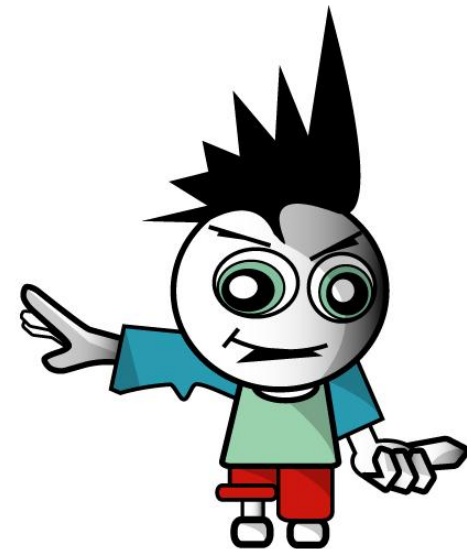


If you tolerate this ...: A case study on online bullying and hate speech

Agenda

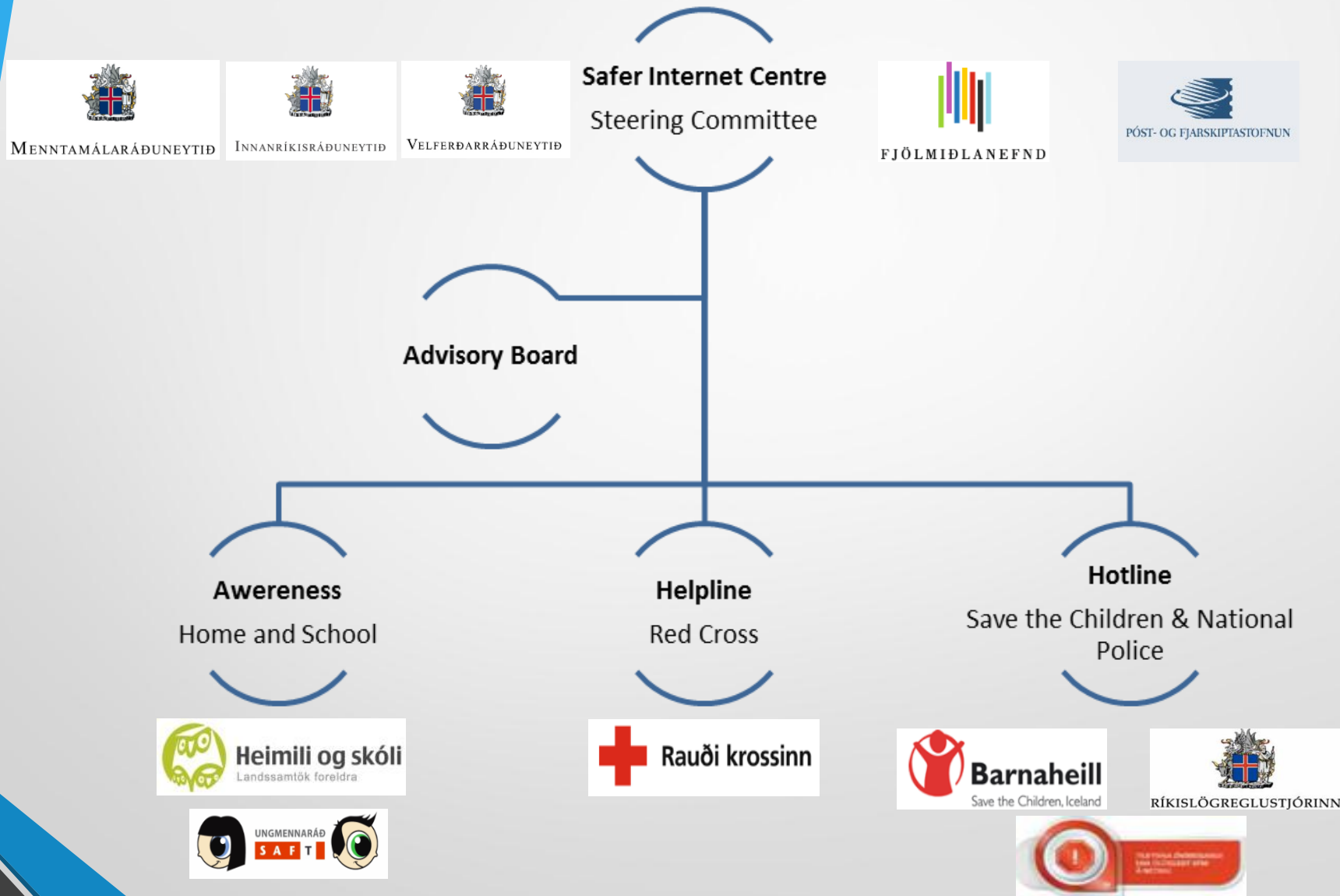
- What is SAFT?
- Education in Iceland
- The CoE No Hate Speech Movement
- Project examples
 - Peer2Peer education
 - Campaigns
 - Educational resources
- What have we learned?
- How to move on?



SAFT

- SAFT –Safer Internet Centre Iceland
- The project is a part of the EU Safer Internet Action Plan / Connecting European Facilities
- Home and school – National parental organization, Red Cross Iceland, National Police and Save the Children Iceland
- Insafe

SIC-IS



Iceland

- An island the size of Kentucky in the middle of the North Atlantic Ocean, sporting a population of only 330.000 people (3% Polish), with its own language, culture and its own rich history.
- Reykjavík, the capital of Iceland, is **the northernmost capital in the world.**
- Iceland is the **least densely populated country in northern Europe**, (9th in the world).
- Iceland has **more sheep than people.**

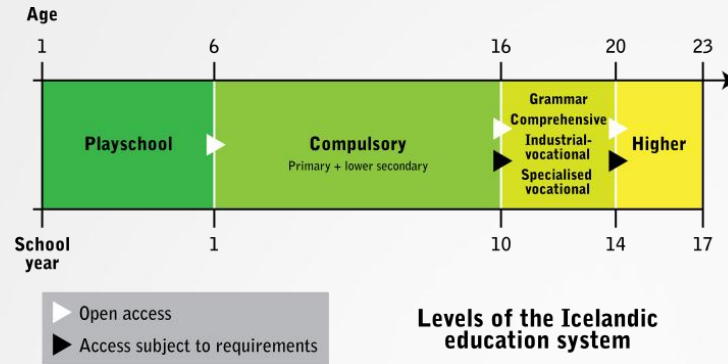


High tolerance?

