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Together against antigypsyism online (TAAO)

Slovakia

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ABSTRACT

This report presents the results of the monitoring of online hate speech targeting Roma people in Slovakia, conducted between September 2024 and September 2025. The main objective of the study was to identify, categorize, and analyze the prevalence and forms of antigypsyist narratives circulating in digital spaces, with a specific focus on five key sectors reflecting social exclusion: employment, education, housing, health, and public and private services.

The research employed a mixed-methods approach combining quantitative content analysis of 555 online posts and qualitative case studies based on selected examples of explicit and coded hate speech. Data were collected from major social media platforms, including Facebook, TikTok, Instagram, Twitter (X), and YouTube, using a standardized monitoring tool.

Findings show that online hate speech against Roma is a widespread and normalized phenomenon. It most frequently appears in the form of dehumanizing, exclusionary, and stereotypical language, targeting Roma women in the health sector, Roma job seekers in employment-related contexts, and Roma users attempting to access online markets or services. The analysis also revealed that hate speech often appears indirectly, disguised as humor, irony, or “practical reasoning,” reinforcing social exclusion through linguistic normalization.

The study concludes that online spaces replicate and amplify the structural inequalities and discrimination experienced by Roma communities offline. The absence of effective moderation and sanctions from social media platforms contributes to the normalization of antigypsyist narratives.

The results highlight the need for stronger platform accountability, systematic monitoring mechanisms, and targeted digital literacy programs. Policymakers and civil society actors should use these findings to strengthen national and EU-level strategies for combating online hate speech, promoting inclusion, and protecting Roma rights in the digital environment.

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1 INTRODUCTION

This report is part of the multi-country research initiative Together Against Antigypsyism Online (TAAO), implemented in six European Union countries – Slovakia, Hungary, the Czech Republic, Bulgaria, Germany, and Romania. The project focuses on the systematic monitoring, analysis, and combating of hate speech targeting Roma people in the online environment. Its overarching aim is to contribute to the protection of EU values, rights, and equality, with a particular emphasis on the prevention and elimination of hate speech and hate-motivated crimes.

1.1. Background and context

According to data from the European Union Agency for Fundamental Rights (FRA), one in three Roma has experienced harassment, while 20% of non-Roma respondents stated that they would not want to have a Roma colleague. As highlighted by the European Commission in the Midterm Review of the EU Framework for National Roma Integration Strategies (2017), antigypsyism goes beyond the legal definition of discrimination – it is a deeply rooted form of prejudice and exclusion, serving as a key barrier to Roma inclusion.

Within the EU Strategic Framework for Equality, Inclusion, and Participation of Roma up to 2030, the fight against antigypsyism is recognized as a core condition for the success of any inclusion policy. While the previous framework (2011–2020) achieved only limited progress, the current one shifts the focus towards transforming public attitudes and narratives about Roma and engaging majority society as an essential part of dismantling entrenched stereotypes and biases.

Hate speech in the online environment represents a distinct and powerful form of antigypsyism, characterized by its multiplier effect. Social media platforms have become spaces where hate narratives spread rapidly, anonymously, and often without consequences. Such expressions not only reflect existing social prejudices but also reinforce, normalize, and reproduce them, contributing to an environment of social tolerance towards hate.

The TAAO project addresses these challenges through several key objectives:

- to collect and analyse data on antigypsyist online hate speech across multiple EU countries,

- to develop a categorisation and analytical framework to better understand the scope, triggers, and impact of online hate,
- to raise awareness among the public and content creators about antigypsyist narratives in digital spaces,
- to empower Roma and non-Roma youth to recognize, report, and counter hate speech online, and
- to strengthen cooperation among institutions, media, and civil society in addressing online hate speech and promoting inclusive digital communication.

The research was conducted between September 2024 and September 2025. The Slovak national component focused on mapping online hate speech across five key areas of social exclusion: employment, education, housing, health, and access to public and private services.

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1.2. Significance of the study

This study is important because it systematically maps and analyzes online hate speech targeting Roma people in the Slovak digital environment. The online space today plays a crucial role in shaping public opinion, transferring prejudices into everyday communication, and increasing the risk of social exclusion. The main goal of this research is to accurately capture the scope, forms, and intensity of anti-Roma expressions—both explicit and coded—and to identify where and how these manifestations most frequently occur (e.g., specific platforms, types of content, communication styles).

The study contributes to a deeper understanding of the mechanisms of online hatred that shape how the majority society perceives the Roma minority and how these attitudes are transferred into public discourse and daily interactions. Its aim is to identify not only overt forms of hate speech but also

more subtle, normalized and socially accepted forms of discrimination that circulate within online spaces.

In the Slovak context, online hate speech must be examined within the framework of the existing legal and social context.

According to the Anti-Discrimination Act (Act No. 365/2004 Coll.), discrimination based on race, ethnicity, or origin is prohibited—this applies to access to employment, housing, education, and services. The Criminal Code defines the offences of incitement to national, racial, or ethnic hatred (§423, §424a) and prohibits the distribution of extremist materials in online environments.

Media outlets and digital platforms bear responsibility for content moderation and the reporting mechanisms that are essential to prevent the spread of online hate speech. Institutions such as the Slovak National Centre for Human Rights, the Public Defender of Rights, and government advisory bodies for minorities and human rights have long highlighted the persistence of antigypsyism across various social sectors.

From an international perspective, Slovakia is bound by commitments under the Council Framework Decision 2008/913/JHA on combating racism and xenophobia, as well as the EU Roma Strategic Framework for Equality, Inclusion and Participation up to 2030 and the EU Charter of Fundamental Rights. These frameworks establish the basis for systematically monitoring and combating hate speech, including its manifestations in the digital sphere.

This study builds upon these frameworks with the aim of providing empirical data and qualitative insights that can support more effective policies, platform regulation, and public awareness of the manifestations and consequences of online hate speech directed against Roma people.

2 METHODOLOGY

2.1. Purpose and design

The aim of the present methodology is to provide comprehensive data on the extent, reach, impact, authors and recipients of and reactions to antigypsyist hate speech online, in order to inform policies and actions to combat antigypsyist hate speech online.

Based on our research proposal, the conceptual framework underpinning the methodology draws upon a theoretical approach informed by previous studies conducted (PECAO, 2022). This framework is structured around the following key pillars: anti-gypsyism (2017), cyber hate/online hate speech targeting Roma, the phenomena of reverse racism and reverse victimhood (Bonilla-Silva, 2006; Taylor & Martinez, 2020), the spectrum of open, coded, or "new" racism versus blatant racism (Breazu & Machin, 2022) and counter-acting forms against online hate speech (Smith, 2018).

Employing a focused mixed-methods design, the research data is structured around two primary dimensions:

- a. To analyze the discursive repertoires employed against Roma individuals and communities, identifying the dominant forms in which anti-gypsyist online hate speech is disseminated. Concurrently, this dimension will pinpoint frequently recurring themes and subthemes, characterize various forms of online hate speech, assess levels of aggressiveness and forms of toxicity (particularly racially loaded toxic discourse), and ultimately, exploring the model of web-based racism.
- b. To explore participants' experiences regarding the efficacy of reporting mechanisms, including new media platform codes of conduct, national institutional rules, and relevant EU legislation adopted and implemented in the six selected countries.

Data collection and analysis was conducted using a mixed content analysis methodology, employing a purpose-built monitoring tool (MT) for online application (Google Form). A comparative perspective was adopted along two dimensions: a national dimension, comparing data

between the 2 dimensions (evidence to action), and a European dimension, comparing findings across the six countries participating in the project.

The research developed a methodology to collect and categorize a wide range of data on antigypsyist online hate speech and it was discussed and refined with the national researchers in online meetings to assure a common understanding and its scientific validity.

The MT comprises six key components: (1) general information regarding authors and recipients; (2) a general topic assessment and reach; (3) categorization of content types (visual, text) and their reach; (4) measurement of the intensity and frequency of observed phenomena, and their potential impact; (5) analysis of counter-speech responses and actions; and (6) personal observations, accounting for national specificities regarding the functions and extent of reporting mechanisms.

This report presents a content analysis of 555 cases collected over a 12-month period (October 2024 - September 2025) using a standardized monitoring tool (MT) instrument (see Annex 1). The MT, tailored for social media monitoring activities, incorporated specific codes and descriptions informed by the research questions and project objectives.

2.2. Participants

The participants involved in the monitoring activity were selected through an open call, which allowed interested individuals to apply voluntarily. In total, five participants from the Slovak Republic took part in the research, actively engaging in the monitoring of hate speech in the online environment during the specified period.

Their contribution to the research process was substantial, as they were responsible not only for the systematic collection of data but also for the reporting of relevant cases of online hate speech using a unified methodological approach. Through their work, it was possible to identify, analyze, and categorize different forms of online hate speech, significantly contributing to a deeper understanding of the scope, structure, and manifestations of antigypsyist discourse in the digital environment in Slovakia.

