



**NO HATE  
SPEECH  
MOVEMENT**



# **Questions and lessons from the 2015 online survey...**

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The opinions expressed in this work are the responsibility of the author and do not necessarily reflect the official policy of the Council of Europe.

# Structure of the survey

- **Information** on respondents' nationality, gender, location, occupation/status, identifications, Internet & media use.
- **Experience** with hate speech online
- **Evaluation** of and **responses** to hate speech
- Responses to the **campaign**

# Survey research



# A tale of two surveys...

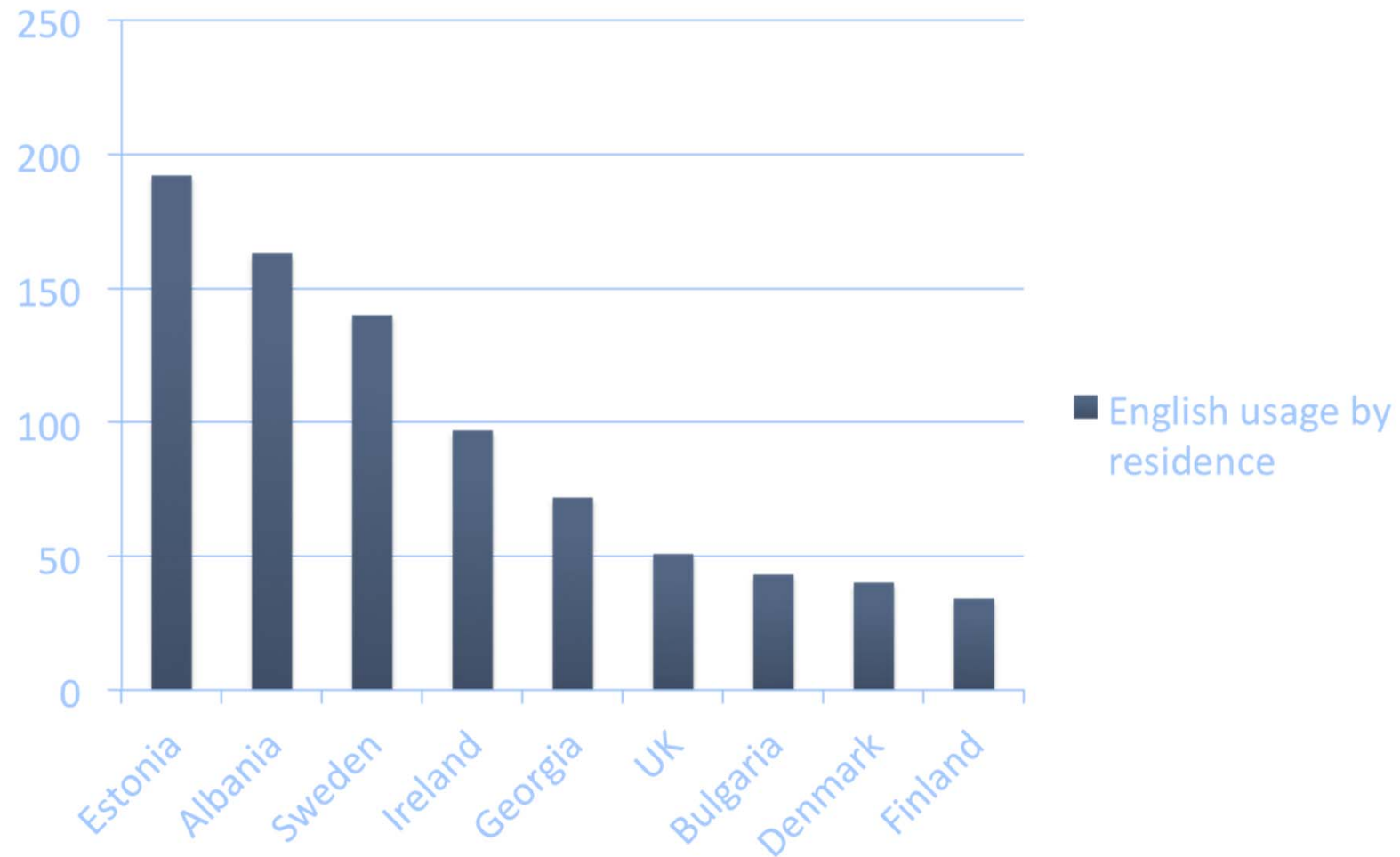
## **2012**

- 1137 responses in English
- 137 responses in French

## **2015**

- 1434 responses in English
- 6601 responses in 30 languages

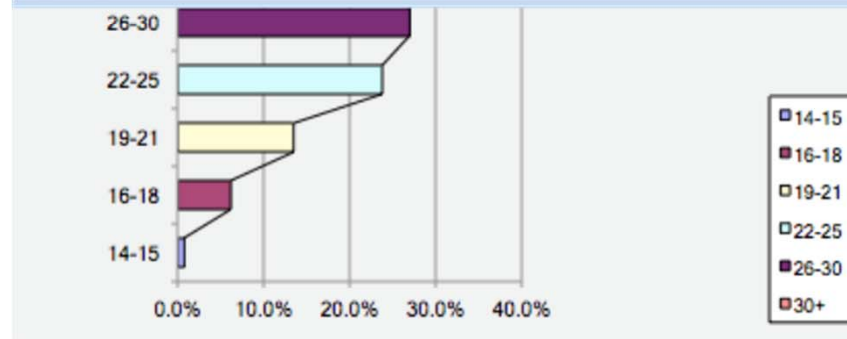
## English usage by residence



# General information

# Age range: 2015 & 2012

1. Your age		
Answer Options	Response Percent	TOTAL
30+	27.1%	1762
19-21	20.0%	1295
22-25	19.7%	1278
16-18	15.5%	1007
26-30	14.9%	965
13-15	4.0%	259
answered question		6490
skipped question		50

