



UNDERSTANDING SEXIST HATE SPEECH

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Base line

Hate speech is connected to gender equality and freedom of expression.

Women are especially targeted. Breaking the silence can make a change

Media & Information Literacy is crucial

Why is this still important?

Women & girls make up half of the population. It's a question of human rights and freedom of expression.

The democracy argument

The media is missing out on stories of great interest.

The editorial argument.

It is not profitable to address only half of the population.

The commercial argument

"You can't be what you can't see"

www.missrepresentation.org



FN Beijing 1995 Platform for Action

Section J: Women and the Media

- **Increase the participation and access** of women to expression and decision-making in and through the media and new technologies of communication.

Actions to be taken

- **Promote a balanced and non-stereotyped** portrayal of women in the media.

Actions to be taken.

SDG - Sustainable Development Goals

- 17 areas och 169 subgoals
- Accepted 2015, valid until 2030



<https://sustainabledevelopment.un.org/post2015/transformingourworld>

From the portal text

We emphasize the responsibilities of all States, in conformity with the Charter of the United Nations, to **respect, protect and promote human rights and fundamental freedoms for all**, without distinction of any kind as to race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth, disability or other status

GENDER +

Gender never comes alone

Mieke Verloo, www.quing.eu/

Cultural and historical differences

Current situation

- **Political shifts** towards nationalistic agendas in many countries tend to hold anti-feminist themes that affects women professionally and in their private lives.
- **The technological shifts** has opened for new ways of displaying hate - but this hate is also to contested.

Note: Women can also perform sexist hate speech

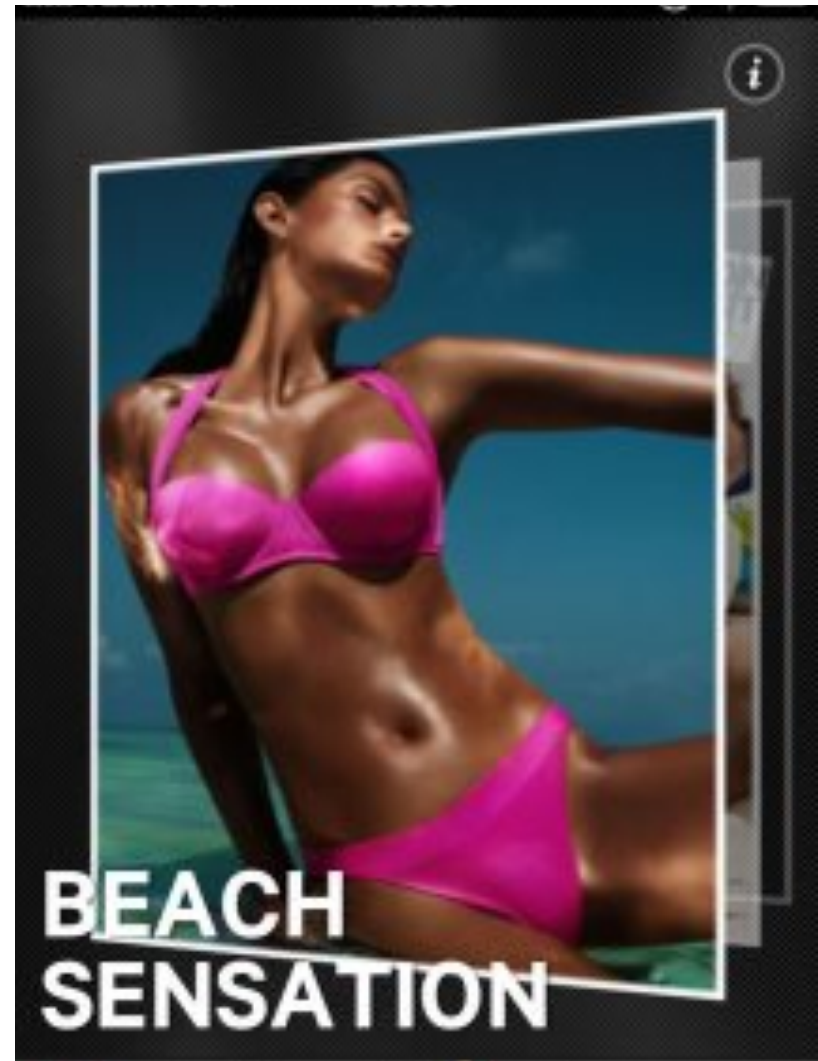
Example: Teenage girls sets up a page "Sluts of Gothenburg" on Instagram 2013. Caused riots at a high school and on the streets.



Court sentenced the girls aged 15 and 16 to pay £1,450 to each of 38 defamation victims

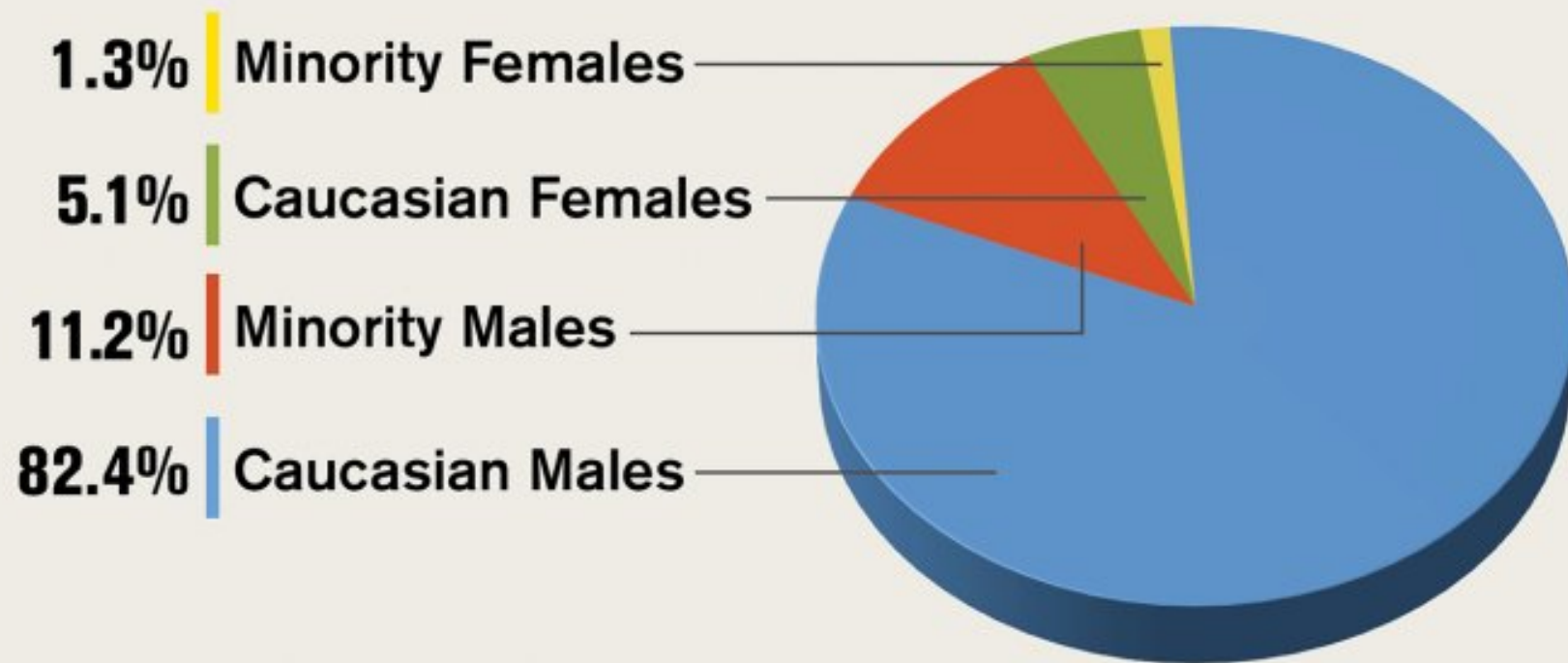
Who is visible in the media?

