

How do I
respond to

HATE

?

NO
HATE

1 WHO AND WHAT

TARGET



BYSTANDERS

MESSENGER



TIME

2

SHORT



LONG



FOCUS



HATE MESSAGE

UNDERLYING NEEDS

REPRESSIVE NARRATIVE

3

REFUTE

ALTERNATIVE

IGNORE

DIALOGUE

DRAW A LINE

REPORT

4 STRATEGY

HUMOROUS

FACTUAL

POSITIVE

EMOTIONAL

TONE

5

1st CHOICE:

WHO and WHAT do you want to reach?



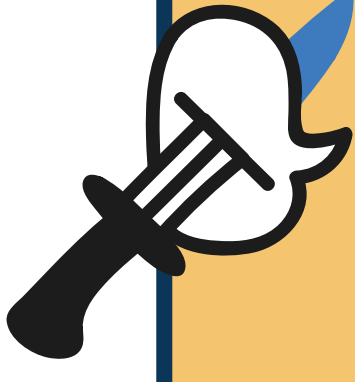
- ♥ show SUPPORT
- ♥ CHEER UP target
- ♥ show you DON'T AGREE

TARGET



- ♥ show SUPPORT TOGETHER
- ♥ REJECT hate speech together
- ♥ AVOID further POLARISATION
- ♥ CALL for a POSITIVE internet climate
- ♥ refute INACCURACIES

BYSTANDER



- ♥ CALL AN END to hate
- ♥ find out WHY something is said

MESSENGER

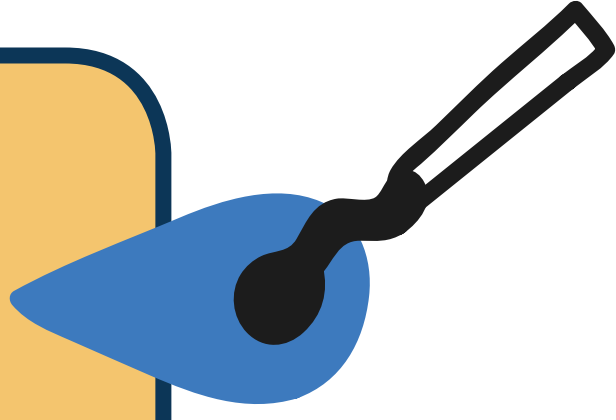
2nd CHOICE:

how much TIME

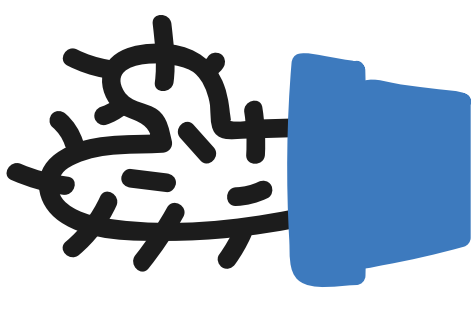
can you spare?

You only challenge
THIS instance of
hate speech

SHORT



LONG



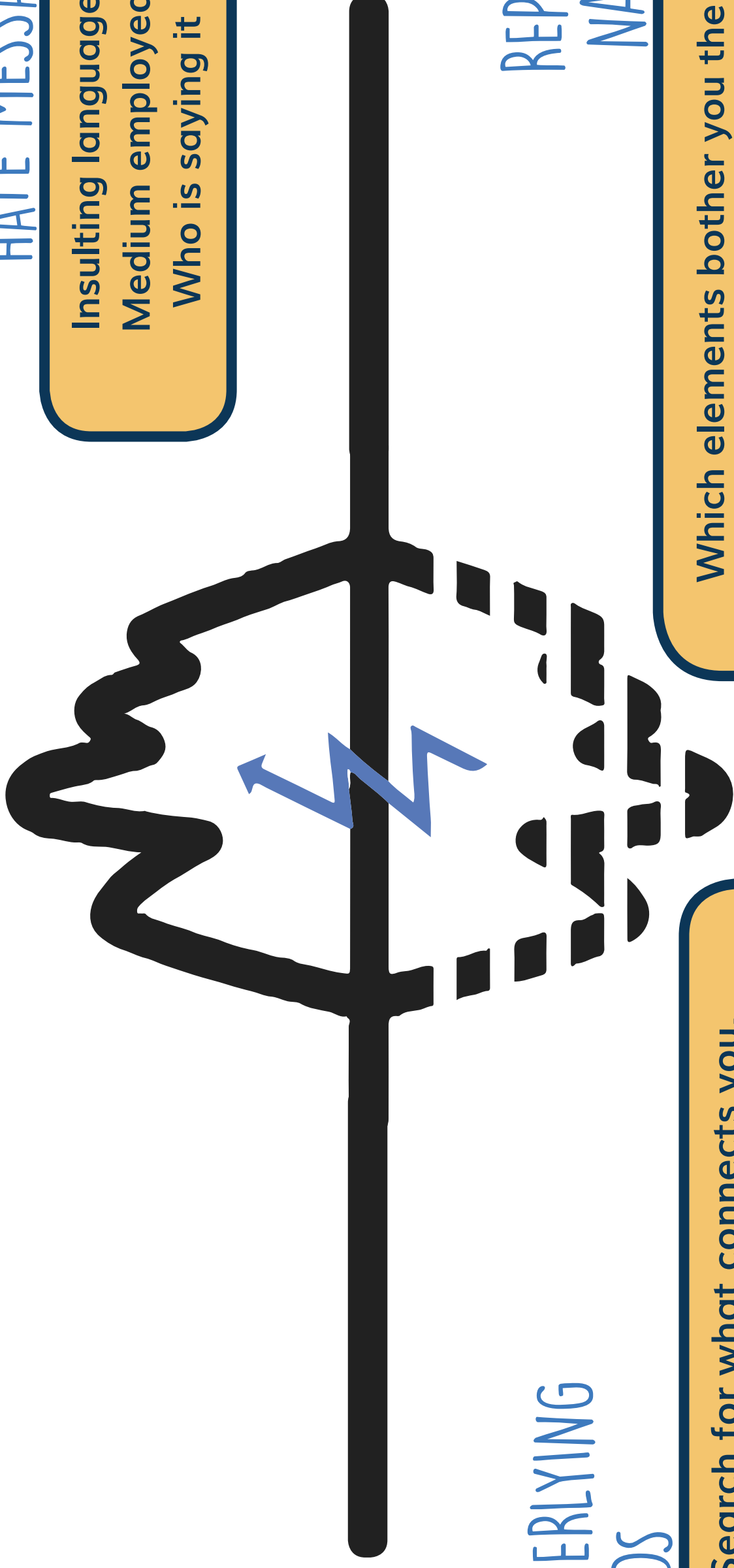
You also challenge
SIMILAR instances of
hate speech

