

Webinar 2:
**“Design an alternative narrative campaign
in preventing discrimination, polarisation and
extremism at the local level”**

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LOUD- Local Young Leaders for Inclusion



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Training objectives:

At the end of this session you will be able to:

1. Remember relevant concepts linked to the LOUD Project.
2. Identify the key elements of an alternative narrative campaign.
3. Create messages that offer a positive alternative to discriminatory speeches to your target audience.
4. Assess credible messengers to your alternative narrative campaign.



Some relevant concepts

Polarisation.

Thought construct based on the “us” and “them” identities:

Perceived differences about the others

Simplistic narratives about the others

Neglect of the “common” fields

Negative thoughts about the others

Hostility and segregation.

Manifestations of a polarised society:

Hate crimes

Intolerance

Xenophobia

Hate speech

Discrimination

Radicalisation.

Individual process to adopt extremist political, social, or religious ideas and aspirations.

To reject diversity, tolerance, freedom of choice.

Legitimise breaking the rule of law and use of violence.

Engagement

Radicalisation

Polarisation



Drivers,
psychological
and social
factors of
vulnerability.




Effective communication: Local approach!

- Deep understanding of:
Local target audience + communication environment
- Local extremist narratives:
 - Exposure factor
 - Local content
 - Local resilience
- Alternative narratives:
 - Local approach
 - Local content
 - Local vulnerabilities
 - Local resilience factors
 - Local voices



How to counter these manifestations and narratives?

1. **Prepare:** Critical media literacy, critical thinking applied in daily life.
2. **Disrupt:** Extremist propaganda can be taken off online media by using technology.
-  3. **Empower: Alternative narratives, which aim to promote positive messages, universal values, role models...**
4. **Challenge:** Counternarratives, which aim at exposing lies and flaws of extremist organisations.

RAN's GAMMA model



G Goal

A Audience

M Message

M Messenger

M Media

A Action




But firstly... know your audience!!!!

GENERAL	VITAL STATISTICS How many people are like this? Trends? Indices and comparisons?		WHO THEY ARE Key economic or demographic characteristics (individuals age, sex etc.)		GENERAL LIFESTYLE How they live. What they like doing. Priorities. Aspirations. Consumer trends. Attitudes to government/life in general.	
	NEEDS, BENEFITS & MOTIVATIONS Rational needs, emotional or hidden needs. What motivates them?			BEHAVIOUR – WHAT THEY DO What drives and triggers action? Where do they do what they do? How frequently? Barriers to doing/thinking? Key words / language used?		
	INFLUENCERS Who or what influences them? Why? (See also 'Media', below.)			BELIEFS AND ATTITUDES Thoughts, beliefs, attitudes to this? What values do they hold that relate to the issue? What makes them feel good? Bad? Why?		
THIS AREA / ISSUE						
MEDIA	GETTING INFORMATION & MESSAGES				WHO INFLUENCES THEM	
	Place, time & how they get info	How much info they want/need	Where they get it from-media used	When & where they're most receptive?	Who they do/don't listen to & respect	Who delivers for them? In contact with?



Message

- ✓ Relevant  Resonates with your audience
- ✓ Take advantage on :
 - **Local** needs
 - **Local** perceived grievances
 - **Local** resilience factors
- ✓ No monologues...interact!
- ✓ Constant stream of content
- ✓ Authenticity + Quantity
- ✓ Test your message
- ✓ Be aware of "the backfire effect"



Possible approaches:

- Deconstruct, discredit and demystify discriminatory/xenophobic/extremist messages with ***facts***
- Make an ***emotional appeal*** to the audience to consider the impact of discrimination, hate speech, xenophobia and violence
- Undermine these narratives through satire or ***humour***
- Offer a ***positive*** alternative message or narrative
- Dont forget:
 - Use explicit messages to already convinced populations
 - Non-confrontational messages with not yet convinced audiences
 - Be aware of age/ language...your audience!





Saeeda Ahmed1 @SaeedaEPUK · 31m

#1in5Muslims have cats that don't like whiskas cat food. Maybe cos it's not sharia compliant



1



3



misanthrope @classicsock · 31m

#1in5Muslims is called abduallah, the other 4 are mohammed



2



6



Noha @juneonesix · 33m

#1in5Muslims in Britain say Bruv instead of Brother.



