



National findings report



McCain Institute at Arizona State University

The McCain Institute is a nonpartisan organization inspired by Senator John McCain and his family's dedication to public service. We are part of Arizona State University and based in Washington, D.C. Our programs advance democracy and human rights, empower character-driven leaders, combat human trafficking, and prevent targeted violence. Our unique power to convene leaders across the global political spectrum enables us to make a real impact on the world's most pressing challenges. Our goal is action, not talk, and like Senator McCain, we are fighting to create a free, safe, and just world for all.

Arizona State University has developed a new model for the American research university, creating an institution that is committed to access, excellence and impact. ASU measures itself by those it includes, not by those it excludes. As the prototype for a New American University, ASU pursues research that contributes to the public good, and ASU assumes major responsibility for the economic, social and cultural vitality of the communities that surround it.



Moonshot

Moonshot is a social enterprise working to end online harms, applying evidence, ethics and human rights. Our team of prevention practitioners, analysts, engineers, and project managers use fresh thinking and decades of cross-sector experience to respond to some of the world's toughest problems with effective, scalable solutions.

Our offices in Washington, D.C. and London deliver work to understand and prevent violence across the United States. We work in all 50 states and all 3,143 counties, supporting Federal, State, and local government and community partners to lower risks of violence. Our work ranges from leading online counter-messaging and intervention campaigns to offline prevention capacity building, both in the United States and internationally. We design new technologies and methodologies that enhance our ability and that of our partners to detect and respond effectively to a variety of emerging threats online.

Moonshot keeps the people behind the data in mind at all times. We are industry leaders in protecting privacy and developing ethical campaigns that provide real alternatives to populations vulnerable to exploitation, radicalization and crime. Working to end online harms means making communities safer, both online and off, around the world.



Ketchum

Established in 1923, Ketchum's century of continuous evolution is a testament to our progress. Our storied journey is fueled by our guiding principles of empathy and intelligence. Progress allows us to create a thriving environment where we embrace innovation and deliver excellence with our people and partners, producing work that matters. Driven by data, we develop culture-first work at the intersection of industry and capability. With 136 Cannes Lions, our global consultancy is one of the most creatively awarded firms in our industry. We are Ketchum: Progress at Work. For more information on Ketchum, a part of Omnicom Public Relations Group, visit www.ketchum.com.

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Glossary

<i>Term</i>	<i>Definition</i>
Ad	An online advertisement for SCREEN Hate, shown to individuals reached through the online campaigns on Google Search, YouTube, Reddit, Facebook, and Instagram.
Average session duration	The average amount of time that users spend on the website.
Bystanders	In the context of these campaigns, “bystanders” refers to adults concerned about a teen or young adult who is at risk of mobilizing to violence after consuming hateful content online. This includes parents, caregivers, educators, and other adults working directly with youth.
Clicks	Number of times a campaign ad is clicked, leading to the campaign website. Some individuals may see and click on an ad more than once.
Click-through rate (CTR)	The proportion of times that a campaign ad is clicked on after appearing to a user. This percentage is calculated by dividing the total number of ad clicks by the total number of ad impressions.
Impressions	The number of times an ad is served. This is not necessarily equal to the number of individuals seeing an ad, as some may see the same ad more than once.
Indicators	Keywords, phrases, or other types of content that have been assessed and categorized as denoting evidence of potential bystander concern or need.
Views	The number of times a web page is viewed. Users may view a web page multiple times within the same session.

Executive summary







In September 2022, [the McCain Institute](#), in collaboration with [Moonshot](#) and [Ketchum](#), launched SCREEN Hate, an initiative that provides caregivers and concerned adults with the knowledge, tools, and resources needed to keep youth safe from online messages that could incite acts of hate-based violence. SCREEN Hate is the first nationwide campaign aimed at equipping bystanders to prevent acts of hate-based violence perpetrated by youth.

SCREEN Hate was created as part of a two-year project for the Center for Prevention Programs and Partnerships (CP3) at the Department of Homeland Security (DHS), funded through the 2021 Targeted Violence and Terrorism Prevention Grant Program.¹

The SCREEN Hate resource hub and accompanying online campaigns launched on 15 September 2022, having been announced at the “United We Stand Summit” at the White House. The campaigns—designed and implemented by Moonshot, the McCain Institute, and Ketchum—included behavior-based bystander engagement campaigns on Google Search and YouTube, as well as wider community outreach campaigns on Reddit, Facebook, and Instagram.

This report details the national findings from the SCREEN Hate online campaigns, conducted between September 2022 and July 2023. It includes geographic and behavioral insights into user engagement, as well as the results of comparative testing on user engagement with our YouTube campaign ads. The final section includes recommendations for future programming for practitioners working to engage with concerned bystanders through online campaigns.

Overall results

 <p>Reach of SCREEN Hate bystander engagement campaigns²</p> <p>346,031 impressions</p>	 <p>Reach of SCREEN Hate community campaigns to build brand awareness³</p> <p>1,709,345 impressions</p>	 <p>Number of clicks on SCREEN Hate ads (all campaigns)⁴</p> <p>8,202</p>
 <p>Number of users who visited the SCREEN Hate website from the online campaigns⁵</p> <p>5,352</p>	 <p>Number of times campaign users viewed SCREEN Hate web pages⁶</p> <p>11,434</p>	 <p>SCREEN Hate web page with the highest average session duration⁷</p> <p>Prevent page</p>

1. Grant number EMW-2021-GR-00092.

2. This is the total number of impressions for the bystander engagement campaigns on Google Search and YouTube.

3. This is the total number of impressions for the community outreach campaigns on Reddit, Facebook, and Instagram. Please note that due to the community campaigns’ wider reach, the number of impressions do not necessarily reflect the scale of bystander need (i.e. bystanders looking for resources on mobilization to violence) in the United States.

4. This is the total number of clicks on SCREEN Hate ads in the bystander engagement campaigns on Google Search and YouTube, and in the community outreach campaigns on Reddit, Facebook, and Instagram.

5. This is the total number of users who visited the SCREEN Hate website through the bystander engagement campaigns on Google Search and YouTube, or through the community outreach campaigns on Reddit, Facebook, and Instagram.

6. Total views is often higher than total visits. This is because a user can visit a page multiple times, or visit multiple pages.

