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Recognizing Hate Speech
Antisemitism on Facebook

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Dr Andre Oboler

By Andre Oboler, foreword by Peter Wertheim

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About the Online Hate Prevention Institute

The Online Hate Prevention Institute (OHPI) is an Australian Charity on the Register of Harm Prevention Charities maintain by the Australian Government. We aim to be a world leader in combating online hate and a critical partner who works with key stakeholders to improve the prevention, mitigation and responses to online hate. Ultimately, OHPI seeks to facilitate a change in online culture so that hate in all its forms becomes as socially unacceptable online as it is in "real life".

OHPI is a charity that accepts public donations; within Australia donations over two dollars are tax deductible. As a new organisation, established in 2012, we are still in the early process of building a support base and establishing relationships with grassroots supporters, major donors, foundations and grant makers. More information about OHPI can be found on our website: www.ohpi.org.au and offers of support are most welcome.

About the Report's Author, Dr Andre Oboler

Dr Oboler is CEO of the Online Hate Prevention Institute and co-chair of the Online Antisemitism Working Group of the Global Forum to Combat Antisemitism. Since coining the term 'Antisemitism 2.0' in 2008, his work has stood at the leading edge of efforts to combat the rising problem of internet based antisemitism and online Holocaust denial, particularly in the area of social media. Dr Oboler holds a PhD in Computer Science from Lancaster University (UK) and completed a Post Doctoral Fellowship in the Department of Political Science at Bar-Ilan University (Israel). He is a Senior Member of the IEEE and a member of the IEEE Computer Society and the IEEE Society for the Social Implications of Technology.

About the Foreword Author, Peter Wertheim

Currently the Executive Director of the Executive Council of Australian Jewry, Peter was a lawyer for 32 years. His major clients included trade unions and other not-for-profit organisations, and he has also acted as honorary solicitor for a number of charities, including the Aboriginal Medical Service Co-operative Ltd, Redfern, Aboriginal Health and Medical Research Council of New South Wales, East Timor Relief Association Inc., Australian International Fund for Disadvantaged Children in Vietnam Limited and numerous Jewish community organisations. In July 2010, Peter was appointed by the Australian Government as a member of its Australian Multicultural Advisory Council and since 2011 has been a member of its successor body, the Australian Multicultural Council. In that capacity he participated in the Federal Government's National Anti-Racism Partnership which in 2012 produced Australia's National Anti-Racism Strategy. Peter is also a Statutory Board Member of the NSW Anti Discrimination Board, a New South Wales State government body.

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How you can help

OHPI is a new charity tackling an important and growing problem. As a young organisation we are still in the process of building our support base, securing the necessary funding, and establishing the relationships that will help increase our effectiveness as we respond to online hate. You can help us grow.

THE ONLINE HATE PREVENTION INSTITUTE

Support us in Social Media

Join our Facebook page at www.ohpi.org.au/onlinehate and follow our Twitter account @onlinehate. This shows your support for the work we do and also keeps you informed of new reports, projects and opportunities to take a stand against online hate.

Share our work

Please mention us to anyone you feel may be interested in this important work. Sharing your thoughts about this report will help other people hear about us and will increase discussion about online hate and the impact it has on individuals and communities.

Support us financially

Donations allow us to keep operating so we can do further research, educational campaigns, and monitoring of online hate. In Australia we are a Registered Harm Prevention Charity and all donations over $2 to the Online Hate Prevention Fund are tax deductible. We also accept donations from outside Australia.

- Donations can be made through our website: http://ohpi.org.au/donate/
- Cheques payable to the "Online Hate Prevention Fund" can be mailed to: OHPI, 306 Hawthorn Road, Caulfield South, Vic 3126, Australia.

Help us connect

OHPI is also looking to connect with other experts in the field, foundations that may be interested in support our work and journalists that may be interested in reporting on future stories related to our work. If this is you, please contact us: http://ohpi.org.au/contact-us/

Acknowledgements

This report was substantially shaped through discussions with ECAJ. OHPI thanks ECAJ's Executive Director, Peter Wertheim, for his thoughts and input. We also thank ECAJ's Research Officer, Julie Nathan, who helped identify some of the new problematic page listed in this report.

The international verification of data was possible through the assistance of a number of volunteers located across Europe, the North America and the Middle East. We thank them for their assistance. One of these volunteers, Stephen Maxwell, also has our additional thanks for significant editorial work on the final draft of this report.

OHPI thanks our donors for their assistance in making work like this possible. OHPI would also like to acknowledge the support we have received since our establishment in January 2012 from our professional advisers including Logicca Chartered Accountants and Frankel Lawyers. Andre Oboler thanks the Directors of OHPI for the important role they play, as volunteers, in overseeing and helping to develop this important new charity.

Released on the International Day for the Elimination of Racial Discrimination

The Online Hate Prevention Institute is proud to affirm its commitment to ending racism on the International Day for the Elimination of Racial Discrimination. We have joined forces with some of Australia's leading businesses, sporting bodies and NGO's to support the "Racism. It stops with me" campaign, which is being led by the Australian Human Rights Commission.

The "Racism. It stops with me" campaign emphasises the importance of taking a stand against racism whenever it happens. The Online Hate Prevention Institute is undertaking a number of activities that aim to prevent racism in support of this campaign. The release of this important report, timed to coincide with the International Day for the Elimination of Racial Discrimination, is one such activity.

One in seven Australians said they had experienced discrimination because of their colour or background in 2011, a figure that has been increasing steadily in recent years. The Online Hate Prevention Institute commends the Australian Human Rights Commission on the "Racism. It stops with me" campaign. We congratulate all the partner organisations who have signed up to support the campaign on their commitment.

For information on the 'Racism: It Stops with Me' campaign, and a range of anti-racism resources: http://itstopswithme.humanrights.gov.au

The campaign can also be followed on Twitter at @ItStopsWithMe.

To counter racism as a society, we must begin at the level of the individual. We must each take responsibility for our own actions to ensure we don't ourselves spread racist ideas, but moreover, it is imperative we take action when we encounter racism – whether as a victim or a bystander.

For most of us, taking action online on a platform such as Facebook requires a very small investment of effort. Facebook does their part in providing tools that empower the public to report racist content. As Facebook users we each need to do our part to use these tools and report racist content we encounter.

Experts have an additional role to play in stopping racism. That's why we have produced this report, doing our part to stop the racism and bring it to public attention. It is also why we shared a draft of this report with Facebook to enable them to do more to correct problems that may have inadvertently slipped through the net.

Unfortunately some of the content we shared with Facebook remains online. Today, on the International Day for the Elimination of Racial Discrimination, we call upon Facebook to remove this content, and in a spirit of cooperation, we offer recommendations to Facebook on how they can do more to recognize and better respond to racism.

We the people are doing our part in reporting the problems we see, but without Facebook recognizing the hate, the effort made by millions of Facebook users to make Facebook a better online environment will amount to nothing because their complaints are wrongly rejected. On this day, we encourage Facebook to consider the recommendations in this report and to take appropriate action, in line with Facebook's terms of service which already prohibit hate speech, and to ensure that every valid complaint will count.

The International Day for the Elimination of Racial Discrimination was proclaimed by the UN General Assembly in 1966, to coincide with the date in 1960 when police killed 69 people in Sharpeville, South Africa at a peaceful protest against apartheid laws. On this day the Online Hate Prevention Institute recognize all those working tirelessly in the fight against racism and reminds all those online campaigners against racism that we come into contact with that they are an acknowledged and valuable part of this proud tradition.

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Foreword

'Cyber racism' refers to material published on the internet which is freely accessible and vilifies or harasses a person or group of persons because of their actual or presumed colour, nationality, descent or ethnic, ethno-religious or national origin.

Vilification means making or attempting to make another person or group of persons an object of detestation, enmity, ill-will, revulsion, serious contempt and/or malevolence. Harassment can include the making of threats or engaging in serious and substantial bullying or similar abuse. Cyber racism can take many forms such as images, blogs, video clips and comments on websites and in social media.

The challenges posed by cyber racism are growing. Statistics kept by the Australian Human Rights Commission have shown a rapid increase in the number of complaints it has received related to racist material on the Internet. Social media platforms have grown rapidly in popularity and have a circulation many times larger than conventional media.

The promotion of racism in the public domain undermines, and can ultimately destroy, the sense of safety and security with which targeted persons and groups go about their daily lives, and undermines social harmony between persons of different backgrounds. It is often the precursor to racially motivated violence even if there is no express incitement to violence. Racial hatred is an inherently violent emotion, whether it actually generates violence in any particular instance or not.

Public expressions of racism, including cyber racism, have nothing to do with "free speech" This kind of discourse is prohibited under Australian law, but the legal test is not, as some have contended, a "subjective test" based on "hurt feelings".

To offend, insult, humiliate or intimidate a person or group merely by confronting them with ideas or opinions which they perhaps find incompatible with their own belief systems might hurt their sensibilities but does not in any way entail an assault upon their human dignity. In a free society, ideas of any kind - religious, political, ideological, philosophical, scientific or artistic - are capable of being debated and defended. Robust critiques of ideas of any kind, no matter how passionately adhered to, do not constitute a form of social exclusion of those who adhere to them.

In contrast, to offend, insult, humiliate or intimidate a person or group because of their "race, colour or national or ethnic origin" necessarily sends a message that such people, by virtue of who they are, and regardless of how they behave or what they believe, are not members of society in good standing. This cannot but vitiate the sense of belonging of members of the group and their sense of assurance and security as citizens. To offend or insult a person or group because of their "race, colour or national or ethnic origin" thus constitutes an assault upon their human dignity. This kind of discourse can contribute nothing to human progress. On the contrary, it acts as an impediment to evidence-based discussion and the advancement of human understanding.

There is an ongoing need for research to inform policy on the way these principles should operate online, and the contribution made by OHPI is to be welcomed. The instances it has documented illustrate how the internet and social media have sometimes provided a megaphone to racist individuals and groups, who in the past were relegated to the extreme margins of society, to promote their hateful messages. The ECAJ as the peak body representing the Jewish Community in Australia commends OHPI for its work which helps us to respond to online hate that is targeting our community.

Peter Wertheim AM

Executive Director

Executive Council of Australian Jewry

Public responses to this report

From Australia...

John Searle, Chairman of the Board, Victorian Equal Opportunity & Human Rights Commission: "I commend the Online Hate Prevention Institute for documenting the dissemination of odious racial and religious bigotry on the internet and the Institute's advocacy to the site owners to ensure the resource is not abused by those who would exploit it to vent foul insults and inflame communal discord."

Peter Wertheim AM, Executive Director, Executive Council of Australian Jewry: "There is an ongoing need for research to inform policy... and the contribution made by OHPI is to be welcomed. The instances [this report] has documented illustrate how the internet and social media have sometimes provided a megaphone to racist individuals and groups, who in the past were relegated to the extreme margins of society, to promote their hateful messages. The ECAJ as the peak body representing the Jewish Community in Australia commends OHPI for its work which helps us to respond to online hate that is targeting our community." *[See the foreword to this report for additional comments from ECAJ]*

Prof. Andrew Jakubowicz, Principal Investigator, Cyber racism and community resilience research project (CRaCR), University of Technology Sydney: "Despite widespread community concern about cyber-bullying of young people, cyber-racism remains an unexplored terrain. Meanwhile the Australian Government has abandoned plans to toughen anti-discrimiantion laws that might make cyber race hate more open to pursuit. Tolerance of cyber racism seems to be deepening and one reason may be its widespread appearance on social media sites such as facebook. This report on facebook Anti-Semitism by the OHPI marks a first attempt to pin down the way in which hate spreads, and the systematic commitment from opponents of hate speech that is required for facebook to take action. One great value of the report lies in the detailed presentation of how new social media, memes and facebook strategies have evolved to circumvent regulation and avoid the more simple forms of facebook quality control. In the wake of its report on Aboriginal memes in Australia, OHPI has now provided a vital piece of information to help build community resilience. We look forward to future reports on other aspects of cyber hate speech and what can be done about it."

Yair Miller, President, NSW Jewish Board of Deputies: "This work is a timely contribution to an essential, vital public policy debate. It canvasses significant issues and illustrates challenges all responsible policy makers will need to address in the near future."

Nina Bassat AM, President, Jewish Community Council of Victoria: "The vast range and speed of online communication has raised unique and difficult problems in the area of online hate and racism, not least of which is how to deal with objectionable material. This report, whilst focusing on problems which have arisen in relation to Facebook, is a cogent and articulate analysis of the complex area of online racism and provides a valuable contribution towards policy development. JCCV commends OHPI on its meticulous research, which greatly assists in clarify the challenges we face in the online space"

Dr Dvir Abramovich, Chair, B'nai B'rith Anti-Defamation Commission: "OHPI is to be commended for this important and long overdue report . It confirms the B'nai B'rith Anti-Defamation Commission's experience that promotion of anti-Semitism by social media is at epidemic proportions and that new and adaptable oversight and control processes are essential to counter this tide of hate."