Table 1: Socio-demographic data of monitoring participants

	AGE	LEVEL OF EDUCATION
PARTICIPANT 1	25	university education
PARTICIPANT 2	30	university education
PARTICIPANT 3	21	vocational secondary education
PARTICIPANT 4	21	vocational secondary education
PARTICIPANT 5	19	vocational secondary education

Source: Author's own processing, 2025

2.3. Tools and measures

The data are collected and analyzed using a content analysis research method based on the monitoring tool (MT) instrument applied online. The first 5 parts of MT were analyzed in a quantitative manner: frequencies and sentiment analysis based on the scales used. The last part (Personal observations) implied a qualitative content analysis of the reported cases selected by the national groups, based on a post-positivist Grounded Theory approach (Molnar, 2022).

The MT consists of 6 main parts:

- **general information** – authors/ recipients of the social media platform;
- **general topic** – reach;
- **types of content** (visual, texts) – reach; measurement;
- **intensity and frequency** – **impact**;
- **types of counter act** and
- **personal observations** – (national specificities regarding the functions of reporting mechanisms) – extent; background information – reactions (after reporting activities).

The monitoring tool (MT) employed in this study comprised six key components designed to systematically capture and analyze online anti-gypsyist hate speech:

General Information: This section gathered data pertaining to the monitored social media platform, the identification of the specific internet page, the type of account (personal, public, group, or institutional/private company), general information about the title of the article or media post, details concerning its influence and popularity (e.g., numbers of likes, shares), and a direct link.

General Topic Assessment: This component assessed the topic (ranging from crimes purportedly committed by Roma to cultural and sports events), content type (e.g., news reports, advertising), and style (e.g., scientific, emotional, formal, fictional), alongside an evaluation of the content's perceived impact on a three-point scale (negative, neutral, positive).

Categorization of Content Types: This section addressed the relevance of any relationship between the content and its visual elements, categorized non-textual content types (images, videos, etc.), and evaluated the emotional impact of the non-textual content using a three-point scale (very little, somewhat, very much). Special attention was paid to non-textual forms such as memes, multimedia materials (short videos), and animations.

Intensity and Frequency of Content: Adapted from Siapera, Moreo, and Jiang (2018), this section described the forms of racist online hate speech across two dimensions scaled on three levels of perceived intensity (1 - no hate, 2 - weak, 3 - extremely strong): (1) Open discourse: crude epithets, racist slurs, grossly offensive, and dehumanizing utterances; and (2) Coded discourse: employing slang, circumlocutions, irony, ambiguity, pseudo-scientific references, resurgent white supremacist ideologies, "whataboutery," narratives of elsewhere, bogus statistics, and metonymies. A third dimension, adapted from Lentin (2016), measured the level of aggressivity/toxicity of hate speech using a "frozen vs. motile" scale, also adapted to the same three-level intensity assessment. Racially loaded language was considered toxic when it conveyed messages that reinforced stereotypes, entrenched polarization, spread myths and disinformation, justified exclusion, stigmatization, and inferiorization, or reinforced exclusivist notions of national belonging and identity. Main forms of racially loaded toxic discourse included crude forms of racism (insults, slurs, criminal comparisons, direct denigration, racial stereotypes related to color, smell, and physical features) and notions of "nation" (ad hominem attacks, right-wing discourse, race, ethnicity, religion, and culture), alongside accusations of being "over sensitive" or "playing the race card," being racist against white

people, coming from cultures of victimhood, spreading reverse fake news, and employing bogus statistics or research published with dubious credentials, or simply "reciting truths".

Counter-Acting: Adapted from Smith (2018), this section catalogued on a three-point scale (yes, no, not sure) the types of counter-speech actions undertaken by the monitor in response to the perceived content. It encompassed a wide range of possibilities, from sincere engagement and ignoring the comment to reciprocating in kind. Different actions were listed to observe the counter-speech responses and actions, including commenting on the post and reporting to the platform or any legal institution.

Personal Observation (Narrative): This section described in detail the study cases selected by the monitor, outlining the main idea of the content and how it exemplified anti-gypsyist online hate speech, including how this content affected Roma people (correlated with possible national specificities). The monitor explained the reporting process, the actions taken, and provided supporting details (including comments, engagement metrics) and screenshots.

The MT has been filled in using an online form (Google Form) and all the cases were supervised and discussed by each of the national team members. Some of the cases were discussed together with the research coordinators from all the partner' countries in case clarification were needed

All data were collected via a collaborative Google Form to ensure data transparency for team members and to enable verification of uploaded content (via links and screenshots).

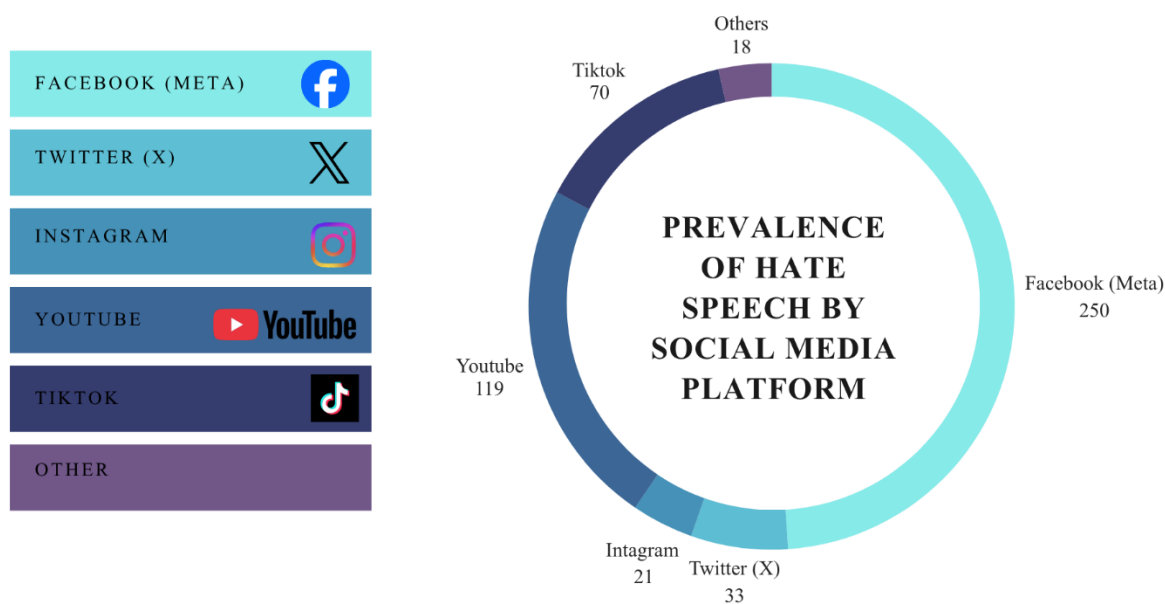
3 RESULTS

3.1. Quantitative component

The monitoring was conducted between **September 2024 and September 2025**, analyzing a total of 555 cases of online hate speech. The data collection and analysis were carried out by RAVS Skalica/Slovakia as part of the national monitoring on online hate speech. The dataset includes various digital platforms (social media, online media, public accounts, and personal profiles) and focuses on hate speech directed against the Roma community in the Slovak online environment.

General information

Graph 1 PREVALENCE OF HATE SPEECH BY SOCIAL MEDIA PLATFORM



Source: Author's own processing, 2025

This chart, titled “Prevalence of Hate Speech by Social Media Platform,” illustrates the distribution of online hate speech across different social media networks. The data, collected during the 2024–2025 monitoring period, provide an overview of which platforms are most frequently used to spread hate speech and their relative proportions.






The highest occurrence of hate speech was recorded on **Facebook (Meta)**, with **250 identified posts**, making it the dominant platform for the dissemination of hateful content. Facebook serves as the main discussion space where hate speech appears most often in the comments under news articles, public group discussions, and posts shared by users or media pages.

The second most prevalent platform is **YouTube (119 posts)**, where hate speech typically appears in **comment sections under videos** related to minorities or social issues. **TikTok (70 posts)** follows, standing out for its **visual forms of hate speech**, such as videos and parodies that use mockery or humiliation as a means of expression.

Twitter (X) (33 posts) and **Instagram** (21 posts) show lower but still relevant levels of hate speech, mainly in text-based posts, comments, and meme content. Other platforms account for a marginal share (18 posts) but indicate the expansion of hate speech beyond major social media spaces.

Overall, the chart highlights that Facebook remains the primary platform for online hate speech, while platforms such as TikTok and YouTube are becoming increasingly significant among younger audiences. These findings underline the need for stronger monitoring systems and more effective content moderation across all digital environments.

Table 1 DISTRIBUTION OF ONLINE HATE SPEECH BY ACCOUNT TYPE AND SOCIAL MEDIA PLATFORM

TYPE	PERSONAL/ PRIVATE ACCOUNTS	ONLINE MEDIA	INSTITUTIONAL PUBLIC ACCOUNTS	PUBLIC FIGURES	SOCIAL MEDIA INFLUENCERS
FACEBOOK (META) 	206	28	10	5	1
TWITTER (X) 	30	0	2	1	0
INSTAGRAM 	19	0	1	1	0
YOUTUBE 	116	0	2	0	1
TIKTOK 	61	3	3	2	1
OTHER	1	17	0	0	0

Source: Author's own processing, 2025

This chart illustrates the distribution of online hate speech by account type and social media platform, providing an overview of who the main sources of hate speech are in the digital environment.

The data clearly show that the majority of hate speech originates from personal or private accounts, indicating that ordinary users, rather than institutions or media outlets, are the primary generators of hateful content online.

