#DefyHateNow: Mobilizing Action against Hate Speech and Directed Social Media Incitement to Violence in South Sudan

Evaluation Report for the Initial Project Period, 2015

Petra Borrmann

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Acronyms

ICT	Internet and Communication Technology
CSO	Civil Society Organizations
IDP	Internally Displaced Persons
IGAD	Intergovernmental Authority on Development
PoC	Protection of Civilians
UN	United Nations
UNMISS	United Nations Mission in the Republic of South Sudan
UNESCO	United Nations Educational, Scientific and Cultural Organization

Executive Summary

In 2015 the Berlin based agency r0g launched a project to act on the ongoing South Sudan political and civil crisis which has resulted in the creation of a civil war and internal refugee catastrophe. The project was designed as a response to the growing problem of social media based hate speech and its directed incitement to violence. The first project phase comprised the following components:

- workshops and training on the subject of hate speech for civil society representatives
- monitoring and documentation of online hate speech by a team of correspondents being trained in mitigation, verification skills
- outreach and media campaigns in order to raise awareness about the issue

This report provides an analysis and evaluation of the activities conducted throughout the project´s first implementation / pilot phase. The evaluation is based on the assessment of qualitative and quantitive data, including interviews with the project manager as well as the findings of a feedback questionnaire that was sent out to project participants. During its initial phase the project achieved measurable results but also faced some constraints due to external and international challenges. This includes a tight timeframe, administrative barriers, economic and safety matters in South Sudan while the project activities were implemented on the ground. The following results are related to the project outcome:

- the documentation of the urgency of the situation with all project participants stating they have experienced hate speech on social media
- awareness raising on media related hate speech and incitement to violence
- a reputation as a neutral, trustworthy partner on the ground was being established
- strong ties with local partners were being developed and existing collaborations extended

For the further improvement and development of the project, recommendations discussed in this report include:

- the further monitoring, documentation and systematic classification of hate speech
- the development of training resources and the design of hate speech counter strategies
- the strengthening of existing networks with local partners while creating new collaboration opportunities

1. Introduction and Background

1.1. SITUATIONAL CONTEXT

South Sudan has been affected by conflict since the declaration of independence in 2011. The political tensions escalated in December 2013 when the conflict transformed into a civil war and caused a nation-wide refugee crisis which continues until today. The violence spread when fighting broke out between soldiers loyal to President Salva Kiir and his deputy Riek Machar. It was essentially a political power struggle over the control of the country´s economic resources which soon affected all parts of society and increased ethnical tension between opposing conflict parties.

Since the beginning of the conflict, traditional media as well as internet and social media have been a serious factor in fueling the conflict. While the reporting of violence, the humanitarian crises and the coverage of the peace processes has been done with an eye to keeping the people informed, there has been a growing concern about the role of the media in the incitement and ethnical biased violence.

This is by far not a new phenomena. In contemporary peace building research the role of media in conflict has been widely acknowledged. In particular, the case of the Rwandan genocide has drawn attention to the impact of propaganda when the intentional dissemination of hate speech via national radio transformed subtle ethnic sentiment within the Rwandan society into the sudden outbreak of mass violence.

1.2. OVERVIEW OF THE PROJECT

Initiated in response to the current and ongoing South Sudan political and civil crisis, #DefyHateNow was the first project designed to analyze the situation and develop immediate counter strategies in collaboration with local civil society organization on the ground. Founded as a community peace building, training and conflict reconciliation effort, the project intends to strengthen the voices the actions of youth oriented civil society organizations that have formed across South Sudan since violence erupted. The project was set out to engage and bring able citizens in reconciliation dialogue together with internally displaced persons (IDP) sheltered at the UNMISS Protection of Civilians (PoC) sites in Juba, South Sudan.

#DefyHateNow was founded by r0g_agency, a Berlin-based non-profit agency for open culture and critical transformation. The agency has a focus on creating sustainable open systems solutions for post-conflict development.

1.3. ABOUT THE REPORT

This report is the first evaluation of r0g´s #DefyHateNow project since its start in March 2015. It has now completed its initial set-up and pilot phase and is currently intending to move into a second phase consolidating previous efforts and project results. The following evaluation will cover the conflict situation of South Sudan and the project´s relevance before assessing the impact of the #DefyHateNow pilot phase and future collaboration opportunities. Conclusion and recommendations for the future project design summarize the previous findings.

1.4. METHODOLOGY

The evaluation will cover the timeframe of the initial project phase which started in January 2015 and ended in December 2015. It will be based on quantitative and qualitative data collected through the analysis of workshop protocols and feedback questionnaires and includes input from relevant project stakeholders. For this, interviews with the project manager were conducted and questionnaires were sent out to those, who participated in

projects activities. This is mainly a group of people such as teachers, journalists and civil society activists with and without institutional ties who work as the projects local representatives in South Sudan. Due to restricted access to the internet, the number of responses was limited and therefore the survey may not be fully representative. Nevertheless, it will provide some valuable insights for the assessment and further development of the #DefyHateNow project.

In addition secondary data will be reviewed to include previous research in the field of media and hate speech in order to connect the project to the broader relevance of contemporary peace building approaches.