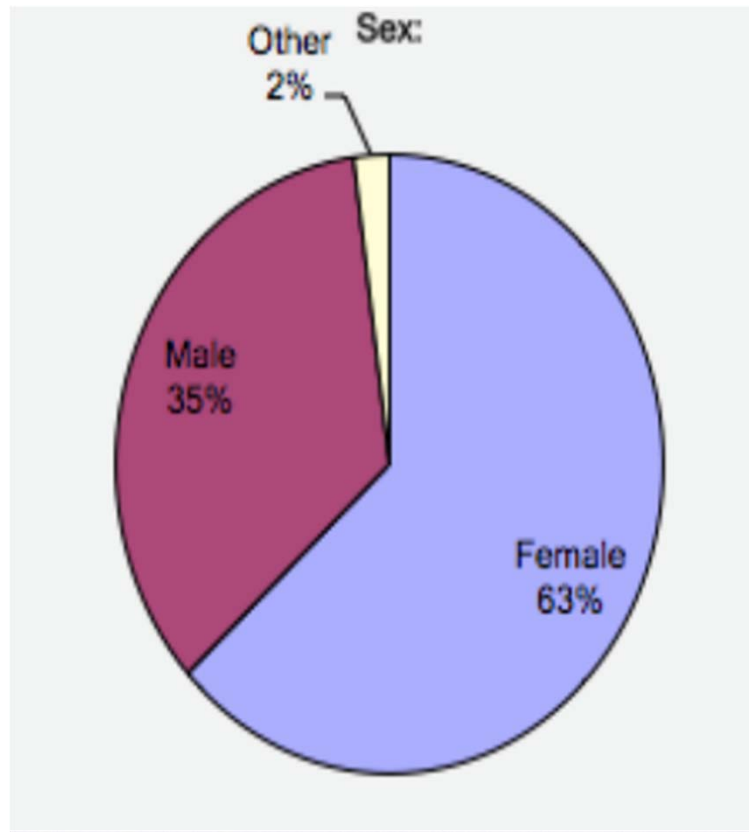


# 2012

Female 68 %

Male 35%

Other 2.0%

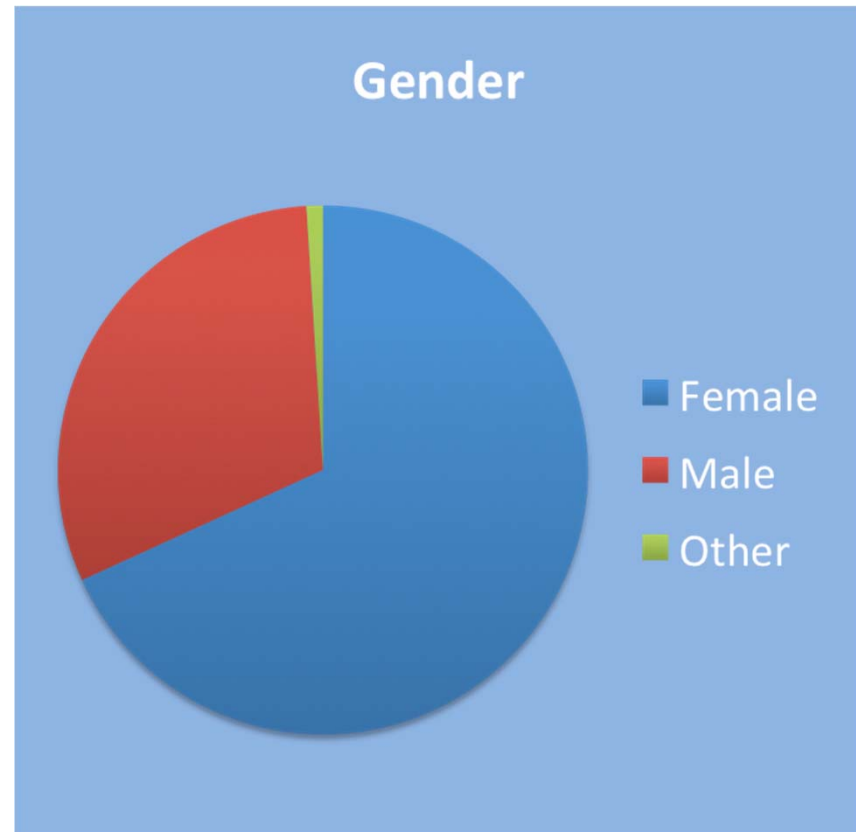


# 2015

Female 68.3%

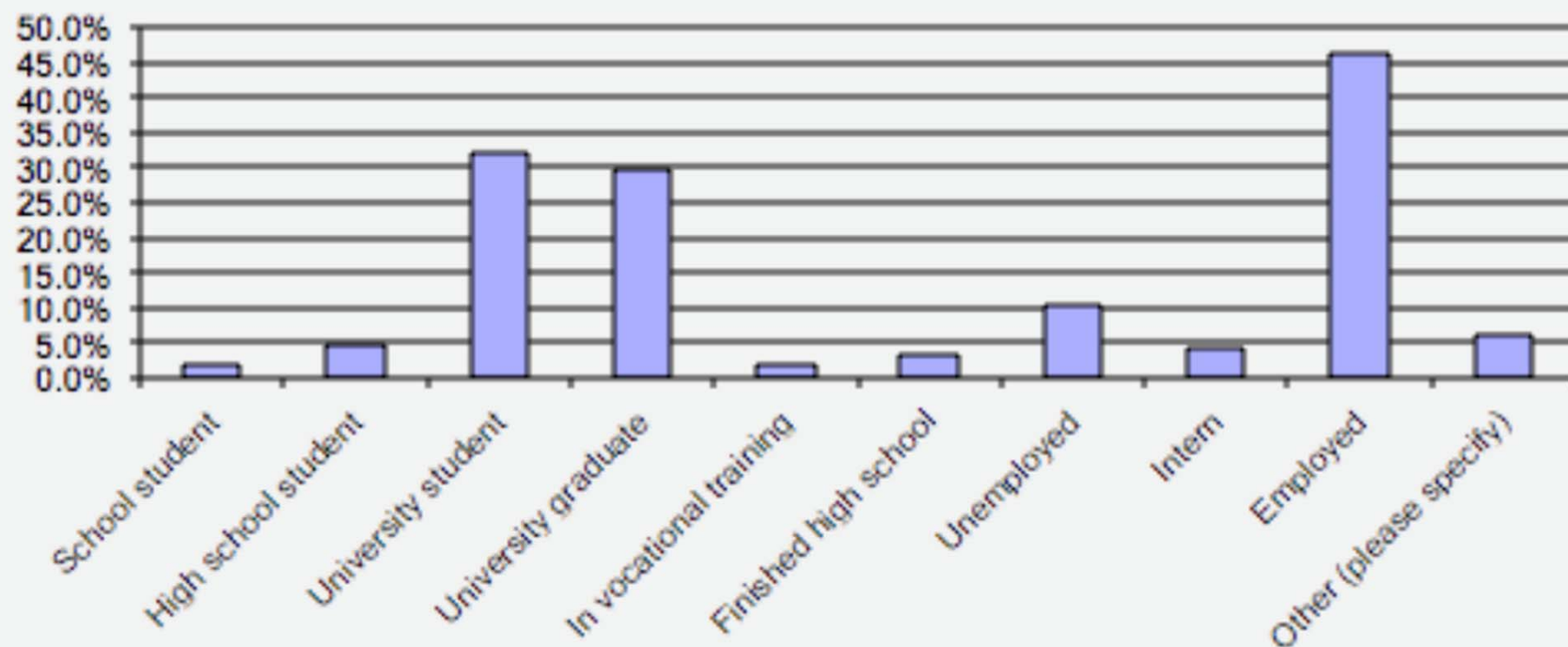
Male 30.9

Other 1.0%





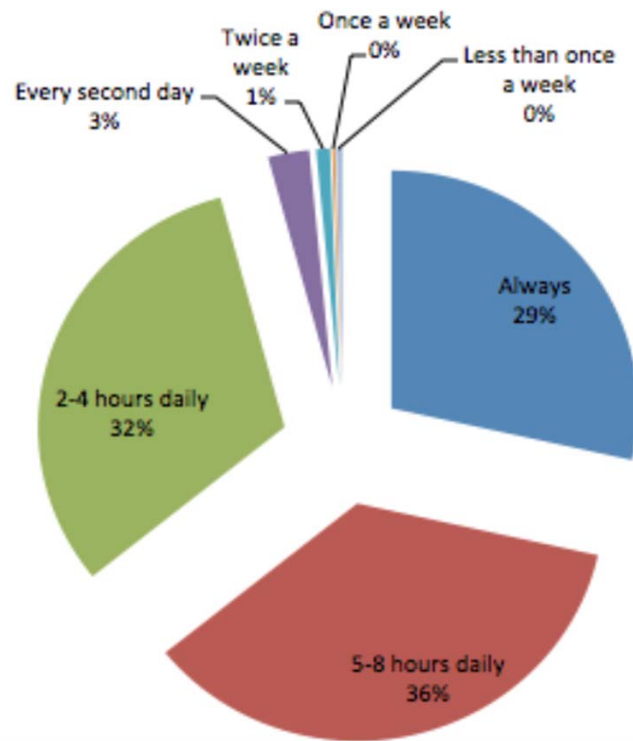
You are a ... [multiple answers possible]

