

# Monitoring online hate in Malmö

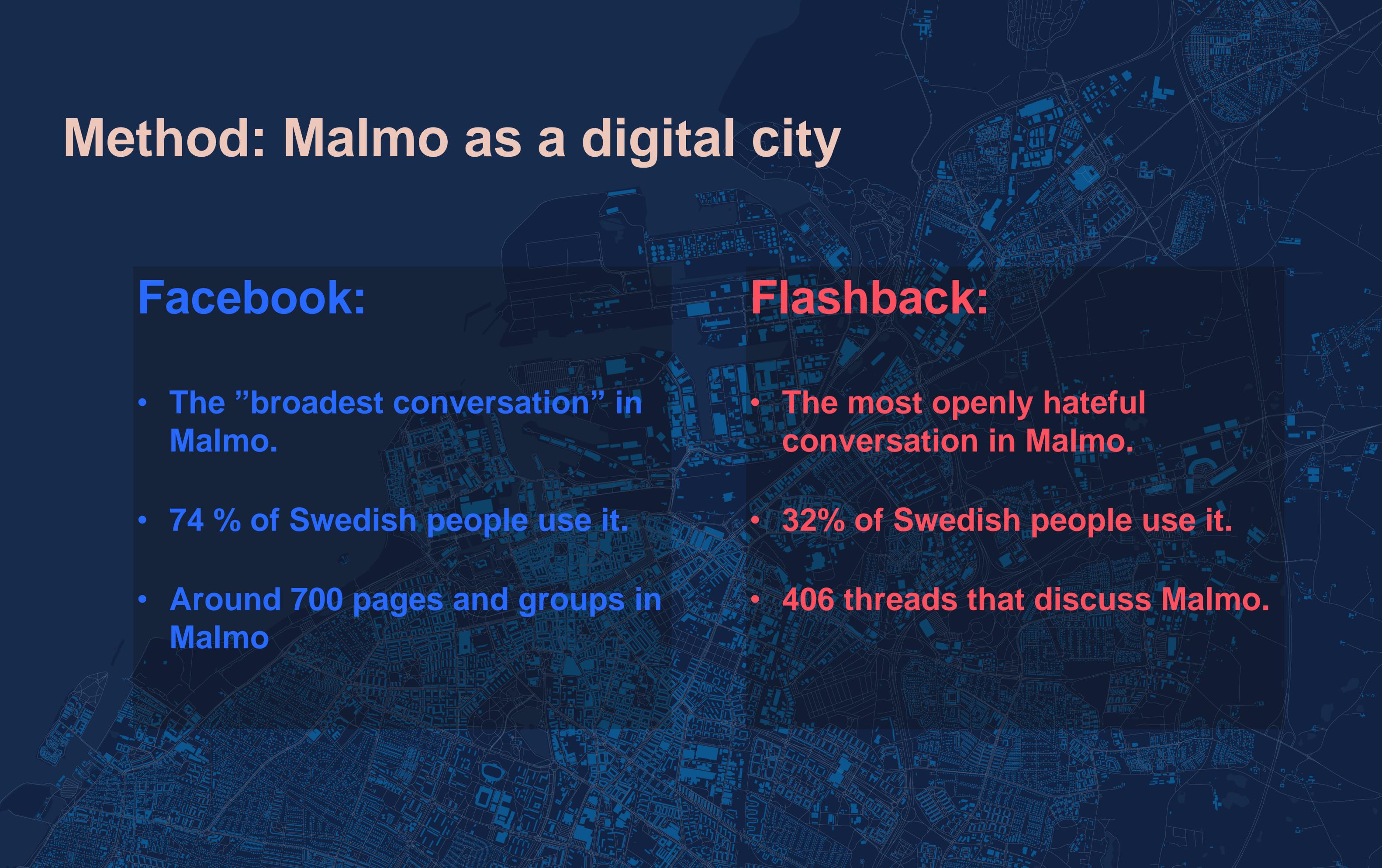


Analyse & Tal



# Method: This is how we analyzed the digital city

# Method: Malmö as a digital city



## Facebook:

- The "broadest conversation" in Malmö.
- 74 % of Swedish people use it.
- Around 700 pages and groups in Malmö

## Flashback:

- The most openly hateful conversation in Malmö.
- 32% of Swedish people use it.
- 406 threads that discuss Malmö.

