

## **Determinants of Hate Speech on Social Media: A Content Analysis on SNS Users in Northern Part of Bangladesh**

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Received: 09 September 2025

Accepted: 20 December 2025

Published: 31 December 2025

### ***Abstract***

*This study was undertaken to analyze the determinants of hate speech on social media so that an overall picture may portray regarding the hate posts and comments surrounding northern parts of Bangladesh. A quantitative and qualitative discussion was done to understand research questions about what the determining factors of derogatory words are the users use in social media and how we can fight for it. Data were collected through a content analysis utilizing the search bar of Facebook. Specific hate post, words, comments and contents were selected by prior observation and pilot study. Data were analyzed by frequency distribution, descriptive analysis and qualitative analysis and presented in a descriptive way of writing. The findings showed that the most important determinant of using derogatory words is personal conflict. The other causes are political polarization, religious bigotry and patriarchal mentality. The study suggests target group-oriented awareness programmes, media and information literacy programmes and developer's content moderation system to fight for these social problems.*

**Key words:** *Hate Speech; Social Media; Determinant; Northern Part; Content Analysis*

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## **Introduction**

Social media exceeded all the other mass media in terms of time consumption, number of users and purpose of mass media utilization (Papakyriakopoulos *et. al*, 2020). Among the various mass media, social media facilitated its users more vehemently than its other counterparts irrespective of age, gender, education, social status, religion, political belief and ethnicity of its users. Besides, all the other mass media utilize social media platforms while a tremendous fall ensued in their viewership and rating points in their traditional capacity. In doing changes social media became more dynamic, creative and instant. Users can enjoy full freedom in social media as a content user and content creator instantaneously. Simultaneously it is one to one and one to many. As social media users can instantly publish their thoughts without any editing or gate keeping, aptly yclept citizen journalism, users can utilize it both for good and evil. Because citizen journalism has suggested that depictions of particular news items can suffer from distortion due to the personal bias of individual contributors. In traditional media organizations, editors impose regulations on news gathering, media professionals double check evidence and lawyers are hired to check whether stories are libelous (Mythen, 2010). On the other hand, the remote areas information which is impossible to cover in mainstream mass media because of lack of connectivity, can also be covered with the help of social media immediately while some evil and unethical information can also be disseminated by it concomitantly. The most malicious task of social media may be the propagation of hate speech. Almost all sections of society over the world are now facing this unsolicited crime. No country or society is free from hatred (Izsák, 2015). Hate speech refers to the vulgar words which are used to undermine someone's integrity. Especially it refers to the hatred words relating racism, sexism, xenophobia, homophobia, social hatred, antisemitism and so on (Gelashvili, 2018; Bayer & Bard, 2020). It can also include insulting, demotivating, offensive, violent, abusive, profanity, obscenity, derogatory and vulgarism (Charitidis *et. al*, 2020; Izsák, 2015). Bangladesh, especially in the northern regions, the increasing access to smartphones and internet penetration has led to greater social media use, making the digital space both a voice for the voiceless and a platform for hostility. This research aims to identify and analyze the determinants of hate speech among SNS users in this region through a qualitative content analysis approach.

## **Statement of the Problem**

Social media users are increasingly proliferating hate speech (Alsafari *et. al*. 2020, Bayer & Bard, 2020) especially when they feel deprived or discriminated against and vice versa. It also uses stereotyping to identify religious insolent, unethical, thief, suspicious, aggressive etc. making someone vulnerable to invade. Although researchers are not sure how much hate speech is helpful to manage a mob attack and mass beating? However, it is acknowledged that ideologically hate speech helps us to make our psychology do criminal work without any hesitation and discomfort. On the other hand, Izsák (2015) acknowledged that hateful communication does not ensure actual crime, they can create a precondition for a hate crime as hate crimes are possible outcomes of prior

stigmatization and denigration of targeted victims. Hate speech can deter the freedom of expression and freedom of conscience. As a result, the propagation of hate speech through social media has drawn the attention of government and institutions (Charitidis *et. al*, 2020).

