

# A 360° APPROACH

Focus on enforcement and training to tackle hate speech

Düsseldorf, Mai 2021

# LFM NRW PROJECTS TACKLING HATE SPEECH

## Overview

- Enforcement
  - Verfolgen statt nur Löschen (Pursuit instead of just deletion – law enforcement on the internet)
- Training
  - Conducting training for journalists on how to moderate hate speech
  - Issuing guidelines for journalists to deal with hate speech
  - Media literacy
    - Zebra
    - Klicksafe
    - Medienbox
- Yearly survey on hate speech

# VERFOLGEN STATT NUR LÖSCHEN

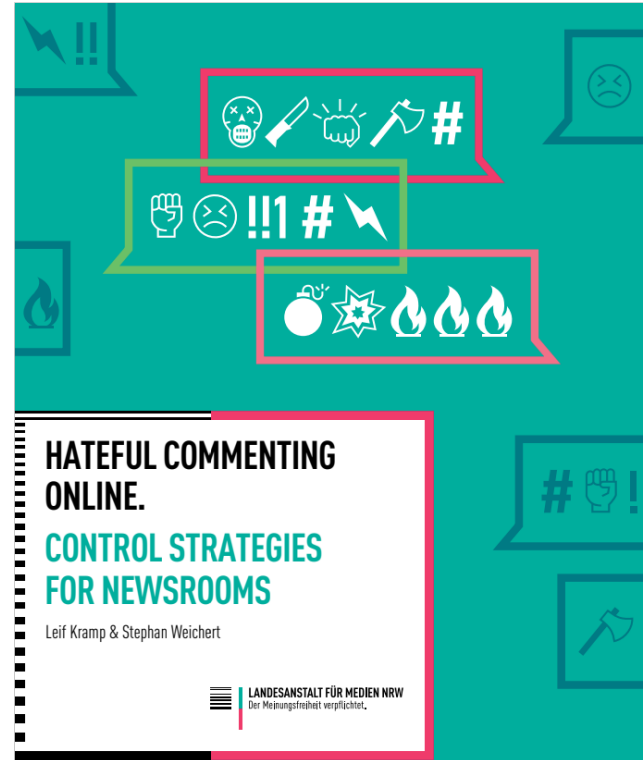
## Pursuit instead of just deletion

- **LFM NRW-forsa-Survey (2020):** 73% of all users indicate that they have been confronted with hate speech on blogs, social media etc. 94% of internet users aged 14-24 said they have observed hate speech in the internet.
- **Problem:** Media companies avoid to be held accountable for comments on their fanpages by (only) deleting hateful content within 24 hours.
- **Core idea:** Deletion of hateful content only combats symptoms, but not the cause → sanctions are needed to inform perpetrators of their wrongful behaviour.
  - **Overall aim:** protection of diversity of opinions by avoiding overblocking and distinguishing carefully between comments containing unlawful images or expressions and those covered by freedom of expression & encouraging silent users who generally feel intimidated by aggressive and hateful discussions
- **Success:** nearly 1000 cases have been reported, over 600 investigations initiated

# TRAINING

## Hate Speech and Journalism

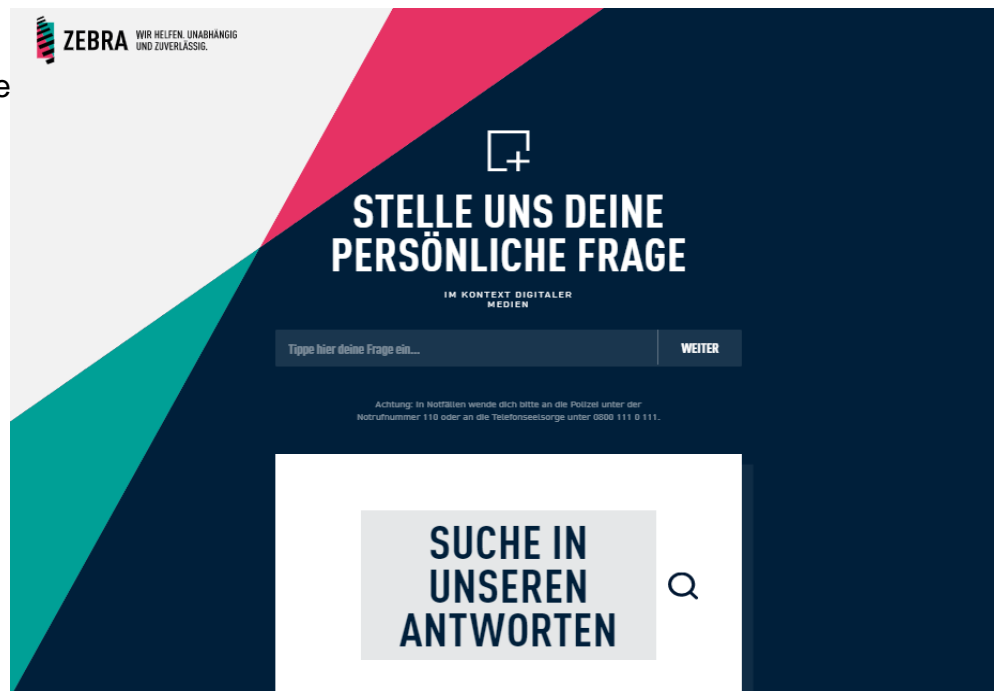
- **Conducting training for journalists on how to moderate hate speech**
  - support of editorial offices in the training and further education of their employees in dealing with hate comments on the web
- **Issuing guidelines for journalists to deal with hate speech**
  - 10-point plan against hate speech on the web
  - shows how editorial departments can take decisive action against hate comments in the comment sections of their online presences, and how they can civilize debates that are getting out of hand



# TRAINING

## Media literacy

- **Zebra**
  - Online advice centre for questions regarding the digital everyday life
- **Klicksafe**
  - EU initiative towards improving safety on the internet
  - Offers educational materials and raises awareness about safety issues online
- **Medienbox**
  - a toolbox consisting of free learning offers, modules and workshops provided by the LFM NRW



# CONTACT

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