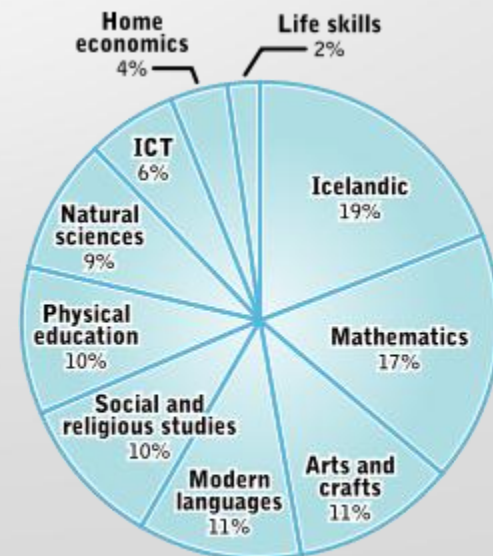
- Iceland is the country with the **greatest gender equality in the world.**
- Iceland had the first democratically elected **female head of state**, in 1985, and the **first openly lesbian prime minister** in the world, in 2009.
- In recent years **Reykjavík's mayor, comedian Jón Gnarr, has been very vocal in the battle for gay rights**, dressing in drag and openly supporting Russian band Pussy Riot



Education in Iceland



- The system of **education in Iceland** is divided in four levels: playschool, compulsory, upper secondary and higher, and is similar to that of other [Nordic countries](#). Education is mandatory for children aged 6–16. Most institutions are funded by the state; there are very few [private schools](#) in the country. Iceland is a country with [gymnasia](#).



The division between subjects in the compulsory education period

Education in Iceland

- Before the Compulsory Education Act of 1974, only selected groups of students with disabilities, such as [deaf](#) and [blind](#) students, received any formal special education, although students with mild disabilities had been accommodated at rural schools since 1907. With the changes in the law, a [special school](#) was opened in Reykjavik for students with [mental retardation](#), and similar programs followed. Students with physical disabilities were [mainstreamed](#) into regular classrooms. The [Iceland University of Education](#) developed programs to train teachers and other specialists to provide appropriate services.

Education in Iceland

- Reflecting Icelandic cultural values of tolerance, equity, and celebrating differences rather than individualism, current government policy emphasizes inclusion, or "one school for all", although segregated classrooms and schools are still permitted and supported.
- Schools are required by law to have a bullying prevention and action plan.
- *3-level approach on how to deal with bullying: 1) School 2) Service Centre & 3) Ministry of Education.*

