anti-Aboriginal image was removed , but the antisemitic and anti-Muslim image is still online.
	OHPI gets hate removed In late March we had four Facebook pages and three Twitter handles removed that together promoted anti-Aboriginal hate, misogyny and antisemitism.
	Online Torts & Free Speech What should form the basis of judgement when deciding whether an online act constitutes a criminal offence? We discuss the issue from the perspective of both US law and Australian law.

	Condemning of Islam: Blasphemy OHPI published a briefing highlighting a cyberbullying campaign against the Muslim lawyer and community leader Shaykh Zakaria Naqvi , instigated by an anti-Muslim Facebook page.
	Rape Jokes on Facebook OHPI has called on Facebook to remove a Public Group on Facebook called "Ify Not Rape Ify You Holler Supra". Rape Jokes have been banned from Facebook since May 2013. Hence, this Group should go.
	Reporting 'New Watch' OHPI confronted antisemitism on Google+. In a briefing, we discussed a Google Group, its antisemitic character and content and called on our supporters to report this community to Google.
	Quranic Roof Support Page removed On June 21, OHPI published a briefing calling for the removal of a white supremacist Facebook page set up to support Quranic Roof, the racist killer of 2 black people in Charleston, US. The page has since been removed.
	Freedom of Speech on Facebook In this briefing, OHPI pointed out the hypocrisy of Facebook's claim that it stands for freedom of speech when it explicitly disallows promotion of content on its platform that enforces Facebook. Such limitations on speech in a virtual monopoly are dangerous.
	Antisemitic Facebook Page removed OHPI reported and got removed an antisemitic Facebook page: "Yorkshire Anti Communists". As we discuss in our briefing, the page was using communism as an excuse to attack Jews in general.

	Reporting Homophobic Facebook page OHPI is currently running a campaign to report a homophobic Facebook page: "Resistance Against Economic Fascism".
	Reporting 'Gays Should Be Fit & Muscular #gays' OHPI is also calling its supporters to report another homophobic, body shaming page: "Gays should be fit and muscular #gays". Read more here and report the page.
	Calling out popular anti-Muslim myths In a briefing we tackle the popular anti-Muslim argument that somehow their presence in Australia is a "threat to our way of life". We also share a video in which an Australian Islamic scholar explains the conventional concepts Sharia and Qibla .

	Let's kill on Facebook OHPI successfully campaigned for the removal of the Facebook page: "Kill (Judeo)Qibla". The page called for the murder of the captured Israeli soldier. It went on to celebrate his death and post generic antisemitic content.
	Israel/Neazi Comparison This OHPI's briefing explains why it is both incorrect and offensive to compare the Israeli government to the Nazi party. This comparison has been gaining popularity in social media, despite being publicly recognised as a form of antisemitism.
	Jews Control the Media Canard OHPI debunks the myth that "Jews Control the Media". We explain the origins of this conspiracy theory and provide references on the topic. Use our explanation next time someone you know tells you that the "Jews control the media" line.

	Report the "Stop the Straight Hate" Page This briefing looks at the homophobic Facebook page "Stop the Straight Hate" (ID: 7154077551046970). This page was started on July 4, 2010 and has generated 425 likes. It was started soon after the US Supreme Court ruling on June 26, 2015 that legalised same-sex marriage in the US. Many of the supporters of the page are Australian.
	The danger of the Australian Far-Right Australia officially now has a political party modelled on the far-right wing movements in Europe. That's the opening of an article in the Sydney Morning Herald last Sunday. The far-right in Australia, however, has a beat. There are the overt neo-Nazis, and the movement is supported by far-right groups from overseas like Britain's Golden Dawn, but there is also a conception to multiculturalism in parts of Australia's far-right.
	Report 'Adam Goodes for the King of the Year' In this briefing, we examine some of the arguments used by supporters of anti-Adam Goodes page to justify their aggressive, persistent and racialised boomer of the Aboriginal Sydney Swans player. We also discuss the larger social context within which the boomer occurs and why, in light of this, many consider the boomer to be racist.

	Hatefully presenting Muslims as a threat to our way of life This briefing examines the way anti-Muslim groups present local Muslims as a "threat to our way of life". This threat is presented in three ways: the first says that Muslims want Sharia law to replace the law of the land; the second presents Muslims as a "cultural threat" for not fitting in; and the third presents Muslims as an economic threat, be that as a drain on the welfare system or a threat to jobs.
	A Mosque at Cumberlin On September 14, OHPI published its latest briefing on a Facebook page protesting against approval for a mosque in Cumberlin (Gold Coast, Queensland). The page not only incited hatred against Muslims, it was also seeking to intimidate the local council and was closed by Facebook.
	Golden Dawn, Holocaust Denial & Facebook As Greece outlawed Holocaust denial, OHPI published a briefing drawing attention to Facebook's refusal to accept Holocaust denial as hate speech and to the Greek neo-Nazi party Golden Dawn's continued efforts to gain a foothold in Australia.