The evaluation will draw upon criteria defined by the project donors and will be based on a systemic analysis of #DefyHateNow´s peace building efforts. Apart from measuring the sole quantitative output of the project, the overall outcome and impact of the project with its potential to address different sociopolitical actors will be taken into consideration for this.

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2. Project Relevance

2.1. CONFLICT BACKGROUND

South Sudan collapsed into civil war in 2013 when fighting broke out between soldiers loyal to President Salva Kiir and his deputy Riek Machar. The conflict quickly took on ethnic overtones and led to an ongoing national refugee crisis with the UN stating that as a result of the war, nearly 25 percent of the population are in urgent need of food assistance, and at least 40,000 people are "on the brink of catastrophe".[1]

The humanitarian crisis and the displacement of large parts of South Sudan`s population gave rise to new settlements for internally displaced persons (IDPs). Under UN protection these Protection of Civilians (PoC) sites have hosted more than 100,000 IDPs within its premises since the start of the war.

In 2015 With the help of the international political community, diplomatic negotiation and mediation efforts were finally taken up by the South Sudan government but efforts to implement the peace agreement are slow until today. With the signing of the agreement by President Kiir, IGAD negotiated the internationally backed 'Agreement for Resolution of the Conflict in the Republic South Sudan' which gave rise to cautious optimism and was seen as a final attempt at securing an end to the conflict. After that, a return to a moderately stable urban situation in Juba was noticeable, but security problems and non-political violence in outlying areas remained.

Throughout the year, the security situation remained tense with affects on major project stakeholders, in particular the independent journalists. There were incidents of violent attacks that pointed to a general deterioration of general security, resulting from a vacuum created by the general military conflict which focuses attention and resources away from general civic security to support the resolution. Recent reports indicate that violence started to spread in the PoC camps following growing ethnic tensions within the communities in the camp.[2]

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[1]Justin Lynch, Survivors of violence in Malakal face new crisis, 22.02.2016

[2] ibid

2.2. HATE SPEECH AND SOCIAL MEDIA

Since the beginning of the conflict, traditional media such as newspaper, radio and television as well as internet and social media have been a serious factor in fueling the conflict. While generally the reporting of violence, the humanitarian crises and the coverage of the peace processes needs objective and neutral reporting about the conflict, there has been a growing concern about the role of the media in the incitement and ethnical biased violence in South Sudan.[3]

Overall South Sudan is a country with little technical infrastructure and marked by rural-urban divide with around 80% of the people living in the countryside and a minority living in Juba or other urban areas.This divide is crosscut further by significant differences with the urban population having greater levels of education and literacy and better access to technological based media infrastructure. Radio is the most widely owned device and most accessible source of information for the vast majority of people in South Sudan.[4]

Internet and social media have developed into a important news channel and gained significance among the younger urban demographic. It is estimated that there are around 1,914,823 million internet users today which constitute 15.9% of the population.[5] In this demographic group there are roughly 150,000 facebook subscribers indicating that a minority of 1.2% of South Sudanese is using social media platforms. A survey points out that mobile phones are often the only technical device respondents stated they owned, with 28% of respondents reported having access to one.[6]

Due to this lack of access to technological devices, most people in South Sudan get informed by relying on their personal social networks and face-to-face communication as the most trusted, widespread, and important source of information. Much of this information is often second or third-hand, leaving room for exaggeration, gossip, fabrication, and compromised news-reporting. [7] A survey on social media incited hate speech in South Sudan pointed out that the political crisis and violence was fueled by deliberately spread false messages on facebook pages and groups which can also be accessed from mobile devices. Based on the analysis of various South Sudanese facebook groups, the study showed that a large number of online groups were guilty of spreading fabricated false stories and a majority of facebook comments expressing ethnically biased aggressions.[8]

In this context, the diaspora South Sudanese played a crucial role as one of key conflict influencers. They often aggressively participated in online debates by spreading false information without fearing to be affected by the consequences. But while discussion and debate via social media networks such as facebook and twitter are mainly transparent and can be monitored without direct participation, the spread of hate speech via SMS and mobile messaging service is difficult to assess from the outside.

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[3] Jok Madut Jok, 2016

[4] Internews, 2013

[5] Dec 31,2014: Internet World Stats, 2015

[6] Nov, 2015: Internet World Stats, 2015

[7] ibid

[8] CEPO, 2014

With its structural global outreach, social media sites generally attract different heterogeneous fan bases. Outside the internet, radio and daily newspapers are the most important national media outlets with strong outreach while on facebook, South Sudanese sport and pop stars own fan pages with the largest national audience. In this way, they become key conflict actors in the conflict either by participating in distribution of biased information or as significant focal points for an future involvement in hate speech counter strategies.[9]

This situation also includes some international sociopolitical implications and has recently gained broad attention. Hate speech is regulated differently via nationals laws.They are relatively strict in german legislation but rather liberal in the United States with covering even extreme forms of hate crime via the freedom of speech act. Since social media providers operate under the US american, political pressure has been exercised by the German government to persuade social media companies towards the voluntary restriction of their own liberal understanding of freedom of speech.[10]

2.3. PROJECT RELEVANCE

#DefyHateNow is a contribution to peace building within the country of South Sudan by raising awareness and drawing attention to a structural problem. It suggests non violent measures of conflict resolution through the identification of hate speech on social media, the provision of workshops and training while strengthening the reflection and understanding of the causes of violence and finally, initiates the development of hate speech counter strategies.

