

## Assignment 3: Visual Hate

### Prompt:

While there are many key terms and phrases that researchers can use to identify hate speech, quick working content moderation systems force hate groups to constantly alter and adapt their rhetoric in order to avoid being taken down. As such, internet hate speech is ever evolving, the lexicon of key terms always shifting to meet the needs of the speaker. Often individuals wishing to spread hate speech may employ techniques to hide slurs and dog whistles in plain sight. They may utilize deliberate misspellings, everyday words, or numbers in place of hateful terms. In some instances, they may even use visuals to convey hate.

The use of visuals is especially insidious due to the innocuous nature of the images chosen. Hate groups will often co-opt humorous visuals as symbols of hate, relying on the fact that these images appear innocent enough to the untrained eye, but can convey hate to members of the select “in group” and cause harm to those recipients in the “out group.”

### Assignment:

Go to the [ADL Glossary of Extremism](#) or the [ADL Hate Symbols Database](#), and take some time to familiarize yourself with the resource. Practice plugging familiar terms and phrases into the search bar and see what comes up. If possible, practice searching for terms both written and visual in order to better understand the scope of these resources.

Once you feel comfortable navigating the database, select one of the provided images. Spend some time looking at the visual, and guess what it could mean, or what it could be used for.

Once you have some assumptions, plug the visual into the ADL search engine. Be sure to use the full name of the visual in order to ensure the most accurate search results. Familiarize yourself with the meaning of the symbol and its usages. If you feel comfortable, search for instances of the symbol's usage online and take note of your findings. While completing the exercise, keep in mind some of the questions outlined at the bottom of the assignment.

While completing the exercise, be prepared to answer these questions

- On a surface level, what is the image depicting?
- How many hateful phrases/ visuals do you see depicted in the image?
- What is the tone of the image?
- Is the image's meaning explicit to you, the viewer?
- Were you surprised to learn the hateful connotation of these images?
- Who is using these images? Additionally, who are these images meant to target?
- What do these images teach us about “in group” and “out group” mentality?
- Why would hate groups wish to spread hate through visual rhetoric?

### Assignment 3: Visual Hate

Image 1: Pepe the frog



Image 2: TBD

Image 4: Moon Man



Image 5: Troll face



Image 3: Okay Hand Gesture

