**Hate Messages Codebook**

**Coder ID:** Enter the number that corresponds to your coder ID.

**Message number:**

**Platform:** Identify which platform the message came from.

Twitter/X  
 Stormfront  
 Gab  
 Reddit

**Hate:** Messages containing ridicule, insult, bullying, harassment, advocacies of violence, intimidation and threats, intolerance, and/or disparagement; expressions that–were they seen by the kind of person they portray–would potentially harm or humiliate the individuals or groups, intending to offend, discriminate, and abuse a person or a group based on defining characteristics like gender, race, religion, immigration status, nationality, or other minoritized group identity, or dehumanizing physical or mental characteristic. Hate messages encourage like-minded readers to hate the targets. Hate messages may attempt reasoned discussions but blame a group (or prototype member of a group) conspiratorially. They may advocate changes in law or privilege to control or diminish societal participation or access to resources by some target group because of some (assumed) distinctive aspect of simply being in that target group. Hate messages may provide reasons why people should devalue a target group or consider it inferior, from brief dehumanizing exclamations to historical, biblical, or pseudoscientific assertions.

Select whether the message is a hate message or not. Be liberal in your interpretation and when in doubt mark the message as hate.

Yes  
 It’s ambiguous  
 No

**Username:** Identify and enter whether the message poster used a name (e.g., @JoeW), a pseudonym (e.g.,@BrightStar), or appears to be anonymous (e.g., @670957340957).

Name  
 Pseudonym   
 Anonymous

**#hashtag or topic (should be able to scrape this so no coder field here)**

**Date posted (should be scraped)**

Is there an \*explicit\* *ingroup*, i.e., a category of people who are presumed share this view, mutually detest whoever the message is about, or are allegedly or potentially victimized by whoever the message is about? (You can choose more than one but be conservative; choose None if none.)

NONE or not explicitly

White people

Men

Women

Americans

Black people

Jewish people

Palestinians

Other:\_\_\_\_\_\_\_\_\_\_\_

**Is there a target group that the hate message is about? (Try to choose one; you can choose more than one if necessary.**

White people

Black people

Mexicans

Immigrants (people who have come to the country from some other country or are seeking to)

Foreigners (people from other countries/nationalities, but not trying to immigrate)

Jewish people

Israelis

Zionists

Palestinians

Muslims

Arabs

Chinese people

Asian people (nonspecific)

Americans

Men

Women

Gay/Lesbian/Bi/Queer People

Trans People

**SECTION BREAK**

**Content Coding**

**The next sections ask you to rate the messages on several "types". For each type, choose the option that comes closest to matching the content and intent of the message. There will never be a perfect match where you find an exact description of the qualities of the message you're coding. Think of the coding options as points along a continuum from "none", growing in intensity to the last choice in each type, which is the most severe.**

**Competitive Messages** include advocacy for conflict between groups, or restrictions of *real-world resources* (political power, territory or property, access, voting, freedom, or movement [borders]) that should be redistributed among groups or reduced/eliminated/separated from outgroups.

Choose the option, below, that comes the closest to describing the message:

A. The message includes nothing about resources (e.g., political power, territory or property, access, voting, freedom, or movement [borders]).

B. The message includes complaints about the status quo with respect to resources or opportunities, without stating that something should be done about it. E.g., "All the jobs go to [women] because of [affirmative action or whatever]."

C. Without advocating any action by the writer or readers, the message implies that there should be some change to the distribution of resources or opportunities that would be more fair or favorable to the ingroup and/or constrain the target(s). Phrases might include, “there ought to be,” “it would be good if,” “someone should,” or “people have a right to...”; “Those people get more [X] than they deserve…”

D. The message includes a call to action legal or regulatory against a specific target but not a confrontation. A message might encourage people to sign a petition or vote a certain way (for a candidate or legislation) in an election, to change laws or policies, in a way that reduces advantages or opportunities that targets have.

E. The message encourages physical movement of other people in order to affect or impose a change in access or opportunities of a target group, but it does not advocate physical aggression or violence. For example, it might advocate that someone (or soldiers) should go to block border crossings.

F. The message encourages the message’s readers to, themselves, respond physically (but not violently) by attending a rally to protest targets’ excessive privileges (like a White Lives Matter rally), or to go block a border themselves.

**Advocacy of (Physical) Violence**: Advocacy or acceptance of **physical** force intended to hurt, damage, or kill someone or something.

Choose the option, below, that comes the closest to describing the message:

A. The message includes no allusion to physical violence.

B. The message implicitly endorses violence or suggests that violence might be an understandable response. “"No wonder that [slur] got killed. He was doing [action], he should have seen it coming."

