SELMA

HACKING HATE

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Hacking

Hacking is any amateur innovation on an existing system and it is a deeply democratic activity. It's about critical thinking. It's about questioning existing ways of doing things. It's the idea that if you see a problem you work to fix it, and not just complain about it.

Catherine Bracey, TechEquality Collaborative, 2013.

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What this means…

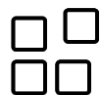IDENTIFY issues when they arise
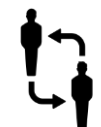
ACKNOWLEDGE the impact that those issues cause

EXPLORE those issues and how they might emanate and appear using real world examples

UNDERSTAND the impact of those issues and how they contribute to the problem
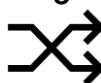
CREATE potential solutions using a wide range of skills and agency

APPLY solutions choosing the right context and ecosystems through effective calls to action

DISRUPT the factors or agents that are contributing to the issue

CHANGE the ecosystem positively; evidence and celebrate impact

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What is the SELMA Toolkit?

Online hate speech is a growing problem. Education is part of the solution.

The SELMA Toolkit offers an interactive set of tools and materials to support young people to understand what hate speech is, how it affects them and those around them, and what we can do together to make a difference.

What is in it for me?

Over 100 free, easy-to-access and customisable resources.

A wealth of flexible and hands-on activities which you can run as one-off sessions to trigger immediate engagement and effect.

Clear guidance on how to build more comprehensive and sustained pathways of change.

SOCIAL AND EMOTIONAL LEARNING helps young people develop self-awareness, self-management, social awareness and relationship skills.

MEDIA LITERACY gives young people the ability to analyse, evaluate and create online media messages across a variety of contexts.

CITIZENSHIP EDUCATION empowers teenagers to make constructive and ethical choices about personal behaviour and social interactions.
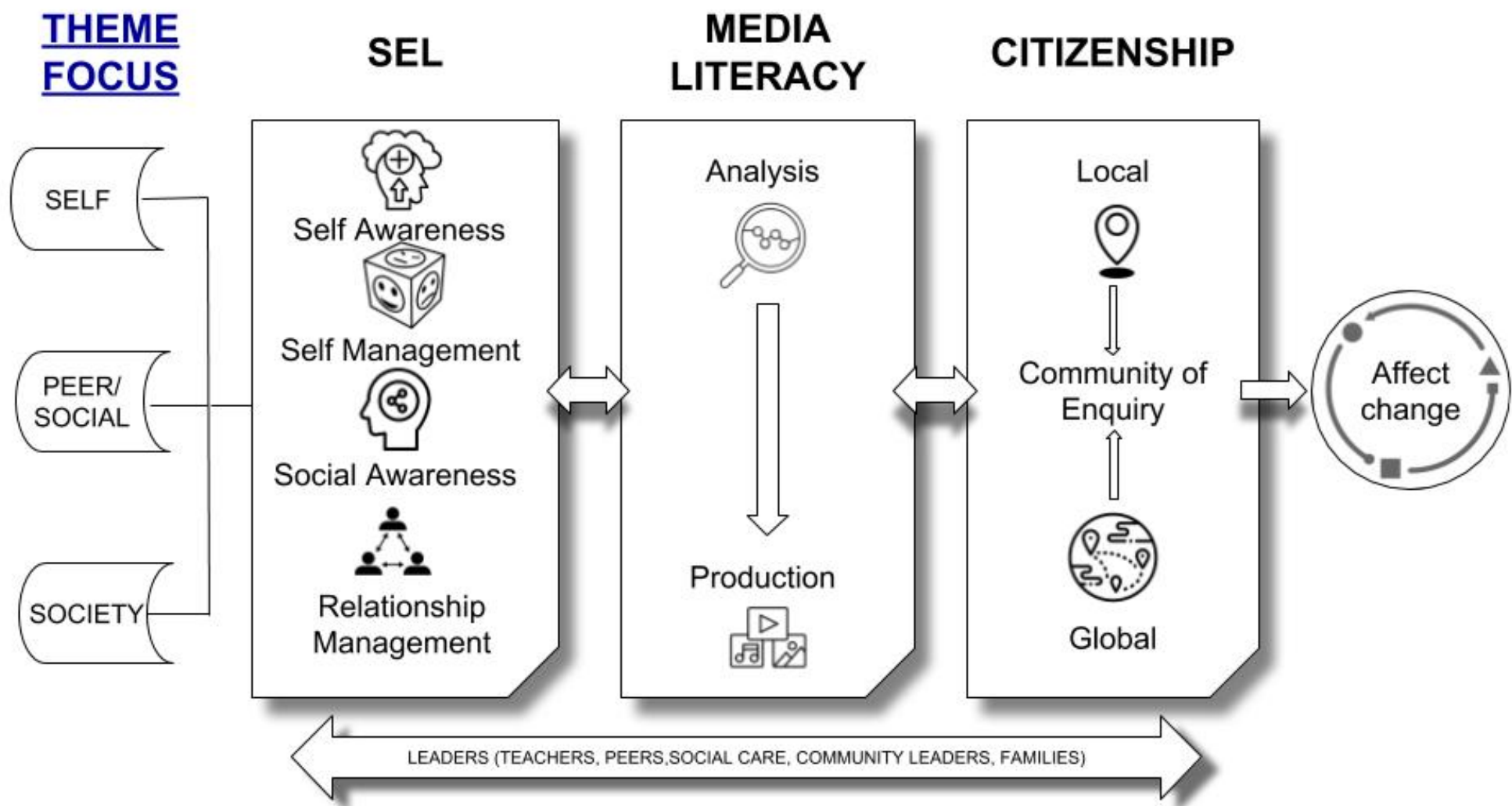
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What do the SELMA modules look like?