Internationally…

Dr Charles Small, Director, Institute for the Study of Global Antisemitism and Policy; Koret Distinguished Scholar, Hoover Institution Stanford University (USA): "Andre Oboler's report is of great international importance, he indentifies an emerging phenomenon which poses danger and challeneges for the international human rights policy community. This report challenges us to find relevant solutions in an urgent manner. Therefore this report should be read and distributed widely."

David Matas OC, Senior Honorary Counsel to B'nai Brith Canada; Co-chair Online Antisemitism Working group of the Global Forum to Combat Antisemitism; and author of 'Bloody Words: Hate and Free Speech' (2000) (Canada): "The huge size of Facebook makes it larger than most countries. Yet, it has the governance structure of a small village. With a small group, their own cohesion and solidarity leads to compliance with social norms. With large populations, formal governance structures are essential to prevent abuse. This report demonstrates in spade that governance structures are badly lacking in Facebook when it comes to hate speech. The report provides new, useful and startling information. It is a signal contribution to the literature as well as a call to action."

Dr David Hirsh, lecturer in Sociology, Goldsmiths, University of London and author of 'Law Against Genocide: Cosmopolitan trials' (2003) (UK): "This is a well researched and clearly written contribution to debates about online hate speech. It is concerned, amongst other things, with the relationship between antisemitism and hostility to Israel and the difficult work of making judgements about what constitutes illegitimate speech. It also offers a view on the responsibility of social networking sites such as facebook and proposes some ways in which they might respond better to the publication of racist material."

Ronald Eissens, General Director, Magenta Foundation - Dutch Cyber Hate Bureau (Netherland): "This report shows what's really happening on the grounds and the inconsistency of FB's policies when it comes to hate speech and their unwillingness to act on material that is morally repugnant and inciting to hatred and violence. It is high time for FB to stop philosophizing and take action. They need to get wise about what antisemitism, Holocaust denial and other hate speech is by listening to the experts out there, instead of trying to figure it out by themselves."

Kenneth L. Marcus, President & General Counsel, Louis D. Brandeis Center for Human Rights Under Law (USA): "Andre Oboler has prepared a brilliant and eye-opening report on a deeply disturbing and under-reported problem. Facebook should be ashamed that it has allowed some of the garbage revealed here."

Amb Behar Gideon, Head of the Department for Combating Antisemitism, Foreign Ministry of Israel (Israel): "This is a very important report that highlights the significant problems the Jewish people still face when it comes to antisemitism, and the way this hate continues to be spread through social media. The Department for Combating Antisemitism is a permanent department in the Israeli Foreign Ministry, and one focused on monitoring and responding to the problem of hate against the Jewish people. As part of our work in May this year we will be re-convening the Global Forum to Combat Antisemitism, a large international gathering of academic experts, civil society organisations, member of parliaments, and Jewish community leaders. This report demonstrates again Andre Oboler's leading work in this field and we are happy he will participate in the Global Forum and make an important contribution towards its success."

Dr Steven K Baum, Editor, Journal for the Study of Antisemitism (USA): "Andre Oboler has a produced a remarkable piece of investigative work! In a brave new world of media mass communications--where soundbites and blogs and repetition determine social reality, Andre Oboler points up why antisemitism continues unabated. His report is the key to understanding the proliferation of antisemitism on Facebook and can serve as a model for exploring the process in other forms of hate communications."

Fiamma Nirenstein, journalist and author, former Italian MP, vice-president of the Committee on Foreign Affairs, and Chairperson of the Committee for the Inquiry into Antisemitism of the Italian Chamber of Deputies (Italy): "This report is another example of the extremely valuable and innovative work led by Dr Andre Oboler for the past years. As Chairperson of the Committee for the Inquiry into Antisemitism of the Italian Chamber of Deputies, I had the pleasure to host in 2010 a hearing of Dr Oboler, together with a famous Italian expert on Online Antisemitism, Dr Stefano Gatti. Their contribution was extremely instrumental for filing the Committee Final Report, which has been recently released in Italian and English, and is now a formal document adopted by the Italian Parliament, a fundamental tool in the fight of contemporary antisemitism.

Dr Oboler's expertise has paved the way for the recognition of "Antisemitism 2.0" as a new and widespread form of hatred which was not enough known and therefore not enough contrasted. Actually, it has been largely thanks to his contribution that our government has accepted, after long insistence, to sign the Additional Protocol to the Budapest Convention on Cybercrime, that allows international cooperation to fight the crime of antisemitism and racism online at a wide international level. The new report nevertheless shows, using also the findings of Dr Oboler, that the path is still long and there is an impelling need to find new appropriate legislative measures to contrast the online expression of the longest hatred. Democratic societies learnt not to tolerate antisemitic writings on our street walls. They need to find the way not to tolerate them in the virtual walls of Facebook or other social networks. We cannot accept antisemitic contents to be widespread on the network affecting in particular the youngsters, who increasingly tend to draw their knowledge on historic events from the Internet. Every Parliament - as did the Italian Parliament - should hear and adopt Oboler's recommendations, based on a wide range of observations that Dr Oboler has been able to organise scientifically. Oboler is an innovator and a leader in his field".

Dr. Manfred Gerstenfeld, Board Member and Emeritus Chairman (2000-2012) of the Jerusalem Center for Public Affairs; and author of 'The Abuse of Holocaust Memory: Distortions and Responses' (2009) (Israel): "It was Andre Oboler who introduced me to the problem of anti-Semitism in the social media. In 2008, I published his pioneering Online Antisemitism 2.0. "Social Antisemitism on the Social Web," in the Jerusalem Center Series, Post-Holocaust and Anti-Semitism which I edited. The Jewish people and their supporters should be grateful to Andre for having kept up investigations into this segment of the global propaganda war against Israel and the Jews. This new report is a further significant contribution to understanding the methods of the demonizers of Israel and the Jews and those who do not take action against them."

Ariel Seidler, Director, Observatorio Web (Argentina): "This report provides through examples and a clear examination of the situation on Facebook when it comes to hate speech. The report shows how internet companies can fail to take appropriate action, and may wrongly regarding a problem as trivial. When examining an incident users have reported, it is important to recognize that multiple incidents may be related. A user spreading hate is unlikely to have only posted one racist meme or one racist video. Regular posting of racist content can signal an intention to actively promote hate speech. Companies need to look for this intent and take stronger action to prevent it. This report also highlights limitations in Facebook's ability to recognize some forms of antisemitism. We would add to this our experience which shows that hate speech can rely on local meaning or symbolism which, in the context of Latin America, social media companies often fail to recognize. The recommendations made by OHPI in this report can significantly improve online social networks."

Executive Summary

Facebook pages can provide a home for racism and facilitate the creation of new virtual communities based on hate of specific minorities, or of everyone who is unlike themselves. Facebook pages can also serve as archives for hateful content that can be easily found, shared, and spread. Hate pages on Facebook pose a danger to the social cohesion of society and due to their low entry barrier, they allows racism and hate to spread through society more easily.

This report focuses on Facebook, on antisemitic content and on its availability in Australia. It has been compiled by the Online Hate Prevention Institute to support the work of the Executive Council of Australian Jewry, the peak Jewish community organisation in Australia. OHPI is happy to provide similar assistance to other peak bodies whose communities are subject to online attack. We hope this report is useful not only to the Jewish community, but also as an example for other communities who may feel under siege in the digital world – there are useful responses, and communities need to own the process, but OHPI is here to help.

This report tracks the response by Facebook to a catalogue of antisemitic content including that in OHPI's 2012 report into "Aboriginal Memes and Online Hate". A number of items discovered at the same time, but not included in OHPI's report are included here for the first time. The report also examines complaints that have been lodged with Facebook against specific items of content, and which were incorrectly rejected, highlighting a quality control problem. Finally, seventeen new Facebook hate pages have been listed along with examples of the antisemitic content found on these pages.

This report highlights that there are ongoing problems with antisemitic content at Facebook, and that some of these problems are not simply a matter of volume, but are a result of quality control issues in the complaint management process. The report also highlights that where Facebook is provided with detailed analysis, such as in OHPI's reports, Facebook has been willing to engage and reconsider the problem holistically. Most of our initial concerns from October last year have been addressed. The problem this report addresses is that the remaining items appear not to be recognised as hate speech by Facebook. The new additions to this report help clarify where the remaining issues are.

Two key issues are discussed in this report at length. The first is the problem of Jewish Memes and the second is the specific problem of the Protocols of the Elders of Zion. There are limits to the expertise of Facebook staff, even at senior ranks, and new processes are needed to make better use of external experts as well as working to increase the level of knowledge within Facebook review teams. This applies not only to antisemitism, but to knowledge of other forms of hate as well. This report provides a number of recommendations, including guidelines in Recommendation 5 for assessing the response of a platform like Facebook to Hate Speech.

This report's broad conclusion is that the standard reporting tools available to all Facebook users, and the review by front line staff in response to these reports, has a significant failure rate and is not on its own a sufficient response when it comes to antisemitism. It seems likely this holds equally true for other forms of racism. Tackling such hate can require significant background knowledge. New processes, including a review of complaints that are initially rejected, are needed in order to better respond to the problem of online antisemitism. A process of continual improvement needs to be adopted.

Dr Andre Oboler

Melbourne

16 March 2013

List of Recommendations

Recommendations to mitigate against the spread of Antisemitism

#	Recommendation	Page
1	OHPI calls on Facebook to recognise the symbolism of Anne Frank in relation to the Holocaust and to commit to educating all review staff to recognise her picture and to remove memes that make use of it.	**12**
2	OHPI calls on Facebook to recognise the use of Nazi Symbolism with reference to the State of Israel or Jewish people collectively or individually as a form of hate speech.	**12**
3	OHPI calls on Facebook to recognise calls for Israel's destruction as a form of hate speech and to remove them from the platform.	**12**
4	OHPI calls on Facebook to adopt the *Working Definition of Antisemitism* from the Fundamental Rights Agency of the EU as a tool to assist in the recognition of antisemitism.	**12**
5	OHPI calls on Facebook to immediately remove all pages about the *Protocols of the Elders of Zion*, starting with those listed in this report.	**13**
6	OHPI calls on Facebook to educate their review staff so that in future they can recognise the *Protocols of the Elders of Zion* as antisemitic hate speech and correctly respond to future reports related to similar content.	**13**

General recommendations to mitigate against the spread of Hate Speech

#	Recommendation	Page
7	OHPI calls on Facebook to establish constructive channels of dialogue for experts, and to use these channels to improve its recognition of hate speech. This should be part of a learning process for Facebook and not simply a process to remove specific items of content or resolve specific complaints. The process should be open to any expert able to demonstrate their competence.	**13**
8	OHPI recommends that the following factors be used to determine how well an online platform is removing online hate: 1. How easily users can report content 2. How quickly the platform responds to user reports 3. How accurately the platform responds to reports 4. How well the platform recognises and learns from mistakes in its initial response 5. How well the platform mitigates against repeat offenders (and specifically including those operating across multiple accounts) 6. How well the platform mitigates against repeated posting of the same hate speech by different people	**15**
9	OHPI recommends Facebook review its reporting facilities in a holistic manner.	**15**

#	Recommendation (cont)	Page
10	OHPI recommends the 'Support Dashboard' be improved with the inclusion of a unique ID number that is visibly assigned to each complaint. We also recommend that users be asked to enter a description, for their own records, of the image or page they are complaining about. This would make the 'dashboard' more useful in the cases where Facebook does remove content. *Users need positive feedback to see the system works.*	**15**
11	OHPI recommends that in the case of hate speech targeting a group, reports of pages be prioritised above reports of comments or images.	**15**
12	OHPI again calls on Facebook to implement a quality control process to systematically review the assessments of front line review staff on a random basis.	**15**
13	OHPI recommends Facebook prioritise complaints against pages where the IP address of one of the administrators has been used by an account that was an administrator to any other page Facebook has suspended within the previous 3 months. To further assist with this, we recommend Facebook ban known proxy servers from accessing the administer features of pages.	**15**
14	OHPI recommends Facebook automatically check any flagged images against a database of previously upheld complaints and where a very close match is determined the content should be removed automatically and immediately and without the need for human review.	**16**

Hate Speech and Antisemitism

In February 2013 the Supreme Court of Canada unanimously upheld earlier decisions, going back over 20 years, ruling that hate speech can be defined and that the government of Canada is within its power to legislate against it.[1] By holding that hate speech can be defined, the Canadian Supreme Court again reminded us that the question of whether something constitutes hate speech can be decided objectively. This report is concerned not with legislation, but rather with the question of **recognition**.

Hate speech is speech that vilifies a protected group, or that vilifies a member of a protected group on the basis of their group identity. Which segments of a society are considered 'protected groups' may vary with context, but vilification on the basis of race is the most well recognised form of hate speech. Within the area of racist hate speech, the most researched and discussed form of hate is antisemitism. This is unsurprising given that moves against hate speech largely emerged as a European response to the murder of six million Jews in the Holocaust.

