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Hate Speech on Social Media: A Study of User's Perspective

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ABSTRACT

Due to the growing use of digital and social networks, users are able to share their thoughts and opinions, however hate speech causes tension and contain the possibility of a crisis of unimaginable dimensions on a national or even an international level. This study investigates the user's perspective regarding legal framework of hate speech on social media. This study also ensures social responsibility on social media. Theory of Reasoned Action and Uses and Gratification theory as theoretical frameworks helped to develop narratives on the issues. Researchers employed the survey method to collect data in accordance with the paradigm of quantitative research methodology. The findings show that there is an association because of lack of trust and awareness of policies leads to comment post or share controversial issues and that leads to hate speech. There is also association between usage of users of digital media and their reaction on any controversial issue that leads to Hate Speech.

| **KEYWORDS** | Hate Speech, Legal Framework, Social Media, Users Perspective |

Introduction

Social media sites such as Facebook, WhatsApp, Twitter, YouTube, Facetime, and Snapchat allow their users to freely communicate and interact with one another, as well as exchange ideas, allowing them to stay connected with their friends, family, and diverse communities. Users can express themselves by posting comments in numerous forums. Social media is a platform that keeps you up to date on what is going on in the world, both positively and negatively. Social networking platforms allow users to express their opinions, yet addiction leads to unhappiness, hyperactivity, and melancholy (Dewing,2012; Maqsood, 2013; Alarcona, 2018; Muzaffar, et. al. 2019 & Bhasin, 2019).

Social media platform provided users to express their views and share their thoughts with freedom, however this system also has a dark side. Particularly, these SNS for hatred content have become a filter ground, resulting in many cases of fake news and hateful language usage. Unfair attitudes and offensive language is an expression of hate speech that has repulsive and sometimes violent history. By itself, hate speech is intensely hateful to its victims (Brink, 2001). The Secretary General Of the United Nation explained, people uses internet to just promoting hate speech is one of the serious and major human right challenge.

Matisse, a social media platform, was initially utilised in the Tokyo online media environment in 1994. After that, the number of social networking sites and active users expanded, and it became one of the most reputable networks on the Internet. A social networking platform that encourages members to participate interactively. In research, social media is a broad word that encompasses a wide range of internet platforms such as microblogs, photo sharing, social gaming, and video sharing. Social networking sites include Facebook, Twitter, LinkedIn, Instagram, TikTok, Telegram, Viber, YouTube, and WhatsApp,

as well as Face Time. These are social networking apps that allow its users to express themselves freely. Social media is a platform used to stay connected (Aichner, Grunfelder, Maurer & Jegeni, 2021; Manning, 2014; Maqsood , 2013).

According to Stat Counter global statistics, there are 89.07% Facebook users. Twitter has 7.7% of the market. In Pakistan, there are 1.34% Instagram users and 1.19% Youtube users. According to current figures, 4.62 billion people, or nearly 58.4% of the world's population, use social media. While social media in Pakistan has 82.90 million service users in 2022, and online media users are 71.70 million, among them are 43.55 million Facebook users, 71.70 million YouTube users, 13.75 million and 3.40 million Twitter users. Users on social media platforms can communicate with one another. For example, social media is used by online firms to interact with companies in the job search and expert networking with marketing. Online media informs users about issues that are occurring in the country or across the country. For example, the residents of Chunian were yet to be relieved by Zainab's rape and murder case. Social media has advantages, but it also has disadvantages, such as misinformation. Posts that are offensive. Concerns about productivity, mental health, and security and retention (Kemp, 2022; Aichner et al., 2021; Propakistani, 2019; Wigmore, 2021)

Online Hate Speech

Online hate speech is not limited but it is being committed everywhere in the world. In accordance with the laws of several nations, hate speech is defined as "speech, sign or conduct, writing or display that is prohibited because it calls for violence or other adverse action against or by members of a protected group on the basis of such members' membership in the group". Cyber hate against a individual or group based on their social group, belief, ethnicity, disability, gender, other characteristics is a violation of their human right to freedom of expression.