The Media Buz is framing & dichotomizing men and women

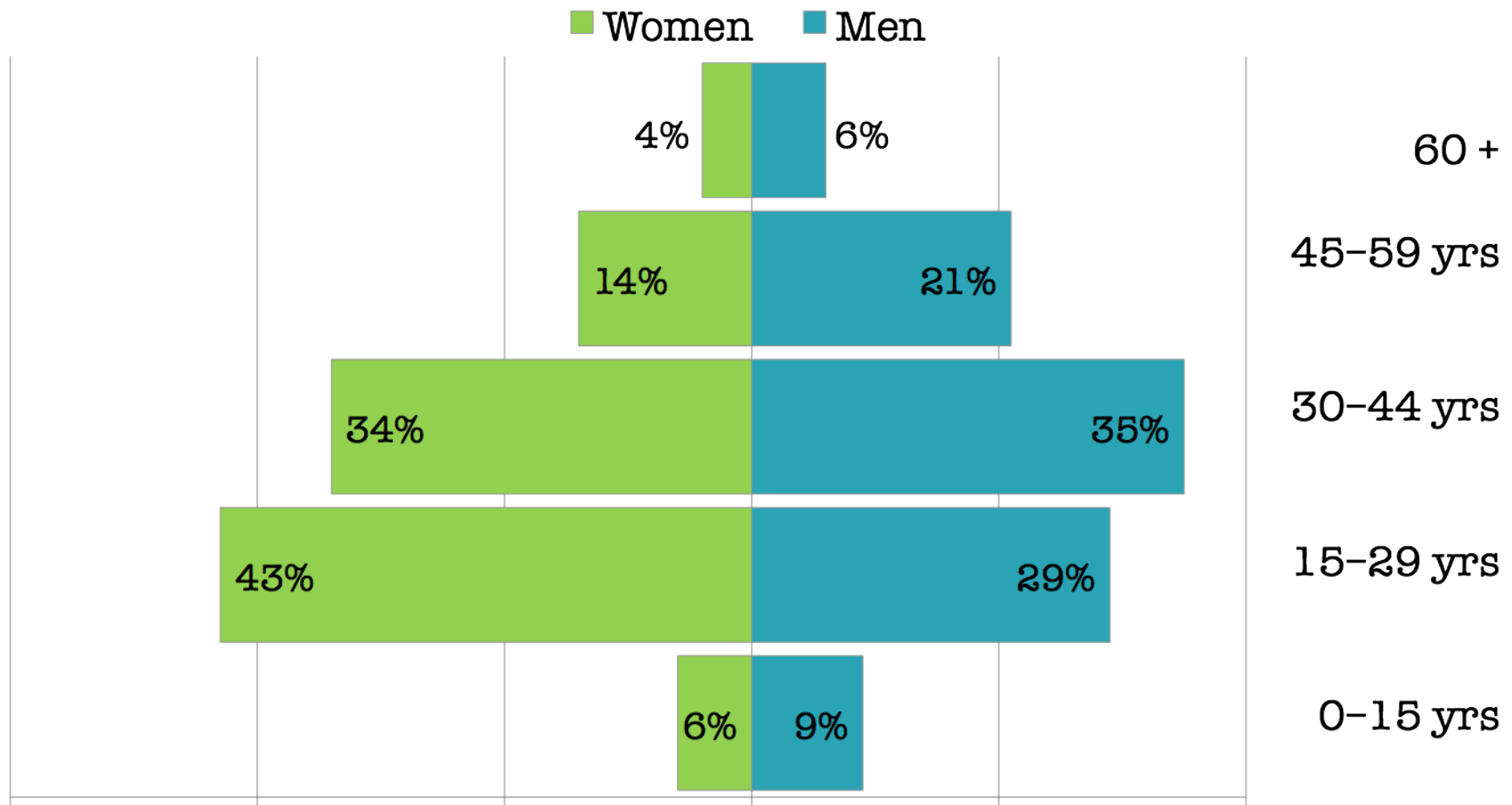


Hollywood films

2013 & 2014 Film Directors by Gender & Ethnicity

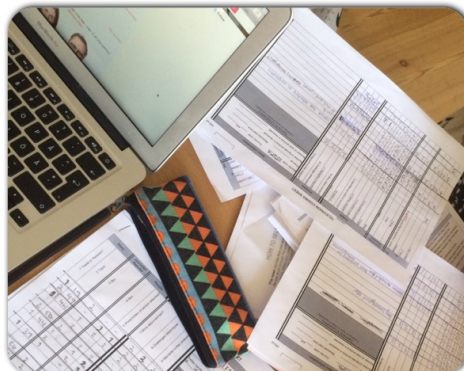


Age and gender in the Media Buzz 2014



Who makes the news?

Institutionen för Journalistik, medier & Kommunikation (JMG)



Kvinnan till Kvinna



RÄTTVISEFÖRMEDLINGEN

Should it be like this?

