



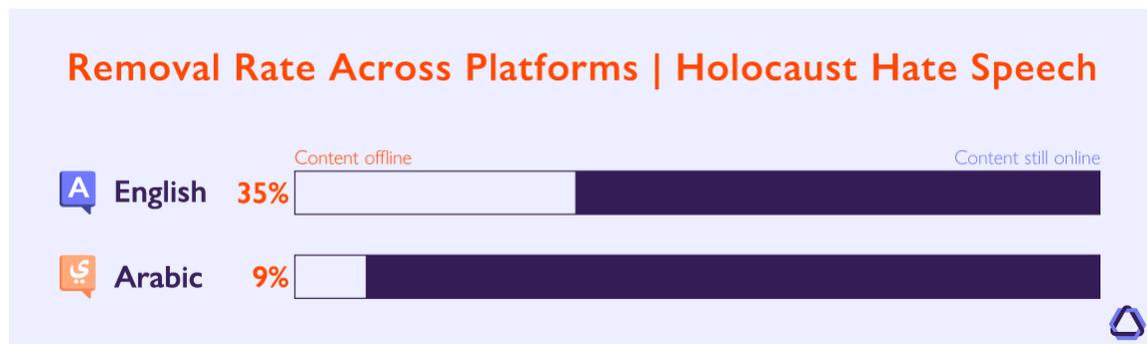
## Yom HaShoah 2024 | Online Holocaust Hate Speech Narratives and Trends

CyberWell is an international technology non-profit combatting online antisemitism by monitoring, reporting and holding social media platforms accountable for hate speech promulgated through their websites and apps. CyberWell's AI technology monitors for posts, currently in English and Arabic, that are consistent with the International Holocaust Remembrance Alliance (IHRA) working definition of antisemitism, which the organization then reports to moderators alongside the platform-prescribed policies it violates.

Ahead of Yom HaShoah 2024, Israel's Holocaust Remembrance Day, CyberWell analyzed **296 posts** which were verified by the research team as antisemitic and fit under the theme of Holocaust Hate Speech, from across the 5 major social media platforms that we monitor - Facebook, Instagram, TikTok, YouTube, and X - and which were posted between April 2023 and April 2024.

**This dataset of 296 posts collectively gained over 11 million views.**

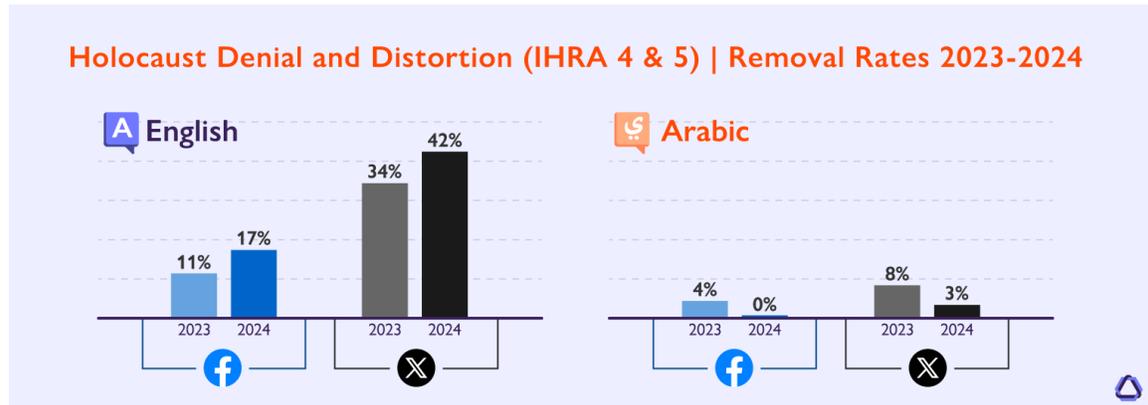
### Disparity in Content Moderation by Language



CyberWell often detects a disparity in content moderation by language across all platforms, with more resources dedicated to monitoring English than other languages, including Arabic. The same can be seen in this dataset, where English posts received significantly higher rates of removal than posts in Arabic.



## Disparity Dynamic 2023-2024 | X & Facebook



CyberWell compared the current dataset rates of removal for IHRA 4 and 5 in English and Arabic on Facebook and X with our dataset from last Yom HaShoah. While the rates of removal in English according to this dataset did improve, though are still low, the rate of removal for Holocaust hate speech in Arabic continued to decrease.

### Types of Antisemitism

CyberWell’s professional analysts vet every piece of content according to the [International Holocaust Remembrance Alliance’s](#) (IHRA) definition of antisemitism, which includes a list of 11 examples, or types, of antisemitism. While this dataset specifically focused on antisemitic content that denied or distorted the Holocaust, justified or celebrated the Holocaust, mocked victims, or called for a new Holocaust, CyberWell’s analysts also identified several additional antisemitic examples of note. Importantly, some posts fit under more than one IHRA example.