# Method: This is how we identified online hate



MANUAL  
CODING OF:  
**31.500**  
COMMENTS



DEVELOPMENT  
OF HATE  
ALGORITHM



AUTOMATED  
CODING OF  
**255.000**  
COMMENTS



IDENTIFICATION  
OF **17.000**  
HATEFUL  
COMMENTS

Aggregated behavior **NOT** Individuals

Malmö digital city **NOT** National online activity in Sweden

Preventive work **NOT** Investigation



# HATE IN MALMO:

Online hate is connected with  
offline events

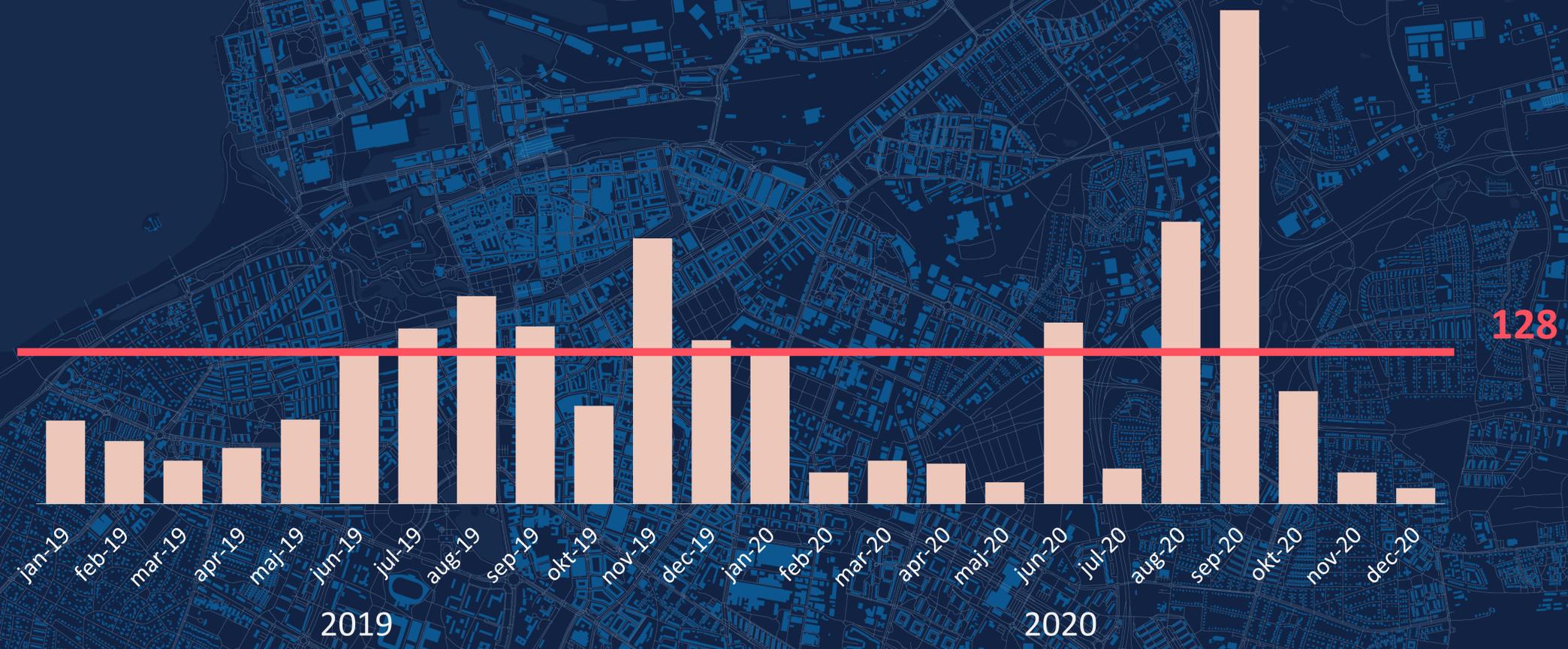
# Hate and offline events in Malmo

**Almost everything that happens in Malmo is discussed online**

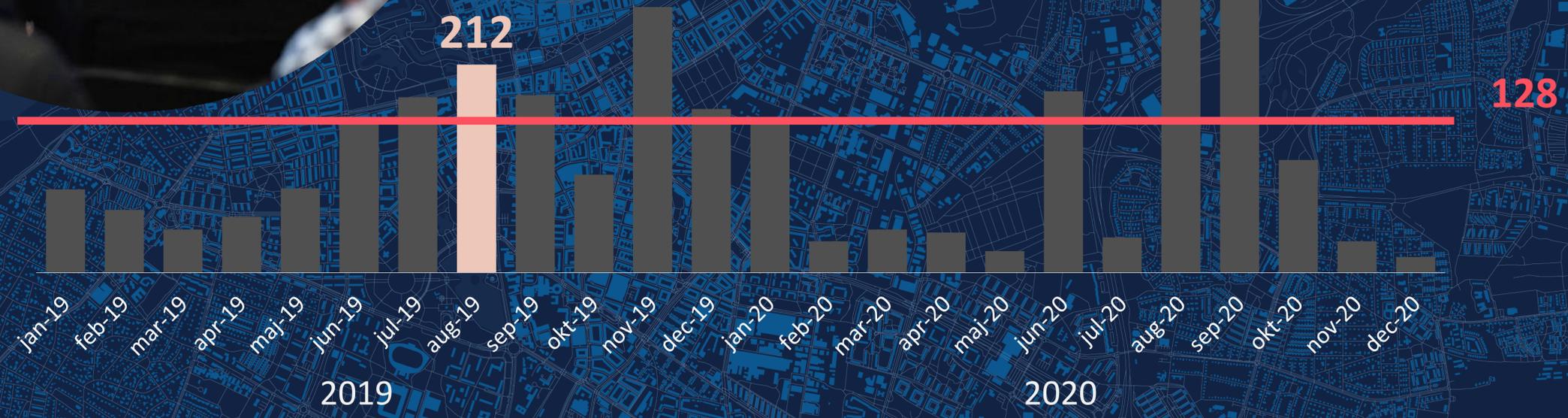
**Violent events and crime lead to heated discussions and strong emotions in the digital city.**

