



ANTISEMITISM ON THE INTERNET

2024 REPORT

Ariel Seidler y Ariel Grosman

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► INTRODUCTION

Discrimination is a phenomenon as old as humanity itself. Over the centuries, it has mutated and adapted to new scenarios while maintaining its essence. Human groups have been marginalized, persecuted, and subjected to violence because of their ethnic origin, religion, nationality, sexual orientation, gender identity, disability, or any other characteristic that differentiates them from the dominant majority. History is full of examples of systemic discrimination; and, in the name of supposed racial superiority, religious purity or defense of an exclusionary national identity, atrocities have been committed, and deep scars have been left on society.

With the advent of the Internet and social media, discrimination has found a new and fertile breeding ground. The possibility of anonymity, the speed of dissemination, and the global reach of these platforms have allowed hate speech, stereotypes, and prejudices to go viral at an alarming rate.

The apparent dichotomy between freedom of expression and the right to non-discrimination is a debate that precedes social media. However, with the rise of these platforms, this discussion has gained even more relevance when analyzing their interconnection with Human Rights as a whole. Defending absolutely unrestricted freedom of expression, without considering other fundamental rights, can lead to the proliferation of hate speech that marginalizes large segments of society.

While this tenth annual Web Observatory report covers a specific time period, it must be analyzed considering the Hamas group's attack on Israel, which took place on October 7, 2023, and the subsequent armed conflict.

During the period analyzed, a change in trend was observed with respect to previous reports: **for the first time, antisemitism on Spanish-language social networks has suffered an increase on all platforms analyzed**, and most of this content is related to the conflict in the Middle East. This increase is mainly seen on the social network X (formerly Twi-

tter), with some particularities. In nominal terms, it can be observed that it has increased since October 7, 2023, and has remained relatively constant. When analyzing the phenomenon as a percentage and considering all the debate generated on the platform regarding these topics, significant increases are also recorded.

Since the beginning of the war between Israel and Hamas, one of the particularities of online antisemitism revolves around the use of the term **"Zionist" as a substitute for "Jewish"**. Those who make these statements commonly use the word "Zionist" or "Zionism" to refer to Jews and Israelis, as a way to evade content moderation by the platforms. This issue became so evident that, over the course of 2024, Meta (in July) and TikTok (in October) made the decision to make policy changes to their platforms regarding this issue. However, in early 2025, Meta lifted certain restrictions on hate speech, particularly targeting immigrants and women, along with a general relaxation of the platform's active moderation. In addition, the company moved away from the practices of verified data checks to a policy of community notes.¹

In relation to the way in which information circulates among users, the platforms analyzed, and others that exist, can be classified considering the extent to which their algorithms and typology direct the content that people see: at one side are Internet search engines (where, beyond the algorithm and business decisions on how suggested content is structured, access to and distribution of information is more or less equivalent for all users); in between are platforms such as the main social networks (which also display content suggested by the platforms themselves); and at the other side are closed messaging channels (which only provide information that is of interest to and shared by those who participate in those spaces).

In these cases, in order to fully understand user behavior on social networks, it is important to mention

¹ <https://www.techpolicy.press/transcript-mark-zuckerberg-announces-major-changes-to-metas-content-moderation-policies-and-operations/>



the concept of “information bubbles”² or “filter bubbles”, which refers to the phenomenon by which algorithms - mainly in social networks - that recommend content can cause a state of information isolation because users are less exposed to points of view with which they do not interact. It’s important to clarify that the generation of interaction by algorithms does not necessarily have a positive connotation, as it may occur with content that the user “prefers” or with which he feels “offended” or “indignant,” with the aim of making him stay on the platform longer. In many cases, those who promote agendas on certain issues suffer from confirmation bias when they become immersed in information bubbles that reinforce their own positions. While much of our analysis focuses on the first and second types of platforms, from this perspective it is important to understand that spaces for greater debate and exchange are increasingly scarce. All these issues not only influence the results presented below but also impact on people’s future perceptions of the topics discussed here.

On the other hand, a relevant event that occurred during 2024 was the trial sponsored by the Association of Jewish Lawyers of the Argentine Republic (AAJRA), the Latin American Jewish Congress (CJL), and the Delegation of Argentine Israelite Associations (DAIA) against the Royal Spanish Academy (RAE), over the definition of the term “*judío/a*” (“Jewish.” In the fifth meaning of the word, it refers

to: “adj. Said of a person: Greedy or usurer. Used as offensive or discriminatory. U. t. c. s.”³. Beyond the September court ruling in favor of the community’s institutions, which required the RAE to eliminate this definition, which the entity failed to comply with, a debate has begun on the substance of the issue: Is it correct to define a group by a discriminatory concept? If it were included in the dictionary just because “that’s how people use it,” why are there hardly any other groups in that situation? Is it desirable to fill the dictionary with discriminatory concepts? If this is a practice that has been around for centuries, why was it not included in previous editions and why was it decided to do so only in recent years?

Unlike in the Western Northern Hemisphere, where the notion of “combating” antisemitism prevails, in Latin America we tend to talk about “addressing” this phenomenon. This distinction is no coincidence: the possibility of leading a full Jewish life in most countries in the region is not something that exists elsewhere. Therefore, more work is often done from a prevention perspective. However, given the widespread rise in hatred toward Jews, it is worth highlighting that the world, including our region, is in a new and worrying phase of antisemitism. This report seeks to understand in depth how it manifests itself, to help find the best tools to generate public policies to address it.