This report focuses on antisemitism, the best documented form of hate speech, and on Facebook, the online platform where more user content is shared than anywhere else. To its credit Facebook is getting much faster at responding to user reports of hate speech, but unfortunately their ability to recognize antisemitic hate speech appears very limited. Unlike many other areas of hate speech, however, when it comes to antisemitism there is a vast amount of research available and widespread expert agreement. If Facebook can't get it right on antisemitism, it appears highly unlikely they would be capable of getting it right in response to other areas of hate speech.

The experience this report documents with respect to antisemitism, where certain types of antisemitic hate speech are not recognized by Facebook, highlights the need for better systems. The need for improvement that is demonstrated in this report with respect to blind spots in Facebook's recognition of antisemitism also applies to other forms of hate speech. Hate speech can be based on local knowledge and context. Organisations like Facebook need mechanisms that allow them to continually learn if they are to remain on top of the challenge of hate speech that emerges from real time user content in a global context. The challenge is not just to improve, but to put in place systems for continual improvement which are generic enough to respond to online hate in all its forms.

Antisemitism 2.0

The problem of Antisemitism 2.0 was first raised in my 2008 report into the problem of "Social Antisemitism" on the "Social Web":

> "Antisemitism 2.0 is the use of online social networking and content collaboration to share demonization, conspiracy theories, Holocaust denial, and classical antisemitic motifs with a view to creating social acceptability for such content. Either Jews in general or the Jewish state may be targeted in Antisemitism 2.0, and often the distinction between Israel and Jews is lost. Antisemitism specifically related to Israel is commonly perpetrated by making comparisons between Israel and popular paradigms of evil, the two classic cases being Nazi Germany and apartheid South Africa. The comparison with the Nazis has the added antisemitic value to its perpetrators of inverting the Holocaust." [2]

The significance of antisemitism 2.0 rests in the combination of a viral idea, such as hate speech, and the technology designed to take ideas viral. As the report continued, with this combination, "the social acceptability of antisemitism can be spread, public resistance lowered, and hate networks rapidly established."[3] Back then Facebook was a little over three years old and had 60 million users.

The largest controversy around antisemitism 2.0 erupted in 2009 over Facebook's adoption of a policy against the closing of Holocaust denial groups. My comprehensive report into this issue also examined a

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[1] John Ibbitson, 'Hate speech ruling marks Canada a different place', *The Globe and Mail*, 28 February 2013.
[2] Andre Oboler, Online Antisemitism 2.0. "Social Antisemitism on the Social Web", Post-Holocaust and Antisemitism Series, JCPA, (April 2008, No. 67)
[3] Ibid.

history of changes to Facebook's terms of service.[4] It was the 2009 changes that directly introduced the language of 'hate speech' to Facebook as Facebook has changed its terms of service to replace a prohibition on content that was 'harmful, threatening, abusive, harassing, vulgar, obscene, hateful, or racially, ethnically or otherwise objectionable' with one instead limited to 'hate speech'.[5] The move was part of a reversal of direction by Facebook which had until then been tightening its control over problematic content.[6]

Facebook has grown about 20-fold since my first report into Antisemitism 2.0. On average over 618 million users are now active each day, and over a billion users are active each month.[7] Only 18% of Facebook's monthly active users are from North America. Facebook is not only huge, its user base is now truly global. The hate that spreads on Facebook not only has the ability to go viral, it has the ability to move ideas across national borders, communities and cultures like never before.

Holocaust denial on Facebook remains an issue with Facebook still refusing to publically declare a change of policy, but in practise becoming much less tolerant of Holocaust denial and Nazi glorification pages. This content may, wrongly, not be considered hate speech *per se* by Facebook,[8] but when it comes to Holocaust denial pages, there is a low threshold before other breaches will see such pages closed.

This new report raises additional issues which, like Holocaust denial, appear to be in Facebook's Antisemitism 2.0 blind spot. The content involves demonization, conspiracy theories, Holocaust denial, and classical antisemitic motifs. This report shows what Facebook is removing, and which sorts of content it consistently refuses to remove.

In the last five years Facebook has grown dramatically. With the power the company enjoys through its huge market share comes a real **responsibility to take a stand against hate speech**. Many countries require this as does Facebook's own policies. The difficulty is turning the paper policy into a practical reality. Outside of its blind spots, Facebook has improved. The challenge now is to respond to the known blind spots highlighted in this report, and then to develop processes that will discover and response to future blind spots not only in the area of antisemitism, but in the area of hate speech in general. This report makes multiple recommendations to Facebook which we hope will help it achieve this goal.

Jewish Memes

A meme is a cultural idea that can move through a society, morphing and changing along the way. The term was coined by Richard Dawkins in his 1976 the book *The Selfish Gene* where he described it as "the idea of a unit of cultural transmission, or a unit of imitation", these units "propagate themselves in the meme pool by leaping from brain to brain via a process which, in the broad sense, can be called imitation".[9] Dawkins gave the examples of "tunes, ideas, catch-phrases, clothes fashions, ways of making pots or of building arches".[10]

Antisemitism has been described as a meme, its form changing over time and circumstances.[11] More specifically antisemitic tropes and stereotypes can be seen as a meme. Take for example the blood libel, an antisemitic charge from the Middle Ages, which then morphed when it re-emerged in Sweden in 2009 into a charge of murder to facilitate an illegal trade in organ trafficking.[12]

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[4] Andre Oboler, 'Facebook, Holocaust Denial, and Anti-Semitism 2.0', Post-Holocaust and Anti-Semitism Series, No. 86, The Jerusalem Center for Public Affairs, 15 September 2009.
[5] Ibid.
[6] Ibid.
[7] http://www.facebook.com/facebook/info seen 20 March 2013.
[8] Andre Oboler, 'Holocaust Denial: Yes Facebook, it is Hate Speech', Z-Word Blog, 27 August 2009
[9] Richard Dawkins (2006), *The Selfish Gene,* Oxford University Press, 192.
[10] Ibid.
[11] James Gleick, 'What Defines a Meme?', Smithsonian magazine, May 2011.
[12] http://www.tabletmag.com/jewish-news-and-politics/118035/the-blood-libel-that-wont-quit

On the internet Memes typically take a graphical form. There are two classic formats and the use of such memes to spread racism is the exception rather than the rule.

The first format involves the editing of one or more well known photographs. This is the format used in the "Mckayla is not impressed" meme, where 16 year old Olympian McKayla Maroney with her expression of being "unimpressed" (as she "only" received a silver Olympic medal) is transposed into various key moments in history, with nothing impressing her.[13] An alternative style of this format is where the meme image is well recognised and parts of the image are replaced either with contents from other photographs or with generated graphics. An example of this style is the "Casually Pepper Spray Everything Cop" meme, [14] which highlighted an excessive response by campus police to a student protest.

The original picture and an example meme (the Bin Laden assignation)

The original "Casually Pepper Spray Everything Cop" photograph and a meme

The second classic online meme format involves a rectangular image with a neutral background and a centre picture of a person or animal with captions both above and below the centre image. Automation of the captioning is possible through various online tools such as the Meme generator,[15] Meme Maker,[16] and Quick Meme.[17] It is this second format that was commonly found in our report into Aboriginal Memes.

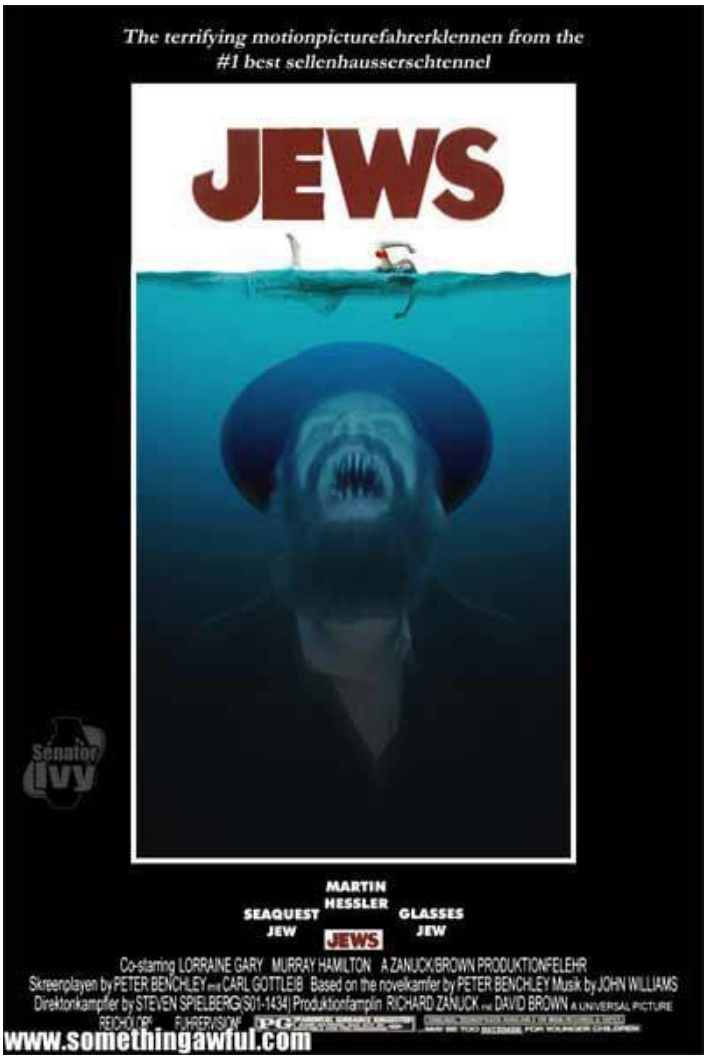
Jewish Memes have tended to follow the first format with significant effort going into creation of images. There are also text based antisemitic memes, many of them related to Nazism or the Holocaust. These take the form of comments, usually in reply to graphical memes, or in the creation of pages or groups whose names or page addresses are themselves a meme. For example the page "a bunch of Jews" at the address "dontcookme" and the page named "Orange Jews", a reference to a graphical meme of a Jew in two colours, black and orange, and the slogan 100% concentrated.

There are also classical graphical Jewish Memes. The cover of this report features one, the Kentucky Fried Chicken logo altered to refer to Kentucky Fried Jews. To Facebook's credit this example was swiftly removed. OHPI has, however, had less success with a range of memes based around Anne Frank, the young girl who is perhaps the most well known victim of the Holocaust as a result of the publication of her diary.

After a campaign by OHPI a page with images of Anne Frank including one captioned "What's that Burning, Oh It's my Family" was eventually removed. Similar images, however, remain on other Facebook pages. Item 34 in this report includes an edited image of Anne Frank with the caption "#YOLOCAUST". This is hash tag with reference to the phrase "You Only Live Once" and the Holocaust. Neither this image nor the page it is from were removed, even after Facebook had received a draft of this report and had a month to take action in response to it. OHPI finds Facebook's response incredibly disappointing.

[13] http://whatstrending.com/2012/08/disappointed-mckayla-maroney-meme/; http://memegenerator.net/Unimpressed-Mckayla-Maroney-2; http://mckaylaisnotimpressed.tumblr.com/
[14] http://knowyourmeme.com/memes/casually-pepper-spray-everything-cop
[15] http://memegenerator.net
[16] http://www.mememaker.net
[17] http://www.quickmeme.com

Other memes Facebook had failed to take action to remove include the "Jaws" based poster depicting a Jew with sharp pointed teeth as a monster. This is an internet meme based both on pop culture and on classical antisemitic imagery.



As Sara Libby Robinson has explained, "[o]ne form of this prejudice involves the portrayal of Jews as monsters, a process that enabled some to rationalize and justify their persecution".[18] Robinson explains the antisemitic portrayal of Jews in terms of Bram Stoker's *Dracula*. This meme is little more than a modern twist on the same theme, portraying Jews as Hollywood monsters.

Another meme Facebook refused to remove was that of a rat with a magen david (star of David) on it and the caption "The real plague".

The accompanying text read, "Fuck Israel ...!!! Burn this Nazi Trash". While the image contains reflections of the Israeli flag, and there is clearly a connection to Israel, it also draws upon antisemitic imagery. In doing so it crosses from legitimate criticism or debate into hate speech. The antisemitic elements include a reference to the plague which draws on antisemitic themes begun in the 14th Century when Jews were blamed for the Black Death.[19] This is reinforced by the rat imagery which was the true carrier of the plague. More directly, this combination reflects the infamous Nazi propaganda film, *The Eternal Jew*, which made explicit the comparison between Jews and plague carrying rats,[20] whose imagery "directly incit[ed] physical violence by stirring some of people's deepest fears and anxieties".[21]

The line between legitimate criticism and hate speech is also crossed when Nazi symbolism is utilised in reference to the state of Israel. The Working Definition of Antisemitism from the European Union Agency for Fundamental Rights (formerly the EUMC) gives as an example of antisemitism "the drawing of comparisons of contemporary Israeli policy to that of the Nazis".[22] The definition is used internationally including in the Antisemitism Report of the US State Department.[23] The direct comparison of Israel to Nazi Germany can be seen in a number of images included in this report which Facebook have elected not to remove.