**These discussions spark hatred.**

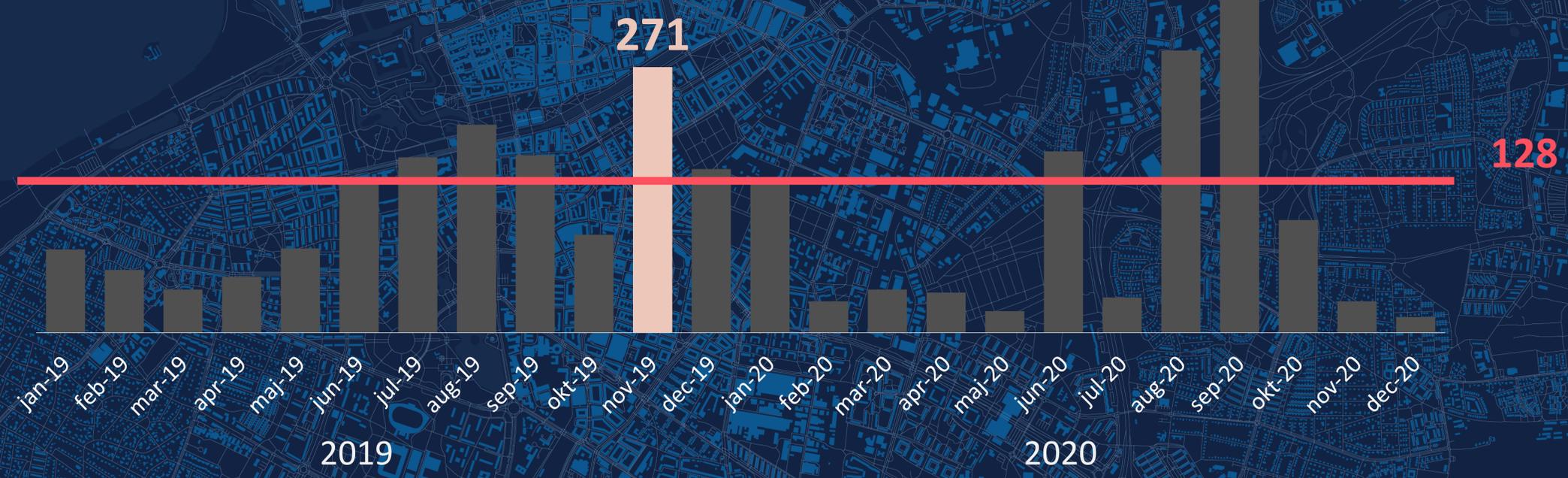
# The level of hate is clearly connected to offline events