- 11-16 year olds
- Designed for multiple settings
- For any children's professional
- Intended to be non-linear and flexible
- Comprised of short, fully resourced activities
- Adult and peer-led activities
- Multiple access methods through an innovative customisable mechanism
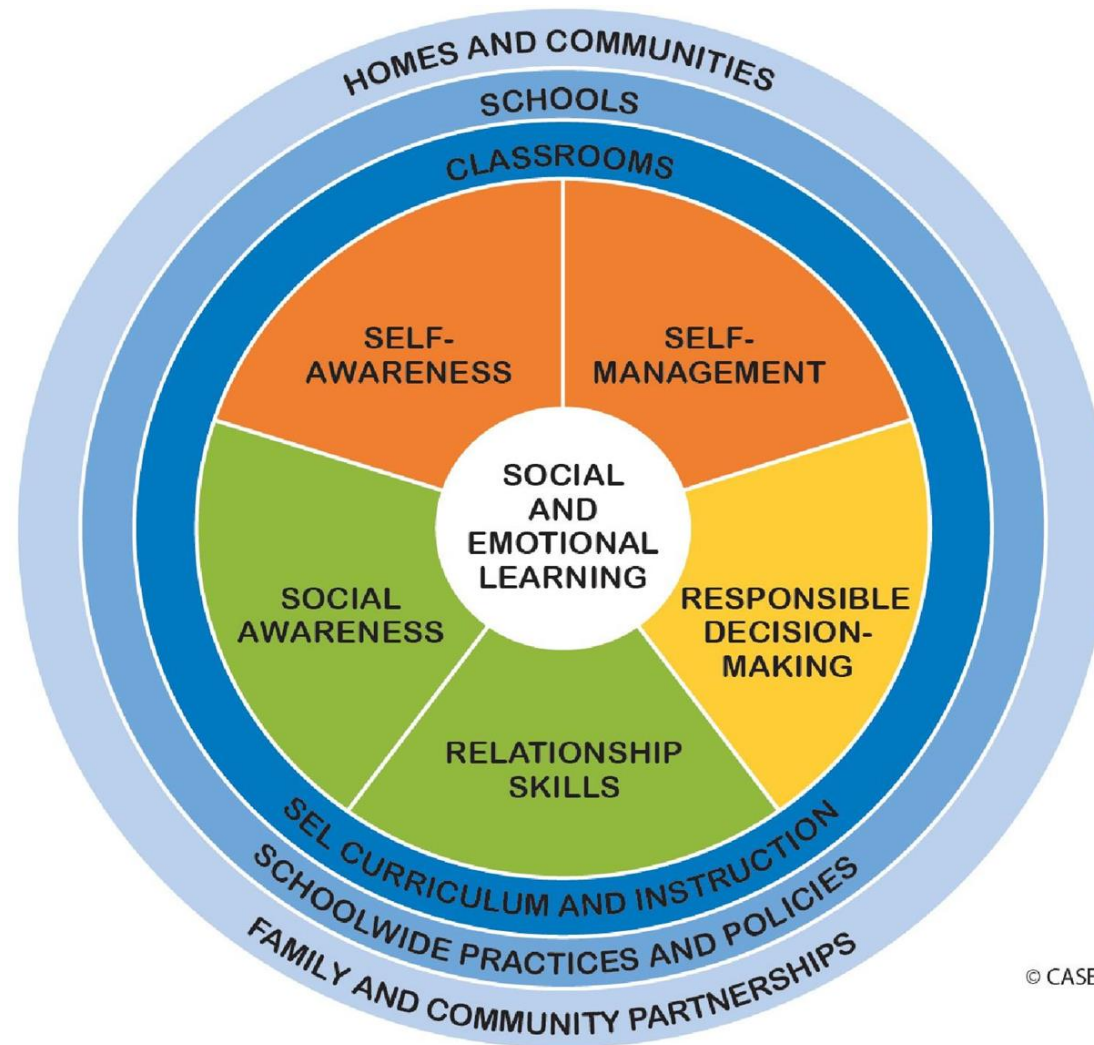- Training and professional development