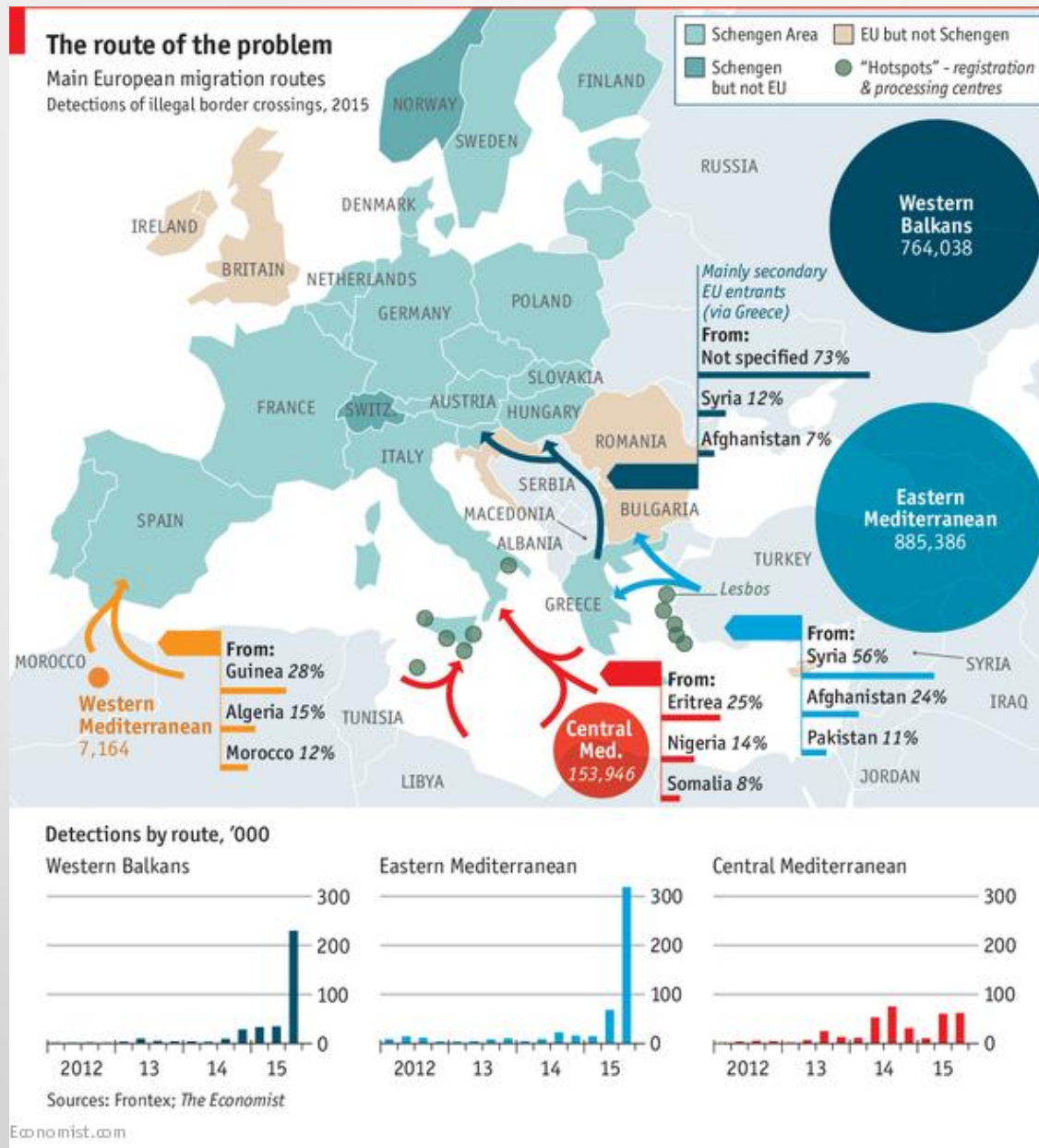
Changing landscape



External migration by citizenship
Net immigration



Changing landscape



Educating/preparing young people

- To make our children better prepared in dealing with online bullying and hate speech we need educate them on i.e.
 - Media literacy - the ability to access, analyze, evaluate, and create **media**
 - Net-ethics - acceptable behavior for using the **internet**. We should be honest, respect the rights and property of others on the **internet**



No Hate Speech Movement

- The No Hate Speech Movement is a Campaign of Young People for Human Rights Online organised by the Council of Europe. It was started in 2013 and in 2015 it was decided to continue at least until 2017.



No Hate Speech Movement

The Campaign:

- "Hate speech, as defined by the Council of Europe, covers all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin."

No Hate Speech Movement

- The project stands for equality, dignity, human rights and diversity. It is a project against hate speech, racism and discrimination in their online expression.
- The working methods are awareness raising, advocacy, and it also seeks for creative solutions. It is a project for action and intervention. The project equips young people and youth organisations with the competences necessary to recognize and act against such human rights violations.

No Hate Speech Movement

Objectives of the campaign:

- To raise awareness about hate speech online and its risks for democracy and for individual young people, and promoting media and Internet literacy;
- To support young people in standing up for human rights, online and offline;
- To reduce the levels of acceptance of online hate speech;
- To mobilise, train and network online youth activists for human rights;
- To map hate speech online and develop tools for constructive responses;
- To support and show solidarity to people and groups targeted by hate speech online;
- To advocate for the development and consensus on European policy instruments combating hate speech;
- To develop youth participation and citizenship online.

No Hate Speech Movement

National campaign:

- The campaign is initiated and run by the Council of Europe but it is based on national campaigns run in the member states of the Council of Europe. National governments were invited to initiate the setting up of National Campaign Committees. National committees will operate their own national online Campaign platforms and online tools in the national language(s). The Council of Europe provides all tools that are described in the following section free of charge.

No Hate Speech Movement

Online Campaign tools

- **NO HATE SPEECH MOVEMENT LANDING PAGE:** This is an online platform for everyone interested to join the No Hate Hate Speech Movement. Here you can upload your personal statement or message about hate speech. This site is the main landing page of the Campaign available for the widest public with testimonials through self-made videos, photos or other visual manifestations. Young moderators are working behind the site to ensure aspects of safety and respect.
- **HATE SPEECH WATCH:** This is an online database to monitor, share and discuss hate speech content of the Internet. Here you can link in any hate speech content form the Internet. Moderators monitor and facilitate the site, creating focus topics every month based on the main interest of the online community. Special “take action” features will also be available if the identified and discussed hate speech content requires further action. The perfect place debating and taking action!
- **CAMPAIGN COORDINATION WEBSITE:** If your organisation wants to join the Campaign, you can do that through this website. It is the portal for Campaign organisers and activists with updated information about the work behind the Campaign.

No Hate Speech Movement

Online educational tools:

- **Online Campaign Toolkit:** this tool is to help anyone to get involved in the Campaign. It provides knowledge and information about the Campaign and its media, and gives concrete practical and methodological support in online Campaigning.
- **Learning Module on Hate Speech:** If you want to understand further what hate speech is about, and to be able to identify hate speech online this tool gives the support you need. The module provides “basic and essential” knowledge about hate speech and hate speech online.
- **School Campaign Pack:** If you are a student in a secondary school or a teacher who works there this online tool supports promoting the campaign and action in your school environment. It helps discussing online hate speech with students, getting involved in a European competition among secondary school students on hate speech online and cyber bullying, introducing the online Campaign tools in the schools and involving your school.

STOP NOW – MAKE THE DIFFERENCE



Join the No Hate Speech Movement

www.nohatespeechmovement.org





Our work



1.

- Conduct needs assessment

2.

- State outcomes & objectives

3.

- Choose a method

4.

- Consult & produce materials

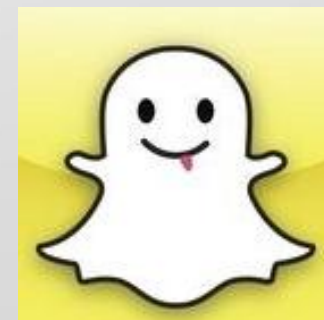
5.

- Implementation

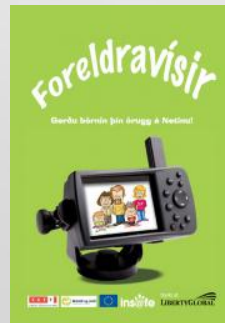
6.

- Evaluation

Examples



Examples

[illegible]

Examples



HVAD VEISTU UM KLÁM?

Tékkum á hvað þú veist



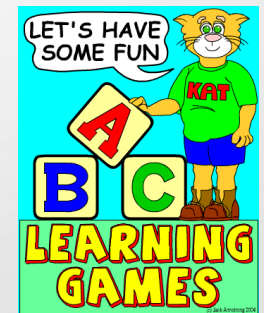
Ef þú ímyndar þér að hver klámsíða á netinu sé manneskja, hversu margar heldurðu að þær séu í heild?