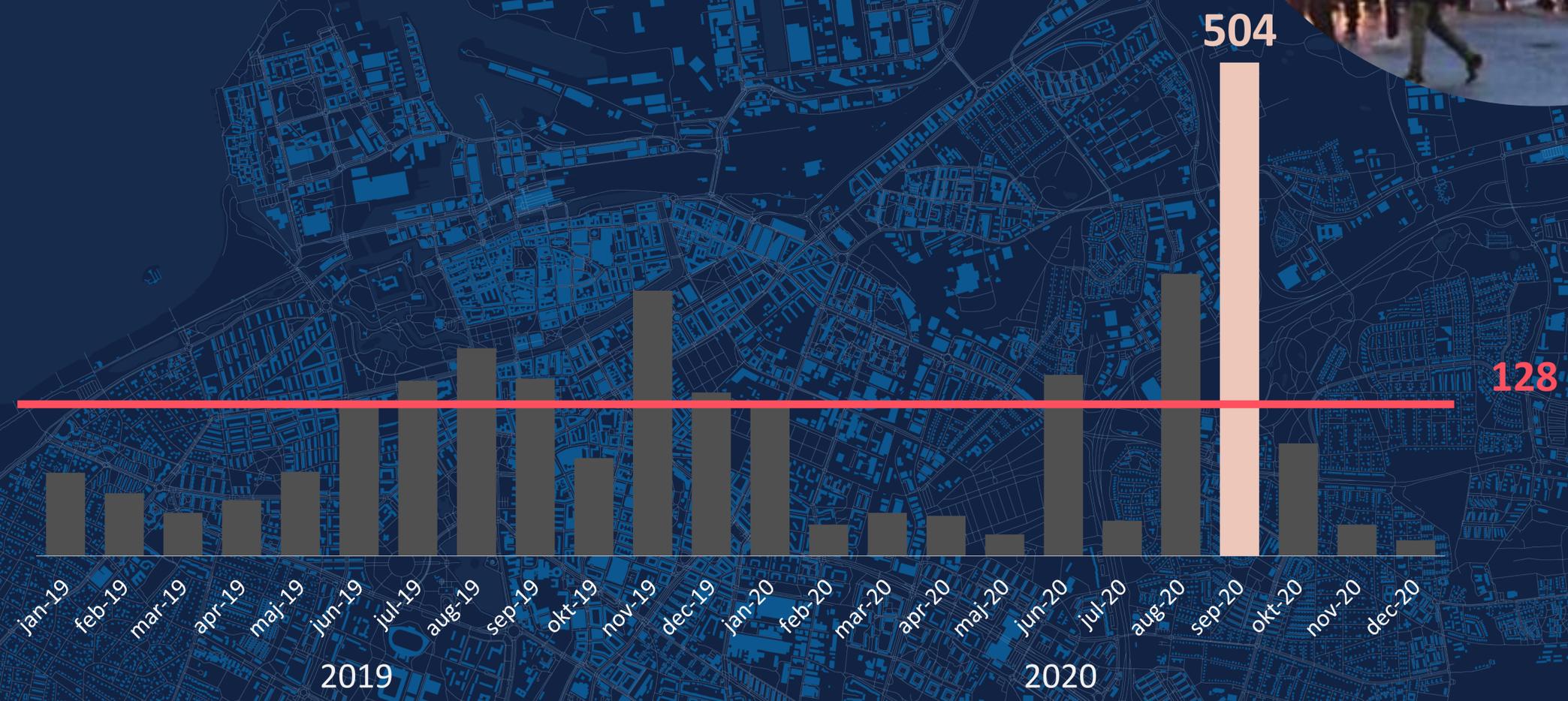
# The murder of Karolin Hakim



# Möllan Pizza shooting