On **Facebook (Meta)**, a total of **206 posts** came from personal accounts, **28** from online media, **10** from institutional public accounts, **5** from public figures, and **1** from a social media influencer. This confirms Facebook's dominant role as a platform where individuals most actively spread hate speech.

On **YouTube**, **116 posts** were published from personal accounts, highlighting the platform's comment sections as key spaces for the circulation of hateful expressions. **TikTok** recorded **61 posts** from personal accounts, along with **3** from institutional accounts, **2** from public figures, and

1 from an influencer—showing a mix of both individual and public participation in visual hate content.

Twitter (X) had **30 posts** from personal accounts, and **Instagram** recorded **19**, reflecting a lower but still significant level of hate speech activity. The “**Other**” category includes **17 posts** from online media, likely referring to smaller or local digital outlets.

Overall, the findings indicate that personal accounts are the dominant source of online hate speech, while posts from public, institutional, or media accounts are much less frequent. This trend demonstrates that hate speech in online spaces is primarily grassroots-driven, originating from individual users, which makes moderation and regulation efforts considerably more challenging.

Table 2 MAIN THEMATIC AREA IN WHICH ROMA PEOPLE APPEAR IN ONLINE DISCOURSE

Crimes committed by Roma	32	195	136
Social aspects (housing, welfare, poverty, immigration etc.)	12	162	210
Education aspects (drop-out, schooling conditions, scholarships etc.)	10	182	127
Health/ sanitary aspects (pandemia, access to hospitals, abortion etc.)	55	176	77
Social movements (protests, civil rights, representation) and NGOs	15	190	132
Politics (representations, political parties, elections)	13	179	106
Roma leaders (including women)	21	105	105
Cultural events (music, films, theatre etc.)	18	152	195
Sports events (contests, games)	13	136	104
Other (about Roma)	97	210	89
MAIN TOPIS	POSITIVE	NEGATIVE	NEUTRAL

Source: Author's own processing, 2025

This table illustrates the main thematic areas in which Roma people appear in online discourse, while also assessing the tone of the content — whether posts are framed in a positive, negative, or neutral manner.

The data clearly show that the majority of online content related to Roma carries a negative tone, reflecting the persistence of stereotypical and stigmatizing portrayals of Roma communities in the digital environment.

The highest concentration of negative posts was recorded in the following areas:

- **Crimes committed by Roma (195 posts)** – Roma are frequently portrayed as a social threat or a source of problems.
- **Social aspects (162 posts)** – content often focuses on poverty, unemployment, and welfare benefits, reinforcing stereotypes about “unadaptable” individuals.

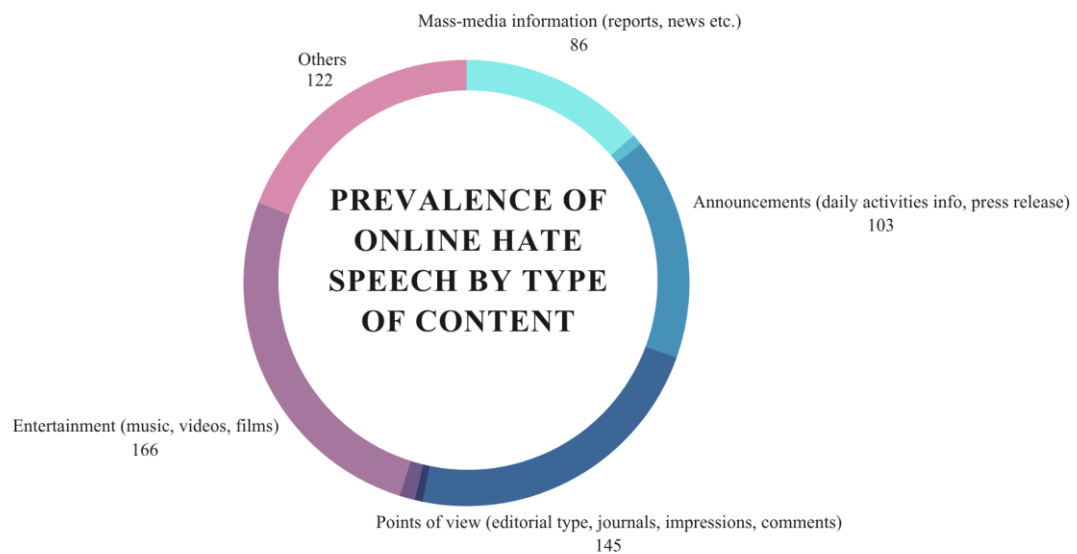
- **Education (182 posts)** – Roma are depicted as irresponsible parents or unmotivated students, perpetuating the narrative of “failed integration.”
- **Health (176 posts)** – comments often address hygiene or healthcare access, using dehumanizing or mocking language.
- **Politics and social movements (179 and 190 posts)** – these topics are typically framed through narratives of “system abuse” or “undeserved advantages.”

In contrast, positive posts are rare and appear mainly in the areas of **cultural events (18 posts)** and **Roma leaders (21 posts)**, where there is a focus on representation and awareness-raising.

Neutral posts appear mostly within discussions of social and cultural aspects, where users present information without evaluative judgment.

Overall, the table reveals that the dominant framing of Roma in online spaces is overwhelmingly negative, with discourse focusing on criminality, social burden, low education, and health-related stereotypes. This pattern demonstrates the ongoing reproduction of anti-Roma narratives in the digital environment.

Graph 2 PREVALENCE OF ONLINE HATE SPEECH BY TYPY OF CONTENT



Source: Author's own processing, 2025

As part of the quantitative analysis, the research also examined the types of content through which online hate speech targeting Roma most frequently occurs. The findings indicate that hate speech is not limited to explicit verbal attacks but is also embedded in ordinary, everyday online communication.

The highest frequency of hate-related content was found in **entertainment materials (166 posts)** and **personal opinions or user comments (145 posts)**. These forms often use humor, irony, or personal expression to reproduce anti-Roma stereotypes, thereby contributing to the normalization of hate speech in digital spaces.

Significant occurrences were also recorded in **mass-media reports (86)** and **announcements (103)**, where hate speech often appeared in user reactions and comment sections. Less frequent, but still notable, were categories such as advertising, curiosities, and recommendations, which included latent discriminatory language (e.g., “Roma do not call”).

Overall, the data show that online hate speech most commonly spreads through interactive and entertainment-oriented content, which appears informal and is therefore more socially tolerated.

Table 3 DISTRIBUTION OF POSTS ACCORDING TO THEIR COMMUNICATION STYLE

CONTENT STYLE	POSITIVE	NEGATIVE	NEUTRAL
Emotional	25	133	264
Formal/ Official	16	161	190
Call to action	17	160	130
Funny	26	37	245
Artistic/ Fictional	15	168	104
Scientific	16	164	104
Others	94	147	80

Source: Author's own processing, 2025

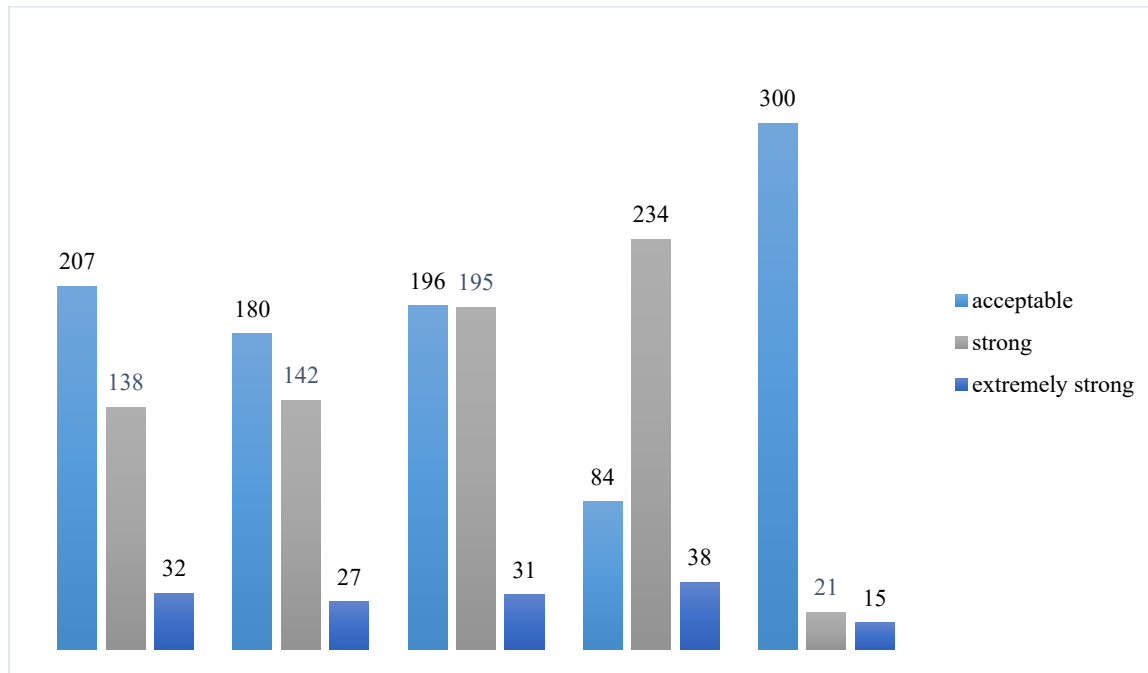
Following the previous section on content type, the next analytical dimension examines the content style, illustrating how hate speech is expressed and framed across online spaces. The table below presents the distribution of posts according to their communication style (emotional, formal, artistic, humorous, etc.) and the sentiment classification (positive, negative, neutral).