Hate speech defined as attacks on a person or group made in violation of the law because of traits like race, gender, religion, ethnicity, handicap, or sexual orientation. Additionally, hate speech is circulated on Facebook. Authorities from Facebook are also concerned about the rise in posts containing hate speech. Facebook announced that it would remove more hateful posts from its platform than ever before. According to reports, Facebook deleted more than 700 million hateful posts by the end of 2019 compared to the Start of 2019, an increase of 59 percent. The Cambridge Analytica data scandal, political meddling in the 2016 United State elections, State supervision, mental health issues like addiction and lack of self-awareness, and content issues like misinformation, copyright violations, and hate speech are just a few of the controversies that Facebook has been at the centre of. It encourages violence or hate crimes, throws society into disarray, and endangers human dignity, credibility, and other things (Abid, Shami & Ashfaq, 2021; Alam, 2017; Brink, 2001; Rosenfeld, 2003; Nockleby, 2000).

For instance, the concept of hate speech combined with the Divide and Rule strategy is used in India. There have been attempts to incite conflict between the two major religious groups, Muslims and Hindus. Even now, the pattern is still present. Through hateful remarks and messaging, political parties and a variety of other organisations have been known to further their aim of dividing the populace. (Alam, Raina. Siddiqui, 2016).

According to current First Constitution law, offensive speech can only be declared illegal if it specifically threatens to use violence against an individual or group or explicitly incites criminal behavior (American Library Association, 2017). The Pakistani federal government passed the PECA, 2016, and Citizen Protection Rules (Against Online Harm), 2020. These Acts seem to provide Pakistani residents' digital content more autonomy, particularly on social media. Additionally, a social media company must implement strategic measures to ensure that live broadcasting through online services in Pakistan does not

violate any laws, rules, or regulations by including violent content related to hateful violent extremism, extremism, false information, harrassment, inciting violence, and national defense (Ahmad & Tariq, 2020).

User's Perspective on Social Media

Oxford Dictionaries (2013) defines digital media as "technologies that enable users to create and share content or to participate in online platforms." Social networking sites creates huge impact with their services so that the status of these sites really affect the users' opinion towards them. Social media has a great impact on public thoughts and behavior. User's perspective on social media has become most popular channel that people use to connect with each other. A researcher, for example, can moderate a group debate in a chat room on being expelled from school in the United Kingdom. Users on social media believe think it can be beneficial for marketing and improving communication with others, but also acknowledge that there are extra barriers to utilising social media at school/work, including legal and privacy concerns. Social media users have opinions regarding hate speech in social media that organizations need to strictly focus on removal of violent content that leads to disgrace some targeted groups (Pilli, 2017; Beninger, Fry, Jago & Lepps, 2014; Xu, 2016; Carlson, 2017 & Muzaffar, et. al., 2020).

Hate Speech in Pakistan

According to the IRADA (Institute for Research, Advocacy and Development, 2020) Pakistan was facing difficulties in enforcement of constitutional rights, freedom of speech especially in cyber space, this is the result of rise in censorship, hate speech, disinformation, privacy concerns. The trend of hate speech in Pakistan with different ethnic groups and political opponents creates serious issues. The National Assembly and Senate passed Pakistan's first cybercrime act PECA and the new policy titled "Removal and Blocking of Unlawful Online Content (Procedure, Oversight and Safeguards)2020 under PECA Act , redefine the boundaries Of free speech not just Of media and information practitioners, including journalists and online citizens, but also Of opposition, political parties and civil society movements and their leaders Which allows censorship and could be used to punish online hate speeches and remove or block unlawful content from their websites within 24 hours after being reported by Pakistani authorities. For instance: 13 incidents of actions under PECA against journalists or human rights activists have been reported during The Federal Investigation Agency (FIA) either has initiated inquires or issued notices to journalists and online information practitioners or cases were registered against them under the cybercrime law. At least two of them were arrested as well for their allegedly unlawful online activities.Pakistani authorities allowing Pakistan Telecommunication Authority to user's online conversations and metadata not including any legal supervision and these rules put Pakistani user's privacy at risk. Human rights activists have criticized the government' decision, in disagreement with the regulations allow system to Stifle content and curb right of opinion in the Islamic State (DW, 2020).

Social Responsibility and Social Media Usage

Social responsibility is the idea that individuals organizations take an initiative for actions that will benefit society. It is very important to make a social responsibility a priority. Sensationalization of facts from others that effects your social responsibility. By banning incorrect information from further circulation. It often takes the of banning hate speech. Twitter finally makes some responsible decisions in deleting some content produced by extremist. hate speech and harassment of its seeming enemies. (Howell, 2018).