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SELMA TOOLKIT CONCEPT MODEL

THEME FOCUS

SEL

MEDIA LITERACY

CITIZENSHIP

SELF

PEER/ SOCIAL

SOCIETY

Self Awareness

Self Management

Social Awareness

Relationship Management

Analysis

Production

Local

Community of Enquiry

Global

Affect change

LEADERS (TEACHERS, PEERS, SOCIAL CARE, COMMUNITY LEADERS, FAMILIES)

Social & Emotional Learning

HOMES AND COMMUNITIES
SCHOOLS
CLASSROOMS

SELF-AWARENESS

SELF-MANAGEMENT

SOCIAL AND EMOTIONAL LEARNING

SOCIAL AWARENESS

RESPONSIBLE DECISION-MAKING

RELATIONSHIP SKILLS

SEL CURRICULUM AND INSTRUCTION
SCHOOLWIDE PRACTICES AND POLICIES
FAMILY AND COMMUNITY PARTNERSHIPS

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There are nine themes:

1. What is hate speech?
2. Why is there hate speech content out there?
3. How does hate speech make me feel?
4. What's my role and what can I do?
5. Are my people really using hate speech?
6. How can I influence my people?
7. How can we affect change in our communities?
8. Working with online stakeholders
9. Changing the world.

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Each theme has…

Document sections

- Why this theme?
- Research evidence.
- Outcomes
- Questions
- Focus
- External resources

Key activities

- Social and Emotional Learning activities
- Media analysis activity
- Media production activity
- Citizenship activity
- Peer mentoring activity