² <https://edu.gcfglobal.org/es/medios-digitales/que-es-el-filtro-burbuja/1/>

³ <https://dle.rae.es/jud%C3%ADo>

► MAIN FINDINGS

Below, we present the main findings from the analysis of more than **126 million posts** on X (formerly Twitter); comments on Facebook, YouTube videos and comments, search results on Google and comments on digital media.

- **During 2024, a rise in antisemitism across all platforms was registered**, with X being the social network that showed the greatest increase. This creates a new “floor” of hatred toward Jews on the Internet, which remained relatively stable during the period analyzed.
- **This rise in the general level of antisemitism has been noted since the early stages of the war in the Middle East** and, given the centrality of the war conflict on the public agenda, it occurs both in percentage and nominal terms. Regarding the amount of antisemitic content related to Israel, almost 90% of hate messages are related in one way or another to this topic.
- Another relevant finding is the comparison between what happened to Jews and other minorities during the Nazi regime and the situation in the Gaza Strip. In published content exclusively related to the Holocaust, on the one hand, low levels of antisemitism and a general understanding of the topic are observed. However, a significant number of posts were **found equating the Holocaust with the actions of the State of Israel, its army, and the Jewish community**. In a reversal of logic, content is published stating that “Jews went from victims to victimizers,” and it is suggested that the Jewish State acts like the Nazi regime. In this regard, there has also been an increase in content targeting Jewish people simply for belonging to this religious group, often accompanied by caricatured images of Jews.
- The trend of positive messages is notable: while in the early stages of the Middle East conflict, social media was filled with messages of solidarity with the victims of the attacks in southern Israel, during 2024 this type of comments remained below historical averages.
- **On X there is a “triple” increase in antisemitic messages**: a nominal increase in this type of messages, an increase in percentage terms of the total number of posts and a significant increase in potential impressions (number of users reached by a message). In this way, the impact of the increase is measured not only by the number of messages but also by the level of viralization of these contents.
- **The use of the term “Zionist” as a substitute for Jew** is one of the most common methods used by those seeking to evade platform moderation. In this regard, it is important to highlight the actions of various social media platforms, which recognize the use of the term as a synonym for attacking the religious group as a whole. However, these policies are not fully enforced, and much of the content remains available despite reports and automated moderation.
- **The discrepancy between the levels of antisemitism observed in the videos and comments on YouTube is highlighted**. Thus, the main videos on Jewish themes show a significantly lower level of antisemitism than the comments users make on this audiovisual content.
- **Regarding comments on digital portal forums, the case of Uruguay stands out**. For the fourth consecutive year, it is the country with the highest level of antisemitism in those spaces. In particular, almost a third of the comments analyzed in the Montevideo Portal media are antisemitic in nature. On the other hand, there is a tendency among various users to demonize Jews, using old libels about their physical characteristics and a supposed desire to victimize themselves in the face of antisemitic acts.

ANTISEMITIC CONTENT: HOW IT SPREADS ON SOCIAL NETWORKS AND ONLINE PLATFORMS

On the social network **X** (formerly Twitter), 19.64% of antisemitic messages are collected, which increased by 6.81 percentage points compared to 2023. Thus, 2024 is the year with the highest level of hate since 2020. It is also worth noting the increase in negative content and the decrease in positive messages, which are at their lowest level in the entire historical series.

Google search engine, a platform that is not usually very sensitive to conjunctural changes, reported an increase in antisemitism of almost two percentage points; in this case, 2024 is the year with the highest percentage since 2021. Likewise, an increase in negative content is observed, and 2024 is the second year with the highest level of such content (17.08%).

In the main results of **YouTube** there was an increase in the level of antisemitism, which reached 6.93% of the total. While it is below the average for the entire series analyzed, it breaks the downward trend reported in 2023. A large part of the collected antisemitic videos center on conspiracies about the supposed wealth of Jews and their money-making “tricks.” In addition, conspiracy-themed videos about Zionism are collected. Likewise, 11.22% of the comments which are displayed below the videos on general topics were antisemitic.

On **Facebook**, antisemitism reaches 11.52% of the posts, and 2024 is the year with the highest level of antisemitism since 2021. The year-on-year increase is 1.82 percentage points. As in the social network X, a decrease in positive content is observed.

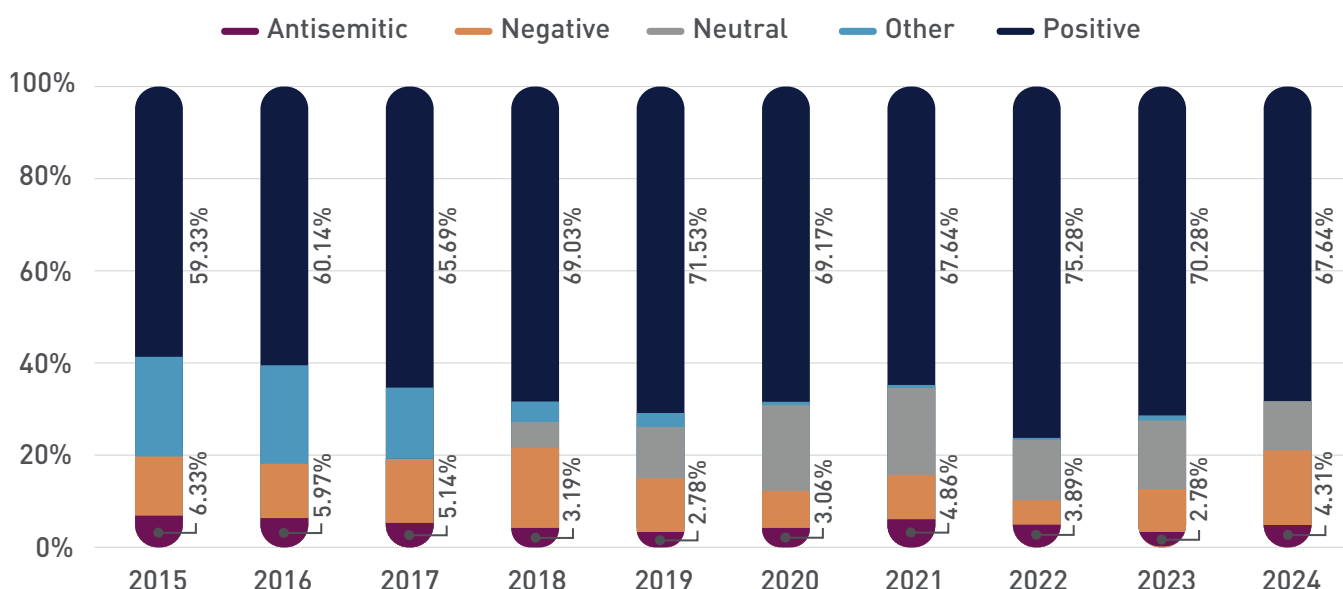
In the comments posted on forums of **digital portals**, antisemitism accounts for 16.86% of posts, marking the fourth consecutive year of increases.