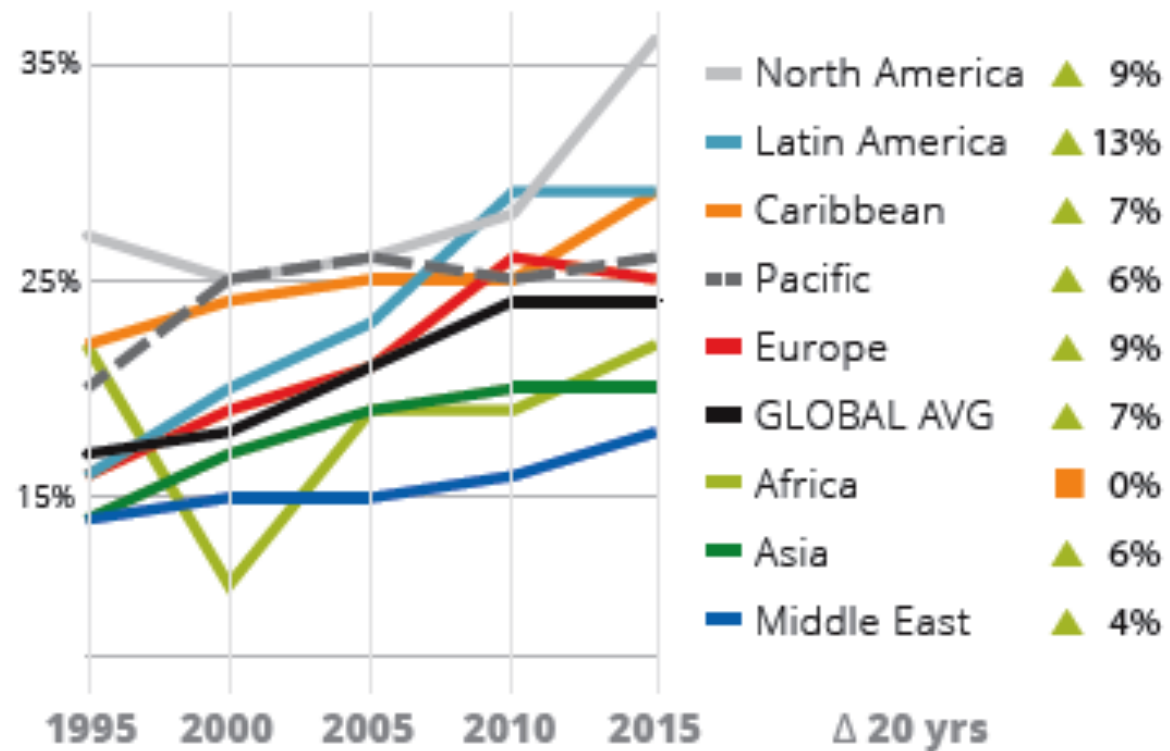
**One day
114 countries
Repeated five times**

www.whomakesthenews.org



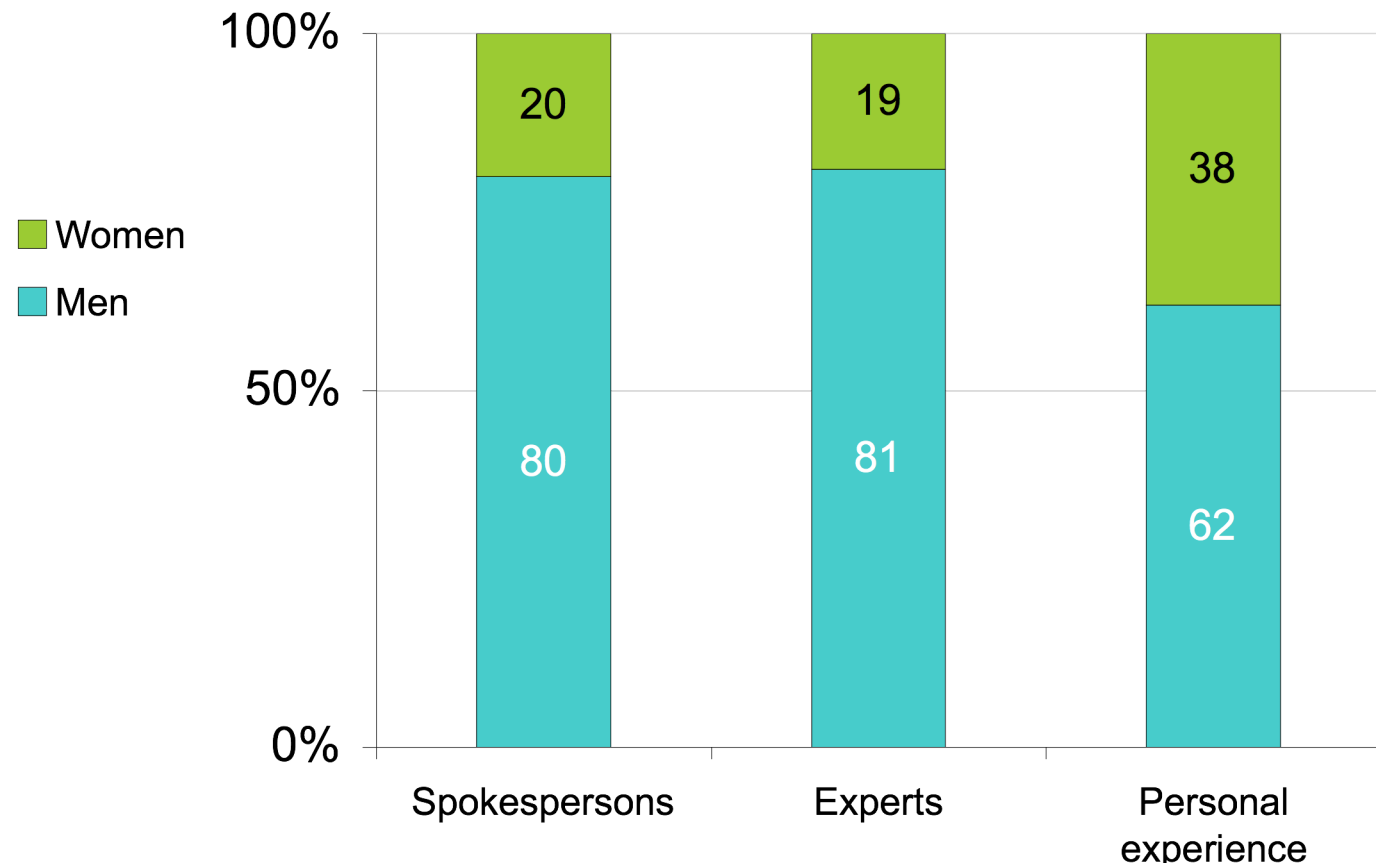
Overall presence of women 1995-2015

Overall presence of women in print, radio and television news, by region. 1995-2015 (see Table 11)



