Annex 1: Case studies

Example 1:
For several months, B. displays a huge nationalist party flag on his social media profile and comments as "Islam out of my country - Protect our people". He posts photos with the symbol of a crescent and star in a prohibition sign. He spreads this information through social media and his personal website.

Example 2:
A. writes a publication in which he not only demonstrates that the Holocaust has never happened, but also supports aggressive opinions towards Jewish people. A. shares this publication on his personal blog and on several websites which display explicit anti-Jewish comments. A. spreads this content also through online wikis and presents it as scientific knowledge about the Holocaust.

Example 3:
An article in one newspaper by a leading journalist close to the leading political party in country X. calls Roma people "animals" and calls for their elimination by any means. Many comments agreeing with this echo in the forum linked with the online version of the newspaper. The newspaper fails to present any excuses for this behaviour. Other articles appear online supporting this tone and position. Forum discussions multiply.

Example 4:
A campaign starts online demonstrating that the economic crisis in the country is due to the presence of migrants and refugees. Photos with refugees seen as aggressive and drawings in which they are depicting in humiliating situations that show how they steal the jobs of the people from the country circulate online on social media. Misinformation is spread and incomplete statistics demonstrating that immigrants are a problem and are violent people are spread through Internet websites.

Example 5:
Comments online posted on forums of newspapers relating to the fact all foreigners in a country do not have any right to be in that country. Comments incite to violence towards them because they do not have "white" blood.

Example 6:
Videos appear online demonstrating that LGBT people are deviant and sick and should be kept away from society because they destroy traditions and the continuity of the nation. Recourse to psychiatric research is used, but data are nevertheless selectively used and inconsistently quoted. Videos with families presenting themselves and their children as victims of a society where LGBT threaten traditions are shown online.

Example 7:
A football game is interrupted due to insults and screams by supporters against one of the players whose skin is black. The video of the interruption goes online and is spread widely. Racist comments are echoed on several websites. Supporter groups present themselves as victims of censorship.

Example 8:
An advertisement for Blue Jeans has circulated on the Internet for some time. It shows a scene where a woman is surrounded by men. The scene has sexual implications. However, the overall impact and most likely takeout of the scene is that it is suggestive of violence and rape. In one country, several organisations complained the images are depicting a woman looking as a victim of a sexualised form of violence. The news about this case on the Internet attracted a lot of comments, many of them reinforcing the idea that women are things men can play with and be violent with.

Example 9:
A politician accuses Muslims of being the main cause for crimes against white girls. He appeals to common knowledge and a few "telling" examples. The video linked to the article attracts many comments, of a racist and violent nature. This speech is quoted by other people who support the same view and presented as a respectable and informed opinions.

Example 10:
Videos about violent conflicts in the past between 2 countries remain on a video channel online. Many comments are added with an insulting tone to the other country. From time to time, debates of a highly insulting tone start among people belonging to the two communities.

Example 11:
Music with nationalist content is spread through a music channel online. Some songs provoke people to violence towards each other, because they were part of different ethnic groups which had violent conflicts in the past.

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