► GOOGLE

Since its creation at the end of the 1990s and its massification since the 2000s, Google has been the favorite tool for users to search for any type of information on the Web. While people tend to make their queries for information within social networks, the Google search engine is among the most visited Internet pages and concentrates 90% of the search engine market⁴.

This section analyzes the main results of the searches related to Judaic topics. According to the data collected, in 2024 antisemitism remains at low levels, although with a slight increase. For the first time since 2021, a year marked by an escalation of the war in the Middle East, antisemitism has increased on Google.

CHART 1
Google results analysis (2015-2024)



Source: Web Observatory (2024).

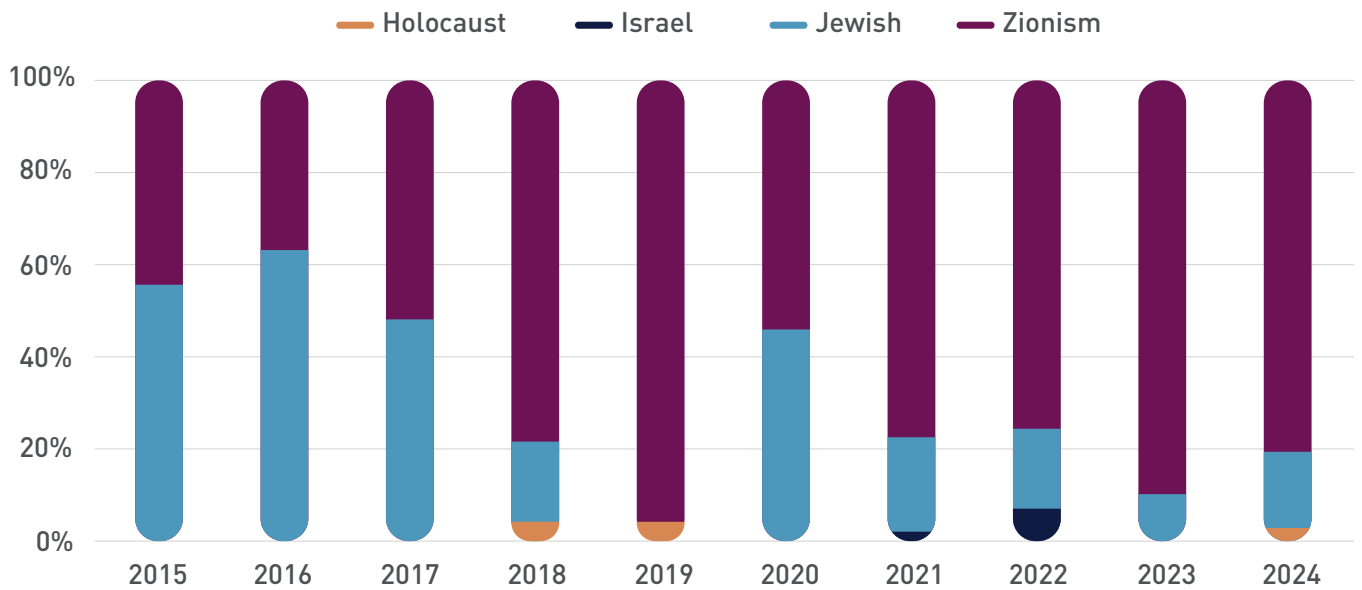
Regarding the topics where search results with antisemitic content are observed, as in previous years, the majority falls on the terms "Zionism" and "Jewish." In 2024, it is worth noting the emergence of antisemitic search results related to the term "Holocaust," which draw comparisons between the policies of the State of Israel, particularly with the term "Zionism," and what happened during the Nazi regime.

As in previous years, among the top search results the current definition of the Royal Spanish Academy (RAE) is maintained which, in one of its meanings, characterizes the term "*judío*" (Jewish) as "Saying of a person: Greedy or usurer. Used as offensive or discriminatory".

