



Identifying, Understanding and Countering Hate Speech Against Refugees and Migrants

An Evidence Based Toolkit

Europe and Central Asia Regional Office - UNICEF Italy - UNICEF Bulgaria
Europe Interfaith Youth Network - Religions for Peace
University of Winchester - Centre of Religion, Reconciliation and Peace

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Introduction

Hate is a powerful negative emotion that often results in judgemental, dehumanising, and destructive perceptions and assessments of “the other”. While hate can be directed towards a single person, it is particularly significant at the group level, where hate speech can dehumanise and devalue whole groups of people, turning them into collective victims of hate (Fischer et al., 2018).

With the social media revolution hate speech is increasingly being expressed online. Anti-migrant/immigration ideologies are often spread through social media, as well as other online media platforms; significantly impacting on the safety and opportunities for children and young migrants and refugees, who through no fault of their own, are on the move across Europe.

With social media companies seemingly unable (or unwilling) to regulate hate speech, it is increasingly important that we develop effective, creative, and evidence-based methods of responding positively and constructively to hate speech.

This toolkit has been developed through a partnership between UNICEF Europe and Central Asia Office, University of Winchester Centre of Religion Reconciliation and Peace, European Interfaith Youth Network - Religions for Peace Europe and is further developed through collaboration with partners in Italy, Bulgaria and Bosnia.

Overview of the Countering Hate Speech Against Refugees and Migrants (CHARM) Toolkit

The CHARM toolkit draws on academic work, practical initiatives, and social media listening techniques to help develop logical and effective methods for countering hate speech aimed specifically at migrants and refugees.

The rationale behind this toolkit is that the better we understand the dominant negative narratives in our own context about migrants and refugees, the more relevant and effective we can make campaigns and alternative narratives to help support and protect men, women and children on the move across Europe.

Therefore, the toolkit guides users through a three-step process to assist in Identifying, Understanding and then Countering hate speech against migrants and refugees online.



STEP 1 Identifying Hate Speech

This section introduces the ways in which hate speech content can be identified - which is not always as straightforward as it might first seem. It will support you in understanding where you may find content online, and how to implement a 'social listening' strategy.



STEP 2 Understanding Hate Speech and the Narrative

This section of the toolkit introduces the Severity of Hate Speech Framework, and provides guidance on how to undertake a process of analysis in order to identify the dominant negative narratives in your context.



STEP 3 Countering Hate Speech Narratives

This section explores the theory about narratives and why they are so important to countering hate speech. It provides an overview of how alternative, counter and religious theme narratives can be developed, and offers guidance on self-care and wellbeing, as well as creating and implementing project cycles, and measuring success.

This process is designed to help you to better understand the issues and concerns in your particular context that is driving hate speech, and link positive responses directly to issues of concern in broader communities and societies.

The Role of Religion in Countering Hate Speech?

An additional focus of this toolkit is the roles religious communities and actors can play in influencing ideas and beliefs about migrants and refugees. Many religious organisations have a long history of supporting refugees and migrants, and a moral and ethical legitimacy within societies which can influence attitudes and behaviours. Therefore, we will examine how working with religious actors, and understanding the different ways in which religion can play a part, can in some instances play a significant influential role in your strategy.

Concepts and Terminology

Hate Speech – What constitutes hate speech can be significantly dependent on context. We will explore this in much greater depth in Step 1.

Refugees and Migrants - The term refugees is used to refer to people fleeing war or persecution across an international border. And the term 'migrants' describes people moving for reasons not included in the legal definition of a refugee, for example for education, family reunion, or other reasons (Edward, 2015).

Social Listening - The process of identifying questions, concerns, complaints, and suggestions shared by communities. This approach can help identify misinformation and disinformation (Sommariva et al, 2021).

Social Media - Internet-based applications that allow the creation and exchange of user-generated content (Kaplan and Haenlein, 2010)

Wellbeing - describes a state of being in good health in both body and mind, having awareness of your emotions, feeling safe to express them, being able to understand and communicate your needs and manage daily situations (Mind, 2022).

Narrative - is any imaginary or non-imaginary record (report) about certain events, presented in a series of written or spoken words or a series of moving images. Narratives can be found in all forms of human creativity and art, including speech, writing, poems, film, television, play, photography, theatre and visual arts such as painting. Narrative can also be a statement on an event or events, regardless of their truthfulness. (Mujagić, 2018).

Counter-narrative - messaging that offers an alternative view to extremist recruitment and propaganda. The effort comes in response to recruiting efforts by extremist groups, who employ simplified narratives aimed at reducing political complexity, highlighting perceived societal grievances, and rallying potential members to demonise specific faith-groups, races, ethnicities, and cultures. (Counter Extremism Project, n.d.)



STEP 1 Identifying Hate Speech

This section introduces the ways in which hate speech content can be identified - which is not always as straightforward as it might first seem. It will support you in understanding where you may find content online, and how to implement a 'social listening' strategy.

Identifying the types and prevalence of hate speech in your context is an important first step. This process helps to establish the most influential negative narratives about migrants and refugees, and which platforms and mediums are being used to spread hate speech and try to influence others.

What is Hate Speech?

Whilst this may at first seem obvious, in fact hate speech is a difficult concept. Whether something is determined as hate speech can depend on the intention it is communicated with, and the context in which it is produced and disseminated. For instance, sarcasm could be confused with hate speech if taken out of context, and sometimes terms have different meanings in different contexts. We must also be sensitive to covert forms of hate speech, and codewords or slang can sometimes be used in place of derogatory and discriminatory language. A definition must also try to take account of the importance within democratic societies of freedom of speech.

Perhaps then unsurprisingly there is no broad consensus on how to define hate speech, with a wide array of different legal definitions. For instance, the EU's definition of hate speech suggests it encompasses, "all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, antisemitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin" (Council of Europe, Committee of Ministers, Recommendation No. (97) 20)

Whilst Facebook describes it as:

"We define hate speech as a direct attack against people – rather than concepts or institutions – on the basis of what we call protected characteristics: race, ethnicity, national origin, disability, religious affiliation, caste, sexual orientation, sex, gender identity and serious disease. We define attacks as violent or dehumanising speech, harmful stereotypes, statements of inferiority, expressions of contempt, disgust or dismissal, cursing and calls for exclusion or segregation." (Meta, 2022)

Defining Hate Speech Against Refugees and Migrants

Whilst definitions differ, there are specific hallmarks of all hate speech which can be identified to help us define hate speech against migrants and refugees. Hate speech usually includes:

- Any form of expression that targets groups or an individual because they are a member of that group.
- Expressions of hatred towards a group which include language that perpetuates negative stereotypes, inferiority, dehumanisation of a group, and on extreme occasions inciting violence.
- Attempts to influence a wider audience or 'in-group' into believing and accepting hateful narratives about an 'out-group'.
- Speech that has no redeeming purpose, but simply incites hatred or demeans of a particular group, often building upon un-truths or misinformation.

From the four hallmarks of hate speech, for the purpose of this toolkit we derive the following definition of hate speech against migrants, refugees and people on the move:

“Any form of hateful expressions (e.g. text, speeches, images, videos, memes), specifically directed towards migrants, refugees and other peoples on the move, with the intention and/or potential to spread, incite or promote anti-migrant or xenophobic narratives and agendas, often to a wider audience.” - Dr Luke Abbs (2022)

What is not (necessarily) Hate Speech?

Not all content that is offensive should automatically be considered as hate speech towards migrants and refugees. What is not automatically hate speech:

- Hateful or deeply offensive comments or insults towards individuals that happen to be migrants/refugees, but do not make reference to the fact they are migrants/refugees.
- Blasphemy or defamation of religions. While this may be offensive to people on the move who hold religious beliefs, the right to freedom of expression permits a critical debate about religion. However, if comments are made with reference to a particular group, or linked to negative stereotypes, inferiority or dehumanisation, or forms part of the promotion of an xenophobic agenda, then it should be classed as hate speech.
- Denial of historical events, even if deeply offensive or untrue. Unless denial is specifically linked to negative stereotypes, inferiority or dehumanisation, or is used to promote a xenophobic agenda, then it is not necessarily hate speech.
- Defamation, unless attempts to cause harm to a person's character is perpetrated on the grounds of someone being a migrant/refugee, or perpetuates negative group characteristics.
- Other forms of hate speech. While many other forms of hate speech exist, unless reference is made towards migrants or refugees, then it does not meet our specific definition of hate speech against people on the move. This is context specific, for instance, comments about religious affiliation, Islamists, terrorists is often as much about migration as it is about religion, so would meet our definition.

Where and How to Look for Online Hate speech?

The internet is a vast reservoir of information and interaction, meaning it is difficult to know where to start looking for hate speech in your context online. The key is to start small and expand your focus, gradually building up a more complete picture of the most dominant narratives about immigrants and refugees in your context.

Identifying Key Terms and Narratives in Your Context

You may well have existing expertise in hate speech and/or working with migrants and refugees, and if so this can help inform how you go about looking for hate speech online. However, if not there are many ways in which you can begin to build knowledge about the negative narratives and terms often used about migrants and refugees.

One of the best places to start is by asking existing experts working in this area, and if possible, migrants and refugees themselves. Information about possible keywords and online terms can be gained from the following sources:

- NGOs, and organisations working with, and supporting, migrants/refugees. They may also be able to assist with you speaking directly to migrants and refugees.
- Other projects and organisations working on hate speech against migrants.
- UNICEF Country Offices.
- Academics working on hate speech – particularly in your own context.

These sources may also provide clearer guidance on where to look for hate speech online, or where hate speech is most posted.

Beginning Your Search Online

Four key factors to think about when starting your online ‘social listening’ process:

1. What are the most used social media platforms in your country/context?
2. Who are the most important figures, groups and media outlets that are likely to deliver online hate speech?
3. What are the most common search terms, covert words, slang, references, hashtags used to refer negatively to migrants/refugees?
4. What are the issues/topics most likely to incite negative posts/discussions and hateful comments about migrants/refugees?

Possible places to consider searching:

- Social media platforms, i.e. Facebook, Twitter, TikTok, Instagram
- Youtube
- Online news platforms
- Political and public figure personal website pages.
- Commentators, i.e. bloggers, journalists
- Public groups/forums
- Hate groups – pages, profiles, websites.
- Posts in groups on social media platforms]
- Comments under media reports and online discussions.
- WhatsApp and Telegram Groups (via google search)
- Memes

Many of these platforms and search engines have their own tools and facilities for tracking topics and keywords, and therefore setting up a simple but effective online monitoring system is a real option.

Using Search Engines

Google is the most widely used search engine, but it is recommended to use several different search engines as the algorithms are different, and therefore produce different search results. Alternatives to Google are Bing, Yandex and Yahoo.

For many online platforms the following Boolean search queries are useful:

- “ ” to focus on results that meet the exact phrase contained in quotation marks
- () to focus on results from multiple search strings at one time
- AND to focus on results with these specified terms
- OR to focus on results with any of these specified terms
- NOT to focus on results without these specified terms
- For instance, “Migrant OR refugee AND (benefits OR jobs OR illegal OR resources)
- Google also allows for searching keywords in specific websites or social media. For instance:
 - site: reddit.com “Migrants OR refugee (benefits OR jobs OR illegal OR resources)
 - site: reuters.com “Migrants OR refugee (benefits OR jobs OR illegal OR resources)

Other search engines have different rules when using operators to do complex searches. Please follow this link for a guide. Intelligence X is a useful tool that combines various search engines, available at this link .

Advanced Searches on Search Engines

More advanced searches can be performed on all search engines, allowing for searches to be limited to specific time periods, regions, countries and languages etc.

- Google: <https://tinyurl.com/yygvtljj>
- Bing: <https://tinyurl.com/y29oula8>
- Yahoo: <https://tinyurl.com/yxktjxme>
- Yandex – does not have a specific address for advanced searches, but can be performed by:
 - (i) writing keyword and clicking search, before
 - (ii) clicking on advanced search symbol for advanced options.

Google Trend

Google trends can be an excellent tool to help understand where hate speech may be more prevalent, locations, what related topics to look for, and related queries. It can also be used to detect conversational shifts that may occur after trigger events (events that lead to upturn in hate speech).

Google trends tracks across four relevant categories: general web, image search, news search and YouTube search. This can be used to compare the prevalence of different keywords and can be filtered by location, time and queries.

How to Navigate Social Media Platforms

Different social media platforms also have search capabilities built into them. The extent to which you can search for hate speech terms varies by platform. Here is guidance for the main platforms.

Facebook

There are two ways to monitor hate speech on Facebook.

(1) Direct searches of key terms while in Facebook

This can be achieved by using quotation marks, i.e. “migrants steal our jobs.” Search results can then be filtered by groups, posts, videos and pictures and time when searching content.

(2) Join Facebook groups (i.e. hate groups) in order to monitor content

Groups can be found by searching relevant key terms above, and filtering by group. Most groups are private, and require a request to become a member. It’s important to join with a profile that cannot identify you, and to not engage or interact with content or perpetrators of hate speech.

Instagram

Instagram is based on pages rather than groups, and content is predominately photo sharing. There are two ways to search key terms in Instagram:

(1) Use the search bar for keywords, which will provide information on users and pages, or manually search pictures of flagged users.

(2) Use search engine operators mentioned above, for instance when using google and following the example above - site: Instagram.com “migrants steal our jobs.” Tools such as Crowdtangle can also be used.

Twitter

Twitter is the most user friendly platform for searching and monitoring content and any user can be followed without requiring permission. Keywords can be searched in the top bar, but to filter results, advanced searches can be performed at: <https://twitter.com/search-advanced>.

Speech marks can be used to refine searches to exact terms, i.e. “migrants steal our jobs.” Another important way to find hate speech is to search certain topics using hashtags (#topic). Content can be refined by looking at latest posts.

TikTok

TikTok lists the most popular hashtags under the discover icon at the bottom of the page. Keywords can also be easily search at the top of the page.

