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Social Media Literacy



03 SOCIAL MEDIA LITERACY

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SOCIAL MEDIA LITERACY



QUESTIONS TO CONSIDER

What is
Dangerous
Speech vs Hate
Speech?

Why does
digital media
literacy matter?

How can we stop
disinformation?



HATE SPEECH VS DANGEROUS SPEECH

“

Dangerous Speech is any form of expression (e.g. speech, text, or images) that can increase the risk that its audience will condone or commit violence against members of another group.

”



DANGEROUS SPEECH: A PRACTICAL GUIDE

by Susan Benesch, Cathy Buerger, Tonei Glavinic, and Sean Manion December, 2018

<https://dangerousspeech.org/guide/>

When does hate speech become dangerous speech?

Dangerous speech is communication that may help catalyze mass violence by moving an audience to condone, or even take part in, such violence.



Image: Peter Durand CC-BY-SA

Importantly, the definition refers to increasing the risk of violence, not causing it. In the definition of Dangerous Speech, violence means direct physical (or bodily) harm inflicted on people, not other forms of harm such as doxing, incitement to self-harm, discrimination, or social exclusion. These other forms of harm are important, of course, and Dangerous Speech may inspire people to inflict many forms of harm. In our definition we focus on physical violence since it is easier to measure, and there is greater consensus on what constitutes physical violence.

Also, the definition mentions both committing and condoning violence. The reason for this is that even in the most large-scale violence between people, only a small proportion (usually young men) actually carry out violence. People close to them, however – e.g. siblings, friends, and teachers – often condone or even encourage it. Generally, when a society suffers major intergroup violence, a few commit it and a much larger number condone it.

“Inflammatory public speech rises steadily before outbreaks of mass violence, suggesting that it is a precursor or even a prerequisite for violence. In most cases, a few influential speakers gradually incite a group to violence. Violence may be prevented, then, by interfering with this process in any of several ways: inhibiting the speech, limiting its dissemination, undermining the credibility of the speaker, or ‘inoculating’ the audience against the speech so that it is less influential, or dangerous.”

In general, the Dangerous Speech that comes just before violence breaks out is easiest to identify since its meaning tends to be clear and it often calls for, or at least endorses, violence. Years or months earlier, speech is often expressed in ambiguous, coded language, so that both its meaning and its impact are less apparent. This doesn’t mean that it can be safely disregarded.

Because the social, historical, and cultural context in which speech was made or disseminated is essential for understanding its possible impact, this analysis must be carried out with extensive knowledge of the relevant language, culture, and social conditions – or at least with assistance from advisors who have such knowledge.



CONCEPT AND ANALYSIS OF DANGEROUS SPEECH

VIDEO [USB stick]

Susan Benesch introduces the concept and analysis of Dangerous Speech
<https://dangerousspeech.org/what-is-ds/>

Dangerous Speech Project, January 24, 2018
 © Copyright 2020 Dangerous Speech Project



EXERCISE: HATE SPEECH & DANGEROUS SPEECH AWARENESS



Discuss the context and intention of examples of hate speech
 [See A2 poster & exercise in handouts]

Q. What makes something dangerous speech and incitement to violence?

A. When there is a clear call to action – it does not always include hate speech.

1

Look at the images that show different types of hate speech or dangerous speech.

2

Select and share examples with the group if you have experienced this personally. Have you seen people sharing online hate or dangerous speech inciting violence?

3

Use this material and the poster to discuss the various types of hate speech. Discuss how hate speech is different from dangerous speech. What are the categories of dangerous speech and how can you recognise it?



DIGITAL MEDIA LITERACY

Media and information literacy is crucial to navigate Social Media with an informed perspective. The following guides and handbooks are published by First Draft News, UNESCO and Twitter. They offer practical tools and skills to navigate global media and dismantle the disinformation matrix with critically aware readers and journalists.

First Draft is the gold standard of training for verification tools and skills, not only for journalists but also to inform critically engaged citizen readership who can help stop the spread of disinformation. A global, non-profit, non-partisan organisation that exists to help those on the frontline of reporting, First Draft provides practical guidance and training informed by ongoing research. Skills, tools and strategies are continuously tested and revised with partners around the world.