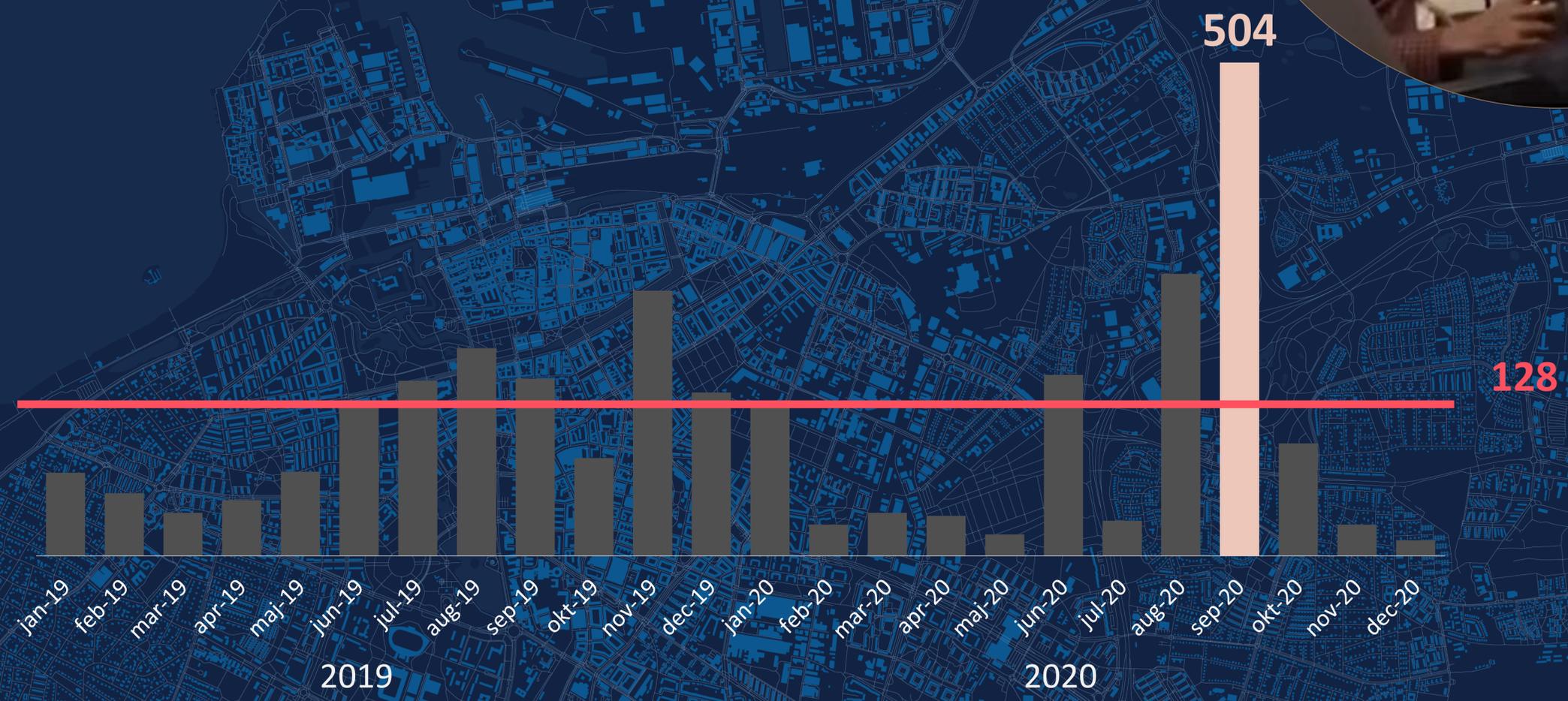
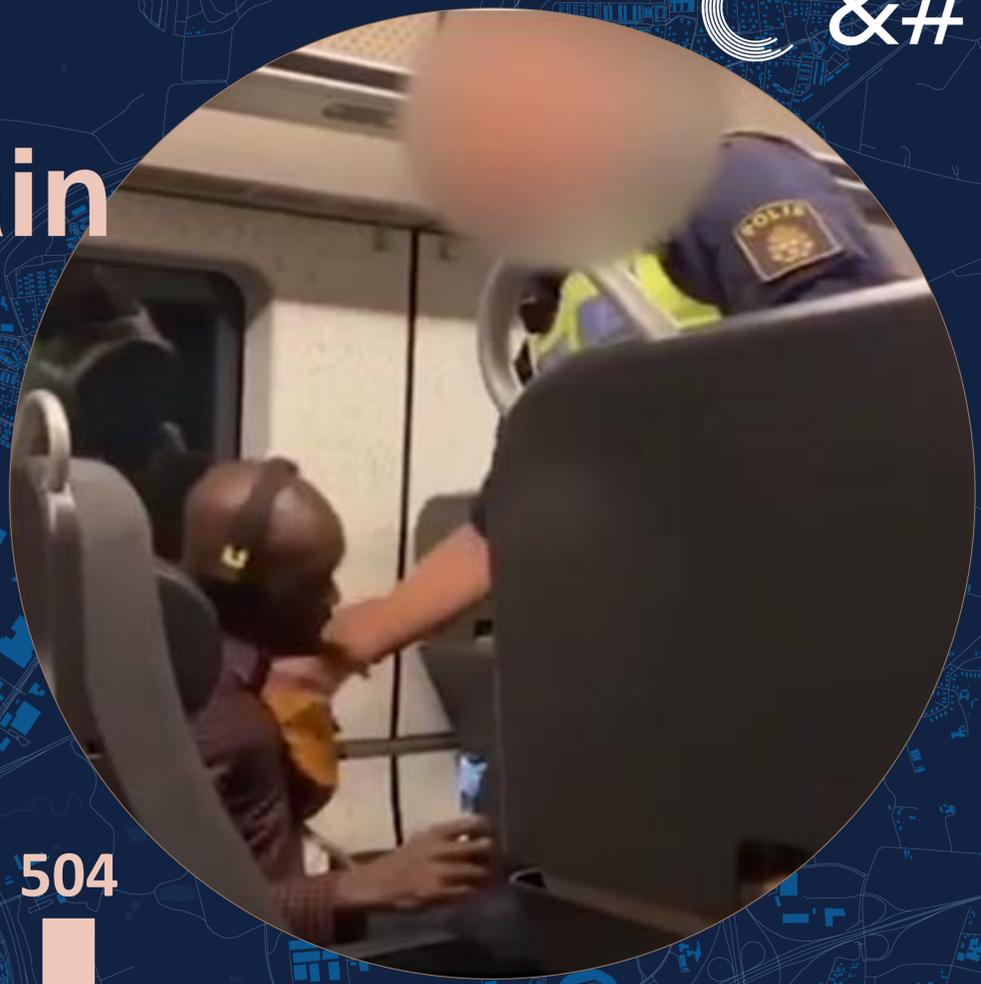
# Burning of the Quran and subsequent riots