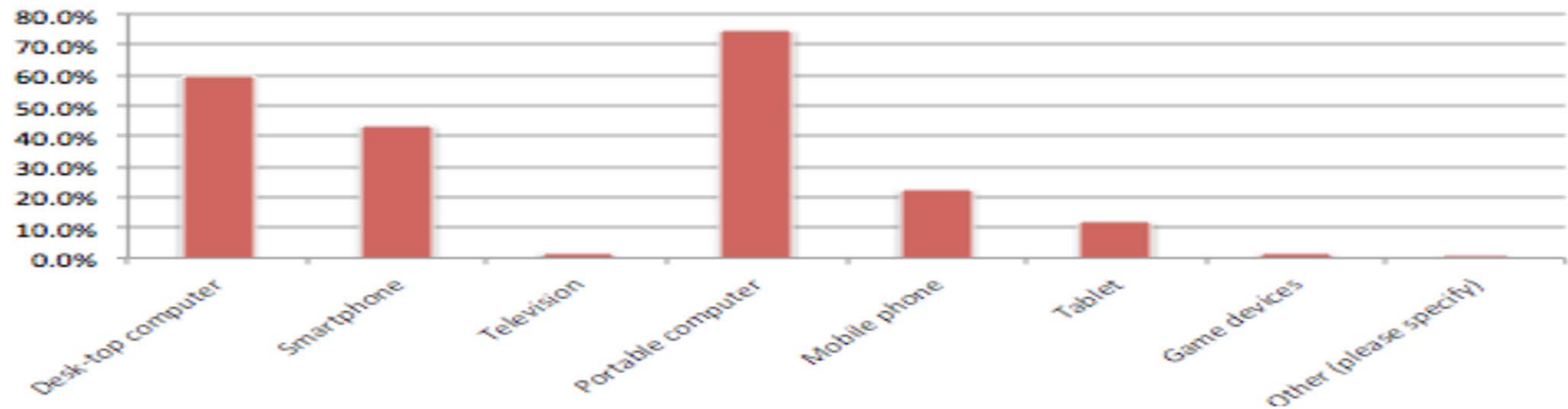


2015



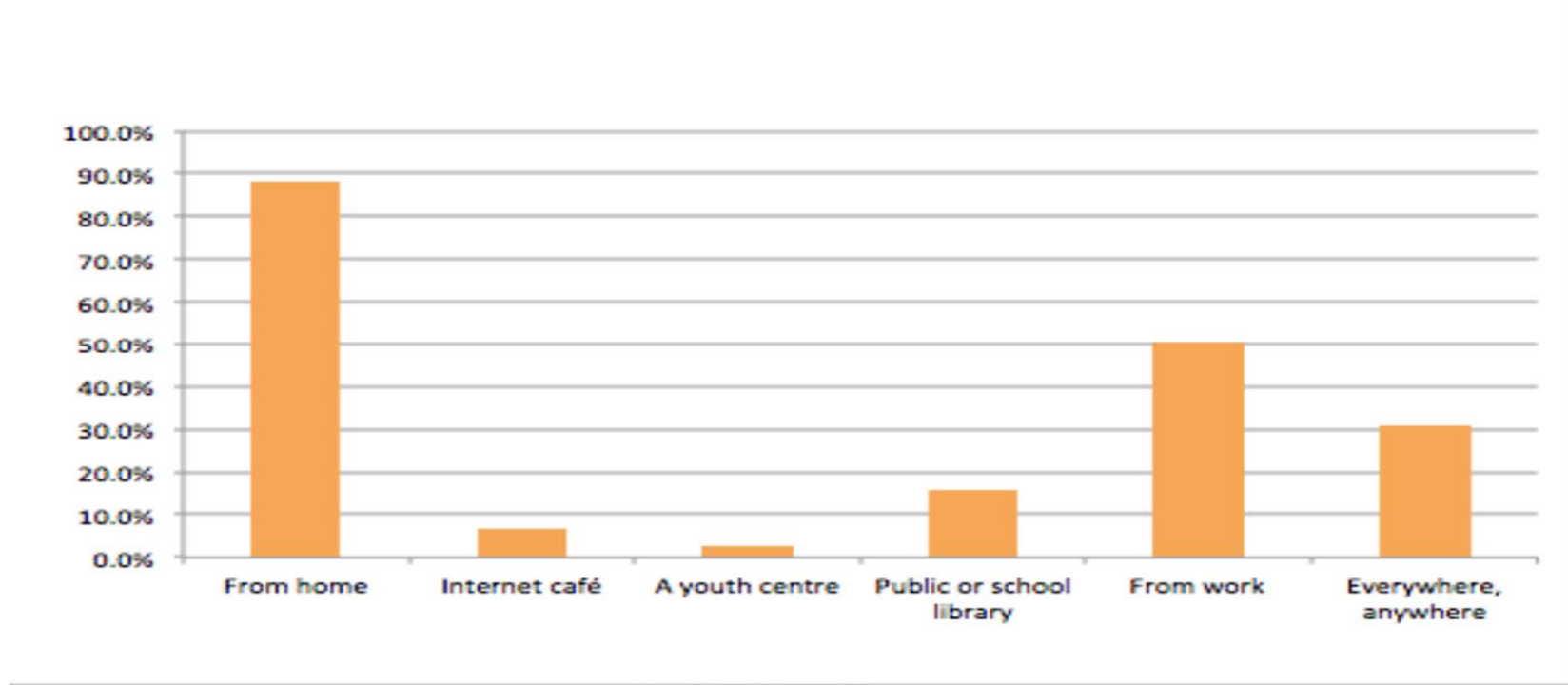