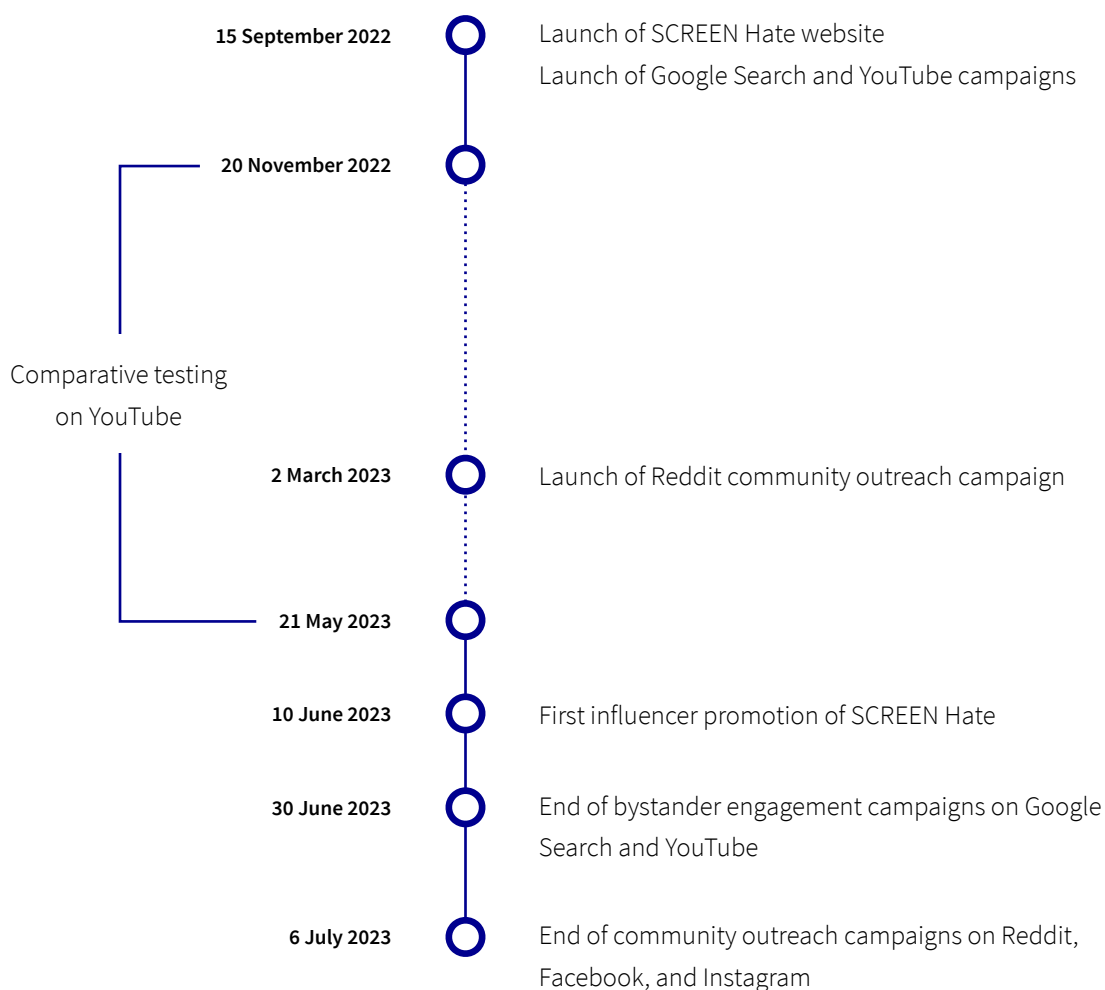
7. Average session duration is the average amount of time a user spent engaging with a web page.

Campaign overview

The SCREEN Hate website officially launched on 15 September 2022, designed to act as an information and resource hub for potential “bystanders”—namely parents, caregivers, and other adults—concerned about youth mobilization to hate-based violence in the United States. To support engagement with the SCREEN Hate initiative and to connect them with appropriate resources, Moonshot and the McCain Institute designed and implemented online campaigns on a number of platforms.

In September 2022, bystander engagement campaigns on Google Search and YouTube launched alongside the SCREEN Hate website, remaining live until June 2023. These campaigns used the **Redirect Method**—developed by Moonshot in partnership with Jigsaw in 2016—to harness the power of digital advertising to connect concerned bystanders with the SCREEN Hate website. The YouTube campaign included a period of comparative testing, designed to better understand audience engagement with different campaign ads.

The community outreach campaigns ran between March – July 2023, and included a digital advertising campaign on Reddit and paid influencer campaigns on Facebook and Instagram.



Objectives

The overarching objective of the online campaigns was to help safeguard youth at risk of online mobilization to hate-based violence by connecting concerned bystanders to relevant information and resources on the SCREEN Hate website. The SCREEN Hate campaigns were deployed across the United States, and reached potential concerned bystanders online through two methods:

1 Bystander engagement

The Google Search and YouTube campaigns offered SCREEN Hate ads to concerned “bystanders”—namely parents, caregivers, and concerned adults—as a result of their online behavior (e.g., searches or video selections). On Google Search, individuals searching for terms that indicate that they are a bystander (i.e. “internet safety resources for parents”) were shown a SCREEN Hate campaign ad in their search results. On YouTube, individuals consuming content that is relevant to bystanders were shown placement ads for SCREEN Hate alongside the videos.

The ultimate objective of these behavior-driven campaigns was to ensure that when bystanders looked for information about youth mobilizing to violence online—often a high stress moment for parents and caregivers—they had the option to access a safe, streamlined route to reliable information, curated by subject-matter experts and housed on the SCREEN Hate website.

2 Community outreach

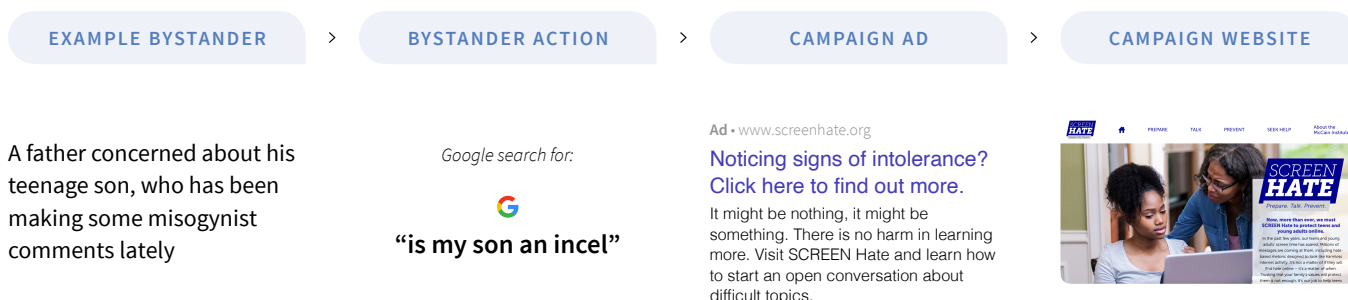
To complement the bystander engagement campaigns, the program also conducted community outreach campaigns to bystander-adjacent online communities whose members may benefit from awareness of and access to SCREEN Hate’s resources and support. The community campaigns—conducted on Reddit, Facebook, and Instagram—included outreach to parental and profession-based support communities. On Reddit, we showed SCREEN Hate ads in selected subreddit communities. On Facebook and Instagram, we delivered campaign messaging through sponsored posts by influencers.

This community outreach approach enabled SCREEN Hate to reach a much wider range of potential bystanders in the United States who may require information and support. The primary objective of these community campaigns was to ensure that users in relevant communities had access to resources about ways that youth may be mobilized to hate-based violence online, should they need them.