## **Literature Review**

### ***Hate Speech***

Generally speaking, hate speech could be described as the expression of hatred towards an individual or group of individuals because of a characteristic they share, or a group to which they belong (Charitidis *et. al*. 2020). Europe's committee of ministers recommended the term 'hate speech' covers all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-semitism or other forms of hatred based on intolerance (Weber, 2019)

### ***Hate speech on Social Media***

Freedom of expression and freedom of speech can easily be practiced in digital media (Sadhan, 2025). People have the right to practice it in their daily life. Nobody can hinder these rights of people because of the negative activities of social media users. Social media are places where users disseminate hate speech without any barrier. Different defamatory or abusive word or statement are used by the haters relating to race, ethnicity, religion, gender, sex, color, locality (Castaño-Pulgarín, *et al*. 2021, Batool, *et al*. 2024). Because of the weak surveillance of the controlling authority users become more inspired to do the same. On the other hand, it is difficult to observe different dialectic hate speech with a set algorithm. It is a fertile ground for unscrupulous radical groups to spread hateful messages (Izsák, 2015).

### ***Determinants of Hate Speech***

Hate speech propagated through social media because of different key factors behind them. One of the important factors of hate speech is feeling of deprivation among its users. Individuals, family, clan and states might be the cause of their deprivation. Users use hate language against them. Educational background, gender, ethnicity, religion, skill of social media use, media literacy level, punitive measures, social surveillance and hate speech detection algorithm lacks etc. are the key important determinants of hate speech. On the other hand, censorship is one of the major determinants of propagating hate speech in social media (Wilson and Land, 2021). Media and information literacy lack have more staggering effect on users when they are insensitive about other religion, race, color, gender, political party or even nation/state. Besides. Hate speech is also determinants of a state's internal and external security (Dawidczyk and Jurczak, 2023).

### ***Effects of Hate Speech on Society***

Social media creates the potential for its people to speak freely. However, cyberspace is not always safe (Al-Hassan, 2019). Bayer & Bard (2020) argued that hate speech and hate crimes poison societies by endangering individual rights, social dignity and equality, emphasizing tensions between societal clusters, troubling public peace and public order, and threatening peaceful coexistence. Not only poisonous but Charitidis *et al*. (2020) denoted that hate speech effectively

discourages free speech and open discourse on the internet, because the construction and circulation of hate speech is become easy, instant, potentially omnipresent, public and therefore much more damaging. In the semi structured interview with the respondents Perry et.al. (2020) found that by the rise of political hate rhetoric focusing on a specific group corresponds the heighten of hate crime against them, however, unfortunately this result has been overlooked in society. The United Nations Strategy and Plan of Action on Hate Speech detected the priority areas of combating against hate content (UN, 2025)

### **Broad Objective**

The broad objective of this research is to appraise the factors associated with hate speech propagated across social media in Northern part of Bangladesh.

### **Specific objectives:**

To observe the broad objective some specific objectives have been chosen. They are as follows:

- To explore the types and patterns of hate speech prevalent among SNS users.
- To identify key determinants that provoke hate speech in the northern region.
- To suggest strategies for countering online hate speech.

### **Methodology**

Both quantitative and qualitative approach will be applied in this research. To fulfill the research objective, primary data will be used in this study.

### **Sampling**

Different types of hate speech are used by its users in Bengali language. Specific key words have been used to identify sample social media sites. In this study social networking sites or social media refers to the different social media platforms such as Facebook, YouTube, TikTok, X (Twitter), Instagram, Reddit, Pinterest, LinkedIn etc. Among the social media users 69.86 percent use Facebook (GlobalStats, 2025). As most of the users in Bangladesh use Facebook in this research data have been collected from different Facebook Ids and pages.

Hate speech may fall under some different segments such as— race, color, ethnicity, gender, disability, sexuality, citizenship and religion. From these different points of view some key words are frequently used by the hate speaker i.e. moulobadi, malaun, jongi, shontrashi, nastiq, besya, magi, khanki, chutia, hijra, bolod, dim therapy etc. To identify the sample social media account in this study, key words have been searched through the search option of the personal social media account of the researcher. From the search results for each of the key words the highest number of hate content user's accounts have been selected as the sample social media account irrespective of their profession, age group and gender. Among the social media accounts 100 users Id and pages were selected purposively. These 100 social media accounts posts have been analyzed in this research. Among them three highly hate speech user's accounts have been selected as the cases for studying the issue in depth.