Essential Guides: Understanding Information Disorder

We live in an age of information disorder. The promise of the digital age encouraged us to believe that only positive changes would come, living in hyper-connected communities able to access any information we needed with a click or a swipe. But this idealised vision has been swiftly replaced by the recognition that our information ecosystem is now dangerously polluted and is dividing rather than connecting us.

To help map this new landscape, First Draft explain our framework of 7 types of mis- and disinformation in detail in our Essential Guide to Understanding Information Disorder. Examples underline how damaging information disorder has been in the context of elections and breaking-news events around the world.

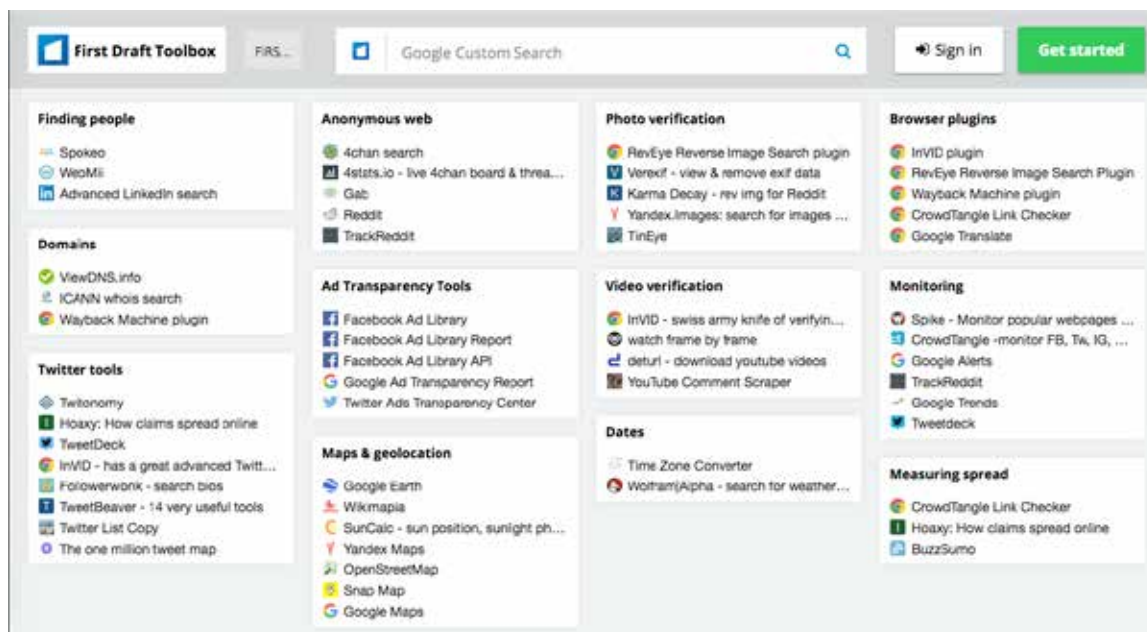
Source:

First Draft News Understanding Information Disorder (PDF) 2019

https://firstdraftnews.org/wp-content/uploads/2019/10/Information_Disorder_Digital_AW.pdf?x32994

First Draft Toolbox

<https://start.me/p/YazB12/first-draft-toolbox>



First Draft News Verification Toolbox (screenshot)