Campaign design

Bystander campaigns

Example user journey



The bystander campaigns on Google Search and YouTube used digital advertising to reach individuals looking for support and connected them with SCREEN Hate’s resources.

The campaigns relied on Moonshot’s databases of indicators to ensure that ads were shown to the intended audience: parents and caregivers concerned about a teen or young adult’s potential online mobilization to hate-based violence. These indicators are designed to comprehensively reflect how bystanders might articulate concern about someone they believe is at risk of mobilizing to violence after consuming violent extremist or hate-based content online.

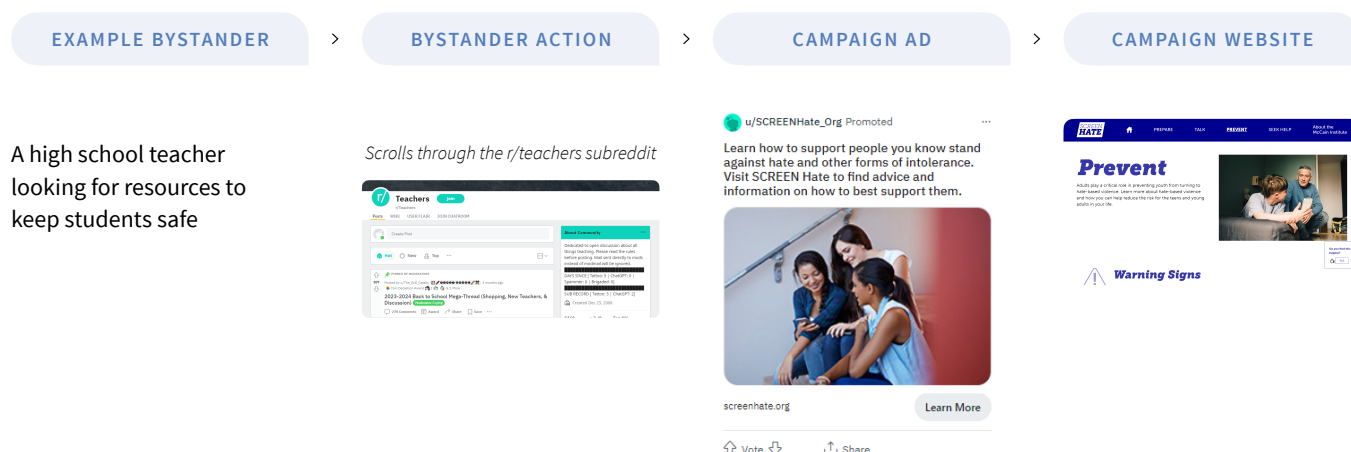
The Google Search database comprised over 129,000 indicators of bystander concern, including terms such as “internet safety resources for parents” or “signs of radicalization in teens.”

SCREEN Hate campaign ads were tailored to both the risk level of the indicator and its specificity to violent extremism, and contained a range of emotional appeals. Ads appealed to the varying emotions a bystander may feel when they’re concerned about a young person’s potential mobilization to violence. This included appeals to bystanders’ feelings of worry about their loved one’s intolerant views, desire to protect those close to them, or feelings of uncertainty about what to do next.

The bystander campaign ads were served only to people engaging with bystander indicators online, ensuring that we reached people solely on the basis of their online behaviors. This methodology respects individuals’ privacy and self-determination, while ensuring that audiences are never reached based on demographic characteristics, such as age, race, or gender. All advertising data analyzed is publicly available and anonymous, and this methodology is fully compliant with the European General Data Protection Regulation (GDPR) as well as applicable U.S. Federal and State law.

Community campaigns

Example user journey



The community outreach campaigns were conducted on Reddit, Facebook, and Instagram from March – July 2023. These campaigns identified communities to which potential bystanders may belong—for example, parenting support groups or professions working alongside potential at-risk youth—and promoted SCREEN Hate in these spaces.

The Reddit campaign used digital advertising to promote SCREEN Hate to nine subreddit forums. These included parenting-related subreddits (e.g. *r/ThingsMyKidSaid*) and profession-related subreddits such as *r/Teachers* or *r/SocialWorkers*.

These campaign ads included clear and specific language explaining what SCREEN Hate offers. This approach helped to ensure that even though the ads were shown to a wide audience, individuals who clicked the ads and visited SCREEN Hate were likely to be a parent, a caregiver, or a concerned adult actively seeking information and support.

The community outreach campaigns on Facebook and Instagram worked with social media influencers to promote SCREEN Hate. These creators were identified for their potential to reach a relevant community, such as parents. These influencers posted sponsored ads, promoting SCREEN Hate to their followers on Facebook and Instagram. The ads appeared in the form of blog posts, Facebook posts, and Instagram content (both posts and stories).

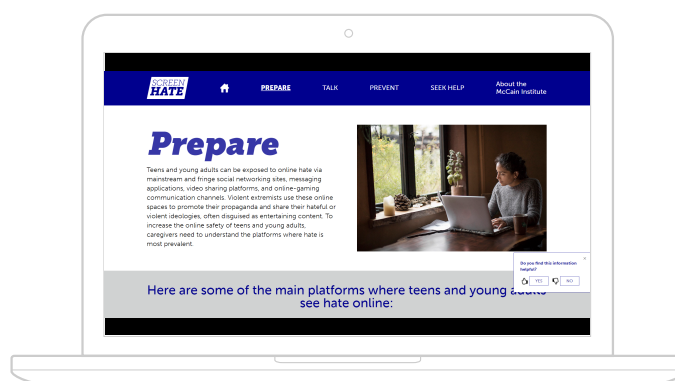
SCREEN Hate website

The SCREEN Hate website was designed by the McCain Institute, in collaboration with Ketchum, to provide information and resources to parents and concerned adults in a clear, user-friendly format. Campaign users who clicked on an ad were led to the SCREEN Hate home page. From there, they could access information, resources, or support from one of the four web pages: Prepare, Talk, Prevent, or Seek Help. The site also included an About Us page, which redirected individuals to the McCain Institute website, so they could learn more about the organization behind the SCREEN Hate initiative.



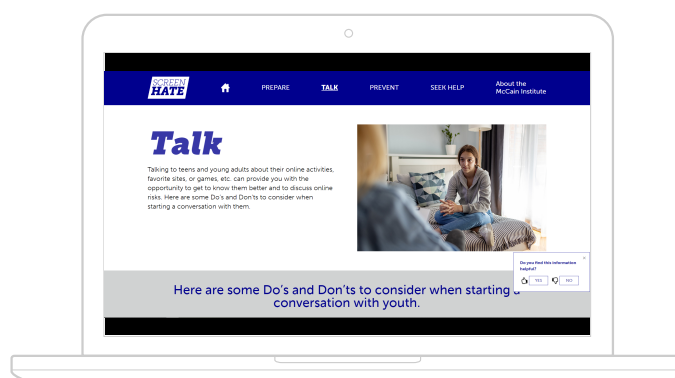
Prepare

This page sought to educate parents and other concerned adults about the online platforms—both fringe and mainstream—where teens and young adults encounter hateful messages online. The page provided information on a range of platforms, from messaging applications like Telegram, to social media sites like Twitter, to gaming communication platforms like Discord, to video sharing platforms like TikTok.