WhatsApp

This is the most popular global messaging app, but its closed groups means group chats are very challenging to monitor. However, some groups can be joined by invitation by searching “chat.whatsapp.com” on Google.

Social listening in private social networks and intake mechanisms

Some narratives may be relevant and generate a lot of engagement privately without ever being mentioned on open social media. As information is not always open, it is necessary to know which narratives are occurring in private media such as closed Facebook profiles and groups. Message apps (e.g., WhatsApp and Telegram) and social media messaging platforms (e.g., Facebook messenger and Instagram direct) are environments where engagement happens, but it is difficult to collect data due to data protection policies. The invisible social traffic on most social media listening platforms is called “dark social (Madrigal, 2012).”¹

How to monitor hate speech in private social networks?

To monitor the engagement of dark social narratives, there must be a stronger human element at play. It is important to work with people engaged in identifying hate speech surrounding their daily digital routines. Private data is not concentrated at specific places, instead, it can be found in many forms, from face-to-face small talk to private messages on social media.

It is important to build intake mechanisms for hate speech detected by the community itself, creating a collaborative system where everyone can report concerns. It is not rare to spot hate speech outside of the social listening platforms and setups, so this intake mechanism allows the whole monitoring system to be wider and it encourages citizens to take responsibility and report if they see or hear hate speech (Jee, 2019).²

Examples of content that can be collected from private social networks and messaging platforms are memes, videos, links, publications on private social networks profiles and comments on those publications.

There are multiple ways to transform dark social data into traceable information. Here are some intake mechanisms:

- Create Google Forms documents for volunteers or trained field workers to document hate speech incidents. . It can be implemented with the support of government entities/authorities. If volunteers are involved, their safety and privacy should be respected; they can be encouraged to fill in the form anonymously.
- Engage government bodies, fact checking agencies, universities, journalists, and other local partners who can disseminate the intake mechanism within their networks.
- Engage directly with community leaders and field workers to understand the most common narratives regarding hate speech and promote the use of intake mechanisms. Involving NGOs and specialized organizations would help in implementing the mechanism
- Train field workers to report on hate speech.
- Organize meetings with people from the community and/or field workers to gather information from them.

Free Social Listening Tools

Social Listening tools can help with search for terms across a variety of platforms. Diagram 4 outlines free tools available on the internet.

Free and Basic Social Listening Tools

Monitoring Tool	Platforms	Type of Media	Search Options
Google Alerts	Web content (web pages, news sites, Youtube, blogs, forums)	Not for Social Media	Keywords
TweetDeck	Twitter	Social Media Only	Hashtag, keywords, Boolean searches
Social Mention	Twitter, Facebook, FriendFeed, YouTube, Digg, Google, etc.	Not for Traditional Media	
Talkwalker Alerts	Blogs, websites, forums, and social media		
Twilert	Twitter	Social Media Only	Keywords, hashtags, Boolean searches, locations (via Local follow or Nearby Tweets)
Crowdtangle*	Facebook, Instagram, Reddit	Social Media Only	Keywords, hashtags

* *Must request access first – available to third parties engaging in research

Adapted from the CDC's Table of Social Listening Tools (pg.3) - https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/downloads/CDC_RCA_Guide_2021_Tools_AppendixE_SocialListening-Monitoring-Tools-508.pdf

The way the information gathered from social media listening is organized and recorded must consider the information necessary to fill the classification tool presented on the chapter “Step two - understanding hate speech”. As the proposed hate speech classification method could be transformed in the following matrix:

The data gathered from both social media listening and other intake mechanisms, should consider at least the following elements:

Framework				
		Nature of the Context (Influence)		
		N1	N2	N3
Extremity of Content (Topic)	E1	E1N1	E1N2	E1N3
	E2	E2N1	E2N2	E2N3
	E3	E3N1	E3N2	E3N3
	E4	E4N1	E4N2	E4N3

How to classify the gathered data

It is important to keep in mind how the data will be organized and classified. Here are some category examples:

- Input date. In the case of a document produced on Google Forms, for instance, it is important to know when the data was registered.
- Publication date. When was this narrative produced?
- Place of publication. Where was this narrative detected? It can be an online (e.g., a Private WhatsApp group) or offline environment (e.g., Conversations on the bus), when possible, include the link.
- Country of publication
- Entity. Who was the person or institution responsible for disseminating it?
- Engagement. How was the acceptance of the narrative? (Shares, Interactions (emojis), comments)
- Topic(tag). What is the narrative about? E.g., Religion, War, drug traffic, health, economics, politics, ethnicity, education etc

Extremity. How extreme is the content? Does it interiorize migrants, or does it directly incite violence against them?

Choosing a Pathway

There are many options for searching for online content, and in order to avoid feeling overwhelmed or conducting random approaches, it is useful to take time to create an approach or 'pathway' to carrying out online searches. For example: Table 1. Pathways for Searching and Identifying Hate Speech

Pathway 1: Identify online portals and profiles that contain posts that express hate speech	Pathway 2: Identify social media posts and profiles that spread hate speech
<ol style="list-style-type: none"> 1. Identify most popular online portals in your country, e.g. create a list of those and then do a small research 2. Use words like migration, immigration, migrants, stop migration, no migrants, no migration etc. (in your own language) 3. Type these words into the search bar section of the online portal 4. After that you will get the articles containing information about the migrants 5. Check the comment section here and see if they contain comments 6. Read through the comments and see if there are hate speech content (i.e. contain negative stereotypes, calls for exclusion and segregation, language of supremacy or inferiority, express calls for violence, incitement to violence, dehumanization, discrimination, comparison of migrants with animals or bugs, slurs, etc.) 7. If there are not comment sections on the very page of the portal, visit their social media pages and complete the above searches. 	<ol style="list-style-type: none"> 1. Use words like migration, immigration, migrants, stop migration, no migrants, no migration etc. (in your own language) 2. Use the above mentioned either as combination of the words or as hashtags (specially for Twitter and Instagram) 3. Think of the slurs and offensive words in your own language that people use to describe migrants or to express xenophobia and racism; use these slurs either as combination of the words or as hashtags or words, phrases and hashtags gained from country experts (see below) 4. Use the slurs or statements, combination of words you discovered in comments that express hate speech 5. You can search for posts, photos, videos, people, pages, groups, events (Facebook) or people, photos, videos, latest posts, and top posts (Twitter)

Tips for Wellbeing - Monitoring Hate Speech

Spending any amount of time reading negative and sometimes extremely malicious posts and discussions can have a significant impact on our wellbeing.

Wellbeing describes a state of being in good health in both body and mind, having awareness of your emotions, feeling safe to express them, being able to understand and communicate your needs, and manage daily situations. Someone who has good wellbeing is not necessarily free of stress and troubles, but they perceive they have the resources to manage any challenges. Poor wellbeing can make it more difficult to cope with daily life.



Adapted from Mind the mental health charity (2021)

The following suggestions can help maintain wellbeing whilst working on this difficult topic, but are not exclusive, and there are of course other ways you can maintain and promote good wellbeing during the monitoring phases of your counter hate speech project.

- Develop a clear plan for monitoring hate speech in your context and try to stick to it. This approach can help you monitor hate speech through a process based on logic, and not emotions and reaction. This may help you keep the purpose in mind and be less emotionally affected by the content you read and see.
- Make monitoring a team effort. Try and collaborate in person with others working on this project or connect via a video calling tool as you are conducting the monitoring research. Discuss throughout what you are focused on and offload any strong emotions by sharing them as you experience them.
- Be aware of content and themes that may be upsetting and triggering for you before you start. Think about how you will know when something you are researching is beginning to have a negative effect on your wellbeing. What are your warning signs? Perhaps you feel hot or cold all over, you feel a wave of sadness or anger, or maybe you would begin to ruminate on a specific word or narrative? These trigger responses will be different for everyone but being aware of them for yourself can help you know when to take a break.

- Schedule a time for monitoring Hate Speech and do not surpass that time. We recommend not spending more than 2 hours monitoring Hate Speech online in one sitting. Not only will it be beneficial to have a break from looking at screens after this amount of time, but also to step away from reading negative content. You might feel that spending more time gathering data and information about hate speech narratives is beneficial but always keep in mind the bigger picture throughout which is that you need to maintain good wellbeing in order to manage your project well.
- Debrief. If you are monitoring hate speech with a team or another person (recommended above) make sure you allow 10 minutes before you finish to debrief and discuss what you have learnt and observed. Write 3-5 key points about what you have learned from the narratives. Again, engaging this methodical approach may help you refocus and address any strong emotions you have felt as a result of the monitoring process.
- Ensure you have a number of strategies or 'tools' available to you to maintain your wellbeing. As wellbeing looks different for everyone and the ways in which you can boost and maintain your wellbeing may well be different on different days. It's important to take time and think about these numerous ways to support wellbeing and remember to implement them after you have spent time monitoring Hate Speech. These ways could range from listening to music, exercising, reading some positive online content, making a hot drink, meditation, mindful eating, chatting to a friend or playing a game.

Some of the links suggested below may be useful:

Kurland, B., 'The Well-Being Toolkit', Psychology Today, 2021. Available at: <https://www.psychologytoday.com/us/blog/the-well-being-toolkit>

Healthy Surrey., 'Tools to help you manage your mental well-being', 2021. Available at: <https://www.healthysurrey.org.uk/mental-wellbeing/adults/self-help>

Mind., 'Toolkits', Mental Health at Work, 2021. Available at: <https://www.mentalhealthatwork.org.uk/toolkit/>

WebWise 'Managing Your Online Wellbeing', 2021. Available at: <https://www.webwise.ie/news/managing-online-wellbeing/>

Reflection & Action Planning: Step 1 Identifying Hate Speech

Take a moment to reflect on what you've learned and how it can be applied in your context. Consider the answers to the following questions as part of your reflection:

- Write down 3 key points that you have taken from this section. Create three simple sentences which explain them.
- Which social media platforms in your context are the most popular? How do you know this?
- Who are the most important figures, groups and media outlets that are likely to deliver online hate speech in your context?
- What are the common search terms, covert words, slang, references, hashtags used to refer negatively to migrants/refugees in the languages most commonly used in your context?
- Identify 4 steps will you take to protect your wellbeing as you are working on identifying hate speech?



STEP 2 Understanding Hate Speech and the Narrative

This section of the toolkit introduces the Severity of Hate Speech Framework, and provides guidance on how to undertake a process of analysis in order to identify the dominant negative narratives in your context.

Once you have gathered your information the next step is go through a systematic process for understanding the content that you have identified. This will then be used to inform your own online activities and positive messaging. Below we introduce a framework and process which guides the user in recording the content of hate speech to identify dominant themes and narratives, and giving each recorded content a severity rating and associated dominant narrative, to help you decide which issues are the most urgent to try and counter.

Severity of Hate Speech against Migrants and Refugees: A New Framework

This framework is based upon the Dangerous Speech Project framework used for capturing “dangerous speech” before and after the 2013 Kenyan general elections.[1] While the Umati project focused on very specific type of speech that is most likely to incite political violence, we have adapted their approach to help develop an evidenced-based approach to hate speech that targets migrants and refugees.

The framework attempts to measure how severe the hate speech is by using two factors to rank the hate speech from most severe to least severe. The ranking process looks at two factors:

1. the extreme nature of the content,
2. the context in which it is created.

Giving each example of hate speech a rating in this way will help you understand both the severity of the content and how much influence the content might have on an intended audience.

Extremity of Content:

Content 1) negative stereotypes, or intolerance (3 points)

Referring to migrants/refugees as “them” or “they”; negative generalisations; critical statements about change in normality; aspirations for segregation or exclusions. Misinformed complaints that refugees and migrants are a drain on resources, or are causing problems for social and state services.

Content 2) promoting inferiority? (6 points)

Reference to “collective” inferiority; physical (i.e. hygiene; appearance), mental and moral deficiencies (i.e. intellect, education; mental health; character traits link to culture; inhumane criminality such as murder and rape); collective contempt/disgust/inferiority

Content 3) promoting dehumanization? (9 points)

“Collective” comparison to inanimate objects (i.e. sewage; scum), insects, biological substances (i.e. parasites; viruses; tumors); undesirable creatures (i.e. beasts; vermin; snakes) or reference to threats of impurity (i.e. references to cultural genocide; removing of cancer etc)

Content 4) inciting violence? (12 points)

Fantasies of violence; promoting or calling for killing/violence as justified or as a remedy; references to serious threats from migrants and refugees against women and children in host communities and societies.

When deciding on this ranking, references can be made to the “what content” section of the identifying hate speech guide above.

Nature of the Context - Level of influence in promoting right-wing/xenophobic agenda

(Speaker, reach, medium)

Context 1) Little Influence of speaker or on a native audience

Very little engagement? (few comments, shares, likes), local media influence, unknown speaker (1 point)

Context 2) Moderate influence, of speaker, or on a native audience

Moderate sharing? (modest number of comments, likes, share), regional media influence, speaker known in some circles, but not all (2 points)

Context 3) Extensive influence, of speaker, or on a native audience

Extensive sharing? (significant number of likes, comments, shares etc), international/national media influence, famous speaker/influencer (3 points)

When deciding on this ranking, it is important to consider the context and forum in which hate speech is being delivered, as well as the type and influence of the speaker:

- a politician, influencer, public figure (i.e. media personality)?
- a journalist (is this national or local media)
- a blogger
- an elder/community leader
- an anonymous commenter vs. an identifiable commenter
- How many followers, likes and shares of the person posting/posts.