The results show that the **highest occurrence of hate speech (negative category)** was found in *artistic/fictional* (168), *scientific* (164), and *formal/official* (161) styles. These categories often use pseudo-rational or pseudo-scientific arguments to justify discriminatory narratives, presenting hate speech as “facts” or “objective truths.”

Conversely, *emotional* (133) and *funny* (37) posts tend to spread hate in a more subtle way — through humor, sarcasm, or emotional exaggeration — which contributes to the normalization of hate speech in online communication.

The high number of *neutral* posts, particularly in the *emotional* category (264), indicates that many users engage with or share hate-related content without directly endorsing or rejecting it, further reinforcing passive tolerance toward anti-Roma narratives.

Graph 3 INTENSITY AND FORMS OF EXPRESSION



Source: Author's own processing, 2025

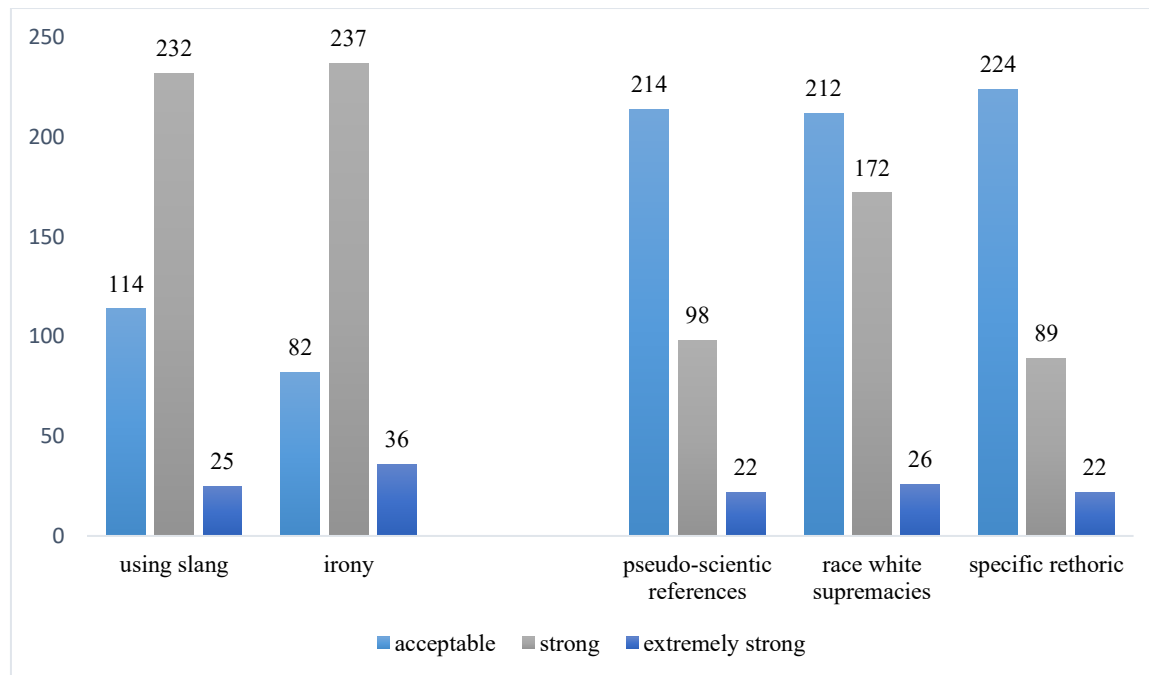
The bar chart illustrates the distribution of explicit online hate speech according to its intensity and forms of expression. The data show that the most prevalent forms include crude epithets (207 acceptable; 138 strong) and dehumanising utterances (196 acceptable; 195 strong), which are among the most frequent manifestations of hate speech in the online environment.

Mockery and sarcasm (234 strong) and saturated emotions (anger, indignation, hostility) also represent a significant share of strongly hateful content, indicating that online hate speech is often expressed through emotionally charged or ironic language rather than direct aggression.

While appeals to violence (300 acceptable; 21 strong; 15 extremely strong) occur less frequently overall, their presence is particularly alarming because they explicitly promote or legitimise physical harm.

Overall, the visualisation demonstrates that the dominant category of online hate speech lies within the “strong” intensity level, reflecting a persistent pattern of verbal hostility, irony, and emotional aggression directed towards Roma people in digital spaces.

Graph 4 DISTRIBUTION OF CODED FORMS OF ONLINE HATE SPEECH



Source: Author's own processing, 2025

The chart illustrates the distribution of coded forms of online hate speech (Type B) according to their intensity and type of expression. The most prominent categories are slang and irony, which represent the most common ways hate speech circulates in digital spaces. These forms often appear as humor or casual language, yet they normalize hateful attitudes and enable the spread of discrimination without overt insults. Other significant categories include pseudo-scientific references, white supremacy rhetoric and specific rhetorical devices (e. g., euphemisms, ambiguous phrasing), which disguise hate as intellectual or factual discourse. Overall, the graph demonstrates that coded forms of hate are more subtle but equally harmful, revealing how online hate speech adapts to appear socially acceptable while maintaining its discriminatory impact.

Table 4 IMPACT OF ONLINE HATE SPEECH ON REINFORCING NEGATIVE SOCIAL DYNAMICS (FROZEN VS. MOTILE HATE SPEECH)

Forms of hate speech	Total disagreement	Partial disagreement	Partial agreement	Total agreement
Entrench polarisation	170	149	104	15
Reinforce stereotypes	171	132	107	16
Spread myths	139	169	106	11
Spread disinformation (fake news)	205	110	94	10
Justify exclusion, stigmatisation and inferiorisation	180	131	103	8
Reinforce exclusivist notions of national belonging and identity	217	96	101	12
Other	—	—	—	—

Source: Author's own processing, 2025

The table illustrates the extent to which online hate speech contributes to reinforcing negative social dynamics, distinguishing between “frozen” (embedded, static) and “motile” (dynamic, spreading) forms of hate, following Lentin’s (2016) typology.

The findings indicate that the most significant impact occurs in the categories of reinforcing stereotypes and spreading myths, both showing a high level of partial agreement (169 and 107 cases respectively). This suggests that online discourse often reproduces long-standing negative images of Roma communities, representing frozen hate speech—forms of hate that are socially entrenched and normalized.

Conversely, categories such as spreading disinformation (fake news), justifying exclusion and stigmatization, and reinforcing exclusivist notions of national identity reflect motile hate speech, which spreads rapidly and fuels polarization within digital spaces. These forms adapt to

contemporary societal narratives (e.g., migration, welfare, crime), amplifying hostility and division.

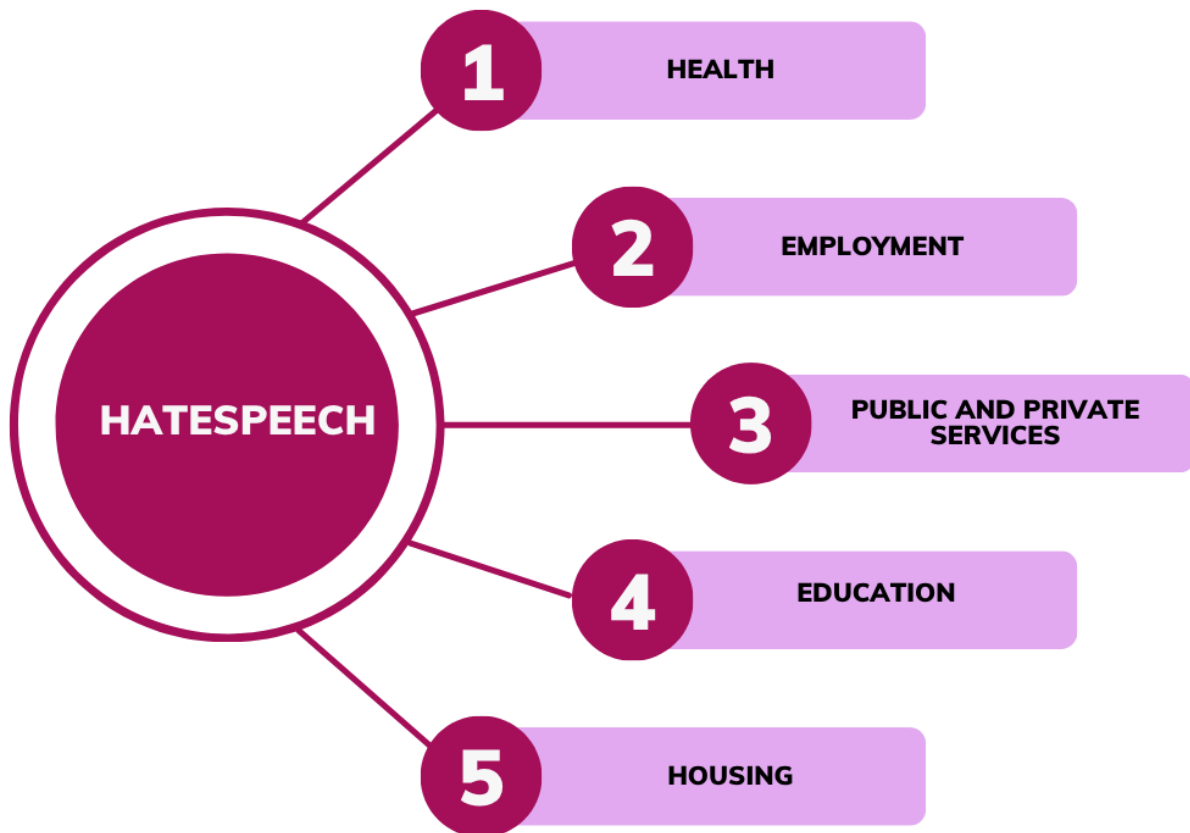
Overall, the data show that most online hate content falls within the range of partial agreement, indicating subtly normalized expressions of hate that, although less overt, have substantial cumulative effects—strengthening prejudice, legitimizing discrimination, and sustaining social exclusion of Roma communities.