### **Data Collection**

Primary data has been collected from the different SNS users from greater Rangpur and Dinajpur region comprising Rangpur, Nilphamari, Gaibandha, Lalmonirhar, Kurigram, Dinajpur, Thakurgaon and Panchagarh area which is the northern part of Bangladesh. Content analysis methods have been used to collect data from social media sites. The specific contents have been analyzed which was collected by using specific key words selected by a pilot content analysis. Data has been tabulated by a preplanned tabulation form where speculated factors were arranged. Age, education, profession, religion, hate speech etc. were the factors or determinants of this study. Then three highly hate speech users' social media accounts have been studied through quantitative deep dive into their social networking site (SNS). The qualitative discussion was organized according to the deep diving.

### **Data Analysis**

Data has been tabulated and coded in Microsoft Excel according to the objectives of the study. Reliable data has been used in frequency distribution, descriptive statistics and thematic content analysis to find out the determinants of propagating hate speech in social media.

### **Hate speech Categories**

Table1: Categories of hate speech prevalent in SNS

<b>Sl No</b>	<b>Categories of hate speech</b>	<b>Specific words to search hate speech</b>
01	Race/color/ethnicity	Kaowa (Crow), Takua (bald), Taklu (Bald), Kala (Black), Kaltu (Black), Jungli (Savage), Backword Monkey
02	Class Based/ Citizenship/disability	Third class, Chotolok (Mean fellow), Itor (Uncivil)/ Mofiz, Lengra, Kana, Thosha, Bosti, Chudlingpong
03	Gender/sexuality	Besya (Prostitute), Magi (Hag), Khanki (Harlot), Hijra (Use to humiliate as transgender), Shaowa, Naughty, Cinal, Randi (Prostitute)
04	Religion	Moulobadi, Malaun, Shontrashi, Nasti, Jongi, Secular, Gomutrokhor, Kafir (Infidel), Murtad (Apostate), "tui Hindu rakkhosh"
05	Political	Soirachar, Facist, Dosor, Pachata Kutta, Biriani Lovi, Chamcha (Stooge), Chandabaz, Chatar Dol, GokGok
06	Abusive /Humiliating	Dalal (Broker/Traitor), Madarchot, Byanchot, Jaroz, Chutiya, Chutmarani, Bolod, Dim therapy, Jolce Naki, Sohomot Bhai, Chor (Corrupt/thief), Slut, Attention seeker, "bokachoda", "haraamzada", "shala chor", "komola bhai ka chamcha", Ustringkhol
07	Personal Conflict	Aboidho, jaliat, Syndicate, Songoboddho Chokro.
08	Romantic Affair/ Broken Affairs	Magi, Besya, Kharap Meye
09	Gov. Censorship	Libel, Defamation Act, DSA, CSA, Official Secrecy Act

**Conceptual Framework:**

Table 2: Conceptual framework of determinants of hate speech in SNS

Dependent Variable	Categories	Determinants
Hate speeches propagating in SNS	Personal conflict/abusive /humiliating	A) Personal Conflict,
	Political	B) Political polarization
	Gender/sexuality	C) Religious bigotry,
	Religious	D) Patriarchal mentality
	Race/color/ethnicity	E) Discrimination, injustice, unemployment and frustration
	Class based/citizenship/disability	F) Echo chambers and group behaviour
	Romantic affair/broken affairs	G) Lack of media literacy, misinformation and rumour
		H) Social media boosting because of high engagement
		I) Government censorships

**Result and Findings**

***Gender role and different categories of hate speech***

Social media users have a diverse range of categories to decipher hate speech. Among the male female perspectives male are more prone to use hate speech than the female counterpart.