# Frequency online





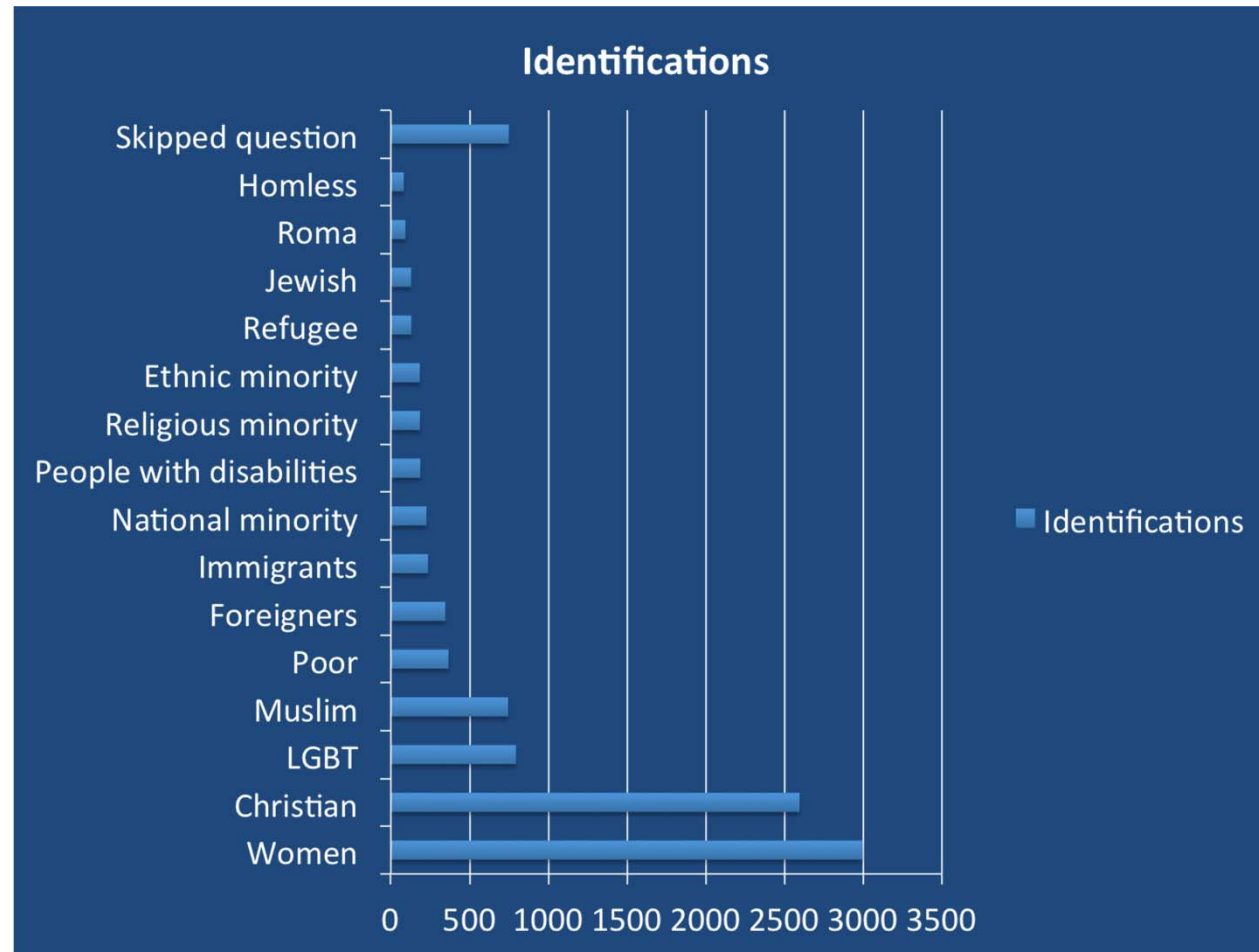
2012 (above):