- A) Jafn margar og allir íbúar Íslands.
- B) Jafn margar og allir íbúar Íslands, Finnlands og Svíþjóðar samanlagt.
- C) Jafn margar og allir íbúar allra Norðurlandanna samanlagt.

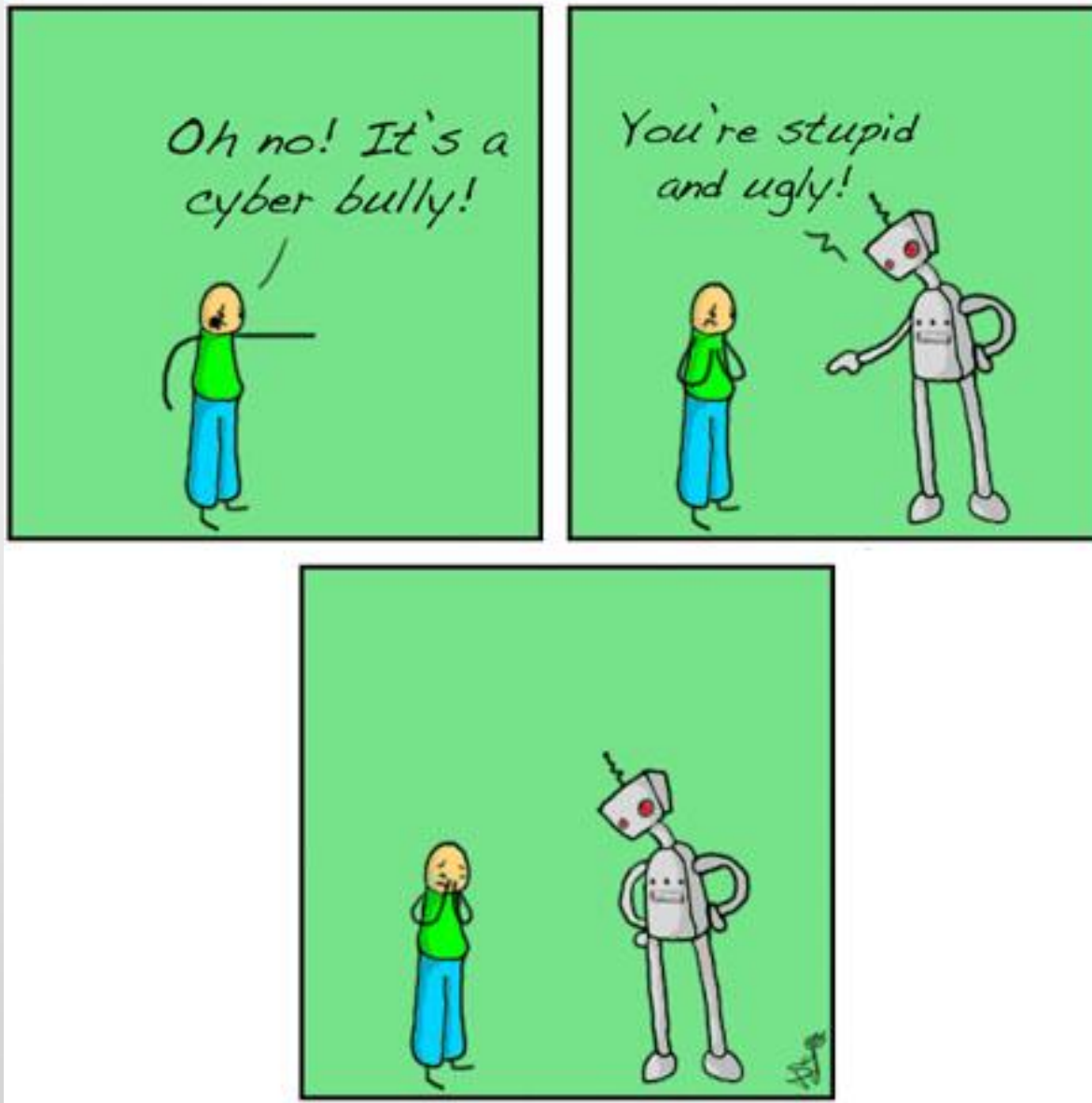


What are the threats?

- predators and paedophiles
- pornography and explicit sexual content
- hatred, racism and violence
- drugs, alcohol and tobacco
- privacy violations
- “flaming” – rude and obnoxious people
- gambling
- scams, misinformation and fraud
- advertising that is highly manipulative of children
- viruses and worms
- computer crime (aka “hacking”)



Bullying



Biannual Children and Parental Survey

In the past 6 months, have you ever been harassed, upset, bothered, threatened or embarrassed by anyone chatting online?

March-April '07

14.9%

85.1%

February '03

10.1%

89.9%

■ Yes

■ No



Resources 2003-2007



Teachers and Parental Guidelines

Sendið á vinnu.
Erðu á öruggu svæði?

Hættum einelti á netinu.

Einhelti Einhelti felst í sérhverju endurteknu áreiti með orðum, andlegt eða líkamlegt sem einstaklingur eða hópur beitrir aðra. Einhelti er alltaf röng og óásættanleg hegðun, og aldrei ætti að líta framhjá því eða hunsu það.

