‘Don’t ban, but have a fun’
MIL tackling hate, intolerance, exclusion, and radicalization
Kaunas, October 24-25, 2018
The Challenges

• FoE v the Right not to be discriminated
  - GTTO Belgium Case / Choudary/ S Bannon
  - Censor? Report minimally (with care)? Mock? Ridicule?

• Facts v Emotions: questioning the impact of MIL

• Current Global political and social climate

• Reading the news
Can MIL make you happier?

News is bad for you – and giving up reading it will make you happier

News is bad for your health. It leads to fear and aggression, and hinders your creativity and ability to think deeply. The solution? Stop consuming it altogether.
Game of Trolls

- Taking the common narratives used against religious groups on social Media, matched them with MDI Resources

- FB Create Against Hate help a campaign with a creative agency

- 3 videos with tips shared on FB and IG using ad credit from FB.
How did it go?

• We recruited ‘positive trolls’ to help us counter and nudge a more positive dialogue
• Pushing more positive narratives
• We had haters but organic helpers sometimes came to our aid
• We gathered some of the positive comments and put them together in a video
Results

- Huge reach among young people in the UK
- Over 3.5 million reach overall (3 videos plus rounder video).
- Rounder video translated into German, French, Greek and Hungarian.
Boris Johnson I

• Former Secretary of State, MP and journalist Boris Johnson caused controversy with his comments: ‘bank robbers’ or ‘letterboxes’
Boris Johnson II

- When they are ridiculous we use other instruments apart from crowning him ‘Troll of the Month’.

- We got quite a response
Media Monitoring Video

• Conducting monitoring in 6 countries with 7 partners and using the same methodology (mainstream and social media)

• Want to teach young people the concepts of monitoring the media with our accessible methodology so we made three videos
  • https://www.facebook.com/getthetrollsout/videos/1825744330836682/

• Over 10,000 people have watched the video so far
Origo I

• Publication in Hungary known for taking articles from other countries that support their anti-immigration narrative or lacking sources for some.

• The headline in question was “Journalist: According to Egyptian Muslims, Christian women can be raped”
So we reacted with a meme to sum up Origo’s editorial position to young people.
SCHILD EN VRIENDEN Outcome

So far - Troll of the Month .....
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