2015 functionally similar, 10%  
increase in smart phone use

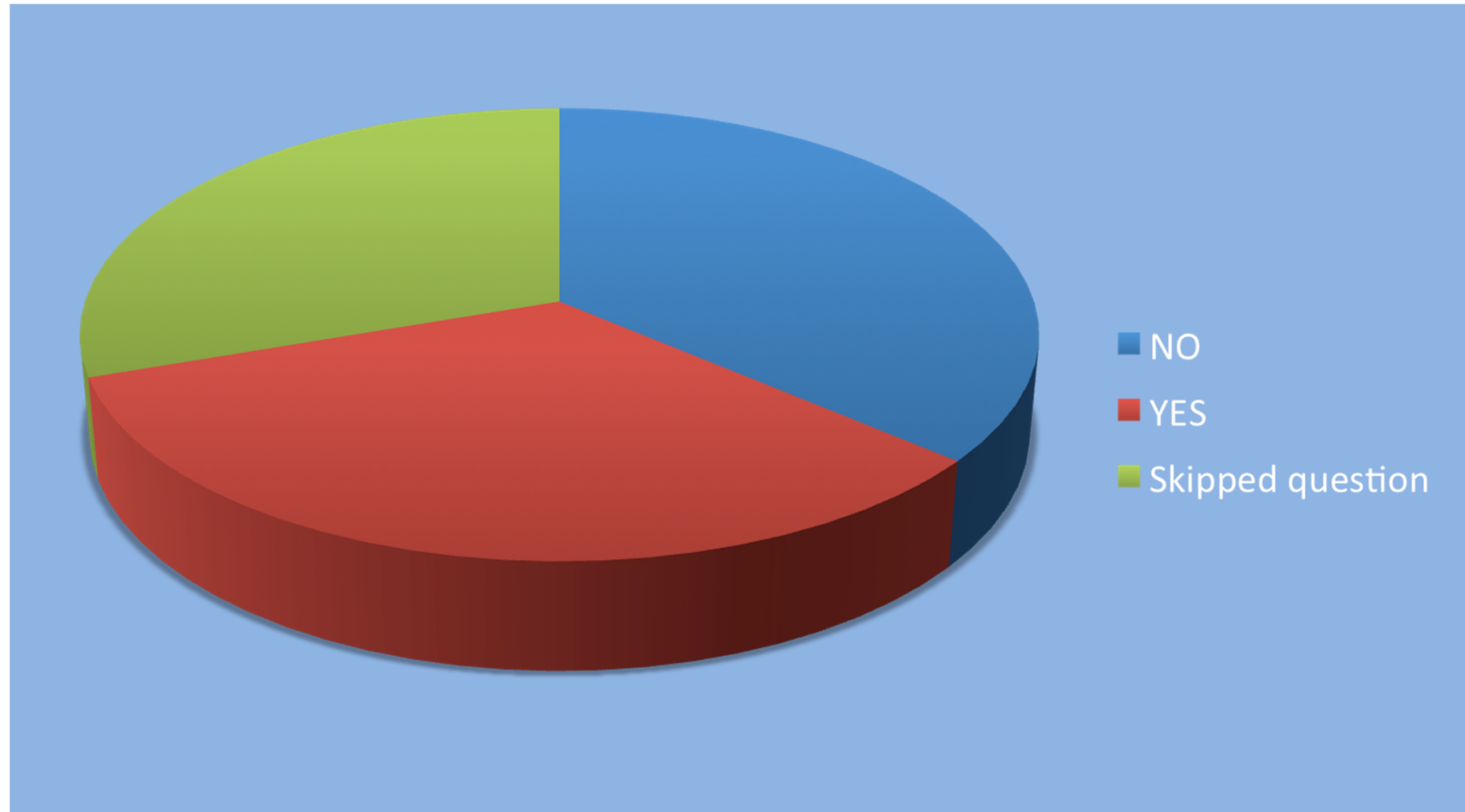


**2012 above.**

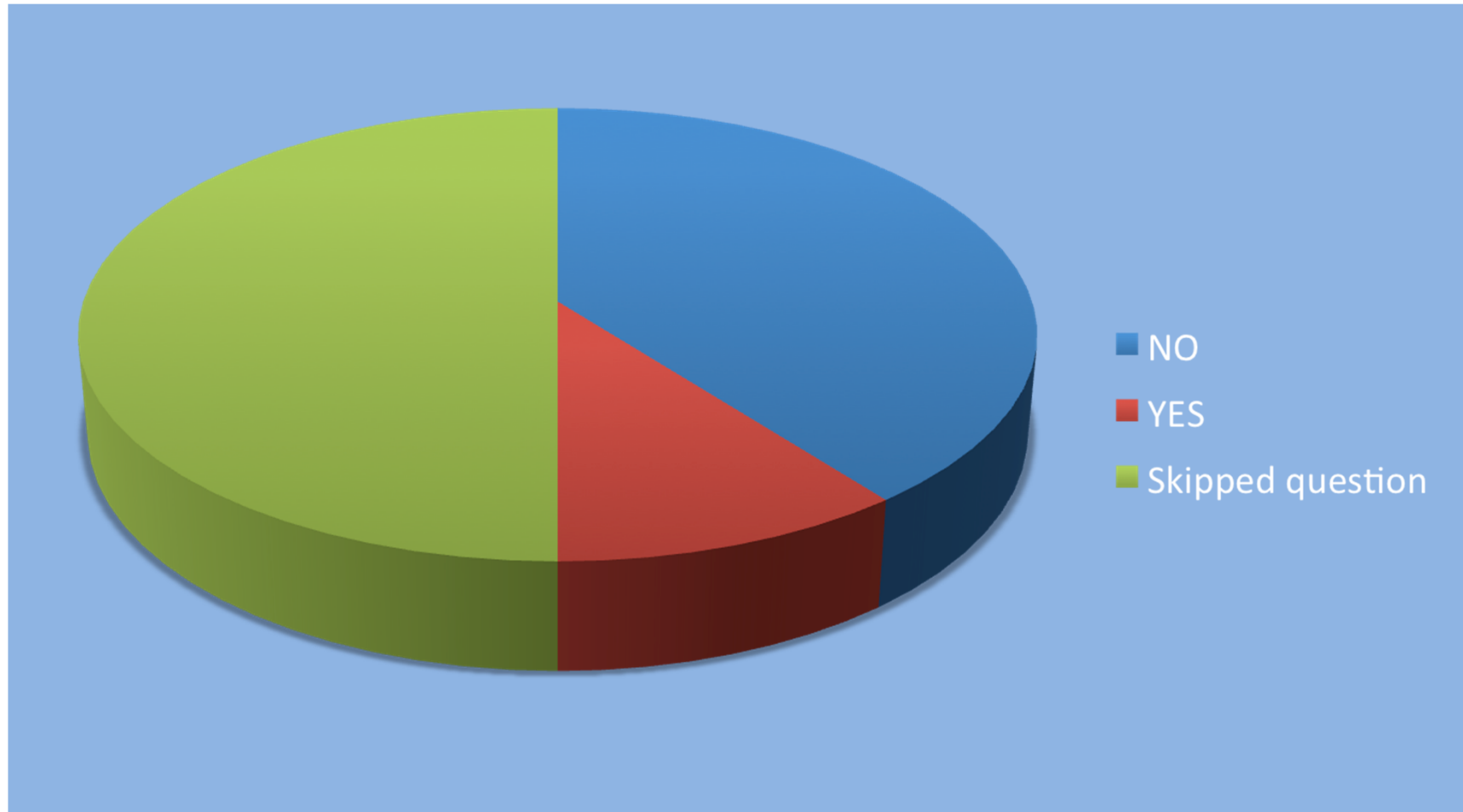
**2015 functionally similar, from home (78%  
*down*) Everywhere, anywhere (53.1% *Up*)**



# Have you heard about the No Hate Speech Movement?



Have you taken part in any online or offline activity?