VISUAL VERIFICATION GUIDE: PHOTOS

	NO				YES
1. ARE YOU LOOKING AT THE ORIGINAL VERSION?	A reverse image search returns identical photos indexed online before the event in question took place	A reverse image search returns similar results with some identical features, suggesting it might be a composite	A date search on each social network reveals it to be the first of many versions shared online but we have not yet received confirmation from the uploader	We are unable to find other versions online and basic shadow and reflection checks suggest that it has not been manipulated	It was sent to us directly and we have spoken to the source
2. DO YOU KNOW WHO CAPTURED THE PHOTO?	It came in via an anonymous email or chat app number	It was uploaded to a social network but the username does not appear elsewhere online. The uploader wants to remain anonymous	By running full name searches, reverse searching the user's profile photo, and/or researching the domain ownership of their blog or website, we were able to identify the uploader	We communicated with the uploader via social media to confirm that they took the photo	We questioned the source and their answers correlated with EXIF data, weather reports and their own online footprint
3. DO YOU KNOW WHERE THE PHOTO WAS CAPTURED?	There was no location data available and it contains no visual clues to investigate	We have cross-referenced with other photos coming from the scene but there is no satellite or street view imagery available to confirm the location	We have used visual clues such as signage, architecture and clothing to establish a broad geographical region	We have cross-referenced landscape and landmarks using mapping tools and have confirmed the lat/long coordinates	The source was able to confirm other landmarks in their field of vision, which matched those shown on online maps
4. DO YOU KNOW WHEN THE PHOTO WAS CAPTURED?	It was sent to us anonymously and there is no EXIF data available	We checked the timestamp on the social network to see when it was first shared online but we have no EXIF data confirming when it was taken	The social time stamp shows it was uploaded shortly after the event occurred and it features visual evidence that correlates with other eyewitness reports	We confirmed that the weather conditions and any shadows visible in the image correlate with the time, date and location given by the source	It contains EXIF data that, combined with other checks, confirms when it was taken
5. DO YOU KNOW WHY THE PHOTO WAS CAPTURED?	We do not know who took the photo so we can't ascertain what their motivations might have been	The social media account was created very recently and/or social searches reveal the uploader rarely posts online so there is little evidence to confirm their movements or motivations	Wider online searches of the uploader's real name reveals that they are connected with an activist or advocacy organisation but there is no additional information to know their motivation in this case	Searches of the uploader's social media activity leading up to the event confirm their reasons for capturing the photo, i.e. holiday-maker, journalist, works locally	The photographer confirmed the circumstances surrounding the photo

First Draft News Visual Verification Guide

Essential Guide: Verifying Online Information

Verification of online content can be intimidating, but it is not difficult.

Being good at verification is mostly about repetition, persistence and using digital investigative tools with a little creativity. There are so many verification tricks and tools available now. This is your condensed guide to the wizardry of verification. It includes essential concepts, checklists and our favourite tips and techniques. Most importantly, it will introduce you to the five pillars of verification, and serve as a quick reference for how to tackle each one.

