

Critical thinking: the way to combat hate speech

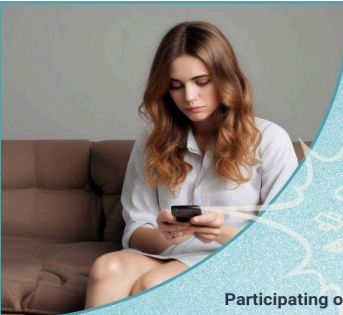
Any offensive language and hate speech on social media can be harmful to those who are affected. Helping people, mainly the younger generation, to develop critical thinking as well as providing them support, is crucial when dealing with this phenomena which poses a threat to democratic values and equality. International project ScrollOff aims to offer this twofold support and combat social media platforms promoting unhealthy gender standards and misogynistic rhetoric.

THE ISSUES

According to the IMS (2023), the pervasive influence of social media contributes to the growth of problems related in particular to the proliferation of **offensive language and hate speech**, including misogyny, often disguised in various contexts. These harmful messages, freely disseminated through social media platforms, particularly **affect young men**, who are vulnerable to persuasive narratives that normalise sexual harassment and toxic masculinity. As a result, such information and discourse not only perpetuates gender-based hate speech, but also **threatens democratic values and equality**.



1st NEWSLETTER
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ScrollOff!

ScrollOff enhances youth workers' skills in combating gendered hate speech and misinformation on social media through innovative tools like the KeyBook and ScrollOff portal.

Participating organizations stand to gain increased expertise, improved reputation at the European level, and enhanced operational capabilities.

The project fosters multi-agency collaboration, effective prevention measures, and contributes to a more inclusive and sustainable Europe by addressing crucial issues surrounding hate speech and disinformation.







HOW TO TACKLE THEM?

The ScrollOff project aims to promote **critical thinking** and **raise awareness of gender equality and human rights violations** on social media and beyond. It proposes an **innovative approach** using the links between youth workers and young people to tackle misinformation about inequality and hate spread on social media. **Youth workers will be taught about the different derogatory terms** that circulate through social media profiles and will be **trained on the methods to provide support to victims** of disinformation as well as to victims of gender-based hate and violence.

It will also **develop an online platform** that will contain **educational materials** for youth workers as well as a **support group channel** where young people could reach out to a youth worker and require support. Lastly, the project partners will **develop policy briefs** to be distributed to public institutions, youth organisations and other stakeholders.

Let's stop the misogynistic rhetoric, aggressive behaviour and misinformation on the networks.

As part of an international project we are preparing:

-  **A KEYBOOK** focusing on derogatory terms used to spread misogyny
-  **ONLINE PORTAL** - a platform containing training materials for youth workers, related research, support groups for victims of misogynistic behaviour online and a safe space for discussion
-  **WORKSHOPS** for youth workers
-  **STRATEGIES AND TOOLS** to eradicate hate speech in the online space at the level of policy documents

Would you like to know more or be part of it?

[VISIT THE PROJECT WEBSITE](#)

WHO IS BEHIND THE PROJECT

This project is co-funded by European Union in programme Erasmus+ and six organizations from Sweden, Ukraine, Cyprus, Greece and Czech Republic are involved in its implementation:

- [Internationella Kvinnoföreningen](#)
- [HOGSKOLAN HALMSTAD](#)
- [The Hive](#)
- [Stando Ltd.](#)
- [NGO "Non-formal education for youth"](#)
- [Business & Professional Women CR](#)

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Empowering youth to combat gender based disinformation and hate speech spread through social media (ScrollOff)

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