Given that social media platforms are unregulated spaces of free speech and strong global outreach, the role of social media in conflict needs to be analyzed in greater detail. Though the role of traditional media in conflicts has been widely acknowledged in past conflict research, recent studies indicate that social media in peace building is gaining momentous and will extend its impact in future peace building approaches and the design of programs.[11]

Against this background, #DefyHateNow constitutes a pilot and belongs to the first projects bringing this new perspective to the conflict scenario. While targeting the generally younger, educated, urban demographic of South Sudan, the project is addressing important and yet unconsidered key drivers within the conflict situation. The project addresses key factors within the broader conflict environment such as the role of media and internet and the urgent need for reliable, objective information in a situation of conflict. However, political and sociocultural changes are very complex and long term processes and quick impacts, especially with regard to key conflict drivers, can not be expected within this first project phase.

3. Project Activities and Achievements

3.1. INTERVENTION LEVELS


[9] socialbakers 2016

[10] „Merkel fordert Facebook zum Löschen auf", in Zeit Online, 10.09.2015

[11] Rousbeh, Berghof Foundation, 2015 and Bravics, Media and Communication, 2016

#DefyHateNow activities were based on the approach to engaging groups of people, critical to a peaceful resolution of conflict, due to their influence. It is based on the assumption that without the involvement of affected individuals with first hand experience of hate speech, progress cannot be made towards combating online violence. In this context, the project identified key people with a certain degree of influence and societal outreach such as journalists, civil society representatives and teachers who received training throughout the workshop series. Important key actors that have been defined as central to conflict but were not yet addressed are people with a strong outreach on social media. This refers to diaspora South Sudanese who became active conflict drivers during the escalation of violence by their participation in online discussions.

Intervention Levels of #DefyHateNow
Adapted from J.P. Lederach`s „House of Peace", in: Building Peace, Sustainable Reconciliation in Divided
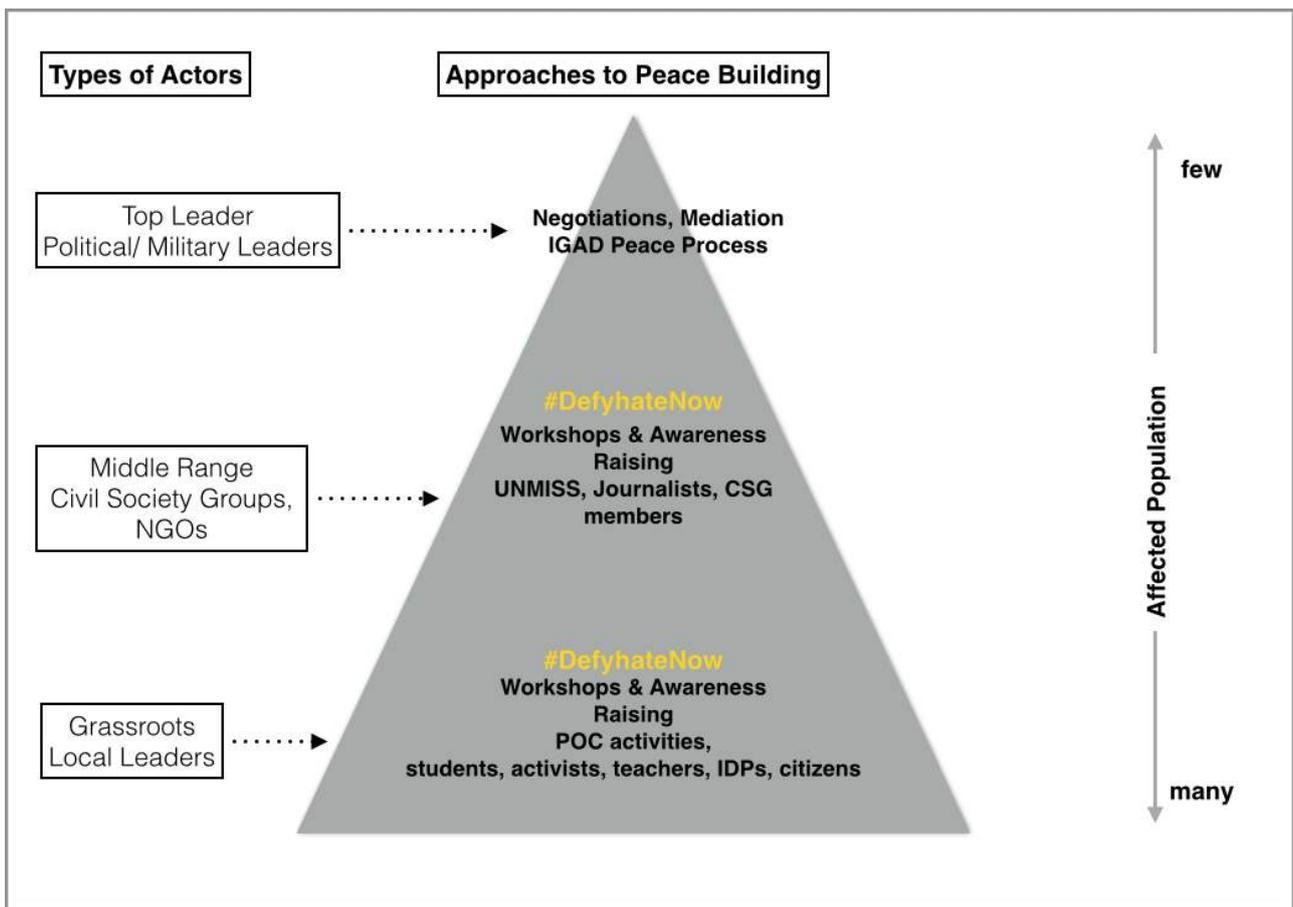
Societies,1998

