

EXAMPLE OF ADVANCED HATE SPEECH ANALYSIS

The hate message analysed is a reaction to a media scandal. More specifically, the speaker (Loren Loghin) is defending another Youtuber (Arman Abbasi) that was accused of sexually harassing an underage girl on the street, claiming that Arman has no fault in this, and that it is the victim's fault for the way she is dressed.

[Hate message video posted on Instagram \(in Romanian\)](#)



CONTEXT

The targeted group in this case of hate speech are women, a still vulnerable group in Romania, in the extent of legislative, political and societal discrimination.

TYPES OF VIOLENCE

It is estimated that more than 50% of men in Romania believe that rape should not be criminalized. There has been a constant rise in domestic violence against women in the past years.

EXTENT OF NEGATIVE STEREOTYPES

High extent. Common stereotypes include :

- women should be homemakers only;
- women that get abused/sexually harassed/raped deserve it/ask for it;
- women have no place in politics/high management positions.

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CONNECTION WITH NEGATIVE STEREOTYPES

Confirmed and encouraged the stereotype that abuse victims ask for it/deserve it

POLITICAL REPRESENTATION

Currently only two women serve in the Romanian Government. Only 17% of the Romanian Parliament is represented by women.

EXTENT OF SUPPORT

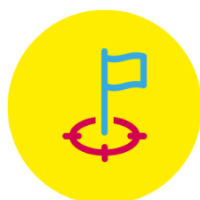
Moderate support coming from independent NGOs.



SPEAKER

Loren Loghin. Influencer and pick-up artist. Approximately 65K subscribers. Delivered on social media on his accounts. High credibility among subscribers and intended audience. Moderate to low credibility among the general audience. High influence on targeted group by enforcing violent stereotypes.

Known for teaching men how to approach women in public.



ASSUMED INTEND

PAST ACTIONS

Has a history of harassing women for the purpose of “entertainment” and encouraging the stereotypes mentioned above in his clips and books while categorizing it as normal and refusing to change his behaviour.

Example: <https://www.youtube.com/watch?v=LXH7keIL7Dg>

REACTION AFTER PROMOTING MESSAGE

No reactions and refusal to apologise despite massive backlash.

PROBABLE OBJECTIVES

Limiting the rights of targeted group and advocating for legal restrictions and even jail for underage women who dress summary. Discrediting the targeted group by enforcing negative attitudes towards said group and defending sexual abuse “motivated” by the clothes of the victim.

INTENDED AUDIENCE

Audiences having negative attitudes towards targeted groups due to high credibility of the speaker among said audience.



CONTENT AND FORM

While there is no specific call to violence in this sample, it is clear that the form taken is not protected in any way. The speaker as well had no intent in portraying it as satire or comedy. The content is directed at the target audience. However, there is no specific national law that deems the message illegal. Although the general context of the message can be deemed as illegal.



REACH OF THE SPEECH

The message was intended for the public and had no private intent. As for means of dissemination, it is likely that the message reached the intended audience, due to the amount of support coming from his subscribers in the wake of the backlash. While the frequency of dissemination is not that high, but rather moderate to low, it is safe to say that the speaker is constantly posting problematic content. Due to his followers on his platforms the high accessibility of his message can also be an issue.



LIKELIHOOD OF ACTION

There are no records of violent actions directly related to the message, yet it is safe to say that it platformed and encouraged negative stereotypes towards women



CALCULATOR RESULT

Hate speech calculator - advanced

Scenario 3 (Start developing alternative narrative campaigns)

Hmm! It looks like you are up against an expression that, while not being very violent and not likely to motivate audiences to take action against its targets straight away, is still pretty harmful and has reached quite a lot of people. The best thing to do is probably to shift the audience's perspective altogether. Check out our advice on [how to build an alternative narrative campaign](#) and [how to make sure that the narrative you are promoting is grounded in human rights](#).

Also, if you encountered the hateful expression online, remember that all respectable social media platforms have little tolerance towards hate speech. It could be a good idea to also report the hateful content in order for them to take it down. And if they don't do that, then try to get help from their trusted flaggers. Most of the members of the International Network Against Cyber Hate have this status. Find the one in your country at this [link](#).