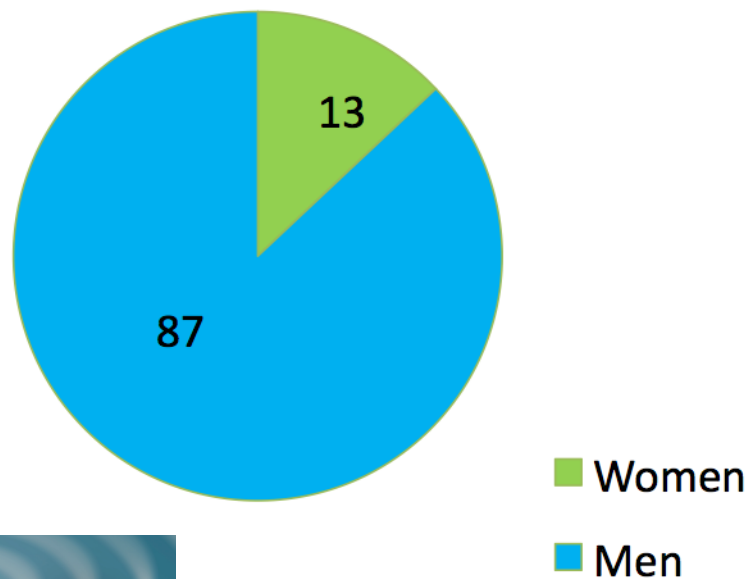
Spokespersons and experts are represented by men

Men and women in different functions. GMMP 2015 (per cent)



Women in the news conflict areas

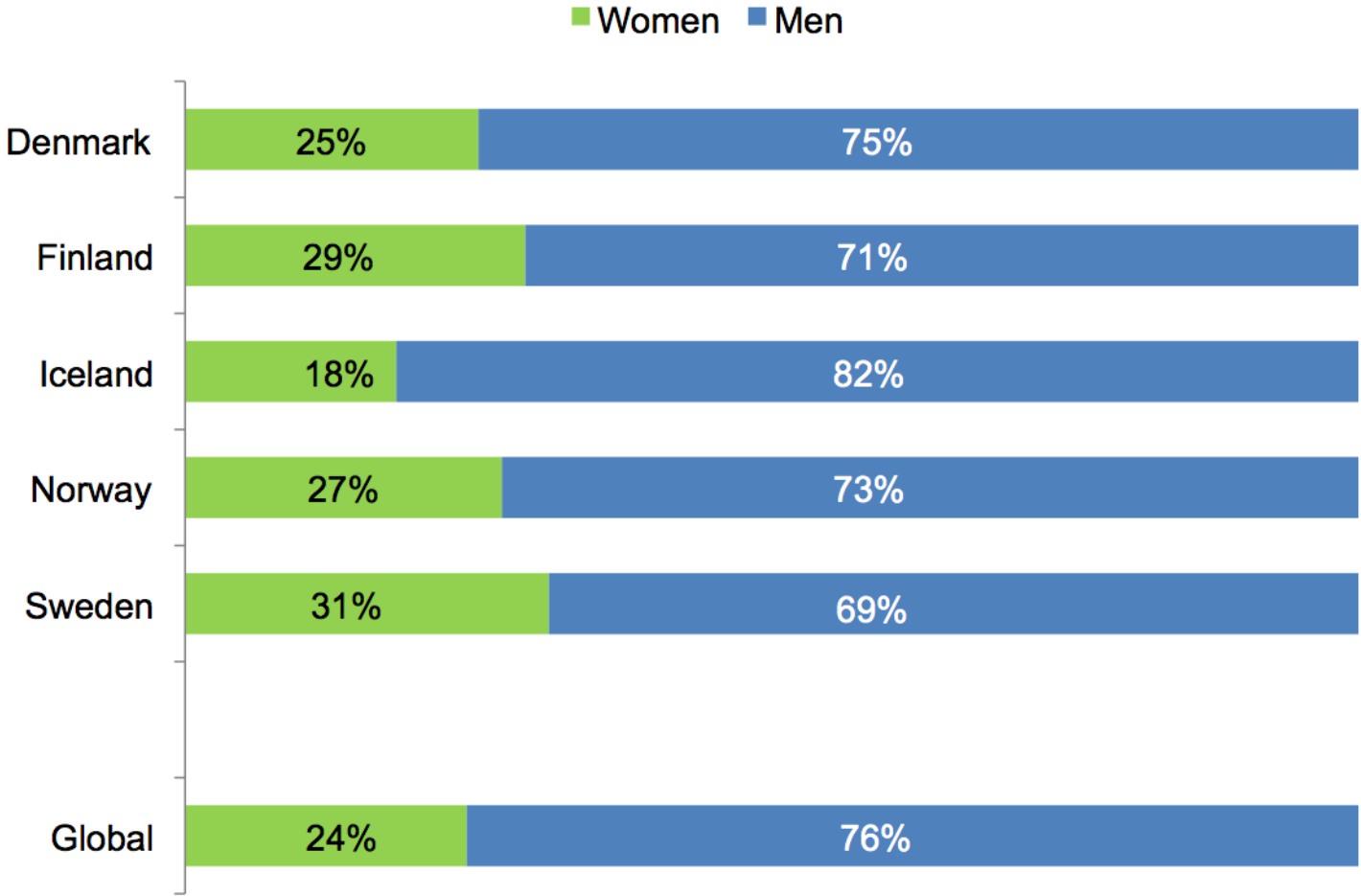
(based on 15 countries, per cent)



www.whomakesthenews.org



The Nordic countries are not much better



#100women

BBC



“ IS NEWS FAILING WOMEN?
NO, WOMEN ARE LETTING DOWN
THE NEWS BY NOT PUSHING
THEMSELVES HARD ENOUGH ”

Emma Tucker

Deputy Director of The Times

100 | WOMEN

Technological shifts: Hate on all platforms

New technology - old values?