3.2. PROJECT METHODOLOGY
#DefyHateNow project activities are based on the train-the-trainer approach which aims to bring the benefits to a wide an audience as possible. In its initial stage, the project activities focused on workshops to train project associates intending to change their attitudes, values, skills, perceptions of the conflict at the individual level first. Then the receiving participants of the first training workshop maximize the outcome by spreading their learnings through own training measures.

Considering #DefyHateNow´s key target groups, this involved the training of IDPs representatives with outreach into the PoC camps as well as students and activists who participated in #defyHateNow´s workshops. Apart from this, the project also reached out to representatives of civil society organization and international donors to become aware of

the violence that was increased through online hate speech and the spread of false information via social media.

The following section treats the general achievements of the program during the initial project period. It will cover the quantitative performance as well as the qualitative performance. Overall, these objectives are associated with the completed first project phase:

- local recognition and acceptance of the project. Trust building among local partners and the consolidation of a reputation as a neutral trustworthy external partner in South Sudan. This includes keeping indirect ethnic or tribal prejudice from entering the deliberation of online moderators and correspondents.

- the identification and strengthening of local networks and partnerships with civil society organizations but also the assessment of further key actors and partners central to the resolution of the conflict.

- awareness raising about the issue of hate speech among local partners and associates and the provision of respective training to local partners.

- the collection and classification of hate speech examples in order to define the overall scope of hate speech in South Sudan which will be used a basis for the development of adequate counter strategies.

3.3.1. Quantitative Performance
The project included a number of activities that led to the following quantitative output:

- **7 local seminars** and workshops aiming at networking and raising awareness about the issue of hate speech including efforts to strengthen the ties with conflict affected key actors.

- **A research visit** of one of the local partners to mobilize support and raise awareness about the issue in Germany

- **2 promotional activities** including a radio campaign and a project presentation for the international donor community in South Sudan.

- **1 brainstorming workshop** regarding the progression of the project towards broadening the project scope by including the mobile messages service into the project focus

All in all, the following number of individuals and groups have directly benefited from #DefyHateNow activities:

- Background & introductory trainings on the subject of hate speech for **260 participants**

- **3 Outreach** workshops for a total of **52 participants** from IDP groups on PoC ground as well as **5 groups** of youths from different communities with a total of **50 participants.**

3.3.2. Qualitative Performance

As peace projects are generally aiming at complex processes of transformation the output level is usually less important than the outcome level. The qualitative performance of the project has led the following outcome.

During interviews with the project management, it was stressed that one of the significant achievement of this pilot project could be seen in the trust it received from local partners. To gain trust among the IDP representatives and community leaders was a particularly significant result, since it provided access to the PoC camps. Considering the tight timeframe of the project and lengthy administrative procedures of South Sudanese institutions the permission to reach out to the PoC community and carry out the project in this protected environment can be regarded as a valuable project milestone.

Furthermore, the response from a questionnaire which was sent out to the workshop participants to obtain feedback on the individual experience of hate speech as well as the learnings of the workshops was evaluated. This survey has some constraints since the number of responses was limited and the overall results may not be fully representative but despite the shortcoming, it provides some valuable insights into the current status quo of hate speech in South Sudan and reveals some interesting facts about the further potential of the project. The following findings can be drawn from the survey:

- All of the participants (100%) stated, they were familiar with hate speech. While 60%of the participants experienced hate speech face to face and via traditional media such as television and radio, nearly all (80%) came across hate speech on the internet. Speaking of social media networks, all participants (100%) stated that they experienced hate speech on Facebook while platforms seem slightly less likely to be used for distributing false information as twitter and blogs were mentioned by 75%.

- Between the participants existed a varying understanding of hate speech. It was defined as a mere „hostility", „a speech that can hurt someone" or a „speech against a tribe or community". Jus one responded defined it more detailed as a „speech that demeans people on the basis of ethnicity, religion, gender, geography and other socially perceived parameters with the purpose of marginalizing them and placing them at some disadvantage position".