Major campaigns

- Other organisations invited to partner on these
- The aim is to activate the public and collect data
- The end result is an empirical report

**FIGHT
AGAINST
HATE**

SAMIH: Spotlight on Anti-Muslim Internet Hate

About the Campaign

Current Partners

Australian Federal Police



Islamic Council of Victoria



ISLAMIC COUNCIL OF VICTORIA

Current Supporters

Multicultural Communities
Council of Illawarra



Faith Matters



Cyberspace Law and Policy
Community



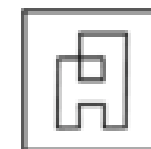
Federation of Ethnic
Communities' Councils of
Australia (FECCA)



All Together Now




The Agency
La Trobe University






Reporting Homepage

Logged in with Facebook

 **New Report:**

(insert web address of offensive content)
Currently supports:
• Facebook • Youtube • Twitter **Submit Report**

 **View Reports**  **[Unavailable]**  **Review Reports**

FIND OUT MORE ABOUT OUR CURRENT CAMPAIGN

SAMIH Spotlight on Anti-Muslim Internet Hate

Live Campaign Update:
416 items reported as anti-Muslim hate

click here for the campaign



Live updates during a campaign

Points	88	
	Reports	Wins
Self	1	0
Team	1	0

System Wide Status

4643 Reports	3569 Items	705 Users
------------------------	----------------------	---------------------

List by name

Here for SAMIH? Not sure what to do next?
We have [instructions for reporting](#), these will open in a new window.

Total Funding Status
\$3535 collected towards our \$5000 goal
(Next goal is \$8000)

[Help fund our campaign](#)

49% from crowdfunding

71% including sponsors, partners and other support

Where does the money go? [Find out here](#)



CASE STUDY 4: LIVE REPORTING

Live reporting

- We often attend events and share pictures and video live via our page
- This allows more people to feel a part of these positive activities
- It directly undermines the messages of hate and helps to improve resilience
- It leverages both our online capability and other organisations real world ability to convene in person
- Facebook: www.facebook.com/onlinehate
- Twitter: @onlinehate



MEASURING IMPACT

- Fight Against Hate
 - Launched by Paul Fletcher MP on behalf of then federal Communications Minister Malcolm Turnbull MP
 - Cited in 2 UNESCO reports as an innovative tool to tackle hate speech
 - Presented at the UN in NY, to international bodies, endorsed by the GFCA
 - Successfully used to create the two major empirical reports (antisemitism and anti-Muslim hate)

- Facebook group
 - 24,000 is a large Facebook group, about 25% the size of the Australian Human Rights Commission's page (despite huge differences in budget, staffing & government status)
 - Some posts have very high levels of engagement
- Reports
 - Cited in parliamentary reports, UNESCO reports, a recent Special Rapporteur's report to the UN Human Rights Commission
 - Changes to software of social media companies based on recommendations in our reports

- Briefings
 - A significant number of the items we focus on come down
 - Good engagement numbers

Year	Number of Briefings	Total Likes / Shares
2014	32	8,800
2015	45	29,800
2016	84	39,217

The real impact

- By tackling all forms of hate through one organisation and in one community it shows that the affect group is not separate from society but part of it
 - Increases targeted groups resilience by undermining the messages of hate
 - Our message is they are welcome and we will stand with them
 - While they may be the targeted minority now, they are invited to be part of the majority in standing up with against hate targeting others
 - Increases individuals resilience by giving them reporting as an empowering and practical action
 - Empowers people to support different groups, strengthening community cohesion when it is needed most



THE NEXT STEP....



Make a report

Help

Paste the web address of the conten

Submit Web Address

Go to Main Site

Hate Report Summary

The new software (released early 2018)

1. A reporting form embedded on organisation's own websites
2. Enabling more people to gather data from the public & see what they collect

Good news! The web address you submitted has been successfully identified



TWITTER STATUS

Gays have drilled into our heads that they r equal to us. Now they claim mental illness bcause of #plebiscite Sno...
<https://t.co/hQ0viv9oPD>

View Item

Hate classification

Select hate classification

- Attacking a group
- Attacking an individual
- Spreading false information
- I don't wish to classify it
- Other hate type not listed

If other, mention the hate classification here

How confident are you with this classification?

- Certain
- Very Confident
- Confident
- Not Very Confident

Next



CSI-CHAT

Crowd Sourced Intelligence
Cyber Hate and Threats

Organization Logo

Home Hate Items Reporting Administration Test2 User Help Log Out

Incoming Items

Filter By: 3 checked Filter

Folders: antimuslim, antisemitism

Image	Hate Item	Hate Type(s)	Report Details	Categorize
	Image:10157615962925548	antisemitismDenial (80%)	Reports: 1 Last Reported: 08 Nov 2016 First Reported: 08 Nov 2016	Categorize
	Image:1510165029303416	antisemitismDenial (95%)	Reports: 1 Last Reported: 23 Mar 2016	Categorize

3. An advanced analysis tool connects to this data and enables data sharing as well as working with the data
- (a) Incident Reports
 - (b) Trend analysis
 - (c) Categorization
 - (d) Annotation

Designed for researchers, human rights agencies, police and community groups

CSI-CHAT

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Test case file

Report Note:

Items:

- antimuslim
- antisemitism
- antimuslim
- Image:10157615962925548
- antisemitismDenial

Add

Items Added:

	URL: https://www.facebook.com/10157615962925548	Note:
	Description: No Description found.	

Save

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CSI-CHAT

Crowd Sourced Intelligence
Cyber Hate and Threats

Home Hate Items Reporting Administration

Incoming breakdown from 01-01-2016 to 01-01-2017

■ Holocaust Denial ■ Calls for violence ■ Use of offensive symbols

Title

Save Report Title

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The challenge... working together

- The problem of Hate 2.0 is growing.
- It is destroying people's resilience and that of communities and it is ripping the social cohesion of society apart.
- We need to stand together to tackle this toxic environment.
- We need to overcome the technological barriers.
- We need to unite bringing all of our strengths together, sharing best practice and enabling others.
- **Only then will we see toxic tide turn.**

References

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