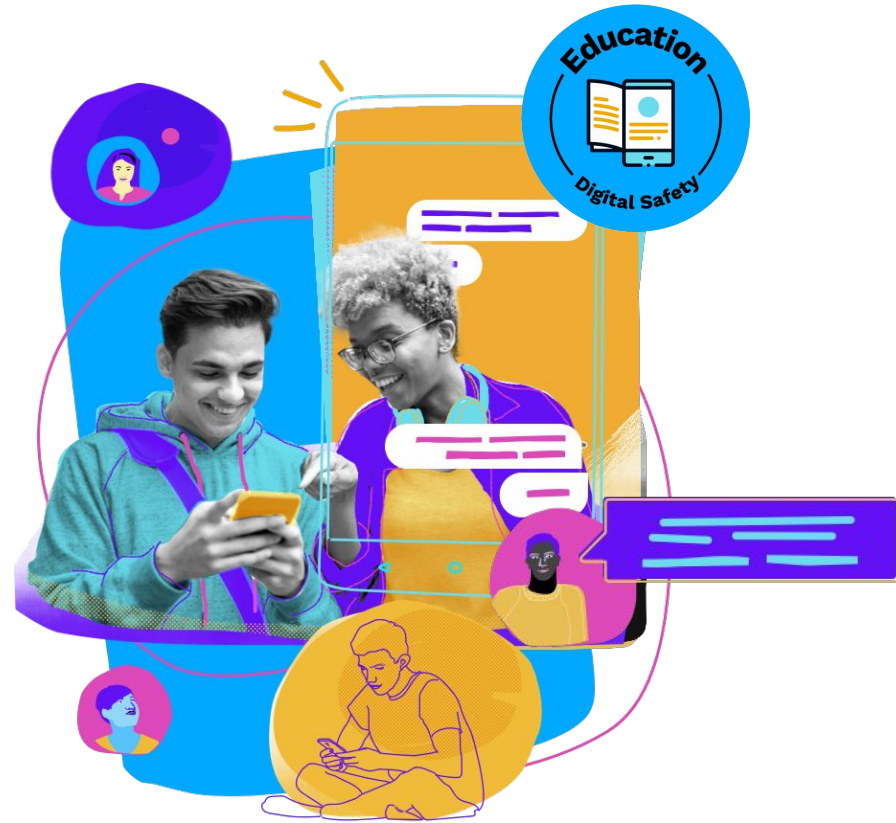


Supplementary *information*

Hate Speech Online

Talk2U + UNICEF's Innovation Fund



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Hate speech

Online hate speech is the use of digital technology to profess attitudes devaluing others because of their **religion, race, ethnicity, sex or gender, sexual orientation, national origin or some other characteristic**.

Cyberhate reports in Brazil have suffered a **dramatic increase**, especially in the pandemic context. Racism and xenophobia complaints more than doubled, while neo-nazism reports increased by 840,7%.



Relevant Information

- #1: 13,2% of Brazilian teenagers felt **threatened, offended or humiliated** on Social Media and Apps in 2019;
- #2: Both **being a victim and witnessing** hate speech have been **positively associated with perpetration** between adolescents;
- #3: Adolescents may use hate speech as a **means of revenge or to defend their ideology** when they feel threatened, unfairly treated, frustrated, or angry;
- #4: Victims can develop **low self-esteem; feel lonely or isolated, suffer from sleeping disorders, increased anxiety and feelings of fear and insecurity**;
- #5: People exposed to online hate were **less satisfied** with their lives and **less happy** in general.

Behavioral *Map*

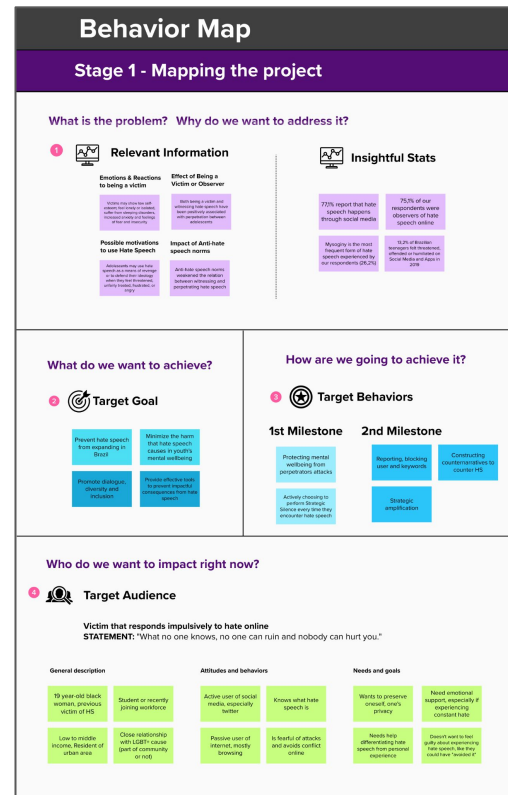
Target Audience: 16 to 24 years old youth. However, adolescents from 13 to 16 might see the learning experience as aspirational too.

