#DEFYHATENOW

Social Media Hate Speech Mitigation

FIELD GUIDE

Version 1.0 May 2018

#defyhatenow
@defyhatenow
https://www.facebook.com/defyhatenow/
https://twitter.com/defyhatenow

#defyhatenow Social Media Hate Speech Mitigation FIELD GUIDE

#defyhatenow responds to South Sudan's ongoing civil crisis by addressing the roles played by social media users in exacerbating or helping to mitigate these issues, since the eruption of conflict in December 2013 and July 2016.

Our vision is to strengthen the voices and support the actions of youth, women's and civil society organisations, peace activists and independent journalists in South Sudan to develop strategies as part of a global 'dangerous speech' mitigation community. The #defyhatenow initiative also aims to create an awareness of the impact hate speech has in potentially fuelling conflict and offers training in how social media can be used in a constructive and peacebuilding manner.

#defyhatenow aims to raise awareness of and develop means for countering social media based hate speech, conflict rhetoric and directed online incitement to violence, it helps to amplify 'positive influencers' occupying South Sudan's social media landscape with voices of peacebuilding and counter-messaging rather than leaving that space open to agents of conflict.

This Field Guide is their tool kit to do so.

PROJECT CONTEXT

Following decades of fighting, South Sudan formally became an independent state in July 2011. There were high expectations for growth and many believed they would not see another conflict in the country they had fought so hard and so long for. However, war erupted in Juba in mid-December 2013 and quickly transformed into a national, political and ethnic crisis.

In January 2014 the first ceasefire agreement was reached. Fighting continued and would be followed by several other ceasefire agreements. A peace agreement known as the "Compromise Peace Agreement" was signed in August 2015 and later collapsed in 2016 when fighting erupted in Juba, South Sudan.

"Between October and November 2016, there was a sudden and alarming increase of inflammatory language by citizens, expressing hatred - and at times inciting violence - against individuals or groups, notably based on their ethnicity or perceived beliefs, acts or political views. This occurred in the context of the non-international armed conflict, exacerbating ethnic divisions and violence on the basis of ethnicity, and heightening the risk of mass atrocities. Hate speech was spread through various forms of communication, including private conversations, public speeches, social media exchanges, SMS intimidating messages, images, cartoons published in the press, and threatening letters. The use of degrading terms associating some communities with animals (e.g., parasites, insects, monkeys, baboons) was observed, aimed at dehumanizing groups or individuals."
United Nations Mission in South Sudan (UNMISS) Report on the right to freedom of opinion and expression in South Sudan since the July 2016 crisis. Published 22nd February 2018 https://unmiss.unmissions.org/human-rights-reports

The #defyhatenow Social Media Hate Speech Mitigation Field Guide offers tools and strategies to be used in grassroots communities & online campaigns for peacebuilding in South Sudan and around the world. This "Field Guide" contains an overview of relevant grassroots projects, initiatives and strategies and is designed for use in the field with training materials, workshop resources and toolkits for raising awareness, developing counter narratives & mitigating violence related to online hate speech.

"Incitement to violence is very specific, in that it needs strategic action to counter and requires community leaders and citizens to become involved and engaged in direct actions to mitigate the threat of violence erupting. While hate speech can form a basis for incitement, one can still use personal strategies to engage with speakers, bring down the tone of rhetoric and shift attitudes. Group strategies are needed to respond as a community to dangerous speech online and mitigate the factors contributing to violence offline." Stephen Kovats, r0g_agency, Berlin.

Developed and compiled by the #defyhatenow initiative with selected excerpts from materials published by collaborative partner organisations & networks, 2015 – 2018.

#defyhatenow is an urgent community peacebuilding, training and conflict reconciliation project that aims to strengthen the voices and support the actions of civil society, youth and IDP / refugee organisations in South Sudan and its neighbouring regions – as well as that of its broader online diaspora.

In doing so #defyhatenow aims to raise awareness of and develop means to counter social media based hate speech, conflict rhetoric and directed online incitement to violence.

THIS FIELD GUIDE CONTAINS:

A1 Poster & Game: 'Quick reference' tips and tools for responsible social media use
A4 Guidebook: Detailed information for workshop facilitators & further training resources
A4 Handouts: Selection of handouts and exercises to photocopy and use in the training
A5 Cards: 10 Concept Cards to facilitate group discussion in workshops
A2 Posters (Series of 5): Concept illustrations to use as visual discussion guides & prompts
USB Stick with video, audio & external resources / Pen / Post-it notes

QUICK REFERENCE HOW-TO GUIDE [POSTER & GAME]
1. How To Use Social Media
2. How to Verify Fake News
3. How to Recognise Hate Speech
4. How to Counter Dangerous Speech
5. How to Report Ethically
6. How to use Social Media for Peace

#DEFYHATENOW 'CONCEPT' CARDS
How to use Social Media
What is Hate Speech?
Verify Rumours and Fake News
Countering Dangerous Speech
Online Hate ~ Offline Violence?
Safety for Women Online
Ethical Journalism
Identity & Context
Cultural Initiatives
Social Media #PeaceJam

POSTER SERIES CONCEPT ILLUSTRATIONS
1 #ThinkB4UClick Social Media Code of Conduct
2 Categories of hate speech and emotional responses
3 What can we do to counteract HATE SPEECH
4 Does online hate speech incite offline violence?
5 #HashTagsForPeace!!! Social Media Activism

HOW TO USE THE #DEFYHATENOW FIELD GUIDE

The guide is designed with a specific flow, however it can be used in any order. Where you start depends on the needs and focus of your participants. Each chapter has a selection of handouts and exercises to facilitate working with different areas of the Field Guide.

The experience and media literacy level of the participants will vary from group to group. Adapt the pre-training Social Media assessment form (see USB stick) to gain knowledge of your participants and assess skill level; literary; experience in social media; journalism; peacebuilding or community engagement; depending on the focus of your workshop.

Please use the materials presented as a suggestion, and feel free to add your own resources, tools and exercises. We invite you to share any documentation and input or feedback from the workshops - go to **https://defyhatenow.net** and follow the link to the contact form.

The concept cards are designed to help you navigate the flow of the workshop, facilitate discussion, and you can also use them to organise the group into small clusters for more focused exploration of questions and exercises in specific areas.

The large poster is for quick reference and touches on key areas of the field guide, with a game on the reverse side. The five smaller posters can be used to focus on questions and facilitate discussion.

While the main focus of the project is the impact of online hate speech and dangerous speech on social media, all these tools and strategies can also be used to address and mitigate any incidence of hate speech that may occur in other settings, for instance over the telephone or in person, at school, in your family or at community events.

Each and every one of us can be the change we want to see in the world! #BeTheChange!

CONTENTS

SEPARATE BOOKLET:

NOTES FOR FACILITATORS

HANDOUTS & EXERCISES