

Appendix: Examples of Facebook interventions

Each intervening comment was slightly or significantly different depending on the content of the hateful comment, which preceded it. Hence, for instance, if the hateful comments included a misinformation on the level of social benefits in Euro, we intervened to point out and correct the misleading information. If they included a prejudice on the Roma parents not being interested in education of their children, we intervened accordingly to counter this prejudice. We intervened in two possible ways, either using the personal experience strategy or the fact-checking strategy. Here are two examples for each of the two strategies:

Personal experience strategy: Example 1

Everybody is kind of upset by the idea that he or she feeds somebody who is too lazy to work. However, I want to point out that, from my experience, it's not always the case that things are the way they're presented here. I have friends and acquaintances of Roma origin. One of them got a message from an employment agency that they don't accept Roma. I just wanted to say this to show that it's quite feasible that many Roma want to work, or wanted to work, but they haven't even been given the chance to get employed.

Personal experience strategy: Example 2

I have some reservation to what you are writing. I do not agree that the Roma cannot live decently. A lot of people from the majority population cannot behave properly and

it is possible to claim that they bother others. I talk about thefts, violence, rude behaviour, etc. When I travel by train it often happens to me that I meet young people who are drunk and make a mess in the train. Nobody tells them anything, since they do not want to get into trouble. I could write about many such examples and I am sure, so could you. By that I merely want to point out, that it does not matter if it is a Roma or non-Roma. In each population group there are these and those. The fact, that someone was born in a Roma settlement, does not automatically mean that she/he is bad or dangerous.

Fact-checking strategy: Example 1

I don't understand how you can believe that the Roma get higher social benefits than other people who aren't Roma. No so-called "Roma benefits" exist. [...] The level of social benefits for an individual is 61.60 Euro per month, for an individual with 1-4 children it's 117.20 Euro, for a couple with 1-4 children it's 160.40 Euro, and for a couple with more than 4 children it's 216.10 Euro, and it doesn't matter if the family has 5 or 10 children. Besides that, an individual or a family might get housing benefit, but many Roma don't get these, they would need to officially own a flat or house or have a lease, which they don't in the segregated Roma settlements. Link:

http://www.upsvar.sk/socialne-veci-a-rodina/hmotna-nudza/pomoc-v-hmotnej-nudzi.html?page_id=363675

Fact-checking strategy: Example 2

Exactly as you are saying, there is a lot of those Roma, who work, you see it yourself. Nonetheless, you are still generalising your negative experience for the entire Roma ethnic group. What discrimination do I speak about? About the real one. Please, read the results of the experiment of the Institute of Financial Policy:

<http://www.finance.gov.sk/Default.aspx?CatID=9888> It states that the Roma have 50% less chance of being invited for a job interview, if the employer has an indication that the applicant is a Roma, e.g., through her/his surname. If the employer does not know the particular applicant and does not invite her/him merely because of her/his ethnicity, that is called a discrimination.