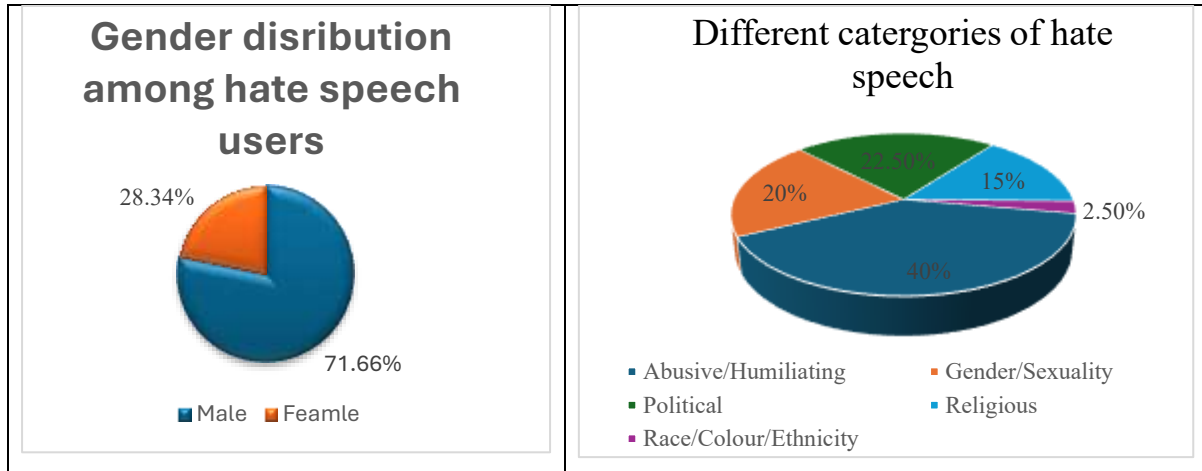


Figure 1: Gender distribution and different categories of hate speech on SNS

Figure 1 show that more than two-third of the hate speech users are male and less than one-third are female. On the other hand, 40 percent users use humiliating or abusive words against their target to undermine them personally. About 22.5 percent of users use hate speech to undermine the target politically while 20 percent of users use gender related derogatory words and 15 percent of users use religiously derogatory words against the target user. Race color and ethnicity related hate speech has the lowest percentage (2.5%).

### ***Reaction of the users on Facebook hate posts***

In social media hate posts have the topmost reaction by other SNS users. It means that it has high engagement with its users.

Table 3: Descriptive statistics on the reaction of selected 120 Facebook posts

<b>Statistics</b>	<b>Age</b>	<b>Education</b>	<b>Like</b>	<b>Comment</b>	<b>Share</b>
Mean	34.7	15.92727273	2435.725	103.9583333	143.99167
Standard Deviation	14.21108883	1.372796589	8376.4242	467.2273734	540.90263
Sample Variance	201.9550459	1.884570475	70164482	218301.4184	292575.66
Kurtosis	0.295287929	1.268920567	16.702422	36.06039231	24.398266
Skewness	1.207081411	-0.105244907	4.0794207	6.099087524	4.8529142
Range	52	7	45000	3000	3200
Minimum	20	12	0	0	0
Maximum	72	19	45000	3000	3200

Table 3 shows that the age category is not the determining factor of hate speech. Because from 72 years to 20 years users use hate speech in their SNS posts while average age is 34 years. The educational qualifications have also no effect on hate speech because the maximum educational point is 19 and minimum 12 which depicts that twelve class students to PhD (19 point) holders all of the users use hate speech with mean point is about 16. In the reaction finding, the study shows that on an average 2435 like, 103 comment and 143 share proves that the engagement of the users with hate posts is very high.

### ***Types and Patterns of Hate Speech Prevalent Among SNS Users***

From different literatures the study found that almost eight areas of patterns hate speech prevalent in social networking sites. Results and findings presented here according to the content analysis.



without context or aimed at individuals or groups, were found to provoke defensiveness, anger, and in some cases, retaliation through counter-posts.

### ***Political***

The study reveals that political discourse on social media in Bangladesh has been significantly influenced by the frequent use of derogatory and emotionally charged terms. Users often employ politically motivated slurs such as “*Soirachar*” (tyrant), “*Facist*,” “*Dosor*” (accomplice), “*Chamcha*” (stooge), “*Pachata Kutta*” (five-party dog), “*Biriani Lovi*” (greedy for biryani) and “*Chandabaz*” (extortionist) to delegitimize or insult political opponents. These types of words used in the social media post often trigger attacking environment against rival political beliefs. The political campaigns and troll army create an intolerant environment in social media. It has not only deteriorated the quality of political conversation but also contaminated the democratic environment.

### ***Gender/sexual***

A content analysis of 120 public social media posts and comments found frequent use of highly derogatory terms such as “*Tbesya*” (prostitute), “*Magi*” (hag/slut), “*Natughty*,” “*Cinal*,” “*Khanki*” (harlot), “*Randi*” (sex worker) and “*Hijra*” (used as a slur against transgender persons). These terms were most often deployed to shame, control, and dehumanize female users, gender-nonconforming individuals, or those expressing opinions on sexuality, rights, or personal freedom.