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Social Emotional Learning

Matching emotions to hate speech
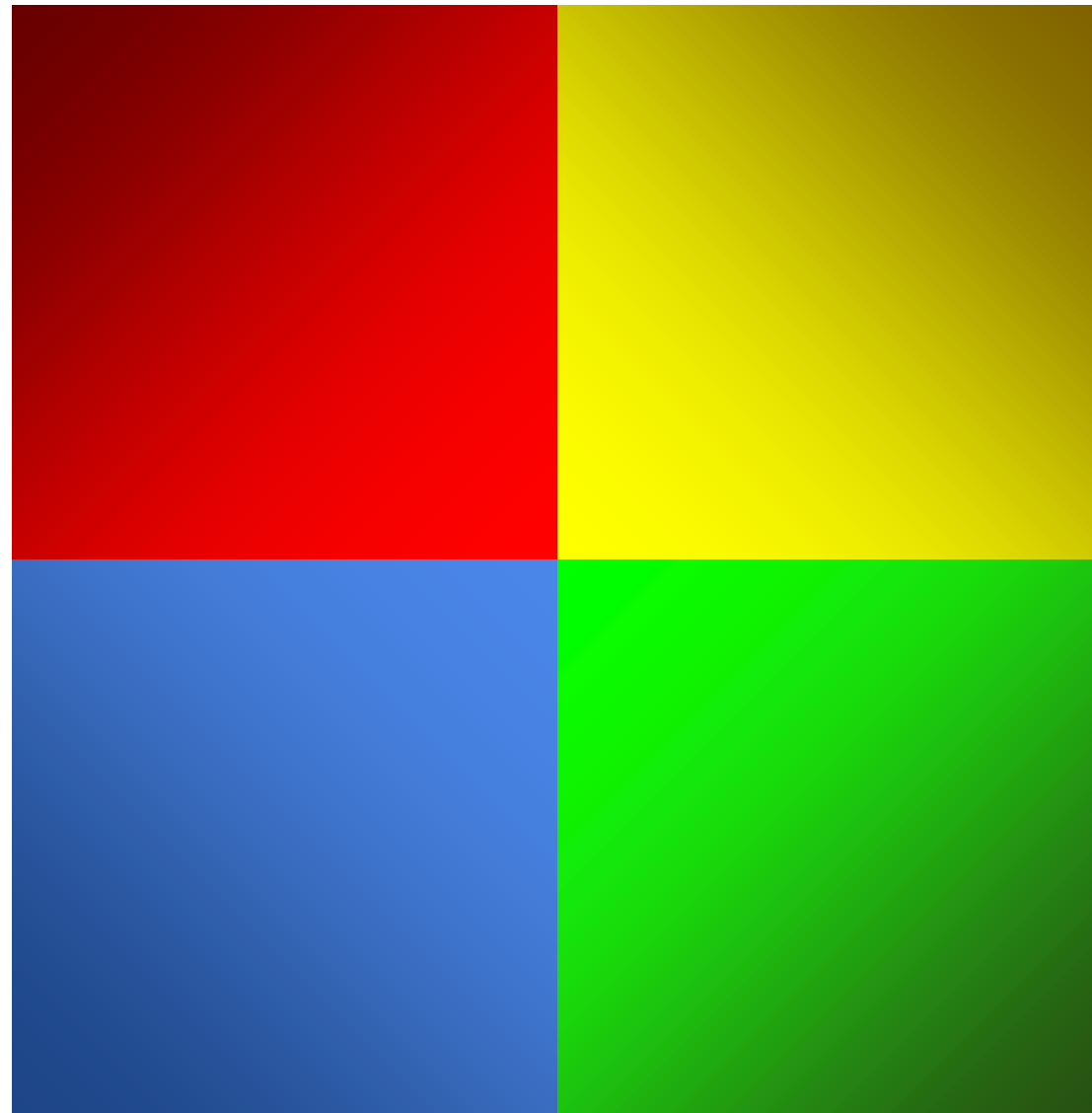
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Energy: High / Low

Feelings: Unpleasant / Pleasant

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How are you feeling?

ENRAGED	PANICKED	STRESSED	JITTERY	SHOCKED	SURPRISED	UPBEAT	FESTIVE	EXHILARATED	ECSTATIC
LIVID	FURIOUS	FRUSTRATED	TENSE	STUNNED	HYPER	CHEERFUL	MOTIVATED	INSPIRED	ELATED
FUMING	FRIGHTENED	ANGRY	NERVOUS	RESTLESS	ENERGISED	LIVELY	ENTHUSIASTIC	OPTIMISTIC	EXCITED
ANXIOUS	APPREHENSIVE	WORRIED	IRRITATED	ANNOYED	PLEASED	HAPPY	FOCUSED	PROUD	THRILLED
REPULSED	TROUBLED	CONCERNED	UNEASY	PEEVED	PLEASANT	JOYFUL	HOPEFUL	PLAYFUL	BLISSFUL
DISGUSTED	GLUM	DISAPPOINTED	DOWN	APATHETIC	AT EASE	EASYGOING	CONTENT	LOVING	FULFILLED
PESSIMISTIC	MOROSE	DISCOURAGED	SAD	BORED	CALM	SECURE	SATISFIED	GRATEFUL	TOUCHED
ALIENATED	MISERABLE	LONELY	DISHEARTENED	TIRED	RELAXED	CHILL	RESTFUL	BLESSED	BALANCED
DESPONDENT	DEPRESSED	SULLEN	EXHAUSTED	FATIGUED	MELLOW	THOUGHTFUL	PEACEFUL	COMFY	CAREFREE
DESPAIR	HOPELESS	DESOLATE	SPENT	DRAINED	SLEEPY	COMPLACENT	TRANQUIL	COSY	SERENE

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Pleased to meet you, glad you made the journey.

