

4.3 Harmful to Specified Groups

Use the **Lowest** rating for pages that promote, condone, or incite hatred against a Specified Group of people.

For the purposes of Search Quality rating, a Specified Group is a group of people that can be defined on the basis of:

- Age (e.g., older adults)
- Caste (e.g., Dalits)
- Disability (e.g., people who are blind)
- Ethnicity (e.g., Roma)
- Gender Identity and Expression (e.g., transgender people)
- Immigration Status (e.g., student visa holders)
- Nationality (e.g., Italians)
- Race (e.g., Asians)
- Religion (e.g., Christians)
- Sex/Gender (e.g., men)
- Sexual Orientation (e.g., lesbians)
- Veteran Status (e.g., Marines)
- Victims of a major violent event and their kin (e.g., victims of the Holocaust)
- Any other characteristic that is associated with systemic discrimination or marginalization (e.g., refugees, people experiencing homelessness)

The tone of the harmful content must be either serious (i.e., not joking or satirical) or mean-spirited (i.e., with an intent to demean or promote intolerance) to be considered Harmful to Specified Groups. Comedy or artistic expression related to a Specified Group should not be considered harmful unless it is clearly mean-spirited or has other clear harmful impact.

Criticism of objects, philosophies, and ideas are generally not considered Harmful to Specified Groups. For example, negative criticism of a religious doctrine should not be considered targeted at the Specified Group that follows that religion. Remember that the content must promote, condone, or incite hatred of *people* to be considered Harmful to Specified Groups.

Educational pages (e.g., definitions, research, academic papers), news stories, or other pages that have a beneficial purpose of informing society should not be considered Harmful to Specified Groups. Similarly, historical documents/videos that aim to capture the beliefs of different eras should not be considered Harmful to Specified Groups.

Here are some examples of content that is vs. is not considered Harmful to Specified Groups:

Harmful to Specified Groups	NOT Harmful to Specified Groups
<ul style="list-style-type: none">• Encourages violence or ill treatment towards a Specified Group• Promotes intolerance by demonstrating a staunch unwillingness to allow for the views, beliefs, or behavior of a Specified Group• Implies that one Specified Group is superior or inferior to another• Contains extremely offensive/dehumanizing stereotypes of a Specified Group. Note that stereotypes can be negative or positive.	<ul style="list-style-type: none">• A historical documentary of WWII featuring speeches from Nazi leaders• A stand-up comedy routine that plays off of stereotypes in a way that is not mean-spirited• A newspaper article about a hate organization• The dictionary definition of a slur• A discussion about a particular religious text and its views on women