Talk

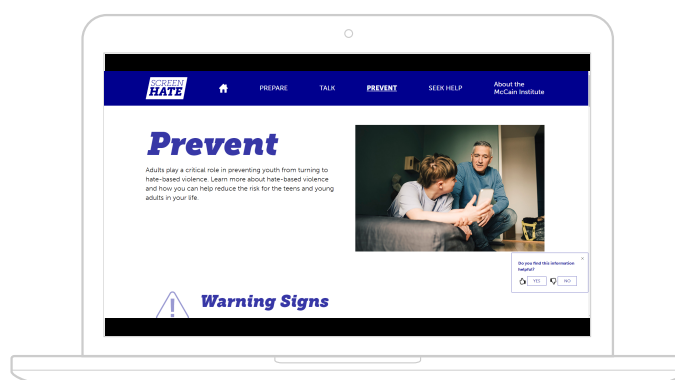
This page provided parents and other concerned adults with tips on how to talk to teens and young adults about online hate. The page includes a list of Do's and Don'ts for speaking to youth about online hate and a list of recommended conversation starters.





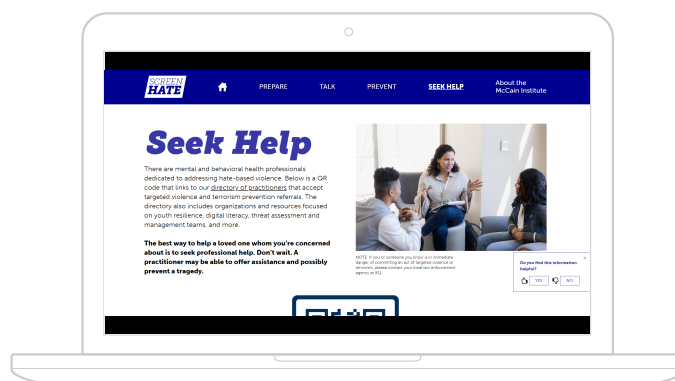
Prevent

This page provided more specific information about the nature of hate-based violence online, including how parents and concerned adults can reduce risks for youth and when and how to seek help when warning signs arise. Information is presented in a user-friendly, expandable question-and-answer format, with downloadable resources.



Seek Help

This page provided bystanders with the opportunity to access professional support through the McCain Institute's Prevention Practitioners Network directory. This directory includes mental and behavioral health practitioners who are willing to accept referrals from clients at risk of targeted violence and terrorism, as well as organizations and resources focused on safeguarding at-risk individuals.



Bystander engagement campaigns

Overall results




The bystander campaigns targeting parents and other concerned adults ran from 15 September 2022 – 30 June 2023 on Google Search and YouTube. The following section contains the results of these campaigns, focusing on user engagement with campaign ads. This section also contains key geographic and behavioral insights into bystander engagement with the SCREEN Hate campaigns.

▼ Overall results (bystander campaigns)

 Number of times bystander campaign ads were shown ⁸	 Number of times users clicked on bystander campaign ads ⁹	 Click-through rate (CTR) for the bystander campaigns
346,031	2,725	0.79% CTR

Audience insights

▼ Key insights

-  Users from Rhode Island recorded the highest CTR.
-  Users from Texas accounted for the highest amount of impressions per capita.¹⁰
-  Utah-based users recorded the highest amount of clicks per capita.¹¹

The data on the next page depicts the geographical reach of the bystander engagement campaigns, and insights into state-level user engagement with these campaigns. Please note that these insights are not indicative of the level of risk of violent extremism in each state, but rather the amount of users who are engaging with the campaign and looking for bystander resources on mobilization to hate-based violence.

User engagement may be driven by news articles highlighting recent incidents, rather than underlying risk. For example, engagement from New York users may be driven by recent violent extremist events perpetrated by youth (e.g. the racially-motivated [mass shooting in Buffalo](#) on 14 May 2022), which have caused the issue of youth mobilization to extremist violence to be more present in public discourse.

8. This is the total number of impressions for the bystander engagement campaigns on Google Search and YouTube.

9. This is the total number of clicks for the bystander engagement campaigns on Google Search and YouTube.

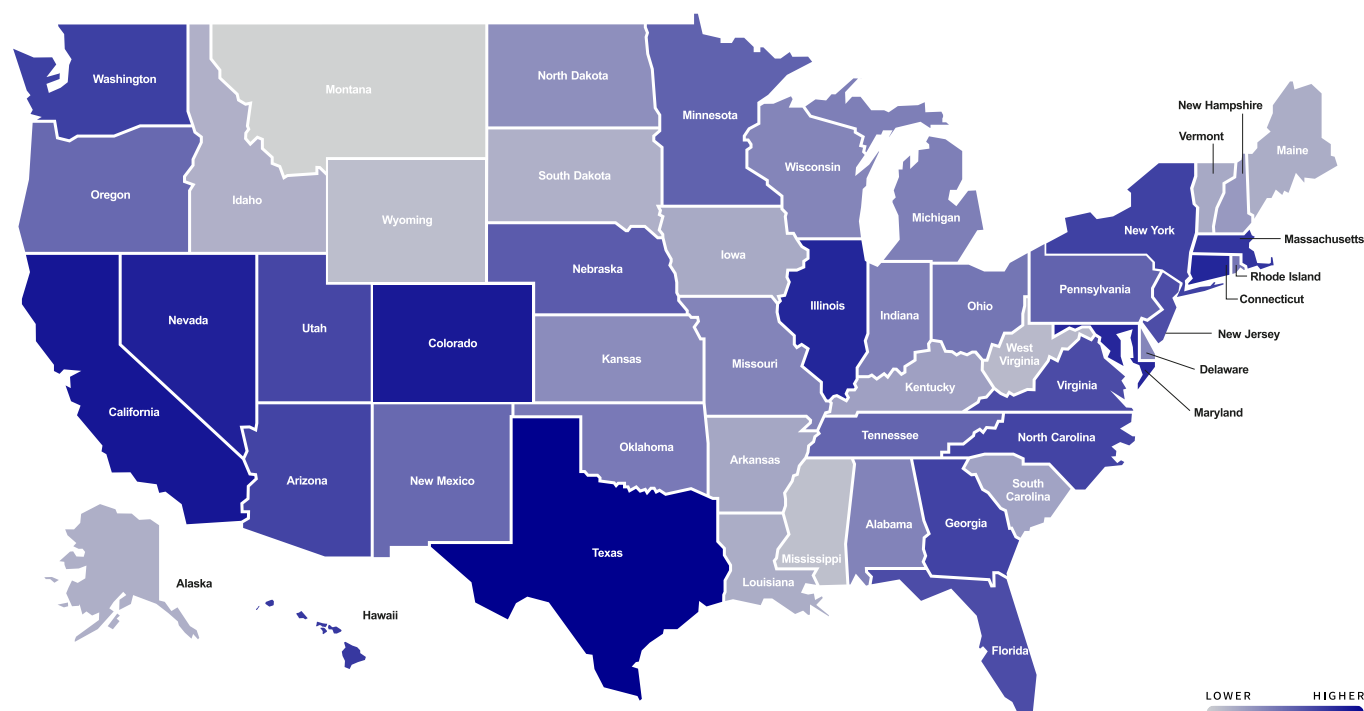
10. The number of impressions per person, out of 100,000 people.