128

504

# Benjamin Antwi is pulled off the train by police





**This is what the hate in  
Malmö looks like**

**#1 The level of hate**

**#2 Victims of the hate**

**#3 The types of hate**

**#4 Where is the hate**

# There is a significant level of hate in the conversation in Malmo on Flashback and an 'average' level on Facebook



Flashback



Facebook

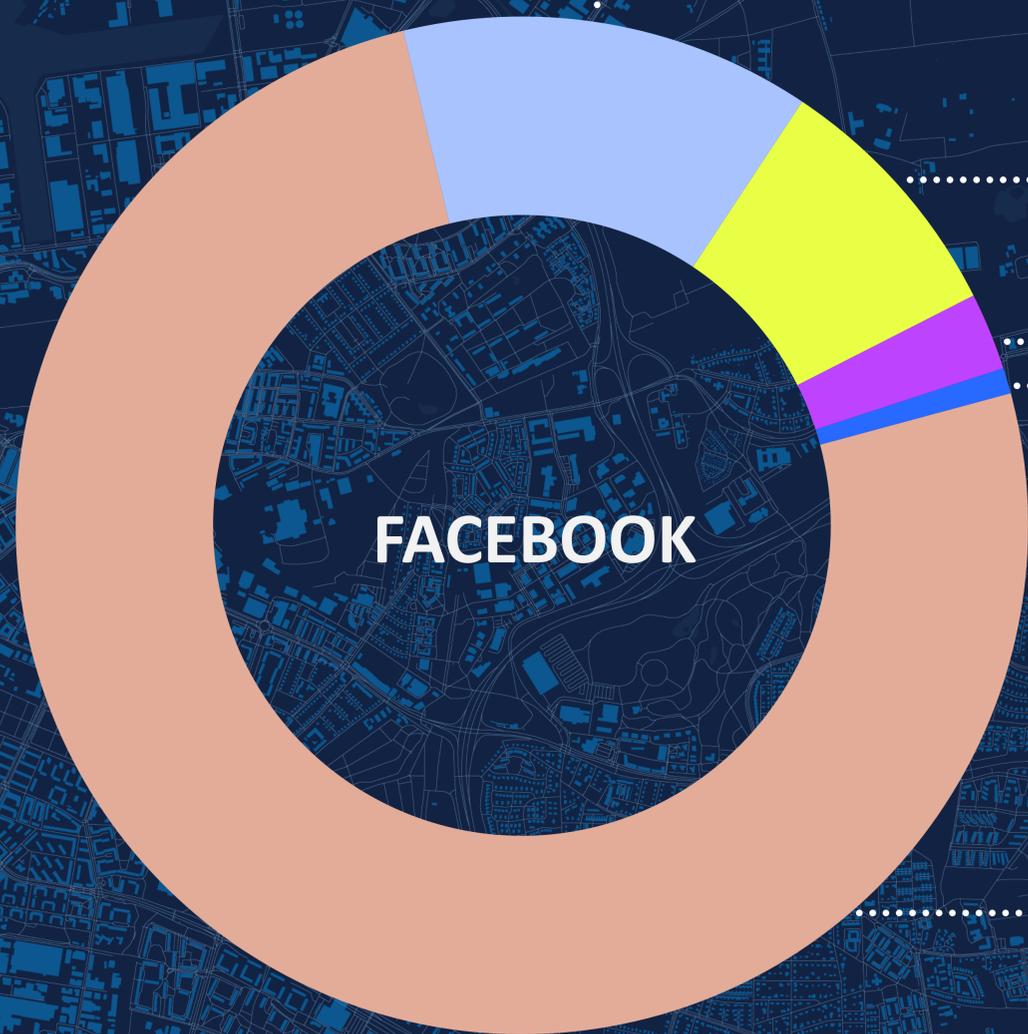
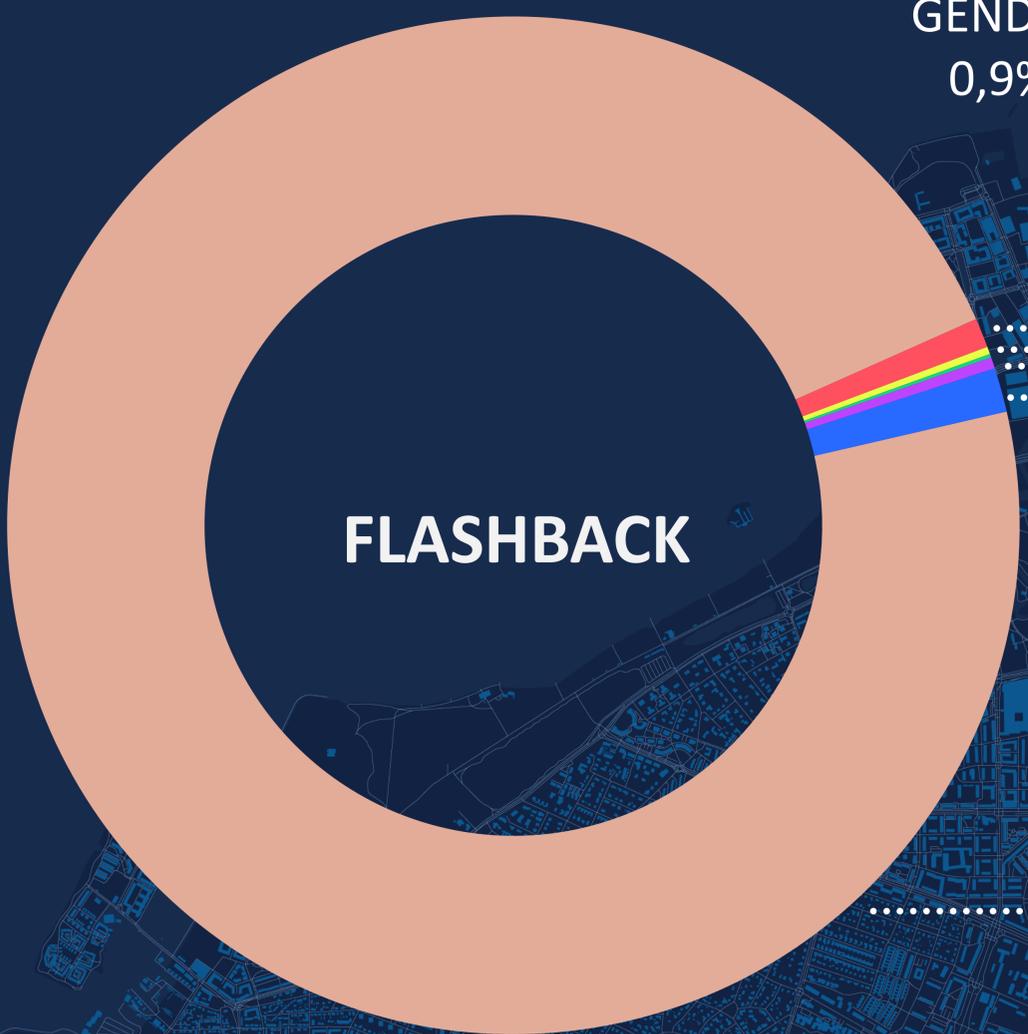
#1 The level of hate

