

## MONITORING TOOL FOR CONTENT ANALYSIS OF ONLINE HATE SPEECH

Model (with examples and term glossary)  
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### I. General information

Online platform	Type				Observations
	Personal accounts*	News articles (official e-page)	Public accounts/ Public figures	Groups	
Facebook					
Twitter					
Instagram					
Youtube					
Google					
Other (please, specify)					

\*including fake accounts (trolls), please name it at the observations box

**Name of the site/ account/ publication/ channel:** (e.g. *Right Wing Alternative*):

**Date of publication:**

**Author of the post:**

Individual/ personal	
Administrator/ Moderator of the account	
Author of the news article/ channel (name/ surname, publication)	

### II. General Topic

Main topic	Related topic (subthemes)	Examples (“...”)
Crimes committed by Roma		



Social aspects (housing, welfare, poverty, immigration etc.)		
Education aspects (drop-out, schooling conditions, scholarships etc.)		
Health/ sanitary aspects (pandemia, access to hospitals, abortion etc.)		
Social movements (protests, civil rights, representation) and NGOs		
Politics (representations, political parties, elections)		
Roma leaders (including women)		
Roma cultural events		
Other facts/ events about Roma		

**General frame of the topic (identified in section II 1)\***

Topic/ subtheme	Positive +	Negative -	Neutral 0

\*please, multiply the rows as many times as needed for each of the topic/ subtheme

**Popularity and influence (number)**

Likes	Favourites	Shares	Comments	Observations

Headline Analysis	Positive +	Negative -	Neutral 0
Objective information (reports, news etc.)			



Invitation (cultural events, webinars etc.)				
News				
Points of view (editorial type)				
Others				

### III. Content

1. Please, make a short resume of the post/ article/ channel (2-3 phrases) or copy the entire post if it is shorter than 2- 3 phrases:

Indicate the link:

- 2.

Place of the post/article/ channel	Yes/ No (description, if needed)
Title page/ front page	
Internal page (e.g. story page, temporary post)	
Special page/post (e.g. reaction towards/ against a trigger event)	
Column for messages (within other topics not related specifically to Roma)	
Other situations	



3.

Does the post/ article/ includes visuals?	
Yes	No

4.

If yes, are the visuals relevant to the content of the post?	
Yes	No

5.

Please, indicate the non-textual forms used (and their number, if more than one)*	
Photos	
Memes/ Gifs	
Caricatures	
Multimedia materials	
Hashtags	
Tagging	
Others	

\*keep the same classification if there is only a non-textual form used for part IV.

6.

Does the post/ article/ video match with the title and/or visuals?	
Yes	No

7.

Do the non-textual forms (image/photos) contain emotional appeal?	
Yes	No



If yes, please describe in what extent (2 sentences)	
On a scale from 1 to 3 (where <b>1 represents the lowest level and 3 the highest level</b> ), please mark how much the non-textual form affects you emotionally )	
1 (very little)	2 (in some extent)
3 (very much, extremely)	0 (not the case)

#### IV. Online Hate Speech – Intensity and levels of hate

Forms of explicit online hate speech	Levels of hate			Numbers of units
	1 no hate	2 weak	3 extremely strong	
Crude epithets	<i>“flower coloured dress”</i>	<i>“big black hat”</i>	<i>“dirty gypsy”</i>	
Racist slurs	<i>Roma families</i>	<i>“poor Roma”</i>	<i>“Gypsy thieves”, “Gypsy baggers”</i>	
Dehumanising utterances		<i>Roma as they/ others</i>	<i>Roma are not human, “other species”</i>	
Ad-hominem attacks		<i>They are too many, having too many children, women are procreating</i>	<i>They should be “eliminated”/ gazed,</i>	
Saturated emotions (anger, indignation, hostility)	<i>Beautiful, free type of living</i>	<i>They should not be our neighbours</i>	<i>They must leave, beaten etc.</i>	
Mockery and sarcasm		<i>There are no good gypsies</i>	<i>The resemblance with birds (crows), stealing, iron (see S. Halep winning Roland Garos)</i>	
Appeal to violence (including killing)		<i>Just leave, not bothering the rest of</i>	<i>Let’s get them out of here, eliminate...</i>	