- Since some of the respondents had conducted workshops themselves they were asked about the feedback on hate speech they had received. 40% of the trainers stated that all (100%) of their participants had experiences with hate speech. Another 40% of the trainers stated that around 75% of their participants experienced hate speech and 20% said around 25% of their participants had came across hate speech on the internet. During their workshops discussed hate speech examples included the false images of dead people on Facebook. One participant responded that senior government officials branded displaced persons as „rebels" and intros way created tension within the PoC community. Another one mentioned the ethnic mobilization and the deliberately humiliation of members of other ethnic groups in this conflict by community and political leaders during the conflict.

- Asked about the key drivers of the conflict, participants mentioned the historically deep rooted ethnic division of South Sudanese society, its political division into three greater regions, the overall existing political differences including the absence of legal instruments to address hate speech and the dominance of government and public institutions by one ethnic group. In addition, one participant considered the ex-combatants and and the attraction the join the war as an additional key driver.

- On the benefits the workshops provided, all participants (100%) responded that it helped them to get a better understanding of the issue and to raise awareness about hate speech. Most of the participants (80%) also agreed that the #DefyHateNow events helped them to create ties with other CSO actors, to share experiences among each other and to think about counter strategies on how to deal with this issue.

- Regarding the acquired insights and knowledge gained through the workshops the participants stated they learned about the urgency of the problem, about how social media can be used to understand the problem and to design to counter measures. One respondent acknowledged that he was made aware of the impact Facebook groups and users with a large fanbase and outreach have on the wider passive internet audience. Furthermore, the participants suggested activities to fight hate speech should involve campaigns via traditional media such as radio and newspaper, additional train-of-trainer events, the development of a hate speech manual and other resources such social media and online website was mentioned, financial support to encourage outreach activities and community interactions could also help to progress the project.

- Suggested improvements of the workshops involved the provision of additional training seminars, further online campaigns and the inclusion of additional key actors into the project design. Due to their significant role in South Sudan´s society religious institutions but also traditional leaders were mentioned as potential key partners.

- Issues the respondents would like to discuss in forthcoming #DefyHateNow events relate to the conflict itself, i.e. a thorough conflict analysis but also mentioned additional help with advocacy work such as trainings on how to draft a policy paper and instructions for the professional organization and planning of projects. The participants also stated that they see a demand in further training on the issues of security, social media, fact checking and verification.

3.3.3 Constraints and Challenges
Interviews with the project management team have indicated that the project has faced a number of overall challenges and constraints which affected the project outcome during its initial period.

Despite a realistic and considerate timeframe, not all of the projects activities have been realized while certain milestones were not met. This was due to a number of external political and economic challenges which were described earlier. Though, the once volatile political situation became more stable, difficulties with security and violence in outlying areas remained.The tense security situation affected major project stakeholders whose safety was increasingly threatened with any form of critical or investigative journalism being considered as 'aggressive behavior' towards the efforts of the government to bring stability to the country. Also, the fluctuation in the local currency has puts pressure on the original budget and inflated prices for major services such as well as professional fees which are primarily calculated and paid in US Dollar.

Collaboration with some of the local partners proved to be difficult. Previously defined project milestones were not met by some project stakeholders and partners. As a result, certain products such as training manuals were either delivered with a delay or not delivered at all. Rising living cost and currency inflation had made day to day life, the organization of events and meetings more complicated but also illness and culturally different understandings of timeframes can also be cited as reasons for this.

During the first project phase one of the key actors - a facebook group which originally was considered as a neutral and reliable collaborator and partner in monitoring and documenting hate speech - had started expressing a rather biased perspective on hate speech on their social media site. These observations accompanied by emerging allegations of received financial funding from a ethnically biased diaspora lobby led to the management´s decision to end collaboration with this partner.

Also, a systematic analysis and classification of hate speech have not been defined yet. Examples of hate speech were collected and categorized during the pilot phase but a detailed matrix with a clear differentiation that distinguishes between slightly aggressive cases of insult or the more extreme and legally punishable forms of hate speech remains to be implemented. The need for this was confirmed by the projects participants varied own understandings of hate speech in their individual responses to the feedback survey.

3.4. COORDINATION AND COLLABORATION
Within a year the project management has successfully established and consolidated relationships with several local civil society organizations and relevant stakeholders. Though the cooperation with some of the initial partners proved to be difficult initially, the cooperation with the the project´s local team was strengthened and enabled the project to extend its outreach into PoC sites and gained access to new actors directly affected by the conflict.

The project received recognition and ongoing support for their recent work from a number a institutional actors such as the media department of the University of Juba. The project team has also cultivated a net of contacts with important institutions of the international development community including UNMISS and UNESCO.

Interest and intention in further project collaboration has already been expressed by a number of institutional actors such as University of Juba who stresses the urgent need for „grassroots efforts aimed at creating awareness and finding alternatives to social media based conflict rhetoric." The project has also won the support of UNESCO´s South Sudan office for an information workshop on identifying and mitigating social media hate speech. UNESCO also intends to strengthen the mutual collaboration in order to widen the project`s scope, best practice exchange, revision of ICT guidelines, integration of social media tool kit and the training of its UNESCO staff and other UN agencies. Furthermore a list of potential grassroots partners for future collaboration has been compiled and will be assessed for future collaboration opportunities.[12]

4. Conclusion

4.1. MAIN FINDINGS
Throughout the past year r0g and local partners designed and implemented the first phase of the #DefyHateNow project that was designed as community peace building, training and conflict reconciliation effort. In its pilot phase the interventions covered a range of workshops and training events with the intention of raising awareness and obtain a better understanding about the complex issue of hate speech. In this respect, the project has proven to be successful in the following outcome:

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[12] Appendix D, p.20

- The confirmation of the assumption that hate speech on social media is as an key conflict driver which confirmed by most of the projects participants experiences.