11. The number of clicks per person, out of 100,000 people.

The map below depicts the reach of the SCREEN Hate bystander engagement campaigns across all 50 states, measured by impressions and weighted by population.

▼ Reach of the SCREEN Hate bystander campaigns

(measured by the number of times ads showed for each state, per capita)¹²



▼ States with the highest proportion of potential bystanders who were shown ads for SCREEN Hate

(measured by impressions, per capita)¹³

TEXAS	134.4
CALIFORNIA	125.7
COLORADO	124.5
NEVADA	121.5
ILLINOIS	119.8

▼ States with the highest engagement rates with SCREEN Hate ads

(measured by overall click-through rate, per state)

RHODE ISLAND	1.15% CTR
MONTANA	1.11% CTR
KENTUCKY	1.11% CTR
UTAH	1.07% CTR
MISSOURI	1.06% CTR

12. The number of impressions per person, out of 100,000 people.

13. The number of impressions per person, out of 100,000 people.

Campaign engagement

From 15 September 2022 – 30 June 2023, the YouTube and Google Search campaigns recorded 346,031 impressions and 2,725 clicks, with a combined click-through rate of 0.79% (0.78% CTR for YouTube; 4.33% CTR for Google Search). Click-through rates often vary by platform and by industry, and it is difficult to establish general benchmarks for these types of public safety campaigns due to their specificity.

The bystander campaigns displayed SCREEN Hate ads to individuals engaging with relevant content on YouTube and Google Search. For example, the YouTube campaign promoted the SCREEN Hate website to individuals viewing videos relevant to potential bystanders, including those containing:

- 1 internet safety advice for parents;
- 2 information on early warning signs of mobilization to violence;
- 3 advice on youth violence;
- 4 testimonies of reformed violent extremists; or
- 5 testimonies of family members of people who have joined violent extremist movements.

The five YouTube videos that recorded the most ad impressions throughout the entire campaign are shown in the table below. Thematically, the top performing videos were educational, geared towards parents interested in warning signs related to youth violence mobilization and recruitment to violent movements, as well as general parenting tips for raising teenagers.

▼ Videos where users engaged most with SCREEN Hate ads

(measured by total number of ad impressions and clicks)

↓ Video	↓ Impressions	↓ Clicks
“Sandy Hook promise: Gun violence warning signs”	210,551	1,168
“My son was a Columbine shooter. This is my story.”	100,847	1,164
“How to parent a teen from a teens perspective”	24,602	277
“Exposing How the [Violent] Far Right Recruits People” ¹⁴	2,760	24
“Introduction to media literacy: Crash course media literacy #1”	2,382	16

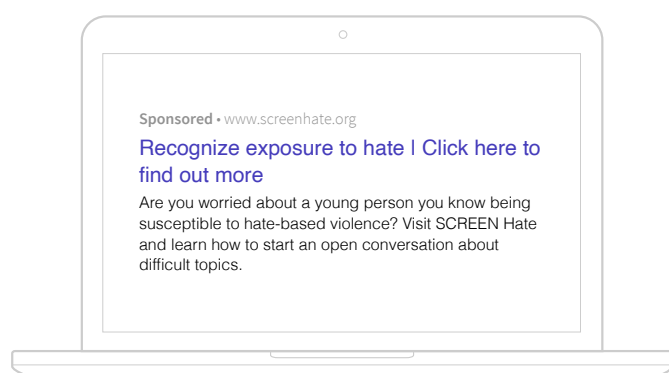
14. This video features testimony from a former Neo-Nazi who was involved with white supremacist groups for over 20 years. The man, speaking anonymously, discusses how youth are recruited by violent extremist organizations.

YouTube comparative testing

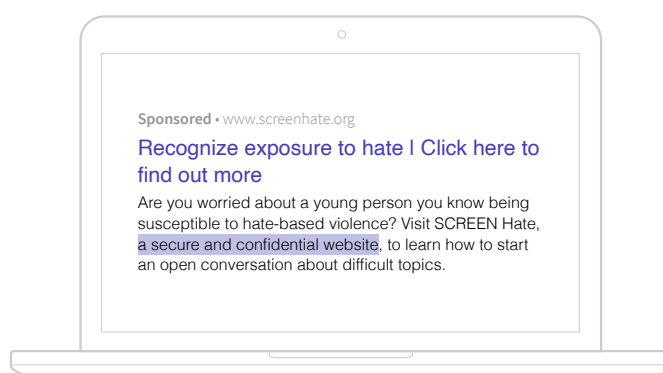
In order to understand the drivers of user engagement with the SCREEN Hate ads, Moonshot conducted comparative testing on the YouTube campaign. The testing was designed in response to research conducted at the start of the project, which explored the factors that prevent bystanders from exploring—or eventually escalating—their concerns about a loved one’s potential mobilization to violence. One of the key findings from this research was that bystanders can be hesitant to escalate concerning behaviors due to their own concerns around confidentiality and anonymity.¹⁵

Building on this research, Moonshot ran a comparative test on YouTube to understand whether adding language about website confidentiality and security would increase user engagement with the ads (measured through click-through rate). The comparative test was conducted between November 2022 and May 2023¹⁶, with the ‘A’ test ads featuring no mention of website confidentiality and the ‘B’ test ads mentioning website confidentiality in the ad description.

▼ Example of an ‘A’ test ad featuring no confidentiality language



▼ Example of a ‘B’ test ad featuring confidentiality language



↓ Performance measure	↓ Ads without confidentiality language	↓ Ads containing confidentiality language
Impressions	91,902	107,675
Clicks	642	1,024
Click-through rate	0.70%	0.95%

15. Source: [Community reporting on violent extremism by “intimates”: emergent findings from international evidence](#)

16. The A test ran for three months, from 20 November 2022 – 20 February 2023. The B test ran for three months, from 21 February – 21 May 2023.

The top-line results of the comparative test indicate that parents and concerned adults do engage more frequently with ads containing language emphasizing website confidentiality and security. This finding is determined by the difference in click-through rates—a key indicator of audience engagement—which saw a 36% increase when switching to ads with confidentiality language.

Statistical analyses of the comparative test data confirmed that the initial results are promising, but more testing is needed to determine whether the added confidentiality language alone resulted in behavior change. The effect of the added 'B' test language was not consistent across user variables and possibly interacted with variables like the content of the individual YouTube videos.


