

## Reporting hate online

# A guide for EU citizens

## Why it matters?

Media stories demonising migrants have dangerous real-life consequences. Experts have repeatedly warned that hate in our media leads to hate crime on our streets.

Following years of anti-migrant headlines in the UK media, the 2016 referendum result triggered a rise in hate crime and discrimination against EU citizens across ethnic and religious communities. Although racist and xenophobic incidents did not start with the Brexit referendum, the vote emboldened those with prejudiced attitudes to act on their views more publicly.

**For many, their vote to leave the EU was a vote against immigration. Following the referendum, the government introduced the EU settlement scheme which all EU citizens are required to apply to in order to continue living lawfully in the UK. As a result, many from the EU feel vulnerable, uncertain of their future here, and questioning their own sense of belonging in the UK.**

Amid pressure on advertisers, there has recently been a marked reduction in anti-migrant front pages in the UK press. But history has shown that scapegoating can increase at times of political and economic uncertainty. So it's vital that we stay vigilant and keep working to challenge hate whenever we see it.

## What is hate speech?

“Hate speech” is an umbrella term covering a range of hateful behaviour, from stirring up racism to actively promoting genocide. These types of hateful rhetoric are widely seen as problematic:

### Demonisation

Presenting the target group in overwhelmingly negative terms – characterising them as inherently malicious, dishonest or threatening.

### Toxic misinformation

False stories linking the target group to violent, criminal or morally corrupt behaviour.

### Dehumanisation

Portraying the target group as subhuman – likening them to vermin, parasites or disease.

### Incitement to violence

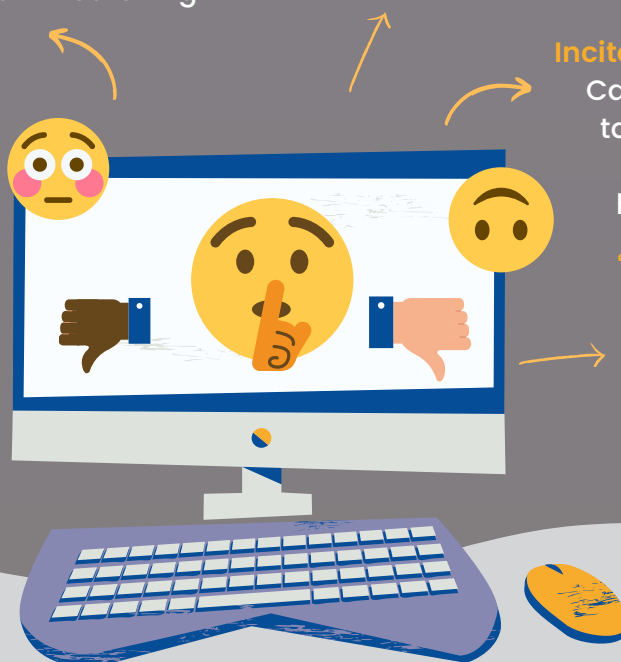
Calling for the target group to be attacked or killed – either directly or in coded terms.

### Incitement to discrimination

Calling for members of the target group to be denied equal treatment simply because of their identity.

### “Accusation in a mirror”

Claiming that the target group is conspiring to attack the wider population, and poses an existential threat.



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## How does this work?

The companies we shop with care what their customers think. As the success of #StopFundingHate has shown, when enough of us speak out, advertisers will respond.

Most big brands want to appeal to people across society. They know that it can damage their business to be aligned with toxic media content that could alienate a whole swathe of their customers.

The automated nature of online advertising also makes it easier than ever for companies to switch their adverts to an alternative media channel – often at little or no additional cost. And in many cases a company may actually be unaware of exactly which websites their adverts are appearing on. So sometimes simply letting a company know can be enough to persuade them to take action.

**Using these tactics, #StopFundingHate supporters persuaded dozens of brands to pull their advertising from the Daily Mail prior to that newspaper's decision to change editor and "detoxify" its coverage.**

## What next?

There have been some significant changes in the UK press, but there's still a way to go before we have a media that treats everyone fairly.

The more of us speak out, the stronger our collective voice will be. You can help by:

- Following [@StopFundingHate](#) and [@NewEuropeansUK](#) on Twitter and Facebook
- Calling out any anti-migrant media messages you see – and copying in [@StopFundingHate](#) and [@NewEuropeansUK](#)
- Encouraging the companies you shop with to join the [Conscious Advertising Network](#), which commits brands to proactively avoid funding hateful media
- Spreading the word to friends and family – and sharing this guide with them

Thank you for helping to #StopFundingHate!

