



Press Release

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Addressing Gender Hate Speech: International ScrollOff Project Partners Set to Finalize Reference Keybook and Learning Materials

23 July 2024

The partners of the groundbreaking ScrollOff project have announced the completion of their research phase and are now gearing up to prepare a comprehensive reference keybook alongside other essential learning materials. The primary objective of this initiative which kicked off at the beginning of this year is to equip individuals, especially the youth, with critical thinking skills to effectively counter hate speech and offensive language prevalent on social media platforms.

In an era where hate speech and derogatory language have become alarmingly widespread on social media, the significance of empowering individuals to develop critical thinking abilities cannot be overstated. The two-year ScrollOff project funded by the European Union operates with a dual focus, aiming to provide crucial support and foster critical thinking skills among individuals to address the prevalent issue of unhealthy gender norms and misogynistic rhetoric being perpetuated on various social media platforms.

Recent studies, such as the report by the International Media Support in 2023, highlight the concerning rise of hate speech and offensive content on social media, with a particular emphasis on the normalization of misogynistic ideas and harmful narratives, especially impacting vulnerable young men. These detrimental messages not only reinforce gender-based hate speech but also pose a significant threat to democratic values and equality.

All the partners have now completed the extensive qualitative research in their respective countries in which they interviewed tens of young individuals between 18-30 years of age and experts, such as psychologists, teachers, social workers, activists and others. Collected data and their analysis will serve as a basis for development of reference keybook and a portal.

The project introduces an innovative strategy that leverages the collaboration between youth workers and young individuals to combat misinformation and hate speech online.

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

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Youth workers will receive specialized training on identifying derogatory terms circulating on social media platforms, offering support to victims of disinformation and gender-based violence.

In addition to equipping youth workers with essential skills, the ScrollOff project will develop an online platform housing educational resources for youth workers and establishing a support group channel for youth seeking assistance. Furthermore, the project partners will craft policy briefs aimed at public institutions, youth organizations, and other stakeholders to raise awareness and advocate for policy changes in combating hate speech.

If you wish to learn more about the ScrollOff project or express your interest in participating, kindly visit [the project website scrolloff.eu](https://scrolloff.eu) for further information.

About the Project and Partners:

The ScrollOff project is co-funded by the European Union through the Erasmus+ program and involves the collaboration of six esteemed organizations from Sweden, Ukraine, Cyprus, Greece, and the Czech Republic. The consortium comprises:

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

Stay tuned for further updates on the ScrollOff project as we work towards a safer, more inclusive online environment for all. You can also follow us on [Facebook](#) and [Instagram](#).