Social media that enable users to communicate with each other on any simplest and controversial issue. Offensive language that promotes hatred content under the umbrella of free speech. This study is done to analyze user's awareness censorship policies and user's

perspective on hate speech on social media In this study social responsibility is also a factor to understand ethical measures while sharing content on SNS.

Literature Review

Usage and Effects of Social Media

There are about 37 million active users, and 18% of the total population shares their ideas, perspectives, and information via social networking sites such as Facebook, Instagram, YouTube, and Twitter, among others. Social networking sites (SNS) have altered people's attitudes towards political issues, societal levels, and other ways to participate in social media debates (de Boer et al., 2011; Ida et al., 2020). Digital media allows you to express yourself in a less constrained manner. Users can now create content on political talks, debates, and discussion forums to express their thoughts, ideas, and opinions, and political leaders can participate in political discussions utilising SNSs. Indeed, politicians have needed to remain active on social media in order to stay informed about political developments and to detect new trends (Muzaffar, et. al 2020; Stieglitz et al., 2012; Wattal et al. 2010).

The use of social media in journalism provides evidence of how journalists utilise various sites to argue, spread news, engage with audiences, and run awareness campaigns for medical and political information. Although most journalists continue to rely on news organisations to sell their work, they can distribute it independently through blogs or social media sites. Journalists in digital media can discuss any story and freely voice their thoughts, as well as play a part in educating their colleagues about social networking sites (Brems, 2014; Hermida, 2010 & 2012; Artwick, 2013). The usage of digital media allows users to not only post but also freely express their opinions and engage in online discussions with other users. Social media platforms have evolved into important tools for communication and the continuation of people's routines, reducing the need for in-person interaction and gaining awareness of, or updates on, the current situation, as well as being useful in assessing and understanding the physical aspects of the social system. Social media usage and benefits are prevalent in today's culture, with many academies utilizing social media for education and professional development. Despite the fact that academics rarely use social media, it has a number of benefits for research, teaching, and career advancement, including improved connections with stakeholders, increased networking opportunities, and improved learning outcomes and satisfaction (Chugh et al., 2020; Watson, 2002; Bailey, Bonifield, & Arias, 2018).

Social media have virtually become a need in today's world, especially for university students who are notoriously big social media users. Digital media influence the educational performance of university students. Concerns regarding the potential detrimental effects of social media on student's social wellness are developing as a result Of daily activities. These potentially negative effects include cyberbullying, improper online relationships between students and teachers, and the influence of a teacher's personal life on formal classroom instruction (Lau, 2017). To assist students in controlling their use of technology, Bowman, Waite, and Levine (2015) recommended strategies include new tech breaks, identity, the teaching of thinking skills, and the development of technological literacy. The way that consumers consume news and view journalism is likely to be changed by emerging media platforms like social media, where users can connect more directly with journalists for information regarding politics and other beats (Pew Research Center, 2016). Social media is used for a lot more than just information searching. Digital media help younger generations adopt new civic paradigms. Digital media change and it creates new effects on political participation like People can further their political objectives online by sending emails to others, discussing politics, criticizing governments on social media sites. The usage of social media for news has direct implications on offline political engagement as well as

indirect consequences through political speech on both offline and online political participation (Di Gennaro & Dutton, 2006; Zheng, 2014).

Hate Speech on Social Media

Digital media has now become a part of our daily life and online cyber hate is expressed through social networking sites. Online hate speech consider as a threat that create violence and intolerance through digital media with its real effects: hate crimes, offline aggressions, religious discrimination, gender-based violence which affects the mental health of victims. Despite efforts by the government and social media platforms to stop all sorts of hate speech, they continue to affect our society. Understanding how people distribute hateful postings on online social media is crucial because hate crimes are on the rise in numerous states. The fast sharing of ideas and opinions has connected billions of people through social media platforms like Twitter and Facebook. However, there are also a number of negative effects, including cyber harassment, trolling, stalking, and hate speech (Tiwari et al., 2015; Mathew et al., 2019; Hawdon, Oksanen, et al., 2017 & Wright ,2019; Pulgarin et al., 2021).