3.2. Qualitative component (The Narrative)

During the observed period from September 2024 to September 2025, a total of 555 hate posts were analyzed. These posts were thematically linked to various social domains reflecting manifestations of anti-Roma racism. The identified areas correspond to key dimensions of social exclusion, namely employment, healthcare, housing, education, and access to public and private services.

The hate speech content appeared primarily on popular online platforms such as *Facebook, TikTok*.

Graph 5 DISTRIBUTION OF ONLINE HATE SPEECH BY TYPE



Source: author's own elaboration, 2025

The graph illustrates the main thematic areas associated with online hate speech occurring in the digital space and targeting Roma communities. As mentioned above, the analyzed posts most frequently relate to housing, employment, education, and access to public and private services.

The visualization highlights that online hate speech reflects forms of social exclusion within the online environment, where discriminatory attitudes and stereotypes are reproduced and amplified through digital discourse. These areas represent key spheres in which prejudice and inequality are reinforced by hateful language, contributing to the deepening of the social exclusion of Roma people online.

AREA: HEALTH

As part of the monitoring of online hate speech in the field of healthcare, it was found that this topic appears on online platforms with high frequency and a distinct gender dimension. Hate posts most often target Roma women, who are portrayed in online discourse through dehumanizing, mocking, and derogatory narratives.

The analysis revealed that hate speech related to health and healthcare primarily focuses on the following thematic areas:

- **Segregation in hospitals** – posts contain references such as “Roma women have their own pavilion or room in the zoo,” symbolically reflecting direct exclusion and dehumanization of Roma women during hospitalization.
- **Humiliation during childbirth** – online comments describe Roma women as “loud” and “uncultured,” which normalizes verbal violence and unequal treatment within hospital environments.

- **The “freeloader” and parasitism stereotype** – Roma women are depicted as individuals who exploit the social system and public resources, reflecting the discourse of welfare chauvinism.
- **Trivialization of discrimination** – verbal attacks and insults are often presented in an ironic or humorous tone (“at least it was lively in the delivery room”), thereby normalizing violence and humiliation and making them socially acceptable.
- **Minimization and insufficient response from platforms** – reported posts containing explicit hate expressions were neither removed nor sanctioned by online platforms, indicating weak protection mechanisms against online racism and its systematic tolerance.

These findings show that online hate speech in the area of healthcare disproportionately affects Roma women, a group facing intersectional discrimination based on both ethnicity and gender. The online environment thus functions as a space where existing inequalities in the healthcare system are reproduced and legitimized.

EXAMPLE OF HATE SPEECH 1 FROM THE HEALTH SECTOR

flowerfairy • 23. aug

In some hospitals, Roma women are segregated into a separate room or section, which the author metaphorically referred to as a “zoo pavilion.”

Ani ja som s cigankami nejaky problem nevidela pred 3 rokmi a to nas tam bolo vtedy v lete dost vela. Vyzeralo to, ze maju svoj osobitny "ZOO pavilion" alebo izbu. Tiez ich neznasam darmo zracov, ale v porodnici som urcite nemala pocit, ze by boli uprednostnovane, alebo ze by sa nam ostatnym nejako malo venovali. V podstate som o nich ani nevedela. Vseobecne mi vadia v nemocnici hlavne vo vytahoch, ktore su aj tak narvane a este sa tam nacpe hlava cela 20-clenna ciganska rodina, samozrejme idu kde inde ako do porodnice po svoju 17-rocnu mamicku so svojim minimalne piatym dietatom. 😊

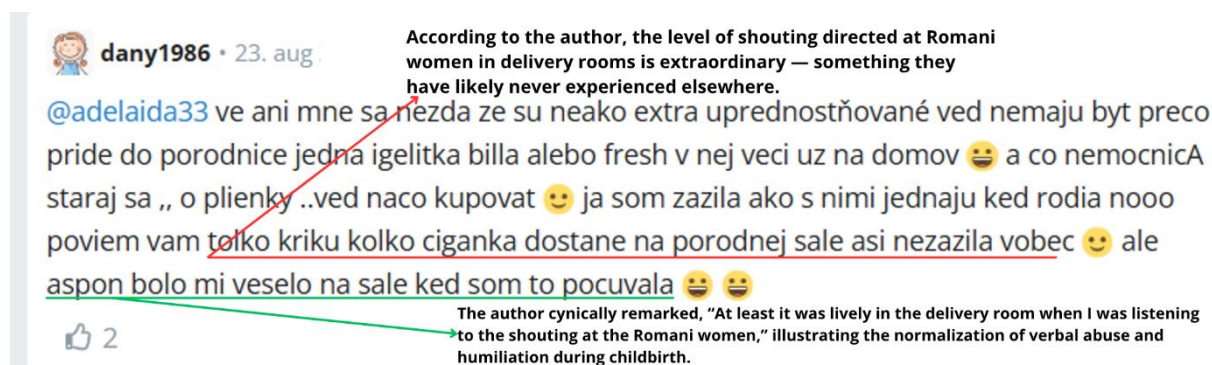
The author further stated, “I also hate those freeloaders,” expressing a clear manifestation of anti-Roma prejudice.

Source: online platform “Modrý koník”, 2025

This image captures an online comment that represents an explicit manifestation of online hate speech directed against Roma women. The author describes her experience in a hospital, dehumanizing Roma patients by comparing them to a “zoo pavilion,” which symbolizes a form of segregation and humiliation. The statement reinforces racial stereotypes associating Roma people with noise, disorder, and low social status. The author continues with the phrase, “I also hate those freeloaders,” which constitutes an open expression of hatred and reproduces the discourse of welfare chauvinism, portraying Roma people as parasites of the social system.

The comment also contains elements of verbal violence and stigmatization, normalizing discrimination through an ironic tone and the use of an emoji that trivializes the expression of hate. It serves as a typical example of an online narrative intertwining racism, class prejudice, and gender stereotypes, contributing to the normalization of antigypsyist discourse in digital spaces.

EXAMPLE OF HATE SPEECH 2 FROM THE HEALTH SECTOR



The image shows a screenshot of a social media comment. The comment is in Slovak and discusses a hospital experience. A red line underlines a portion of the text, and a green arrow points from an explanatory note to this underlined text. The note explains that the author's remark is cynical and illustrates the normalization of verbal abuse and humiliation during childbirth.

dany1986 · 23. aug.

According to the author, the level of shouting directed at Romani women in delivery rooms is extraordinary — something they have likely never experienced elsewhere.

@adelaida33 ve ani mne sa nezda ze su neako extra uprednostňované ved nemaju byt preco pride do porodnice jedna igelitka billa alebo fresh v nej veci uz na domov 😊 a co nemocnicA staraj sa ,, o plienky ..ved naco kupovat 😊 ja som zazila ako s nimi jednaju ked rodia nooo poviem vam tolko kriku kolko ciganka dostane na porodnej sale asi nezazila vobec 😊 ale aspon bolo mi veselo na sale ked som to pocuvala 😊 😊

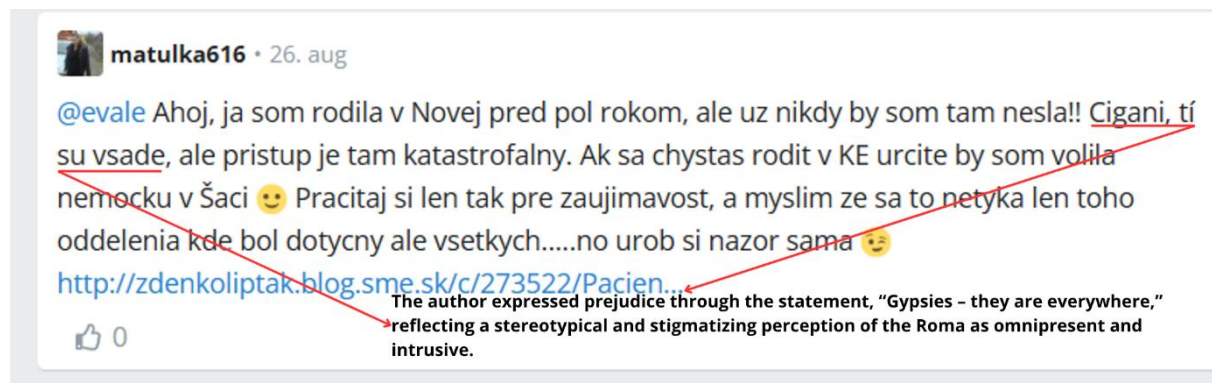
The author cynically remarked, “At least it was lively in the delivery room when I was listening to the shouting at the Romani women,” illustrating the normalization of verbal abuse and humiliation during childbirth.

