

# Fighting the Domino Effect



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# Introduction

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- The previous chapter explained the problem of the domino effect
- This chapter proposes a way to combat the problem

# Three important messages

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We have to communicate 3 messages to the public...

- Message 1:

- “Anti-X intolerance is a *much* bigger problem than you realize.”

- Message 2:

- “Anti-X intolerance is bad for non-X people too.”

- Message 3:

- “There is a simple and effective way you can stop this problem.”

1. “Anti-X intolerance is a *much* bigger problem than you realize”

# **“I haven’t seen it so I don’t believe it exists”**

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- Reason why non-X people under-estimate anti-X intolerance
  - “I haven’t seen it so I don’t believe it exists”
- Many non-X people do not have close X friends because:
  - X people might be a minority of the population
  - Most X people might live in “X neighbourhoods” or socialize in “X pubs”
- Anti-X intolerance is:
  - Frequently expressed at X people (verbal abuse or violence)
  - Much less frequently witnessed by non-X people
- Therefore:
  - An X person is likely to *experience* anti-X intolerance 100+ times more often than a non-X person *witnesses* it
  - So, non-X people witness less than 1% of anti-X intolerance
  - So, most non-X people think anti-X intolerance is not a big problem

# Communicating statistics on hate crimes

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- Recap: in 2008 in London, England, there were:
  - Over 1000 racist and religious hate crime incidents reported per month (number of *unreported* incidents is estimated to be 5 times greater)
  - Over 100 homophobic hate crime incidents reported per month (number of *unreported* incidents is estimated to be 10 times greater)
- Marketing can be used to express hate crime statistics in ways that people find meaningful and memorable
  - Break down statistics per year? Month? Week? Day? Hour? Minute?
  - Compare hate crime statistics to statistics for other types of crime?
  - Compare hate crime statistics to other activities?
  - Examples:
    - “How long does it take you to wash your hands (of a problem)?”
    - “Every breakfast time, lunchtime and dinner time, a gay hate crime is committed in London. Can you stomach it?”

2. “Anti-X intolerance is bad for non-X people too”



# Revenge attacks

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- One reason why anti-X intolerance is bad for non-X people:
  - Some oppressed X people will hit back at non-X people
- There is another, not so obvious, reason why anti-X intolerance is bad for non-X people...

# A general atmosphere of intolerance

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- The following example is from Martin Luther King's autobiography
  - Chapter 21 ("Death of Illusions")
- When Kennedy was assassinated, King pointed out that:
  - Anti-X violence and murder *cannot* be confined to just X people
  - Instead, anti-X intolerance infects other aspects of society ("hate [...] grows and spreads as a disease")
  - It creates an atmosphere in which people think it is acceptable to kill somebody they disagree with
  - It was in such an atmosphere that JFK was assassinated
- Put another way:
  - Anti-X intolerance does not affect non-X people directly
  - But it creates a general atmosphere of violence that is bad for non-X people

# **A general atmosphere of intolerance (cont')**

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Other examples that back up King's point...

- Lynching in USA was used mainly against black people
  - But some white people were lynched too
- Nazi concentration camps are associated with killing Jews:
  - But other groups were killed in concentration camps too, including:
    - Mentally retarded people, alcoholics, homeless people
    - Homosexuals, prostitutes, habitual criminals
    - Roman Catholic Polish people, Jehovah's Witnesses
    - Romany and Sinti people (more commonly known as gypsies)
    - Social democrats, freemasons, anarchists
    - Communists (including Soviet prisoners of war)

# Anti-X prejudice limits choices for non-X people

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- Anti-gay prejudice can hurt straight people:
  - Some straight people suffer anti-gay prejudice because they dress, speak or behave the “wrong way” or have an “inappropriate” job
  - To avoid that danger, many straight people engage in self-censorship
- To avoid suffering anti-X prejudice, many non-X people avoid having X friends

3. “There is a simple and effective way  
you can stop this problem”

# The simple and effective way to stop the problem

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- Let's assume John is non-X and is an anti-X extremist
  - He commits acts of anti-X violence or murder
  - He also makes anti-X statements
- If John hears “Your anti-X statements are unacceptable”
  - *From an X person*, he is unlikely to change his behaviour or attitude
  - *From a non-X person*, he is much more likely to change
  - Because John had previously assumed he was “doing what the public want but are too scared to do”
- So, we need to empower the public:
  - Whenever you hear an anti-X statement, just say “Stop. Those comments are unacceptable.”

# A joint “Don’t tolerate intolerance” campaign

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- Many activists fight against intolerance for one specific group:
  - Fighting against homophobia does not reduce anti-black racism
  - Fighting against anti-black racism does not reduce Islamophobia
  - Fighting against Islamophobia does not reduce anti-Semitism
  - And so on...
- It might be better for activists to pool resources:
  - Launch a joint “Don’t tolerate intolerance” campaign
  - Give **non-X people** the courage to say “That’s unacceptable” to anti-X comments
    - “The only thing necessary for the triumph of evil is for good men to ~~do nothing~~ say nothing when they hear an anti-X comment”
  - Try to stop the domino effect before it can lead to violence and murder

# Shame anti-X media personalities

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- Some TV presenters and journalists repeatedly make anti-X comments
- The cumulative effects of these could be made visual in a TV advertisement:
  - An actor is dressed as a famous TV or radio personality who regularly makes anti-X comments
  - The actor uses a bullhorn to repeatedly state anti-X comments made by the personality
    - In a crowded street, in a shopping mall, in a school, in a sports stadium, ...
  - Tag line: “The anti-X comments made by <personality’s name> on <name and date of program or newspaper> reached 2,534,000 people”



## 4. Summary

# Summary

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- We can stop the domino effect by communicating 3 messages to the public
- Message1:
  - “Anti-X intolerance is a *much* bigger problem than you realize.”
- Message 2:
  - “Anti-X intolerance is bad for non-X people too.”
- Message 3:
  - “There is a simple and effective way you can stop this problem. Just say ‘Stop. Those comments are unacceptable.’ when you hear anti-X comments”