Online hate speech, as it has been conceptualised, is any speech that demeans an individual or a group based on attributes including race, gender, nationality, female, sexual orientation, geography, faith, or political affiliation (Zhang & Luo, 2018). Hate speech is defined as the use of toxic and discriminatory language to incite hatred and violence against individuals based on their religious affiliation through the internet (Albadi, Kurdi, & Mishra, 2018; Raileanu, 2016). According to Horsti (2017) Islam is the most victimized religion in the world, and it appears to be driven by Islamophobia, which is supported by cultural expressions like globalisation and the circulation of digital media. Social media is a key platform for the online dissemination of hate speech. The spread of hate speech online is a major source of concern for society. This is especially troubling for a number of unwitting victims who might develop unwarranted group and out - group bias against a specific population (Soral,2018; Alonso, 2021).

Trends and Regulations of Hate Speech

There is a need to understand the trends of hate speech on social media. United Nations Strategy and Plan of Action gave a report on Hate Speech that across the world hate speech intensifies intolerance and discrimination towards particular groups and destabilizing social systems on social media (UNESCO,2021). Hate speech typically causes tension and contains the possibility of a crisis of unimaginable dimensions on a national or even an international level (Santuraki,2019).

Social media sites act as efficient means for users' views to spread. These ideas can be damaging and hateful, and some of them might even qualify as hate speech. Facebook, Twitter, and YouTube all have internal anti-hate speech laws in place, and all three have also agree to be bound by a Code of Conduct with the European Commission (Alkiviadou, 2018). The Framework Decision on Racism and Xenophobia and the Additional Protocol to the Cybercrime Convention, which are both discussed below, include a "safety net" of free speech. Countries have incorporated reservations to Article 4 of the International Convention on the Elimination of All Forms of Discriminating on the basis of free speech. In accordance with the Framework Decision, it "must not have the effect of changing the requirement to protect fundamental rights and basic legal principles, including freedom of expression." (ICEFD). The platform explicitly prohibits "organisations and people committed to spreading hatred against these protected groups from having a presence on Facebook," its community standards also make a distinction between jokes and serious speech and support the right to criticise concepts, institutions, and practices " (Facebook, n.d.a, Section 2, para. 3).

Hate speech on social media in Pakistan

Hate speech is practiced all over the world. The relationship of social media and hate speech is worth considering. Political leaders use social media with multiple political motives and promoting rudeness among youth. Politicians are regarded the most frequent users of hate Speech. Hate speech covers intolerant verbal communication, video or movies, etc. Digital platforms have now emerged as a new space for democracy and the world witnesses a steady rise in digital authoritarianism (Rugova et al., 2016; Belson, 2019; Shafiq,2021). In Pakistan, political leaders, workers, and followers have been incited to violence, hate speech, and character assassination as a result of political parties' use of social media platforms. .Utilizing hate speech, social media is used to distance people from political parties and affect distracted public opinion for political, psychological, and societal issues (Bennett,2008; Cuenca,2012).

According to the European Commission in 2016, inter alia, provided to prohibit hateful material that incites violence against a group, minorities, ethnic, color. Hate speech has promoted violence, discrimination against minorities. Digital media spreads messages beyond the intended audience and contexts with unpredictable results. With the lack of international consensus on laws and policies including responsibility of world internet intermediaries that raises jurisdictional conundrums on online hate speech (George, 2014).

User's Perspective on Social Media

Users now have a forum to openly share their opinions and thoughts due to the widespread use of digital and social networks. Social networks somehow spreading hate speech that inciting people to indulge in serious act with violent behavior. Hate speech that has a high potential for harm and is used to arouse hatred toward a person due to their race, ethnicity, or nationality (Tsesis, 2002; Bakshi, 2020). The First Amendment protects against hate speech. Expression is generally protected unless it falls within the boundaries of "fighting language," "incitement to immoral action,""serious threats," or the rarely used concept of "group defamation." Users believed that social media companies should ban all or part of hate speech from appearing on their sites (Carlson,2017). Here, hate speech will be referred to as speech that aims to advance, spread, or excuse hatred towards women, people of colour, Jews, people of certain religions, homosexuals, or those with disabilities (Foxman & Wolf, 2013). platforms. Social media companies have the legal right to impose any regulations they choose on hate speech on their websites according to the terms of service that users must agree to. Public concern has been directed on SNS's information censoring. Since their concern about hate speech didn't help them to distinguish between the original type of freedom of expression and hate speech, social media organisations' unrestrained authority to regulate material now appears to be a far greater threat to free speech (Synder, 2011; Yaman, 2006; Alam, 2016).