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[18] Sara Libby Robinson, 'Blood Will Tell: Anti-Semitism and Vampires in British Popular Culture, 1875-1914', 3:1 *Golem: Journal of Religion and Monsters*, 2009.
[19] http://www.fordham.edu/halsall/jewish/1348-jewsblackdeath.asp
[20] http://www.historyplace.com/worldhistory/genocide/holocaust.htm
[21] http://www.richardwebster.net/print/xofratsandmen.htm
[22] http://fra.europa.eu/en/publication/2005/working-definition-antisemitism
[23] http://www.state.gov/documents/organization/102301.pdf

Images linking Israel to Nazi Germany need to be removed not because they criticize Israel, but because they trivialize the Holocaust and seek to promote Holocaust inversion. As Manfred Gerstenfeld writes, "By shifting the moral responsibility for genocide, Holocaust inversion also contains elements of Holocaust denial".[24]

Another sort of antisemitic message calls for the destruction of Israel. As Prof Irwin Cotler, then Canada's Minister of Justice, explained in 2008: "The new antisemitism is a discrimination against and denial of the right of Israel and the Jewish people to live as an equal member of the family of nations."[25] Images directly calling for Israel's destruction, or for its elimination, can also be seen as a call for genocide. The direct and public incitement to commit genocide is a punishable act under Article III of the United Nations Convention on Prevention and Punishment of the Crime of Genocide.[26] It is a violation of international law and a crime against humanity. These are not legitimate criticism of policy, they are hate speech. Facebook should not give cover to such hate speech by seeking to dismiss it as acceptable political comment.

RECOMMENDATION 1: OHPI calls on Facebook to recognise the symbolism of Anne Frank in relation to the Holocaust and to commit to educating all review staff to recognise her picture and to remove memes that make use of it.

RECOMMENDATION 2: OHPI calls on Facebook to recognise the use of Nazi Symbolism with reference to the State of Israel or Jewish people collectively or individually as a form of hate speech.

RECOMMENDATION 3: OHPI calls on Facebook to recognise calls for Israel's destruction as a form of hate speech and to remove them from the platform.

RECOMMENDATION 4: OHPI calls on Facebook to adopt the *Working Definition of Antisemitism* from the Fundamental Rights Agency of the EU as a tool to assist in the recognition of antisemitism.

[24] Manfred Gerstenfeld, 'Holocaust Inversion: The Portraying of Israel and Jews as Nazis', JCPA, 1 April 2007.
[25] Interview with Irwin Cotler, "Voices on Antisemitism", United States Holocaust Museum, 5 June 2008
[26] *United Nations Convention on Prevention and Punishment of the Crime of Genocide* (1948)

The Meme of the Protocols of the Elders of Zion

As OHPI noted in our report into *Aboriginal Memes and Online Hate* the idea of antisemitism as a meme is well demonstrated by the propagation of the classic antisemitic text "*The Protocols of the Elders of Zion*".[27] The Protocols is said to document a meeting of a secret Jewish cabal set on world domination. Each new edition of these protocols includes an updated preface setting recent world events in the context of this supposed Jewish plot. The Protocols are in fact a proven forgery.[28]

The manuscript is from Russia and dates from 1895. It was first printed as a pamphlet in 1897, and then as part of a book in 1905. The *Protocols* were popularised in English through an Americanised version published by Henry Ford as "The International Jew" in 1920. Seven years later Ford issued a public apology and called the *Protocols* "gross forgeries", ordering the remaining copies to be burned. The meme that is the *Protocols* continued to propagate and when the Nazi Party rose to power in Germany in 1933 they published over 22 editions of the Protocols. After the Holocaust the strongest promoters were in the Middle East, where the protocols leap to television in a 41 part Egyptian television miniseries in 2002 and then a 30 part miniseries on Hizbullah's Al-Manar TV in 2003. A 2005 edition which claimed the Elders of Zion were responsible for the September 11 terrorist attacks on the United States was authorised by the Syrian Ministry of Information. A detailed timeline of the *Protocols* can be seen at the US Holocaust Memorial Museum.[29]

A detailed account of the Protocols and their history has been written by Judge Hadassa Ben-Itto and published as *The Lie That Wouldn't Die*. Excerpts of Ben-Itto's book were published by *Justice*, the Journal of The International Association of Jewish Lawyers and Jurists in 2002.[30] There is a significant amount of scholarly work dedicated to the topic of the Protocols.

Throughout their history, the *Protocols* have inspired violent attacks on Jewish communities. From Russian Pogroms to the Holocaust, the *Protocols* have been used to justify attacks and mass murder. Author Norman Cohen describes the *Protocols* as "a warrant for genocide".[31] The US Holocaust Museum calls the *Protocols* "the most notorious and widely distributed antisemitic publication of modern times."[32] It is this history that leads Jewish Communities to consider the spread and promotion of the *Protocols* a serious threat.

Governments have acknowledged the threat. When the *Protocols* first leapt to television, the US Senate passed a resolution urging the Egyptian government prevent the broadcast of programs lending the *Protocols* legitimacy. Al-Manar's broadcasting of the *Protocols* was a factor leading to the station being banned in multiple countries starting with France.[33] In Australia, the publication in 1996 in 'El Telegraph' of an article frequently referencing the *Protocols* led to complaints by the Executive Council of Australian Jewry, and in response the paper issued an apology and also published their own article exposing the lie of the P*rotocols*.[34]

Facebook are not the only technology company caught up in distributing the *Protocols*. In August 2012 the Conference of European Rabbis called on Apple Inc. to remove a mobile app version of the *Protocols* from its online store.[35] The app is in Arabic and was produced by an Egyptian publisher. Conference President Rabbi Pinchas Goldschmidt made a critical point when he differentiated the sale of a book of the *Protocols*

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[27] Andre Oboler (2012), *Aboriginal Memes and Online Hate*, Online Hate Prevention Institute, 12.
[28] Protocols of the Elders of Zion, United States Holocaust Memorial Museum; A Hoax of Hate: The Protocols of the Learned Elders of Zion, ADL; 'The Protocols of the Elders of Zion: A Chronology of Falsehood', 34 *Justice* (2002) 19.
[29] http://www.ushmm.org/wlc/en/article.php?ModuleId=10007244
[30] Hadassa Ben-Itto, 'The Lie That Wouldn't Die', 34 *Justice* (2002) 20.
[31] Norman Cohen, "Warrant for Genocide" (2006).
[32] http://www.ushmm.org/wlc/en/article.php?ModuleId=10007058
[33] http://news.bbc.co.uk/2/hi/europe/3581514.stm; Maura Conway, 'Terror TV? An Exploration Of Hizbollah's Al-Manar Television', Working Papers in International Studies, Centre for International Studies, Dublin City University 15—16
[34] 'The Protocols We Were Wrong', *El Telegraph,* 4 June 1997.
[35] Raphael Satter, "'Protocols Of The Elders Of Zion' App Stirs Controversy Among European Rabbis", Huffington Post, 14 August 2012.

that sets them in context for Academic study from the sale for under a dollar online for mass consumption. The pages about the protocols on Facebook are used not to educate, but to spread the hate found in the *Protocols*. They are hubs of hate speech that have no place in the context of a social media platform that prohibits hate speech.

RECOMMENDATION 5: OHPI calls on Facebook to immediately remove all pages about the Protocols of the Elders of Zion, starting with those listed in this report.

RECOMMENDATION 6: OHPI calls on Facebook to educate their review staff so that in future they can recognise the Protocols of the Elders of Zion as antisemitic hate speech and correctly respond to future reports related to similar content.

Facebook's Limits

Facebook needs to recognise the limits of their skill and expertise. They not only rejected complaints about the content listed in this report, but appear to confirm that rejection by not removing the content after receiving a draft of this report. Facebook needs to recognise that there is an objective standard of antisemitism, and certain content is antisemitic beyond doubt. The *Protocols*, which Facebook have wrong rejected, are but the most obvious example. The fact that there are grey areas where experts may disagree, and where for practical reasons Facebook needs to make a judgement, does not absolve Facebook from the need to listen to experts and learn from them. This is especially true when it comes to cases of clear antisemitism on which all experts would agree.

It would be absurd for Facebook to act as if it were operating in a vacuum; as if it alone could determine what was and was not hate speech. Doing so would combine a dangerous mix of ignorance and arrogance and may lead to ill informed decisions and flawed policies. We saw the result of this in the past with Facebook's position on Holocaust denial.[36] We urge Facebook not to make the same mistake again when it comes to the *Protocols* and the other content listed in this report. Facebook has a policy which rejects hate speech, it needs to implement that policy, and in doing so it needs to make every effort possible to learn from experts and continually improve its processes, training and systems. Facebook needs to learn what it doesn't know, and find ways to address those gaps better in the future.

RECOMMENDATION 7: OHPI calls on Facebook to establish constructive channels of dialogue for experts, and to use these channels to improve its recognition of hate speech. This should be part of a learning process for Facebook and not simply a process to remove specific items of content or resolve specific complaints. The process should be open to any expert able to demonstrate their competence.

Measuring Success

Failing to remove hate allows the power of social media to be utilized to rapidly spread content that can lead to emotional and physical harm. Having hate speech on the Facebook platform also damages the experience for many users. Some users have abandoned Facebook altogether as a result of hate speech and hateful speech on the platform. The goal of a platform like Facebook should be to continually improve its processes, systems and knowledge to better implement the policy which sees hate speech removed, and to do so while minimizing the impact on the rest of the Facebook experience.

The approach of doing the minimum necessary in the area of online hate prevention, and defending existing systems as good enough, or the most that can reasonably be done, is not acceptable. Companies like Facebook need to demonstrate that they are serious about tackling online hate. The measure for this is not how quickly, accurately or completely they respond to complaints from peek community bodies like the ECAJ, government agencies like the Australian Human Rights Commission, or expert organisations like OHPI, the ADL or the Simon Wiesenthal Center. The test is how well these companies remove and prevent online hate.

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[36] Lloyd Grove, 'Facebook's Holocaust Problem', *The Daily Beast*, 18 August 2011; Andre Oboler, Facebook, Holocaust Denial, and Anti-Semitism 2.0, Post-Holocaust and Anti-Semitism Series, No. 86, The Jerusalem Center for Public Affairs, 15 September 2009.

RECOMMENDATION 8: OHPI recommends that the following factors be used to determine how well an online platform is removing online hate:

1. How easily users can report content
2. How quickly the platform responds to user reports
3. How accurately the platform responds to reports
4. How well the platform recognises and learns from mistakes in its initial response
5. How well the platform mitigates against repeat offenders (and specifically including those operating across multiple accounts)
6. How well the platform mitigates against repeated posting of the same hate speech by different people

In light of factor One:

OHPI has previously highlighted problems with Facebook's reporting mechanism.[37] We have also recommended removing the "message the page" option when trying to report a page to Facebook. We have repeatedly seen users message the admin of a hate page when they intended reporting it to Facebook. When the page admin is intentionally spreading hate speech and looking for targets **this puts the user trying to report the content at risk**.

RECOMMENDATION 9: OHPI recommends Facebook review its reporting facilities in a holistic manner.

OHPI have previously welcomed the introduction of the Facebook 'Support Dashboard' which is used for reports related to specific images on Facebook.[38] We again call on Facebook to extend this feature so it can also be used for reports related to entire pages as well as other content users can report.

RECOMMENDATION 10: OHPI recommends the 'Support Dashboard' be improved with the inclusion of a unique ID number that is visibly assigned to each complaint. We also recommend that users be asked to enter a description, for their own records, of the image or page they are complaining about. This would make the 'dashboard' more useful in the cases where Facebook does remove content. Users need positive feedback to see the system works.

In Light of Factor Two:

OHPI notes that Facebook's target response time to initially review a complaint is 72 hours, unless there is a risk of physical harm in which case complaints are prioritised and the target is, we believe, 24 hours. While these times may be suitable for individual items of content, in the case of entire pages dedicated to serious hate, three days may be far too long.

RECOMMENDATION 11: OHPI recommends that in the case of hate speech targeting a group, reports of pages be prioritised above reports of comments or images.

In Light of Factors Three and Four

This report highlights that the accuracy of Facebook's review process is significantly flawed. Fast responses are of no use if the response is wrong. There is significant learning opportunity for Facebook. Recommendation 4 will help address these factors.

RECOMMENDAITON 12: OHPI again calls on Facebook to implement a quality control process to systematically review the assessments of front line review staff on a random basis.