Source: online platform “*Modrý koník*”, 2025

This image captures a typical example of online hate speech targeting Roma women within discussions about healthcare. The author describes Roma mothers in a mocking and degrading manner, thereby dehumanizing and ridiculing them. By using expressions such as “the shouting of

Gypsy women in the delivery room,” the post becomes a tool of verbal discrimination and the reproduction of racial stereotypes. The ironic trivialization of the situation (“at least it was lively in the delivery room”) combined with the use of emojis turns violence and unequal treatment into a form of entertainment, contributing to the normalization of hate discourse in the online environment.

EXAMPLE OF HATE SPEECH 3 FROM THE HEALTH SECTOR



matulka616 • 26. aug

@evale Ahoj, ja som rodila v Novej pred pol rokom, ale uz nikdy by som tam nesla!! Cigani, tí su vsade, ale pristup je tam katastrofalny. Ak sa chystas rodit v KE urcite by som volila nemocku v Šaci 😊 Pracitaj si len tak pre zaujimavost, a myslim ze sa to netyka len toho oddelenia kde bol dotycny ale vsetkych.....no urob si nazor sama 😊

<http://zdenkolyptak.blog.sme.sk/c/273522/Pacien...>

The author expressed prejudice through the statement, “Gypsies – they are everywhere,” reflecting a stereotypical and stigmatizing perception of the Roma as omnipresent and intrusive.

Source: online platform “*Modrý koník*”, 2025

This image captures an explicit instance of online hate speech directed against Roma people, disseminated through an ordinary online discussion. The statement “*Gypsies – they are everywhere*” represents the digital reproduction of racial stereotypes, portraying Roma individuals as “*unwanted*” and “*disruptive*” members of society.

AREA: EMPLOYMENT

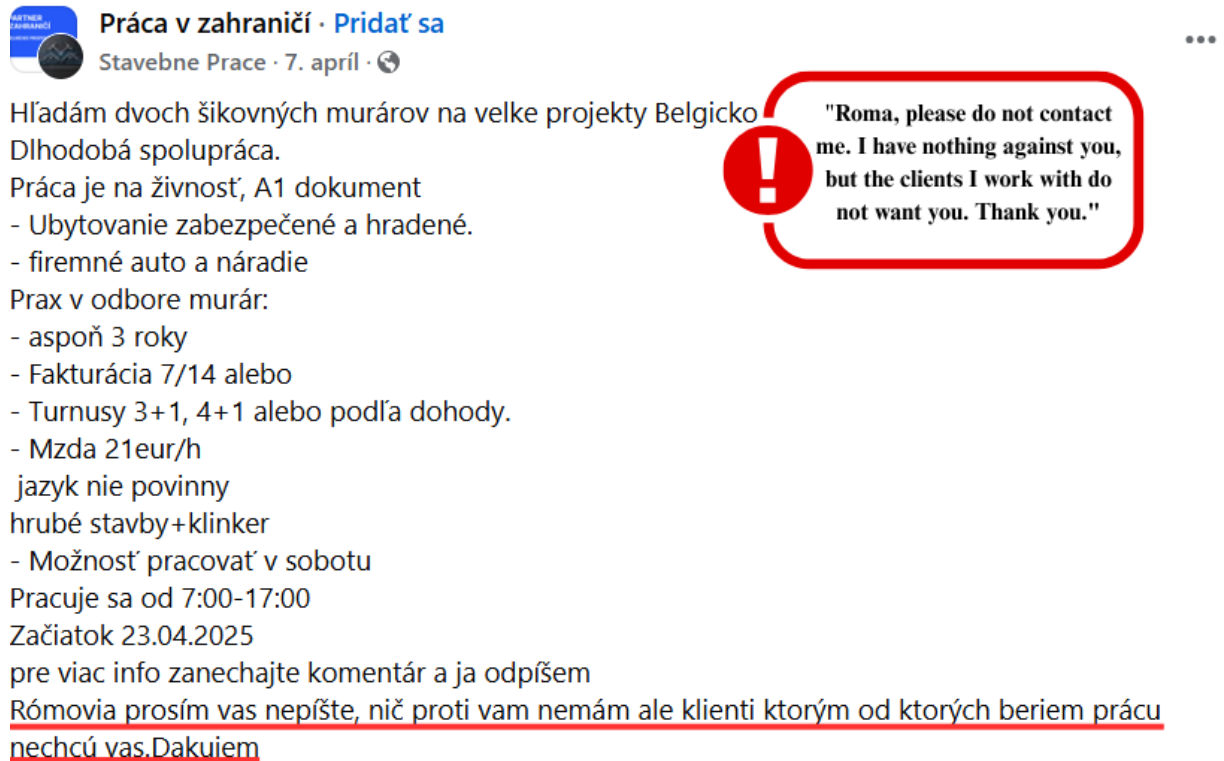
The monitoring of online hate speech in the field of employment in Slovakia revealed that the digital environment – particularly social media platforms such as Facebook – serves as a frequent space for the spread of discriminatory and exclusionary content targeting Roma people. Job advertisements posted in local Facebook groups often contained explicitly discriminatory statements, such as “*Roma do not call*” or “*No unadaptable persons.*”

These expressions represent a direct form of online hate speech, combining elements of racism and social exclusion. The primary initiators of such content are typically small business owners, sole traders, or private individuals, while group administrators and regular users, who approve, comment on, or share these posts, act as secondary multipliers. Most user reactions were neutral or approving, indicating a high level of social tolerance and normalization of online discrimination against Roma people in the employment context.

Despite the fact that these posts violate anti-discrimination laws and Facebook’s community standards, the platform did not intervene, allowing the content to remain publicly accessible. This lack of moderation contributes to the persistence and legitimization of antigypsyist narratives within the online labor market.

The findings show that online hate speech in the area of employment both reflects and reinforces existing barriers to Roma inclusion in the labor market in Slovakia. By reproducing exclusionary attitudes and stereotypes in digital spaces, such practices perpetuate structural racism and hinder the realization of equal opportunities in access to employment.

EXAMPLE OF HATE SPEECH 1 FROM THE EMPLOYMENT SECTOR



Práca v zahraničí · Pridať sa
Stavebne Prace · 7. apríl · 🌐

Hľadám dvoch šikovných murárov na veľke projekty Belgicko
Dlhodobá spolupráca.
Práca je na živnosť, A1 dokument
- Ubytovanie zabezpečené a hrazené.
- firemné auto a náradie
Prax v odbore murár:
- aspoň 3 roky
- Fakturácia 7/14 alebo
- Turnusy 3+1, 4+1 alebo podľa dohody.
- Mzda 21eur/h
jazyk nie povinný
hrubé stavby+klinker
- Možnosť pracovať v sobotu
Pracuje sa od 7:00-17:00
Začiatok 23.04.2025
pre viac info zanechajte komentár a ja odpíšem
Rómovia prosím vas nepíšte, nič proti vam nemám ale klienti ktorým od ktorých beriem prácu nechcú vas.Dakuiem

"Roma, please do not contact me. I have nothing against you, but the clients I work with do not want you. Thank you."

Source: Online platform "Facebook", 2024–2025

This image depicts a direct and explicit manifestation of online hate speech in the field of employment within the digital environment. The screenshot shows a job advertisement posted on Facebook, in which the employer states: *"Roma, please do not contact me. I have nothing against you, but the clients I work with do not want you."* Such a statement represents a form of so-called "polite racism," where discriminatory content is disguised through neutral or apologetic language.

By shifting responsibility to "clients," the author justifies discrimination while simultaneously maintaining it as a common and socially acceptable element of online communication. This case demonstrates that hate speech in the employment sphere often appears in indirect and seemingly pragmatic forms, presented as "practical reasons" or "client requirements."

The statement violates both anti-discrimination laws enshrined in Slovak legislation and the community standards of the Facebook platform, yet its presence highlights the weakness of moderation mechanisms and insufficient responses from the platform.

From a broader perspective, this example confirms that the online environment serves as a space where real-world forms of social exclusion are reproduced. It shows that anti-Roma narratives do not always take the form of overt hatred but are often embedded in formalized, legitimized, and socially tolerated forms of discriminatory discourse, which reinforce existing barriers that Roma face in accessing employment.