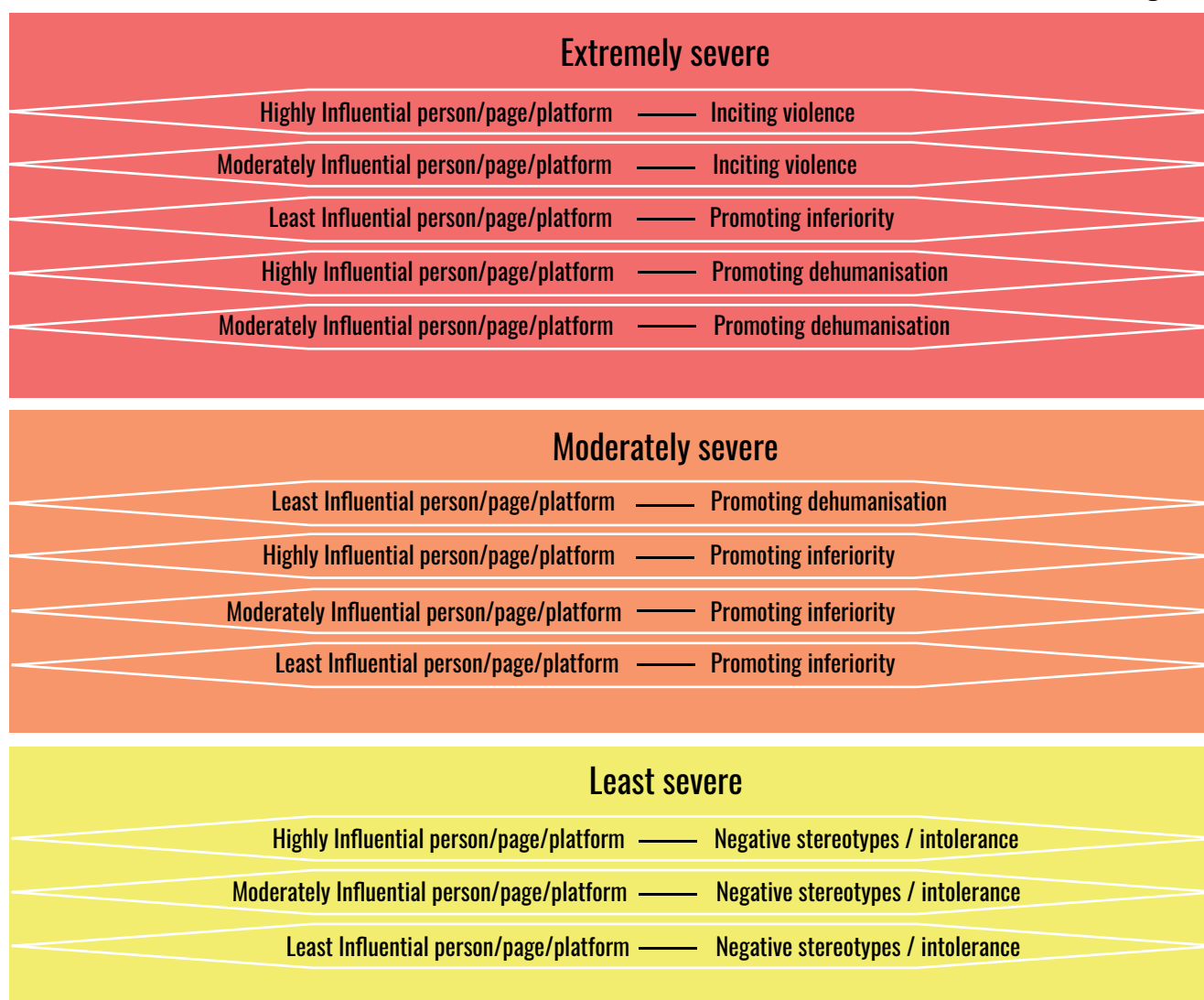
When ranking the extremity of content and nature of the context, our framework automatically gives each recorded content points using a simple formula. By combining these two pieces of information together, our simple formula categorises the ranking of content into severity using the points system listed below (see Diagram 6). Each recorded content will fall into one of these three categories of hate speech against people on the move:

1. Extreme hate speech against people on the move - hate speech that may be considered dangerous because it is dehumanising and in some cases may cause offline harm, hate crime or in very rare cases incite violence.
2. Moderate hate speech against people on the move - hate speech that can cause moderate harm to an online audience; both victimising migrants/refugees and encouraging a susceptible audience to hate this group by promoting inferiority and sometimes dehumanising content, but will have little online influence.
3. Offensive hate speech against people on the move – hate speech that is likely to do the least amount of harm, often in the form of negative stereotypes, calls for exclusion and posted by perpetrators with little influence.

Table: Formula for Calculating Severity of Hate speech against People on the Move

1. Offensive Hate Speech (4-6 Points)	2. Moderate Hate Speech (7-10 Points)	3. Extreme Hate Speech (11 Points and Above)
Content 1 (3 points) X Influence 1 (1 point) = 4 points	Content 3 (9 points) X Influence 1 (1 point) = 10 points	Content 3 (9 points) X Influence 2 (2 points) = 11 points
Content 1 (3 points) X Influence 2 (2 points) = 5 points	Content 2 (6 points) X Influence 3 (3 points) = 9 points	Content 3 (9 points) X Influence 3 (3 points) = 12 points
Content 1 (3 points) X Influence 3 (3 points) = 6 points	Content 2 (6 points) X Influence 2 (2 points) = 8 points	Content 4 (12 points) X Influence 1 (1 point) = 13 points
	Content 2 (6 points) X Influence 1 (1 point) = 7 points	Content 4 (12 points) X Influence 2 (2 points) = 14 points
		Content 4 (12 points) X Influence 2 (2 points) = 14 points

Severity Diagram



This framework is designed for anyone recording and analysing incidents of online hate speech against migrants and refugees. Through categorizing the content and assigning severity ratings, this framework can help to distinguish the most harmful forms of hate speech and guide the development of counter-narratives for positive online campaigns.

An additional dimension to your analysis is understanding the main 'narrative' or topic of the post, in order to understand which narratives are most common in your context.

Posts will be extremely diverse, however it is possible to identify some broad themes into which you can group posts in order to identify the most prominent narratives.

According to the Cambridge dictionary, a narrative is "a story or a description of a series of events" or "a particular way of explaining or understanding events." Narratives can be true, fictitious or misinformed of course, but regardless of the legitimacy, it is important to understand which ones are most commonly held/shared in your country.

Our framework will allow you to select from our list of predetermined narratives, and to report narratives that do not fall within this list. The table below should help you begin to identify the overarching narratives. It is not intended to be an exhaustive list but indicates some of the most common negative narratives about migrants and refugees.

Table: Pre-determined narratives

Social Services	Pressure on health services. Pressures on schools. From backgrounds which are traumatising and need health support.
Security	Association with terrorism. From backgrounds which are traumatising and more likely to be racialised/radicalise others. Migrants spread disease.
Crime	Association to drugs/human trafficking. Association to increase in criminal activities. Association with rape and murder Predominantly young men, and therefore more of a risk and threatening. A threat to women and children in host communities.
Economic	Net drain on society in terms of benefits and social support. Taking jobs away from indigenous inhabitants. Resource scarcity; cannot afford to take “them” or there is no room for “them”
Cultural	Not understanding the host’s culture. Not conforming/agreeing with host culture. Undermining the host’s religious/cultural norms. Lazier than indigenous inhabitants. Not integrating into broader communities and societies and keeping together. Other countries (sometimes reference to Muslim countries) should take them Should be kept, or sent back, to country of origin
Credibility	Doubts about reasons for migration and legitimacy for being given support.

As you look at each post, giving it a severity rating, and identifying the principle narrative/s will help you begin to build up a picture about which narratives are prevalent and severe in your context, and therefore which ones your own online campaign should focus on countering.

Below we highlight how each hate speech content can be recorded, and how collected hate speech is translated from data into insight, using our 3-stage insight guide.

Data Collection Process Using Google Forms

To collate all the vital information above, we recommend a simple Google form. This form allows you to record the characteristics of each incident of online hate speech. Your data is collated in Google forms, and can be downloaded into an Excel Spreadsheet report which will contain all reported incidents, content, rankings and the narratives. These insights will subsequently be used to create alternative narratives in Step 3.

The google form should include a series of simple questions about reported hate speech content. Fill in the form for every separate incidence of hate speech you find. We do not make a specific recommendation about how many separate posts you should do this for, that is dependent on your time and resources. However, the more incidents you collect information on, and the more varied your platforms and sources, the more accurate your data is likely to be.

Reporting Hate Speech

Whilst ranking the seriousness of the incidents of hate speech you find, we would encourage you to report the most serious cases of hate speech to the platform authorities or moderators. Each platform has a different, often very simple, way of doing this. Reporting hate speech is an essential part of the work to reduce it.

Develop Integrated Insights by Considering Findings from the Data Collection

The data collected in the Google forms can then be exported into Excel, where we can use Excel formulas to gain further insight from the collected data. Doing this we gain insights which include (but are not limited to):

The overall prevalence of hate speech against migrants and refugees.

What types of hate speech content are most prevalent (stereotypes, inferiority, dehumanisation, inciting violence).

On what platforms hate speech is occurring, as well as their potential influence on others (little, moderate, extensive influence)

The frequency of different severities of hate speech.

What types of narratives about migrants and refugees are most prevalent - VERY IMPORTANT, for developing counter-narratives in step 3.

This Google form allows the country monitors, to report, rank and list the narratives of each incident of online hate speech. This content is collated by Google forms, where trends in the data can be explored. This data can later be downloaded into an Excel Spreadsheet, which will contain all reported incidents, content, rankings and the narratives, and can be manipulated using our formula, to provide insight into the nature of hate speech in any given context. These insights will subsequently and directly support the campaign to create an alternative narrative (step 3 in the toolkit on creating an alternative narrative).

When creating your google forms you should ensure it includes 11 simple questions about reported hate speech content, encompassing the framework developed above. These questions and their formats are:

1. Name of the Monitor (text answer)
2. The content itself; direct quotation (text answer)
3. Date of the hate speech (date format)
4. It's source, i.e. Facebook (text answer)
5. Type of Source (checkboxes)
 - Keywords within the content, can be used as search terms (across three questions - text answers)
 - Hashtags, if relevant, can be used within search terms (text answer)
 - Ranking for extremity, based on four ordered categories within framework above, from negative stereotypes to inciting violence (multiple choice)
 - Ranking for context, based on three ordered categories within the framework; from very little to extensive influence (multiple choice)
 - Dominant narratives (predetermined list of 22 narratives in form of a checklist)
 - Other narratives, to report narratives not including within our 22 narrative list (text answer)

Each question needs to be carefully answered, using considerations from this toolkit, so that the information provided is accurate and consistent.

Once you have submitted the form for multiple incidents, you then click 'responses' in the top navigation and then 'download csv' to view the data in Excel or a similar spreadsheet program.

The next few pages is an example of a google form set up in this way.



Hate Speech Content Report Form (Bosnia)

This form allows country monitors to report and rank each incident of online hate speech. These reports will later be downloaded into an Excel Spreadsheet, with each report being a row in a broader Excel dataset. Please refer to our framework and formula at the bottom of this form for guidance on ranking each incident.

The form collates the following content about each reported incident of online hate speech:

- The content itself (directly quoted)
- Date of content
- Source of content (i.e. Facebook)
- Keywords within the content (which can be used as search terms)
- Hashtags (if relevant – can be used within search terms)
- Ranking for extremity (four ordered categories from negative stereotypes to inciting violence)*
- Ranking for context (three order categories from very little to extensive influence)*
- Dominant narratives (predetermined list)
- Other narratives (other reported narratives not found in our predetermined list)

*from this information, we use a formula that converts each reported hate speech into three categories of severity: offensive, moderate and extreme hate speech.



winchestercrrp@gmail.com (not shared) [Switch account](#)



* Required

CONTENT

Content (direct quotation of content in question) *

Your answer

Content in English (translated to English. If post is in English copy in direct quotation above) *

Your answer

Weblink *

Your answer



Request edit access



Date of Content *

Date

dd/mm/yyyy 

Source of Content (social media platforms or other (newspaper, personal website etc)) *

☐ Facebook

☐ Twitter

☐ Instagram

☐ Reddit

☐ Youtube

☐ TikTok

☐ WhatsApp

☐ Telegram

☐ Other: _____

Keyword 1 in Content (to be used for search terms) *

Your answer _____

Keyword 2 in Content (to be used for search terms)

Your answer _____

Keyword 3 in Content (to be used for search terms)

Your answer _____

Hashtags

 Request edit access

Your answer

RATING OF CONTENT

Extremity Rating of Content (please pick one) *

- ☐ Negative stereotypes, or intolerance (3 points)
- ☐ Promoting inferiority (6 points)
- ☐ Promoting dehumanization (9 points)
- ☐ Inciting violence (including references to serious threats to women and children) (12 points)

Context Rating of Content (please pick one) *

- ☐ Little influence of speaker or limited influence on a native audience (1 point)
- ☐ Moderate influence, of speaker, or on a native audience (2 points)
- ☐ Extensive influence, of speaker, or on a native audience (3 points)

DOMINANT NARRATIVE(S) (required to list at least one narrative)

Dominant Narrative(s) (Social Services)

- ☐ Pressure on health services
- ☐ Pressures on schools
- ☐ From backgrounds which are traumatising and need health support

Dominant Narrative(s) (Security)

- ☐ Association with terrorism
- ☐ From backgrounds which are traumatising and more likely to be racialised/radicalise others
- ☐ Migrants spread disease

Dominant Narrative(s) (Crime)

- ☐ Association to drugs/human trafficking
- ☐ Association to increase in criminal activities
- ☐ Association with rape and murder
- ☐ Predominantly young men, and therefore more of a risk and threatening
- ☐ A threat to women and children in host communities

Dominant Narrative(s) (Economic)

- ☐ Net drain on society in terms of benefits and social support
- ☐ Taking jobs away from indigenous inhabitants
- ☐ Resource scarcity; cannot afford to take "them" or there is no room for "them"

Dominant Narrative(s) (Cultural)

- ☐ Not understanding host's culture
- ☐ Not conforming/agreeing with host culture
- ☐ Undermining host's religious/cultural norms
- ☐ Lazier than indigenous inhabitants
- ☐ Not integrating into broader societies and keeping together
- ☐ Other countries (incl. reference to Muslim countries) should take them
- ☐ Should be kept, for sent back to country of origin

Dominant Narrative(s) (credibility)

- ☐ Doubts about reasons for migration and legitimacy for being given support

Other Narratives (those not included in the lists above)

Your answer

 Request edit access

Reflecting on Hate Speech Narratives & Action Planning

Once you have finished your data collection online across multiple resources, it is time to reflect on the incidents you have reported.