3rd CHOICE:

what do I want to RESPOND to?

HATE MESSAGE

Insulting language
Medium employed
Who is saying it



UNDERLYING
NEEDS

Search for what connects you,
show understanding for
fears and frustrations.

REPRESSIVE
NARRATIVE

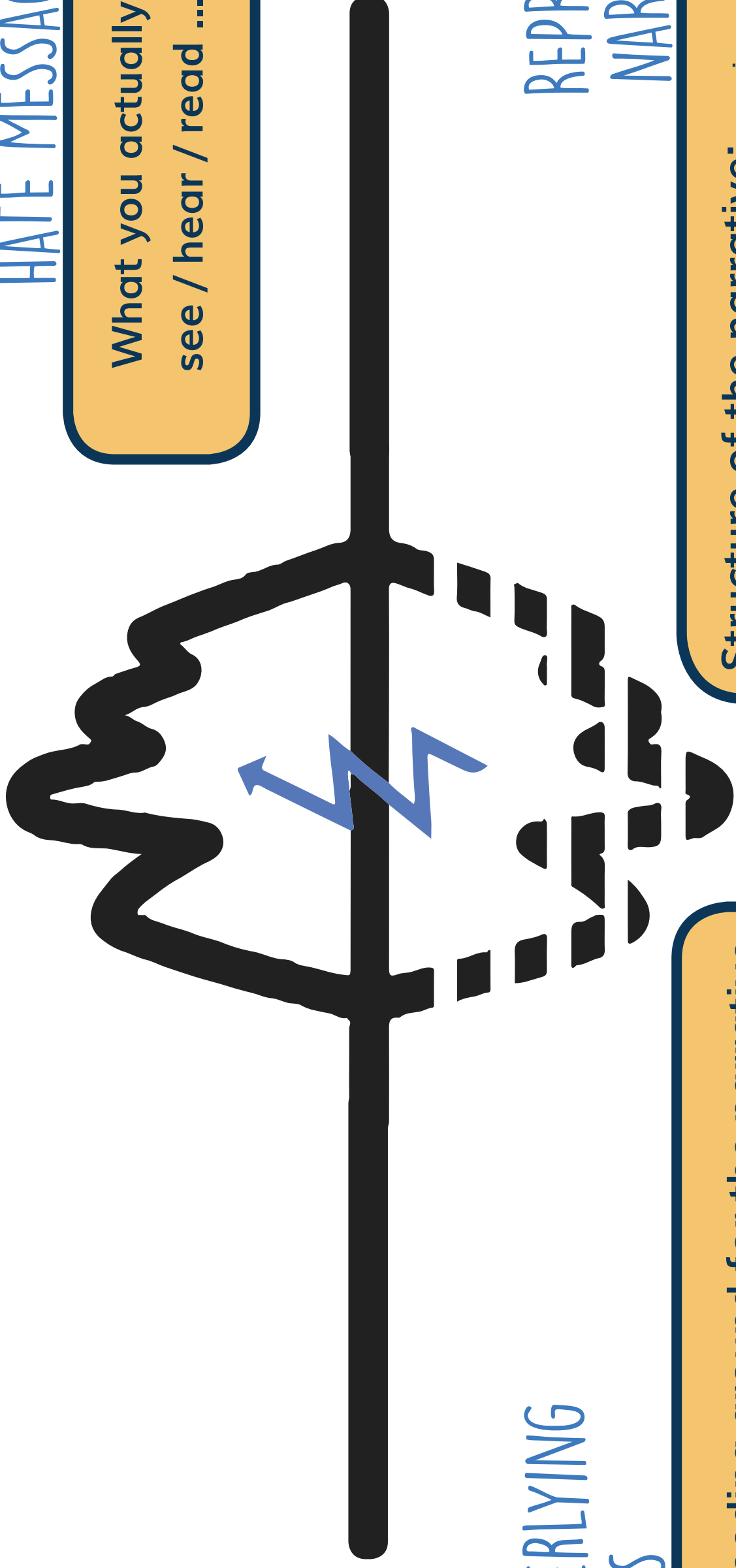
Which elements bother you the most?