Threats and cyberbullying are common

Data from Sweden:

- 71 % of the tabloid journalists have received threats
- Columnists are more likely to receive threats.
- More men than women (35 % vs 32)
- Women receive more sexualised threats.

(N= 1372, Researcher: Monica Löfgren Nilsson, 2013, NI 2015)

Digital divides

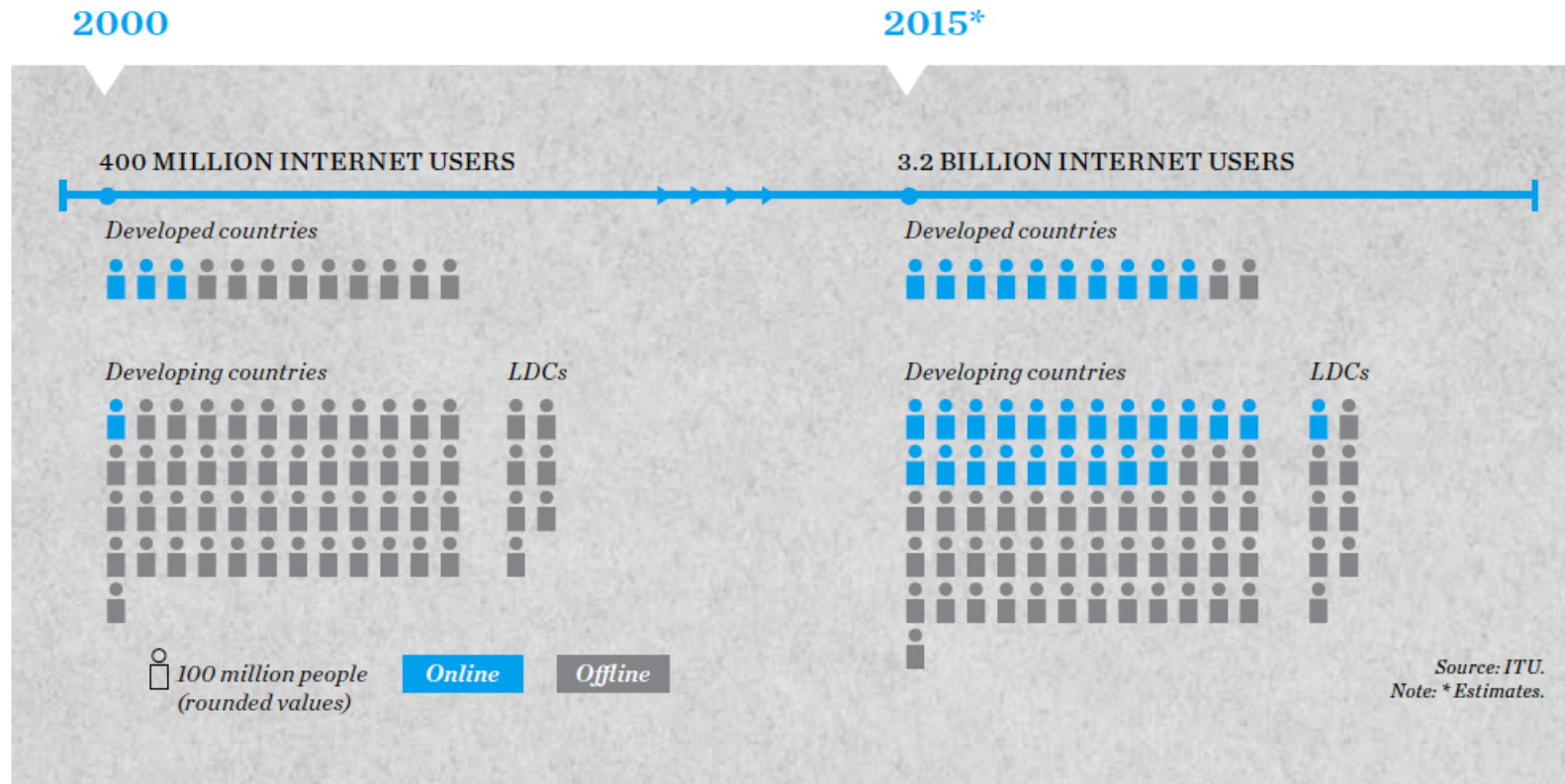
Several levels of inequality



Problems

- Digital divides - broadband, mobile use
- Access to information
- Hate speech
- Human rights are contested
- Identity politics vs structures

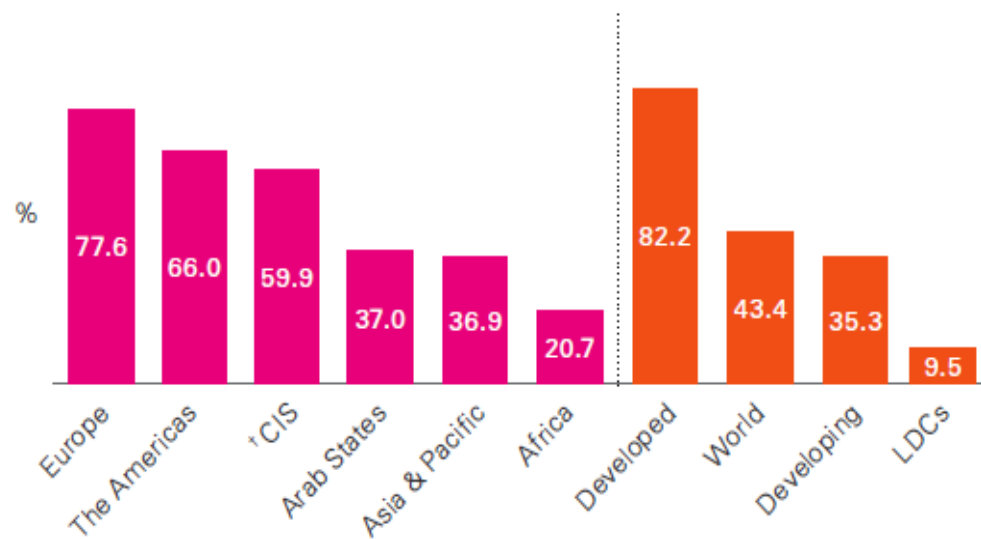
Remaining gaps according to ITU



- Globally 3.2 billion people are using the Internet by end 2015, of which 2 billion are from developing countries
- For every Internet user in the developed world there are 2 in the developing world
- However, 4 billion people from developing countries remain offline, representing 2/3 of the population residing in developing countries
- Of the 940 million people living in the least developed countries (LDCs), only 89 million use the Internet, corresponding to a 9.5% penetration rate