The image below provides a real illustrative example of how this collected data will look once you download it from google forms as an Excel dataset:

Table: Example data collection downloaded to Excel spreadsheet

	A	B	C	D	E	F	G	H	I	J	K
1	Content	Date	Source	Type Source	Key words	Hashtags	Extremity rating	Context Rating	Severity Rating	Dominant Narrative	Other narratives
2	Also really fucking envy Denmark for shipping their Syrian migrants back to where they came from, no fucks given. If only we could do the same, I would give anything to be rid of every single one of them, I could care less what happens to them tbh #MigrantsOut	16/11/2021	Twitter	Social Media Post	Migrants; Syrian; shipping back	#Migrants Out	Promoting Inferiority	Little Influence	Moderate Hate Speech	Should be kept in country of origin	
3	And this is what we have to have to put up with more dirty migrants here to abuse children	13/12/2021	Twitter	Social Media Post	Migrants; dirty; children		Inciting Violence	Little Influence	Extreme Hate Speech	A threat to women and children in	
4											

Each row represents a reported incident of online hate speech, collected via Google forms. Each column represents important categories of information across all the questions asked in the Google form, plus a category for the severity rating, which we create using our formula to rate each content as either offensive, moderate and extreme hate speech.

While the Excel dataset provides overall insights into hate speech, as someone familiar with your country/context will have unique insight and expertise into the types of content and narratives that you have found and reported. These reflections are also vital information in addition to the collected data, and will help to test and improve the results of the Google forms process.

Questions we recommend to reflect on include, but are not limited to:

- Which posts are the most severe?
- Which are the most dominant narratives?
- How are people responding or interpreting the hate speech content?
- Which platforms are the most popular in your context?
- What platforms are being used most to discuss refugees and migrants?

Tools such as Google trends can then be used to double check your own findings. Search again using the keywords/narratives you have discovered, and see if they correlate with the most popular search terms in Google.

Armed with this information and our insights from the data, to inform the final step of this toolkit; step 3, devising your own campaign to offer effective counter narratives for hate speech and against migrants and refugees in your context.



STEP 3 Countering Hate Speech Narratives

This section explores the theory about narratives and why they are so important to countering hate speech. It provides an overview of how alternative, counter and religious theme narratives can be developed, and offers guidance on self-care and wellbeing, as well as creating and implementing project cycles, and measuring success.

This process is designed to help you to better understand the issues and concerns in your particular context that is driving hate speech, and link positive responses directly to issues of concern in broader communities and societies.

Countering Hate Speech

There are numerous techniques, and differing opinions, on how best to counter Hate Speech online. Citron and Norton (2011) categorise four responses to online Hate Speech:

1. Inaction. While an option that can be taken by those that believe in freedom of speech, not responding to the hate speech may actually cause more harm by appearing to condone it, and sending a message that people do not care about the target group.
2. Deletion/Suspension. The removal of hate speech is a powerful tool, and a strategy taken by most social media platforms. This includes the removal of hateful content and the suspension of users delivering online hate.
3. Education. Institutions can help in educating the public, both online and offline, about online hate speech and its implications, consequences, and how to respond.
4. Counterspeech/counter-narratives. This is broadly considered as the preferred remedy to hate speech as it does not violate free speech, and seeks to motivate positive changes in attitude. The CHARM Toolkit adopts this approach for these reasons.

In the CHARM toolkit we recommend and focus on counter-narratives – also sometimes called counterspeech.

Why Counter-Narratives?

Narratives are central to shaping populations' perceptions of the world and become primers of action (Al Raffie, 2021). However, this shaping and action may not necessarily be positive, as we see in instances of hate speech.

A Counter-Narrative can be defined as non-aggressive response (Tekiroğlu et al., 2020), and as a method of telling the stories of those people whose experiences are not often told (Solorzano & Yosso, 2002). Telling stories not often told, can enable a different "truth" to be heard, allowing alternate understandings of the same facts of an event (Bamberg, 2021).

Counter-Narratives are usually designed to promote social, political, and cultural cohesion (Merriweather Hunn et al, 2006). Harnessing the power of narratives, can help bring about broader social change, as intentionally crafted stories have the potential to challenge the hegemonic assumptions of power relations and identities (Bamberg, 2021).

Different Types of Counter-narratives

Broadly speaking there are nine types of counterspeech/counter-narratives (Benesch et al. 2016), with the British think tank Demos, also make a useful distinction between constructive counterspeech (that constructively engages with the content and not the perpetrator) and non-constructive counterspeech (that responds with anger or attacks the perpetrator) (see Bartlett and Krasodonski-Jones, 2015).

As the table below illustrates, evidence suggests some types of counter-narratives are more effective than others:

Table: Types of counter-narrative

	Recommended	Not Recommended
Strong Evidence	Affiliation - establishing, maintaining, or restoring a positive affective relationship with perpetrator(s) or using ingroup members as counterspeakers. Tone – using positive and constructive tone, empathy, understanding, politeness.	Presenting facts or correcting misstatements. Pointing out hypocrisy or contradictions to discredit. Hostile responses – can persuade speakers to delete but also backfire.
Good Evidence	Denouncing hateful or dangerous speech – deeming something inappropriate or dangerous Humour – can de-escalate conflict and provoke more attention to an issue.	
Some Evidence	Warning of offline or online consequences	
Little Evidence	Use of visual media/communication	

Three of the most successful approaches we would recommend considering are:

Empathy-based approach

According to INACH network there are two ways you can use empathy:

1. You can try and initiate a dialogue (with a view to changing attitudes) by showing empathy to those perpetuating hate speech;

Developing understanding and empathy for the hate speaker might not be an instinctive approach, but in order to be able to deconstruct the narrative behind someone's behaviour you need to understand the motivation and needs behind. Benesch and Ruths (2016) note that this approach might change the tone of the hateful conversation. There is less evidence that it will change behaviour in the long term, but it may prevent the escalation of the hateful rhetoric being used in the present moment. They also emphasise that counter speaker should consider the following:

- “Using a friendly, empathetic, or peaceful tone in responses to messages with a hostile, hateful, or violent tone
- Affiliating with the original speaker to establish a connection (e.g., I am also a conservative, but...)
- Affiliating with the group targeted by the hateful speech to generate empathy (e.g., What you said was hurtful to me as an Asian...)” (Benesch, Ruths, 2016: 4)

2. You can try to get your audience to feel greater empathy towards the group or persons that are being attacked by the hate speakers. The act of humanising and creating a connection between the audience and target group has been shown to enhance positive attitudes and behaviour towards refugees and migrants. Recent social media field experiment by Hangartner et al. (2021) showed that empathy-based counter-speech messages are the most effective way to counter racist and xenophobic hate speech.

However, empathy-based approaches rely on significant emotional investment, and can be difficult. Both of these approaches require you to be calm, patient and develop deep understanding either for the speaker, or for the attacked person/group.

We also need to be aware that an empathetic approach might not always work and that we need to be prepared that our intervention might require a different way of thinking...

Humour

Humour can be an effective way to defuse hate speech and soften the tone of a conversation. With humour you should try to neutralise and disempower the hateful message and change the direction of the conversation. Bensch and Ruths (2016) note that “we have observed that humorous counter-speech can shift the dynamics of communication, de-escalate conflict, and draw much more attention to a message than it would otherwise garner. It comes in many forms, of course, including caricature and sarcasm, and can vary immensely in tone, from conciliatory to provocative or even aggressive” (Benesch and Ruths, 2016: 5).

However, we also need to be careful how, when and with whom you use it. The type of humour you use needs to reflect your values and attitudes, and while defusing hate, it needs to stay within the limits of respectful behaviour, otherwise it can escalate further conflict and produce more hate speech.

Images are excellent medium when using humour as images make the content more effective and can convey nuance that might not be possible when only using text. An increasingly popular form of online humour is memes. humorous way to counter hate speech, memes.

“Memes are available in different variations, they are pictures, videos or texts that are combined with a caption and thus get a new meaning. Usually, memes are funny or parodying, but they can also be used as a means of communication to express an opinion or point of view on a topic. Although memes do not replace a factual discussion, in which an attempt is made by means of arguments and facts to counter hate speech, they humorously take a clear stance on a subject and the absurdity of debates can be shown” (Counter Hate – Digital Guide, 2016: 26-27).

Here are a few examples of memes:



Counter Hate (2019)



Make a Meme (2022)



INACH (2018)

GOOD TO KNOW!

You can create memes using meme generators (e.g., makeameme.org or memegenerator.net)

You can create your own memes, relying on your own creativity

Remember to use copy-right free materials (e.g., pixabay.com, pexels.com, creativecommons.org)

Encouraging Critical Thinking

In your counter-narrative messaging you might want to encourage your audience to be continuously aware of the subjective nature of all messaging, and to always read messages thoughtfully and critically. You can help by offering advice on where to look for information, how to identify credible resources, how to use that information, and most importantly, how to recognize hate propaganda and respond positively and effectively to it. If this happens we help increase the number of active promoters of counter-speech.

Your campaign might provide information on critical thinking and media literacy for your audience, since “media literacy is particularly important in addressing and countering hateful online content. Essentially, it is about developing critical thinking and ‘critical clicking’. It is a conscious use of social media, which allows individuals to identify and question hateful content, to understand the prejudices underneath it, and to develop arguments to confront it” (WACC Europe, 2020: 17).

European Association for Viewers Interests (EAVI) have worked in the field of media literacy for years and have made this engaging video where you can learn more.

Media literacy and critical thinking can also help in understanding hate speech, and identifying and deciphering subtle and nuanced intentions to incite hostility, discrimination, or violence. An example from UNESCO’s Countering Online Hate Speech publication illustrates this very well.

“ It even took me a few minutes before I realized I was on a website that was sympathetic to the Nazis. It was phenomenally written, in evil ways. It cloaked the true racist and hatred messages under prose. You know, using language. And so, I actually had the kids look at it – when my light bulb went off, theirs hadn’t yet. They didn’t know what they were looking at. I asked them to look a little closer, and some of them started to see it and others still couldn’t. And that interested them because I could see something they couldn’t. That was a way for them to see, for them to get interested in the idea that somebody was actually preaching hatred and it didn’t even feel like it. (UNESCO, 2015:49) ”

Without critical thinking skills and ability to identify credible resources, one might unconsciously become a perpetrator of hate speech, or even consciously, since as humans we are prone to look for information that support our prior beliefs and values which is known as confirmation bias.

What Makes Good Counter-narratives

Based on this evidence, we can suggest that the most effective forms of counter-narratives are ones which:

- Establish, maintain, or restore a positive affective relationship with perpetrator(s) or using ingroup members as 'counterspeakers'.
- Use positive and constructive tones, empathy, understanding, and politeness.
- Offer alternative positive stories which are not often widely shared, and offer different perspectives on familiar narratives and stories.
- Include if possible the voices and perspectives of those directly impacted by hate speech.
- If appropriate, use humour and visual images to soften the tone of conversations, and undermine negative and aggressive messaging.
- Encourage critical thinking and reflection on one's own choices and unconscious biases.

Your response to different groups and different negative narratives may vary and you might combine different approaches, or you might choose one that you want to use and stick to that one but try to be flexible and brave to implement different approaches.

Designing Your Counter-Narrative Campaign

Given what you have learned about the dominant negative narratives in Step 2, and what makes an effective counter-narrative in Step 3, it is now time to design your own campaign. This section will guide you through thinking exactly what your campaign will look like.

Note down the top 3 negative narratives you identified in Step 2:

- 1.
- 2.
- 3.

You should use these as a focus for your campaign messaging, offering alternative positive stories and messaging to these negative narratives.

Target Audience

Perhaps the first step is to be absolutely clear about your target audience. Deciding your target audience is critical to deciding on the tone and content of your counter-narrative strategy and messaging.

Your analysis process in Step 2 should have shown you what the most prominent narratives are in your context, and importantly, by who and on what platforms they are being spread. However, in this Toolkit we are not suggesting that you necessarily attempt to target those perpetuating challenging hate speech, or engage directly on less used forums. Improving broader attitudes and behaviours towards refugees and migrants is often a broader societal issue, and therefore we would recommend using widely used platforms to promote positive messaging which directly counter the most prominent negative narratives about refugees and migrants in your context.

Of course, with wider societies and communities there are many sub groups you could target, and we would recommend targeting those you can identify with the best and understand the nuances of their thinking. A shared sense of identity can help you understand, empathise and connect with your audience more, and therefore create more meaningful, relevant and effective messaging

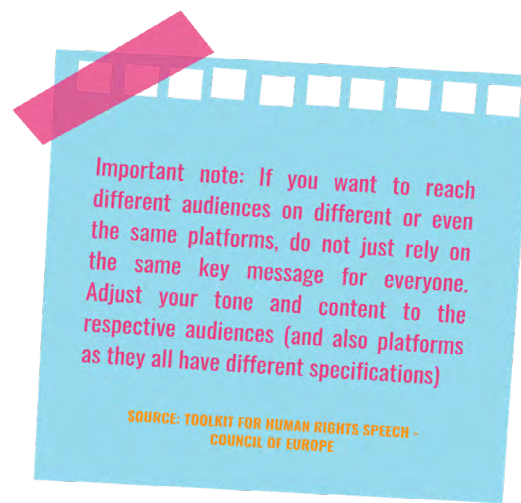
Evidence shows that targeting and speaking to those who are spreading and perpetrating extremist narratives is not the best way to counter hate speech. Therefore we suggest you reach out to those in the so-called “movable middle”, people who are indecisive, people who could be your allies and could help in creating better conditions for refugees and migrants in your society. We also suggest reaching out to those who could influence the society and who could contribute to better social cohesion if they engage in your counter narrative strategy: for example social media ‘influencers’, or those with followings or a high profile.