⁴ <https://gs.statcounter.com/search-engine-market-share>

CHART 2

Google results with antisemitic content according to associated concept (2015-2024)

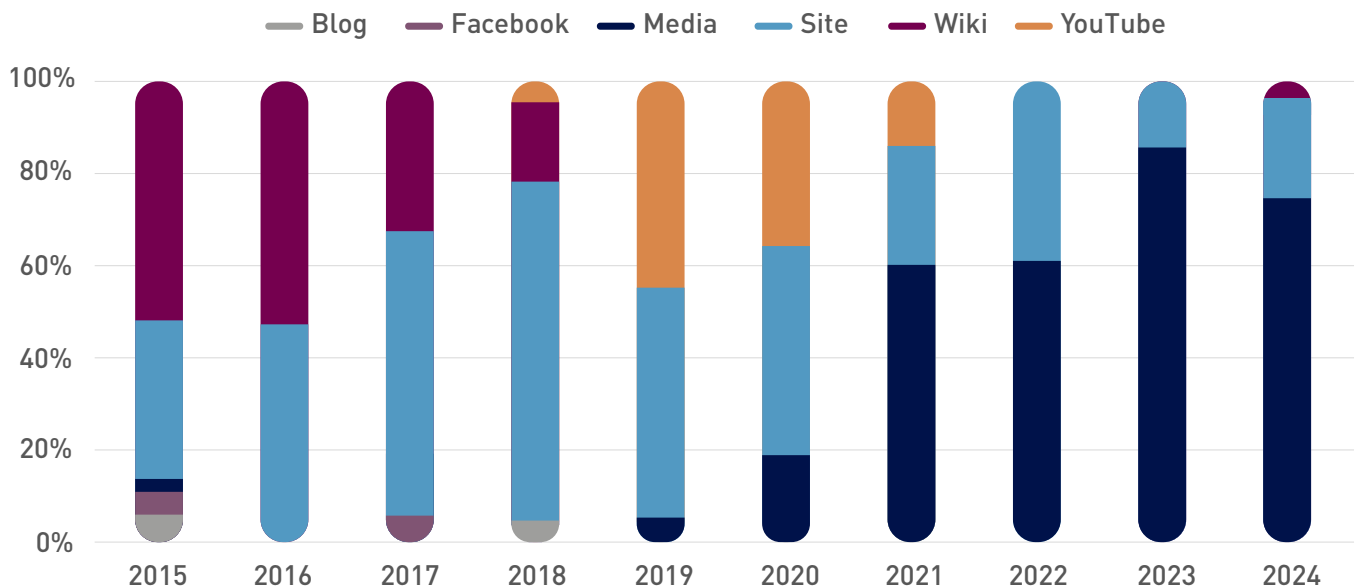


Source: Web Observatory (2024).

Since 2021, media portals represent - in most cases - the source where antisemitic content is hosted. In second place, websites are positioned. In 2024, for example, the collaborative website Metapedia, a wiki used by hate speech promoters, stands out as one of the top results returned by Google's search engine.

CHART 3

Google results with antisemitic content according to type of source (2015-2024)



Source: Web Observatory (2024).

► YOUTUBE

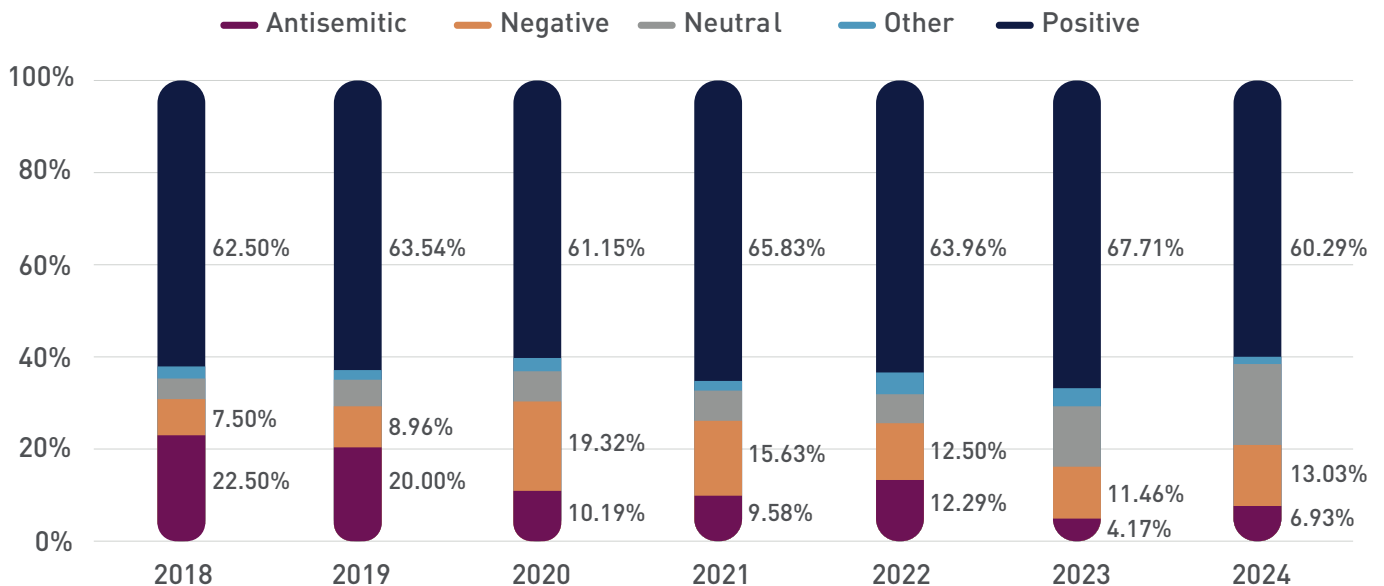
TOP RESULTS ON YOUTUBE

This section analyzes the main results of the searches related to Judaic YouTube topics. This platform is one of the main repositories and audiovisual transmission channels on the Internet, and one of the most consulted sites in the world as an educational source, even replacing traditional media.

In 2024, an increase in antisemitic content is observed in the platform's main results (6.93%). However, the percentage of antisemitism is below the general average (10.70%).