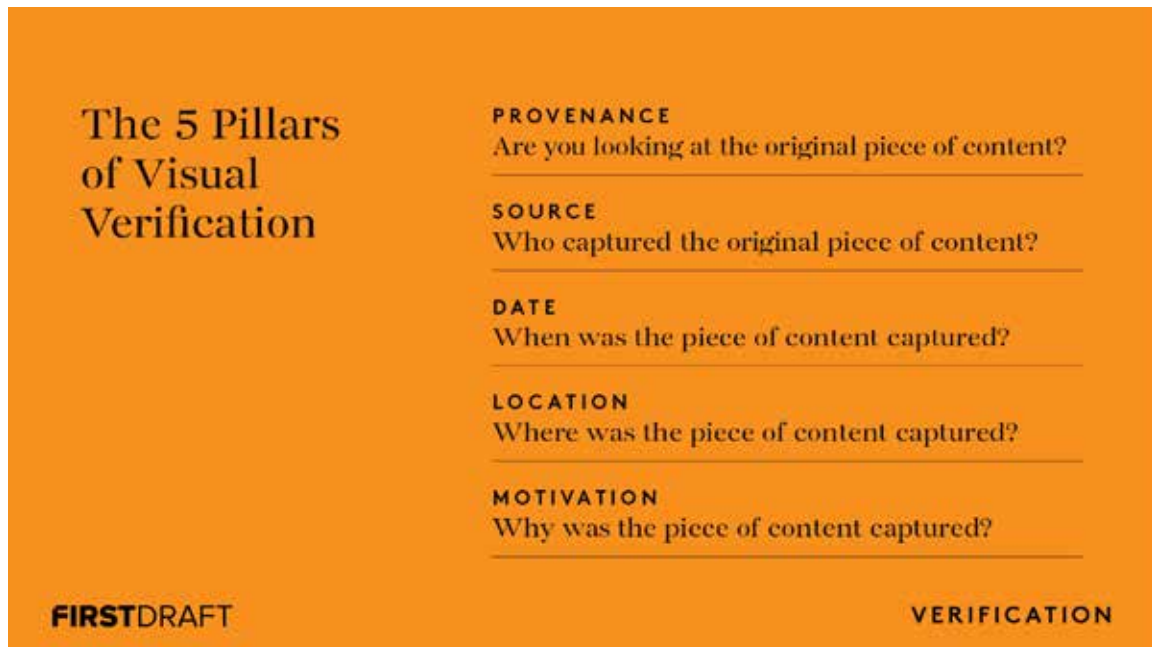
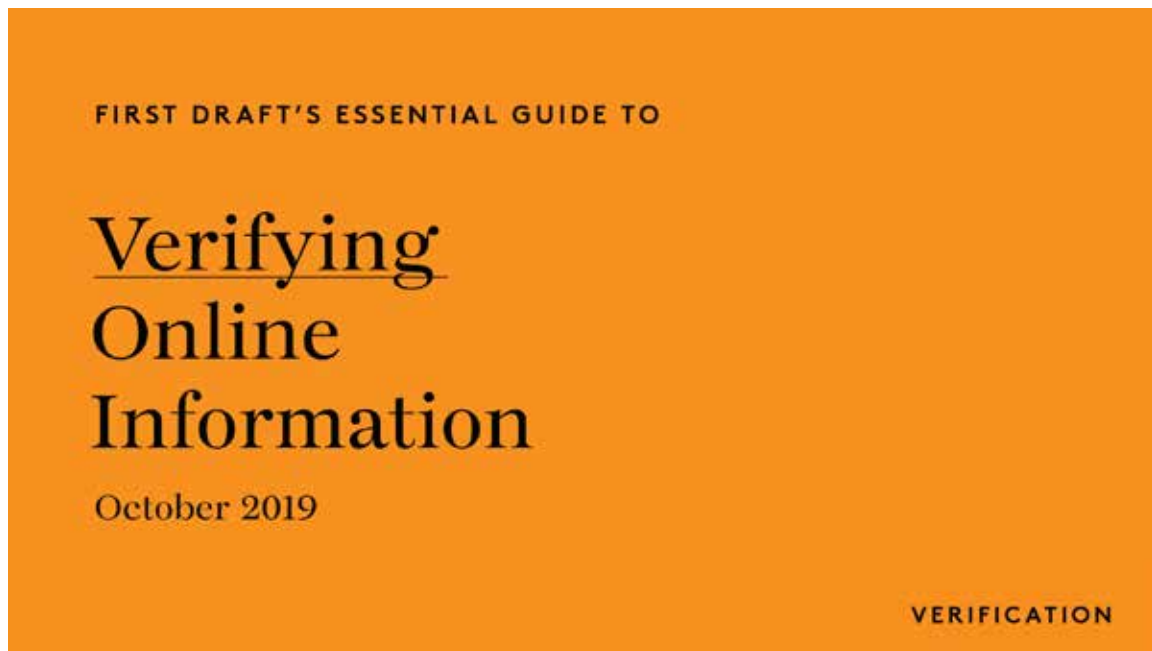
VERIFICATION TRAINING [VIDEO]

Quick Start to Verifying Media

<https://firstdraftnews.org/en/education/course/verification-quick-start/1/>

Verification Training for Journalists

<https://firstdraftnews.org/en/education/course/verification-curriculum/1/lesson-1-intro-wardle>



Source:

First Draft Essential Guide to Verifying Online Information (PDF) 2019

https://firstdraftnews.org/wp-content/uploads/2019/10/Verifying_Online_Information_Digital_AW.pdf?x32994

Quick Reference Guide (Online): <https://firstdraftnews.org/latest/verifying-online-information-the-absolute-essentials>



MEDIA & SOCIAL MEDIA DISINFORMATION



<https://defyhatenow.org/media-social-media-disinformation-2/>

Media Articles

#defyhatenow Cameroon localisation content media reports, videos and podcast with relevant social media perspectives on critical engagement with media and disinformation / hate speech awareness & mitigation training

Cameroon's hashtag war - deadly battle over language

12 Apr 2019 Al Jazeera Podcasts

<https://www.aljazeera.com/podcasts/thetake/2019/04/cameroon-deadly-battle-language-190412143608732.html>

Hundreds of people have been killed in the country's Anglophone regions, rights groups say, as the conflict over language continues. In this episode of The Take, we look at how Al Jazeera has covered the conflict on the ground and what they've learned from the hundreds of WhatsApp messages the network's Newsgrid programme has exchanged with Cameroonians.