Still large differences in internet use

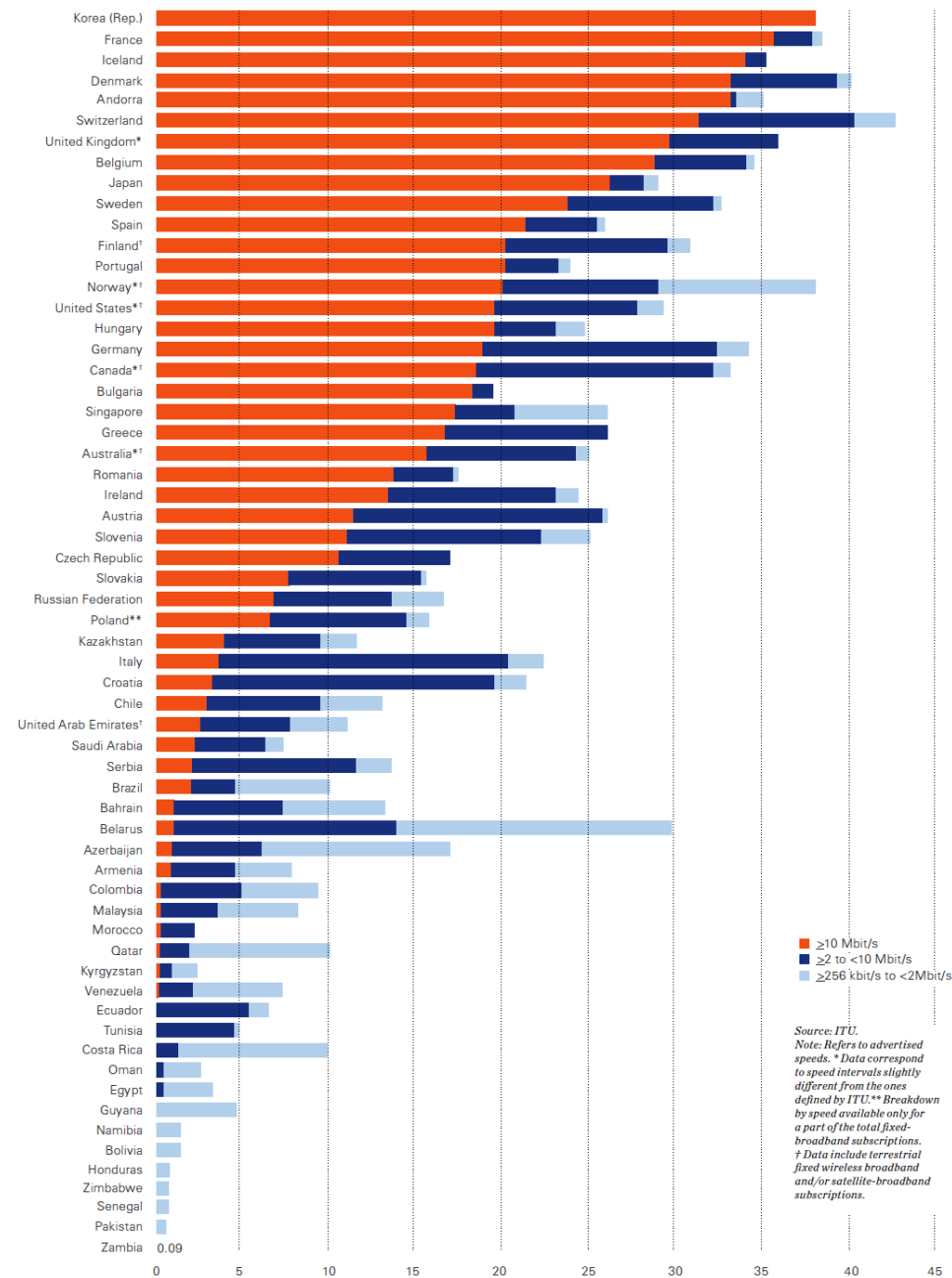
Percentage of individuals using the Internet



- Internet penetration in developing countries stands at 35%; LDCs lag behind with only 10%
- In Africa, one in 5 people use the Internet today, compared to almost 2 in 5 people in Asia & Pacific, and 3 in 5 people in the CIS



Differences in broadband speed persist



Source: ITU.
 Note: Refers to advertised speeds. * Data correspond to speed intervals slightly different from the ones defined by ITU. ** Breakdown by speed available only for a part of the total fixed-broadband subscriptions. † Data include terrestrial fixed wireless broadband and/or satellite-broadband subscriptions.

Fixed-broadband subscriptions per 100 inhabitants, by speed, early 2014 (selected countries)

Gender +

a case study from Sweden

Trolls disappear in the light

***“A murdered feminist is a good
feminist”***

Blogger citizen X, Sweden 2011

Maria Edström (2016) ‘The Trolls Disappear in the Light: Swedish experiences of mediated sexualized hate speech in the aftermath of Behring Breivik’

International Journal of Crime, Justice and Social Democracy Issue 5(2)

Mission: Investigate

- The most prestigious investigating television programme i Sweden. Broadcasted ever week.
- **“Men who hates women” broadcasted in Februart 2013**
- Prominent female journalists went public with the sexualized hate they were facing.

Thanks to the reporters:

Nicke Nordmark & Hasse Johansson, Swedish Television (Public Service)

First Clip 12.00- 13.53

Shut up about your muslim loving opinions. Move to the ghetto and get gang-raped. You should get fucked for punishment. Then you would know what it means to let Muslims into this country.

We have seen what happens when a propaganda –spreading cockroach or a anti-Swedish pig is recognized in the street, or in a department store.

Maria Sveland, I will give you an ultimatum, you either quit job your as a journalist, live your pathetic life anonymously and make a living out of a with a 9 to 5 job, or prepare yourself for war, a life were you never feel safe. One day I will personally cut your throat and leave you with the knife shoved into your pussy. Unlike you I am an intelligent person. I understand that you'll initially seek protection, but in time you'll take risks, believing that you're safe. That safety is imagined. I will murder you when you least expect it. The safety is imagine. I will murder you when you least expect it. To do 12 years in Kumla prison hotel would be an honour, not a punishment, It's up to you, insincerely greetings, the Breivik fan club.

12.00- 13.53

Second clip 39.40- 41.00

I would love to see your dead body, raped and killed by a nigger.

