

10 WAYS FACEBOOK AND PLATFORMS PROMOTE ANTISEMITISM AND HATE

Here are examples of how, without a commitment to common sense changes, the underlying business model and systems inherently enable antisemitism to target communities, destabilize society and to sow division, violence and chaos.

1. **Legitimizing Holocaust Denial.** Mark Zuckerberg excused Holocaust denial as something “people get wrong.” ([Transcript](#)). He followed up to make clear he finds Holocaust denial personally “offensive” but his [clarification](#) only confirmed his view that it’s nothing more than misinformation. Facebook policies still don’t classify Holocaust Denial as hate speech and [this July 1 ADL blog](#) notes examples of groups like “Holocaust Revisionism,” with 1,900 members. This group has promoted a “Holocaust Deprogramming Course” which claims it will free readers “from a lifetime of Holo-brainwashing.”
2. **Wired to Light Up Antisemitism.** No amount of content removal could ever overcome the stubborn fact of Facebook’s business model. Wired to maximize viewing, it thrives on raw, crowd-sourced chaos. It’s, effectively, fueling and promoting antisemitism. The company refuses any oversight that entails a glimpse of its algorithms. Of 221 known white supremacist organizations, more than half—51%, or 113 groups—have a presence on Facebook.
3. **Claiming the Mantle of Free Speech.** Industry leaders have managed to label reform efforts, even by the civil rights community, as “censorship.” They play on the First Amendment principles of good people to provide cover for a system where the Charlottesville rally, the murder of Heather Heyer, and other hate, harassment, threats and incitement are organized. Yet, in other areas like pornography, national security and entertainment industry copyright rules, the platforms have demonstrated that, where they have the will, they have the way to mitigate harmful speech. Furthermore, the safe haven that platforms provide for targeted harassment and weaponized hate means that attacks themselves are used to silence vulnerable communities and those who represent them.
4. **Sanction, Succor and Support for Violent Antisemites.** The platforms are a haven for lone wolves who, like Pittsburgh synagogue shooter Robert Bowers, find community on platforms like Gab. They turn to mega platforms like Facebook, Twitter and YouTube to network, recruit and promote their ideas to a wider mainstream audience. Larger platforms even allow haters to buy and target ads to reach new audiences with their propaganda.
5. **Building Communities of Direct Support for Violence and Terror:** “Our recommendation systems grow the problem.” That’s what Facebook’s own internal conclusions were after seeing that 64% of all extremist group joins are due to recommendation tools. Most of the

activity came from the platform's "Groups You Should Join" and "Discover" algorithms. Tools like "friend suggestions" and page recommendations have also helped Islamic State supporters to build networks. Even though they pay lip service in their policies by removing some violent content, it can't keep pace with the unending "supply" of haters and their ability to network. The Telegram app alone hosts hundreds of channels involved in promoting or glorifying terror attacks (over 60% of those studied).

6. **Fruit of the Poisonous Tree - Flawed Monitoring.** Spotting antisemitism takes expertise that the platforms haven't tapped. Analysts making decisions only see questionable content that is gathered with blinders on. Haters constantly coin new codewords like "shrinky dinks" or "skypes" to refer to Jews and use symbols or misspellings to evade tags. Neo-Nazis, for example, replace "S" with "\$." And asking users to report problems has major limits on a platform that is designed to connect like minded people.
7. **Antisemitism 101: Nameless Globalist Villain.** Tropes about sinister control by "globalist" financier, puppetmaster are turnkey antisemitic attacks that elude moderators. These conspiracy theories animate mass disinformation campaigns that, in addition to targeting Jews, can undermine public health, social order and democratic governance. Images and videos are often used to promote antisemitic messaging, but there is little expertise among platform moderators about the signals that these symbols and images represent and the calls to action they can incite.
8. **Shirking "Duty of Care."** When a company's product is understood to cause harm, our values and accepted norms consider them responsible for finding solutions to prevent harm. Inaction protects the status quo -- the proliferation of a toxic mix of extremism, hate and the incitement and organizing of related violence. They are not merely mirrors to society, but powerful curation engines that thrive on the most sensationalist material for profit. Their systems are not designed with safety or human rights in mind.
9. **Brigading/Doxxing/Swatting:** the safety of individuals is put at risk by the slow and simplistic stance taken towards direct threats of hate and violence, doxxing of personal details and coordinated trolling. The followers of one notorious hater, Andrew Anglin, used these tactics against Jewish targets from the small community in Whitefish, Montana, to British Parliamentarian (MP) Luciana Berger, to journalist Julia Ioffe.
10. **Private Groups, Pages and Events** on the major platforms are hubs for the worst disinformation and extremism with little or no oversight. Some share links that lead users down a hate "rabbit hole" on platforms like 8chan. They use coded language to evade content moderation systems. "Dog whistle" messages may fly under the radar but still be very effective at fueling or activating more extreme activity in private groups. Major platforms shirk responsibility for the role they play hosting and promoting links to dangerous sites. Closed groups on these platforms remain out of the eyesight of

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researchers who have virtually no access to platforms' data, yet they remain the gathering point for haters and extremists en masse.