# Reading the survey...



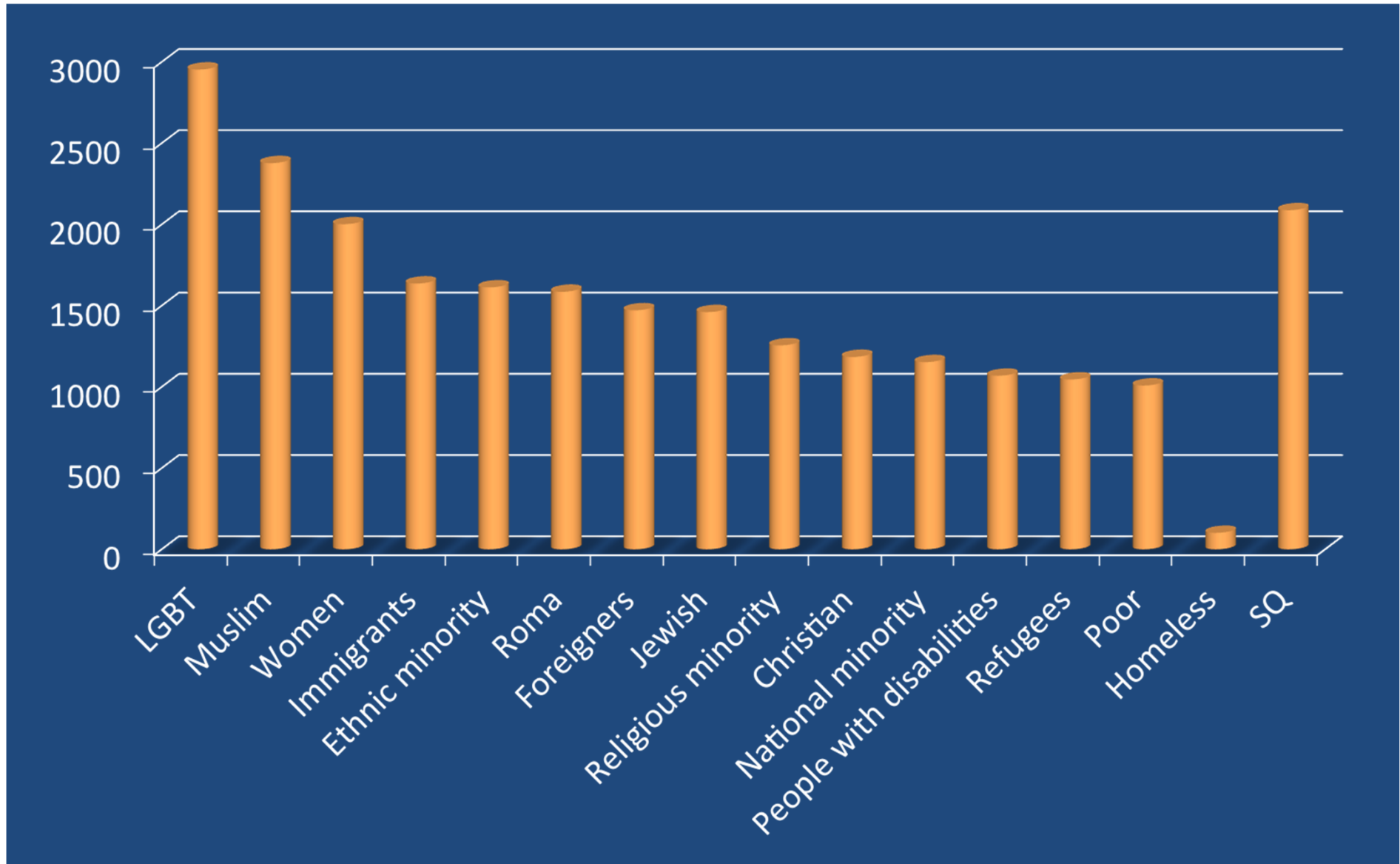


Experiences with hate speech

**Have you ever encountered hate speech online?**

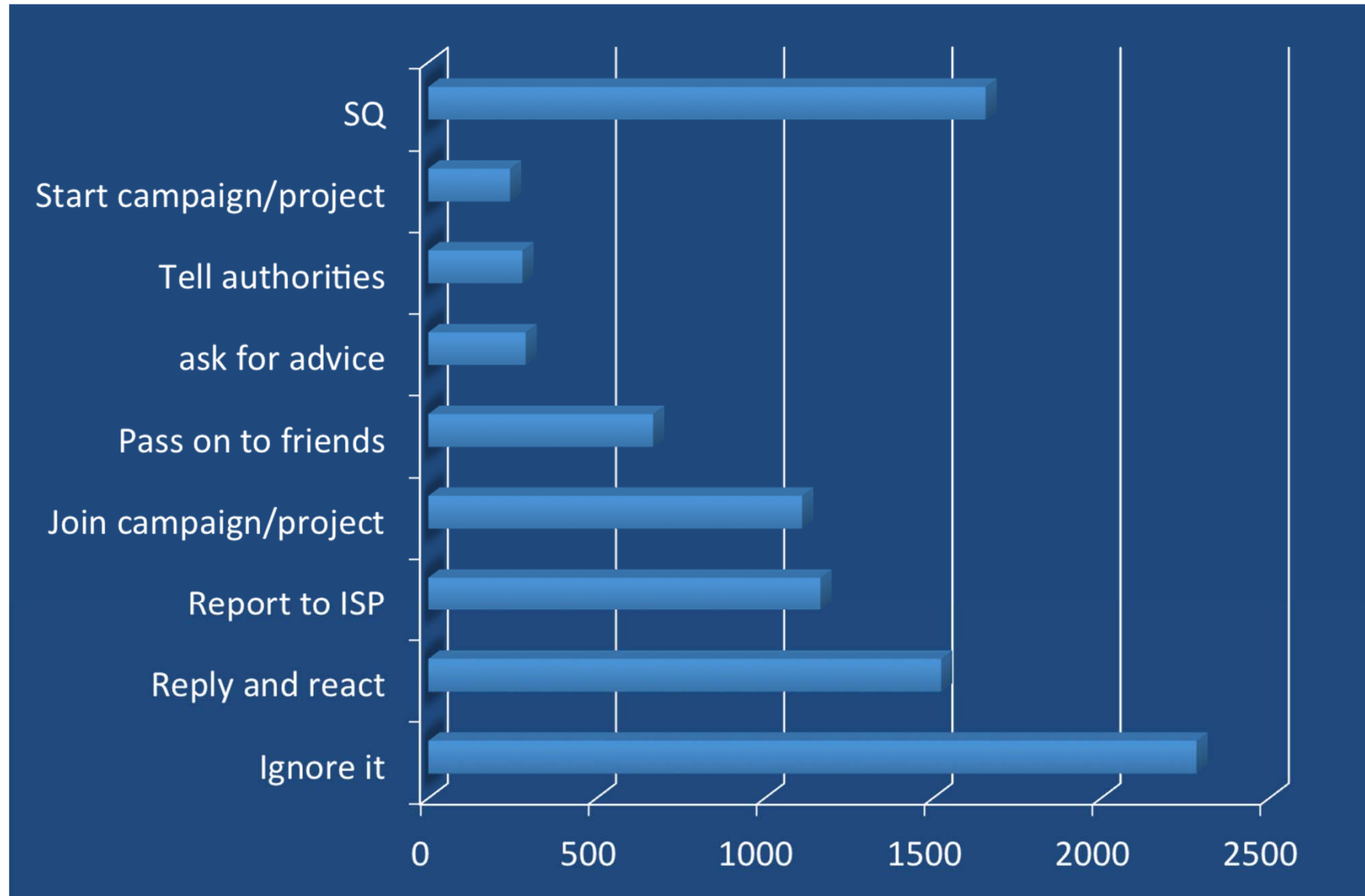


# Who were the targets?



51			
52	<b>13. Where was it?</b>		
53	Answer Options	Response Percent	Response Count
54	Internet site	67.4%	2880
55	Facebook	67.3%	2873
56	Comment on a forum or news portal	56.3%	2405
57	Social network	55.4%	2366
58	On-line video	36.8%	1572
59	Blog	26.7%	1140
60	Twitter	23.4%	1001
61	News portals	19.9%	849
62	Other (please specify)	13.3%	569
63	SMS or MMS	13.1%	560
64	Ask.fm	10.0%	429
65	On-line cartoon	9.4%	401
66	Vkontakte	6.5%	277
67	Podcast	3.7%	157
68	Google+	3.2%	137
69	answered question		4270
70	skipped question		1896

## What do you do in response to hate speech online?



Have you ever felt personally  
threatened or offended by online  
hate speech?