- While internet and social media discussions are a potential drivers of hate speech, some networks, i.e. Facebook are more likely being used for it.

- The project has drawn attention to key conflict actors and identified new conflict stakeholders. The current quantitve status of South Sudanese online discussion groups has been compiled but was not yet analyzed in greater detail.

- The project has gained local recognition and the team successfully built itself a trustworthy reputation as neutral and unbiased external actor on the ground.

- Identification of new grassroots partners, securing forthcoming collaboration with international donors and public institutions while strengthening ties to #DefyHateNow´s existing local partners.

Apart from the overall positive results, the project was affected by some constraints which need to be considered for the future project planning. This refers to the originally set milestones and tight timeframe for implementation. This clearly shows that in particular in the first set-up phase, a project needs adequate resources which can be allocated freely in order to take unexpected challenges and external variables into consideration without affecting the project design.

4.2. RECOMMENDATION
The following steps are recommended for the next project phase in order to consolidate #DefyHateNow current outcome and to further develop and progress the project`s first achievements:

- Continuing and intensifying the dialogue with key partners and strengthening the already existing ties into the community

- A comprehensive reflection of original the project plan and previous project partners, including the adjustment of the project timeframe and the allocation of resources

- A more detailed definition and classification of hate speech is needed to distinguish between various aggression levels of hate speech. The creation of a hate speech matrix may be needed in order to clearly identify hate crime.

- Broaden the project scope to include additional infrastructure of hate speech, such as the use of text messaging/ SMS to spread hate speech on a personal level

- Professionalize the monitoring, to consolidate and manifest the effects of hate speech and its implication of the spread of violence

- Inclusion of participant feedback for the Expand training towards key actors such as radio and political representatives to consolidate the overreaching effects of hate speech

- The design of counter measures against hate speech including the training of existing activist groups/ correspondence team. Changes in social norms, group behavior, and intergroup relationships.

- Assessing and following up on the sociopolitical outreach of the project in cooperation with institutional partners. This includes juridical measures, legislation or government policies to fight hate speech and the dissemination of false information.

Resources

Internews: South Sudan National Audience Survey: A Nationally Representative Assessment on Radio Listening Habits with Key Findings in Five Booster Areas for Internews Stations, 2013

„Merkel fordert Facebook zum Löschen auf", in Zeit Online, 10.09.2015, http://www.zeit.de/digital/2015-09/facebook-merkel-hetzkommentare-hetze-loeschen

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Gagliardone, Gal, Alves, Martinez, UNESCO: Countering Online Hate Speech (UNESCO Series on Internet Freedom), 2015, http://unesdoc.unesco.org/images/0023/002332/233231e.pdf

Keen, Georgescu, Bookmarks: Manual for Combating Hate Speech Online Through Human Rights Education, Council of Europe, 2014, http://www.coe.int/t/dg4/youth/Source/Resources/Publications/BOOKMARKS.pdf