Community outreach campaigns


Overall results

The community outreach campaigns ran from 1 March – 5 July 2023 on Reddit, Facebook, and Instagram, reaching bystander-adjacent communities in all 50 states. The following section contains the results of these campaigns, focusing on user engagement with campaign ads.

These campaigns aimed to advertise the SCREEN Hate initiative to bystander-adjacent communities, in order to increase opportunities to safeguard parents and concerned adults who might not actively be looking for resources to prevent youth mobilization to violence. Due to the campaigns' wider reach, impressions do not necessarily reflect the scale of bystander need (i.e. how many people are looking for support on the topic of youth mobilization to hate-based violence) in the United States. Instead, due to the specificity of the ad language used in the community outreach campaigns, clicks and user interactions with the ads are a more reliable indicator of demand for bystander resources in the United States.

▼ Overall results (community campaigns to build brand awareness)

 <p>Overall reach of community campaigns</p>	 <p>Total clicks on community campaign ads for the SCREEN Hate website</p>	 <p>Type or Reddit communities which engaged most with the ads</p>
1,709,345 impressions	5,477	Parenting forums (0.27% CTR)

 <p>Number of user interactions with influencer campaigns¹⁷</p>	 <p>Most common sentiment of comments on influencer ads</p>	 <p>Most common primary reaction to influencer ads</p>
4,500	Positive	Appreciative

17. Interactions include the overall number of likes, shares, saves, clicks, and comments on influencer ads for SCREEN Hate.

Reddit campaign

The community outreach campaign on Reddit ran from March – July 2023, promoting SCREEN Hate to nine selected subreddits. This included six parenting-related subreddits (e.g. *r/WorkingMoms*) and three subreddits for professionals potentially working with at-risk youth (e.g. *r/SchoolCounseling*).

The Reddit community campaign ultimately reached a large audience, gathering 1,632,521 impressions and resulting in 3,840 clicks. On Reddit, parenting communities were more likely than professional communities to click on a SCREEN Hate advertisement, once shown.¹⁸ While *r/Teachers* resulted in the most overall clicks (1,056), the five subreddits with the highest click-through rates (shown below) are all parenting-related. Click-through rates for community outreach campaigns tend to be lower than bystander engagement campaigns, due to a broad-based outreach approach.

▼ Subreddits with the highest rate of user engagement

(measured by click-through rate)

↓ Subreddit	↓ Click-through rate
r/RaisingKids	0.39%
r/Mommit	0.30%
r/AskParents	0.29%
r/BreakingMom	0.29%
r/WorkingMoms	0.26%

▼ States with the highest proportion of users who clicked on SCREEN Hate ads

(measured by clicks, per capita)¹⁹

OREGON	2.71
WASHINGTON	2.45
RHODE ISLAND	2.28
MINNESOTA	1.91
MAINE	1.91

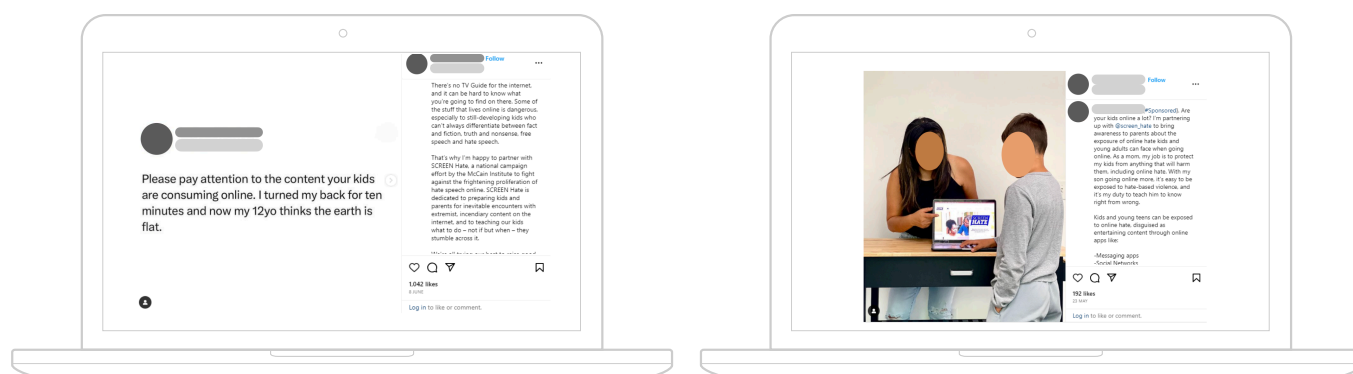
The Reddit campaign reached bystander-adjacent communities in all 50 states, with geographical insights that varied from the bystander engagement campaigns. South Dakota recorded the highest click-through rate (0.32% CTR) of the Reddit community campaign, followed by Mississippi and Oklahoma (0.29% and 0.28% CTR, respectively).

18. Parenting subreddits recorded a 0.27% CTR, compared to 0.18% CTR for professional subreddits.

19. The number of clicks per person, out of 100,000 people.

Influencer campaigns

The influencer campaigns consisted of social media content creators—primarily parenting influencers—promoting SCREEN Hate on Facebook and Instagram. In June 2023, four influencers advertised SCREEN Hate across nine separate posts, encouraging their followers to access the website if they are concerned that their child or a young person they know might be engaging in or exposed to online hate. Examples of the influencer ads promoting SCREEN Hate can be found below.



These sponsored posts resulted in 76,824 impressions and over 1,600 clicks to the SCREEN Hate website from June – July 2023. Overall, there were 4,500 user interactions with the influencer posts, including likes, comments, shares, saves, and clicks to the SCREEN Hate website.

▼ Interactions with influencer campaigns

Reach of influencer campaigns	Number of clicks on influencer ads for SCREEN Hate ²⁰	Number of likes
76,824 impressions	1,637	2,403

Of the 186 comments made on the influencer ads for SCREEN Hate, 51 comments were related to the topic of online hate or referenced the SCREEN Hate initiative. Moonshot conducted a sentiment analysis of these comments, coding them for basic sentiment (positive, negative, or neutral) and the primary and secondary reactions. Comments were categorized according to seven types of emotional reactions, including appreciation, concern, empathy, and indications that the user felt informed by the resources on the SCREEN Hate website. All engagement with these influencer-led community outreach was anonymized for the sake of analysis.

20. This is the number of times users clicked on a link to the SCREEN Hate website, when it was posted by an influencer as part of a sponsored post.

All comments made on influencer ads promoting SCREEN Hate were either positive (59%) or neutral (41%)—no comments contained negative sentiment. The primary reaction of comments indicated that most users were either appreciative (49%) that the influencer was sharing the website and speaking about online hate, or that they were concerned (31%) about the topic of online hate and mobilization to violent extremism. 16% of commenters indicated that they had personal experience with being a bystander to youth experiencing or engaging with online hate.

A sample of the comments made on influencer ads for SCREEN Hate can be found below.

“Conspiracy theories are rampant too. Both my kids said Helen Keller wasn’t a real person because they were fed this conspiracy theory on TikTok. It’s so sad. I thought my kids were smarter than that.”