CHART 4

YouTube results analysis (2018-2024)



Source: Web Observatory (2024)

Antisemitic content, as shown in the following chart, is divided entirely between the topics "Jewish" and "Zionism." Within the latter, the prevailing discourses revolve around conspiracies of domination and parallels between Zionism and Nazism related to the Middle East conflict. In the "Jewish" topic, content with prejudices about the fortune of Jews and their ability to earn money stands out, with expressions such as "The biggest secret of the Jews for wealth and money that they don't want you to know".

ANALYSIS OF COMMENTS ON YOUTUBE VIDEOS

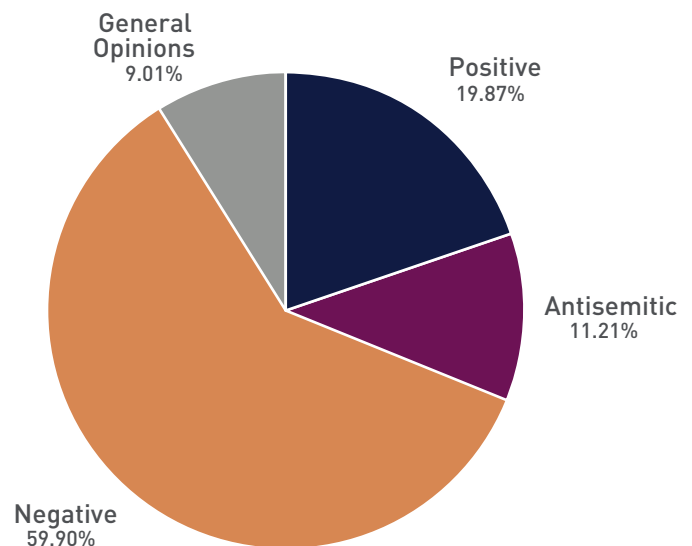
For the first time, the Web Observatory has the opportunity to collect comments posted on YouTube videos. It is worth noting that, as a universe of analysis, comments in Spanish that contain the same keywords as those on the other platforms analyzed are taken⁵.

⁵ See Methodological Section



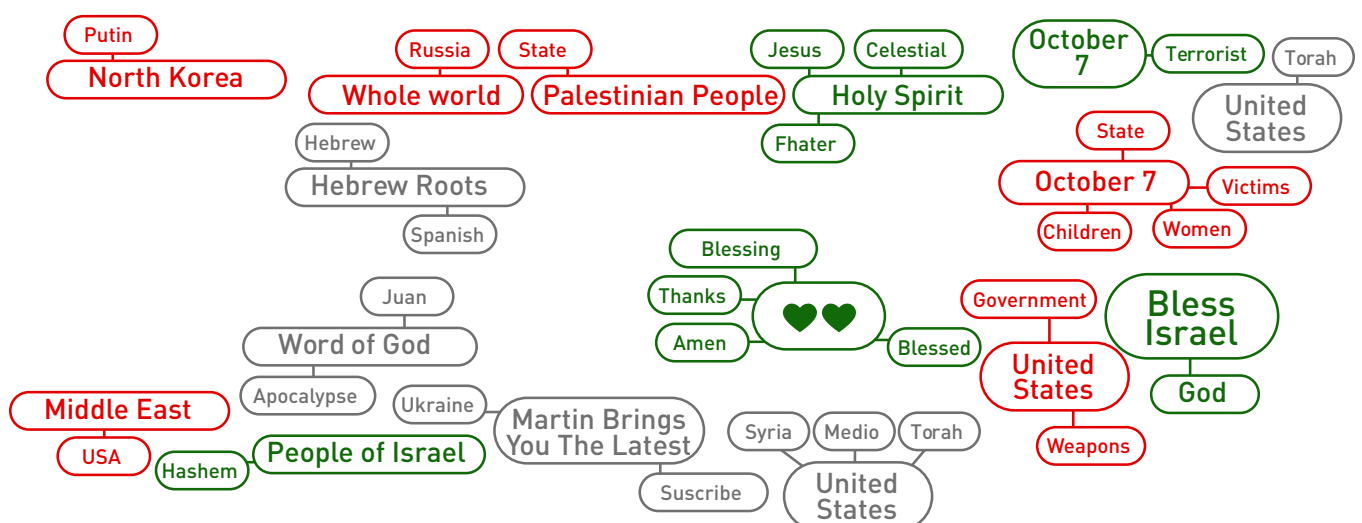
Content analysis of comments on YouTube

In order to analyze the topics of conversation in this space of the platform, a methodology was used that provides an automatic display of the main phrases and words used in users' posts. As can be seen in chart 6, the terms found within the green circles indicate "positive" content, while the red color refers to a "negative" meaning and the gray to a "neutral" statement. For example, the term "Zionist army" is used in negative posts that, in most cases, refer to the situation in the Middle East, particularly in the Gaza Strip. According to the chart, the positive content (19.87%) is mainly related to religious aspects that highlight the positive link between Christianity and Judaism, as well as "good wishes" from users. Meanwhile, negative content (59.90%) is clearly aligned with geopolitical issues and criticism of the State of Israel—along with other world powers—on issues related to the Middle East conflict.



Source: Web Observatory (2024).

Relational group of phrases and words



Source: Web Observatory (2024).

Focusing on antisemitic comments within the YouTube forum, as seen below, accusations of genocide in Gaza committed by “the Jews” predominate, along with pointing the finger at the United States as being responsible for controlling the “world order” and at the Jews for controlling that country. For example, in phrases like the following: “...those who control the United States, they are Jews, and they own almost everything in this country, and Ukraine is a country of the Jewish elite, and now add the drugs cartels to it.”