Hypotheses of the Study

There is an association between social media usage and hate speech on a controversial issue.

Theoretical Framework

The study is theoretically supported by the Theory of Reasoned Planned Action and the Theory of Uses and Gratification. Uses and gratification is a framework used in media research to identify people's desires. With this audience-centered approach and its central focus on active audiences, goal-oriented media usage, they revived their approach for certain media and reestablished its effectiveness for new media (Blumber and McQuail 1969; Kat et al.1974). Global communication is possible for users of social media (Williams et al.,2012). The theory of uses and gratification is widely used to the study of politics and

political communication (Blumler and McQuail, 1969; McLeod and Becker, 1974). Individuals utilise social media to meet their needs, which might include entertainment, political campaigns, and social connection. People utilise social media and other social networking sites to suit their online requirements. Furthermore, there are certain societal implications of social media. Users' psychological and sociological characteristics, as well as their motivation for using social media and the gratifications they obtain from it, can impact or limit the effects of media (Rubin, 2002; Orchard, Fullwood, 2010; Harwood, 1997). This study's goal is to examine the function of social media in spreading hate speech that leads to violent behavior among youth. This study aimed to analyze how social media users are using this platform in promoting hate speech instead of focusing on impact of social media.

Fishbein and Ajzen developed the Theory of Reasoned Action (TRA) between 1975 and 1980. A person's activity, according to the Theory of Reasoned activity, is regulated by his or her intention to carry out the behaviour, and that intention is based on the person's attitude towards the behaviour as well as their subjective norm. Householder and Hale (2002) found that intention is the best predictor of actual behaviour. Individuals use social media to fulfil their needs, which may include entertainment, political campaigns, and social connection, as well as to demonstrate their behaviour through their activities. New technologies and the theory of reasoned action may be achieved through hate speech by users intentionally posting on digital media. The matter of Hate Speech has been a growing question for social media scholars. This study's goal is to examine the function of social media in spreading hate speech that leads to violent behavior among youth and users intention while sharing content. This study aimed to analyze how social media users are using this platform in promoting hate speech intentionally or show their intentions through actions. This article explore the user's perspective on hate speech that user's intentionally or with which style post, comment or share the content.

Material and Methods

This research study employed a quantitative technique as well as a survey method. The study's population was youth from Lahore, Pakistan, because it is the most populous city in Punjab and ranks 42nd in the world (World Population Review, 2022). Youth were thought to be the most active users of social media. They are heavily impacted by social networking sites because the platforms allow users to express themselves. Youth are actively using new media to disseminate information and share their thoughts.

Random sampling method was used to collect the data. The five General Public and Private sector of universities (Lahore College for women university, Lahore) (Punjab University, Lahore) (Government College University, Lahore) Private Sector Universities (Superior University, Lahore) (Minhaj University, Lahore) was randomly selected. Rational behind to select these 5 universities from Lahore was the representation of all classes of the society. Public universities have students from the lower, middle, and upper classes, whereas private institutions have students from the middle and upper classes. Both industries have a significant proportion of social media users. Second, youth were chosen using the Convenience sampling technique. The study included 500 male and female samples. The participants in this study ranged in age from 18 to 42. Self-administered questionnaires were used to collect research data from the Youth of Lahore.

Results and Discussion

Total of 500 respondents participated in the study. Young adults from Public and Private Universities were targeted as a sample for the collection of the data through online Google forms. Almost 23.8% of the population is male respondents, and 76.2% is female respondents from the total 100% population. This study data was collected among the age of 18- 42.Overall questionnaire was developed on 5-point Likert (summated rating scale)

with the options 1- (Strongly Disagree) "SD", 2- (Disagree) "D",3-(Neutral) "N",4-(Agree) "A", 5-(Strongly Agree) "SA".