You've come here with your three arms and taken our jobs

Oh it's lovely to see people like you really trying to be one of us

I thought the government prevents you guys from coming here.

OMG! You're green, that's GROSS

You're here but you can't even speak our language, make an effort

It's aliens like you that are ruining our country

Why do Xenovians always come to our country - Go Home!

You are the best thing that has ever happened to the human race!

Your mum stinks, bet she eats slime for breakfast

Welcome Xorg, So when are you leaving?

Are your kids as ugly as you?

We love Xenovians!

I'm gonna cum round ur house, tie you up and beat you till you die

© RULER Programme. Yale Centre for Emotional Intelligence

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Serene	Disgusted
Enraged	At ease
Restful	Pleasant
Lonely	Enthusiastic
Repulsed	Sleepy
Surprised	Blissful
Drained	Shocked
Ecstatic	Apathetic
Peeved	Angry
Fulfilled	Despair

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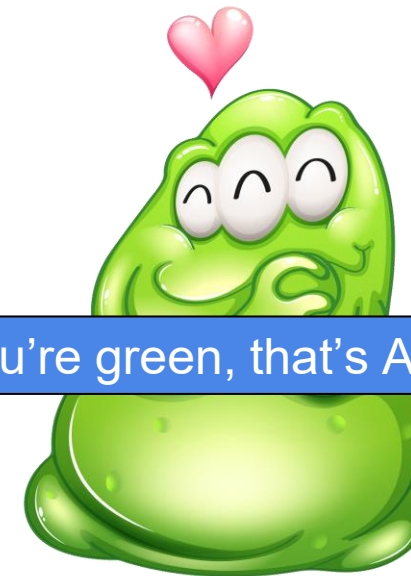
OMG! You're green, that's GROSS → **OMG! You're green, that's AMAZING**

- How could you alter these statements so you could move them into a more positive quadrant?

- Share some of your statements with the group for discussion.

- Do the changes successfully change the feeling of the statement?

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Xorg the Xenovian

Round 1 - Positive or Negative?

Using the heading cards, sort the Xorg the Xenovian statements based on whether you think they are **positive**, **negative** or **neutral** (or unclear).

After sorting, consider the following questions:

- Which statements were clearly positive?
- Which were clearly negative?
- Which statements were unclear?
- Were there any statements that appeared positive/neutral but may have been intended as negative? (e.g. sarcasm, passive aggressive)

