



Milica Pesic / Executive Director



**‘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.

Get The Trolls Out
Published by Nika Jelendorf (P) · 24 September at 09:45 · 🌐

We were bothered by online hate, so we asked people to go out and respond to it.
Here's how that went 🙌

Game of Trolls
01:05

Performance for your post

995,472 People Reached		
420,713 Video Views		
1,855 Reactions, comments & shares 🗨️		
893 👍 Like	843 On post	50 On shares
123 ❤️ Love	111 On post	12 On shares
124 😂 Haha	101 On post	23 On shares
4 😲 Wow	4 On post	0 On shares
6 😞 Sad	3 On post	3 On shares
8 😡 Angry	7 On post	1 On shares
434 Comments	318 On Post	116 On Shares
271 Shares	263 On Post	8 On Shares

23,794 Post Clicks

20,752 Clicks to Play 🎮	0 Link clicks	3,042 Other Clicks 🗨️
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NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
15 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

995,472 People reached 1,855 Engagements 23,794 Clicks [Boost Again](#)

Recent activity

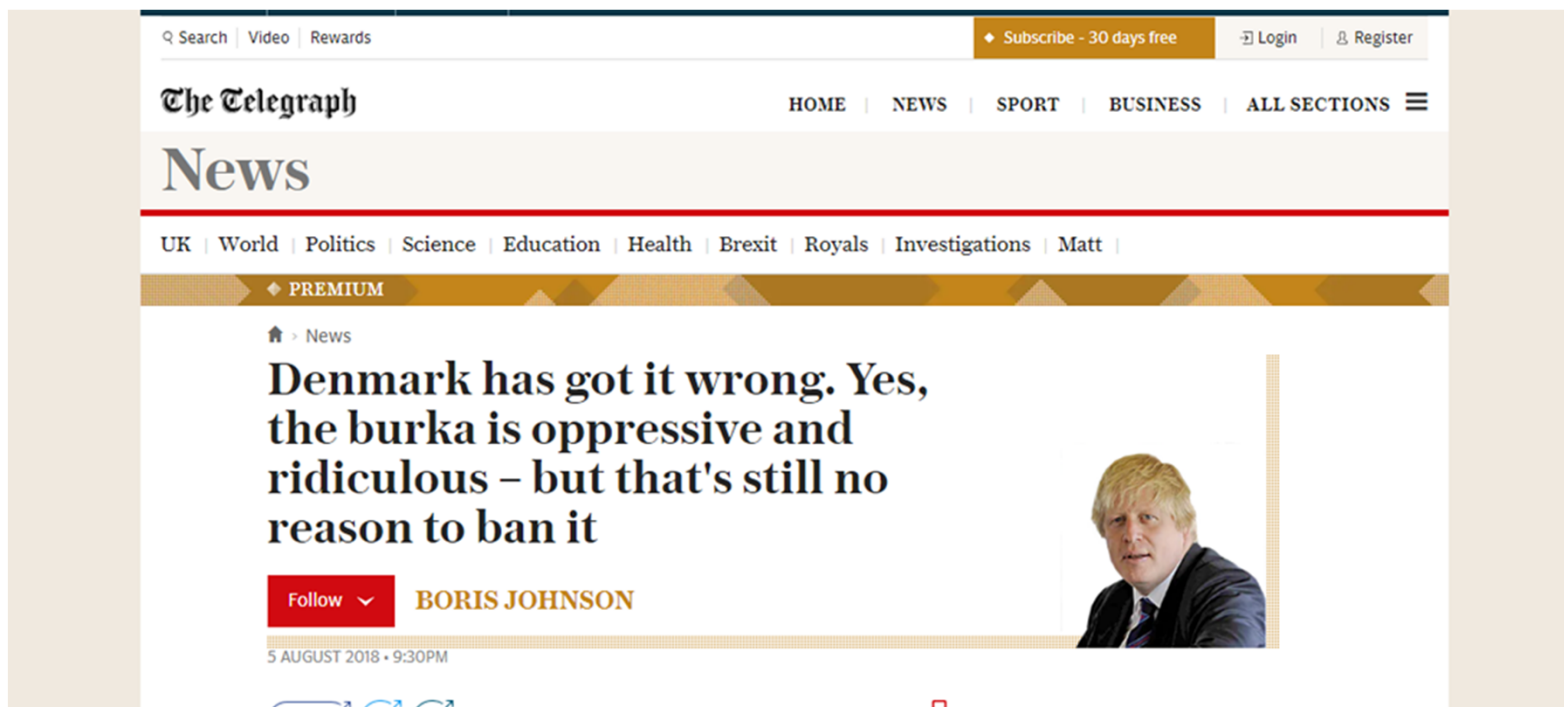
Boosted on 24 September
Audience: GB - 16-31
By Nika Jelendorf · Completed
[View results](#)

👍❤️😂 998 209 Comments 263 shares

👍 Like 💬 Comment ➦ Share

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

Post Details

Get The Trolls Out
Published by Eline Jeanne (?) · 7 August · 🌐

Boris Johnson graced us with his opinions on women wearing burqas. Here's our response.



