

Coding Statement: Combating Antisemitism SRI Team

A. Instructions

To train technology how to code antisemitic social media content, our researchers have to build its framework. In our research, coders will have to identify both manual and automatic variables. Automatic variables are those listed in our dataset's columns which are given to us by Pyrra – such as Hateful, Violent, Negative, and Offensive – or variables that don't require intermediary criteria to answer for the variable at hand. The following Coding Statement aims to unpack how coders will determine manual variables, those in which subjectivity, critical thinking, and an understanding of antisemitism all play a role.

Coders begin with the [Unmasking Antisemitism SRI Data Set](#), a collection of spreadsheets which together, compile and analyze how antisemitism is expressed on free-speech platforms. All columns in the first three spreadsheets of the data set must be filled out by a coder. The first three spreadsheets include the [Dictionary of Terms](#), the [Reporting Layer](#) and the [Raw Dataset](#) template. The first sheet in the dataset, The Dictionary of Terms, compiles 16 entries by the American Jewish Committee in its "[Glossary of Hate](#)" and is meant for coders to record information about the terms listed in each row. The Reporting Layer is meant to run reports in Excel about the terms. This sheet will house all the social media posts pulled for each term and its corresponding variables as expressed in each column. The Raw Dataset sheet is a collection of text, screenshot hyperlinks, and other factors pulled from social media posts. For each term coders collect social media posts for, a new Raw Data Set sheet should be created. See "Cultural Marxism Raw Dataset" as an example. Coders will primarily be working in the Raw Dataset sheets before copying completed sheets into the Reporting Layer. The full text and accompanying screenshot hyperlink from social media posts must be copied and placed in the Raw Dataset of the Google sheet. In the Reporting Layer tab, a link must be placed to the social media post that corresponds to the Raw Dataset sheet. It's important not to place the full text or images in the Reporting Layer.

Beginning with the first row in the Dictionary of Terms tab – in this case, cabal – coders will plug in the term, and eventually its associated language, into Pyrra. **Pyrra** is a platform with the ability to scan for specific language on the following free-speech platforms: Disqus, 4chan, Mastodon, KiwiFarms, Telegram, Minds, GETTR, Truth Social, Post, Rumble, Incels, Counter Social, Gab, Patriots, Bitchute, GreatAwakening, and Communities. It is possible that Pyrra changes the platforms it monitors, whether by adding or dropping. Should this happen, coders should continue as normal and take note of the changes to notify the team. Coders will then download the social media posts from Pyrra for the determined timeframe. Using the Raw Dataset Template, create a new sheet for each term. Fill in each column to categorize and identify how online users are engaging in antisemitism. A full list of variables and their

explanations that coders are expected to identify can be found in the Data Log under Raw Dataset. Coders can view the Cultural Marxism Raw Dataset tab as an example.

Our Dictionary of Terms began with 16 “**existing**” terms, or previously identified antisemitic language as determined by the American Jewish Committee. While using Pyrra to identify how existing terms are appearing, the process has unveiled 24 “**emerging**” terms that have been added to the Dictionary of Terms. Emerging terms are coded, covert expressions of antisemitism. While emerging terms are intertwined with **antisemitic tropes**, emerging terms repackage historic hatred with modern themes. More information on identifying emerging antisemitic terms can be found below in the coding statement’s “Identifying Antisemitism” section. Coder reliability is essential to identifying emerging terms. If the language in question cannot be substantiated as emerging, discard after careful consideration of the steps below and collaborative confirmation. In the event of coder disagreement over a term, a conversation takes place between the coders. If the issue can’t be resolved, it should be brought to the team leaders for resolution.

Additional tabs in the spreadsheet include the Data Log, Antisemitic Checklist, Test Sheet 1, Test Sheet 2, Potential Emerging Terms, Media Watch List, Archived Dictionary of Terms, and Term Frequency. The Data Log provides explanations of the columns used in the team’s three central data sheets. The Antisemitic Checklist provides further guidance on how to determine if a term is antisemitic. Coders should rely on this sheet when coding for whether a post is antisemitic in its respective Raw Dataset sheet. The two test sheets were used to provide a test case to the SRI Software Team. The Emerging Terms sheet is meant to keep record of potential emerging terminology potentially encountered on Pyrra. Follow the guidelines below in Part D and document your discoveries on this sheet. Coders should add any additional information or coding tasks to the Data Log and Antisemitic Checklist after consulting with fellow coders and team leaders.