EXAMPLE OF HATE SPEECH 2 FROM THE EMPLOYMENT SECTOR

The image is a screenshot of a Facebook post. At the top left is a profile picture of a person. To its right, the text reads: "HĽADAM MAJSTROV, OBKLADAČI, MURÁRI, ELEKTRIKÁRI, VODÁRI atd. · Pridať sa ...". Below this, it says "Filip T Deal · 7. október 2024 · 🌐". The main text of the post is: "Zdravím hľadám murara na domurovanie podhľadov na garáž a vybetonovanie nabehov okolo garaze, Očkov okres Nové Mesto nad Váhom, 0948600680 CIGANI NEPISAT,NEVOLAT!!!!". Below the text is a collage of six photographs. The top-left photo shows the exterior of a building under construction with reddish-brown panels. The top-right photo shows the interior of a room with wooden walls and a ceiling, with a red speech bubble containing a white exclamation mark and the text: "Gypsies do not write, do not call!!!!". The middle-right photo shows a cluttered outdoor area with debris and construction materials. The bottom-left photo shows a close-up of the reddish-brown panels. The bottom-right photo shows a grassy area with some construction materials and a fence in the background.

Source: Online platform "Facebook", 2024–2025

This post represents an explicit instance of online hate speech disseminated through the social media platform Facebook. It is a job advertisement in which the author uses the phrase “*Gypsies do not write, do not call!*” — a statement with a clearly exclusionary and aggressive character. It constitutes a direct form of hateful communication targeting an ethnic group and employs emotionally charged, imperative language to emphasize rejection and hostility.

From the perspective of online discourse, this type of expression illustrates how hate-based narratives are embedded in everyday online communication — in this case, within job postings — and how forms of digital violence become normalized through publicly accessible and unmoderated content. The post adopts an authoritative and directive tone, creating an impression of legitimacy for the hateful statement and fostering an atmosphere of tacit approval among online audiences.

This example demonstrates that online hate speech does not always manifest through overt insults or calls for violence; it can also operate as an exclusionary linguistic practice, which through verbal exclusion shapes negative attitudes and reinforces social stereotypes within digital communication spaces.

EXAMPLE OF HATE SPEECH 3 FROM THE EMPLOYMENT SECTOR



The image shows a screenshot of a Facebook job advertisement. The ad is from a user named "Práca PREŠOV a oko..." and is from an "Anonymný člen" (anonymous member) who posted it 1 month ago. The text of the ad reads: "Dobrý deň, hľadám kolegu (pomocníka) k montáži okien. Práca po celom SK. Nástup ihneď. 0908 643 453. Rómovia prosím nevolat'.". A red callout box with a white exclamation mark icon points to the text "Rómovia prosím nevolat'." and contains the text "Roma, please do not call".

Source: Online platform "Facebook", 2024–2025

This post represents a clear example of online hate speech in the context of employment. The short phrase “*Roma, please do not call*” explicitly excludes an entire ethnic group from accessing a job opportunity, creating a verbal barrier to employment. This form of hate speech does not rely on overt insults but rather normalizes discrimination within the digital environment. Such posts demonstrate how online communication becomes a space for reproducing social exclusion, where even brief and seemingly neutral statements can have a strong stigmatizing impact.

AREA: PRIVATE AND PUBLIC SERVICES

Within the area of public and private services, several forms of online hate speech were identified that directly mirror patterns of exclusion known from the offline environment. In the digital space, hateful expressions most often appear in the form of phrases such as “*Roma do not call*” or “*Gypsies do not call,*” commonly found in advertisements for goods and services posted on social media platforms.

These expressions carry an exclusionary and discriminatory nature, as they deny Roma people the opportunity to engage in interaction — whether as customers or potential business partners. The online environment thus reproduces mechanisms of exclusion familiar from real life, where Roma individuals are often refused entry to restaurants, bars, or shops, or encounter dismissive treatment from staff.

Similarly, in the digital space, Roma people are symbolically “denied entry” through verbal rejection in comments, posts, or advertisements. In addition to these explicit forms, mocking and demeaning visual content also circulates online, in which Roma are compared to animals, most often monkeys.

Such manifestations of online hate speech not only reinforce stereotypical and dehumanizing representations of Roma, but also contribute to the normalization of symbolic exclusion in the digital sphere, thereby deepening the social exclusion of Roma communities in the online environment.

EXAMPLE OF HATE SPEECH 1 FROM THE PRIVATE AND PUBLIC SERVICES SECTOR



Source: online platform "Facebook" 2024–2025

This image captures an explicit example of online hate speech published on the social media platform Facebook, specifically within a group dedicated to car sales. The author of the post includes the statement: “*Gypsies and speculators do not write, do not call, I will not respond,*” which directly and publicly excludes Roma individuals from responding to the advertisement.

This represents a direct form of hateful communication that targets and stigmatizes an entire ethnic group. Through the use of an imperative tone and capital letters, the author expresses hostility and an intention to completely exclude Roma users from participation. This type of expression reflects a normalized form of online hate speech, as it appears in an everyday context—a car sale post—and remains visible and unmoderated by the platform.

From a linguistic perspective, the statement constitutes a verbal form of digital exclusion, legitimizing the idea that Roma people are undesirable and inherently associated with deceit or unreliability. Such expressions contribute to the reproduction and reinforcement of negative

stereotypes about Roma communities in the online space, transferring offline prejudice into the digital environment.

This case illustrates that online hate speech can manifest in subtle yet highly effective forms—such as ordinary comments or advertisements—that, through discriminatory language, maintain symbolic boundaries between the majority and the minority and create a space for the normalization of racial hostility.

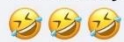
EXAMPLE OF HATE SPEECH 2 FROM THE PRIVATE AND PUBLIC SERVICES SECTOR

1 zdieľanie



Stano Palacka

Nesmieš byť rasista!!! Žiguláky už neexistujú ... Na niečom musia chodiť 🤔



1 t Páči sa mi to

1 😄

You can't be racist - Ladas don't exist anymore...Gypsies have to drive something, right?

Source: online platform "Facebook" 2024–2025


This comment is racist, filled with irony and sarcasm, and serves as a form of support for the original post in which the author of a car advertisement on the Facebook platform wrote: “Gypsies do not call or write.” In doing so, it further normalizes and legitimizes discriminatory discourse directed against Roma people within the digital environment.

EXAMPLE OF HATE SPEECH 3 FROM THE PRIVATE AND PUBLIC SERVICES SECTOR

Сын Божий
28. 7. 2024 · 🌐

😄😄😄😄😄😄 aby si ale ste skupiny Cigani jak tie opice 😄 **“Gypsy singing groups are like those monkeys”**

Ivetka Ivka [Sledovať](#)
Reely · 21. 7. 2024 · 🌐



The post dehumanizes Roma singers through the image used by the author.

😄😄😄😄😄👍

Source: online platform "Facebook" 2024–2025

This image captures a Facebook post that represents an explicit form of online hate speech targeting the Roma community. The author shares a video showing monkeys playing musical instruments, accompanied by the caption: *“Gypsy singing groups are like those monkeys.”* This statement constitutes a dehumanizing form of hate expression, equating Roma people with animals—a historically common racist trope used to legitimize exclusion and inferiority.

Visually, the post employs irony and humor as rhetorical tools for spreading hate, with the use of laughing emojis framing the content as “entertainment.” This strategy trivializes racist discourse and contributes to the normalization of online hate speech.

Such posts are particularly harmful because they reinforce stereotypes of Roma people as inferior and uncivilized, while simultaneously creating an environment in which hateful narratives are perceived as socially acceptable. This example illustrates a form of symbolic violence and visual hate speech, highlighting how racist narratives are disseminated and legitimized within digital spaces without adequate platform moderation.

AREA: EDUCATION

Within the monitoring of online discourse in the education sector, it was identified that the topic of school attendance and the education of Roma children ranks among the most frequent targets of online hate speech. Hate speech in this area most often appears in comment sections under media posts discussing school attendance programs, educational support for children from marginalized Roma communities, or financial subsidies aimed at improving their learning conditions.

The most common forms of hate speech observed include:

- **Biological racism and dehumanization**, portraying Roma people as “mentally retarded,” “degenerate,” or “unadaptable”;
- **Accusations of system abuse**, accompanied by narratives about “wasting state funds” on Roma education;
- **Irony and vulgar expressions**, which trivialize the topic of education and turn it into an object of public ridicule;

- **Calls for exclusion** of Roma children from the education system, often expressed through aggressive or offensive language.

The findings reveal that hate speech in online discussions about education is not limited to individual attacks but rather constitutes collective narratives that question the very legitimacy of educating Roma children. In this way, online spaces serve as platforms where attitudes of exclusion and racial superiority are normalized.

Overall, it can be concluded that hate speech in the field of education reinforces prejudice against the Roma community, delegitimizes efforts toward inclusive education, and reproduces systemic inequality. The online environment, therefore, functions not only as a space for information exchange but also as a medium for the dissemination of hate-based ideologies that have tangible effects on public perceptions of Roma people.

EXAMPLE OF HATE SPEECH 1 FROM THE EDUCATION SECTOR

Reportéri STVR · Sledovať
17. jún · 🌐

DOCHÁDZKA ZA ODMENU
Zamykanie detí počas vyučovania, stovky vymeškaných hodín, tehotné v triedach, či detské plienky za dochádzku v škole. Aj taká je realita vzdelávania Rómov z marginalizovaných komúní. Dostať ich do školy, nie je jednoduché, udržať ich tam, ešte náročnejšie. Školy tvrdia, že robia, čo môžu, no je to prakticky nemožné. Štát pritom vynakladaná na vzdelávanie Rómov milióny eur.