In Light of Factor Five:

There is a problem with phoenix pages, where Facebook removes one page and another immediately springs up to replace it. A three day delay appears to be long enough to make the effort of creating a new page worthwhile for those intentionally spreading hate. Suspending the administrators account helps, but some serious haters simply create new accounts (sometimes in preparation for their hate spree).

RECOMMENDATION 13: OHPI recommends Facebook prioritise complaints against pages where the IP address of one of the administrators has been used by an account that was an administrator to any other

[37] "Facebook Discourages Reporting", OHPI, 25 September 2012.
[38] "Facebook's New Reporting Tool", OHPI, 24 September 2012.

page Facebook has suspended within the previous 3 months. To further assist with this, we recommend Facebook ban known proxy servers from accessing the administer features of pages.

In Light of Factor Six:

Automated responses may be able to capture the reintroduction of removed material, particularly graphical material.

RECOMMENDAITON 14: OHPI recommends Facebook automatically check any flagged images against a database of previously upheld complaints and where a very close match is determined the content should be removed automatically and immediately and without the need for human review.

The need for a cooperative approach

It is in keeping with OHPI's aim to assist Facebook, Google, Twitter and other social media companies in their efforts at continual process improvement. OHPI made a draft copy of this report available to Facebook over a month before publication. This was done to allow Facebook to reconsider the items listed and whether they would take action on them, and if they wish, to prepare a written response which we offered to include in this report. Facebook did not reply to this offer.

The test for Facebook's cooperation in removing online antisemitism and online hate more generally must not be how well they respond to requests from individual officials, government agencies or NGOs. The test must be how committed they are to make their best efforts to remove all hate speech from their system. To demonstrate a level of commitment that ranks above a "C", Facebook would need to implement a system of continual process improvement as discussed in Recommendation 5 above. This would include learning from experts, reviewing process, and paying particular attention to cases where experts highlight Facebook's decisions were systematically mistaken (as this report does). A system that continues to make the same mistakes is by definition not improving.

As long as we have an open channel of communication, OHPI remains committed to working with Facebook to improve their efforts to remove hate from their system. A number of our proposals, as shared with Facebook or published in the media,[39] have indeed been adopted by Facebook. In particular we commend Facebook for the new approach to pages which implements our suggestion that page owners be prevented from hiding behind the anonymity a page provides when they post hatful content. The new policy means content that falls short of hate speech (which would require removal), but is nonetheless hateful, must either be removed by the poster, or they must associate their profile with the page that makes the comments. This is done by optionally listing the account of the page administrators on a page's about tab. Where there is no listed owner of a page, the threshold to a comment being unacceptable content is lowered. The system could still be improved, for example by including the name of the posting administrator below the comment itself, but this is a significant step forward. OHPI congratulates Facebook on this development.

[39] See for example: 'Poland fights against xenophobia', Radio Poland, 19 October 2012; Andre Oboler (2012), *Aboriginal Memes and Online Hate*, Online Hate Prevention Institute, 12.

Hate Speech Manifest Update

The Online Hate Prevention Institute's report "Aboriginal Memes and Online Hate" (ISBN: 9780987429414) included a manifest of hate directed against Jewish people. A draft of the report (including the manifest) was shared with Facebook on October 4th 2012. The list below provides the current status of those items. Almost 4 months later some items had still not been resolved when a draft of this report was prepared. Facebook was asked to reply by the end of February, the status as at March 1st shows the position after the time for review had elapsed. "Yes" means the content is still online and "no" means the content was removed.

		4th Oct 2012		30th Jan 2013		1 Mar 2013	
ID	Address	AU	GLOBAL	AU	GLOBAL	AU	GLOBAL
1	www.facebook.com/pages/You-Jews-You-Lose/132591643551155	No	No				
2	www.facebook.com/YouJewsYouLose	No	No				
3	www.facebook.com/pages/You-JEWS-You-LOSE/454330701264649	No	No				
4	https://www.facebook.com/pages/Controversial-Humor-Jewish-Memes/389407607793765	No	Yes	No	No		
5	http://www.facebook.com/pages/Controversial-Humor-Hitler-Memes/375000169220913?fref=ts	Yes	Yes	No	No		
6	http://www.facebook.com/JewTVXposed	Yes	Yes	YES	YES	YES	YES
7	http://www.facebook.com/pages/Holohoax-Exposing-the-Holocaust/127821854015621	Yes	Yes	No	YES	No	No
8	http://www.facebook.com/killthejew.weissundstolz (user profile)	Yes	Yes	No	In review	No*	No
9	http://www.facebook.com/pages/Jewkilling/133039430105905	Yes	Yes	No	No	No	No
10	http://www.facebook.com/profile.php?id=100001307295754 (profile of "Jewkilla Jewboy")	Yes	Yes	In review	In review	No*	No
11	http://www.facebook.com/profile.php?id=100003023136012 (profile of "Aydolph Jewkillah Hitlah")	Yes	Yes	In review	In review	No*	No
12	http://www.facebook.com/pages/Holocaust/307998715931777	Yes	Yes	No	No		
13	http://www.facebook.com/F.israel99?fref=ts	Yes	Yes	Yes	Yes	Yes	Yes
14	http://www.facebook.com/pages/God-got-angry-that-the-Jews-killed-Jesus-so-he-sent-Hitler/144758462209856	Yes	Yes	No	No		
15	http://www.facebook.com/events/384546074945050/ "KILL US, DON'T CURSE OUR PROPHET (P.B.U.H). THE ONLY SOLUTION IS JIHAAD AGAINEST THE JEWS AND THEIR NATIVE SUPPORTERS"	Yes	Yes	No	No		
16	www.facebook.com/apps/application.php?id=107553619275725 ("Kill the Jews" application)	No	No				
17	http://www.facebook.com/pages/The-Protocols-of-the-Elders-of-Zion-%D8%A8%D8%B1%D9%88%D8%AA%D9%88%D9%83%D9%88%D9%84%D8%A7%D8%AA-%D8%AD%D9%83%D9%85%D8%A7%D8%A1-%D8%B5%D9%87%D9%8A%D9%88%D9%86/134663136616063	Yes	Yes	Yes	Yes	Yes	Yes

Examples

Item 6

facebook.com/photo.php?

fbid=479293168768678

Item 6

facebook.com/photo.php?

fbid=486926304672031

Item 6

facebook.com/photo.php?

fbid=494812837216711

fbid=480051305359531

Item 13

facebook.com/photo.php?

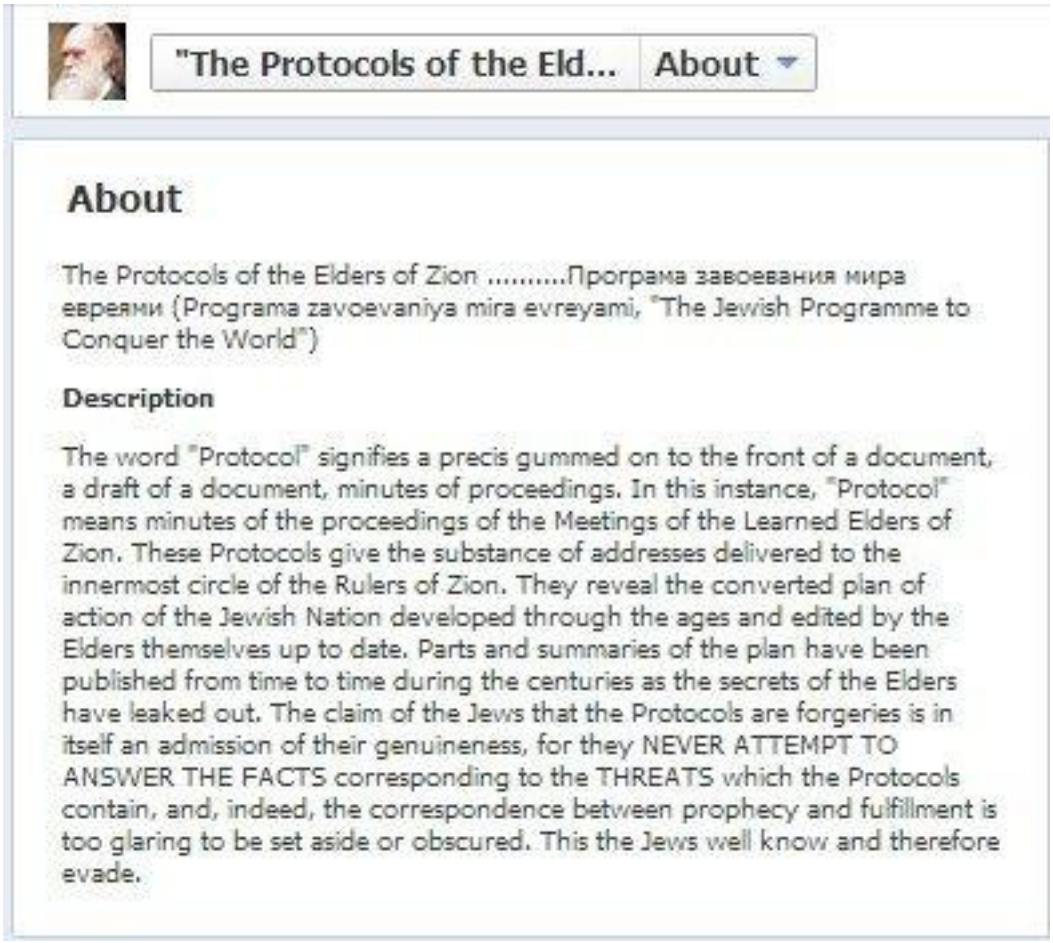
fbid=517818708248062

	Item 13 facebook.com/photo.php? fbid=538749566154976 fbid=528116030551663

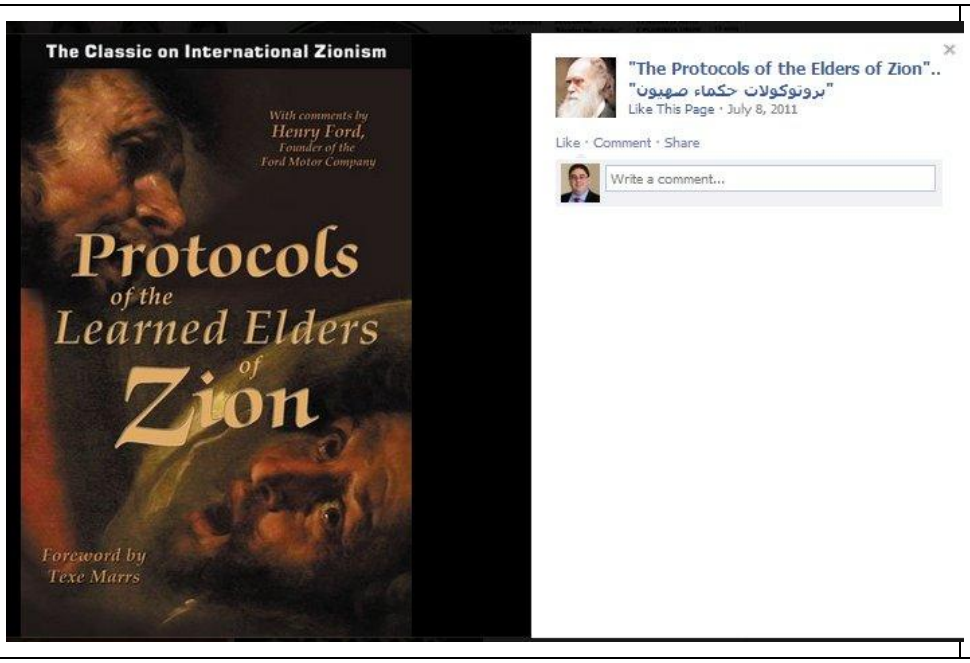
	Item 13 facebook.com/photo.php? fbid=538033272893272 fbid=525190080844258 fbid=495083223854944

	Item 13 facebook.com/photo.php?fbid=543020092394590

	Item 13 facebook.com/photo.php?fbid=570377832992149



Item 17



Item 17

facebook.com/photo.php?

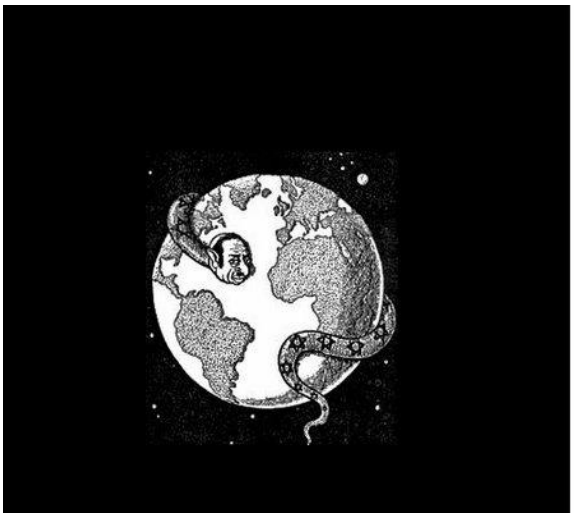
fbid=134663419949368

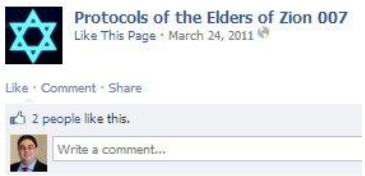
Review Items from 2012

To further our work, OHPI did not publish all of the anti-Jewish pages we found while compiling our 2012 report and the manifest discussed above. The following are some of the additional items we held back. The purpose in holding back these items was to see if Facebook would remove this content without a published report bringing them to light. Unfortunately they have not been removed, or even blocked within Australia. As before, "Yes" means the content is still online and "No" means the content was removed.