Your local knowledge is extremely important. You know your context the best, you know the sentiment about migrants and refugees in your community, you know with whom you could connect to and appeal to, and you understand the language of the people. Here are some of the tools you can use to define your audience:

A very interesting proposal and idea comes from the WE CAN manual and that’s creating personas – fictional, generalised characters who represent the needs, behaviours, and characteristics of a larger audience. In this manual on page 132 you can find very good templates that can help you in understanding and determining your target audience, but also to create personas for your campaign.

Another useful classification of audience comes from the author Rachel Hilary Brown. She says that “You can break the dangerous speech audience into groups based on roles they play in dangerous speech, analyse each group based on its characteristics, and target each group with specific behavioural goals (goals for how you want to change their behaviour)” (Brown, 2016: 56). If you want to learn more about this approach and use some of the templates you can find more information on pages 55-61 in the manual *Defusing Hate: A Strategic Communication Guide to Counteract Dangerous Speech*. A good practical workbook with specific guiding questions and templates to understand and identify your audience from the same author can be found here.

One more useful tool for defining your audience can be found in the Counter-Narrative Handbook in the Toolbox section on page 53.



Messaging and Medium

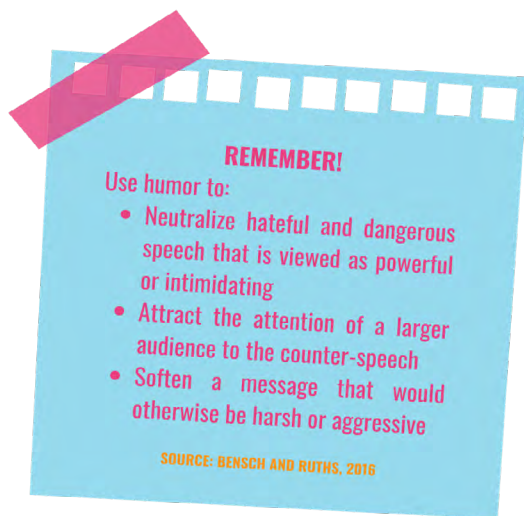
The next factor to consider when designing a counter-narrative is WHO YOU ARE TALKING TO, and how that will affect the tone and content of your messaging.

We all know it is not the same to talk to a 15-year-old girl from Bosnia and Herzegovina and talking to a 50-year-old man from Italy (or even talking to a 15-year-old girl from Italy). However, it is important to understand the differences clearly. What influences are they exposed to, what kind of language, issues, interests will they respond to? Context matters hugely for making messaging effective, and again personal knowledge and experience of these issues will help hugely.

So, before you plan and before you prepare your first post, video, message, photo etc. think of your target audience, to whom you want to speak, why you want to speak to them, what kind of message you want to send them, and how you are going to send them that message.

When targeting your audience on social media you can also use so called “targeting criteria” offered by social media. This comes with the advantages of social media advertising and boosting your posts. The ‘targeting criteria’ are the characteristics of a member of the audience a campaign would like to reach with an advertisement. It includes criteria such as: age, gender, location, language, people who like specific pages and interests. The more detailed the criteria the smaller the potential audience, but the higher the chance of reaching people likely to be interested in the advertisement. Rather than aiming an advertisement at all 16-year-olds living in Berlin, a campaign could aim it at all 16-year-olds living in Berlin, who speak German and who like the pages of a specific organisation.

(Source: The Online Civil Courage Initiative (OCCI) Information Pack on Counter-speech Engagement)



According to the WE CAN manual if you have a good and clear definition of the target audience this will help you in selecting the appropriate media channels and techniques. So, when designing your narrative, have a specific audience in mind, because people are diverse, have different roles in life, different attitudes, behaviour, or ideas. This needs to be considered. “Try to understand and identify different groups or segments within the audience, such as teenagers, journalists, politicians from government or opposition parties, or pensioners. Decide whether your counter narrative will target those who are contributing to the oppressive narrative as producers of hate, those who are indifferent, or those who are targeted by the oppressive narrative” (Council of Europe, 2017: 131).

Involving Those You are Supporting

If at all possible Counter-Narratives should engage the communities who are the targets of hate speech, in our case refugees and migrants, so they can choose their own words and ways to tell their stories.

Creating counter and alternative narratives is always better if you involve voices of those for whom you advocate for. Refugees and migrants bring a wealth of experiences with them, and when creating your narrative these experiences can be hugely valuable. We should always if possible ask people how they want to be represented and not to assume. We recommend the following:

1. Reach out to local organisations that are working with refugees and migrants and ask if they can help you speak to them.
2. Reach out to national office of International Organization for Migration (IOM) and ask them to support you and provide you access to refugees and migrants.
3. Reach out to national/regional UNHCR office and ask for support in establishing connection with refugees and migrants.
4. Use the power of the media and look for the successful stories of refugees and migrants. Reach out to media outlets and journalists and ask them to connect you with those people. You can find some stories on the page I am a migrant or Our Migration Story.
5. Create example social media posts that you would share for your counter narratives approach and seek feedback from the communities represented in these posts. Ensure you incorporate and respond to any feedback as much as you can. If you have chosen not to make edits based on the feedback received, explain your decisions to those that gave the feedback, so they still feel listened to and involved.

Another very important point is to make sure that those who participate in your campaign won't be exposed to risk of being bullied or harassed because they participate in your campaign. Ensure you have gathered informed consent from any participants that may be identified from the campaign so they understand the aims of their participation and agreed with how their stories/images will be used.

Religious Themed Counter-Narratives

Spirituality, religious institutions and law have long been connected with refugee protection and assistance (Boudou et al., 2021). Many religious traditions have specific teachings and examples of identifying with and helping strangers in times of great need, and 'welcoming the other'.

There are many examples of religious communities and faith-based organisations taking a leading role in supporting and protecting refugees and migrants (Beiler et al., 2019), including campaigns which counter online hate speech by drawing on many rich religious and spiritual traditions. Many of these initiatives and projects are multi-religious in nature, modelling values of cooperation, kindness and compassion regardless of religious, cultural, or nationalist identities (Lyck-Bowen & Owen, 2018). One of the examples of organisations working to improve welfare of refugees and migrants is Caritas with its different branches all over the world. Caritas also launched the campaign Share the Journey to support refugees and migrants and mobilise host communities in different countries and places.

Another excellent example of faith based program which aims at strengthening interreligious relations between faith-based actors working with and for 'people on the move' – migrants and refugees – in Europe is A World of Neighbours. The program was started by Archbishop of the Church of Sweden Antje Jackelén. One more faith-based organisation is Islamic Relief. Besides providing help on the ground, this organisation also advocates and creates campaigns to support refugees and migrants. There are different country-specific campaigns. Islamic Relief is a part of the UNHCR's Global Compact for Refugees.

The Jesuit Refugee Service leads an education program called "Change" It promotes "critical thinking skills among young people on the positive contribution of forced migrants and refugees to society through a combination of a fact-based course and storytelling" (JRS, 2022). The examples of stories and content used in this education approach are also used as part of the communication strategy on social media creating visible counter and positive narratives. Theologies of migration seek to invoke a whole range of themes which may be useful for creating Counter-Narratives such as:

- Hospitality
- Welcoming the stranger
- Hope
- Resilience
- Rituals and Practices
- Moral and Social Responsibility
- Compassion
- Symbols of Faith
- Crossing Borders
- Identity

#Speech4Change

It is important for religions to come together and to combat together all sources of problems and situations including hate speech. Hate speech is leading to dehumanization especially in minority communities. It is important for religions to talk and to meet each other. Because when faith communities come together it is a very powerful statement.



Imam Sayed Razawi
Chief Imam and Director General
Scottish Ahlul Bayt Society




#Speech4Change

It's simply not enough that only Muslims counter anti-Muslim hatred, or Jews counter antisemitism, or Buddhists counter anti-Buddhist sentiment, etc. We all in our communities need to counter hate speech as a phenomenon that is not exclusively affecting our group, but other groups as well, religious or non-religious, to acknowledge that and understand the complexity of this unfortunately rising issue.

Emina Frljak
International Youth Committee
Religions for Peace

#Speech4Change

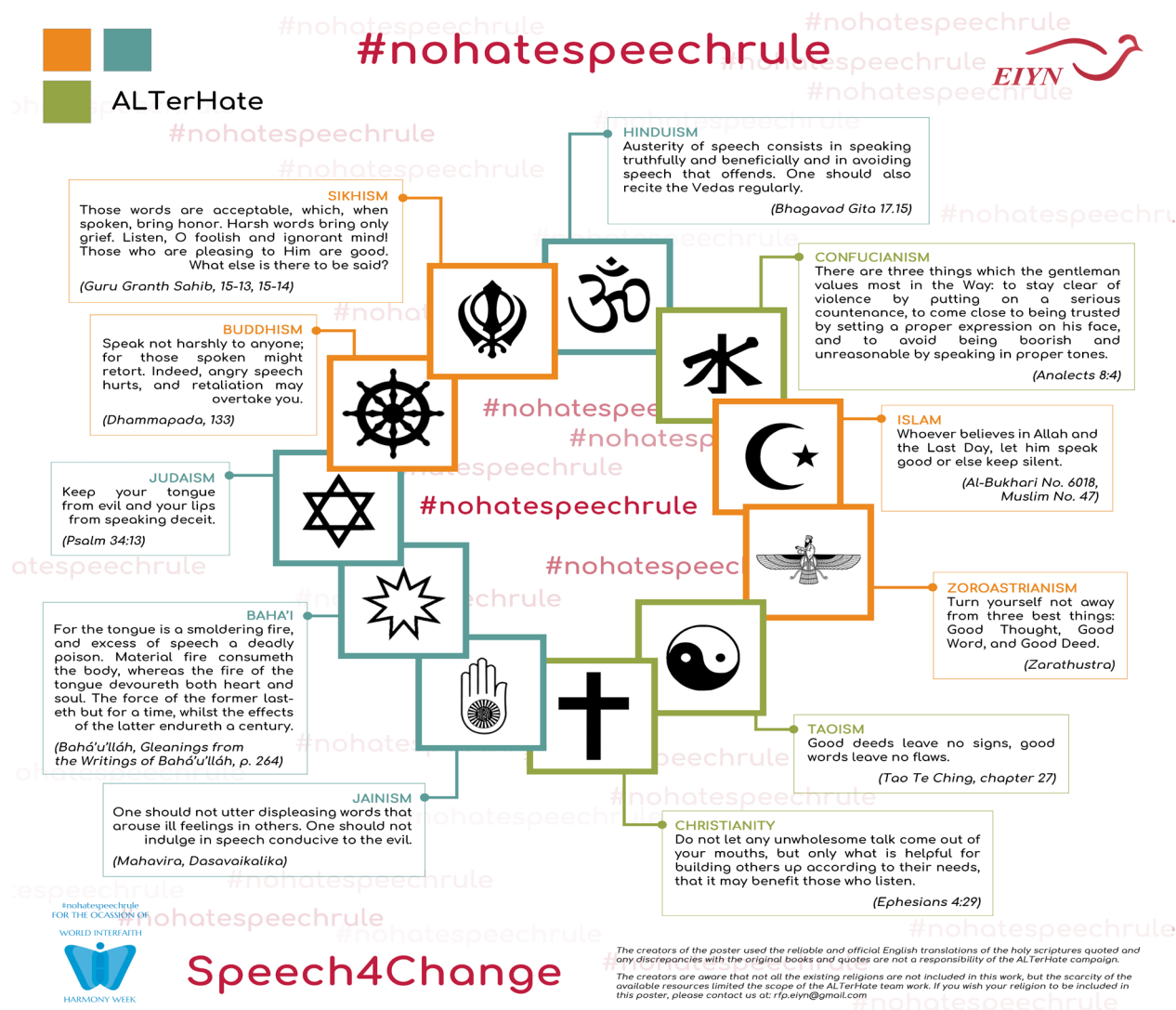
We have to have the courage to tackle discrimination and hate speech stemming from the perspective of our own communities. We may be victims of hate speech but we also contribute to it when we don't talk against it with courage.

Vladimir Andrlje
Vice-president
Jewish cultural - educational and humanitarian society 'Lo Benevolencija'




ALTerHate (2021 a, b, c)

They also created a resource which drew on religious scripture and quotations to emphasise how all religions condemn hate speech:



ALTerHate (2021d)

Religious identity offers opportunities to create powerful counter-narratives for building an inclusive society as faith can stimulate a connection between people within, across societies and enable people to identify with refugees (Lashley, 2016).

Religious Leaders can also be highly supportive and influential in helping spread counter-narratives. You can learn more about the work of some prominent religious leaders in Appendix II.

This potential of religious actors should and have to be used to promote messages of hope, peace, dialogue and understanding among people.

How all of this can help you in designing your approach and giving it a religious and multi-religious dimension, how can you involve local or national faith actors and get their support? Here are some tips which should help you consider how you might add a faith-based dimension to your work.

1. Visit the social media profiles of the religious leaders mentioned in appendix II. What takes your attention the most? How do you perceive their messages? Are there any responses from the people?
2. Can you think of the religious actors in your community? Are they active on social media? Can you imagine them having social media profiles? What kind of messages could they send?
3. Can you contact religious leaders/actors in your community and speak to them about their more active engagement on social media? Would they accept to be a part of your campaign? How can you approach them?

Using Images and Video

Visual media, images and videos, can be more powerful than any words or texts. They can convey a message in a non-verbal way and appeal to audiences from various backgrounds and different language skills.

It is important to include images and videos if possible in your campaign, and reinforce your messages using visual media. Use images that are context related, and reflect the values and attitudes that you want to highlight through your campaign.

Conveying a message through images and videos is an increasingly essential part of any campaign, and there are now plenty of options to enable you to do so: e.g. Reels on Instagram, videos on TikTok etc. It inevitably takes longer to create your visual messages, however the impact is likely to be worth the extra time, especially if done well.