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Round 1 - Positive or Negative?
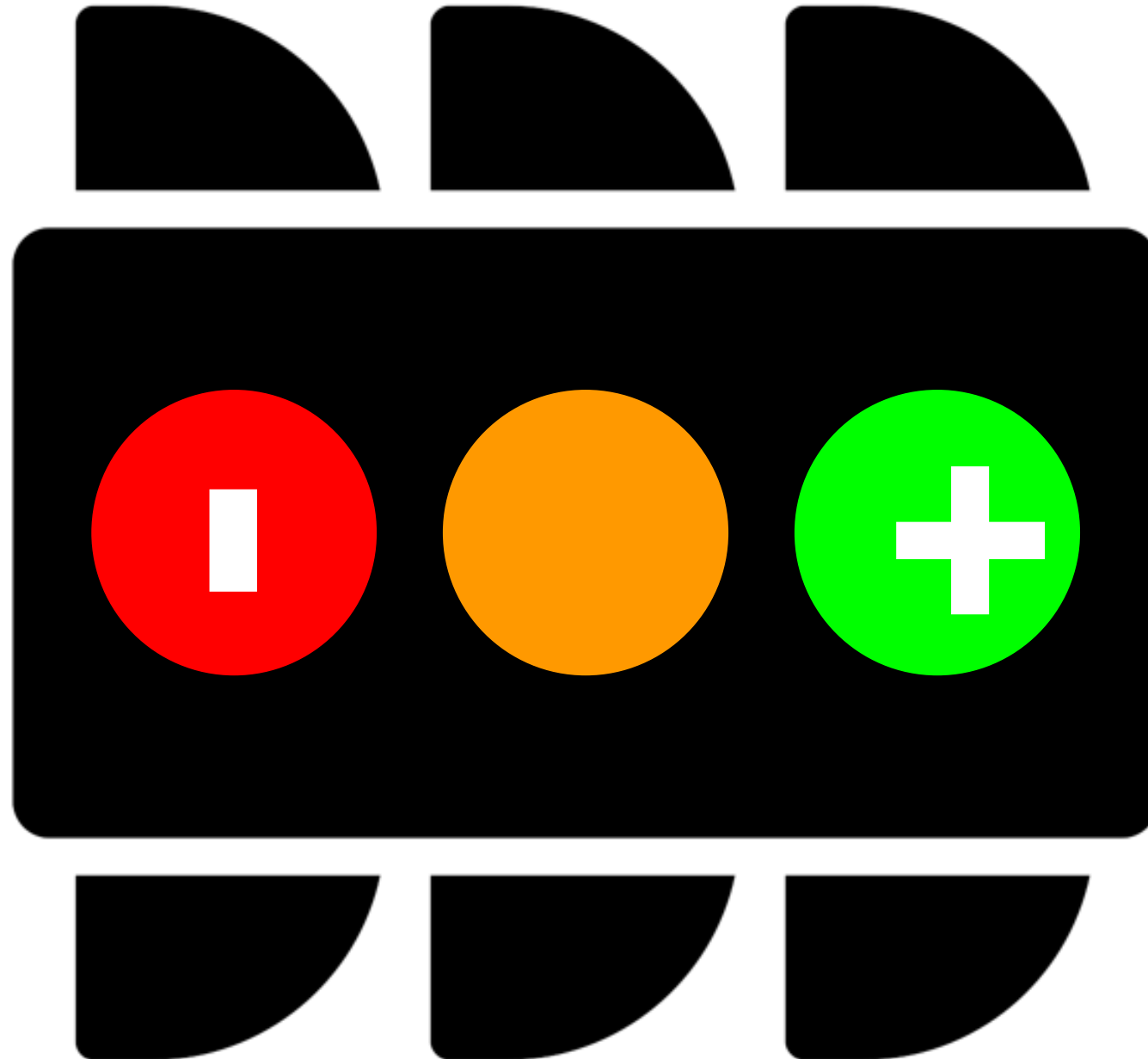
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Round 2 - Crossing the Line

Using the heading cards, sort the Xorg the Xenovian statements based on whether you think they are **legal** or **illegal**.

Some statements may be hard to decide upon. Where it is unclear or ambiguous as to whether the law may have been broken, these cards could be placed on the line, or close to the line on either the legal/illegal half to show how close you think a statement is to being unlawful.

After sorting, consider the following questions:

- Were there any statements that were clearly illegal? How did you know?
- What was it about those statements that made you unsure as to whether it was illegal/legal?
- What other information might you need to make a firmer decision? (e.g. context, more information about your country's laws, other content created by the sender, etc.)

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Round 2 - Crossing the Line

LEGAL
(freedom of expression)

ILLEGAL
(hate crime, or breaks another law in your country)

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Round 3 - Protected characteristics

Using the heading cards, sort the Xorg the Xenovian statements based on the **protected characteristic(s)** they mention or attack.