Damn pussy, stinking pussy. I hope you or your children and dear ones, will be raped.

People like you destroy Sweden. Who do you think you are? Stupid Bitch.

Die - can't you just die?

I never heard such a thick person. I hope you get raped, you whore.

I hope this pee-soaked pussy whore drowns her self in the nearest zink.

Now is the time .. for us to have sex, I will be waiting for you outside the building. If you say no, I will cut up your body. Then, your body parts will be hung up on meat hooks. Then I will fry your breasts in butter. Yum, it will taste good. Go on, call the police. I am not afraid of the cop bastards.

Reactions & Consequences

- **Success in viewings:** 350 000 views of a 6-minute clip on youtube, one of the most viewed investigate programs that season.
- **More Focus the haters** (All types: young/old, professors/unemployed, swedish/immigrants) New TV- show: *The trollhunters*
- **Police follow up**
 - Separating libels and threats
 - One man prosecuted- harassed more than 100 women
 - Trouble with anonymity
- **Comments in major medias are pre-monitored**
- **More attention from politicians**

Norwegians taking the lead

Resource centre for men reform.no

- Gathered 25 experts from the Nordic countries in 2013
- Produced a report
- Made a list of recommendations on how to counteract antifeminism and right-wing extremism:
 - **MEDIA has a special responsibility**
 - **Antifeminist threats and harassment must be made illegal**
 - **Low-threshold services for reporting threats and harassment must be established**
 - **Annual national mapping of antifeminism must be conducted**
 - **Research on antifeminism must be given priority**
 - **Gender equality and antidiscrimination efforts must broaden norms of masculinity**
 - **The gender and anti-discrimination ombudsmen should address antifeminism**
 - **Programmes should target men and boys who experience marginalisation**
 - **Cooperation between countries and fields must continue**
 - **A Nordic conference on extremism and gender should be organised**

Feminist Perspective

- an online feminist news magazine

Feministiskt Perspektiv PRENUMERERA ANNONSERA REDAKTIONEN PRESS FAQ Inloggad som: Anna-Klara Bratt Logga ut

” Jag skulle tusen gånger hellre vilja att sjukhusen var rena än att vårt hus är det.

STARTSIDAN INRIKES UTRIKES OPINION EKONOMI KULTUR SPORT FEMINISM PRENUMERERA KONTAKT

ANTIFEMINISTISKA MANSBLOGGARNAS KOMMENTARFÄLTHERRAR

DrKejs Daddy Aktivarum Matte Matik Medborgare X

ORGANISATIONER Moderatmännen, (Höj i SCUMprotesterna) Pappagrupperna (Pappa-Barn, Daddys Sverige) Anonymous (Free Assange) Mansjourerna (Lippsala, Jämtland) Bild: Mats Jerndahl

#antifeminism: Liten krets koordinerade Scum-drev

2012-01-13 | Måns Nilsson, Mathias Wår

NUMMER 37

- Historiskt hög andel kvinnor i FN:s s...
- Alle Eriksson: Jag vågrar att reducer...
- Sverige klara för VM: "Jag är otrolig...
- Bryt upp med rasismen i vardagen!
- Internationella röster om valresultat...

NUMMER 36
NUMMER 35



Medieseminiarierna på den 59:e kommissionen om kvinnors status (CSW) i FN lockade fler åhörare än vad som rymdes i salarna. Bild: Jenny Rönngren

Bokslut över Pekingplattformen



Tomas Brunegård believes that measuring can lead to change. Bild: Pressbild

Time to gender scrutinize media content

2015-06-23 | Jenny Rönngren

WATL For the first time gender balance in media organizations has had a central position on the agenda of the World Association of Newspapers and News Publishers (WAN-IFRA), according to chairman Tomas Brunegård. His statement is made just a few weeks after the annual conference in Washington. He believes that the next step may be to continuously visualize what content looks like from a gender perspective.

Two years ago the Global Alliance for Media and Gender (GAMAG) was formed. The initiative was taken by the UN education body UNESCO, when it became clear how little progress has been made regarding women's participation in and access to and influence over the media. Wan-Ifra is one of the 500 media organizations and groups from civil society who joined the campaign from the start and has two representatives on GAMAG's steering committee.

What needs to be done?

Walk the talk

Advice from female journalists

From the book *Tackla Hatet [Tackle the hate]* Rebecka Bohlin 2016

- Resistance is necessary
- Don't be silenced, but take a social media break.
- Create networks & lovebomb
- Use humor
- Talk about democratic values, respect & human rights – again and again.

Steps to take

Make sure to Follow the commitment of CEDAW and Beijing PfA Push the media issues in the global agendas of the SDG

Connect freedom of expression and gender equality. End sexualised hate speech

Elevate media and information literacy (MIL) in all parts of society – and in the future agenda. Close the digital divide.

Support research, media watch groups, gender media networks

Collect, compare and share data - otherwise you never know if there is progress.

Make sure that data and reports are **open access** and stored in digital repositories that last over time



Section J- where is it?

Join Unescos Global Alliance on Media and Gender, GAMAG

A Nordic Section J follow up FILM JOURNALISM ADVERTISING GAMING

Purpose of the project:

- Create a common baseline
- Increase communication
- Conversation in English
- Sharing knowledge Open access