Start by brainstorming ideas, with others in your group if possible. Be concise - don't make too long videos, keep them to a maximum of 60 seconds. Of course the length of your video will also depend on the platform and format you use, but you can read more about that in this article and here you can learn how to keep viewers engaged in an online video. Using visual media and text together enhances impact. Insert your core message into the visuals, rather than just writing a post on social media. Use graphic design software or platforms to help you with this. For images you can use professional ones like Adobe Photoshop or Lightroom or you may use graphic design platforms like Canva that is very friendly to use, you don't have to be a professional graphic designer and Canva offers so many benefits even without having a paid PRO account.

A good example of visual media and text combination are the 15 seconds long animated videos produced within the ALTerHate campaign. The videos were made in Doodly animation software, and they convey short, simple and clear messages. You can find the videos on this link.

It is also good to have faces of the campaign, i.e., people who will send messages and whose faces might appear in your videos, images, and posts. These people should be credible, and the audience should relate to them and trust them. It's always easier to comprehend the message if there is a real person who is actually talking to you.

This must of course be done with caution, ensuring no one, and particularly vulnerable adults and children, are put at risk in any way. Consider this before inviting them to participate.

Council of Europe and European Union Initiative Block the Hatred. Share the Love had ambassadors who were faces of their campaign. These were famous and influential people from the Western Balkans who can appeal to audiences. Here are a few examples of their posts.



Block the Hatred. Share the Love (2021)

Another example is TOGETHER, a United Nations campaign that promotes respect, safety and dignity for refugees and migrants. Launched in September 2016, its aim is to counter the rise in xenophobia and discrimination. You can also join this campaign by creating your own initiative and can find more about it [here](#). Within the campaign they have produced several videos, including the ones with celebrities, politicians and refugees altogether calling for action to support refugees and migrants. You can find a compendium of videos on this [link](#). The videos are a great example of having “faces of the campaign” or ambassadors who will convey your message. Try to identify who are credible and trustworthy people in your community and those whom your target audience will listen to.

Creating a Timetable/Scope for Your Campaign

Campaigns can last for various lengths depending on resources available and can include a diverse range of messages, posts and stories. Some questions that you need to consider when creating your campaign are:

- What size and duration will your campaign be?
- How many posts a day/week/month will you be able to commit to?
- How large is the audience do you want to reach?
- What strategies will you use to boost and keep engagement levels high for the counter narratives shared?
- How will you manage existing tasks and workload with adding the additional focus of a counter narratives campaign?

All of this will depend on your previously set goals, target audience, messages and medium. Also the scope and the timetable depends on the resources available to you, including the human resources, financial resource or time.

The challenge with awareness raising campaigns is that we are not sales people selling products, we are working to improve the position of certain groups in the society and we work with humans. Sometimes it can be hard to decide how long it will take for your campaign to reach your audience and produce expected changes and outcomes, but remember you know your context the best, the audiences you want to reach, the goals you want to achieve and the resources available. That is why it is important to set realistic goals and expect realistic changes. One way to set your goals is to use the SMART technique.

This technique involves splitting your plan into small achievable goals over a period of time which you think is realistic. Thinking of goals as SMART Targets can be helpful

S	M	A	R	T
G	O	A	L	S
Select something very specific that you want to do.	Think of the ways that you will measure your progress toward this goal. How will you know when you have reached it?	Do you have the time, resources and opportunities to reach this goal? How is it achievable ?	Is this goal realistic ? Can you realistically achieve it with the time, skills, resources and opportunities available to you?	How long will it take you to reach this goal? It needs to be timely so you can reflect, evaluate and continually improve.

See Appendix 3 for some Counter Narrative SMART Goals Examples.

A good tip comes from the One Cause page. They recommend the following: “Determine a specific timeframe for your awareness campaign with plenty of time set aside in advance for planning and preparation. If your campaign coincides with an existing national awareness month, week, or day, build your timeframe around it. For standalone campaigns, consider your audience and the scale of your goals when choosing a timeframe. Will a single day of awareness activities be enough to help you reach supporters, or will a week or month be better suited to your goals?” (One Cause, n.d.). In case you want to build your campaign around certain awareness days, weeks or months we recommend using this UN calendar. E.g. some important dates are June 20th (World Refugee Day) and December 16th (International Migrants Day), June 22nd, (European Action Day for Victims of Hate Crimes)



In case you are using social media and you want to post content on different platforms, there is always a question of how often and when to post.

Well this definitely depends on the social media platform you decide to use for your campaign. Social media experts have different advice for each social media platform. In case you want to learn more about it, we recommend reading this article on Hootsuite and this article on Sendible. What is important to remember about social media posts is that you need to aim at consistency, not frequency. Also you should aim at having quality, and not quantity. There is no point in posting something only for the sake of posting. Your posts need to “talk” to your audience, and you need to stick to your main message that you want to transmit. And last but not the least, we recommend using the advantage of scheduling your posts. Most social media platforms allow you to schedule your posts in advance (so you don’t have to constantly be on your phone or laptop at the exact time every day). Besides social media platforms there are tools that you can use for cross posting and where you can merge all your social media accounts on different platforms and then schedule. Here you can learn more about these tools.

Also these tools allow you to track the success of your posts and see when your audience is the most active, when they actually interact with your posts, and how your posts perform. This can help you also in monitoring and evaluation of your campaign. So, now when you know how to determine your campaign's scope and timetable, let's dive into some DOs and DON'Ts while campaigning.

What to do/not to do when countering hate speech

Countering hate speech requires time, creativity, willingness to stand up against hatred and show what you stand for. This can be also tiring and can sometimes seem fruitless because hate speech is consistently multiplying on social media. However, remember that if we were doing nothing it would be much worse, so stay positive and be confident that you are doing some excellent work. Other things to consider:

	
<ul style="list-style-type: none">• Think about your goal and what you want to achieve• Always have in mind that behind every profile (fake or not) there is a human being• Protect yourself and your team from possible retaliation• Work on counter speech only a limited amount of time every day/week• Have in mind your mental health• Be aware of your own biases• Be prepared that people won't always agree with your messages and campaign• Moderate comments on your campaign's social media• Stay calm and friendly: don't engage in discussion if you are agitated• Label and condemn the action of hate speech, not the person• Ask questions to understand the motivation behind a person's behavior• Be a support to those who are targeted	<ul style="list-style-type: none">• Don't work on a campaign alone, have support• Do not attack, and keep your feelings under control• Never label a person• Don't assume what a person is thinking• Don't be aggressive or hostile• Don't insult• Don't threaten or try to silence a person• Don't use hateful or vulgar tones in your replies• Don't invest yourself too emotionally in the campaign• Don't take things too personally if people respond to your posts negatively• Don't engage in fruitless conversations, sometimes it is better to leave the discussion, you can't change everyone's opinion• Don't hesitate to delete a comment if the intention of the comment is to spread hate speech

In addition, when countering hate speech against refugees and migrants, it is important not to consistently portray migrants as vulnerable victims (Ahmed, 2000). There are some hugely positive stories about migrants and refugees, and indeed the organisations and host communities that have supported them.

Remember, messages that are positive, friendly, empathetic, and constructive, are more effective than those that argue, condemn, disprove, or are hostile.

Intersectionality and Countering Hate Speech

Studies have indicated that hate speech and online harassment targets men and women to a similar extent however when monitoring hate speech it is important to recognise that exclusionary norms interact in ways that make certain groups of people particularly vulnerable (Nordiskt samarbete, 2021). LGBTI+ persons, ethnic and religious minorities are additionally frequent targets based on a combination of their identity categories (sCAN, 2021). When monitoring hate speech against people seeking refuge and migrants, we need to apply intersectional analysis which takes into account the complex and overlapping aspects of human identity.

Intersectionality is a method and tool based on a concept developed over many decades of thinking, research and struggle by black and indigenous feminists and other women of colour, first introduced by Kimberlé Crenshaw (Runyan, 2018). Intersectionality promotes inclusivity by ensuring we are engaging with multiple perspectives, enabling us to consider how power structures (based on factors like sex, race, sexuality, disability, and socioeconomic status) work together to create inequality, discrimination, and oppression (Näthatshjälpen, 2021). Additionally, demographic categories such as class, social isolation, socio-economic status also need to be considered (Mason-Bish, 2014), as well as cultural and material legacies and contemporary forces (Runyan, 2018).

In order to execute an intersectional approach to countering hate speech, you will need to implement a curious, open and creative approach that incorporates not only the lens of our own experience but also of others whose identities might make them more vulnerable to harm. (Sen, 2017). The following suggestions may help you embrace an intersectional approach for countering hate speech against refugees and migrants:

- Consider how different power structures interact and characterise your counter narratives. Be aware of interrelated dimensions such as sexism and racism or homophobia and religious discrimination (Nordiskt samarbete, 2021).
- Pay attention to the various forms of bias that may be present whilst you are creating counter narratives. Be cautious to avoid reinforcing socially constructed stereotypes. It is difficult work to make ourselves aware of our own biases and address them, but this is vital for intersectionality and hate speech monitoring.
- When creating counter narratives it is important to take into account important dates, figures, symbols and practices of the targeted communities (sCAN, 2020).
- Also consider which systems of oppression may be visible within hate speech, such as patriarchy, racism, white supremacy, capitalism, colonialism, transphobia, homophobia, ableism and create narratives that don't reinforce these systems of oppression (Khosla, 2021).

Tips for Wellbeing - Countering Hate Speech

In Step 2 we explored the considerations for maintaining good wellbeing and monitoring hate speech. Wellbeing describes a state of being in good health in both body and mind, having awareness of your emotions, feeling safe to express them, being able to understand and communicate your needs and manage daily situations. Someone who has good wellbeing is not necessarily free of stress and troubles, but they perceive they have the resources to manage any challenges. Poor wellbeing can make it more difficult to cope with daily life. When you are working to counter hate speech narratives online you should first and foremost be mindful of the potential impact on your wellbeing of people's responses (positive/negative/comments) to your counter narratives campaign. We encourage you implement wellbeing strategies that work for you when necessary but also be aware of some of the suggestions below:

Keep Safe and protect yourself first: Ensure that you do not share yours or any personal identifying information and/or locations when you are sharing counter narratives and addressing hate speech.

Stay calm and friendly: Share content with a positive and calm mindset. Pause before replying to hate speech with counter narratives or sharing counter narrative content. Are you in the right mindset to share this now? Could someone check the tone and content to ensure it appears calm and friendly? Create the post, wait an hour and check it again, are you still happy to share it?

Group Work: Do not work on counter narrative activities alone. Create counter narratives, share and respond to comments with another trusted colleague or friend who has the same focus and purpose as you. By collaborating you can support each other in the face of overtly negative responses and also gain different perspectives and insights. Feeling supported is really important when managing hateful comments and content.

Take Five - Step away from counter narrative work if you are feeling strong emotions that have a negative impact on your wellbeing. Know when to recognise a need to disengage come back when you feel, safe, calm and grounded

Talk it Out: Enlist the support of people who you trust to talk about your experiences both positive and negative of creating and sharing counter narratives.

Implement Strategies: Ensure you have a number of strategies or 'tools' available to you to maintain your wellbeing. As wellbeing looks different for everyone and the ways in which you can boost and maintain your wellbeing may well be different on different days. It's important to take time and think about these numerous ways to support wellbeing and remember to implement them after you have spent time monitoring hate speech. These ways could range from listening to music, exercising, reading some positive online content, making a hot drink, meditation, mindful eating, chatting to a friend or playing a game.

Big Picture: Keep in mind the broader purpose of sharing counter narratives and remember that online there exists a vast audience of passive social media users. These are people who do not engage in the conversation but read the comments. Your counter narrative may have received negative responses, but it could still have had a positive impact on others who read it but did not respond.

Time Keeping: Be mindful of the time spent responding to hate speech with counter narratives and the breadth of impact. Creating counter narratives is a balancing exercise between how likely it is that other people would see the content versus how long it takes you to create it.

Biases: Be mindful of your own biases when creating counter narratives and that confronting our own biases is difficult and uncomfortable work, be open to viewpoints and learn about your biases when developing a counter narrative approach.

Monitoring and Evaluation of Counter-narratives

Developing and conducting Monitoring and Evaluation (M&E) is an essential part of every campaign. Understanding what went well, and why, is a valuable source of information for your own, and others, future campaigns and initiatives. M&E in this instance should be an attempt to measure the positive/negative impact of your project, and understand what had the greatest impact, and why. It is important to remember, impact can be understood in a number of different ways.

Sometimes it might seem to you that your campaign is very successful because it reaches a large number of people, or because your posts have many likes and shares. However, this does not necessarily indicate deeper engagement, or change in attitudes or behaviour. M&E is about designing a way that will help you gather information on all levels of impact, from engagement, to attitudes, to actions.

The Online Civil Courage Initiative (OCCI) Information Pack on Counter-speech Engagement suggests three fundamental criteria to base your M&E strategy on: awareness, engagement, and impact.

“Awareness: metrics that indicate the number of people reached by a campaign (e.g., impressions, reach or video views) and demographic information (e.g., age, gender or geographic location) that provides insights as to whether the right audience was reached.