GETTHETROLLSOUT.ORG
Boris Johnson's Degrading Article about the Burka [Learn More](#)

8,593 People reached	66 Engagements	489 Clicks	Boost Again
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Recent activity

Boosted on 8 August
Audience: United Kingdom, 16-30, Female
By Nika Jelendorf · Completed
[View results](#)

👍👍 Dolanna Mackay, Sheila Walsh and 7 others 21 Comments 6 shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for your post

8,593 People Reached		
66 Reactions, comments & shares		
10 Like	6 On post	4 On shares
4 Haha	4 On post	0 On shares
46 Comments	41 On Post	5 On Shares
6 Shares	6 On Post	0 On Shares
489 Post Clicks		
0 Photo views	384 Link clicks	105 Other Clicks

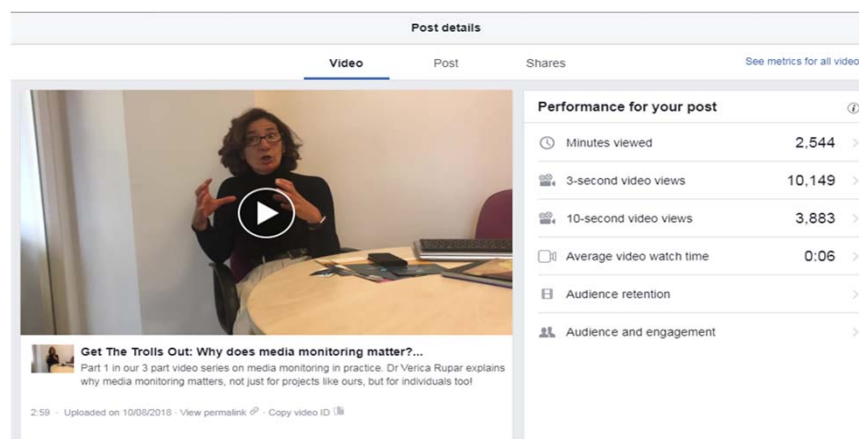
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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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



The screenshot shows a Facebook video post interface. The video player shows a woman speaking at a table. Below the video, the title is "Get The Trolls Out: Why does media monitoring matter?..." and the description is "Part 1 in our 3 part video series on media monitoring in practice. Dr Verica Rupar explains why media monitoring matters, not just for projects like ours, but for individuals too!". The video duration is 2:58 and it was uploaded on 10/08/2018. To the right, the "Performance for your post" section displays the following metrics:

Metric	Value
Minutes viewed	2,544
3-second video views	10,149
10-second video views	3,883
Average video watch time	0:06
Audience retention	
Audience and engagement	

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”



The image shows a screenshot of a news article on the Origo website. The top navigation bar includes the Origo logo and categories: ITTHON, NAGYVILÁG, GAZDASÁG, SPORT, TÉVÉ, FILM, TUDOMÁNY, and MÉG TÖBB. Below the navigation is a banner for CHERRISK by UNIQA, featuring a logo with two cherries and a button labeled 'Megkötöm'. The main headline is in large, bold black text: 'Újságíró: Az egyiptomi muszlimok szerint szabadon meg lehet erőszakolni a keresztény nőket'. The word 'NAGYVILÁG' is visible in a small box above the headline. A small 'hirdetés' (advertisement) label is centered below the banner.

Origo II

So we reacted with a meme to sum up Origo's editorial position to young people.

The image shows a Facebook post from the page 'Get The Trolls Out', published by Nika Jelendorf on August 19. The post contains a meme with two panels. The top panel shows a man in a blue shirt standing in front of a whiteboard covered in diagrams and notes, with the text 'WHAT I THINK I SOUND LIKE WHEN I EQUATE ALL EGYPTIANS TO ISLAMIC TERRORISTS'. The bottom panel shows a man in a white shirt and tie pointing at a wall covered in papers and red string, with the text 'WHAT I ACTUALLY SOUND LIKE'. The post has 4,869 people reached, 14 reactions, and 754 post clicks. The reactions include 9 likes, 4 hahas, 0 comments, and 1 share. The post also shows 726 photo views, 0 link clicks, and 28 other clicks. There is 1 negative feedback report (hide post) and 0 spam reports (unlike page). The post includes a 'Learn More' button.

Get The Trolls Out
Published by Nika Jelendorf (?) · 19 August ·

Origo is at it again...
Read Our July media monitoring highlight from Hungary!

WHAT I THINK I SOUND LIKE WHEN I EQUATE ALL EGYPTIANS TO ISLAMIC TERRORISTS

WHAT I ACTUALLY SOUND LIKE

Get The Trolls Out [Learn More](#)

Performance for your post

4,869 People Reached

14 Reactions, comments & shares

9 Like	9 On post	0 On shares
4 Haha	4 On post	0 On shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

754 Post Clicks

726 Photo views	0 Link clicks	28 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

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SCHILD EN VRIENDEN Outcome


So far - Troll of the Month

Post Details

Get The Trolls Out
Published by Get The Trolls Out [?] · October 5 at 1:23 PM · 🌐

New month, new ousted troll...
A Belgian right wing organisation publicly declared support for conservative values, privately shared images of dead refugee children set to the song "I don't care, I love it"...

Read more about the Schild en Vrienden case!



GETTHETROLLSOUT.ORG
Schild en Vrienden – Ousted Troll of the Month
Belgian right-wing youth movement 'Schild en Vrienden' i... [Learn More](#)

Performance for Your Post

4,837 People Reached

24 Reactions, Comments & Shares ⓘ

7 Like	7 On Post	0 On Shares
3 Haha	3 On Post	0 On Shares
12 Comments	8 On Post	4 On Shares
2 Shares	2 On Post	0 On Shares

282 Post Clicks

0 Photo Views	197 Link Clicks	85 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Milica Pesic / Executive Director



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