The female users feel anxiety and sometimes they impose self-censorship and withdraw from public discourse due to online harassment. The data clearly shows that social media platforms, while offering space for expression, also serve as breeding grounds for gendered hate speech and sexuality-based abuse. The word uses as slurs such as “besya”, “magi” and “hijra” exhibits deeply rooted patriarchal dominance in digital space like our social reality.

### ***Religion***

Religion is the most sensitive space in multi-religious countries in the world. Bangladesh is not the exception. Here users use different religious terms to undermine different religion. To undermine the Muslims SNS users frequently use “moulobadi”, “jongi”, “kafir”, “murtad” “nastiq” etc. On the other hand to insult the Hindus SNS users use “malaun” (a derogatory term for Hindus), “gomutrokhor” (mocking Hindu religious practices) etc. Besides, some of the terms

used for both religion such as “secular”, “radical”, “nastiq” etc. Although religion stay in the deepest heart of the believers, SNS users never think how much breach caused for their unwanted posts and comments. Specially users try to delegitimize individuals’ beliefs by using these terms. Besides, “nastiq” and “secular” are weaponized to portray individuals as enemies of religion or as morally deviant. It often causes the increase intolerance and sectarian tension among the majority and minority communities.

Furthermore, repeated exposure to such language on social media platforms appears to normalize hate speech and foster an environment of religious radicalization.

Religion, while being a deeply personal and communal aspect of identity, is increasingly politicized and weaponized on social media using derogatory language. This trend not only erodes interfaith harmony but also poses significant threats to social cohesion and digital civic culture in Bangladesh.

### ***Race/color/ethnicity***

This study reveals that the usage of racially derogatory terms such as ‘Kaowa’, ‘Takua’, ‘Taklu’, ‘Kala’, ‘Kaltu’, ‘Jungli’ and ‘Backward Monkey’ on social media platforms significantly prevalent with multiple detrimental ways. These words contribute hugely to making the digital space hostile which perpetuates social exclusion and distress. Social media users become very casual using these terms in their SNS posts, comments and memes. Sometimes users use these humiliating contents in SNS for humorous purposes which can cause a social implication. In Bangladesh, racial or ethnic hate content contents like Jungli, Backward\_Monkey uses limited scales because somewhat congenial environment prevail here for the racial and ethnic people. However, uses of these types of derogatory words are not totally stopped. Individual dignity, community cohesion, and societal harmony may affect by using racially insulting and ethnically derogatory language on social media platforms.

### ***Class Based/Citizenship/disability***

The study reveals that social media in Bangladesh often becomes a reflection of deeply entrenched social hierarchies, citizenship or class-based prejudices and disability discrimination. It was found that the word “chotolok” (mean fellow) was used frequently in SNS. Through qualitative content analysis the study detected that the other derogatory terms like “third class”, “itor” (uncivil or low-

born), “mofiz”, “lengra”, “kana” and “thosha” were also used in SNS with a limited scale. These obnoxious comments were used to undermine their target people so that they became demotivated. It may demean individuals according to their perceived social class and occupation. When a user uses derogatory terms in their SNS post, the other users also provoked to use same or more insulting terms in the comment sections. Repeated use of the term “mofiz” insults the intelligence and social class of the northern regions of Bangladesh which undermines inclusive citizenship. The extensive usage of words like “Lengra” or “kana” in humorous and insulting way reflects a deeper insensitivity against the people for whom they cannot criticize them in relevant places because of their dominance and legal barriers.

### ***Romantic Affair/Broken Affairs***

The study reveals that social media has a moderate impact on the dynamics of romantic relationships, particularly in the context of conflict and breakup. Through a content analysis of public posts and comments on platforms like Facebook the research identifies a pattern of verbal aggression, misogyny, and character assassination especially targeting women following a love affair or breakup. After the termination of relationships, women are more frequently targeted with derogatory remarks. Among the most frequently used derogatory terms were “*Magi*”, “*Besya*”, “*Kharap Meye*” “*Cheater*” and “*liars*” etc. These words are commonly used in comment sections of posts where couples publicly express their relationships or where breakups become visible to others through posts, statuses, or viral videos. Social media plays a dual role in modern relationships—while it helps in expressing love and maintaining connectivity, it also becomes a battleground of abuse during and after breakups. The language used, particularly against women, reflects a cultural tolerance for misogyny.