Table 1
Correlation between Controversial and Promoting IE

	Pearson Correlation	Sig (2-tailed)	N
Controversial	1		
Promoting	.605**	.000	500
Controversial	.605**	.000	500
Promoting	1		

Table 2
Correlation between Social and Awareness

	Controversial	Awareness	Social
Controversial			
Pearson Correlation	1	.-482**	474**
Sig (2-tailed)		.000	.000
N		500	500
Awareness			
Pearson Correlation	.-484**	1	399**
Sig (2-tailed)		.000	.000
N		500	500
Social			
Pearson Correlation	.-474**	.399**	1
Sig (2-tailed)		.000	.000
N		500	500

The Table 1 shows the significant relation between Promoting and Controversial. The values Of Controversial and promoting IE are with a significant P- value of .000. The association between controversial and promoting (Controversial, Awareness, Social, Promoting) was determined using a correlation analysis. Table 1 and 2 shows the values of Controversial, Awareness, Social, Promoting as .399**, .-482**, .-474** with a P-value of .000, .000, .000. According to the statistical results, there is a correlation between controversial, aware, social, and promoting. The hypothesis proves with the help of correlation analysis 'There is an association between social media usage and hate speech on a controversial issue" which means that there is an association between social media usage and hate speech on any serious or sensitive issue. It clearly means that HI is approved.

Table 3
Sample's Descriptive Analysis

	Means	Std. Deviation	N
Controversial Issue	3.4683	.77943	500
Awareness	3.5379	.81198	500
Promoting Intolerance	3.5461	.80747	500
Social Responsibility	3.5823	.88706	500
Valid N			500

Table 3. depicts that mean value of (Controversial issue) 3.4683, AAQ (Awareness) is 3.5379, IRR (Promoting Intolerance) is 3.5461, while SR (Social Responsibility) is 3.5823. Moreover, the standard deviation of Controversial issue is .77943, AAQ (Awareness) is .81198, and IRR (Promoting Intolerance) is .80747, while SR (Social Responsibility) is .88706.

Discussion

Study data was collected by asking some questions from respondents related to Hate Speech on social media: a study of user's perspective regarding it's legal framework.

Total of 500 respondents participated in the study. Young adults from Public and Private Universities were targeted as a sample for the collection of the data. Almost 23.8% of the population is male respondents, and 76.2% is female respondents from the total 100% population. This study data was collected among the age of 18- 42. Study showed that 32.8% users with 2 hours, 59.8% users who consume social media more than 4 hours and it showed they are interested and active users of social media. According to the current statistics 4.62 billion people and almost 58.4% world population are using social media. According to the findings of the study, users usage depend into responses and involvement in controversial issue. 51.2% were Facebook users and 19.6% were Twitter and 9.6% were Youtube. Its means there are heavy users on facebook which uses and respond to any controversial issues. 62% public share political issues and any current political, cultural, social issues were 56.6%. People respond on any controversial issue was 31.6% that was highest to show the usage of digital media that users. 212% strongly agree that they are aware about general policies like report but never use their right. According to users they know policies but 80% doesn't feel safer under these policies, Users use digital media but according to 70% their policies create disharmony because there are issues that actually needed limitation to share on any site. 33% think that users with lack of awareness and with trust issues misuse the sites to troll someone, to harass someone, to create disharmony in society. Social media platforms have a high level of hate speech in the opinion of survey respondents and to test the idea that encountering perceived hate speech is related to avoiding political talk. In Pakistan, political leaders, workers, and followers have been incited to violence, hate speech, and character assassination as a result of political parties' use of social media platforms. Politicians and the general public are now able to use the internet to disseminate disputes, misinformation, and hate speech directed against minority or politicians, which is linked to freedom of expression.

Conclusion

Users can freely express their opinions on social media platforms, but there is a negative aspect to this freedom that leads to the use of hate speech and hatred content. Consideration of censorship policies and social responsibility is crucial when using social media to discuss certain issues. Survey respondents believe that social media platforms contain a high amount of hate speech, which is associated with freedom of expression. Social media users need to share understanding of censorship laws and value the sensitivity of the issues.

Recommendations

Social media usage has considerably expanded over the last few years for the purpose of creating perceptions about sociopolitical and economic pictures. Users should stay away from hate speech and defamation on social media sites. Progress toward a healthy body comes with a healthy mind. The youth should limit their use of social media to constructive activities only.

- A concerted effort should be made to monitor, moderate, or regulate the various social media platforms in order to reduce the potential for hate speech and enhance freedom of speech, but with restrictions to stifle it.
- To focus on user's acceptance of regulations and their use of social media by following policies.
- A effort should be made in order to understand which factors are involved in creating hate speech and misbalancing society.

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