

## Stop Hate for Profit campaign suspends social media ads

2nd July, 2020



A campaign group operating under the hashtag "Stop Hate For Profit" has severely dented the market value of Facebook and Twitter. The group is calling on advertisers to suspend advertising with the social media giants until they reform their practices. In particular, the group wants sites to be stricter in their moderation of posts the group deems to be hate speech and misinformation. The value of Facebook's stock plummeted by eight per cent last Friday as Unilever halted its advertising. A three per cent drop followed on Monday as major brands such as Starbucks and Coca Cola said they would pause spending on the social media platform. Facebook's value has nosedived by around \$60 billion.

The Stop Hate For Profit campaign got going on June the 17th after several civil rights groups and non-profit watchdogs collaborated. They formulated a campaign to get social media platforms to address problems and biases in the way they moderate content. They called for an advertising boycott and asked advertisers to, "hit pause on hate". They said: "We are asking all businesses to stand in solidarity with our most deeply held American values of freedom, equality and justice and not advertise on [these] services in July." Facebook CEO Mark Zuckerberg responded by announcing a series of new policies, including a ban on hateful content and on posts making false claims about voting.

Sources:  
[stophateforprofit.org](http://stophateforprofit.org) / [euroweeklynews.com](http://euroweeklynews.com) / [theguardian.com](http://theguardian.com)

### Writing

Freedom of speech means anyone can post anything on social media. Discuss.

### Chat

Talk about these words from the article.

campaign / group / hashtag / market value / advertising / moderation / hate speech / civil rights / watchdogs / biases / solidarity / freedom / justice / ban / false claims

### True / False

- a) A campaign group wants all advertisers to abandon Facebook forever. T / F
- b) The group wants stricter moderation of Facebook posts. T / F
- c) Starbucks and Coca Cola are thinking about removing ads. T / F
- d) Facebook's value fell by \$60billion. T / F
- e) The Stop Hate for Profit group started in June 2017. T / F
- f) The group has stopped short of asking for a boycott. T / F
- g) The group is asking for advertisers not to advertise on Facebook in July. T / F
- h) Facebook said it would change how it moderates posts on voting. T / F

### Synonym Match

(The words in **bold** are from the news article.)

- |                        |                    |
|------------------------|--------------------|
| 1. <b>operating</b>    | a. plunged         |
| 2. <b>severely</b>     | b. considers       |
| 3. <b>suspend</b>      | c. worked out      |
| 4. <b>deems</b>        | d. put on hold     |
| 5. <b>nosedived</b>    | e. worked together |
| 6. <b>got going</b>    | f. functioning     |
| 7. <b>collaborated</b> | g. principles      |
| 8. <b>formulated</b>   | h. badly           |
| 9. <b>values</b>       | i. assertions      |
| 10. <b>claims</b>      | j. started         |

### Discussion – Student A

- a) What do you think of advertising?
- b) What do you think of Facebook?
- c) Do you agree with the campaign?
- d) Have you seen misleading posts of social media?
- e) What should social media sites do to stop hate?
- f) What do you think of the advertisers who are joining the boycott?
- g) How much will the campaign damage Facebook and other sites?
- h) How happy are you with social media platforms?

## Phrase Match

- |  |                           |
|--|---------------------------|
| 1. severely dented                       | a. they moderate content  |
| 2. The group is calling on advertisers   | b. to be hate speech      |
| 3. social media                          | c. claims about voting    |
| 4. posts the group deems                 | d. the market value       |
| 5. Facebook's value has nosedived        | e. a campaign             |
| 6. civil                                 | f. giants                 |
| 7. They formulated                       | g. by around \$60 billion |
| 8. biases in the way                     | h. in solidarity          |
| 9. We are asking all businesses to stand | i. rights groups          |
| 10. posts making false                   | j. to suspend advertising |

## Discussion – Student B

- What do you think about what you read?
- How important are civil rights groups and watchdogs?
- How worried are you about bias on social media?
- What problems with social media can you see?
- How damaging is hate speech?
- How can sites prevent misinformation from being posted?
- Where will this story go from now?
- What questions would you like to ask Facebook's CEO?

## Spelling

- eveelyrs dented the market value
- calling on advertisers to espsudn advertising
- social media ntasgi
- ndmrteioao of posts
- Facebook's stock etmdmuelp
- Facebook's value has nseidoived
- The Stop Hate For Profit cmgainpa
- non-profit watchdogs arcleoodtbla
- They formulated a pacgnaim
- They called for an advertising yticobto
- stand in lrisdtaioy
- announcing a ersesi of new policies

### Answers – Synonym Match

1. f	2. h	3. d	4. b	5. a
6. j	7. e	8. c	9. g	10. i

## Role Play

### Role A – Facebook

You think Facebook is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Google, Zoom or Twitter.

### Role B – Google

You think Google is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Facebook, Zoom or Twitter.

### Role C – Zoom

You think Zoom is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Google, Facebook or Twitter.

### Role D – Twitter

You think Twitter is the best website. Tell the others three reasons why. Tell them what is wrong with their websites. Also, tell the others which is the least useful of these (and why): Google, Zoom or Facebook.

## Speaking – Internet Sites

Rank these with your partner. Put the best Internet sites at the top. Change partners often and share your rankings.

- |           |             |
|-----------|-------------|
| • CNN     | • Facebook  |
| • eBay    | • Google    |
| • Twitter | • Amazon    |
| • Zoom    | • Instagram |

### Answers – True False

a	F	b	T	c	F	d	T	e	F	f	F	g	T	h	T
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Answers to Phrase Match and Spelling are in the text.