



## Considerations for successful counterspeech



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“Counter-speech to the speech that is perpetuating hate, we think by far is the best answer.”

-Sheryl Sandberg, Facebook,  
Davos (2016)



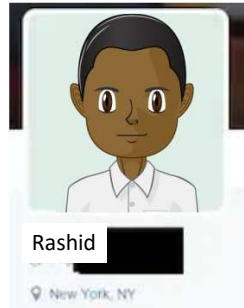


## Does counterspeech work?

- Very difficult to change the mind of someone who is posting hatred
- The number of counterspeakers matters
- So does the tone and personal characteristics of the counterspeakers

Munger, K. (2017). Tweetment effects on the tweeted: Experimentally reducing racist harassment. *Political Behavior*, 39(3), 629-649.

@[subject] Hey man, just remember that there are real people who are hurt when you harass them with that kind of language



## Does counterspeech work?

- Very difficult to change the mind of someone who is posting hatred
- The number of counterspeakers matters
- So does the tone and personal characteristics of the counterspeakers
- **Counterspeech can activate more counterspeech**

## Methodology

- Global survey of counterspeech efforts

**BYE  
FELIPE**



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### Yes, You're Racist

@YesYoureRacist

If you have to start a sentence with 'I'm not racist, but...!' then chances are you're pretty racist. This isn't a bot. RT≠endorsement, obviously.

📍 [A dark corner of the Internet](#)

🔗 [patreon.com/yesyoure racist](https://patreon.com/yesyoure racist)

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Yes, You're Racist

@YesYoureRacist



Following

RT @JJ\_Smothe: Im not a racist but I don't get why people can't say racist things. 50% of the time its a joke, the other 50 its just true.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

11

RETWEETS

7

FAVORITES



 **Yes, You're Racist**  
@YesYoureRacist Follow

If you recognize any of the Nazis marching in [#Charlottesville](#), send me their names/profiles and I'll make them famous [#GoodNightAltRight](#)



9:43 am - 12 Aug 2017



Mit Herz und Verstand.



#OlenTäällä  
Rasismivastainen viikko  
- Viikoksi motit rasismia  
18.-24.3.2019  
Tehdään sosiaalisesta  
mediasta parempi paikka.



jagärhär



somt

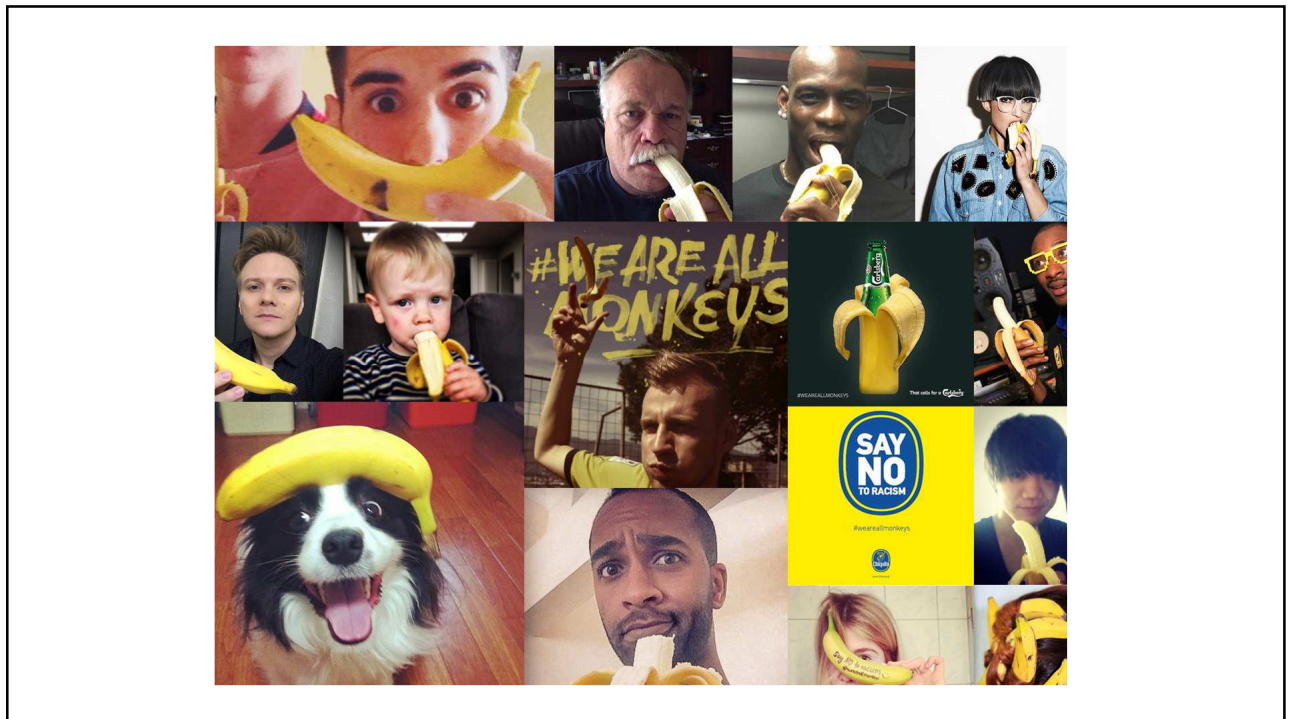


#iamhereindia  
making social media a better place



#iamherecanada  
making social media a better place

### Supporting Targets: #sostodosmacacos #weareallmonkeys



## Goals of counterspeech:

- To influence the behavior or beliefs of the **original speaker**
- To influence the behavior or beliefs of the **audience**
- To **punish** the original speaker
- To **support** the target of the harrassment and/or reinforce norms against hatred

Thank you! Questions?

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 [@dangerousspeech](https://twitter.com/dangerousspeech)