“Such great information! Shared with my single mama group especially with summer holidays and more screen time.”

“Being a Jewish mom raising my children in the same religion, they deal with hate daily. Unfortunately these are talks we've had multiple times because my children get targeted younger and younger it seems.”

“I really appreciate this. I just had a talk with my son this morning about how people, especially Black and Brown folks are portrayed in the media. We also talked about how we can recognize stereotypes. I think it is important for parents to take a pause before freaking out when our child says something harmful about another group of people. There is so much being thrown at them, and they don't yet have the tools to process it. If either of my kids come to me with something that they saw or heard that is hurtful about a race, religion, sexual orientation, etc., we talk through it. I think giving them the space to have the dialogue is super important.”

“Thank you for this! I have a 13 year old brother who has also grown up in a different world to me (I'm 19 years older). I would be terrified for him to become filled with hate (or a flat earther!)”

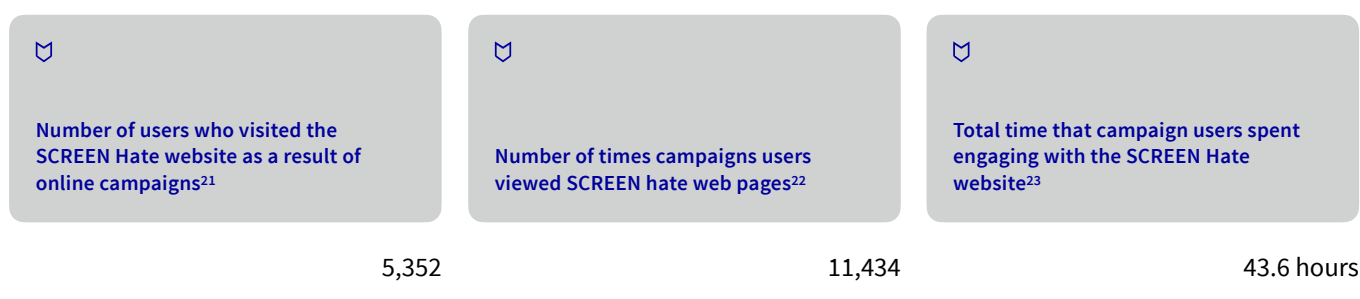
“Okay! I teach and we need something like this in schools 🙌”

SCREEN Hate website

Overall results

This section details user engagement with the SCREEN Hate website between 15 September 2022 – 6 July 2023. This section focuses primarily on engagement data from users who were reached by either the bystander or community campaigns. Data from users who accessed SCREEN Hate directly has been included separately, as it may include engagement from individuals who found out about the initiative through the campaigns, and who visited the SCREEN Hate website directly at a later date.

▼ Website engagement (campaign users)



▼ Website engagement (overall)



21. This is the total number of users who visited the SCREEN Hate website through the bystander engagement campaigns on Google Search and YouTube, or through the community outreach campaigns on Reddit, Facebook, and Instagram. Users who accessed SCREEN Hate directly (i.e. not as a result of the campaign) are not included in this figure.




22. Total number of views is often higher than the number of visits—this is because a user can visit a page multiple times, or visit multiple pages.

23. This is the total session duration of users who were referred to SCREEN Hate through either the bystander engagement campaigns or the community outreach campaigns.

24. This is the total number of users who visited the SCREEN Hate website, either through the campaigns or through direct access.

User engagement

▼ Highlighted user journeys




YOUTUBE 	<p>199 individuals visited SCREEN Hate home page after seeing a campaign ad on the YouTube video “<i>My son was a Columbine shooter. This is my story.</i>” One individual went on to spend 1 minute and 14 seconds browsing the Talk page, which features tips on how to speak to young people about online hate.</p>
GOOGLE SEARCH 	<p>17 individuals visited SCREEN Hate after searching for “internet safety resources for parents.” These users went on to spend an average of 1 minute and 18 seconds on the site. In particular, they spent the most time actively engaging with the Prevent page (3 minutes and 15 seconds) and the Talk page (1 minute 7 seconds).</p>
REDDIT 	<p>328 individuals visited SCREEN Hate after seeing a campaign ad on the r/BreakingMom forum. Four of those users went on to visit the Talk page and spent an average of 1 minute and 24 seconds actively engaging with the content.</p>

The bystander engagement campaign ads connected individuals with the SCREEN Hate home page. As a result, the home page recorded the vast majority of website visits and overall users. This was different for the community outreach campaigns, owing to testing conducted in the design of the Reddit campaign. The Reddit community outreach campaign referred individuals from specific subreddits to the SCREEN Hate web page most likely to be relevant to them (e.g. ads shown on the parenting subreddits connected users to the Prepare page).





The data outlined in the tables on the next page indicates that the campaign users who moved past the home page tended to engage with other web pages for much longer. In particular, the Prevent page proved particularly popular, recording the highest average session duration: 3 minutes and 19 seconds for bystander campaign users, and 45 seconds for users from the community outreach campaigns. Overall, users downloaded resources from the Prevent page 115 times.

▼ Average session duration of campaign users

(per web page)

 Web page	 Bystander campaign users	 Community campaign users
Home	24 seconds	21 seconds
Prepare	51 seconds	23 seconds
Talk	32 seconds	32 seconds
Prevent	3 minutes and 19 seconds	45 seconds
Seek Help	21 seconds	16 seconds

▼ Number of users who visited each web page

 Web page	 Bystander campaign users	 Community campaign users	 All users (including those who accessed SCREEN Hate directly)
Home	2,065	1,982	6,799
Prepare	16	1,416	1,698
Talk	13	350	801
Prevent	10	85	438
Seek Help	9	16	389

▼ Number of times users viewed each web page

	Web page	Bystander campaign users	Community campaign users	All users (including those who accessed SCREEN Hate directly)
Home		3,379	4,213	13,622
Prepare		34	2,886	3,518
Talk		34	719	1,666
Prevent		20	176	986
Seek Help		15	33	720

Audience insights

The insights in this section depict engagement with the SCREEN Hate website by users who accessed the site through the online campaigns. Please note that these insights are not indicative of the level of risk of violent extremism in each state, but rather the level of user engagement with the SCREEN Hate website. User engagement may be driven by other factors, such as media coverage highlighting recent incidents, rather than underlying risk.