Ef þú færð skilaboð sem koma þér í uppnám á síðuna þína, í síma eða þegar þú spilar leiki, skaltu hafa eftirfarandi ráð í huga:

- **Ekki svara** skilaboðum sem ætlað er að valda þér áreiti eða koma þér í uppnám. Það er líklegt til að hvetja þann sem beitrir eineltinu.
- **Geymdu skilaboðin**, þú þarft ekki að lesa þau, en þú skalt geyma þau til sönnunar um einelti. Það er mjög mikilvægt að hafa skráð atvikð þegar þú leitar þér hjálpar eða vilt tilkynna um það.
- **Tilkynntu um vandann** hjá þeim sem geta gert eitthvað í málinu. Þú getur ráðið við aðstæðurnar með því að sætta þig ekki við málhald sem særir þig eða með því að tilkynna um það við eigendur vefsíðunnar þegar þú verður fyrir slíku. Atvik þar sem lög eru brotin ætti að tilkynna til yfirvalda.
- **Útlokaðu sendandann**. Þú þarft ekki að þola að einhver leggi þig í einelti – útlokaðu óæskilega sendendur!
- **Láttu einhvern vita sem þú treystir**. Fyrsta skrefið er yfirleitt að tala við foreldra, vini, umsjónakennara, þjálfara, starfsmann í félagsmáttöðinni, vinnu eða umboðsmaður barna þegar tekist er á við sérþverm vanda.
- **Verðu virðingu fyrir sjálfum/sjálfr þér og fyrir öðrum** – það sem gert er á netinu er opinbert og raunverulegt, þó það virðist ekki alltaf vera þannig. Þekktu rétt þinni! Vertu hugmyndamikill/ur! Vertu þú sjálf/ur! Hafið stjórni!

Posters with advice for children





Netorðin 5

Gættu að hvað þú gerir á Netinu! Það sjá það allir.



1

Allt sem þú gerir á Netinu endurspeglar hver þú ert

Komdu fram við aðra eins og þú vilt að aðrir komi fram við þig

2

3

Ekki taka þátt í neinu sem þú veist ekki hvað er

Mundu að efni sem þú setur á Netið er öllum opið, alltaf

4

5

Þú berð ábyrgð á því sem þú segir og gerir á Netinu



vodafone



Leikverk um netið

Ungt fólk af þessum skólastigum sýnir lífsvíð þjóð verk á lítilu velli
Borgarleikhúsið sýnir 60 fjölskipt um netið í lítilu velli

Átt og níu leikverkið

Átt og níu leikverkið sýnir lífsvíð þjóð verk á lítilu velli. Þetta er fyrsta sýningin af þessum skólastigum í Borgarleikhúsið. Leikverkið sýnir lífsvíð þjóð verk á lítilu velli. Þetta er fyrsta sýningin af þessum skólastigum í Borgarleikhúsið.



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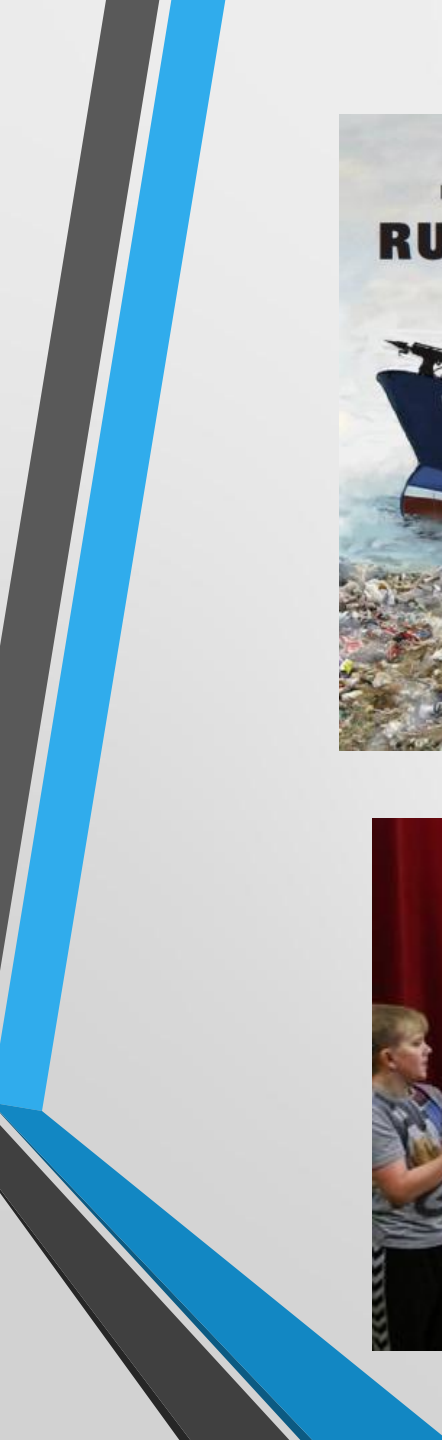
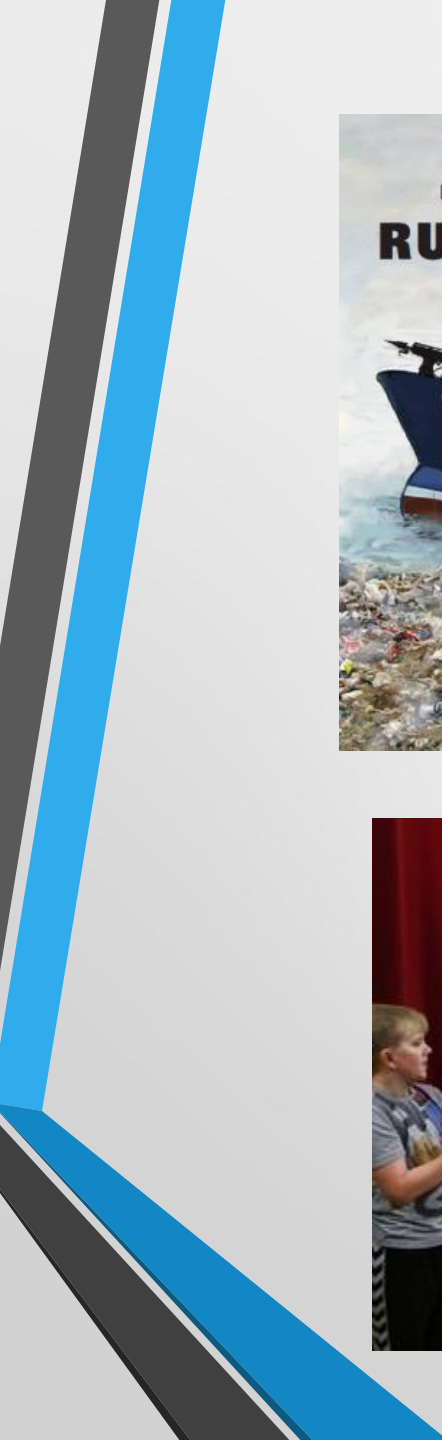
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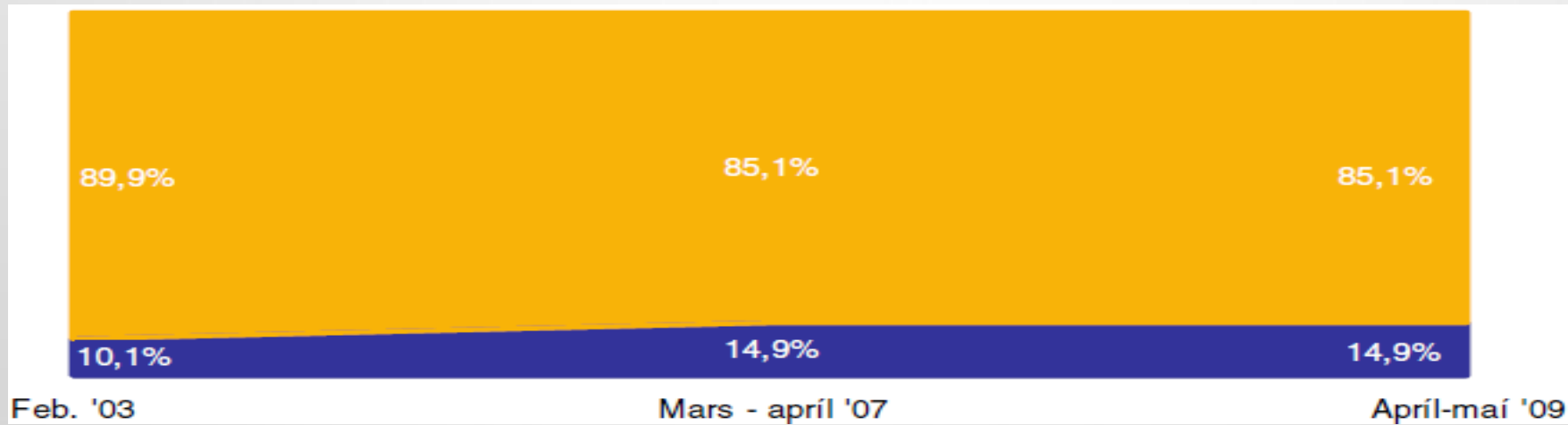