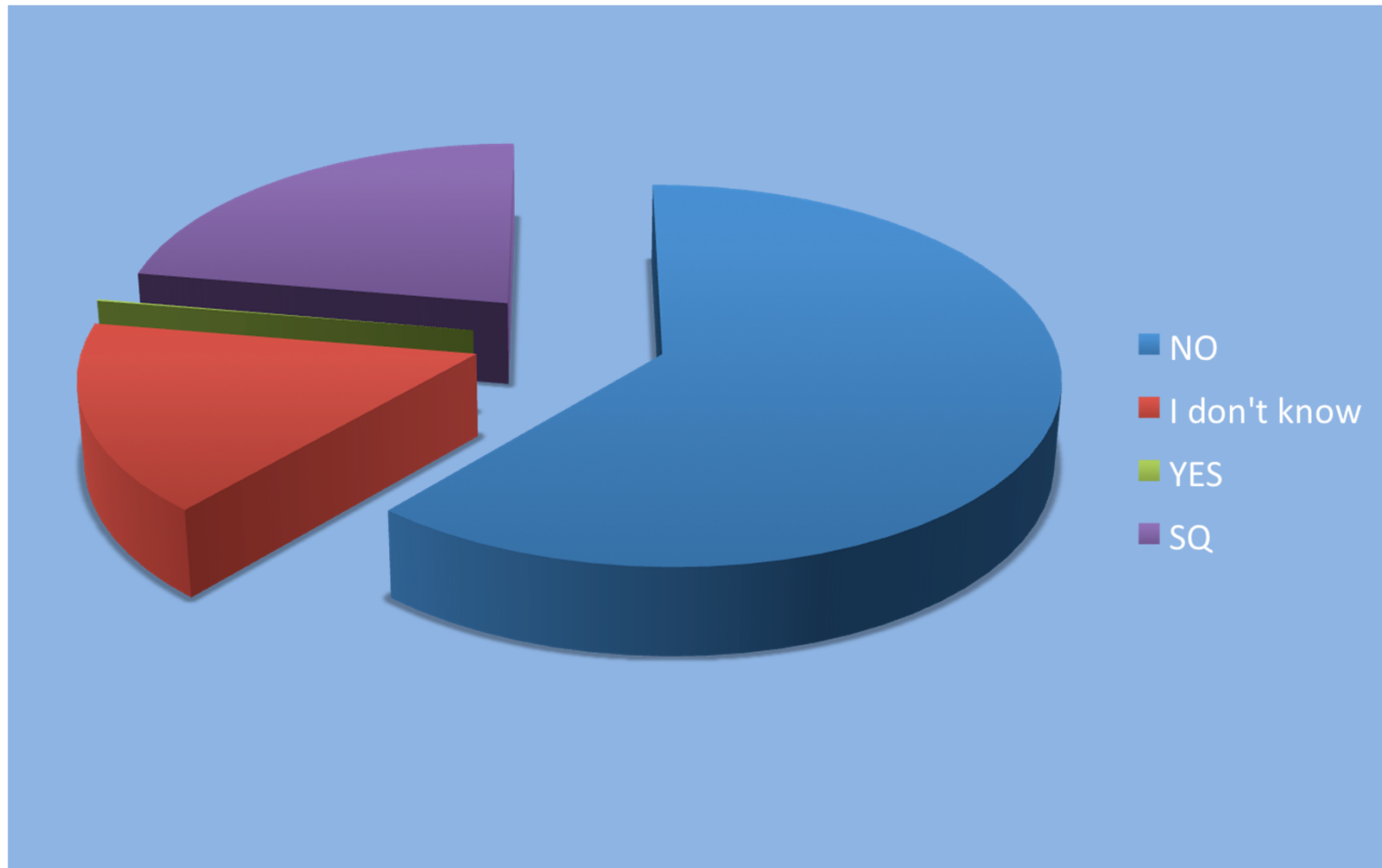
YES: 36.5%

NO: 63.5%

# If yes, what did you do?

18. If yes, what did you do? [multiple answers possible]		
Answer Options	Response Percent	Response Count
Ignored it	42.0%	1024
Replied and reacted against it	38.5%	938
Reported to the Internet or Service Provider	21.3%	520
Joined a campaign or project against it	15.8%	385
Passed it on to friends	13.9%	339
Asked for advice from friends or relatives	10.6%	258
Told the authorities	8.5%	208
Started a campaign or project against it	5.0%	121
answered question		2436
skipped question		3936

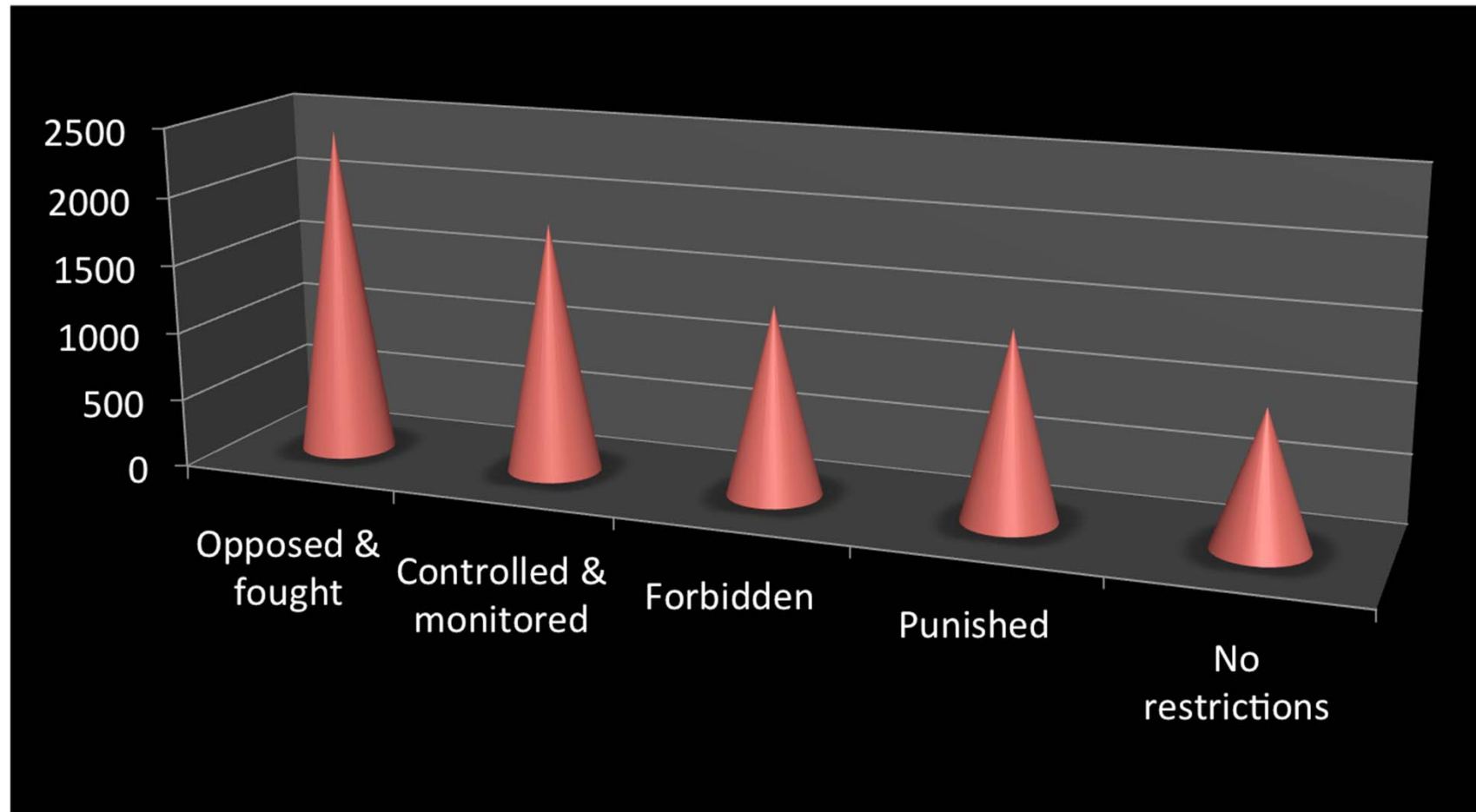
Have you ever posted or sent content online that could be considered hate speech?





# Dealing with hate speech

## *Hate speech online should be...*



Do you think that human rights must apply to the online world like they apply to the rest of society?



<b>28. It is important for everyone to feel safe online</b>		
Answer Options	Response Percent	Response Count
Strongly agree	64.4%	3080
Agree	28.9%	1381
No opinion	4.3%	208
Disagree	1.9%	89
Strongly disagree	0.6%	29
answered question		4782
skipped question		1819
<b>29. It is important for anyone to place anything that they want online</b>		
Answer Options	Response Percent	Response Count
Disagree	43.5%	2092
Agree	22.9%	1102
No opinion	14.6%	704
Strongly disagree	10.1%	484
Strongly agree	9.0%	435
answered question		4808
skipped question		1793

It is important that some legal authority removes offensive content online

- Agree 38.2%
- Strongly agree 32.3
- No opinion 14.1%
- Disagree 11.0%
- Strongly disagree 4.5%

It is important that hate speech is punished both online and offline

- Agree 40.2%
- Strongly agree 39.1%
- No opinion 12.7%
- Disagree 6.4%
- Strongly disagree 1.8%