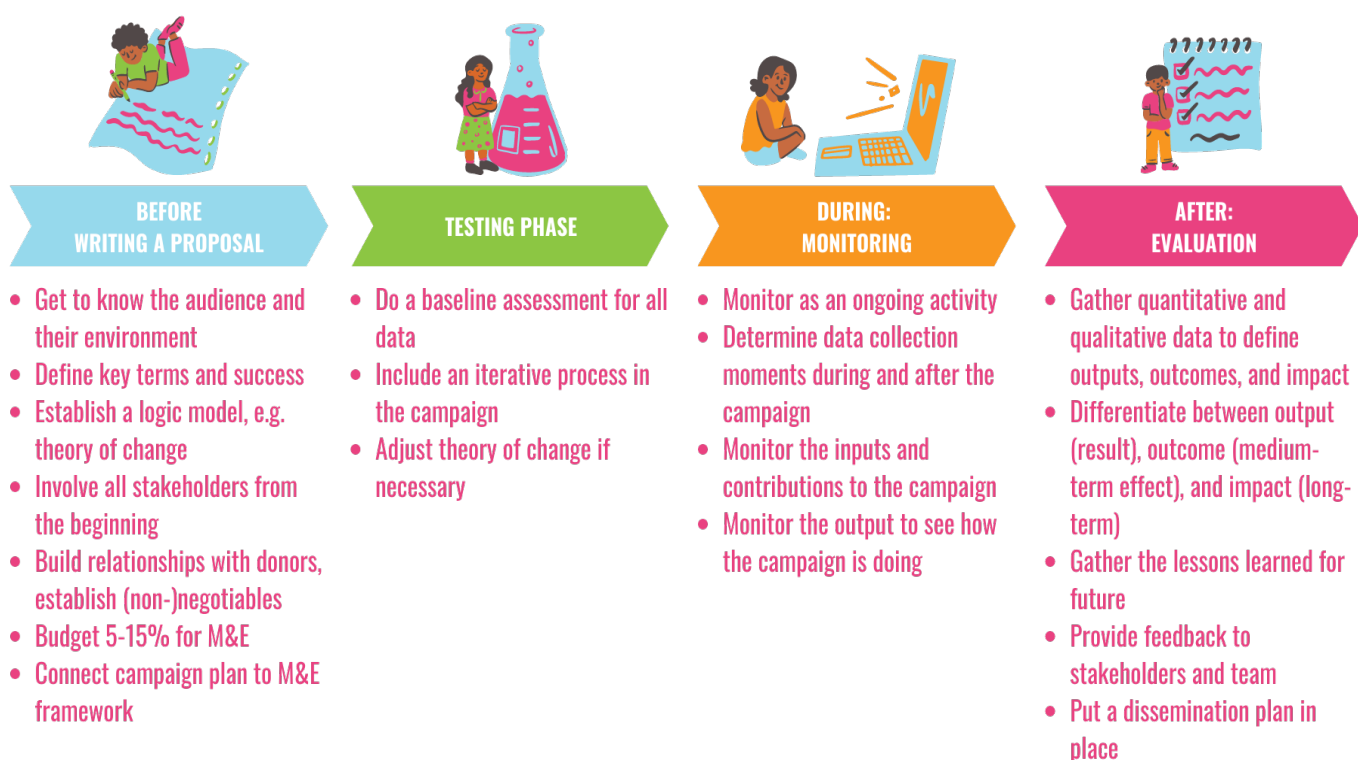
Engagement: metrics that show how much people interacted with a campaign’s content, social media accounts or websites (including video retention rates, numbers of likes, comments, or shares).

Impact: metrics that help you determine if you were able to meet your campaign goal. These will vary depending on what you originally set out to do. Depending on the type of campaign and your audience, this could be evidence of prompting discussions, critical thinking and sustained online engagements around violent extremism, or signs that the intended audience is reaching out directly for support. Remember that measuring the impact of online counter-narrative campaigns – whether they are actually changing people’s opinions or behaviours – can be difficult and often is not conclusive” (Tuck & Silverman, 2016: 44).

In case you want to learn more about these metrics we suggest reading pages 43-49 of the Counter Narrative Handbook or pages 10-24 of The Counter-Narrative Monitoring and Evaluation Handbook. In this handbook you will also learn more about the methods you can employ to determine your impact.

Collecting M&E data happens at all the stages of the campaign, and considering what to measure, and how to do it, should be one of the first steps when thinking about your campaign.

There is a paper by RAN Centre of Excellence and the RAN C&N Working Group that outlines a step by step process which may be useful. They also created an M&E 'To Do List' of each phase of a project that can help you determine your steps in designing M&E strategy. You can find out and read more about this process [here](#).



Adapted version of RAN's step by step process (Source: EX POST PAPER Monitoring & Evaluating counter- and alternative narrative campaigns)

RAN Center for Excellence developed a model called GAMMMA, which stands for Goal, Audience, Message, Messenger, Media, and Action. This is a model for running effective alternative and counter-narrative campaigns.

Council of Europe manual WE CAN provides another framework that you could use for your M&E. They propose 5 steps to make a successful M&E. In the table below you will find those 5 steps and a short description of each of them.

STEP	DESCRIPTION
Define impact indicators	It is important that you define what the impact will look like, that is, the specific changes that you expect to see happening because of your efforts. Your actions may have different effects, for example on people's opinions and behavior, so you need to decide what kinds of effects or changes you want to monitor and what will tell you or indicate that these changes are happening, to what extent and in which ways. You may need answers to questions such as: Who was reached by the campaign? How did they perceive the message? How have their perceptions of the issue changed?
Observe and ask	Observing carefully how your targeted audience is reacting to your campaign is a vital aspect of your monitoring and evaluation efforts. To obtain more insights, you can also gather information by asking different participants and observers, for example, through a survey or an interview. Surveys and interviews can be done face-to-face or through Internet-based tools and platforms. They can be done through writing, voice recording or video recording. It is up to you how you choose to do it.
Estimate the reach	In this step you estimate the reach i.e., the number of people that your counter narrative has reached. Here you will have a larger picture of the outreach of your counter narrative and the approximate number of people that were reached.
Monitor conversations	Most narratives cause reactions. Those reactions are mostly in some form of conversations. These conversations can be conversations between people or groups in physical spaces, or through the Internet. Go to where your audience is and see if they talk about your counter narrative, look for reactions on your counter narrative, they might be positive or negative, see if there are people in mainstream media mentioning your narrative.
Assessing impact	In this last step you reflect on your counter narrative's impact and evaluate the achievements. At this moment you come back to the iteration and decide if it is necessary to repeat another iteration, i.e., to re-visit and implement all four phases again. It is important that if you do decide to run another iteration, you should adopt the four phases based on what you have learnt, based both on successes and failures.

The table is based on the inputs from Council of Europe WE CAN manual Council of Europe (2017)

To learn more about these steps and what exactly to do in each of them visit pages 151- 159 of the WE CAN manual.

M&E Tools

There are also some useful tools that can help you track your metrics, monitor, and evaluate your campaign. You will find them in the box below. Each of these tools can be helpful in your M&E and can make it more efficient and effective. Some of them are more advanced and professional and some are easier to use, some have free basic options. Whatever you decide to use it will help you in the process and it will make your M&E easier and faster. It is worth mentioning that almost all social media include analytic tools of their own and you can collect metrics there as well.

Hootsuite	Enables you to integrate all your social media accounts into one dashboard, monitor conversations and gather metrics
Google Alerts	Helps you to track media coverage or mentions of your campaign or any other keywords or phrases that you use
Google Analytics	Provides information about the website you run, e.g., detailed analytics for the number of visitors
Hashtracking	Provides tracking of your campaign hashtags and analytics tools that could be helpful for conducting campaign on Twitter or Instagram
Sysomos	A Social Division of Meltwater and gathers data from various platforms including Facebook and Twitter based on geographic location
Netvibes	A real-time social media monitoring tool. With this tool you can filter, analyse, and collect a broad range of information by monitoring topics, hashtags, and accounts.
Keyhole	A hashtag tracker for Twitter, Instagram, and Facebook. It shows the number of people who posted with your hashtag, but also the number of retweets, likes, impressions, etc.
Social mention	A real-time social media search and analysis platform for collecting user-generated content. It operates without the need to create an account.

Reflection & Action Planning: Countering Hate Speech

Now when you have read about countering hate speech, it is time to reflect and plan your action. As you could see, planning and implementing a campaign is a process and requires many steps. There is a pretty long way to go from your idea to action, but with these tips and guidance it is much easier. Here are a few questions to help you and guide you.

TARGET AUDIENCE - MESSAGE - MEDIUM - MESSENGER

1. Who is your target audience, do you have them already in mind or you need to research a bit and think about them?
2. Why do you want to speak to those people and create campaigns just for them?
3. How do you want to speak to them? Do you just want to convey your messages to them and hope that they will reach them, or do you want to engage them to contribute to your campaign? How are you going to do that?

TEAM AND WORKFLOW

4. Have you prepared your own to do and not to do list? Would you like to add something that we might have missed in the list?
5. Do you have your team ready? Who can be in your team? Who could be your graphic designer, who could monitor social media? Who can be a creative brain who will generate ideas and create content? Who will prepare and complete up a monitoring and evaluation strategy? Who will coordinate the whole process?
6. Are there any risks for you and your team and possible people involved in the campaign? How can you mitigate that risk? What kind of strategies can you use to protect yourself and your team?

GOOD EXAMPLES

7. Are there any similar campaigns out there from similar organisations/contexts where you can learn and adopt good examples and practices?



Reflection and action planning



GOOD EXAMPLES

Are there any similar campaigns out there from which you can learn and adopt good examples and practices?

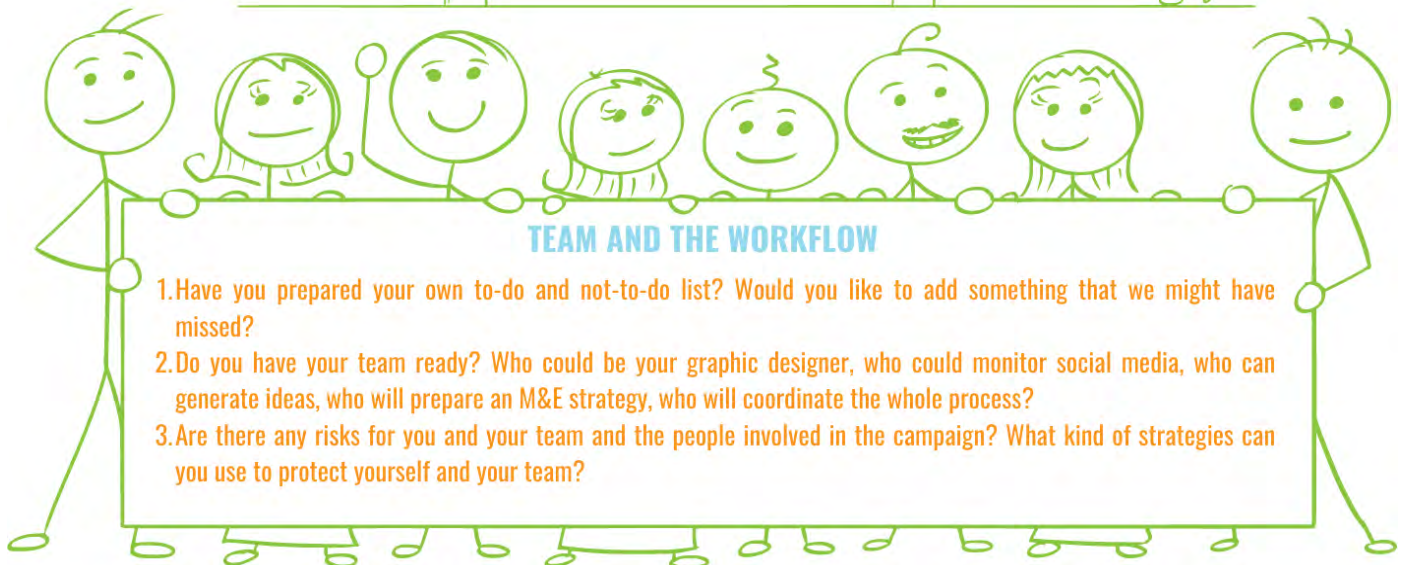
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TEAM AND THE WORKFLOW

1. Have you prepared your own to-do and not-to-do list? Would you like to add something that we might have missed?
2. Do you have your team ready? Who could be your graphic designer, who could monitor social media, who can generate ideas, who will prepare an M&E strategy, who will coordinate the whole process?
3. Are there any risks for you and your team and the people involved in the campaign? What kind of strategies can you use to protect yourself and your team?



Appendix I: Examples of Initiatives to Counter Hate Speech

There are already many initiatives and campaigns we can learn from which attempt to address hate speech using counter-narratives. Here are a few examples.

- The first example is NO HATE SPEECH MOVEMENT from the Council of Europe, which grounds its narrative in human rights. You can learn more about this campaign and find a vast number of resources and examples, including those concerning refugees and migrants, [here](#). Within the campaign there is a resource developed on how to create your own campaign based on human rights narratives and you can find all about it on this website.
- LOUD focuses on young people and their contribution in fighting against discrimination, intolerance, and extremism. It resulted in 9 alternative narrative local campaigns completely designed and implemented by youth in their own local communities. On this link you can watch the videos produced within the campaigns.
- The ALTerHate campaign and the #nohatespeechrule poster that was specially designed on the occasion of the World Interfaith Harmony Week (WIHW). The team behind the campaign used an interfaith approach to explore various faith traditions and scriptures, and find a basis for positive, non-offensive speech, speech that nurtures and strengthens communication between people and have published a poster with quotes and verses from 11 different religious traditions.
- I WELCOME was developed by Amnesty International to tackle hateful narratives towards refugees and migrants. The campaign focuses on human values – encouraging people to accept those who experience injustice or violence, and suffer as a result of persecutions. The campaign makes use of tools such as videos of refugees telling stories about the friendly welcome they received in their host communities. This campaign takes place both offline and online and you can find a number of resources to get inspired, including a video Look Beyond Borders produced by Amnesty International Poland.
- A group of students from the Berlin School of Popular Arts decided to record songs to create alternative narratives, and give their support to refugees. They collaborated with refugees while producing the songs, and made a compilation “Songs for Refugees” containing 13 songs. All the money made from selling this compilation was donated to NGO KuB in order to support refugees. Listen to the song “Moving”.
- TV2 Denmark made a video titled All That We Share, which emphasises what we have in common as human beings and deconstructs the narrative of putting people in ‘boxes’ based on different identities and characteristics. Since its release the video went viral and had millions of views on YouTube and Facebook. There are other videos like this, in different languages like The Experiment (German version), Luton – All That We Share (British version), All That We Are (US version). These videos send powerful messages rooted in togetherness and things that unite us, rather than divide us.
- Silence Hate implemented by a consortium of 9 organizations and attempted to address and prevent online hate speech against migrants and refugees by developing new and creative counter-narratives. You can visit their Instagram and Facebook pages to see what kind of contents and materials they have produced.
- A video made by HiHo Kids Meet a Refugee provides a platform for a child refugee from DRC Congo to speak to children from the host community, and tells her experience that she had to go through alone. This video depicts how conversation and honest children’s curiosity can help in making connections among children and evoke empathy in them.
- In addition to these examples we recommend visiting this page where you can find more examples of campaigns with specific focus on migrants and refugees.

