

YOUNG CANADIANS PUSHING BACK AGAINST HATE ONLINE



METHODOLOGY

1000

Canadian youth ages 12 to 16 years old completed an online survey in fall 2018

HATE ONLINE

Hate online, or casual prejudice, is when people use words or say things that are **negative towards a particular group**

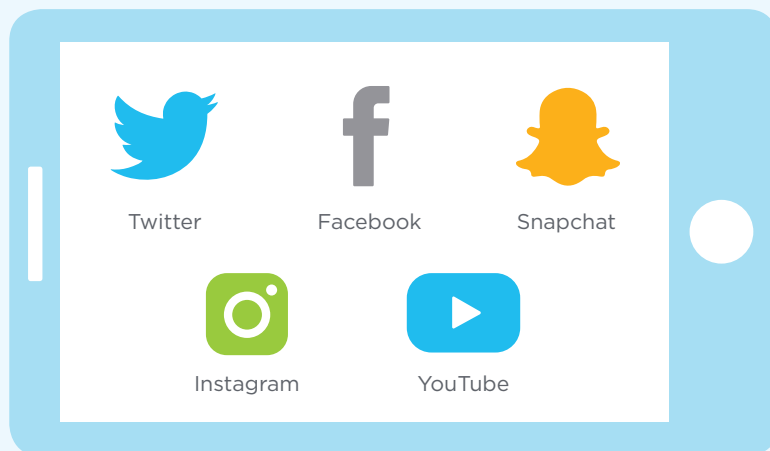
but are not aimed at a specific person.

They're playing like #%@s!



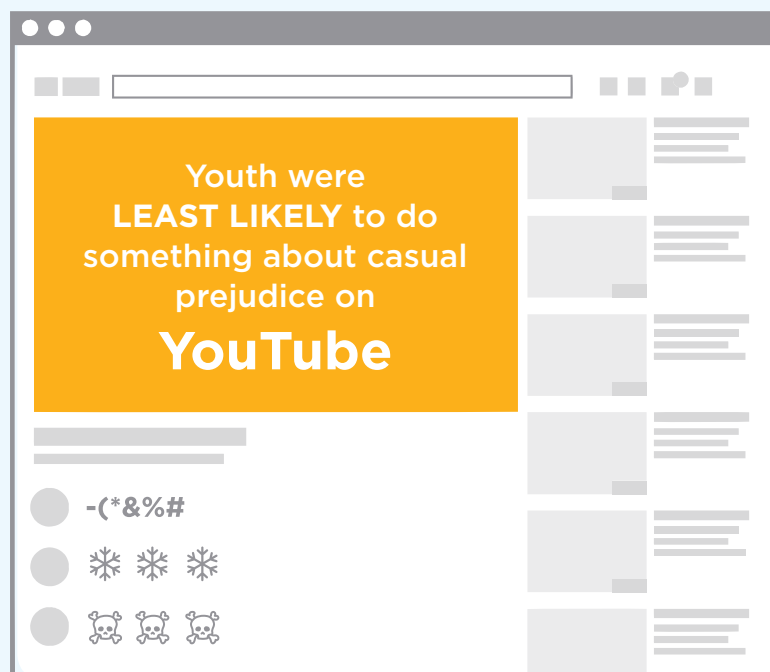
SPACES AND PLATFORMS

The top 5 reported platforms were:

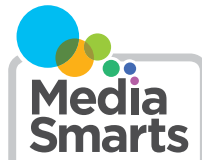


Youth are most likely to witness and engage in casual prejudice on **social media platforms**

100% of youth who use Facebook have seen hate on their feed



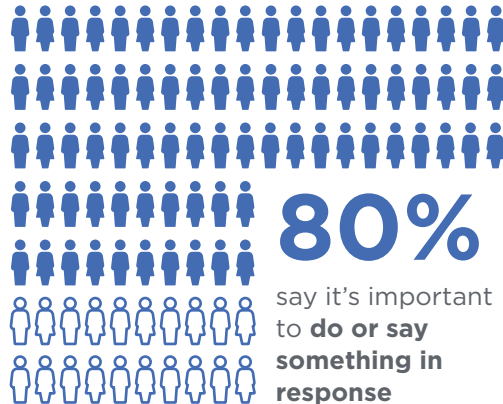
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ATTITUDES

80%

think people are more likely to say prejudiced things **online** than **offline**



60%

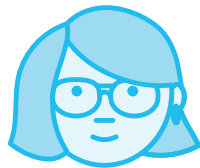
say it's easier to talk about it in **private** rather than in **public**

70%

say it hurts their feelings



“You can start to believe those [hateful] comments. They are not easy to ignore.”



80% say casual prejudice **against someone they know** hurts their feelings...



while **70%** say casual prejudice **against anyone** hurts their feelings.



Only 20% think casual prejudice doesn't matter

ENABLING FACTORS

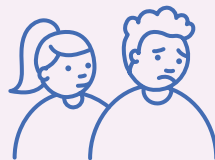
Top two preferred responses:

stopping communication or blocking the person



talking to their parents

Reasons youth are most likely to push back



Empathy

if they knew what happened hurt someone

Platforms

if there are clear rules and reporting tools



Consensus

if they thought most people agreed with them

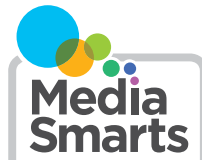


Audience

if they were interacting with people they knew offline



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BARRIERS

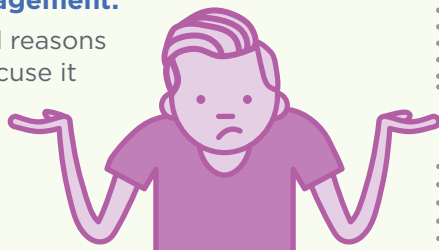
Top factors for not pushing back:

Efficacy: not knowing what to say or do

Context: not knowing if the person meant to be prejudicial

Moral Disengagement:

if they can find reasons to justify or excuse it



50%

say they are afraid it will make things worse, and that they don't know what to say or do to make a difference

50%

say they've seen other people encourage it

40%

agree that people are looking for an excuse to be offended

"It's just people having fun. Stop being offended or turn off the computer."

WHY YOUTH ENGAGED



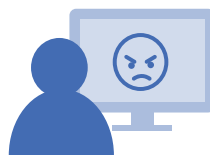
they did it without thinking

they thought it was funny or



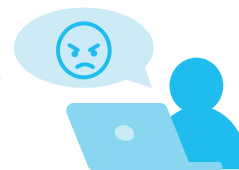
they saw their friends doing it

WITNESSING & ENGAGING



The more often youth **see** casual prejudice...

The more likely they are to **engage in it**



And the less likely they are to **do something** about it

10%

admit to engaging in hate online often ... And **boys** were most likely to engage

50%

say they have **never** engaged in casual prejudice

MediaSmarts believes that...

Youth who feel **prepared** to recognize and respond to casual prejudice are more likely to **engage** in healthy debate and contribute positively to the platforms they use, **empowering** them to push back.