In Cameroon, social media plays key role in vote campaign

21/09/2018 Yaoundé (AFP)

<https://www.france24.com/en/20180921-cameroon-social-media-plays-key-role-vote-campaign>

Footage of abuses published on Facebook, politicians tweeting their every move: for the first time, the West African state of Cameroon is heading into a presidential election in which social media is taking a central role.



QUESTIONS TO CONSIDER

What is disinformation?

How does it cause harm?

Who benefits from false content?

- Is the story balanced / neutral / biased?
- How does social media affect the narrative?
- What rumours or stories have you heard that may be misinformation?
- Where did you hear them – via social media, in person, over the phone, reported in the traditional media (news sites, radio, tv)?
- How does misinformation affect you and the community?
- How do you decide if the story is true or false?
- What tools do you have to verify information?
- Was the story propaganda, and if so can who benefits?
- Identify who is the source and question their agenda or intention.



#FACTSMATTER237 TRAINING

Hate Speech Sensitisation & Awareness

Critically engaged and media literate readers with the skills and tools to navigate the media. Stop the spread of disinformation, hate speech and incitement to violence.

- On traditional media - publications, radio, ethical journalism
- Via social media - engaged citizen bloggers, readers, producers & consumers
- In private groups - whatsapp, fb groups
- Channels and formats - video / private chat / posts / shares / comments

During the workshop, find examples of each type of misinformation/disinformation:

- False content
- Manipulated content
- Fabricated content
- Ideology related / propaganda / paid
- Taken deliberately out of context
- Manipulated / Hoax / Satire / Parody



Facts Matter Training, Cameroon



#FACTSMATTER237 EXERCISE

Find examples of misinformation/disinformation, rumour, false or manipulated content, hoax and propaganda stories from Cameroon. Read these critically, questioning everything from the content and details of the story, the spread and the effect, to show the effects this kind of misinformation and rumours have on the society and inflaming or reducing conflict.

- 1 What is the story about?
(give a brief outline of the details in the story.)
- 2 What category of misinformation?
(in what ways was the content false, hoax or manipulated?)
- 3 How did it spread?
(eg whatsapp groups, fb, twitter, instagram etc – on what channels)
- 4 What was the effect on you, on your community, on the country??
(people's emotional response, the spread of the message)
(did it lead to violence / retaliation / arrests etc)
- 5 How was the story addressed?
(Was the original post retracted, errors fixed,, was it republished?)

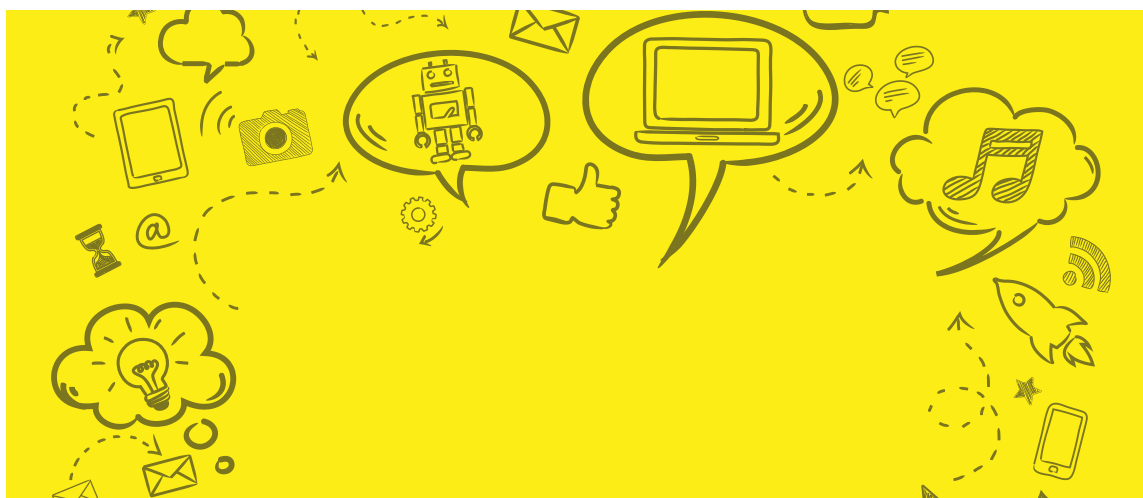
MISINFORMATION, MANIPULATED & FALSE CONTENT