### **Determinants Those Provoke Hate Speech in Northern Region**

Some hate speech provoking determinants played its role to disseminate the anti-social anarchic word in social media. The factors are as bellows:

#### ***Personal Conflict***

Users use different types of derogatory words because of personal conflict with the target users. Because of unjust behaviour of their counterparts sometimes they become frustrated and write the hate speech on social media. Because of personal conflict users may use different categories

hateful posts or comments on social media. Suppose the counterpart are from other political party, religion, and gender group then attack them from those perspectives.

### ***Political Polarization***

Political polarization plays a vital role in instigating hate speech on social media because of getting more preference than the other followers. Partisan groups strengthen the ‘us versus them’ mentality, intensifying hostility toward opposing supporters. Consequently, hate speech targeting opposition leaders and their followers circulates rapidly, often unchecked and without verification. Findings of this research suggest that both ruling and opposition parties are reported to mobilize ‘cyber activists’ or troll networks to control online discourse. These groups orchestrate targeted campaigns that rely on abusive language, intimidation, and character assassination to undermine political rivals.

### ***Religious Bigotry***

Religion is itself a matter of hatred when it has fanatic followers. Because of bigot mentality of their own religion SNS user use derogatory words for the other religion or its followers. On the other hand, Lack of religious knowledge creates fertile ground for hate speech by enabling misinterpretation, fostering intolerance, and making individuals vulnerable to misinformation. On social networking sites, where content spreads rapidly and virally, this lack becomes a powerful determinant in the spread of religious hate speech. Addressing this requires interfaith education, digital literacy, and platform accountability.

### ***Patriarchal Mentality***

The societal patriarchal mentality can be used poisonously in SNS also. What are practicing in their day-to-day life, it may trickle down in social media also. Because of having negative mentality with the female part of our society some users use gender related term for the male also to undermine them in society. Suppose when a person dislikes anybody he may claim him a ‘*hijra*’ in their posts or comments. The other word related women demoralization is frequently using in different social media accounts.

### ***Discrimination, Injustice, Unemployment and Frustration***

Injustice — whether real or perceived — is one of the core emotional and psychological triggers behind hate speech on social networking sites (SNS). It refers to a sense of unfair treatment, discrimination, marginalization, or exclusion experienced by individuals or groups. Economic frustration and unemployment among the educated manpower make some of them to be violent towards establishment. When people feel wronged, especially without access to effective means of redress, they often turn to social media to voice their frustration, which can escalate into hate speech. They cannot endure their dissatisfaction and blame the state or society. They propagate their dissatisfaction by using abusive and humiliating words against the administration,

government or state. If there are any corruption, nepotism and exploitation in government and non-government employment sector it is difficult to make the victims calm. In that situation, victims use derogatory words in social media as the last and easy resort against those activities and people involved. In case of using abusive and humiliating words, it was found that respondents somehow feel about their discrimination and injustice which provoked them to use hate speech in SNS.

### ***Echo Chambers and Group Behaviour***

Social networking sites create echo chambers and show specific posts, videos and contents repeatedly by its algorithm. It disrupts the critical thinking of its users because of continuous connectivity with the same things. Social media try to make us clients while it can detect our choices, likes and dislikes. It's quite difficult to understand that the users always live in echo chambers. If we don't think critically and make our self-determination, social media may utilize it because of their commercial purpose.

### ***Lack of Digital Literacy, Misinformation and Rumour***

Media and information literacy can boost up user's capacity to understand the fake and truth information disseminated in social media. However, lack of media and information literacy often triggers its users not to examine the content of social networking sites. Sharing social media content without any scrutiny and critical examines make the situation worse.

### ***Social Media Boosting Because of High Engagement***

Those speeches have higher engagement which has negative affiliation. On the other hand, those contents have the highest engagement social media detect them as the material to boost. In these circumstances, social media unknowingly press more importance to hate speeches because of its high engagement. The algorithm automatically increases the reach of the post which has highest engagement. Unfortunately, because of the high engagement and boosting mechanism of social media's derogatory and hate contents disseminate most than the sober posts and contents.

### ***Government Censorships***

Long term government censorships among the SNS users provoke them to criticize the people who are with government. In Bangladesh various laws were used to suppress the voice of the people such as Information and Communication Technology Act (ICT 2006), Digital Security Act (DSA 2018) and Cyber Security Act (CSA 2023). Because of the usages of this suppressive acts against SNS users they were become more critic against government which causes a huge hate speech in social media.