- 24%** IHRA 1 - Calling for, glorifying, or justifying violence against Jews
- 29%** IHRA 2 - Stereotypes, generalizations, and conspiratorial content about Jews
- 61%** IHRA 4 - Holocaust denial
- 26%** IHRA 5 - Accusing the Jews as a people, or Israel as a state, of inventing or exaggerating the Holocaust
- 8%** IHRA 10 - Comparing Israel to the Nazis

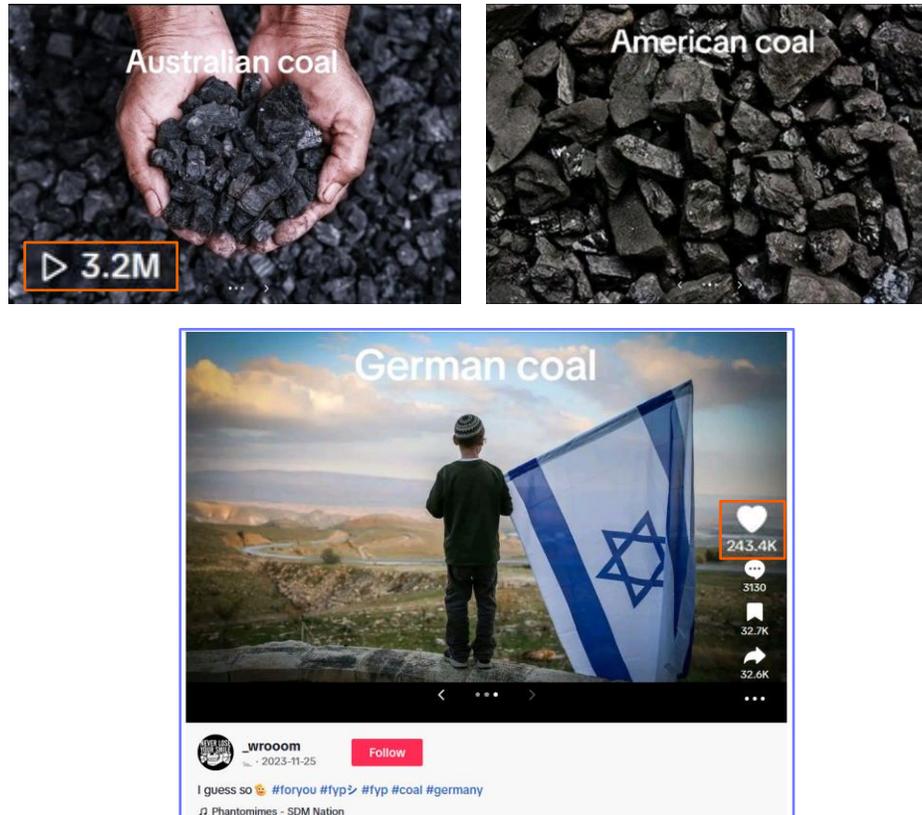


## Holocaust Hate Speech Narratives

Below, we delve into several of the top narratives that our research team identified within our Holocaust hate speech dataset, offering insights and examples.

### 1. Mocking Holocaust Victims

This TikTok video, which received more than 3 million views, compares Jews to coal made in Germany.



### 2. Classic Holocaust Denial - Holohoax

In the example below, the user includes the word “Holohoax”. This term refers to the claim that the Holocaust is a hoax and did not happen. Holohoax conspiracy theorists typically also claim that Jews made up the atrocity for some sort of gain, like global sympathy or the creation of Israel. This post further blames the Jews for the Russian revolution and claims that Jews are responsible for the deaths of 30 million Russians. This is just one example where Jews are blamed for global events and tragedies, which is a common phenomenon.

**NOTE – Limited Visibility:** Interestingly, this post was flagged by X with the tag "Visibility Limited". The platform adds this label when there is suspicion that the post may



violate the platform's policy and signifies that X is de-amplifying the post (freedom of speech, not reach). At the same time, the post gained over 16 thousand views. If this post was indeed limited, it begs the question - what is the threshold, in absolute numbers, for what X considers to be “limited visibility”?



### 3. Holocaust Justification

Ex: “Hitler was right”

On X alone, since the beginning of April 2024, the phrase "Hitler was right" in English has been posted at least 2,600 times, reaching a potential audience of 1.8 million users.<sup>1</sup>

CyberWell often sees a spike in this and similar narratives whenever there is an escalation in the conflict between Israel and Hamas. Often it takes the form of calling for another Hitler, saying that he was right about the Jews being wicked or inferior, praising his actions, or wishing that he had succeeded in his genocidal intentions.