C. The message advocates or supports physical obstinance, refusal to give way or refusal to move or leave a space even if someone tries to use force. For instance, messages might state that “they can have my gun when they pull it out of my hand.”

D. The message advocates for unarmed violence (e.g, fighting, hitting, breaking legs). The message does not include mention of armed violence (e.g., gun use).

E. The message advocates initiating violence or the use of weapons intended to inflict serious harm, short of murder or death.

F. The message advocates for murder, war, bombing, and/or genocide.

**Descriptions of, Arguments about, & Comparisons with Targets**: These messages assert or describe positive things about the ingroup relative to the target, and/or assert or describe inferior or negative qualities of the target group, or show how the ingroup and target groups are distinct. They include stereotypes about a target group. Creative strategies attempt to justify the ingroup’s superiority over the target group. The assertions and claims don’t have to be real. Sometimes they appear as logical reasons or historical explanations for the inferiority or insidious evil of a target.

Choose the option, below, that comes the closest to describing the message:

A. The message includes no positive mention about the ingroup or negative evaluative comment about the outgroup.

B. Implicit denigration of the outgroup by implicit praise of the ingroup, without explicit comparison. For instance, a message might state that “it’s fine to be proud to be white.”

C. Derogatory names, simple disparagements, e.g., “Another ruined day encountering [marginalized group member].” “These people are like cockroaches.”

D. The message includes superiority of the ingroup AND denigration of the outgroup by comparing the two explicitly. “White people are just [better looking, smarter, etc.] than X folx.”

E. The message includes overt, explicit comparison(s) of the ingroup to the outgroup(s) based on any simple criterion, without any evidence or support for the assertion.

F. The message includes implicit or explicit superiority of the ingroup, or explicit denigration of the outgroup, by providing some elaborate explanation allegedly based in history, science, logic, etc. This could include a description of events suggesting control, conspiracy, or deception by the target group or its members. “Dr. Fauci and the Jewish-dominated pharmaceutical companies hid the evidence that covid vaccinations killed white people.”

**Threat and Inequity**: Threat and inequity refers to statements that the ingroup’s rights or resources or existence is being (unfairly) denied,stolen from them, or given to some target outgroup(s). Rights to free speech, to fair evaluations, to get jobs based on merit, to live separately from undesirable others, can be “under threat” or already imbalanced, due to the influence of, or favoritism being given to some other group. The ultimate threat to the ingroup is a threat to their existence, which could be caused by some outgroup(s) contaminating their pure blood/genes, or by genocide

Choose the option, below, that comes the closest to describing the message:

A. The message is all about the target and includes no mention of the ingroup.

B. The message alludes to double standards and unfair criticism, where other groups receive liberties that the ingroup is denied. For instance, “Their racial groups get to say their lives matter but we can’t say our lives matter” or “They can use certain racial slurs to refer to themselves but if we say it they call us racists.”

C. The message expresses the desire (within the ingroup) or the right or the equity of wanting to associate with or live among only their own kind. “Other people get to but not us.”

D. The message accuses others of trying to make the ingroup feel shame or to constrain the ingroup’s liberties or options, or persecuting them through media statements, social media postings, or other cultural or institutional influences (e.g., Critical Race Theory as a weapon to shame them, WOKEism, etc.).

E. The message alludes to “replacement,” of losing jobs or opportunities or their country to outgroup(s) that they believe rightfully belong to themselves. For instance, a message might state that “those damn [immigrants, other groups] got all our jobs!”

F. The message mentions existential fear and/or anger about extermination or impurification by the outgroup. These messages include indication of clear danger or a plan/conspiracy that outgroup members try to take over, or mix races and thereby extinguish their existence. For instance, a message might state that “Their whole plan is to mix with us and then there will be no [ingroup]left.”

**Trying to Be Funny:** The next code has to do with the degree to which the message poster is trying to be funny, witty, humorous, or demean the target by ridicule and satire. A strong score doesn't mean that *you* think it's funny--it means that people who write the message think it's funny and are trying to make others who are like them laugh along with them.

Choose the option, below, that comes the closest to describing the message:

A. No attempt to be funny. Serious message.

B. Being snarky and condescending in their description of a target/group.

C. A joke or riddle or description or analogy making fun of some person in a way that humiliates them.

D. Caricatures a target member or a whole target group in a way that's associated with stereotypes that are supposed to be funny. For instance, some reference implying or stating something about a group being cheap or a group being lazy.

E. Anecdote about some target person or persons failing or suffering some unfortunate outcome or doing something foolish as a result of some aspect of their identity or the mentality or traits associated with their group.

F. Anecdote describing an episode or conversation in which the message writer spoke or wrote to a target, and purposefully taunted, ridiculed, or insulted them, communicated in the posting in such a way as to get others to laugh at the victim.