### **Countering Strategies of Online Hate Speech**

How to counter online hate speech is not a simple issue. However, we can take some precautions. Those are as bellows:

#### ***Awareness Programme***

In this study hate speeches on SNS are categorized into 7 different genres. The most frequent categories of hate speech are political, religious, gender based and personal humiliation. Countering hate speech in SNS requires a comprehensive, multi-layered programme like

community engagement, education and media-digital platform collaboration. At first, we need to address socio-political injustice and economic frustration. Then it is necessary to aware the social media users that SNSs are not for provoking hate speech rather it should use for easy communication and building social cohesion. Respondents can be aware of the psychological and social effect of online hate speech. Side by side, it is necessary to establish a legal framework so that infringement can be punished. Seminars, workshops and discussion programmes can be another alternative to show the experience of victims and the traumatic condition of them. Psychologists opinion can also present at that progarmmes to make awareness against hate speech. Training on digital empathy and responsible expression we can conduct. Training manuals, e-learning modules and visual materials such as videos, posters, handbooks and social media contents can be used as tools and materials in the workshops. To mitigate the online hate speech we should nurture critical digital skills, promote respect for diversity and give individuals the tools to recognize and challenge hate in their online environments.

### ***Digital Literacy Campaign***

Cyberbullying, online blackmailing-fraud and distributing derogatory content by SNSs is very easy. However, countering that content is somewhat difficult. Hashtag campaign is a popular way of countering hate comments. To make a hashtag campaign successful we need to aware the users of SNS. #StopHateNow, #ThinkBeforeYouPost, #WordMatter, #NoHateSpeech etc. were some of the hashtags which can reach easily. Social media influencers, bloggers, celebrities and youth icons can be involved in the digital and media literacy campaign. Short videos and animations that share the experiences of hate speech victims, their journey of resilience and practical tips for responding to hateful content can serve as powerful tools for awareness and engagement. Distribution of posters, infographics and memes on different platforms like Facebook, Instagram, YouTube and local platforms can be another way of digital campaign.

### ***SNS Developers' Content Moderation***

Using different tools to report, block and encounter hate speech is an essential aspect nowadays. Initiating any new law or administrative measure to control hate speech successfully is quite difficult. It is not possible to identify the hate users without having access to the algorithm of that specific SNS. However, monitoring by the developer and moderation of content can minimize the harms of hate speech at an acceptable level. It is easy to detect the criminals by utilizing reporting systems from user side if anybody becomes victim. Government-developers collaboration may deter the criminals from further hate speech and hate crimes. However, the automated detection and removal system of social media companies is faulty. Sometimes, it is portrayed as the impediments of freedom of speech because of its defective detection (UN, 2025). So, UN suggests more research and manual intervention against it.

### ***Collaboration with Digital Platforms***

Effectively addressing online hate speech requires strong collaboration with social media platforms across multiple key areas. One important step is ensuring that all users have access to

simple and efficient reporting tools that allow for quick responses to harmful content. Moreover, incorporating educational pop-ups when hate-related terms are entered can serve as immediate prompts to encourage users to reconsider and reduce negative interactions. Another critical measure is the creation of hate speech detection systems that recognize content in local languages, helping to overcome language barriers that often hinder moderation. In addition to these platform-based approaches, implementing effective fact-checking systems is vital in countering the spread of misinformation that often intensifies hate. Working alongside NGOs dedicated to digital literacy can further enhance these initiatives by fostering responsible digital engagement and teaching individuals how to critically assess the information they encounter online.

### ***Monitoring and Feedback Mechanism***

It is vital to establish accessible feedback mechanisms across both online and offline platforms. These can include digital surveys, dedicated helplines, and interactive community forums that allow individuals to voice their opinions, report issues, and offer suggestions for enhancement. Such channels not only encourage active community participation but also cultivate a sense of ownership among stakeholders. Simultaneously, a robust evaluation framework should be implemented to monitor and measure the campaign's overall impact. This framework must track key indicators such as audience engagement, message effectiveness, and shifts in public attitudes or behaviors. A combination of surveys, interviews, and focus group discussions can provide both quantitative and qualitative insights, enabling program coordinators to identify successful strategies, areas needing improvement, and the campaign's influence on public understanding and reaction to hate speech. Community Engagement Initiatives such as Youth Clubs and Debate Forums encourage dialogue and peer-led discussions on hate speech. Organizing contests on poster making, speech, essay on tolerance and unity can make the community more vibrant to fight against it. Parents and Teachers' Orientation on hate speech can somewhat minimize the issue. It can train adults and protect children from online abuse and encourage open conversations at home and school. On the other hand, interfaith and cultural programs promote open respect for diversity and inclusivity.