		4 October 2012		30 January 2013		1 March 2013	
ID	Address	AU	GLOBAL	AU	GLOBAL	AU	GLOBAL
18	http://www.facebook.com/Protocols.of.Zion	Yes	Yes	Yes	Yes	Yes	Yes
19	http://www.facebook.com/pages/Protocols-of-the-Elders-of-ZionThe-fact-that-the-Jews/211912328891968	Yes	Yes	Yes	Yes	Yes	Yes
20	http://www.facebook.com/pages/%D8%A8%D8%B1%D9%88%D8%AA%D9%88%D9%83%D9%88%D9%84%D8%A7%D8%AA-%D8%AD%D9%83%D9%85%D8%A7%D8%A1-%D8%B5%D9%87%D9%8A%D9%88%D9%86-%D8%A7%D8%B3%D8%B1%D8%A7%D8%B1-%D8%A7%D9%84%D9%85%D8%A7%D8%B3%D9%88%D9%86%D9%8A%D8%A9-Protocols-of-the-Elders-of-Zion/193982040639679	Yes	Yes	Yes	Yes	Yes	Yes
21	http://www.facebook.com/pages/Hitler-Animal-Rights-Activist-and-Humanitarian/463799233658128?fref=pb	Yes	Yes	Yes	Yes	No	No

Examples of content

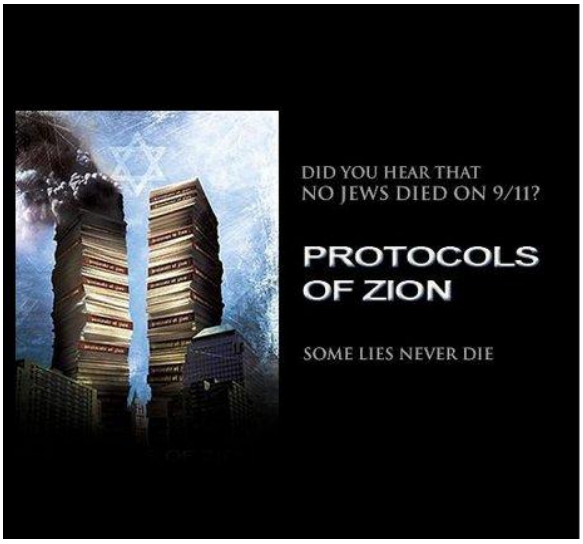


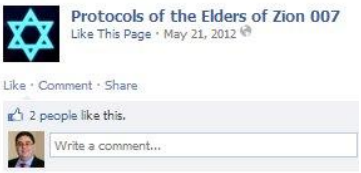


Item 18

facebook.com/photo.php?

fbid=138478492887084





Item 18

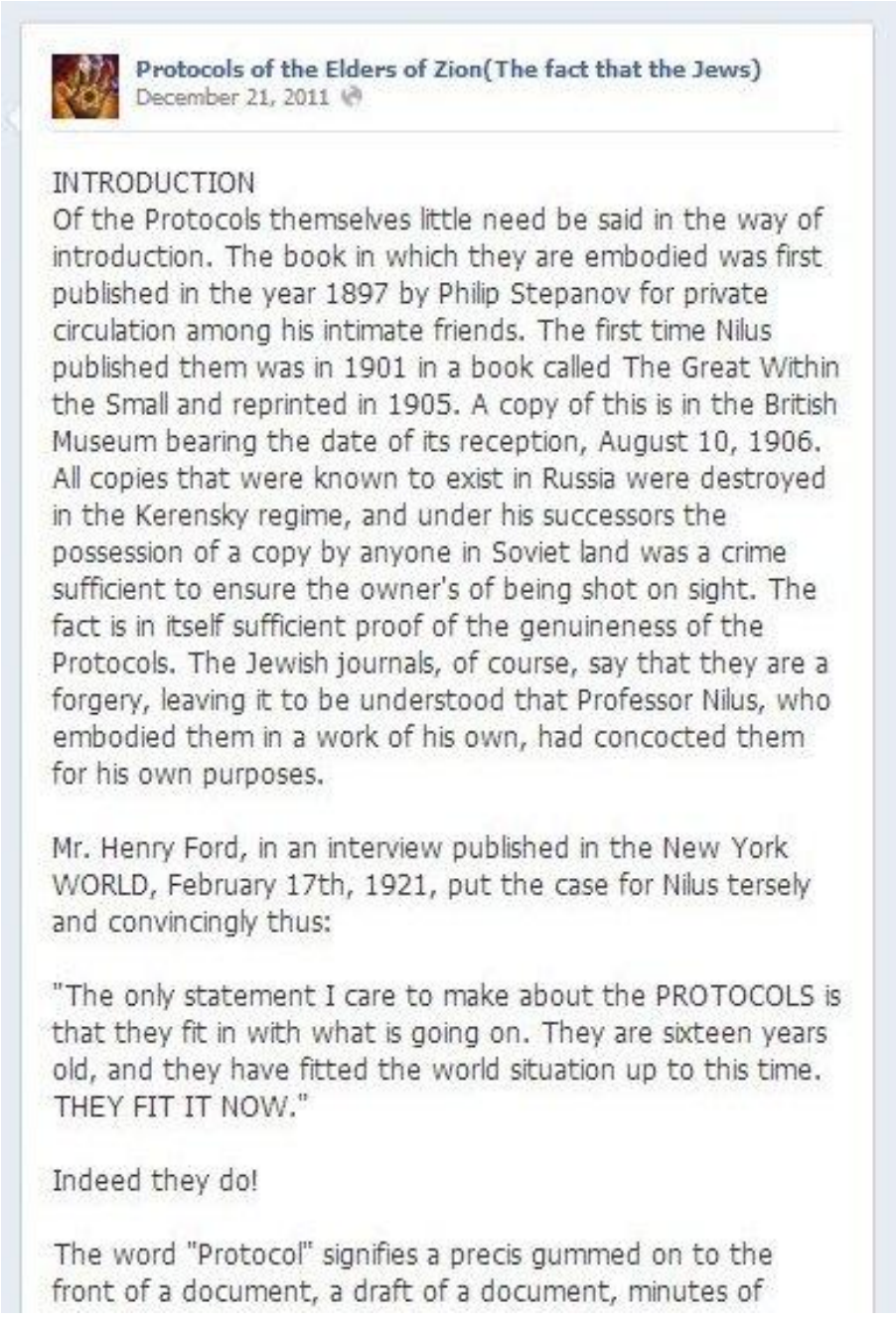
facebook.com/photo.php?

fbid=338862666181998

fbid=291772494224349

fbid=150512335017033

fbid=138478609553739



Protocols of the Elders of Zion(The fact that the Jews)
December 21, 2011

INTRODUCTION
Of the Protocols themselves little need be said in the way of introduction. The book in which they are embodied was first published in the year 1897 by Philip Stepanov for private circulation among his intimate friends. The first time Nilus published them was in 1901 in a book called The Great Within the Small and reprinted in 1905. A copy of this is in the British Museum bearing the date of its reception, August 10, 1906. All copies that were known to exist in Russia were destroyed in the Kerensky regime, and under his successors the possession of a copy by anyone in Soviet land was a crime sufficient to ensure the owner's of being shot on sight. The fact is in itself sufficient proof of the genuineness of the Protocols. The Jewish journals, of course, say that they are a forgery, leaving it to be understood that Professor Nilus, who embodied them in a work of his own, had concocted them for his own purposes.

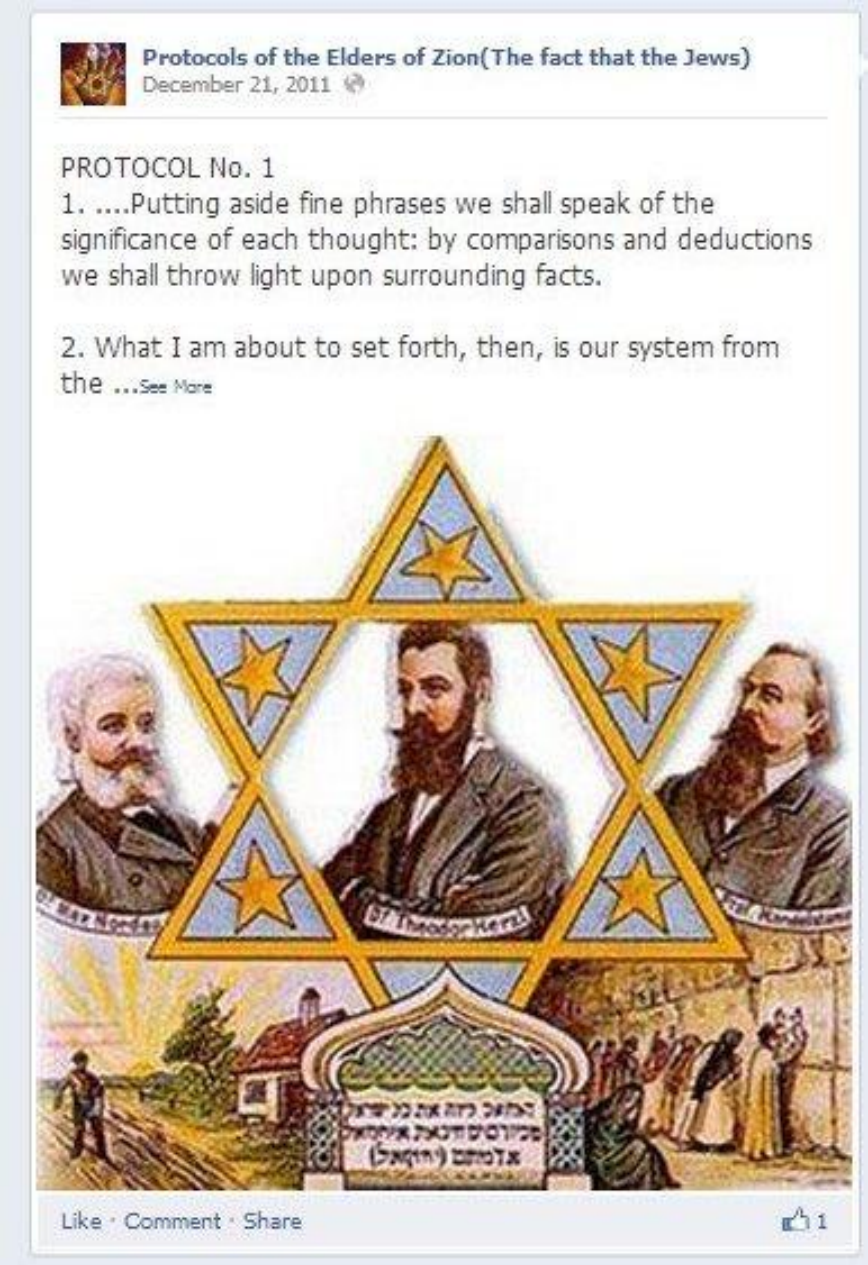
Mr. Henry Ford, in an interview published in the New York WORLD, February 17th, 1921, put the case for Nilus tersely and convincingly thus:

"The only statement I care to make about the PROTOCOLS is that they fit in with what is going on. They are sixteen years old, and they have fitted the world situation up to this time. THEY FIT IT NOW."

Indeed they do!

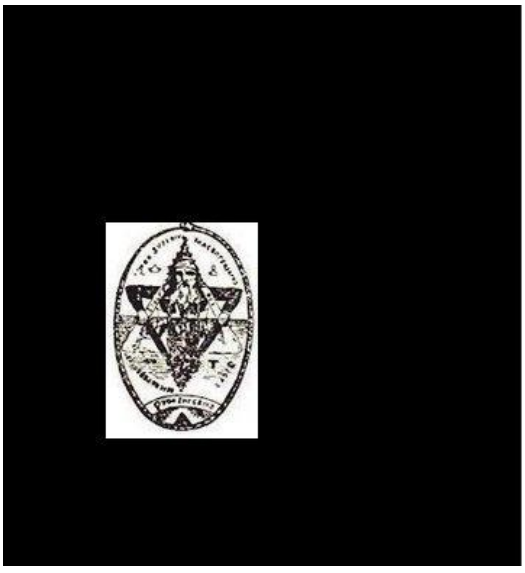
The word "Protocol" signifies a precis gummed on to the front of a document, a draft of a document, minutes of

Item 19



Item 19

facebook.com/photo.php?fbid=211935672222967



بروتوكولات حكماء صهيون اسرار الماسونية Protocols of the Elders of Zion
Like This Page · July 4, 2012

البروتوكول العاشر: وضع الدساتير المهلهلة:

• حينما تناقش مسائل توزيع السلطة، وحرية الكلام، وحرية الصحافة والعقيدة، وحقوق تكوين الهيئات، والمساواة في نظر القانون، وحرمة الممتلكات والمساكن، ومسألة سرية فرض الضرائب والقوة الرجعية للقوانين، فإنّ من غير المستحسن مناقشتها علنًا أمام العامة.. وحيثما تستلزم الأحوال ذكرها للرعاع يجب أن تنشر عنها بعض قرارات بغير مُضيّ في التفصيل، فالمبدأ الذي لا يذاع على...ًا يترك لنا حرية العمل.