This coding statement primarily focuses on how our research team arrives at decisions that involve manual coding and processes. Other variables are answers for us through Pyrra and can be found in the Data Log.

B. Defining Antisemitism

One task for coders is to identify whether or not a post expresses antisemitism. When answering this question in a term’s unique Raw Dataset, use the following definitions of antisemitism to inform your answer. The following is not the only criteria coders will need to consider.

- 1) [International Holocaust Remembrance Alliance](#) (IHRA) – Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of antisemitism are directed toward Jewish or non-Jewish

individuals and/or their property, toward Jewish community institutions, and religious facilities.

- 2) [Jerusalem Declaration on Antisemitism](#) – Antisemitism is discrimination, prejudice, hostility, or violence against Jews as Jews (or Jewish institutions as Jewish).

Note: This group of Jewish professors and scholars disagrees with the IHRA definition, arguing the IHRA definition discredits or silences legitimate criticism of Israel's policies.

- 3) Anti-Defamation League – Follows the IHRA definition.
- 4) [Southern Poverty Law Center](#) (SPLC) – Hate groups are groups based on official statements or principals that have beliefs or practices that malign an entire group of people. *In this case, Jews.*

C. Antisemitic Expressions: Tropes

Antisemitism, even in its modern expressions, is connected to several antisemitic tropes that date back to anti-Judaism that arose with Christianity. Understanding tropes will enable coders to identify when social media posts are antisemitic and when to identify emerging terms. In our research, we will also be categorizing antisemitic posts into their displayed trope.

Antisemitism presents itself in the following tropes:

1. Jews have too much power.
2. Jews are disloyal.
3. Jews are greedy.
4. Jews killed Jesus.
5. Jews used Christian blood for religious rituals.
6. The Holocaust didn't happen.
7. Anti-Zionism or criticism of Israel is never antisemitic.*

Trope	Language
Jews have too much power	World domination, Zionist/Zionism, conspiracy, media, Hollywood, immigration, politics, globalism, academia, industry, socialism, communism, capitalism, Marxism
Jews are disloyal	Espionage, traitor, plague, Dreyfus, loyal/disloyal, unrest, agenda, cabal, foreigners, allegiance, dual

Jews are greedy	Control, money, finance, bankers, banks, wealth, cheat, bribe, Rothschild, economic institutions (The Federal Reserve, International Monetary Fund)
Jews killed Jesus	Christ killer, Jewish ritual, messiah, crucifixion, Sanhedrin, Satan
Jews used Christian blood for religious rituals	Demonic, blood, Jewish bread, Passover, Christian children, wine
The Holocaust didn't happen	Fake, genocide, hoax, propaganda, reparations, resettled, quarantine, evacuation, fabricate, revisionist, fraud
*Anti-Zionism or criticism of Israel is never antisemitic	SRI team larger convo about this example, conflicting viewpoints shared by IHRA and Jerusalem Declaration.

Note: This language isn't inherently antisemitic, but are key indicators based in context.

Antisemitic tropes also present themselves in imagery.

Antisemitic imagery:	Hooked noses, dark/curly hair, octopus tentacles, other animal iconography (snake, rats, spiders, beasts, pests, pigs), blood thirsty people with young, Christian child, torturers of Christ/crucifix, fat/greedy/bankers, cash or money bags in hand, portrayed as predatory to white, Christian women, blood-sucking vampires, horns, pointed tail, puppet master holding strings
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D. Identifying Antisemitism: Existing and Emerging

To identify whether or not a post is antisemitic, apply the following criteria:

1) Existing Terms

Existing terms are based on the AJC's determination of antisemitic terms. The term is used in a manner directed at Jews, Judaism, Jewish people, slurs, or a synonym listed in our Dictionary.

Considering the context of the post, code the existing term to one of the seven antisemitic tropes listed above.

- *If you want to add a term that cannot be found in the Dictionary of Terms, the language might reflect an emerging antisemitic term. Flag the term and see coding instructions below for “emerging terms.”*
- See if the post links to material (other posts on free-speech platforms, images, videos, multimedia, etc) that matches language from the Dictionary of Terms.