### ***Rationale of the Study***

Social media consumes the highest amount of time than any other mass media nowadays. Everywhere we are dependent on it. If the information on social media is positive for us, then we can utilize the full potentiality of it. However, if it is full of vulgar and violent information then our daily life will be jeopardized. So, social media content related research is highly rationale for the well-being of society. To make a resilient and just society for all we must make our virtual life tolerant for all. To eliminate the hate speech and derogatory contents from social media we need to identify the determinants of hate speech or factors of using derogatory contents in social media.

### ***Limitation of the Study***

Attempt to minimize the limitations in this study was not compromised. However, it is not possible to address the entire angle in same research. Because of some research limitations, it cannot be omitted although full potential is being utilized. So, researcher acknowledged that nowadays

numerous numbers of social media are being used by its users. In this research, only Facebook has been chosen to identify hate speech. Other social media has retained out of this research. Besides, data has been mined from social media sites through specific key words in the researcher's personal account search bar that are carefully chosen by pilot content analysis. There might be some personal account-based personalized search algorithms echo-chamber-biased in searching hate speech which could not be addressed here. Although hate speech may be employed through plain language with special tone but that might not be possible to identify in this research. With hate speech, cyberbullying and online harassment may occur with positive words which could not be detected by key words. Rigorous content analysis is essential, which cannot be completed with this research.

### **Ethical Statements**

This research strictly addressed ethical issues related to personal privacy, data protection and dignity throughout the study. Researcher use only the public information of the user's Facebook Ids and pages. So, there is no risk of public exposure to the users because of this research. Collected data has been used only for academic purposes. Username, profile picture, location, personal description and other identifiable information have been removed prior to the analysis. Labelling 'Hate speech users' will not be stigmatized to the users because of the anonymized coding of the accounts and the target of this research is not to be analyzed individual character but to address the issue for an overall purpose. The research follows the principle of doing no harm, recognizing the potential psychological, reputational, and social risks associated with online identity exposure.

### **Discussion**

In western perspectives most of the hate speech and crimes occur because of the racial, religious and ethnicity bias. As for example, in the United States, in 2013, the Federal Bureau of Investigation (FBI), Uniform Crime Reporting Program, recorded almost 6,000 hate crimes incidents where 48.5 percent were racially motivated, 17.4 percent were motivated by religious bias, 11.1 per cent caused from ethnicity bias (FBI, 2013). However, from Bangladesh perspectives most of the hate speech used in SNS because of personal, political, religious and gender cause. Besides, ethnic and racial issues are less important for Bangladeshi users in case of analyzing the determinants of hate speech. Maximum derogatory posts and comments are used for personal, political and religious causes. The users use diversified comments related to abusive, gender biased and religious undermining. The mitigation policy of government and social media companies is not enough. Findings showed awareness programme, digital literacy programme, content supervision and moderation activities can play a significant role to combat against hate speech. It needs more attention and rigorous intervention from different stakeholders. Especially, UN (2025) suggests further research and content examination alongside the SNS companies automated content moderation. Besides violent words, non-violent words should be interpreted whether they contain hates. Hashtag campaigns can be the other alternative to combat hate speech. Pukallus and Arthur (2025) suggest utilization of local evidence-based anti-hate speech interventions for combating hate speech on social media.

## **Conclusion**

Hate speech on social media has emerged as a growing concern worldwide, including in developing regions such as Bangladesh. The hate speech in northern part of Bangladesh is predominantly prevailing specially for political rivalry, religious intolerance, gender insensitivity, personal conflict and humiliating tendency of the SNS users. Findings reveal that political rivalry, religious intolerance, ethnic identity, and socio-economic grievances are the major contributors. In some cases, users humiliate their counterpart by using positive language in a local angle of sledging words which cannot be identified with the search words. The paper recommends stronger moderation mechanisms, media literacy campaigns, and community-driven interventions to reduce the proliferation of hate speech online. However, localize AI intervention and media literacy programmes can counter the hate speech effectively.

## **Funding**

The funding of this study was provided by Begum Rokeya University Rangpur, Bangladesh.

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