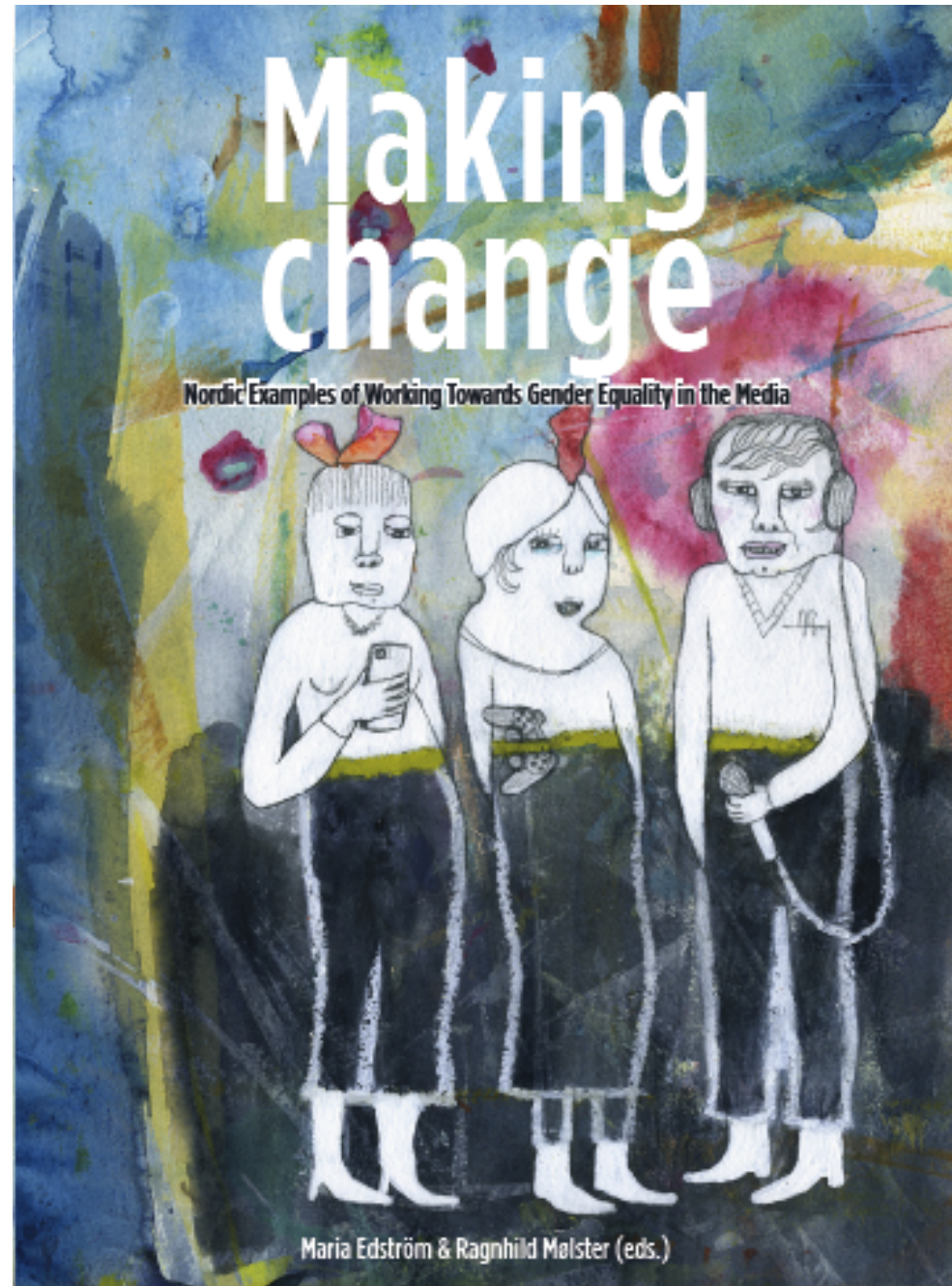
Learn from each other

Financing: Nordic Council of Ministers

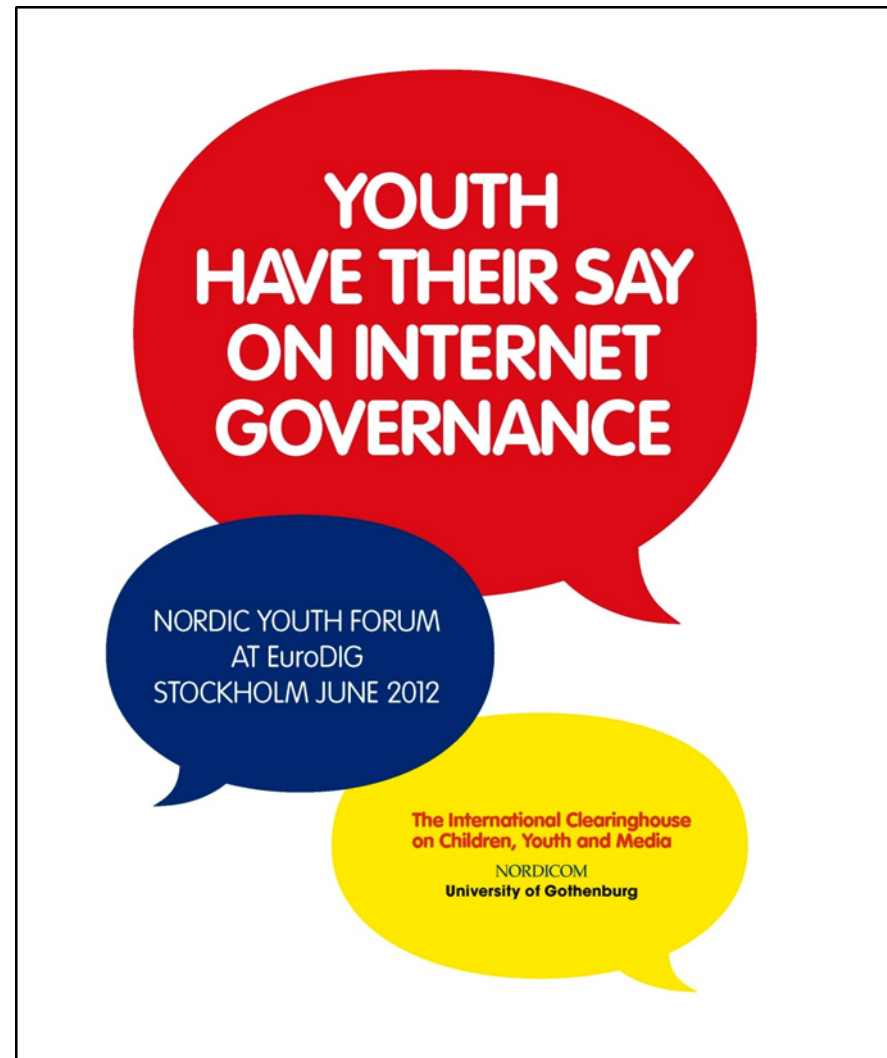
www.nordicom.gu.se

NORDICOM

Nordic Information Centre for Media and Communication Research



Make voice/give voice



There is not one way

A plurality of ways – situated in the cultural context

Media can't be separated from general legislation such as parental leave, dual taxation etc.

Without strong eco systems for freedom of expression and freedom of information there will be no gender equality and vice versa.

Culture does not make people.

People make culture.

**If it is true that the full humanity of women is
not our culture,
then we must make it our culture.**

*Chimamanda Ngozi Adichie,
April 12, 2013 TedxEuston*



Image: bonnierforlagen.se