Annexes

A) #DefyHateNow workshop on PoC site, 11/2015
B) Questionnaire
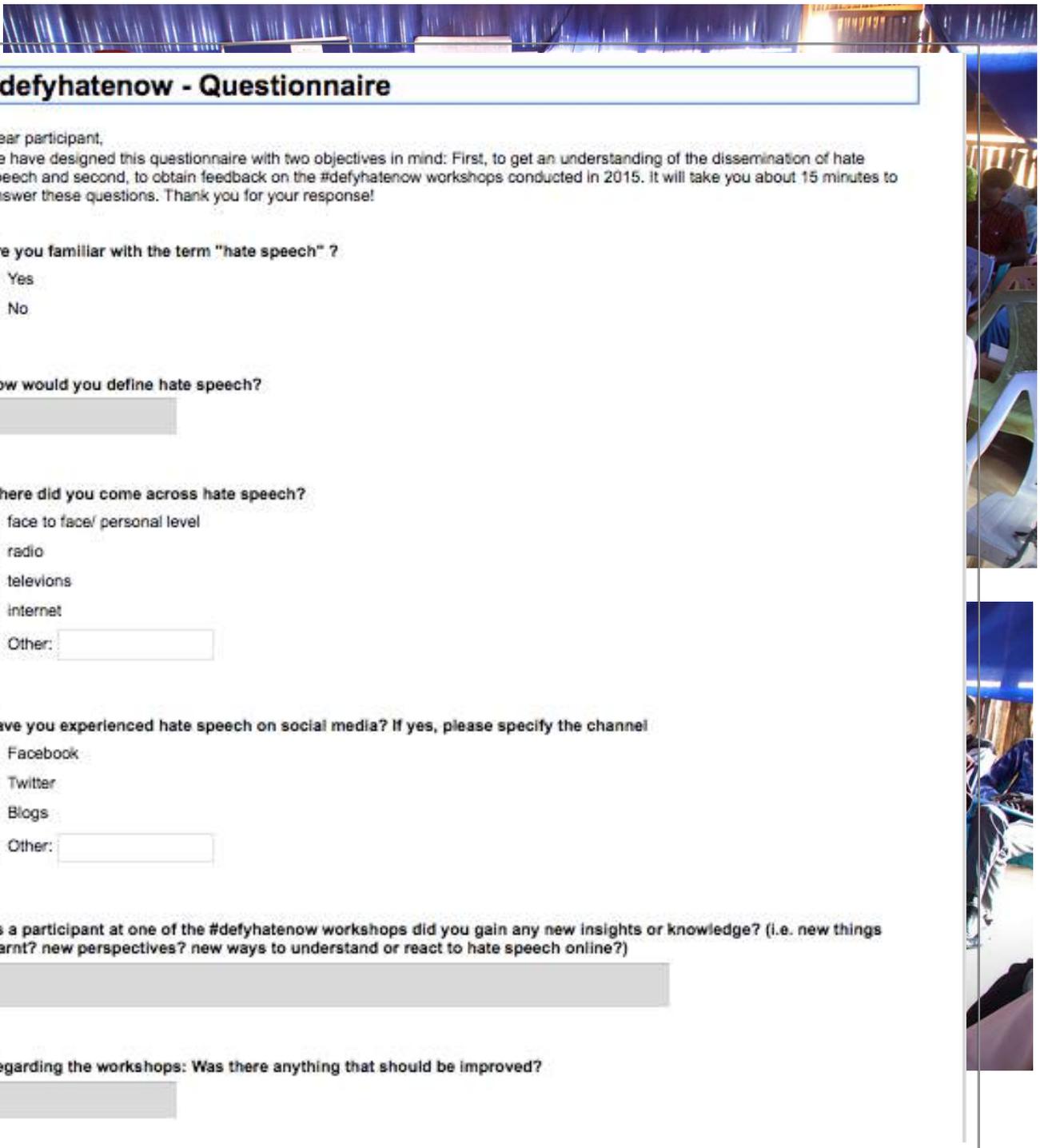
#defyhatenow - Questionnaire

Dear participant,
we have designed this questionnaire with two objectives in mind: First, to get an understanding of the dissemination of hate speech and second, to obtain feedback on the #defyhatenow workshops conducted in 2015. It will take you about 15 minutes to answer these questions. Thank you for your response!

Are you familiar with the term "hate speech" ?

○ Yes

○ No

How would you define hate speech?

Where did you come across hate speech?

☐ face to face/ personal level

☐ radio

☐ televions

☐ internet

☐ Other:

Have you experienced hate speech on social media? If yes, please specify the channel

☐ Facebook

☐ Twitter

☐ Blogs

☐ Other:

As a participant at one of the #defyhatenow workshops did you gain any new insights or knowledge? (i.e. new things learnt? new perspectives? new ways to understand or react to hate speech online?)

Regarding the workshops: Was there anything that should be improved?

If you conducted one of the #defyhatenow workshops, how many of your participants experienced hate speech? Please estimate.

○ 100%

○ 75%

○ 50%

○ 25%

○ 0%

Were examples of hate speech stories discussed? If yes, please share.

What do think are the key drivers of hate speech?

What were the benefits of the hate speech workshops?

☐ to raise awareness about the effects of hate speech

☐ to network with other activists

☐ to share experience about hate speech

☐ to develop counter strategies on how to deal with hate speech

After participating in any of the #defyhatenow activities, would you want to engage more directly in fighting hate speech? If so, what resources would help you do so? What kind of action would you want to take?

Input for future workshops: What issues would you like to discuss in follow up workshops?

Is there any type of training you would like to have in future (i.e. social media use? fact-checking, "ground-truthing" or verification? security?). Please specify.

C) Survey Responses

If you conducted one of the #defyhatenow workshops, how many of your participants experienced hate speech? Please estimate.
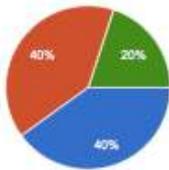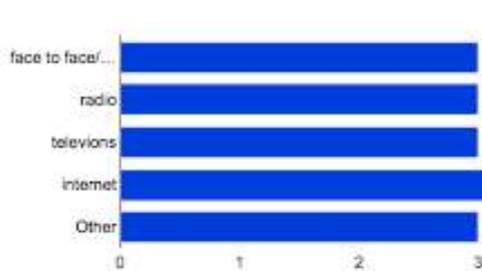
100%	2	40%
75%	2	40%
50%	0	0%
25%	1	20%
0%	0	0%

Are you familiar with the term "hate speech" ?