#2 Victims of the hate

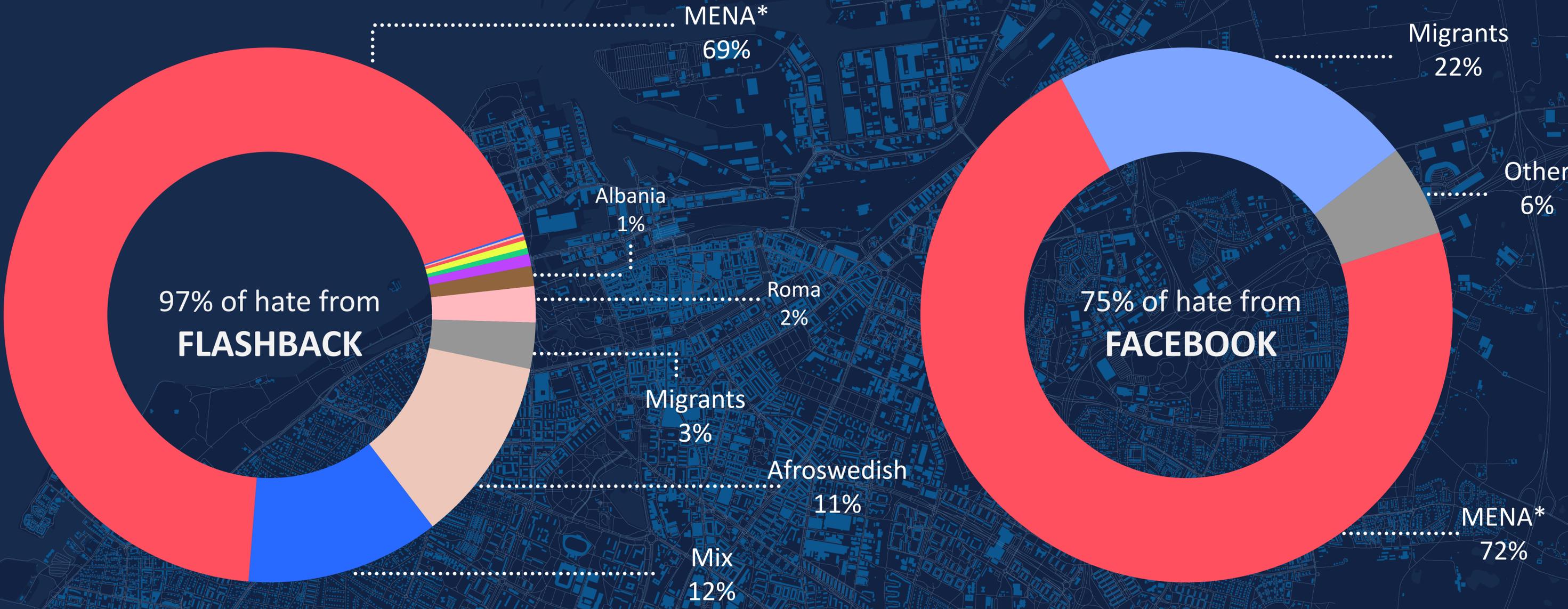
#3 The types of hate

#4 Where is the hate

# Almost all of the hate is directed towards ethnicity...



# ... and the majority of ethnic hate is directed towards people with Muslim and MENA\* backgrounds



#1 The level of hate

#2 Victims of the hate

#3 The types of hate

#4 Where is the hate

# Types of hate in Malmo

**Hate as ideology**

”

*This is what the civil war is gonna be about. I don't giva a fuck about [minority] or [minority]. They are outsiders and have shit for brains and psycopathic personalities.*

**Hate as a narrative**

”

*[Minority] who become rich continue raping, killing and murdering. They become corrupted and manipulate through their companies..*

**Hate as language**

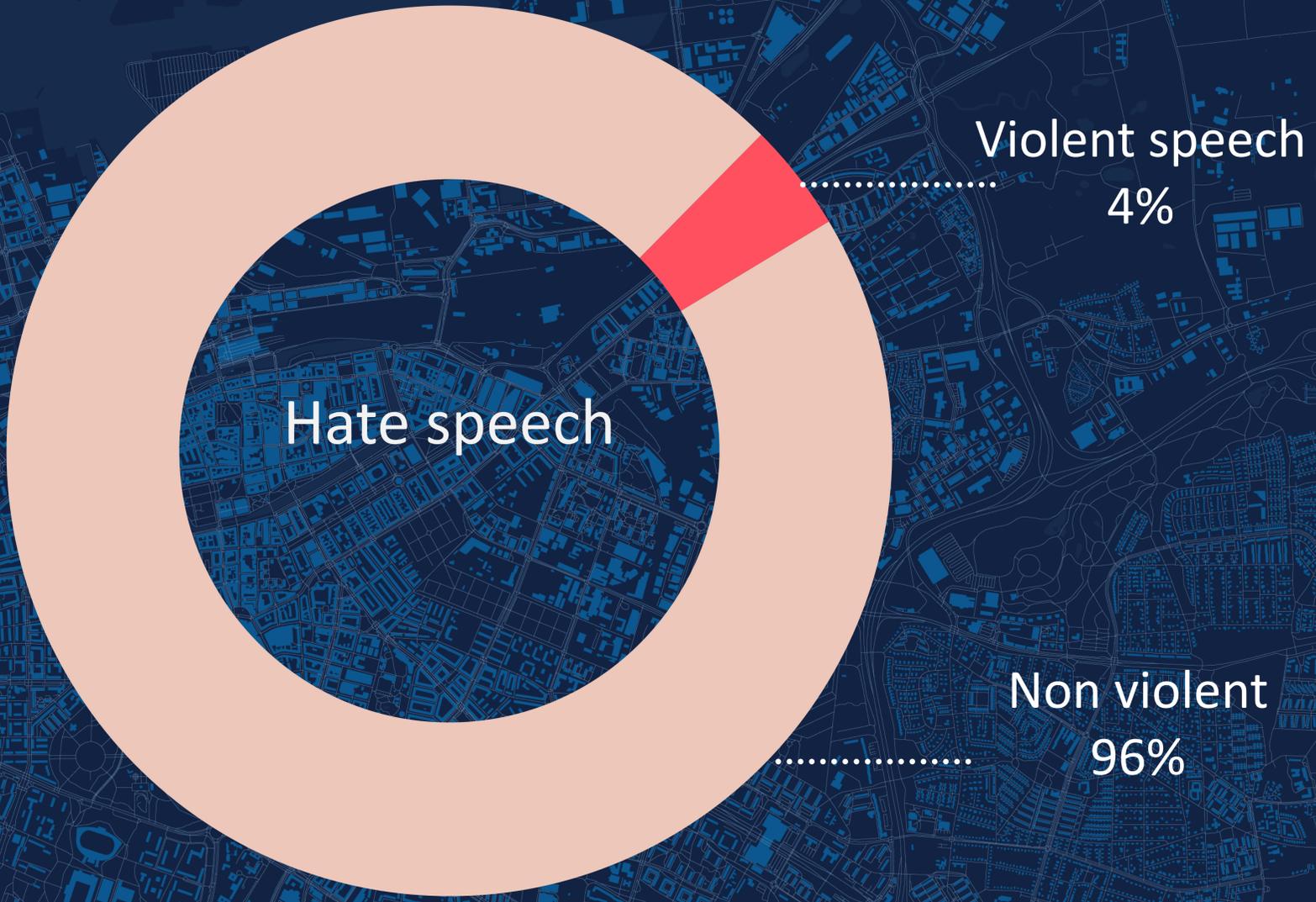
”

