



STOP HATE FOR PROFIT CAMPAIGN SUSPENDS SOCIAL MEDIA ADS

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

- <https://www.stophateforprofit.org>
- <https://www.euroweeklynews.com/2020/06/30/facebook-loses-almost-e53-billion-in-market-value-in-two-days-as-advertising-boycott-continues-over-racist-posts/>
- <https://www.theguardian.com/technology/2020/jun/29/how-hate-speech-campaigners-found-facebooks-weak-spot>

TRUE OR FALSE

1. A campaign group wants all advertisers to abandon Facebook forever. T / F
2. The group wants stricter moderation of Facebook posts. T / F
3. Starbucks and Coca Cola are thinking about removing ads. T / F
4. Facebook's value fell by \$60billion. T / F
5. The Stop Hate for Profit group started in June 2017. T / F
6. The group has stopped short of asking for a boycott. T / F
7. The group is asking for advertisers not to advertise on Facebook in July. T / F
8. Facebook said it would change how it moderates posts on voting. T / F

VOCABULARY

SYNONYM MATCH: Match the following synonyms from the article.

- | | |
|-----------------|--------------------|
| 1. Operating | a. plunged |
| 2. Severely | b. considers |
| 3. Suspend | c. worked out |
| 4. Deems | d. put on hold |
| 5. Nosedived | e. worked together |
| 6. got going | f. functioning |
| 7. collaborated | g. principles |
| 8. formulated | h. assertions |
| 9. values | i. badly |
| 10. claims | j. started |

VOCABULARY

Paragraph 1

- | | |
|---------------|---|
| 1. campaign | a. Temporarily prevent from continuing or being in force or effect. |
| 2. severely | b. A computer or Internet system that can run software or websites. |
| 3. dented | c. An organized course of action to achieve a particular goal. |
| 4. suspend | d. Had an adverse effect on. |
| 5. moderation | e. To an undesirably great or intense degree. |
| 6. plummeted | f. The action of making something less extreme. |
| 7. platform | g. Decreased rapidly in value or amount. |

Paragraph 2

- | | |
|-----------------|--|
| 8. watchdog | h. Work jointly on an activity, especially to produce or create something. |
| 9. collaborated | i. Created or devised methodically a strategy or a proposal. |
| 10. formulated | j. Unity or agreement of feeling or action, especially among individuals with a common interest. |
| 11. bias | k. A group whose function is to monitor the practices of companies providing a particular service. |
| 12. boycott | l. A number of things, events, or people of a similar kind or related nature coming one after another. |
| 13. solidarity | m. Refuse to buy or handle goods as a punishment or protest. |
| 14. series | n. Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. |

ANSWER THE QUESTIONS

1) What has the campaign group done to Facebook's market value?

- a) enhanced it
- b) severely dented it
- c) made it fall slightly
- d) increased it

2) What does the campaign group want companies to suspend?

- a) work
- b) marketing
- c) operations
- d) advertising

3) What does the group want stricter moderation of besides hate speech?

- a) downloaded content
- b) who joins the platforms
- c) misinformation
- d) personnel

4) By how much did Facebook's value fall last Friday?

- a) 8%
- b) 5%
- c) 3%
- d) 11%

5) How much of Facebook's value was wiped out?

- a) exactly \$60billion
- b) around \$60billion
- c) just under \$60billion
- d) just over \$60billion

6) When did the Stop Hate for Profit campaign start?

- a) June 17
- b) July 17
- c) 2017
- d) 2018

7) What did the group want advertisers to hit pause on?

- a) content
- b) posting
- c) hate
- d) record

8) What is the group asking businesses to stand in?

- a) solidarity
- b) line
- c) puddles
- d) the rain

9) When does the campaign group want businesses to stop advertising?

- a) on July 4th
- b) for three months
- c) for the rest of the year
- d) in July

10) What claims did Facebook say it would ban?

- a) false claims on age
- b) fake news
- c) false claims on voting
- d) photos