

EXAMPLE OF AN INTERMEDIATE HATE SPEECH ANALYSIS

The described hate wave is an attack against the female author and activist Jasmina Kuhnke in March/ April 2021. She has to deal with racist and hateful attacks since years, similar to others that speak out against hate speech and right-wing extremism, however, the attacks against her reached a new high in the beginning of 2021.

Full report (in German): <https://www.volksverpetzer.de/social-media/quattromilf-rechte-cancel-culture/>



CONTEXT

Jasmina Kuhnke has been and still is especially active on Twitter and calls out right-wing extremism, racism, and other forms of discrimination, catching the eye of “conservative” influencers that launched a massive digital attack against her, which had serious consequences for Kuhnke outside of social media.

Targeted group

The targeted group or rather the targeted person in this case of hate speech is a politically active woman of colour, calling out hate speech and racism. She also addresses systemic forms of systemic racism.

Women of colour are a vulnerable group in Germany, in the extent of legislative, political and societal discrimination.

Types of Violence

The number of femicides has increased in recent years, especially in Austria, but attacks against women also increased in Germany, especially against women of colour and trans women. Additionally, domestic violence against women increased during the pandemic.

Extent of negative stereotypes

Moderate to high extent to common stereotypes towards women, more specifically women of colour; stereotypes include:

- women should not have an opinion and those who do have, need to be reprimanded
- black women are angry and loud

Additionally, as Jasmina Kuhnke is a black woman, next to sexist stereotypes, also racist remarks have been made.

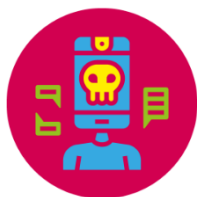
Connection with negative stereotypes

Connected the targeted person to the stereotype as an angry black woman and as someone not belonging in Germany, and thus, being someone that should be (a) grateful to live here or “go back to where she came from” and (b) has no right to call out or criticize anything.

Additionally, a strategy has been adopted to insinuate that Jasmina Kuhnke herself is racist and sexist, and further it has been said that she “just made everything up in her head”, connecting it back to sexist stereotypes that women generally do not know what they are talking about.

Political Representation

Women make up 31,4% percent of the German parliament. On the federal as well as on the state level, people of colour are not sufficiently represented; consequently, women of colour have close to no political representation.



SPEAKER

Several “conservative” and right-wing influencers attacked Jasmina Kuhnke on Twitter (and other channels), naming her, knowing full well that their audience is made up of right-wing extremists and racists. Previous analyses showed that once one of those influencers calls out a civil society organisation or individuals, they are (verbally, violently) attacked by followers of those influencers, thus the influencers know about their power and the consequences of their actions/ tweets.

Status of the speaker

Several right-wing influencers have been involved in the attack(s) against Jasmina Kuhnke, most notably a “conservative” columnist of a German newspaper.

Capacity in which the speaker made the statement

The attacks have been launched on Twitter on the public accounts of the before mentioned influencers, individually reaching up to 50.000 followers.

Influence of the speaker

The individual influencers have a high influence and credibility within their community as their *calls to action* in the past have triggered massive attacks against activists, politicians and civil society organisations. Their credibility and influence on the general audience is moderate.



ASSUMED INTEND

Past Actions

The influencers, most notably one of them, have a history of calling out civil society organisations and activists fighting for human rights, knowing full well that this will trigger massive online attacks. They further do not distance themselves from the digital violence and the actions carried out by their community, thereby approving it, despite the fact that Kuhnke's private address and photos of her apartment door have been leaked, forcing her and her family to move since the number of death threats increased.

Example (in German): <https://www.volksverpetzer.de/kommentar/don-alphonso-morddrohungen/>

Reaction after promoting hateful messages

Either no reaction has been monitored or the influencers continued to incite hatred and violence, voicing the opinion that the targeted woman just made the situation up and exaggerate.

Intended audience

Audience has a negative attitude towards the person targeted as well as women and more specifically women of colour, as right-wing ideologies are promoted and commended within the addressed community.



CONTENT AND FORM

Provocative/ Aggressive message

While there was no direct call to action, there was a moderate degree of violence. The conservative influencers said that Jasmina Kuhnke (as well as others) deserve “payback” for their behaviour, triggering the hate wave.

Form taken by the expression

The instigators of the attacks against Kuhnke said that all their tweets were satire and it is not their fault that individual members of their community took it seriously and followed through. However, the tweets triggering the attack as well as subsequent tweets were not marked or announced as comedic or satire, despite the fact that they were insulting, aggressive and often racist as well as sexist.

How direct was the message?

The messages were indirect insofar that the instigators called for “payback”/ “someone deserving a payback” but did not directly encourage their audience to be violent. However, this is a well-known strategy as they cannot be legally prosecuted, but reach their goal of silencing and scaring someone, and in the worst-case trigger violent attacks.

Legal status of hate message

As the instigators did not directly threaten attacks or directly call for violence, the initial tweets causing the attack against Jasmina Kuhnke are not necessarily illegal, though the subsequent actions taken by members of the influencers' community are legally prosecuted as private data has been leaked and death threats have been sent.



REACH OF THE SPEECH

Nature of expression

The hateful messages were shared publicly on Twitter.

Means of dissemination

It is highly efficient in reaching the intended audience, especially as the indirect calls to action have been shared across platforms by the audience as well.

Frequency of dissemination

High frequency of dissemination, on the one hand because several right-wing influencers and their respective communities got involved and on the other hand since several of those influencers targeted Kuhnke before already, on a continuous basis.



LIKELIHOOD OF ACTION

The audience engaged in verbal violent conduct, insulting and threatening Jasmina Kuhnke and her family. The audience further engaged in violent and discriminatory actions, such as leaking Kuhnke's private address as well as pictures of her front door and family, leading to her having to change apartments in order to avoid future violent attacks.



CALCULATOR RESULT

Hate speech calculator - Intermediate

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, 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 develop communication strategies](#) 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](#).