2



4



ovoxo alya @zapsnormani · 33m

#1in5Muslims think they're related to Zayn Malik



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Donate the hate

**DONATE
THE
hate**

The
involuntary
**ONLINE
DONATION**

We're turning hate-comments into involuntary donations for refugees and against the far right.

The internet is currently overflowing with racist and xenophobic comments. We've got something against this. A very simple idea.

We present: DONATE THE HATE - the first ever involuntary online charity initiative. The idea behind it: for every misanthropic comment, we make a DONATION OF 1 EURO. To refugee projects run by the 'Aktion Deutschland Hilft' campaign and 'EXIT-Deutschland', an initiative against right-wing extremism.

1. Someone posts a hate comment on Facebook.

Dirk W. Das Schwein kann in seinem Land so ne scheisse machen. Hier ist er nur zu gast. Kurz: Entweder abschieben oder abschießen, nichts anderes.

2. One of our partners answers with one of our prepared DONATE THE HATE posts.

Dirk W. Das Schwein kann in seinem Land so ne scheisse machen. Hier ist er nur zu gast. Kurz: Entweder abschieben oder abschießen, nichts anderes.
Gefällt mir · Antworten

HassHilft Das gibt aber kein Like vom Führer. Danke Dirk W., dass du mit deinem Hass-Kommentar automatisch 1€ an Flüchtlinge und EXIT-Deutschland gespendet hast. <http://www.hasshilft.de> #HassHilft #RechtsgegenRechts



3. The hate comment is counted and involuntarily leads to a €1 donation.

Dirk W. Das Schwein kann in seinem Land so ne scheisse machen. Hier ist er nur zu gast. Kurz: Entweder abschieben oder abschießen, nichts anderes.

This way, the haters and the trolls are making a donation against their own cause. A bit of a catch-22 for them, probably. The funds we use to turn hate comments into involuntary donations are being provided by our fantastic partners and supporters. Through this, we set a united example of human dignity and a tolerant Germany.

What is a **hate-comment** ?



Danke, Thanks, Merci,

The Doll test

<https://www.youtube.com/watch?v=QRZPw-9sJtQ>



Messenger

- ✓ Credible voice
- ✓ Someone your audience can relate to.
- ✓ Speaks the same “language”
- ✓ Potential messengers:
 - Victims of hate crimes, hate speech, discrimination attitudes..
 - Former “haters”, extremists
 - Celebrities / influencers
 - Community leaders / members
 - Respected organisations / charities / etc..

Some tips to take into consideration...

- Security issues.
- Victims and Formers- specific approach.
- Involvement of communities/audience.



Inclusion at the workplace. RBC case.

<https://www.rbc.com/diversity-inclusion/that-little-voice.html>

Call to action

Online/offline behavioural change.

- Use strong command verbs to introduce your call to action;
- Keep it simple;
- Use words that provoke emotional responses;
- Try addressing people directly;
- Give a reason WHY people should do what you want them to do;
- Social currency!!!
- Adjusted to the medium;
- Check with you audience!

Examples:

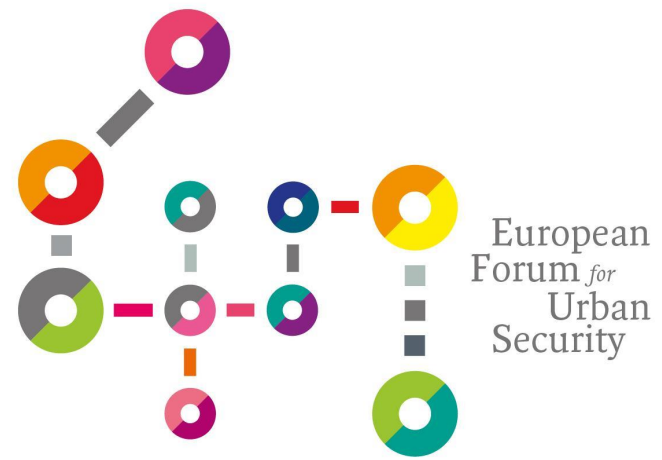
- Help us and donate!
- Volunteer!
- Participate!
- Talk to us!



The Trojan T-shirt

<https://www.youtube.com/watch?v=CSlbsHKEP-8&t=11s>





Thank you!



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