- **Satire et Parodie:** Florian Ngimbis' blog: "the day I died on a bed in the central hospital in Yaoundé."
- **Misleading publication:** The image of the first lady on May 20, 2019; photos of the Daphne fight that led to him being accused of drug addiction; and during the elections rumours of internet cuts.

- **False content sites:** people use popular stars information and pretend to be them.
- **Fabricated content:** Humiliation: Paul Biya finds himself in boxer shorts at the Palace of unity an article by Boris Bertold
- **False connection:** false images of war victims from other countries that were attributed to Cameroon (cameroonweb)
- **False content:** road accidents false images circulate long before the real ones appear. Dschang and Bafoussam accident / Eseka accident.
- **Manipulated content:** Atanga Nji's video distributes food to the NOSO populations. The video was cut to deceive and manipulate public opinion.



#FACTSMATTERS237 FELLOWSHIP REPORT



<https://defyhatenow.org/report-for-the-factsmatter237-fellowship/>

Following the #FactsMatters237 training the #defyhatenow team is building a network of fact-checkers and data journalists in Cameroon. This is one of their reports analysing the use of social media in relation to hate speech.

Social media for the week of January 4-10th 2020 was characterized by attacks on political figures and ethnic groups. Most of the attacks can broadly be categorized under hate speech. As a result of the upcoming February twin elections in Cameroon, the intensity of these attacks have increased both online and offline.

Fake news/Propaganda

As February approaches, there have been calls for a lockdown from February 7-12 by Ambazonian leaders. The calls have gone as far as threatening those who want to run for elections and those who are going to be seen out on the day of the election. In responding to the threat to life and property there has been an increase in the deployment of troops which the separatists have interpreted by saying Government has deployed the military to the regions to vote in favour of the regime in place.

Here is a Facebook page link for Bareta News which has 47,049 followers and posted the story.

<https://web.facebook.com/BaretaNews/>

***The screenshots of the same can be seen below:



Finally, there have also been some propaganda and threats issued by some Facebook users as it can be seen from the video in the following link;

https://m.facebook.com/story.php?story_fbid=793208877819502&id=100013911900260



NEXT STEPS #ACT4PEACE237

Global Initiative for Digital Inclusion and Communication kick starts activities for #Act4peace237 campaign. In a press briefing, the Executive Director for GIDICom Madame Pedmia Shatu Tita, presented the concept note of the Campaign.

“

#Act4peace237 is an awareness campaign led by #defyhatenow that aims to create public awareness about the dangers of misinformation, fake news, violence against women and hate speech in Cameroon.

”

Violators have resorted to the Photoshop of nude pictures and videos of women to the extent of asking them to give a ransom or the images will be leaked. This is a serious violation of human rights and it causes hate and disdain on the online economy. She urged journalists to encourage citizens to take small “hygienic” steps to mitigate hate speech and incitement to violence. She said there is a need to have more conversations on these issues at home, schools and in the workplace.

Each person has an obligation to use Social Media responsibly and use the online mechanisms for reporting hate speech and misinformation online. #Act4peace237 is a wakeup call to all users of the online platform to change the narratives in the way things are perceived online and offline. Our “clicks” should go a long way to build peace. Let us work to have a #HateFreeCameroon, she concluded.

The activities for the campaign are a press conference, online campaign from January 20-30 and a ‘fireside session’ with women who surf the internet and are from these affected areas by the conflict so that they share their stories and it equally important can serve as a trauma healing therapy.