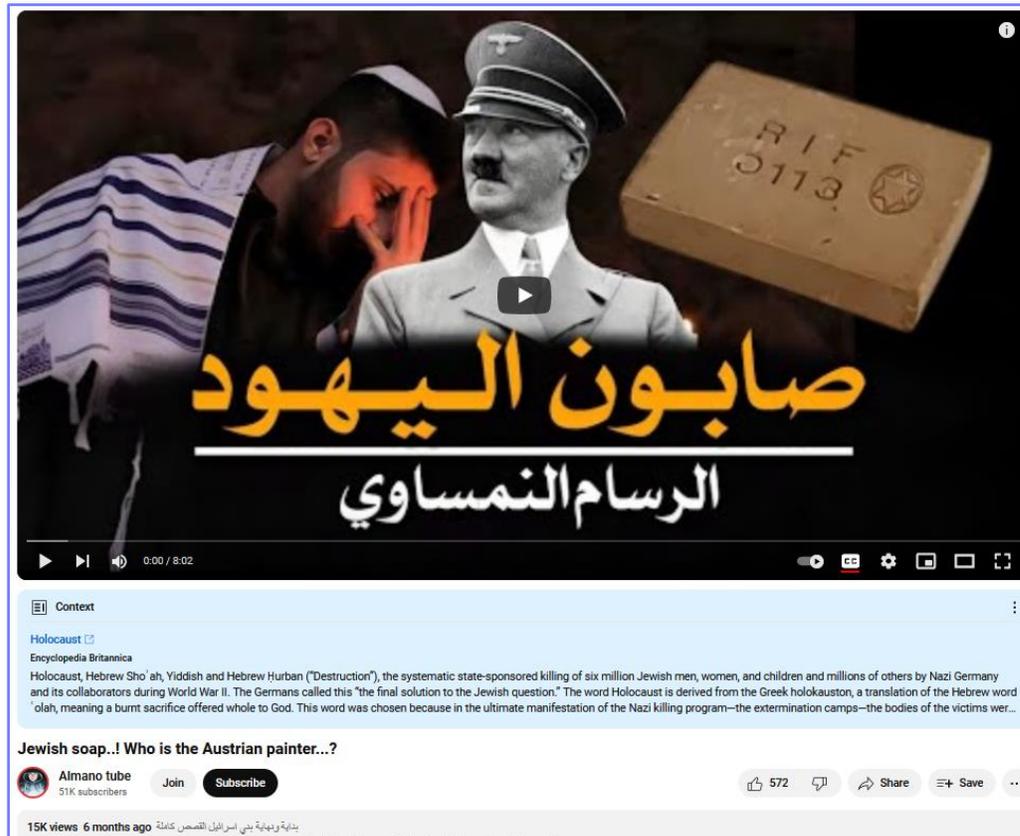
We have discussed this several times over the years, most recently in our [blog following the escalation with Iran](#) and in a [Hitler-focused blog](#) in the first month of the current Israel-Hamas war.

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<sup>1</sup> This is according to social listening tools that CyberWell uses.



**NOTE:** Narratives 3 & 4 can both be found in the same example below, which gained over 15,000 views on YouTube in a channel with over 51,000 subscribers.



**Caption:** "Jewish soap... who was the Austrian painter?" ("Austrian Painter" often serves as a code word for Hitler)

**Audio clip:** "And what we discovered throughout history is that, in fact, they [the Jews] deserved even more, because they do more to the Palestinian people than Hitler did to them". [06:25-06:33]

#### 4. Holocaust Hate Speech & the State of Israel

This narrative is strongly influenced by the current war in Gaza and enjoys a revival whenever there is an escalation between Israel and Hamas. It typically takes the form of comparing Jews/Zionists and Nazis. The claim is that the Jews/Zionists are committing a Holocaust against the Palestinians or that the Jews/Zionists collaborated with the Nazis to occupy Palestine.



While not all posts referring to Zionism are antisemitic, CyberWell has detected a significant number of antisemitic posts that do use “Zionist/Zionists/Zios” as a coded term for “Jews”. The post above does not bother with coded language and refers to Jews directly, claiming that they deserve even more suffering than they experienced throughout history and that Jews are hurting the Palestinian people worse than Hitler harmed them.

## 5. Holocaust related conspiracy theories

A top narrative that we see is the conspiracy that Hitler was descendant of the Rothschild family — or at least controlled by them. Some conspirators claim that Baron Rothschild impregnated one of his maids and their child was the father of Adolf Hitler, while others claim that Hitler was a Rothschild crony. These conspiracy theories are not only deeply offensive as they blame victims of the largest genocide in human history for their own extermination, but also as they distort the Holocaust by claiming that Jews orchestrated their own victimhood in order to achieve political goals, such as the establishment of the State of Israel.

We discussed this conspiracy briefly in our [Rothschild-focused blog](#) as well.

One tweet received over 17,500 views and was posted by a user with a blue checkmark.

Redpill Drifter @RedpillDrifter

Adolf Hitler was a Rothschild

3:14 AM · Feb 27, 2024 **17.5K Views**

195 Reposts 10 Quotes 422 Likes 108 Bookmarks

Kyle Heagerty April 10 at 11:38 AM

G.O.D GROUND ZERO DEVELOPMENT  
ADOLF HITLER WAS A JEW JUST LIKE YOU  
G.O.D

TIMESOFISRAEL.COM  
Rothschild lawsuit draws attention to family's Vienna past  
Historian says Jewish banking dynasty, once a major power in the c...