Some statements may contain more than one protected characteristic; in this case (if possible) a judgement should be made on which characteristic is being attacked more severely and sorted under that heading card.
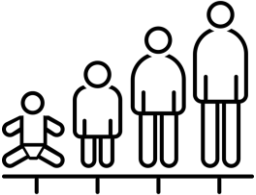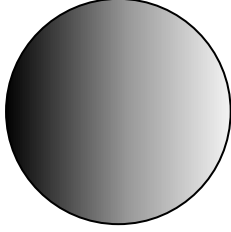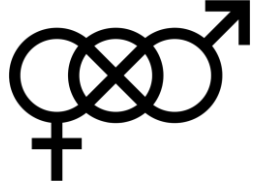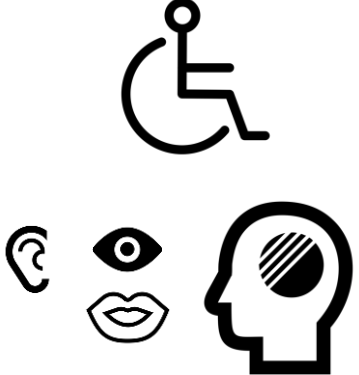
After sorting, consider the following questions:

- Which of these characteristics have you seen attacked/targeted by "hate" online?
- From your own experience, are there some characteristics that are targeted more than others online?
- Do the characteristics targeted vary between different types of online media/activity?
- What is the response to online hate speech across different online media/services? Does the response differ depending on the service/app/community?

For details about why these are the protected characteristics in the UK, please see the Research Report, section 4.4, page 44

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Round 3 - Protected characteristics

Age	Race	Colour	Descent	National/ Ethnic origin

Language	Religion	Sexual Orientation	Gender/ gender identity	Disability

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Social Emotional Learning

How hurtful can it be?

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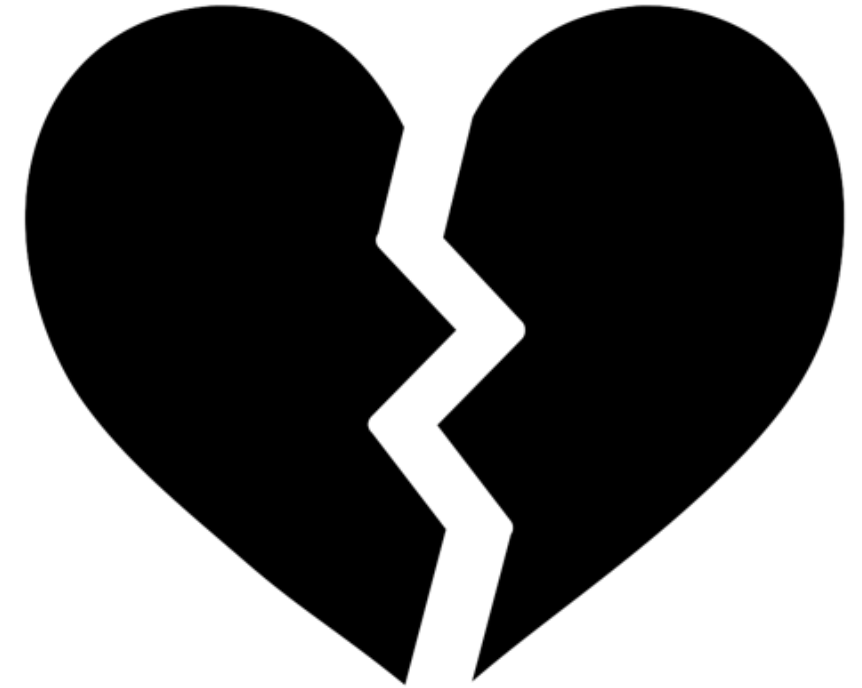
Speaker

Speaker

Mr Camstead

- A politician.
- Very active in the media and online
- From a privileged background
- Attended private school
- Moderate views
- Recent scandal about tax avoidance
- Married
- 3 children
- 57 years old

Speaker

Simon James

- A TV presenter, writer, commentator and journalist.
- Very active in the media and online
- From a working-class background
- Attended state school
- Extreme views
- Recent scandal about attitude towards women
- Known for holding scornful stereotypical opinions of others
- Anti-regulation
- Married
- 3 children
- 41 years old

Speaker

Jada Hayes

A.K.A Haymaker

- A YouTube vlogger.
- Very active in the media and online
- From a middle-class background
- Attended state school
- Moderate views
- Recent criticism for social media posts mocking gay people and muslims
- Single - in a relationship
- 29 years old

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Speaker

Carol Bellington-Smyth

- A media personality, journalist and broadcaster.
- Sometimes in the media and online
- From a working-class background
- Attended state school
- More extreme views
- Activist and campaigner
- Married four times
- No children
- 73 years old