2) Emerging Terms: Determining if Newly Identified Terms are Antisemitic

If a term in question doesn’t appear in our Dictionary of Terms taken from the AJC, then perform the following steps:

- Enter the term in the Potential Emerging sheet. Use the following framework to fill in the columns: explanation, identification, evidence, emerging determination, and additional links. Even if coders decide to exclude the term from our emerging list, keep your research process logged here and note in column E that it is not an emerging term.
- Perform a general search of the term on your internet browser. Do results elicit any understanding of the terms as being antisemitic? Search results might appear from websites like Urban Dictionary or the Southern Poverty Law Center, or media outlets reporting on the potential emerging term.
 - For example, when coding Cultural Marxism as an emerging term, a search for the term results in articles/posts to [The Southern Poverty Law Center](#), [The New York Times](#), [The Heritage Foundation](#), for example. Such relevant results should tip off the coder that this is an emerging antisemitic term.
- Decide if the term and its context apply to any of the four definitions of antisemitism in its targeting of Jews as a people, institution, religion, etc.
- Run the term through Pyrra. How are users across free-speech platforms engaging with the language? Do posts implicate Jews implicitly or explicitly?
- Does the post include other existing or potentially emerging antisemitic terminology found in our Dictionary of Terms or elsewhere?
 - Ex: Cultural Marxism, globalist, Soros, cabal
- Does the post demonstrate an applied understanding of antisemitic tropes or use tropes’ associated language? *Associated language is listed above.*

Verified emerging terms can be added to the Dictionary of Terms and categorized as “emerging.”

Consider the following example of an emerging term:

Posts collected from free-speech platforms need to be coded for whether or not they express antisemitism, and if so, what categories of antisemitism are displayed. In our current stage, we

have collected over 3,000 posts that contain the term “Cultural Marxism.” A basic definition of “Cultural Marxism” suggests the term refers to a revolutionary overhaul of tradition. Users on free-speech platforms have applied this term with an antisemitic usage. With this understanding, “Cultural Marxism” can be described as a conspiratorial attempt by Jews to dismantle American culture and morality. According to the Southern Poverty Law Center, the term is “an anti-Semitic theory that identifies Jews in general and several Jewish intellectuals in particular as nefarious, communistic destroyers.” Antisemites claim that Jewish intellectuals, some with communist ties, from the Frankfurt School came to the U.S. to destabilize Western society with an agenda to undermine Christian values of traditionalist conservatism and promote liberal values of counterculture, multiculturalism, progressive politics, and political correctness.

E. Identifying Emerging Tropes

Coders might also see the potential in identifying emerging antisemitic tropes. Antisemites typically rely on age-old tropes listed above in the coding statement’s third section. However, as antisemitism continues to grow and morph online, it is possible that new tropes and charges attach themselves to expressions of antisemitism. If the language of a social media posts and its larger context are antisemitic but don’t necessarily fit into the predefined seven categories of antisemitic tropes, a new trope might be emerging. For example, it can be argued that the usage of “Cultural Marxism” signifies a new trope: Jews as cultural conspirators or instigators. While a relatively modern term, “Cultural Marxism” and its associated expressions can be traced back decades, as argued in the New York Times [op-ed](#) by Professor Samuel Moyn of Yale. To identify emerging tropes, first determine whether the antisemitism displayed in a term and its broader context fit into one of the seven tropes. If not, find the larger anti-Jewish theme the term exemplifies. Answer the following question, what does this term – as applied in context – charge Jews of? In the case of “Cultural Marxism,” it's cultural conspirators. If the answer is unique to existing tropes, flag the term to the team and begin the process of coder reliability, ensuring others follow the same processes. Emerging tropes have the potential to arise through the same process as emerging terms – via access to social media posts on Pyrra.

F. Coder Disagreement

Should coders disagree on manual determinations in the Raw Dataset , coders must follow the following rules of conduct.

- Coders must hold a separate conversation in which involved parties explain the justification behind their individual ruling. When presented with all explanations, look to determine a conclusion.

- If disagreement remains, elevate conversation to team leaders Wendy Melillo, Jeff Gill, and Nathalie Japkowicz. Coders should provide context to the disagreement and a written justification, similar to what was discussed in the meeting between coders.
- Team leaders should resolve through their separate conversation or decide to hold a meeting with coders.
- If the issue results in a consensus, Coder 1 should make the changes to the Raw Dataset sheet. If the consensus is to change coding keys, with an additional category for example, the proper changes should be made to all applicable sheets – the Data Log, Raw Dataset, and Reporting Layer.

In addition to the coder disagreement process, coder reliability must be insured on both the Raw Dataset and Reporting Layer sheets. In each Raw Dataset sheet, use the drop down menu to select the Primary Coder, Coder 2, and Coder 3. This means that all social media posts will be seen by at least three coders. In the Reporting Layer, indicate “Yes” or “No” if a post is fully vetted. This means all three coders have reached consensus on all variables.