

PREVENTIVE MECHANISMS AGAINST HATE SPEECH APPLICABLE IN SOCIAL NETWORKS

Prologue

In this paper I want to present some suggestions which could be useful against hate speech in social networks. I will focus on Facebook but these suggestions are seemingly analogically applicable to other social networks or discussion forums. When the user registers in some discussion forum, web site or social network, he has to accept some terms of their use and their violation means sanctioning. Usually sanctions are limited only to some sort of warning and banning user's account. Sanctions that I want to present in this paper I saw mostly applied in well-known MMORPG World of Warcraft, but I think that they could be applicable to social networks.

Mute

When this sanction is imposed to a player, he totally cannot communicate with other players. Player practically cannot participate on any mass activities, which are the core of the game and also he cannot communicate informally with other players. Duration of this sanction is different in generally it is 24-hours. However very important is, that it is time period of active playing, so it flows only when the player is actively logged in the game. This sanctioned could be used in Facebook, where the user couldn't do anything for some time, f. e. no uploading pictures or photos, no statuses or contributions, no reaction buttons, no communication at all. As I mentioned above, it is very important to maximize the effect of this sanction, so the time period should flow only during the active using of Facebook or Messenger, so there wouldn't be bypassing by just only log into Facebook and letting pass the time period of sanction. **Therefore Facebook should restore the sleeping mode, which means, if the user doesn't do anything on Facebook for f. e. 5 minutes, he will turn from an active mode into a sleeping mode, so other users (his friends) can see that he is logged by inactive, resp. away from keyboard (short cut „AFK“).**

Mushrooms

It is a specific sanction created only on one unofficial Czech-Slovak World of Warcraft server by those game masters (local managers of the game). The core of this sanction was that player's avatar was right after logging into the game translocated to the special area, where he had to, as a punishment, collect some mushrooms, f. e. 200 pieces, but the respawn of mushrooms was programmed so sly, that the player could collect only one mushroom for a minute. Any attempt of escaping from that area was sanctioned by permanent banning of player's account. Principle of duration of this sanction is the same as in the case of „Mute“. Applying this sanction on social networks, resp. Facebook would have to be a little different but the core of this sanction would stay unchanged. As alternative to collecting mushrooms, on user's

screen would appear right after his logging some field where he would have to write some sentence, f. e. „I will not be a hater anymore“. The user also could write this sentence only f. e. every one or five minutes. It is practically the same sanction which was given to the bad children in the school (or also at home) where they had to write something f. e. one hundred or five hundred times. This „translocation“ from the user's account to this field could work on the same principle as playing advertising before videos. Of course any attempt of bypassing should be penalized by deleting user's account.

Temporary ban

This kind of ban is on some web sites, especially online „dating“ web sites such as www.pokec.sk, where administrator can forbid user to enter into some chat groups for some time (f. e. 48 or 72 hours) because of the user's violation of terms of use. In case of Facebook, additionally of imposing general temporary ban to users, administrators of groups and sites could impose this temporary ban to a user for the specific group or site for some time.

Conclusion

These are less intensive sanctions, which are imposed not by the state but by operators of social networks. Also if these sanctions would not have effect, there is still an option, in the spirit of principle „three times and enough“ to impose permanent ban or delete user's account. It may not seem, but nowadays deleting account especially on Facebook could be a serious sanction for many not fake users. Users often spend disproportionate time on social networks and also invest to their accounts a lot of time and effort, f. e. uploading photos to created albums, filled profiles, gained contacts to other users, membership in different groups, following great number of sites or even investing a real money to propagate some own products or opinions by statuses or other advantages and possibilities that could favor them against other users. Restriction of access to an account by these sanctions or even by deleting account can even cause sometimes hysterical shudder, so I think these sanctions could have a good effect on users that are not trolls or have multiple accounts therefore they are regular users of social networks. **These sanctions could also serve as evidence in f. e. judging seriousness of pressing reaction buttons, therefore if the user would have some of these sanctions, pressing reaction buttons could be judge stricter in his case.** The system of relations between these kinds of sanctions and criminal law should be the issue of other paper.

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