Locking children in classrooms, hundreds of missed lessons, pregnant girls in classes, and even diapers as incentives for school attendance — this is the reality of education for Roma children from marginalized communities. Getting them to school is not easy; keeping them there is even more challenging. Schools claim they are doing what they can, but in practice, it is almost impossible. Meanwhile, the state spends millions of euros on the education of Roma children.

👍👎👏 206 Komentáre: 65 Zdieľania: 52

👍 Páči sa mi to 💬 Komentovať ➦ Zdieľať

Source: online platform "Facebook" 2024–2025

This image represents an explicit example of online hate speech in the field of education, appearing in a comment under a post by a public broadcasting media outlet. The original post addressed the issue of school attendance among children from marginalized Roma communities and highlighted the systemic challenges they face within the educational process.

The user's comment employs extremely vulgar and dehumanizing language, using expressions such as "retards" and "degenerate idiots," while also associating Roma people with incest. This type of hateful expression exemplifies biological racism—a form of hate speech that denies the human dignity of Roma individuals and reinforces narratives of genetic or cultural inferiority.

From the perspective of online discourse, this represents an open and unmoderated expression of hate, publicly disseminated without intervention from the platform. The comment contributes to the normalization of racially motivated hostility toward Roma children and families, directly undermining the principles of inclusive education.

This case demonstrates that hate speech in the educational context is not limited to verbal aggression but also functions as a mechanism of social stigmatization, through which the online environment becomes a tool for reproducing racial prejudice and social exclusion.

EXAMPLE OF HATE SPEECH 2 FROM THE EDUCATION SECTOR



Ján Žubor

I wouldn't care about those retards. First, a brother sleeps with his sister, and when a degenerated idiot is born from that, we're supposed to fund it.

Kašlal by som na nich na retardov. Najskôr sa hlobí brat so sestrou a keď z toho vznikne zdegenerovaný dement, ešte to máme dotovať.

1w Páči sa mi to Odnovať

Source: online platform "Facebook" 2024–2025

AREA: HOUSING

In the housing sector, the monitoring of online spaces revealed numerous instances of online hate speech targeting Roma people as “undesirable tenants.” Such hate speech most frequently appears in rental advertisements posted on social media, particularly on Facebook. These posts often include statements such as “*this offer is not suitable for Roma*” or “*first, show that you are normal people,*” which legitimize exclusionary language and condition access to housing based on ethnic identity.

These expressions represent a form of digital exclusion, where discriminatory practices known from offline environments (e.g., denying rental opportunities to Roma) are transferred into online spaces through publicly accessible advertisements. Hate narratives are often disguised as “practical conditions” or “decisions of property owners,” creating the impression that such exclusion is normal and justified.

The findings indicate that these online manifestations not only reinforce stereotypes portraying Roma as ‘unadaptable’ or ‘problematic’ tenants, but also contribute to their digital and social marginalization within the housing market. Online hate speech in this area thus reflects an extension of real-world discrimination, reproducing and normalizing social inequalities within public online discourse.


This image captures a hateful comment posted as a reaction to a media article discussing the education of Roma children from marginalized communities. The comment contains extremely offensive and dehumanizing language, using expressions such as “retards” and “degenerate idiot,” portraying Roma people as inferior and biologically “defective.” This represents an explicit form of online hate speech, intertwining racist, eugenic, and social prejudices. The comment also reveals a mechanism of digital violence — hate speech is spread within the comment section of a legitimate media post, making such expressions visible in the public online space and embedding them within everyday digital discourse. This example illustrates how hate speech in the context of education is used to delegitimize state efforts aimed at supporting Roma communities while reinforcing social stereotypes of Roma people as “unadaptable” or “undeserving” of assistance.

EXAMPLE OF HATE SPEECH 1 FROM THE HOUSING SECTOR

noAneKUPTo.eu · Pridať sa
Karolína Lína · 30. január · 🌐

350€/mes na prenájom byt 2+1 s preplatením materialu na vytvorenie kupelne a postavenie priecky, ktora bude rozdelovat tento dom na dva samostatne byty. Vchody sú spravené samostatne. Možnosť dodatočne rozšíriť o ďalšie miestnosti, keďže hneď vedľa je hospodárska stavba. Tato ponuka nie je vhodna pre romov, NEROZHODUJEME O TOM MY! ! ALE ! ak by ste vzali do prenájmu najskôr vedľajšiu stavbu, v ktorej sa bývať nedá a ukážete sa ako normálni bezproblémovo ľudia po dobu troch mesiacov a toto ostane naďalej voľné, čo je veľmi reálne, keďže doteraz vzdy prejavili záujem len rómovia, tak v takom prípade, že budete prisposobivi normálni ľudia, vieme Vám dodatočne zariadiť aj prenájom tohto bytu. K bytu prislucha aj časť zahrady, v blízkosti sa nachadzaju aj dve mensie vodne nadrze. V danej lokalite Vam vieme ponuknut aj stavebne pozemky po 25€/m2. #okrestrebisov #trebisov

This offer is not suitable for Roma, WE ARE NOT THE ONES DECIDING THAT! ! BUT ! if you first take the adjacent building for rent, which is currently uninhabitable, and prove yourselves to be normal, problem-free people for a period of three months, and if this apartment remains available—which is very likely since so far only Roma have shown interest—then, if you show that you are adaptable and normal people, we can additionally arrange the rental of this apartment for you.



Source: online platform "Facebook" 2024–2025

This image represents a typical example of online hate speech in the area of housing, circulating through social media platforms. The Facebook post shown features a rental advertisement in which the author explicitly states that “this offer is not suitable for Roma” and adds a humiliating condition — Roma tenants may only be considered if they “prove themselves to be normal people.” Such language constitutes verbal exclusion and symbolic stigmatization, as it questions the human

dignity of Roma people and conditions their access to housing on a perceived need to “prove their worth.”

This case also illustrates the digital normalization of inequality, as the post did not trigger visible disapproval or backlash from other users. The author uses language that appears neutral or “practical,” yet it functions as a form of hate discourse that legitimizes social exclusion.

Moreover, the post suggests that Roma applicants should first live in an “uninhabitable building,” reflecting an extremely degrading and dehumanizing perspective in which Roma are portrayed as inferior and required to “earn” access to basic living conditions. This example clearly demonstrates how hate speech and prejudice are transferred into digital spaces, where they become embedded in everyday online communication and reinforce structural discrimination.

4 DISCUSSION

Based on the results of the monitoring of online hate speech against Roma in Slovakia, it can be concluded that hateful expressions are widespread across several social areas — including healthcare, housing, employment, education, and access to public and private services. These findings indicate that the online environment functions as a space where existing forms of social inequality and prejudice are reproduced and normalized, mirroring patterns already present in offline settings.

In the context of the study's objectives, the results emphasize the need for active cooperation among key stakeholders, including social media platforms, media outlets, public institutions, policymakers, and public figures. Online platforms should strengthen their content moderation mechanisms and response procedures to reported cases, as many hateful posts remained visible without any reaction. Media and public institutions, in turn, should contribute to creating a balanced and respectful discourse about Roma, promoting factual communication over emotional or stigmatizing narratives.

From a policy and recommendation perspective, the findings can serve as a basis for:

- developing national strategies to combat online hate speech, with a focus on antigypsyism,
- strengthening media literacy and digital ethics education,
- and supporting civil society initiatives that respond to hate speech through counter-speech and positive narratives.

The limitations of the study include the sample size (555 analyzed posts), which provides a representative overview of trends but cannot capture the full scope of online hate speech. Another limitation lies in the potential subjective interpretation by monitors and the emotional impact of some posts. Despite these limitations, the research provides a valuable empirical foundation for understanding antigypsyist narratives in the digital environment and offers insights for developing more effective policies to counter online hate speech.

5 CONCLUSION

The research confirmed that online hate speech targeting Roma people remains a persistent and systemic issue within the Slovak digital environment. Hateful expressions appear across multiple social domains—particularly in relation to healthcare, employment, housing, education, and access to public and private services. The analysis demonstrated that the online space functions as a multiplier of prejudice and stereotypes, reflecting and amplifying inequalities that already exist offline, while digital platforms facilitate their rapid dissemination, sharing, and normalization.

The most significant findings include:

- a high frequency of hate speech directed at Roma women, especially in the context of healthcare,
- the presence of exclusionary and discriminatory phrases (e.g., “Roma do not call”) in online job and sales advertisements,
- and the persistence of mocking and dehumanizing narratives that legitimize racial inequality.

These findings highlight the urgent need to strengthen mechanisms for monitoring and responding to online hate speech, as well as to enhance cooperation among public institutions, media, civil society organizations, and digital platforms.

Recommendations:

1. Strengthen content moderation and reporting mechanisms on social media platforms.
2. Increase public awareness of how to recognize and report online hate speech, through media literacy and digital education initiatives.
3. Support projects promoting positive narratives about Roma and develop counter-speech strategies.
4. Integrate the research findings into national policies and strategies aimed at combating discrimination and antigypsyism.

In conclusion, combating online hate speech is not merely a matter of technical regulation but also of cultural transformation—a change in how society talks about minorities, respects human dignity, and builds an inclusive public discourse based on equality and mutual understanding.

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7 APPENDICES

In this report, the OpenAI artificial intelligence software was used exclusively for text editing and correction.