Results

- Bullying down from 15% to 8% between 2009-2013 according to our national school survey



2013 - 8%

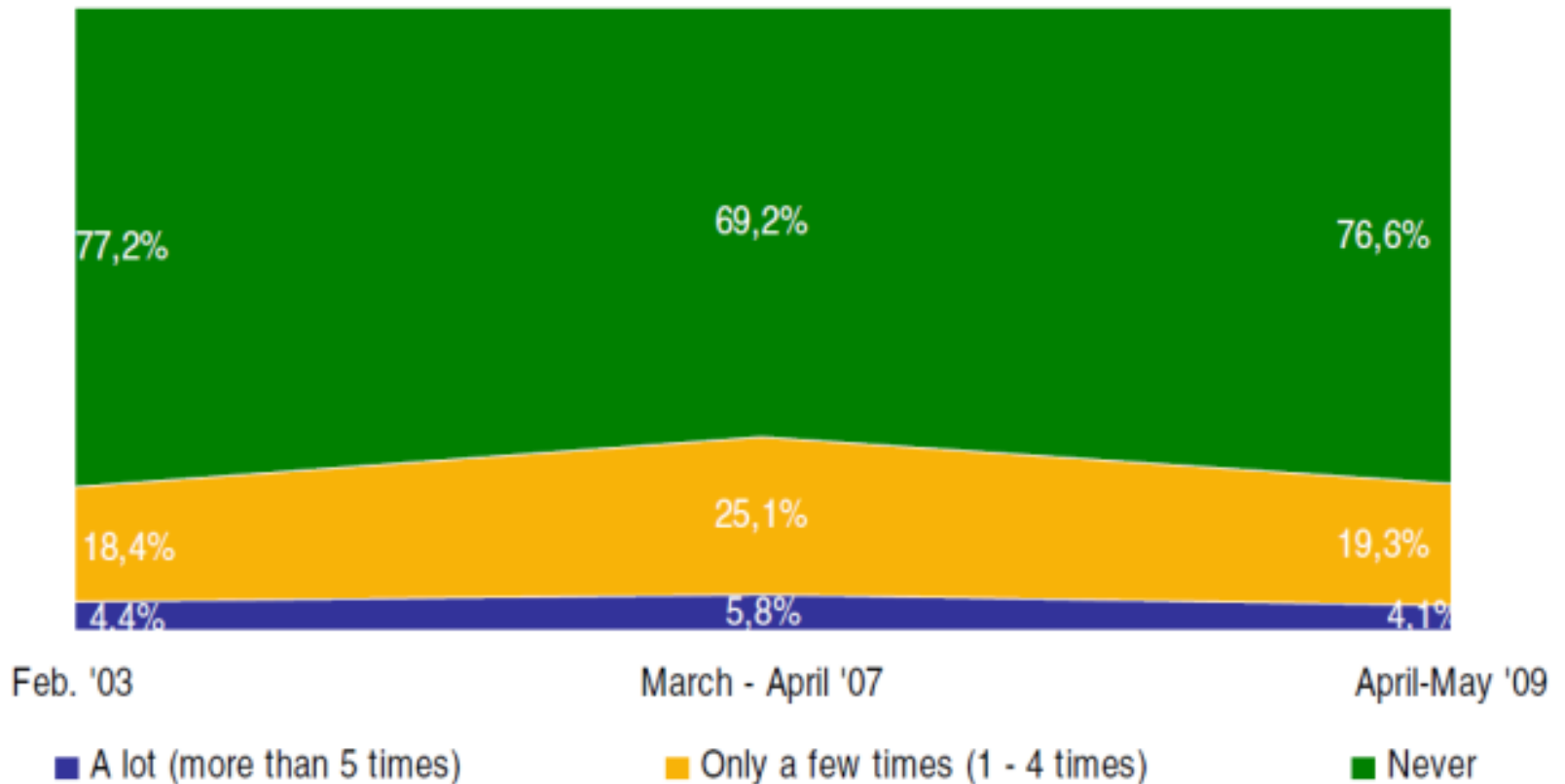


**NO HATE
SPEECH
MOVEMENT**

A youth campaign of the Council of Europe for human rights online, to reduce the levels of acceptance of hate speech and to develop online youth participation and citizenship, including in Internet governance processes.



Seen hate speech online?





Consulting the minister



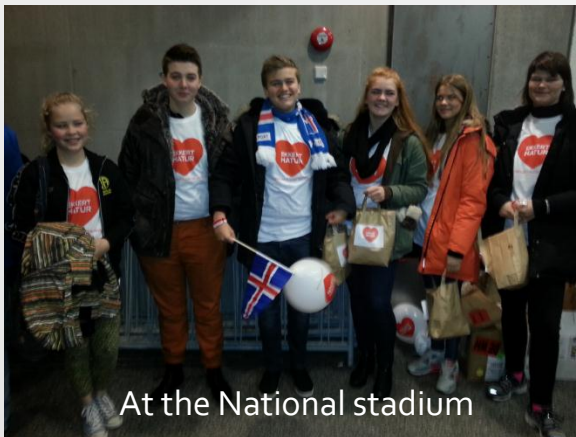
Role playing



Consulting the peers



Creating resource and campaign material



At the National stadium



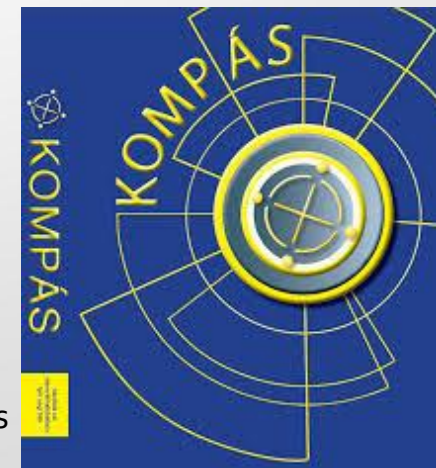
Talk bubbles



At sport tournaments and summer festivals



Tattoos



Educational Resources

No Hate Speech



Comment



Bæta við ummælum...

„Hugsaðu aður en þú deilir. Gjörðir á netinu hafa afleiðingar á raunverulegt fólk. Orðum fylgir ábyrgð“ #EKKERÞHATUR

☐ Also post on Facebook

Birta sem Ungmennaráð SAFT (Breyta)

Comment



Óli Prik

★ Virkur í athugasemdum · Framkvæmdastjóri hjá Ævintýraland

Er þetta ekki bara gott mál?

Svara · Líkar þetta · Vakta innlegg · Fyrir 39 sek. síðan

Facebook félagsleg tenging

Athugasemdir eru á ábyrgð þeirra sem þær skrá. DV áskilur sér þó rétt til að eyða ummælum sem metin verða sem ærumeiðandi eða ósæmileg. **Smelltu hér til að tilkynna óviðeigandi athugasemdir.**