▼ States with the highest number of SCREEN Hate web page views by campaign users
(measured by page views, per capita)

VIRGINIA	11.90
ILLINOIS	6.22
NORTH DAKOTA	5.52
MAINE	5.28
SOUTH DAKOTA	5.19

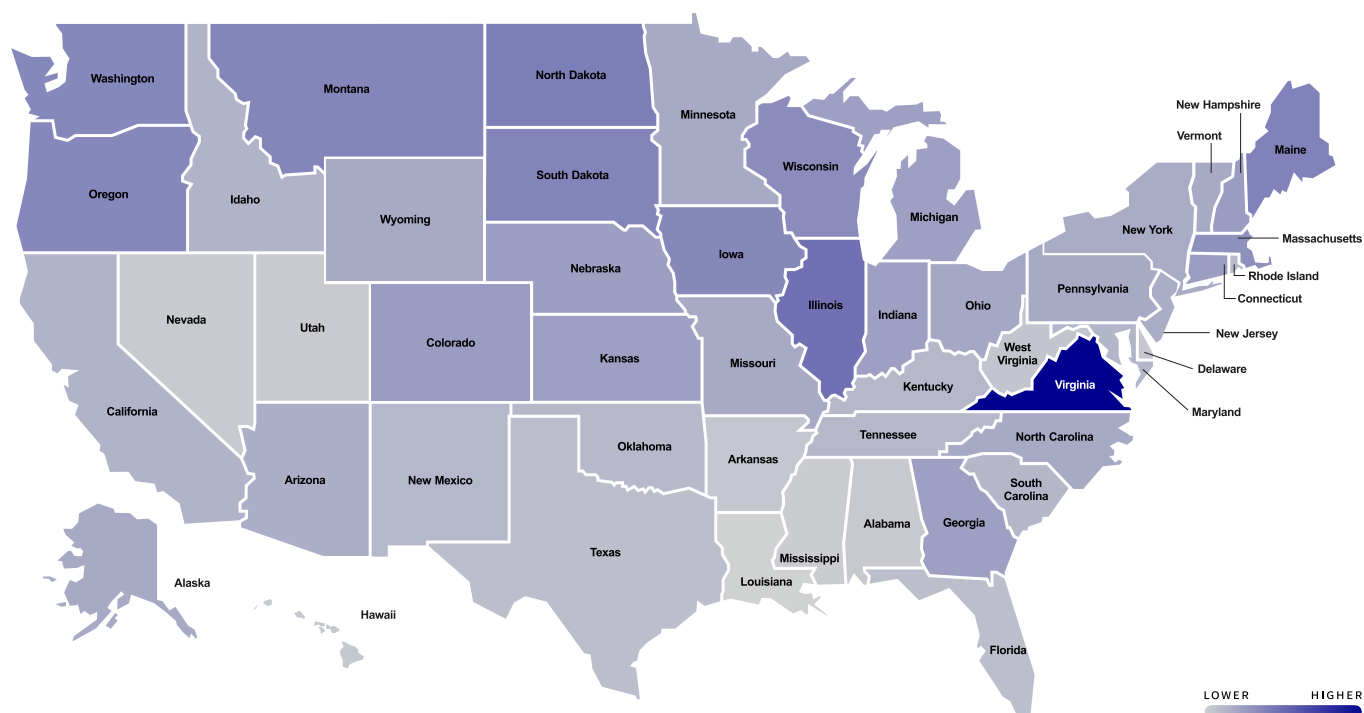
▼ States where campaign users stayed on the SCREEN Hate website the longest, on average
(measured by overall average session duration)

HAWAII	1m 13s
TENNESSEE	1m 13s
VERMONT	1m 8s
IDAHO	1m 1s
RHODE ISLAND	54s

The map below depicts the engagement with SCREEN Hate from users across all 50 states, measured by page views per state, weighted by population. As stated above, please note that this map is not indicative of the level of risk of violent extremism in each state, but rather the level of user engagement with the SCREEN Hate website.

▼ National engagement with the SCREEN Hate website by campaign users

(measured by page views, per capita)²⁵



25. The number of page views per person, out of 100,000 people.

Recommendations for future programming

Through targeted outreach to parents, caregivers, and other concerned adults (“bystanders”), the SCREEN Hate campaigns worked to safeguard teens and young adults at risk of mobilizing to violence after consuming hateful content online. SCREEN Hate provided resources for bystanders to learn more about the hateful content teens and young adults frequently encounter online, tips for how they could speak to youth about tricky topics like hate-based ideologies and extremist movements, and a directory of mental and behavioral health practitioners trained to provide help to youth in crisis.

Supporting parents and other concerned adults is a crucial step in preventing acts of targeted violence and terrorism, particularly those perpetrated by youth. At-risk teens and young adults rarely move along the pathway to violence²⁶ in a vacuum, and there are often warning signs that a young person may be about to engage in violence.²⁷ It is critical to increase the capacity of parents and other adults working with youth to recognize behavioral indicators suggesting a young person is on the pathway to violence. This must happen in tandem with steps to reduce the barriers which keep adults from reaching out to clinically licensed professionals and law enforcement for support.

Online campaigns are a great way to reach bystanders already looking for support. Future online outreach to parents and caregivers—or those in relevant communities—should keep the following recommendations in mind.

1 Provide parents and concerned adults with upfront, direct access to the resources they need.

The SCREEN Hate online campaigns connected individuals to the website home page, from which users could access one of the other four web pages which hosted resources and support. On average, the users who visited the other SCREEN Hate web pages spent more time engaging with them than they did with the home page. Where possible, future online campaigns should reduce the amount of steps necessary to access resources and offer that direct access up front.

2 Offer resources and support to all potential bystander communities seeking to protect youth.

User interaction with SCREEN Hate campaigns indicates that concerned parents and caregivers are a diverse community. The campaigns sustained active engagement from users of all demographics, across all 50 states, coming from both parenting and professional communities. This highlights the need to offer bystander support to all genders, and to parents and professionals alike.

Geographic analysis of user engagement with the campaigns and the SCREEN Hate website was extremely varied, with engagement coming from a range of different states. This highlights that parents and other concerned adults in all states need access to bystander resources and support.

26. The “pathway to violence” was developed in the following study and has been adopted by multiple federal agencies as useful for threat assessment and bystander awareness training. See: Calhoun, F. S., & Weston, S. W. (2003). In contemporary threat management: A practical guide for identifying, assessing, and managing individuals of violent intent. San Diego, California: Specialized Training Services, 11-29.

27. For example, see the following resources: [The concept of leakage in threat assessment](#); [Averting targeted school violence: A U.S. secret service analysis of plots against schools](#); [U.S. Secret Service](#); or [Are the deadliest mass shootings preventable? An assessment of leakage, information reported to law enforcement, and firearms acquisition prior to attacks in the United States](#).

Where possible, online campaigns that include wider community outreach should pair that with an opportunity to access local- or regional-specific resources. For SCREEN Hate, this came in the form of the Seek Help page, where concerned individuals from across the country could access McCain Institute's national directory of prevention practitioners.

3

Seek to reduce barriers to bystander support

Where possible, future programming should prioritize the reduction of barriers to access critical information that parents and other concerned bystanders seek. Concerns around confidentiality, privacy, and the involvement of law enforcement are all relevant barriers. The SCREEN Hate campaigns sought to address bystander concerns through comparative testing which added reassurance around website confidentiality to the ads. The initial results of this testing were promising, though statistically inconclusive, highlighting the need for more research and testing in this area.

Nevertheless, future programming must work to reassure bystander concerns and reduce the barriers which keep them from seeking support for a teen or young adult whom they know is at risk of perpetrating acts of hate-based violence.

SCREEN **HATE**