Speaker

Jin Chung

- A student.
- Very active in the media and online
- From a privileged background
- Attended private school
- Moderate views
- Extremely well known in media for strong view about LGBTQ and obesity issues.
- Single
- No children
- 20 years old

Speaker

Context

Context

At a public event

- Over 500 people in a public space.
- Like-minded and already aligned with the views of the speaker.
- Police presence for crowd control.
- No violence in the crowd.
- TV crews filming and broadcasting the event.
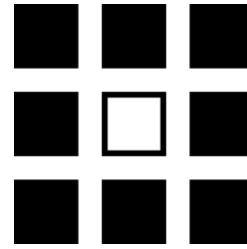
Context

A speech

- In a private, ticket only event.
- Attended by members of the same political party as the speaker.
- Highly-charged political environment.
- Several prominent social media commentators and influencers in attendance.

Context

A private house

- In the lounge.
- No public figures.
- All people in the room are well known to the speaker.
- Not a planned event.

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Context

At the youth club

- In a room at the club.
- Lots of people there, lots unknown to the speaker.
- A few people have YouTube accounts and accounts on other networks, with small numbers of followers.
- Not a planned event.
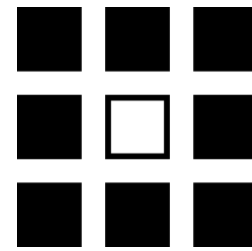
Context

A 'private' online space

- The speaker has invited the group to join the space a long time ago.
- They are connected online and they all have a variety of public online accounts too.

Context

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Audience

Audience
Activists

- Already known for taking a public stand on the issue.
- Very vocal about their cause.
- Often in the media.

Audience
The general public

- A mix of different perspectives, viewpoints and attitudes.
- All would identify with being in either the same group as the speaker, or opposing.
- Socially fragmented.

Audience
A loosely affiliated group

- People that have liked the same social media page or are in the same group.
- Generally people agree with the speaker, but come from a wide range of backgrounds.
- Socially and racially diverse.

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Audience

Members of a club

- All have an interest in the same thing, but this is unrelated to what the speaker is talking about.
- A diverse mix of ages and backgrounds.

Audience

Friends of the speaker

- A well known group to the speaker.
- They often spend lots of time talking about all sorts of things.
- Broadly similar backgrounds.

Audience

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Characteristics
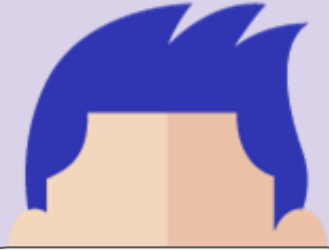
Characteristics

Blue hair

- The characteristic includes all individuals that have blue hair. This can be long, or short, natural or dyed. The individuals that make up this group will have a high range of ages.

Characteristics

Geek

- This characteristic includes all individuals that are a single-minded expert in a particular field. They may also display low social skills or have poor fashion sense. Individuals in this category often talk about their passion obsessively, or with great technical detail.

Characteristics

LGBTQ+

- This characteristic includes all those individuals who identify as being:
  - Lesbian
  - Gay
  - Bisexual
  - Transgender
  - are questioning their identity
  - Or other

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Army of haters

Army of Haters

Amplifiers

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Ronnie Jackson

Platforms	5
Followers	417,485
Sentiment	10
Reputation	10
Visibility online	10
Visibility offline	9

Army of Haters

Amplifiers

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Katy Ronson

Platforms	4
Followers	82,086
Sentiment	8
Reputation	9
Visibility online	7
Visibility offline	7

Army of Haters

Amplifiers

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Liv Switch

Platforms	4
Followers	196,000,000
Sentiment	2
Reputation	9
Visibility online	9
Visibility offline	9

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Amplifiers

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Ben Hook

Platforms	4
Followers	160,000
Sentiment	8
Reputation	8
Visibility online	6
Visibility offline	8

Media Analysis

www.hackinghate.eu

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Media Analysis

Thinking outside the frame

"A picture is worth a thousand words."

Frederick R. Barnard

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Thinking outside the frame

"A picture is worth a thousand words."

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Media Analysis

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