Pre-set Comments



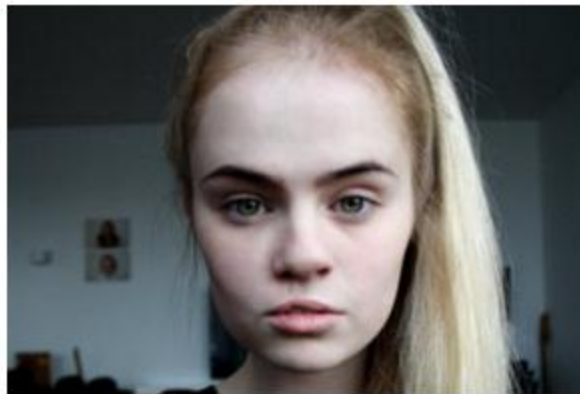
Bullying: Meeting hatred with love

„Hvaða djöfulsins fatli er þetta í andlitinu á þér?“

17:47 | 07.09.2013 | SKYLDULESNING, ÚTLIT



Aðsendar greinar



Selma Björk fæddist með skarð í vör og er niðurlægð og lögð í hryllilegt einelti þess vegna. Hér geturðu lesið sögu þessarar hugrökku og flottu stelpu:

Ég heiti Selma Björk Hermannsdóttir og er 16 ára gömul. Ég er búin að berjast við einelti í hljóði síðan ég man eftir mér, en ég er hætt að hafa þetta inni mér núna, hætt að hunsa þetta, hætt að þegja, og ég ætla að deila minni ógeðslegu hlið af einelti.

Ég veit ekki endilega hvert markmið mitt er með að skrifa þetta en ég veit bara að þetta er að naga mig inni mér og ég þarf að koma þessu út.

„Gleymdirðu að fæðast með venjulegt andlit eða?“ var sagt við mig í dag.

Og í byrjun vikunnar var það: „Hvaða djöfulsins fatli er þetta í andlitinu á þér?“

Ég fæddist með skarð í vör hægra megin og án þess að ýkja, þá get ég sagt það að ég er niðurlægð og mér er strítt útaf því allavega einu sinni í mánuði alveg síðan ég man eftir mér.

TED

No hate speech - Activities



Confronting cyberbullying

LEVEL 1

GROUP
10-20

TIME
45'

CONFRONTING CYBERBULLYING

This is an activity in which participants identify their likely response to various bullying scenarios, and discuss alternative courses of action.