*Isn't it only [degrading term for minority] who hang out at the llbrary?*

**As shown there is a considerable level of hate in the conversation in Malmo on Flashback**



# A smaller part of the hate contains violent speech



# Violent speech

Indirect encouragement of violence

” *I hope that some of the police will use their service arm tonight when the fighting starts and that they take out a [minority].*

Personal intention to use violence

” *Great job of the police by the way. I would have been less nice and kicked the shit out of that [minority].*

**#1 The level of hate**

**#2 Victims of the hate**

**#3 The types of hate**

**#4 Where is the hate**

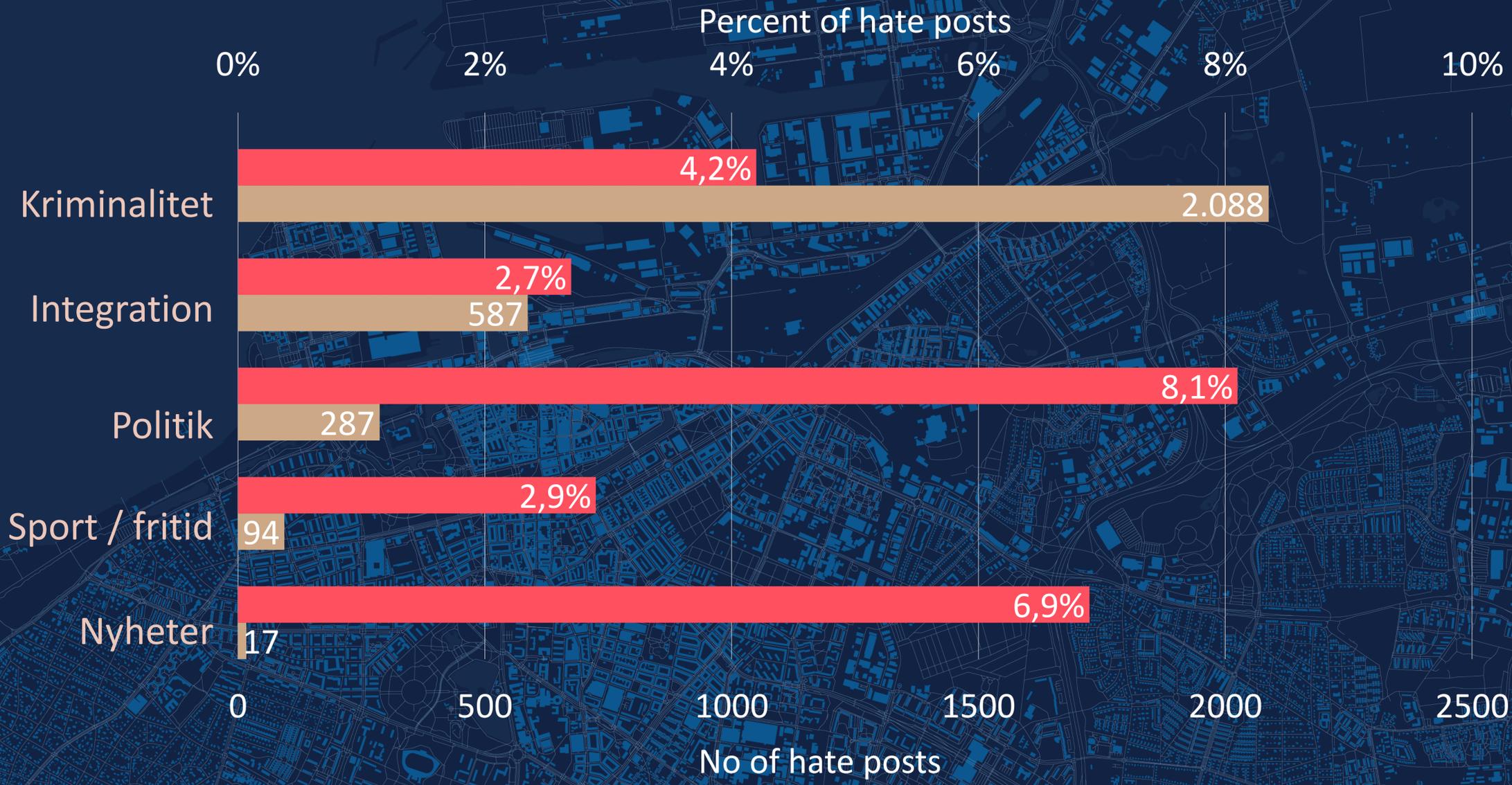
# On Facebook the hate is on local political and news and pages



# On **Flashback** discussions about crime triggers most hate ...



# ...but discussions of local politics are the most hateful



# Three conclusions

- Online hate is a problem in itself and a safe city is also a safe digital city.
- Online hate is connected to offline events in Malmo. Particularly, crime and violence triggers hate.
- The majority of hate is directed towards Muslims and people with MENA backgrounds.