A @Armando-j7m Two weeks ago

We are recognized as cheap labor, modern slaves who move the economy of a country and we are never given credit respect on the contrary we are even taken as fools and left behind and tell the truth she is an old woman she is a member of the Institutional Revolutionary Party with a visa the rooster's sanca can be seen in this is what the Mexican cabs are invested in now things have gotten really fucked up because Mexico has gone off the left side with Lopez Obrador shaimbu and not supporting the Ukraine war and those who control the United States, they are Jews, and they own almost everything in this country, and Ukraine is a country of the Jewish elite, and now add the drugs cartels the fenta to it and the problems that many of the Mexican have committed a crime here I include myself because I committed a crime.

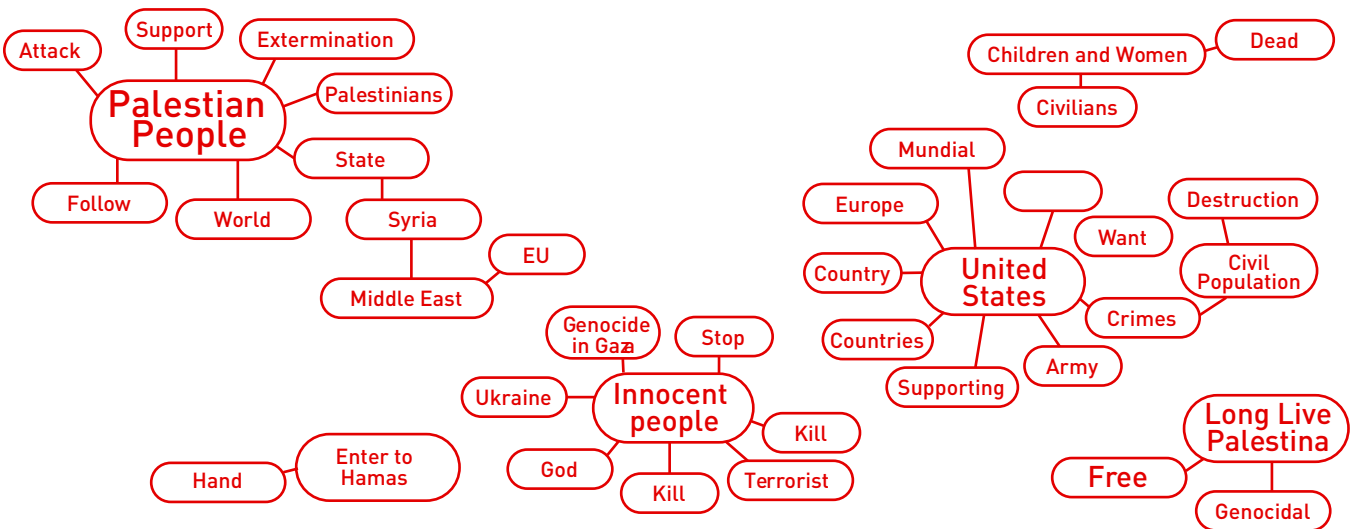
Another of the discourses used is based on the equation between Nazism and Zionism with comments such as “Yesterday they were victims of the German Holocaust and today they are victims of the Palestinian Holocaust.”

E @esperanza3213 Two weeks ago (edited)

Yesterday they were victims of the German Holocaust and today they are victims of the Palestinian Holocaust. So sad.

The following chart—created using the same methodology as the previous one—shows the terms most frequently used by users who write antisemitic posts.

CHART 7
Relational group of phrases and words. Antisemitism



Source: Web Observatory (2024).



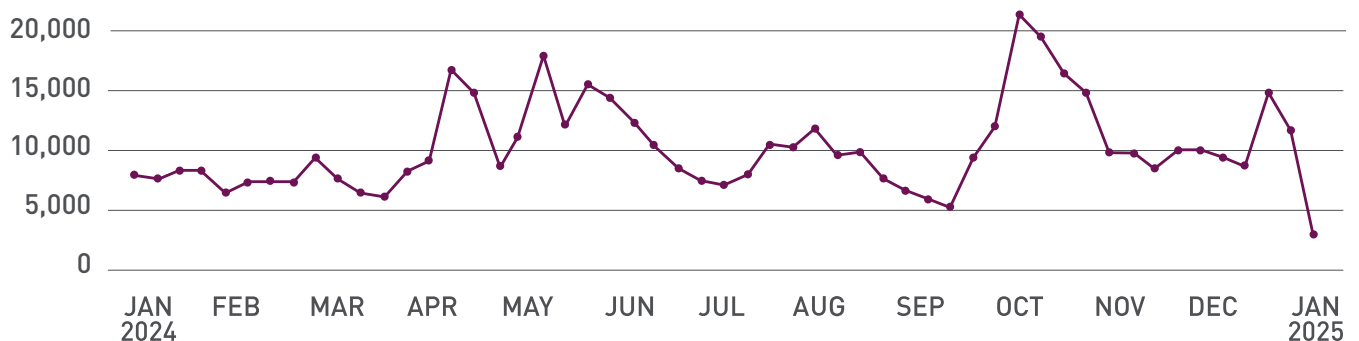
Social network X exerts a notable influence in the political sphere and on public opinion, thanks to the rapid spread of its content and its ability to go viral. Furthermore, its limited regulation, especially after its purchase by entrepreneur Elon Musk in 2022, has led to the proliferation of hate speech.

In 2024, most of the content collected was related to tensions in the Middle East, particularly the war that began on October 7, 2023, following Hamas terrorist attacks. Of the 123 million messages collected, 19.64% were antisemitic, a significant year-over-year increase. It is worth mentioning that X is the platform that experienced the greatest increase in the level of antisemitism, within the framework of a general increase recorded on the rest of the other platforms analyzed.