• إذا أوحينا إلى عقل كل فرد فكرة أهميته الذاتية فسوف تدمر الحياة الأسرية بين الأمميين، فتفسد أهميتها التربوية، وسنعوق الرجال ذوي العقول الحصيفة عن الوصول إلى الصدارة.. إن كل من يسمون متحررين فوضويين، كل واحد منهم يجري وراء طيف الحرية ظانًا أنه يستطيع أن يفعل ما يشاء، أي أن كل واحد منهم ساقط في حالة فوضى في المعارضة التي يفضلها لمجرد الرغبة في المعارضة.

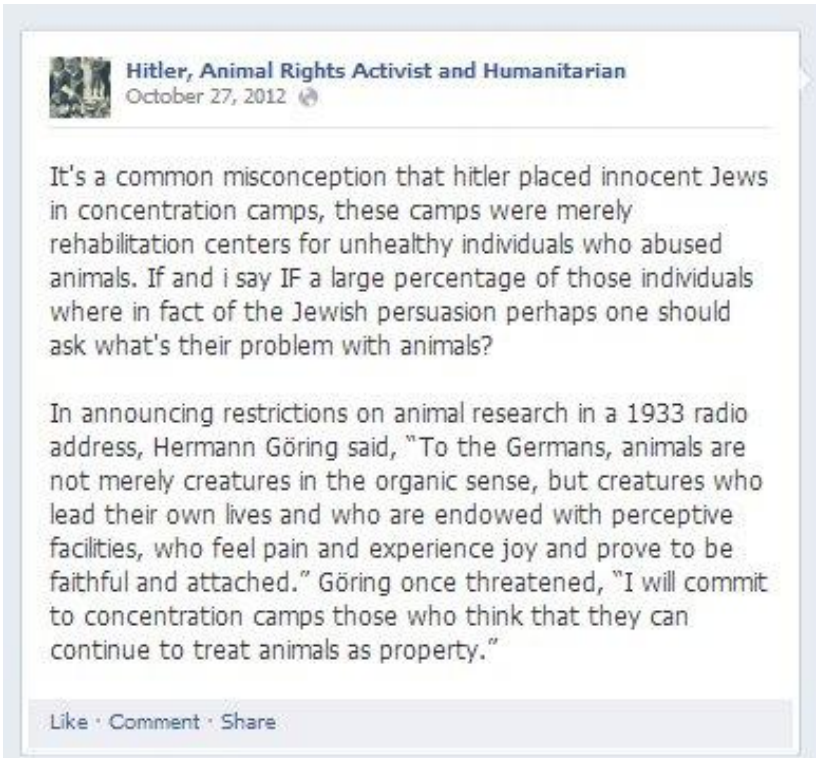
Item 20

(Arabic text is the text of part of the protocols)

facebook.com/photo.php?fbid=405165776187970

Item 20

facebook.com/photo.php?fbid=420820164622531



Item 21

NOTE: This page was removed in February 2013 after Facebook was provided with a draft of this report.

Hitler, Animal Rights Activist and Humanitarian
October 27, 2012

From a young child Hitler was bullied for his beliefs in animal welfare, most likely due to his upbringing in a majority Jewish community. Unwaveringly, Adolf persevered with his fight for change heading youth organizations commonly known as "Hitlers Youth" which gathered twice a week to discuss tactics to liberate test animals from Jewish run science laboratories. Although sometimes operating outside of the law the children's intentions were just and it was from this successful movement and with a strong following Hitler first threw his cap into the political circle.

Under heavy attack from radical Jewish extremists his entire political career, tensions finally boiled over in the year 1939 when on the 1st on September Europe's Jewish community went to war with Nazi Germany. Beginning in Poland, Jews revolted against increased animal rights legislation influenced by Adolf Hitlers vast reforms which had swept across the continent changing the very face of animal welfare for the next 70 plus years, changes which are still evident in today's modern day Germany.

The persecution of Hitler continued up until the 30th April 1945 when tragically he took his own life in his Führerbunker in Berlin. But the foundation was laid and although Hitler lost his life he won the war for animal liberation.

Like · Comment · Share

Hitler, Animal Rights Activist and Humanitarian updated their cover photo.
October 27, 2012

Like · Comment · Share

Item 21

NOTE: This page was removed in February 2013 after Facebook was provided with a draft of this report.

Item 21

NOTE: This page was removed in February 2013 after Facebook was provided with a draft of this report.

Quality Control Failures

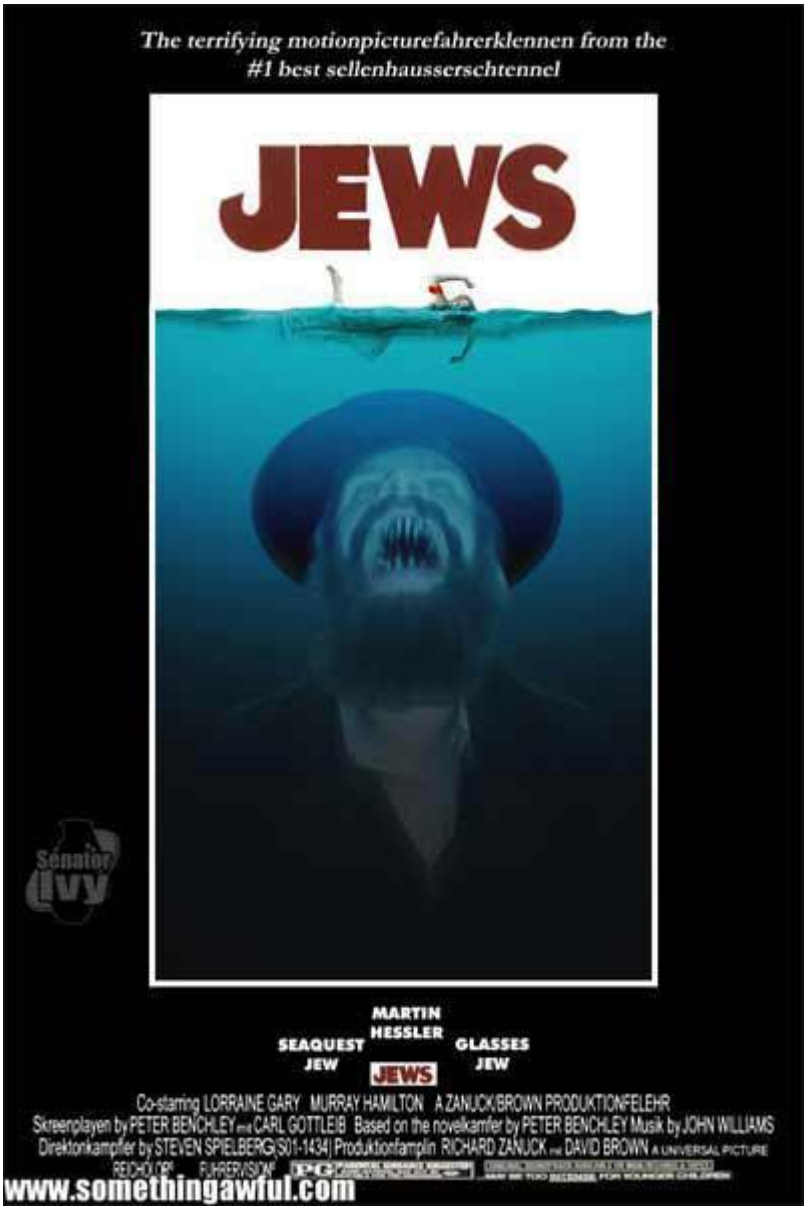
OHPI has previously highlighted how Facebook's review process for items that users report is subject to regular failure.[40] The problem is a result of insufficient training and expertise on the part of the reviewing staff. It may also be deliberate and a result of prejudices held by some reviewing staff. As far as OHPI is aware, Facebook has no quality control process to review the decisions made by front line staff. Nor is there an appeals process for a complainant who feels their complaint has been mishandled. "Yes" means the content is still online and "No" means the content was removed.

The following are some examples of complaints that were incorrect rejected by Facebook review staff:

ID	Address	Reported	Active on	
			30 Jan 2013	1 Mar 2013
22	http://www.facebook.com/photo.php?fbid=462970057076357&set=a.351787294861301.83690.351779751528722&type=1	October 4, 2012	Yes	Yes
23	Address not available. Listed as: "You reported R.I.P Hitler (Suicide Awareness)'s photo for containing drug use."	October 24, 2012	No	
24	Address not available. Listed as: "You reported R.I.P Hitler (Suicide Awareness)'s photo for containing hate speech or symbols."	October 26, 2012	No	
25	Address not available. Listed as: "You reported John Jewkilla's photo for containing hate speech or symbols."	Septmeber 26, 2012	No	
26	http://www.facebook.com/photo.php?fbid=178925045558799&set=o.258135054272319&type=1	Septmeber 25, 2012	Yes	Yes
27	http://www.facebook.com/photo.php?fbid=2733187731244&set=o.258135054272319&type=1	Septmeber 25, 2012	Yes	Yes
28	http://www.facebook.com/photo.php?fbid=402967286411621&set=a.197271860314499.42583.195473957160956&type=1	Septmeber 8, 2012	Yes	Yes
29	Address not available. Listed as: "You reported [Controversial Humor] Jewish Memes's photo for containing hate speech or symbols."	Septmeber 8, 2012	No	

[40] Andre Oboler, Facebook sanctions antisemitic content, Jerusalem Post Blogs, 10 September 2012

Examples of content

Item 22 (Rejected Report of an image)	
	Facebook's response: "Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it." Current situation: This item is still available at Facebook. The inclusion of this item in a draft of this report provided to Facebook in early February 2013 means there has been ample time for this decision to be reconsidered by senior Facebook officers. Facebook appears either unwill or unable to see the demonization of Jews in this image.

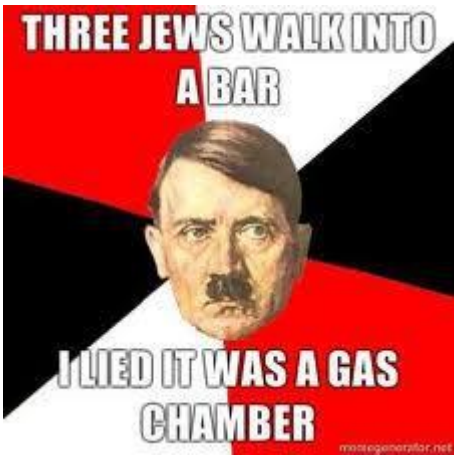
Item 23 (Rejected Report of an image)	
	Facebook's response: "Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on self-harm so we didn't remove it." Current situation: The page (and therefore all content related to it) was removed following exposure by OHPI in the press.[41]

[41] Andre Oboler, "The Hitler Shield: Mocking the Dead at Facebook", Jerusalem Post Blogs, 22 October 2012

Item 24 (Rejected Report of an image)	
	Facebook's response: "Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it." Current situation: The page (and therefore all content related to it) was removed following exposure by OHPI in the press.[42]

[42] Andre Oboler, "The Hitler Shield: Mocking the Dead at Facebook", Jerusalem Post Blogs, 22 October 2012

Item 25 (Rejected Report of an image)	
	Facebook's response: "Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it." Current situation: The user "John Jewkilla" has had their account closed, therefore the content is no longer available.

Item 26 (Rejected Report of an image)	
	Facebook's response: "Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it." Current situation: This item is still available at Facebook. The inclusion of this item in a draft of this report provided to Facebook in early February 2013 means there has been ample time for this decision to be reconsidered by senior Facebook officers.

Item 27 (Rejected Report of an image)	
 Accompanying text: “Fuck Israel ...!!! Burn this Nazi Trash”	Facebook’s response: “Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it.” Current situation: This item is still available at Facebook. The inclusion of this item in a draft of this report provided to Facebook in early February 2013 means there has been ample time for this decision to be reconsidered by senior Facebook officers.

