They're playing like #@%$!

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.

Spaces and Platforms

The top 5 reported platforms were:

- Twitter
- Facebook
- Snapchat
- Instagram
- YouTube

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.

Youth were LEAST LIKELY to do something about casual prejudice on YouTube.
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.

80% say it’s important to do or say something in response.

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

70% say casual prejudice against anyone hurts their feelings.

70% say it hurts their feelings.

Only 20% think casual prejudice doesn’t matter.

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

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

YOUNG CANADIANS PUSHING BACK AGAINST HATE ONLINE

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

80% say casual prejudice against anyone hurts their feelings.
YOUNG CANADIANS PUSHING BACK AGAINST HATE ONLINE

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.