Regarding the total amount of content collected, strong increases were observed in late April and early October, during the Islamic Republic of Iran's attacks on Israeli territory. It is also worth noting the first anniversary of the start of the war, on October 7, and the pogrom towards fans of the Macabbi Tel Aviv club in Amsterdam, Netherlands, in early November.

CHART 8

Monthly evolution of the number of posts analyzed on X

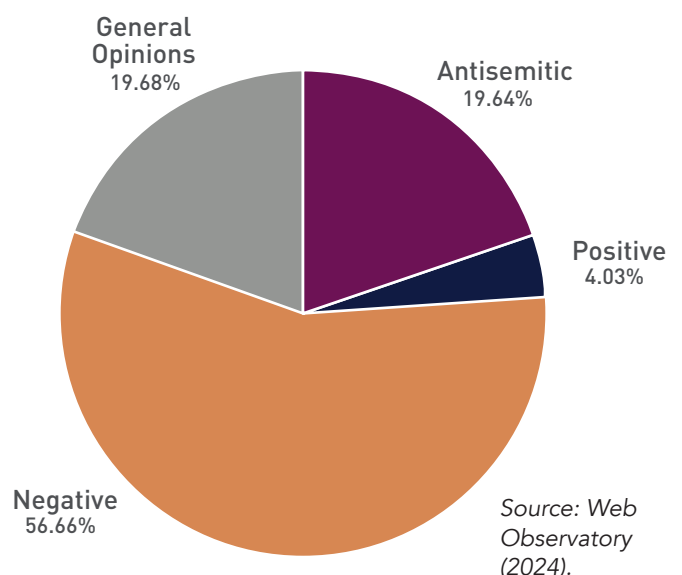


Source: Web Observatory (2024)

CHART 9

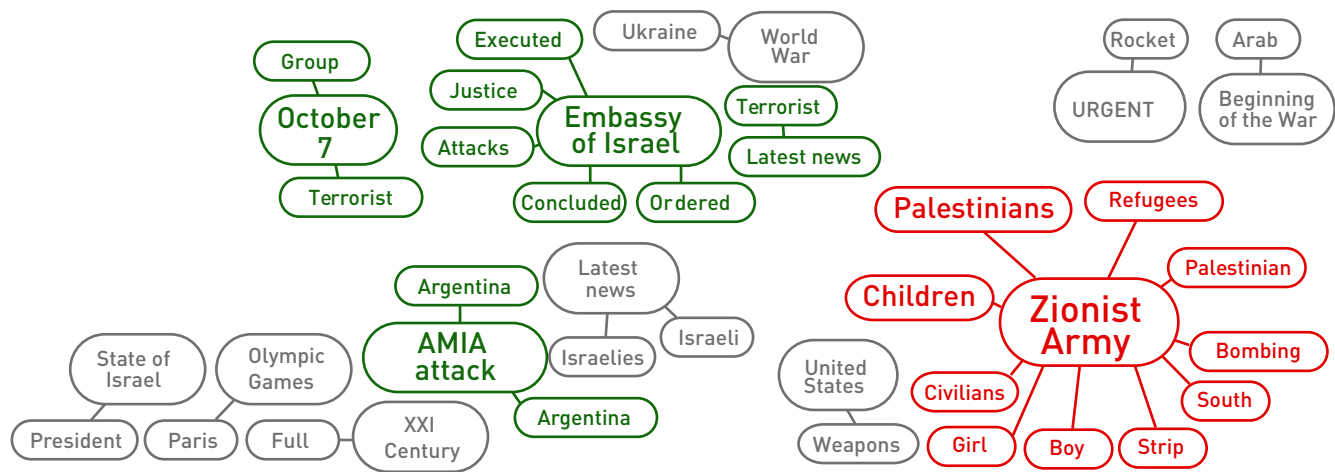
Contents by category

Regarding the "sentimentalization" of messages, as can be seen in the following chart, negative content accounts for 56.59% of the total and constitutes the category with the most posts. Likewise, positive content makes up 4.03% of the total, while "general opinions" represent 19.68%.



As shown in the following scheme, when analyzing the main groups of topics used on platform X, among the statements with negative content, criticism of Israeli actions in the context of the war in Gaza stands out, particularly regarding bombings of civilian populations and minors. The positive content, meanwhile, focuses on the tributes to the anniversary of the October 7 attacks and the calls for justice for the attacks suffered in Argentina in 1992 and 1994.

CHART 10
Relational group. Phrases and words in X

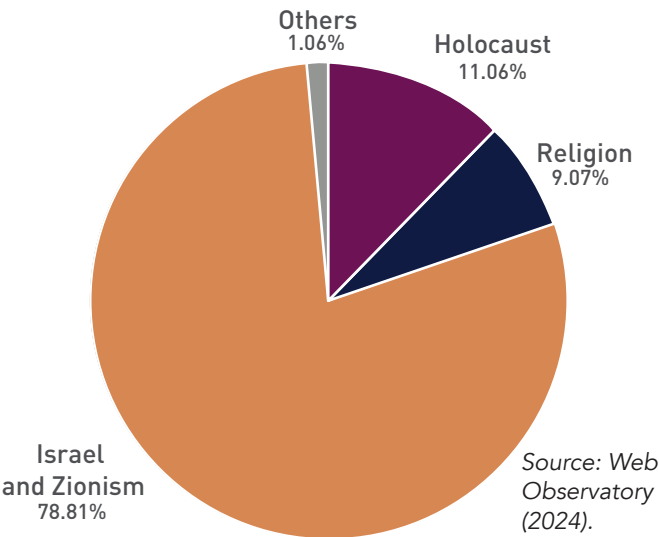


Source: Web Observatory (2024)

Among the negative messages, criticism of Israel stands out, with the content increasing as the situation in Gaza becomes more prominent. The most frequently used phrases and concepts by users revolve around the Gaza Strip, justifications for the October 7 attack, the plight of children in Palestine, and denunciations of Israeli bombing of civilian populations.