		<i>the community</i>		
Other				

Forms of coded online hate speech	Levels of hate			Numbers of units
	1 no hate	2 weak	3 extremely strong	
Using slang				
Circumlocutions				
Irony				
Ambiguity				
Pseudo-scientific references (genetics)				
White supremacies				
Whataboutery (“our own type”)				
Narratives of elsewhere				
Bogus statistics				
Metonyms				
Other				

*Using slang= using Roma language/ words to amplify the community membership*

*Circumlocutions = talking around (“lots of misery in our area”, “so dark in this block of flats”)*

*Irony = see also sarcasm and mockery (“they cannot go to heaven are too heavy to fly” ...for how many jewellery they stolen)*

*Ambiguity = using some punctuation marks in order to make rhetoric remarks (“should they be sent to concentration camps, or not?!”)*

*Pseudo-scientific references (genetics)/ Bogus statistics = using statistical data that are not official, some obscure scientific sites or researches; 80% of Roma do not want to work*

*Whataboutery = “what about our own”, the referring to us and them, the dialectical common gasp between us and they*



*Metonyms = “religion of cheating”, expressions that are used to replace the direct referring to Roma (not specifying the word as it is)*

Does the content convey the next messages? In what extent?

Frozen vs. motile online hate speech (Lentin 2016)	Levels of hate toxicity				Numbers of units (how many times)
	1 no hate	2 weak	3 extremely	strong	
Entrench polarisation					
Reinforce stereotypes					
Spread myths					
Spread disinformation (fake news)					
Justify exclusion, stigmatisation and inferiorisation					
Reinforce exclusivist notions of national belonging and identity					
Other					

\*if not the case, please mention in any blanks!!!

*Entrench polarisation = us vs. they*

*Reinforce stereotypes = especially the negative ones (lazy, dirty, not educated etc.)*

*Spread myths = supernatural powers, sorcery etc.*

*Fake news = they spread the COVID 19 by their travelling*

Please give some details about **comments** of the analysed post/ article/ image (if there are any)

Comments analysis	Frequency	Examples (if the case)
Number of comments		
Type of language (aggressive vs. peaceful)		
Fake accounts (trolls, hidden identities)		



Intensity of the comments (no hate -0 , mockery- 1, aggressive – 2, threats to killing - 3)		
Persistence (insists in commenting with one or more persons, goes to opponent page and makes comments there or make reviews on the page)		
Sharing		
Types of popularity and influence (likes/ favourite/ shares)		

## V. Personal observations (5 – 6 sentences including examples from the text/ post/ image)

When fill in the blank with your own observation, please try to refer to the next sub points:

- Negative findings of real problems
- Objectively presented problem/ conflict;
- Reflection of a positive fact;
- Explanation of the problems/ conflict (are the reasons explained; is it indicated who is responsible for the problems/ conflict; is there a tendency for the blame to be transferred entirely to the Roma);
- Whose views are expressed; Are there presented other points of view?
- What are the sources of information;
- What recommendations are made, to whom, how is the decision made; Is the entire Roma ethnic group blamed?
- What was the “trigger event”? The way the media presented the event had an impact on the type of comments/ shares?





Make a list with expressions/ sentences you find within the text/ video/ image. Give a rank of the level of hate you appreciate on the intensity.

Expression	Levels of hate			Numbers of units
	1 very weak	2 weak	3 extremely strong	

Pls. attach a print screen of the post!!!!

**Background information:**

Country:	
Name of the organization:	
Data collected by (name):	
email address:	
Date of the analyse made:	
Date of the report submitted:	

