

STOP HATE SPEECH

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Engage against hate speech on social networks and online media

Why are we taking action?

Platform operators are overwhelmed and helpless...

Mark Zuckerberg says AI won't be able to reliably detect hate speech for 'five to 10' years

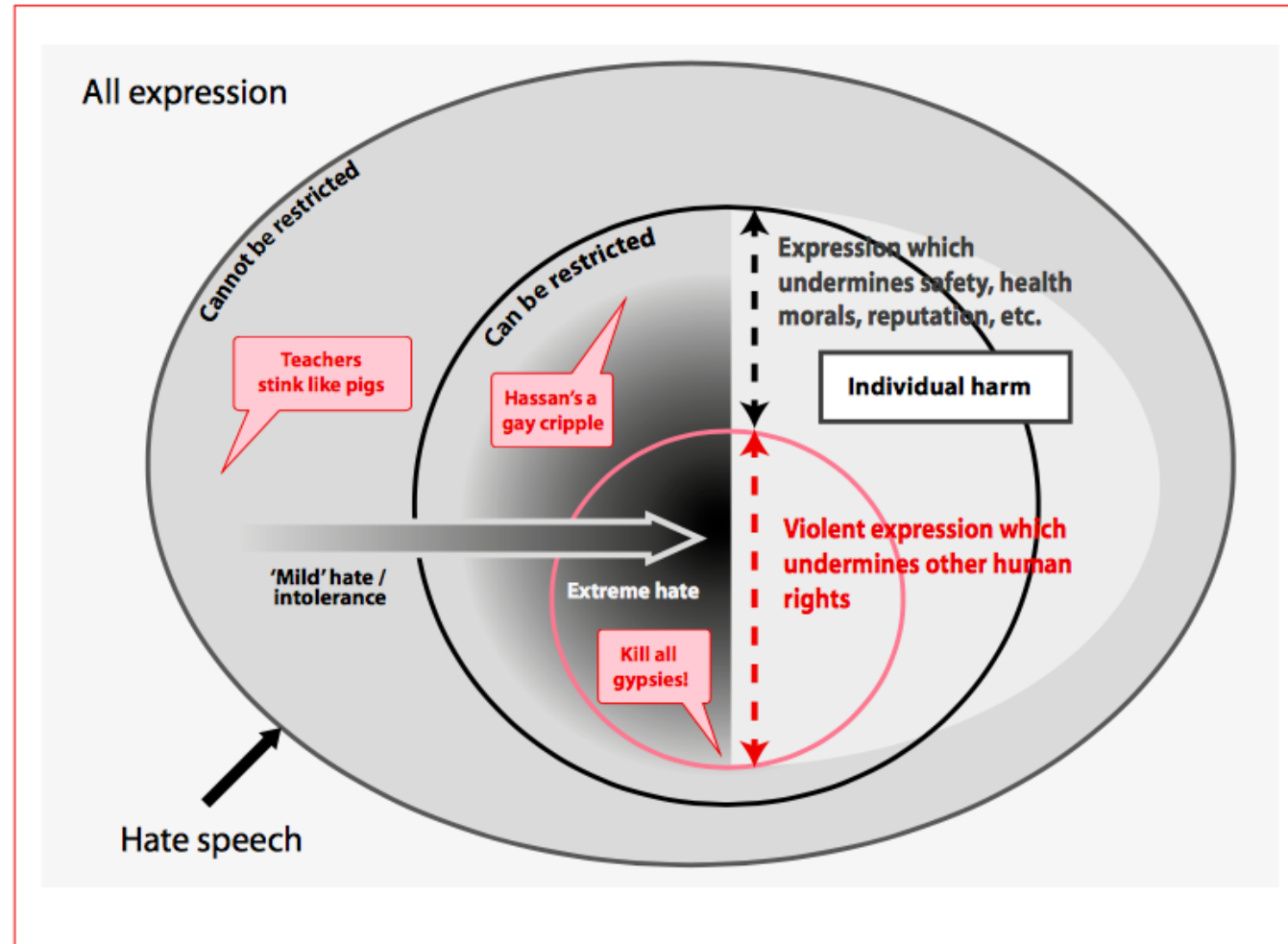
Troy Wolverton Apr. 10, 2018, 3:49 PM



Why are we taking action?

- For dialogue and democracy
- For society: When young people lack role models online
- For the victims : women and minors

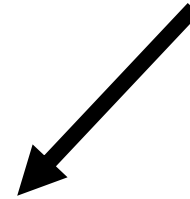
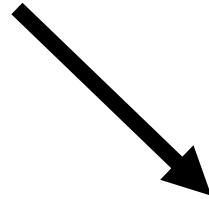
The grey zone



Bookmarks – Combating hate speech online through human rights education, Council of Europe

Global problem... Local approach

- Fighting technology-created problems through technology alone falls short of the mark
- People alone cannot solve it either
- **Needs a combined, mutually supportive approach**



**STOP
HATESPEECH**

Our approach:
**Combining
technology and
civil society**

Building the community

- alliance F's network
- Partners : Engagement Migros, Raiffeisen / Cities and cantons (Berne, Zürich, Lausanne, etc.)
- Aura of the project: first project in Switzerland

Keeping people interested

- Make the platform attractive : easy, fun and familiar
- Build a community feeling : Focus groups, Hackathon, friendly communication, sharing

How it will affect changes?

- First time knowledge about hate speech online in Switzerland
- Positive effect on the online discourse
- Foster civil courage

