Toolkit for analysing a case of hate speech
Beginners' checklist

Before you begin

☐   Identify a case of online hate-speech

☐   Determine whether what you came across in really hate-speech

☐   Is the speech dehumanising?

☐   Does it target someone for being part of a particular group?

☐   Does the speech include communications that foster a climate of prejudice and intolerance?

☐   Check out what "facts" are used in the oppressive narrative, for example, historical, cultural, religious or (apparently) scientific;

☐   And, finally (if you are still unsure), ask for a second opinion;

☐   Read the beginners' guide on how to analyse a case of hate speech in order to familiarise yourself with the terminology and the steps you will need to follow

Take a moment of reflection to cool off so that you have a clear and unbiased perspective upon the speech you came across.

Afterwards use the hate-speech calculator in order to:

☐   Analyse the context of the speech

☐   Analyse the speaker

☐   Analyse the intent of the speaker

☐   Analyse the content and form of the speech

☐   Determine the reach of the speech

☐   Determine the likelihood the speech has to generate violent/discriminatory events

Once you answer all the questions, the calculator should suggest a strategy that you should employ based on the severity of the hate-speech you identified.

At this point, you should either take no action, engage in counter discourse, start developing an alternative narrative campaign, take the content down, or seek civil or administrative action against the speaker.

Other things you could do:

☐ Check the hate-speech legislation in your country – for more information about this, check the [International Network Against Cyber Hate (INACH)](INACH) website to see if you country is listed

☐ Ask yourself whether there is a danger of inflaming passions and incitement to violence

☐ Ask yourself whether your response is sensitive to your audiences and the group(s) targeted by the speech

☐ Use the Communication toolkit in order to learn how to run a successful campaign

☐ Use the Human Rights toolkit to ensure your response is sensitive, informative, and human rights compliant

Moreover, since you will most probably be engaging in counter speech, remember there are many methods you can choose from. INACH suggests the following:

- Giving a (friendly) warning – works on people who are not too radicalised (it might nudge them to take down the hateful content)
- Showing/evoking empathy – you can show empathy towards the hater or towards the victim in order to create a safe space and nudge those who post hateful speech to take the content down
- Humanising the group targeted by hate-speech – remind the hater that the people they are targeting are human beings with feelings, hopes and fears just like them;
- Humour/satire – show the ridiculousness of certain hateful narratives to take away from their power (this might also increase your reach)
- Counter and alternative narratives - "counter and alternative narratives combat hate speech by discrediting and deconstructing the narratives on which they are based. They also propose (alternative) narratives based on human rights and democratic values, such as openness, respect for difference, freedom and equality." ([Council of Europe's No Hate Speech Youth Campaign)](Council of Europe's No Hate Speech Youth Campaign)
- Fact checking and debunking myths or stereotypes – this method can influence by-standers