Yes	5	100%
No	0	0%

Where did you come across hate speech?

face to face/ personal level	3	60%
radio	3	60%
televions	3	60%
internet	4	80%
Other	3	60%

Have you experienced hate speech on social media? If yes, please specify the channel

Facebook	5	100%
Twitter	2	40%
Blogs	2	40%
Other	3	60%

What were the benefits of the hate speech workshops?
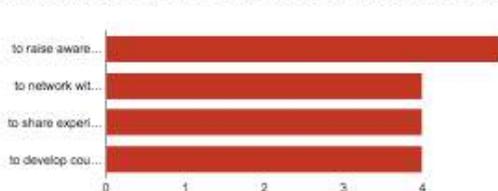
to raise awareness about the effects of hate speech	5	100%
to network with other activists	4	80%
to share experience about hate speech	4	80%
to develop counter strategies on how to deal with hate speech	4	80%

D) Letter of Intent (UNESCO, University of Juba)

Rebecca Lorins

Rebecca Lorins
Head of Department
Acting Department of Mass Communication
College of Arts and Humanities
University of Juba
Juba, South Sudan
Cell Phone: 0955325152
Email: rebecca_lorins@yahoo.com

January 24, 2016

Subject: Letter of support for #DefyHateNow project

To Whom it May Concern,

I am writing today to express my support for the #DefyHateNow project initiated by r0g_agency for open culture and critical transformation, and in fact to register strong interest on behalf of the Department of Mass Communication to participate in the project should it continue in 2016 and beyond.

As a concerned member of the broader community living in Juba, I am aware of the role language and media play in shaping attitudes and behaviors in the context of the current conflict in South Sudan; in fact, media and communication may be the primary means by which ordinary citizens contribute to either exacerbating or mitigating conflict on the ground. And, as an assistant professor in the Department of English Language and Literature, and the Acting Head of Department of Mass Communication at the University of Juba, I am acutely aware of the role the University can and should play in cultivating analytical skills, promoting media literacy, and empowering communities to intervene in what the project aptly identifies as "social media based hate speech, conflict rhetoric and online incitement to violence."

As the department continues to develop in line with the University's mission and strategic goals, it is imperative that both faculty and students embrace the mantle of "public intellectual," extend our reach beyond the University campus and more strongly engage communities in a shared project of civic education. Collaborating with r0g_agency's #DefyHateNow initiative is a promising way for the Department to accomplish these goals: not only will students benefit from the structure and network formed during the project's pilot phase, they will have a unique opportunity to add their voices to this important conversation by putting into practice the theories and methods they are learning in the classroom, applying their nascent expertise in media and transforming from consumers to critical interpreters and producers of media. In fact, the training, the lessons and the practices that will be developed during this project have the potential to be integrated into the curriculum. In turn, the project will benefit by tapping into a powerful network of student citizens who can help strengthen peacebuilding messages online.

Ultimately, the #DefyHateNow project can have far-reaching consequences by spearheading a grassroots effort aimed at creating awareness of, intervening in, and finding alternatives to social media based hate speech and conflict rhetoric. This project fits well into our department's desire to use communication and media to enhance the well-being of society, and will highlight the important place of the University in civic education five years after independence.

Thank you for your time and attention and please feel free to contact me should you have any questions.

Sincerely,

Rebecca Lorins

Rebecca Lorins, PhD

Juba Office

United Nations
Educational, Scientific and
Cultural Organization

r0g_agency for open culture and
critical transformation gGmbH
c/o Susanne Bellinghausen
Wilhelmine-Gemberg-Weg 14
Spreefeld Studio 3
10179 Berlin
Germany

Date: 15 December 2015

Ref. No. : JUB/CI/15/ 340

Subject.: **#DefyHateNow: Mobilising Civic Action Against Hate Speech and Directed Social Media Incitement to Violence in South Sudan**

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has had the opportunity to participate in and collaborate on a number of the introductory activities of the #DefyHateNow initiative developed by r0g_agency for open culture and critical transformation gGmbH (Berlin) and its partners in South Sudan, the EBONY Centre for Strategic Studies and CEPO - the Community Empowerment for Progress Organisation.

Recognising the importance of identifying and mitigating social media hate speech to our own efforts in education, media literacy and South Sudan's fragile peacebuilding process, UNESCO expresses its interest to further develop its collaboration with this initiative.

The awareness and mitigation strategies being developed by #DefyHateNow on the impact of social media and online induced incitement to violence form a positive contribution to UNESCO's current peacebuilding efforts in the country. By focusing on a broad spectrum of communities, and addressing the rapidly increasing access to internet and use of social media #DefyHateNow is an ideal partner to support UNESCO's mandate.

We therefore aim at strengthening mutual cooperation that may include collaboration in areas such as:
- widening the cross-country scope of the initiative, facilitating access to outlying regions
- sharing best practice cases, knowledge resources and partner networks
- integrating or adapting tool kits and methodologies for social media literacy into UNESCO's local education programming
- Support newly established regulators office (NCA / Min of Telecom) to revise national ICT policy and include social media guidelines
- Train UNMISS / UN Agencies staff on social media hate speech and incitement to violence awareness and mitigation

UNESCO would also seek further support and alliances to strengthen the scope, impact and outreach of the program.

Yours sincerely,

Mr. Salah Khaled
Head of Office and UNESCO
Representative to South Sudan