Item 28 (Rejected Report of an image)	
	Facebook’s response: “Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it.” Current situation: This item is still available at Facebook. This item was included in the draft of this report provided to Facebook in early February 2013. Despite ample time for reconsideration, the image advocating genocide remains. Also at: facebook.com/photo.php?fbid=524885040874762 (Report item 13)

Item 29 (Rejected Report of an image)	
	Facebook's response: "Thank you for your report. We carefully reviewed the photo you reported, but found it doesn't violate our community standard on hate speech so we didn't remove it." Current situation: Jewish Memes page was removed following press coverage and complaints to the Australian Human Rights Commission by the ECAJ.[43]

[43] Timna Jacks, The Australian Jewish News, 21 September 2012, page 4

New Pages, January 2013

The problem of antisemitic content on Facebook is an ongoing one. The following is a new manifest of antisemitic pages compiled by the Online Hate Prevention Institute and the Executive Council of Australian Jewry, all pages were available in Australia as at January 30th 2013, a few have since been removed.

ID	Address	30th Jan	1 March
30	http://www.facebook.com/pages/Jew-Town-aka-Garden-City-News/190685804298985?fref=ts	Yes	Yes
31	http://www.facebook.com/1jewcoin?fref=ts	Yes	No
32	http://www.facebook.com/ripfuhrever	Yes	No
33	http://www.facebook.com/pages/RIP-Hitler/295326953907135?fref=ts	Yes	No
34	http://www.facebook.com/#!/RememberAdolf?fref=ts	Yes	Yes
35	http://www.facebook.com/cloroxisthebestflavor	Yes	No
36	http://www.facebook.com/LetsPlayMeincraft	Yes	No
37	http://www.facebook.com/groups/146306195415523/	Yes	No
38	http://www.facebook.com/pages/100-concentrated-orange-jews/446147515417794	Yes	No
39	http://www.facebook.com/pages/Shit-jews-never-ever-say/396988277045520	Yes	No
40	http://www.facebook.com/pages/Jews/147842415136	Yes	Yes
41	http://www.facebook.com/IHateIsraelnotJews	Yes	Yes
42	http://www.facebook.com/dontcookme ("A bunch of Jews")	No	No
43	http://www.facebook.com/pages/Jews/129149404385	No	No
44	http://www.facebook.com/ihavethebiggestovenever	No	No
45	http://www.facebook.com/pages/Free-pork-a-jews-biggest-dilemma/133212990102444	No	No
46	http://www.facebook.com/hat.Jews	Yes	Yes
47	http://www.facebook.com/NoJewsInLibya	No	No*

Examples of content

Item 30

The object here is to the name.

This page has not been renamed.

Item 31

This page was removed after Facebook was provided with a draft of this report.

Item 32

This page was removed after Facebook was provided with a draft of this report.

Item 32

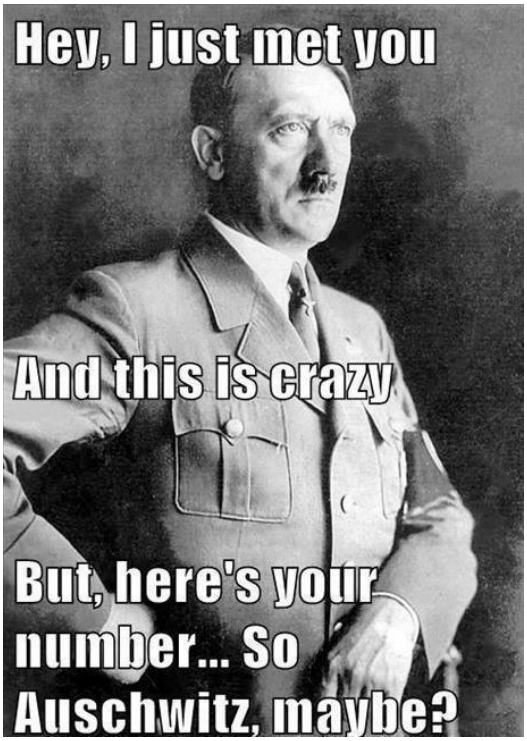
This page was removed after Facebook was provided with a draft of this report.

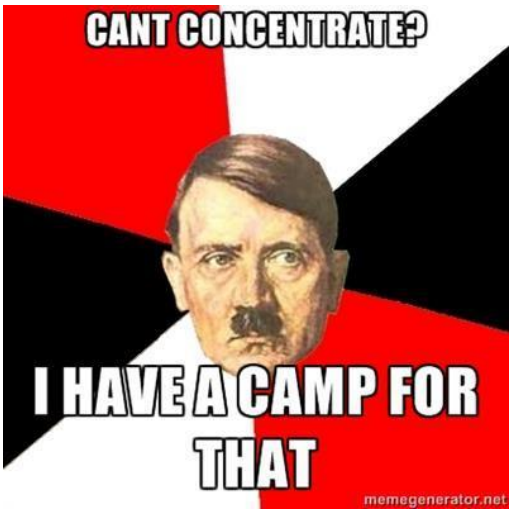
Item 32

This page was removed after Facebook was provided with a draft of this report.

Item 33

This page was removed after Facebook was provided with a draft of this report.

	Item 33 This page was removed after Facebook was provided with a draft of this report.

	Item 33 This page was removed after Facebook was provided with a draft of this report.

Item 34

This content is still available on Facebook. This particular image mocking the death of Jews in the Holocaust can be seen at facebook.com/photo.php?fbid=309901222464919

Item 34

This content is still available on Facebook. This particular image of Anne Frank, one of the most recognisable victims murdered in the Holocaust, can be seen at: facebook.com/photo.php?fbid=304693459652362

Item 35

This page was removed after Facebook was provided with a draft of this report.

Item 35

This page was removed after Facebook was provided with a draft of this report.

Item 36

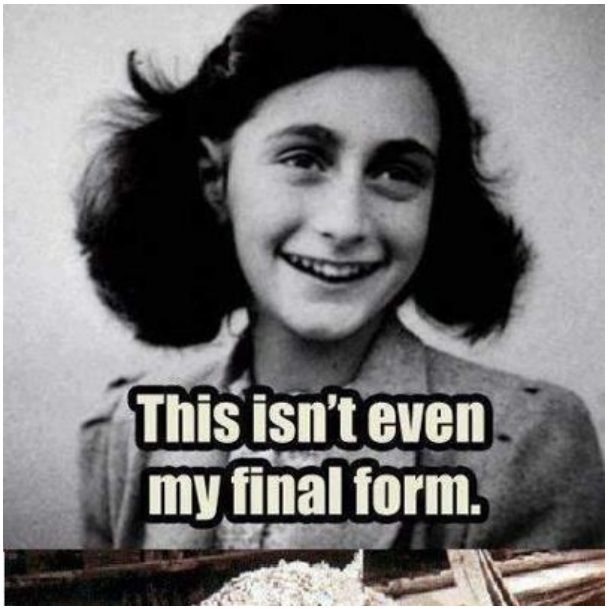
This page was removed after Facebook was provided with a draft of this report.

Item 36

This page was removed after Facebook was provided with a draft of this report.

Item 37

This page was removed after Facebook was provided with a draft of this report.



Item 38

This page was removed after Facebook was provided with a draft of this report.

Item 38

This page was removed after Facebook was provided with a draft of this report.

Item 39

This page was removed after Facebook was provided with a draft of this report.

Abubakar Burhan
I LOVE HITLER AND HOLOCAUST WAS BEST THING THAT HAPPEN IN WORLD
Like · Comment · September 18, 2012 at 5:27am

Item 40

This page is still up and the comments it attracts include praise for the murder of Jews in the Holocaust.

Having a public page presenting "Jews" is an invitation for attacks. This would not be such a problem if the page were properly managed, however, even then it would be a "generic" page, something against Facebook policy.

Item 41

This image has been removed, but the page "I Hate Israel not Jews" remains.

A new image is below.

This image has also been edited and reused by Item 6

http://www.facebook.com/photo.php?fbid=497791786918816&set=pb.193096367388361.-2207520000.1362103932

Item 41

The page "I Hate Israel not Jews" remains active, although the example above which was included in our draft report was removed.

This new image (uploaded February 15 2013) is however still active. A page promoting hate, be it on the basis of religion, ethnicity or nationality is bound to attract hate speech. When hate enters the conversation, the discussion has lost any value it may otherwise provide.

This page should be closed, as should any other pages set up to promote hate against countries, nationality, ethnicity or religion. The advocacy of hate crosses the line from legitimate debate over policy, doctrine, or ideology – it is self declared hate speech and breaches the terms of service. It should be removed.

http://www.facebook.com/dontcookme

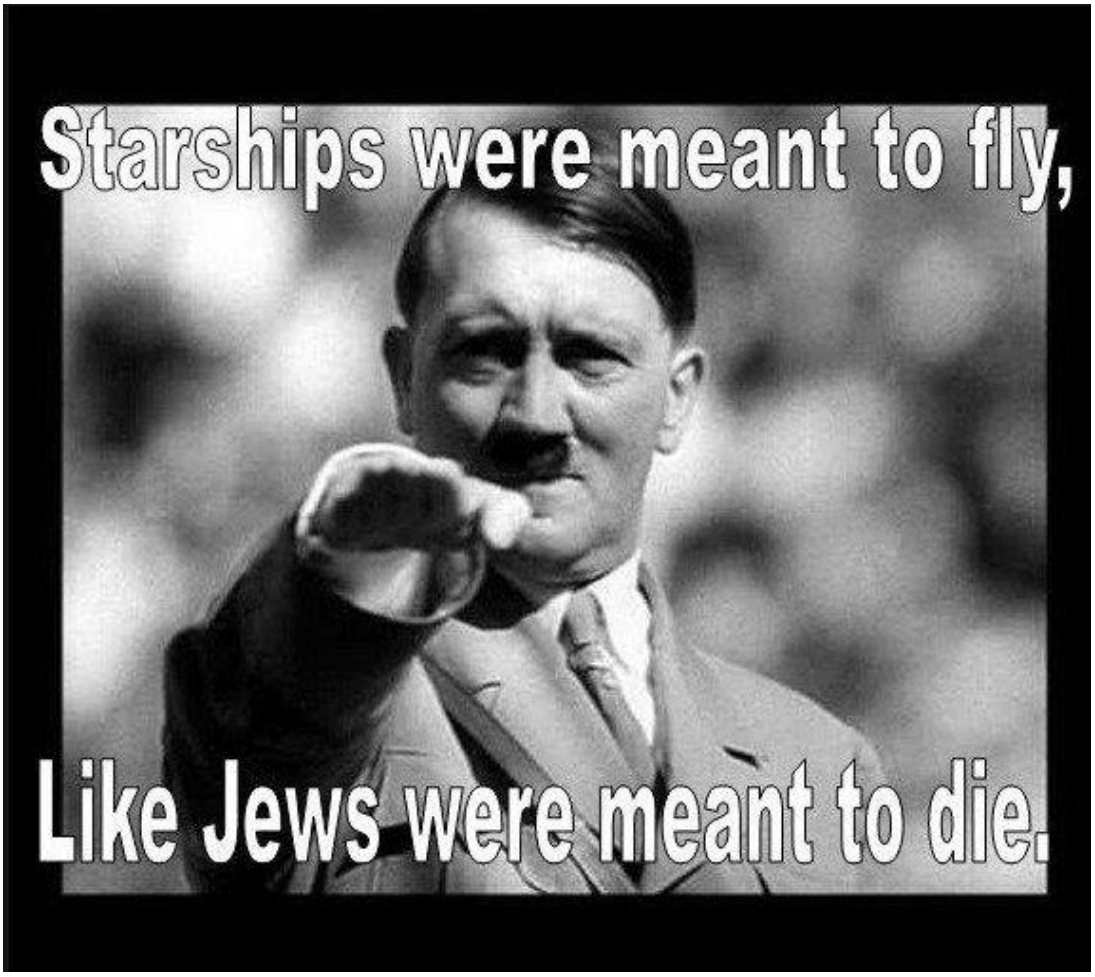
Item 42

This page was removed after Facebook was provided with a draft of this report.

http://www.facebook.com/ihavethebiggestovenever

Item 44

This page was removed after Facebook was provided with a draft of this report.



Item 44

This page was removed after Facebook was provided with a draft of this report.

Item 45

This page was removed after Facebook was provided with a draft of this report.

Item 46

The page at address “Hat Jews” (a typo on “hate Jews”) remains active.

This is despite Facebook being notified of this page in early February 2013 when they received a draft of this report.

Item 46

This more recent example from the "Hat Jews" page which Facebook was notified about and failed to remove contains comments calling for Mark Zuckerberg to be beheaded.

These comments come from someone visiting the page rather than from the page administrator, though like Item 41, in a page calling for hate it is unsurprising that hate is found.

This item can be resolved by renaming the page and changing its address. The page itself has no reason to refer to either Israel or Jews.

This item also highlights the need to look at complaints holistically. The combination of the page address, the page's post and the fan's reply need to be considered together in assessing this content.

OHPI urges Facebook to take immediate action to remove this call to murder.