Appendix II: Religious Leaders and Actors

Some of them are very active in promoting interfaith dialogue, some of them are very vocal in advocating for people on the move, and some of them promote solidarity with those marginalised. We have prepared various examples for you to dive in and learn more about this work.

Sayed Ali Abass Razawi - Facebook page

The page is dedicated to Imam Sayed Ali Abass Razawi who is a British scholar and religious leader with a research interest in Islamic philosophy, mysticism, and comparative religion. Besides undertaking bridge-building and engaging communities across faith and non-faith traditions, Razawi founded the first Shia-Sunni Alliance in Scotland to promote ecumenical dialogue and good-will, has partnered with twelve national charities across Scotland, and is a Global Ambassador for “Glasgow the Caring City.” You can learn more about Imam Razawi on this link.

This page primarily shows the work that Imam Razawi does both in Scotland where he is based, but also his work on European and international level. Posts, texts, photos, videos on the page are promoting dialogue, living together, common good, interfaith harmony, love, and respect between people of different religious and faith backgrounds, thus offering an alternative to omnipresent divisive narratives of hatred, conflict, and violence.

The page has 37,117 followers from all over the world, while the posts perform very well and show concrete actions done by Imam Razawi, but also other religious actors, organisations, and movements. These posts are written in the spirit of fostering mutual understanding, learning and dialogue, with specific focus on interfaith approach.

Selection of Facebook posts:

- Religious Leaders and Policymakers Unite against Hate Speech Targeting Refugees and Migrants
- UNHCR Multi-Religious Advisory Council
- Conversations on the needs of refugees and migrants, with a particular focus on women and the youth
- Living Unity
- The ethos of giving, sharing and compassion is important
- A discussion on migration
- Topic: The Impact of Early Education on Positive Multi Faith Relationships
- Glasgow COP26

Archbishop Antje Jackelén – Twitter and Instagram

Archbishop Jackelén has a very active Twitter and Instagram profiles. Her profile on Twitter has 22,472 followers and her Instagram profile has 4,108 followers. Archbishop Jackelén actively posts on both of her profiles. H.E. Archbishop Dr. Antje Jackelén is Archbishop of the Church of Sweden and an Adjunct Professor of systematic theology/religion and science at the Lutheran School of Theology at Chicago. During the height of the refugee crisis in 2015, Antje Jackelén, The Church of Sweden’s archbishop since 2014, asked herself what role she should play as a religious leader in Europe. So, after three years of planning, the Church of Sweden’s A World of Neighbours initiative began by conducting site visits across Europe in search of the people committed to a humanising and mutually transforming encounter with refugees and migrants and therefore embodying palpable solutions to the challenges of our time. On this link you can read more about Archbishop Jackelén.

Archbishop Jackelén profiles showcase her work in Sweden, but also internationally. Posts on her profile promote her work as archbishop, but also as a vocal advocate for interfaith dialogue, living together and understanding between the people of different religious backgrounds. She is very vocal when it comes to hate speech, hatred, and xenophobia. People from various places of the world follow her work and respond to her posts. Through her online presence archbishop Jackelén conveys messages of understanding, mutual respect and gives voices to those who are often unheard.

Selection of Twitter and Instagram posts:

- Multi-faith workshop on Faith's Role in Combating Hate Speech in Social Media
- Visit to refugee camp in Jordan
- Call for donations for refugees on the Polish-Belarus border
- "With hope in action, we will be able to counter narratives of hate and fear with narratives of love and trust. Let's do that; it's urgent!"
- Easter Eve with cross from El Salvador

Rabbi Schlomo Hofmeister – Twitter profile

Rabbi Schlomo Hofmeister runs a Twitter profile with 504 followers. He actively tweets and retweets from his profile. The profile showcases his work, but also very often his opinion and ideas about different political and religious questions. As he states in the description of his profile: "Here to express my private and personal opinion".

Schlomo Hofmeister has been the Community Rabbi of Vienna since 2008. He has received various rabbinic ordinations in different theoretical as well as practical areas of Jewish law from some of the most prominent rabbinic authorities of the 20th century as well as a Master of Science degree from the London School of Economic and Political Sciences (LSE). He is a member of the Muslim Jewish Leadership Council and the highest rabbinic representative of the Jewish Community of Austria in all interreligious and socio-political matters. Learn more about Rabbi Hofmeister [here](#). His Twitter profile is run in German since he is based in Vienna, Austria, but there are posts in English as well. The posts on his profile reflect his interfaith work as well. Many of the posts are written in the spirit of dialogue, mutual understanding, and interfaith harmony.

Selection of the Twitter posts:

- Gib Hass keine Chance (Don't give a chance to hate)
- European Policy Dialogue Forum post
- Muslim-Jewish Leadership Council

Shaykh Ibrahim Mogra – Twitter profile

Shaykh Ibrahim Mogra is an Imam from Leicester, England, who is well known for his work on interfaith dialogue and understanding, particularly between Islam and the West. He is leading figure in an emerging generation of theological leaders and Muslim Imams who promote effective Muslim integration into British society. Imam Mogra currently serves as Chair of the Interfaith Relations Committee of the Muslim Council of Britain. He is a member of the Christian Muslim Forum, Religions for Peace UK, the European Council of Religious Leaders, the World Congress of Imams and Rabbis for Peace, and sits on the Advisory Board of the Three Faiths Forum. Here you can learn more about Shaykh Mogra.

Shaykh Ibrahim's Twitter profile has 5,662 followers. The profile is very active and Shaykh tweets and retweets on a regular basis. His tweets showcase his work in the United Kingdom and internationally, but he also expresses his views on various political and religious questions. Among those questions he advocates for refugees and migrants, but also, he speaks out against hate speech of any kind. Besides that on his profile he endorses dialogue and cooperation among people of different religious backgrounds and posts photos of his own interfaith encounters.

Selection of Twitter posts:

- Support for Social Media Bill (online hate speech)
- Say something good, otherwise keep your silence
- Sentence of the Day: "at the pulpit, if you cannot speak well of someone, keep silent"

Feride Funda G-Gencaslan – Facebook profile and Instagram profile

Feride Funda Gencaslan runs a Facebook profile with 3,534 followers and Instagram profile with 1,168 followers. Her profile is very active and updated daily. The posts mostly showcase her work in the Suffi Center Berlin, but also her interfaith activism. Among many things she is very vocal about interfaith dialogue, peace building, refugees, environment, and all from the perspective of her religious background.

Feride Funda G.-Gençaslan (Hajja Feride), Sufi-Muslima and CEO of the Sufi-Centre Rabbaniyya, Der Wahre Mensch e.V. - The True Human, a non-profit organization. She is working as an official representative and participates and initiates interfaith peace projects in Germany; such as numerous projects of the initiative circles that followed the call to an interfaith dialogue launched by the Berlin Senate. Within the free services offered by the Sufi Centres, she is an expert giving seminars and workshops on Sufism and Islam at several educational establishments of any age. In addition, she helps to establish networks and giving advisory services for charities on getting in contact with Muslim migrants and refugees. Learn more about Feride Funda Gencaslan on this link.

Selection of Facebook and Instagram posts:

- Video message for the 1st Assembly on Women, Faith and Diplomacy
- #weremember
- Sierra Nevada

Archbishop Justin Welby – Twitter profile

Archbishop Justin Welby has a Twitter profile with 166,374 followers. The Most Revd Justin Welby was ordained in 1992 after an 11-year career in the oil industry. He spent his first 15 years serving in Coventry diocese, often in places of significant deprivation. In 2002 he was made a Canon of Coventry Cathedral, where he jointly led its international reconciliation work. During this time, he worked extensively in Africa and the Middle East. Archbishop Justin has had a passion for reconciliation and peace-making ever since. He was Dean of Liverpool from 2007 to 2011 and Bishop of Durham from 2011 to 2012, before being announced as the 105th Archbishop of Canterbury in late 2012. You can find out more about Archbishop Welby on this website.

Archbishop Welby's profile is very active, with tweets and retweets on a daily basis. The profile communicates the archbishop's messages mostly related to the Diocese of Canterbury and the work of the church. But the profile has a very strong message of dialogue, understanding, and communication with people of diverse religious backgrounds. He is very vocal about refugees and migrants, and this is greatly reflected on his profile either by sharing messages of other religious leaders or creating his own. His tweets often receive lots of reactions from people.

Selection of Twitter posts:

- Meeting with Judge Mohamed Abdelsalam and dr. Sultan Al Remeithi
- Freedom of speech is not just frank speech, but fitting speech. What matters is not just communication, but good communication
- Pope Francis meeting refugees in Lesbos this weekend offers us a truly Christ-like image
- Love Thy Neighbor as Yourself
- All of us, no matter who we are or where we're from, are made in the image of God
- We celebrate our work supporting vulnerable people seeking refuge and asylum
- This was a devastating loss of human life - each person a child of God. Praying for all those suffering agonising grief today

Cardinal Blasé J. Cupich – Twitter profile

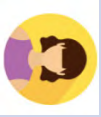

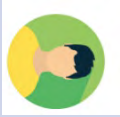
Cardinal Blasé J. Cupich has a Twitter profile with 30, 570 followers. Cardinal Cupich was ordained to the priesthood for the Archdiocese of Omaha on August 16, 1975. He was pastor of two parishes in Omaha. He was appointed Bishop of Rapid City, South Dakota by Pope John Paul II on July 7, 1998, and was ordained and installed on September 21, 1998. He was appointed by Pope Benedict XVI as the sixth Bishop of Spokane, Washington on June 30, 2010, and installed on September 3, 2010. Cardinal Cupich was appointed Archbishop of Chicago by Pope Francis on September 20, 2014 and installed as the ninth Archbishop of Chicago on November 18, 2014. Learn more about Cardinal Cupich [here](#).

His profile has bilingual posts in English and Spanish. Most of the tweets showcase his work as cardinal and the work of the Archdiocese of Chicago. Besides that, he is a strong advocate for COVID 19 vaccination, interfaith dialogue and understanding between people of different religions. On his profile he also advocates for refugees and migrants.

Selection of Twitter posts:

- Let us take action to build a culture of encounter as we welcome, protect and integrate immigrants and refugees in our midst
- If we desire a more fraternal world, we need to educate the younger generations to acknowledge, appreciate and love each person, regardless of physical proximity, place of birth or where they live

Appendix III: Examples of using SMART Goals for Counter Narrative Planning

	Specific	Measurable	Achievable	Realistic	Timely
 <p>I want to monitor hate speech in my context specifically related to unaccompanied minors.</p>	<p>I will plan to spend 1 hour a day in the mornings, monitoring hate speech on this topic.</p>	<p>I know when I have met this goal when over a two week period I have spent at least 8 hours of monitoring online.</p>	<p>I can achieve this goal if I make sure to plan the time spent morning, ensure I stick to the schedule.</p>	<p>I will aim for 10 hours monitoring in total but I know that for my project needs, 8 hours will also be sufficient. I recognize that I may need to delegate some other tasks in order to meet this timeline and goal.</p>	<p>I will do this over the next month and complete all 8 hours by March 27th.</p>
 <p>I want to plan a campaign that leads up to and connects to a local religious and cultural festival.</p>	<p>I will create a counter narrative plan, which includes sharing posts every two days starting one month before the event and finishing on the day of the event.</p>	<p>I will know I have achieved this goal when I have shared at least 10 counter narratives posts connecting to the event.</p>	<p>We have 3 months before the festival. We can plan as a team the content of these posts, refine them and plan the sharing time line over the next two months.</p>	<p>Within the team we will plan and delegate specific tasks to ensure all posts are created and shared on time.</p>	<p>We will begin the planning, creation of the narrative 1 month before.</p>
 <p>I want to create counter-narrative content related to migrants and the economy.</p>	<p>I will first carry out research into existing narratives in this area to discover what I need to counter.</p>	<p>I will spend 5 hours in total researching the existing narratives to create my counter content. I will aim to identify and create counter narratives for 3 existing narratives.</p>	<p>I can aim to achieve this target in two weeks.</p>	<p>I need to leave at least half a day to create the 3 narratives. I may have to extend my deadline if the research takes longer to find existing narratives.</p>	<p>I will conduct research and plan the narratives in the next 4 weeks.</p>

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Free Social Listening Tools

Social Listening tools can help with search for terms across a variety of platforms. Diagram 4 outlines free tools available on the internet.

Free and Basic Social Listening Tools

Monitoring Tool	Platforms	Type of Media	Search Options
Google Alerts	Web content (web pages, news sites, Youtube, blogs, forums)	Not for Social Media	Keywords
TweetDeck	Twitter	Social Media Only	Hashtag, keywords, Boolean searches
Social Mention	Twitter, Facebook, FriendFeed, YouTube, Digg, Google, etc.	Not for Traditional Media	
Talkwalker Alerts	Blogs, websites, forums, and social media		
Twilert	Twitter	Social Media Only	Keywords, hashtags, Boolean searches, locations (via Local follow or Nearby Tweets)
Crowdtangle*	Facebook, Instagram, Reddit	Social Media Only	Keywords, hashtags

* *Must request access first – available to third parties engaging in research

Adapted from the CDC's Table of Social Listening Tools (pg.3) - https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence/rca-guide/downloads/CDC_RCA_Guide_2021_Tools_AppendixE_SocialListening-Monitoring-Tools-508.pdf