Target Goals:

- Chat story goal: Contribute positively to the fight against hate speech by raising awareness about the impact of hate speech in our communities and preparing 100.000 Brazilian young people through our learning experience to prevent the Internet from becoming a platform of spreading hate.
- Chat interventions goal: Provide practical examples and specific evidence-based tools for our users to engage in at least one of the target behaviors offered to decrease hate speech

Target Behaviors:

- ➔ **Self-care online**
- ➔ **Practicing strategic silence: taking alternative action**
- ➔ **Strategic amplification**
- ➔ **Offering help to victims**



Target behavior #1: *Self-care & protection*

Self-care against Hate Speech can be defined as performing strategies to regulate emotions through self-compassion, using mindfulness, common humanity and self-kindness to treat yourself as a dear friend ([NEFF, 2022](#)). One can perform self-compassion exercises to experience its short and long term effects positive in wellbeing and minorities stress ([CHAN et al, 2020](#)).

Why is it important?

It is important for countering hate speech since it can help diminish the mental health effects experienced by victims and prevent impulsive reactions, leading to critical and values-based decision-making.

Main motivations:

- Being a victim is less associated with reporting, blocking and/or strategic silence; mainly for difficulties in **emotional regulation and self-control**;
- **Mental health effects** are the main difficulty with dealing with the victimizing situation;
- It is a **practical way** to increase self-awareness and legitimate feelings that can be taught.

Main challenges:

- It is easier to be kind to others than to themselves, due to **society's expectations, guilt or self-criticism**.
- In the context of **constant attacks**, it can be a challenge to distance from the situation and perform self-care.
- Mindfulness-based interventions require time, practice and may not provide **instant relief**.

Target behavior #2: *Strategic Silence*

Strategic Silence against Hate Speech can be defined as a tool used by media vehicles to purposely define what should be published or not, by analyzing risks and benefits towards broader values, such as preventing harmful messages from spreading throughout the community ([INTERNETLAB](#), 2021). One can perform strategic silence by actively choosing not to engage in any way with a specific information online.

Why is it important?

It is important for countering hate speech since it helps stop the spread of discriminatory information and can decrease the hater's reach. In addition, there is evidence stating that being observer or victim of Hate Speech is associated to perpetration between adolescents ([WACHS & WRIGHT, 2018](#); [WACHS et al, 2021](#)).

Main motivations:

- **Restricting** the hater's **reach**;
- **Preventing** themselves from **responding hate with hate**;
- **Protecting** themselves from **being victimized as well**.

Main challenges:

- Reacting is often **the most intuitive action** to take. It might happen even to disagree with the speech, however, to the platform, each like, share or comment generates engagement and increases the risk of going viral.
- Youth may feel **silenced** when performing strategic silence.
- **Emotional regulation** and **the desire to punish the hater** are main challenges to performing strategic silence.

Target behavior #3: *Strategic amplification*

Engaging in strategic amplification against Hate Speech can be as an option to call attention to ethical content and responsible, amplifying them, while if you choose not to disseminate offensive content ([INTERNETLAB, 2021](#)). One can perform defined as engaging with content that deconstructs discrimination and promotes diversity.

Why is it important?

It can be characterized as an active and purposeful way to be connected, which is related to mental well being online ([LIU et al, 2019](#)). The amplification strategy is able to prevent damage, in addition to making room so that marginalized and underrepresented voices can be heard ([INTERNETLAB, 2021](#)).

Main motivations:

- Possibility to **feel identified** in the story of others;
- Desire to create their own "filter bubbles" **to feel safe**;
- **Sense of responsibility/empathy** is a motivation to action for both victims and observers;

Main challenges:

- Content of diversity can become repetitive, generating **disengagement**;
- **Desire to educate the hater** and feeling that **reporting alone is not enough**;
- **Guilt** for not taking a stand against hate speech.

Target behavior #4: *Counter speech*

Engaging in counter speech against Hate Speech can be defined as stories that oppose or deconstruct intolerant and discriminatory speech, by focusing on dialogue and equality while celebrating diversity. One of its goals is promoting empathy ([SAFERLAB, 2022](#)).

Why is it important?

Counter speech is an active and purposeful way to be connected, which is related to mental well being online ([LIU et al, 2019](#)). Engaging in counter speech can increase knowledge in diversity, promote empathy and critical thinking, with the objective to decrease hate and discrimination.

Main motivations:

- Possibility to **feel identified** in the story of others;
- **Desire to educate the hater** and feeling that **reporting alone is not enough**;
- **Sense of responsibility/empathy** is a motivation to action for both victims and observers;

Main challenges:

- Possibility of **making the situation worse for victims**, or even **turning observers into victims of the attacks**, which is a common fear;
- Engaging with the hater feeds the algorithm and may **increase its reach**;
- There is a **lack of knowledge** to produce quality content of diversity, at a risk of generating misinformation.