THEMES Cyberbullying, Democracy and Participation, Internet Literacy

COMPLEXITY Level 1

GROUP SIZE 10-20

TIME 45 minutes

- OBJECTIVES
- To understand the different forms that bullying can take, and the connections between offline and online bullying
 - To identify different ways of responding to bullying, cyberbullying and hate speech online
 - To raise awareness of the importance of responding

- PREPARATION
- Make 4 signs on pieces of A4 paper and stick each one in a different corner of the room. The signs should read:
 - Nothing
 - Respond to the bully
 - Report the behaviour
 - Something else
 - Make sure there is enough space for participants to move around the room.

No hate speech - Activities

Understanding hate speech



LEVEL 2

**GROUP
10-25**

**TIME
60'**

UNDERSTANDING HATE SPEECH

Participants look at examples of hate speech and discuss its possible consequences for individuals and society.

THEME Human Rights, Racism and Discrimination

COMPLEXITY Level 2

GROUP SIZE 10-25

TIME 60 minutes

OBJECTIVES

- To understand different forms of hate speech online and their consequences for victims and society
- To explore possible responses to hate speech online

MATERIALS

- Photocopies of the examples of hate speech
- Papers and pens
- Flipchart paper

PREPARATION

- Make copies of the examples of hate speech.
- Prepare two flipchart papers, with the titles 'Consequences for victims' and 'Consequences for society'.

No hate speech - Activities



[Play it again](#)

LEVEL 2

**GROUP
10-20**

**TIME
60'**

PLAY IT AGAIN

This activity is based on a role play: someone is drawn into an act of bullying because of peer pressure. Participants are asked to replay the scenario in order to achieve a different outcome.

THEMES Cyberbullying, Democracy and Participation, Racism and Discrimination

COMPLEXITY Level 2

GROUP SIZE 10-20

TIME 60 minutes

OBJECTIVES

- To understand how bullying works
- To develop solidarity and empathy for victims of bullying
- To encourage participants to take action against bullying and hate speech online

PREPARATION

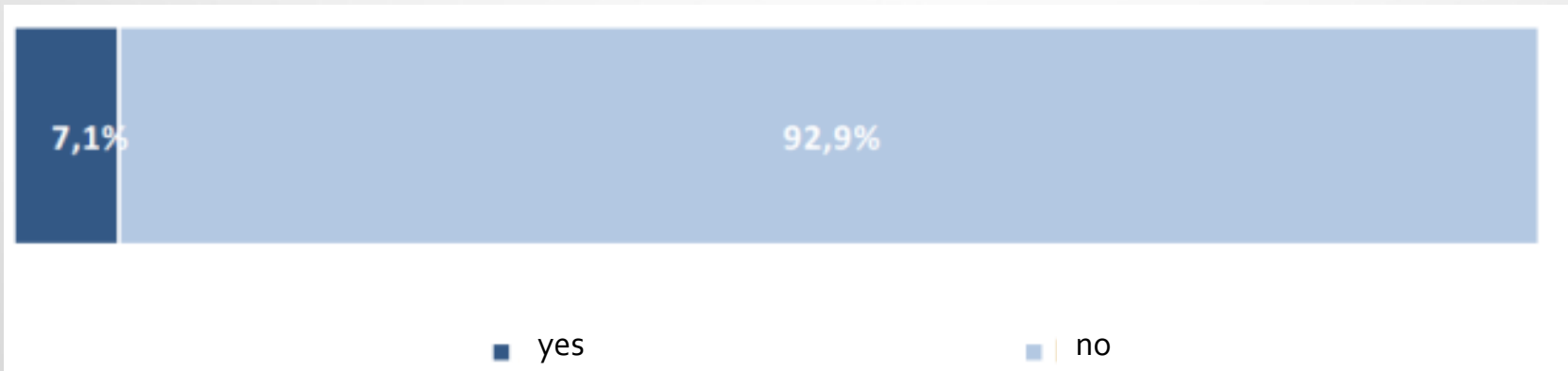
- Identify 4 volunteers before the activity begins. They will be asked to perform a short role play for the rest of the group (not more than 5 minutes). Give them copies of the scenario on page 81 so that they can prepare beforehand. Help them to get started if necessary.
- Make sure you have enough space for the role play.

No hate speech - Activities



Results

- Hate Speech down from 23% to 7% between 2009-2013 according to our national school survey



ADULTS



Financial Crises
2008

Unemployment
Rises = Less Money
= Less Tolerance?



Online Hate Speech
Increases

„No Mosques“



“Iceland for
Icelanders”



Be nice!

Against prejudice

Prevention project
for 2 years

Treat people like you
want others to treat you

Raise awareness
amongst Icelanders as
prejudice has increased

Encouraging people to
accept a challenge on
the website of the
project

www.vertunaes.is



Be nice!

- Interactive test: Do you have prejudice?
- Challenge for individuals, teams/companies: Collect points by watching the video, chat with your colleagues, write a blog, check facts on immigrants, challenge others to participate.
- Workshops for schools and workplaces
- Educational resources
- Blogs
- Videos



Icelandic elephant



What have we learned?

- It is possible to influence the view and behavior of young people
- It is important to include the target group (young people) in designing the message and resources
- It is important to have the target group (young people) delivering the message, i.e. through peer2peer education, at organized events, in the media etc
- Sharing resources and experience with colleagues can make a significant difference
- Good relationship with the schools and teachers is very important
- As funding allows, try to run evidence based practices

How should we move on?

- Keep a strong connection with the educators
- Important to continue with good practices and update as needed
- Important to address the adult population on the same issues – they should be role models

Ekkert hatur!

🕒 08. mars 2016 – 17:15



Hatursræða á Netinu getur haft alvarlegar afleiðingar. Með átaksverkefninu Ekkert hatur er barist gegn hatursræðu.

THANK YOU!



Gudberg K. Jonsson / gudberg@saft.is