- ♥ structure
- ♥ characters
- ♥ context
- ♥ relationship
- ♥ meaning

CLARIFICATION: STRUCTURE of a hate message

HATE MESSAGE

What you actually
see / hear / read ...



UNDERLYING
NEEDS

The breeding ground for the narrative
or message: fears / frustrations ...

REPRESSIVE
NARRATIVE

Structure of the narrative: opening, conflict, solution
Division into characters
Referenced context
Relationships between characters
Bigger meaning

4rd CHOICE:

which STRATEGY do you choose?

REFUTE

The CONTENT IS INCORRECT, I respond to that

ALTERNATIVE

Show that there is a DIFFERENT point of view

IGNORE

Pay NO ATTENTION

DIALOGUE

Understand where they're coming from
and search for a SHARED solution

REPORT

Make sure the message is DELETED

DRAW A LINE

Indicate that the choice of words is UNDESIRABLE
Indicate that is DOES NOT REPRESENT your opinion

TIPS!



- ♥ Respond directly to the hate message or the repressive narrative
- ♥ Consider your target audience
- ♥ Research the facts, support your argument with objective sources
- ♥ Address why the original information is incorrect
- ♥ Find people who support your answer

REFUTE

- ♥ Let go of the original message
- ♥ Consider your target audience
- ♥ Present a positive message
- ♥ Find people who support your vision
- ♥ Think about which channels you want to use

ALTERNATIVE

- ♥ Too rude for words? Don't be afraid to delete, especially on your own wall or page.
- ♥ Report to social media channels and online forums. That way they can take action.
- ♥ In case of a breach of law (i.e. a call for violence), report to a watchdog or the police.

REPORT

- ♥ Keep your reaction to the point
- ♥ Don't blame anyone
- ♥ Draw a line for everyone (not just the messenger of this one hate message)

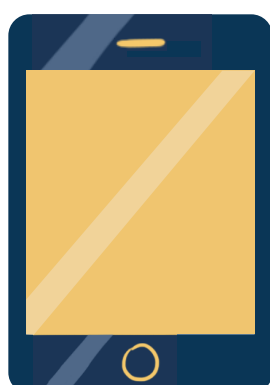
DRAW A LINE

- ♥ Don't pay attention to the hate messenger or bystanders
- ♥ Do talk to friends/family/... about what happened and what you witnessed

IGNORE

- ♥ We want to understand the other person, not convince them!
- ♥ Begin with a factual description of what you saw or heard
- ♥ Leave room for your emotions and those of your interlocutor, but don't get bogged down by them
- ♥ Try to understand the needs behind the emotions
- ♥ Indicate your common needs
- ♥ Think about how you can address those common needs together

DIALOGUE



5th CHOICE:

which TONE do you use?

HUMOUROUS

in a
FUNNY
way

FACTUAL

WITHOUT
making a
JUDGEMENT

appealing to
the OTHER'S
FEELINGS

NO DENIAL
NO REPROACH
ENCOURAGING positive
behaviour

EMOTIONAL

POSITIVE

HUMOUR

TIPS!

FACTUAL

- ♥ Be aware that not everyone finds the same things funny.
- ♥ Avoid irony, which is always open to interpretation.
- ♥ Don't lose track of your initial goal. Don't give others the feeling you are making light of the message. Or worse, laughing at them.

- ♥ Avoid emotive and subjective language.
- ♥ Only describe the facts.
- ♥ It may help to imagine the situation was caught on camera, and you to describe what you see in the video.

- ♥ Your emotions are not (entirely) relevant. You are mostly trying to hit a soft spot in the other person.
- ♥ Think about what sort of reaction an emotion may cause.
- ♥ Make sure you don't hurt anyone.
- ♥ The strongest emotions are often simple, clear ones like hope, love, ... Even when they are not made explicit..

- ♥ Don't use negatives in your language.
Don't say what can and cannot be said.
- ♥ Encourage positive behaviours.
- ♥ Empower people (without putting others down!)

EMOTIONAL

POSITIVE

NO
HATE