Following this topic, positive content (4.03%), which is the least repeated category, focuses its messages on tributes and calls for justice following the terrorist attacks of October 7, messages favorable to Israel, calls for the release of hostages, and denunciations of the actions of various terrorist groups. Accordingly, there is also content related to the memory of the victims of the Holocaust. It's worth noting that one of the most frequently cited positive concepts is the expression of remembrance and calls for justice in the context of the 30th anniversary of the AMIA bombing.

CHART 11
Content in X according to topic



The so-called “general opinions” of users represent just under a fifth of the total analyzed (19.68%). Among these messages, largely newsworthy and related to global events, the role of Israel in the world and the implications of the war on the geopolitical stage stand out.

Regarding the topics of the messages, 78.81% were linked to the topic of “Israel” in the broadest sense, followed by messages related to the Holocaust (11.06%) and religious content (9.07%). The content is complemented by posts on various topics, such as the current situation of Jewish communities and their institutions, as well as tributes to the 30th anniversary of the AMIA bombing and calls for justice.

Regarding the phenomenon of antisemitism (19.64%), the main discursive axes of these messages are related to accusations against the Jewish-Zionists of ethnic cleansing and extermination of the Gazan population, as well as of imposing an apartheid regime. Also notable in this regard is the use of the words “Zionist” or “Zionism” as a substitute term for referring to Jews, thus avoiding moderation by the platform.

As can be seen in the following illustrative images, there is an important line of discourse that revolves around drawing parallels between the State of Israel and Zionism with the Nazi regime and its genocidal policies. These types of messages combine various antisemitic notions, such as the logic of Jews transforming themselves from victims into victimizers and the trivialization of the Holocaust according to the definition of the International Holocaust Remembrance Alliance (IHRA).



Daniel Mayakovski
@DaniMayakovski · Follow

“In Israel soldiers rape a Palestinian prisoner and citizens come out to ask to be allowed to rape because the Talmud, the Jewish Law, says that raping a non-Jew is not a crime. Israel became the worst reincarnation of Nazi Germany”.



Adel El Zabayar
@Zabayar · Follow

Israel is the Nazi Germany of the XXI Century.



DAVID.cu
@David_qva · Follow

It is not the Nazi Germany in 1944.

...it is Israel in 2024.

...except the crematorium ovens, are the concentration camps themselves.



Txema Palomares
@PalomaresTxema

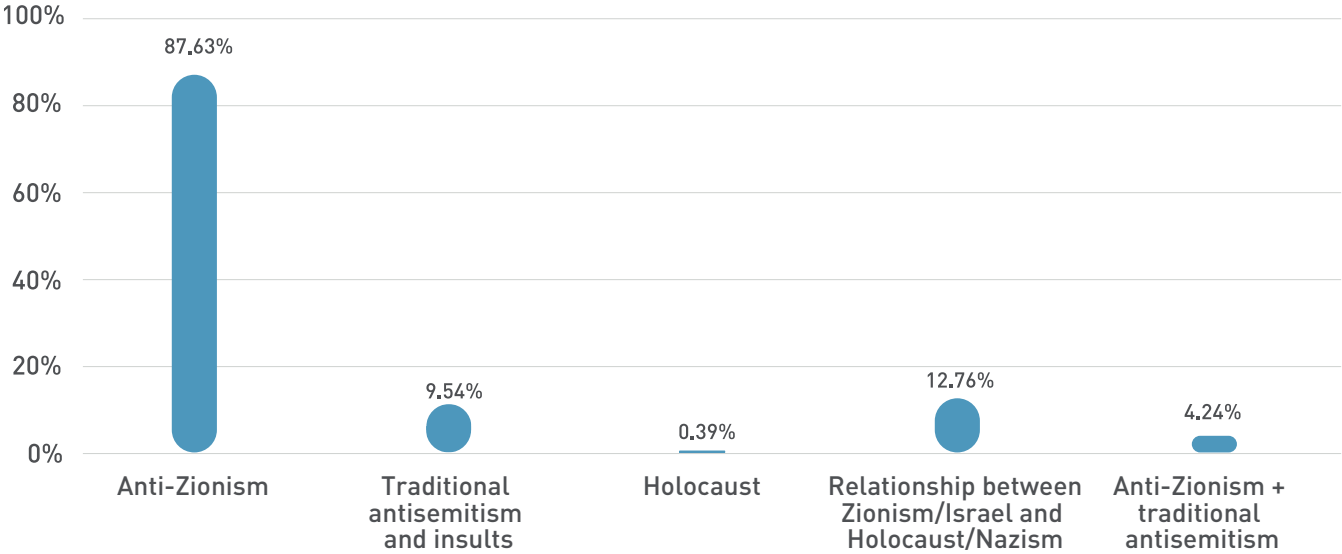
Fuck off for a | 🤢 disgusting Jew piece of, | 🤢 subnormal psychopat 🤡

Source: X, Web Observatory (2024).

As can be seen in chart 11, anti-Zionist content predominates (87.63%) over other types of antisemitism. In percentage terms, this category is followed by messages that establish relationships between Israel and Zionism, and that equate its policies with those of the Nazi regime’s extermination (12.76%). Finally, the content of denial, trivialization and distortion of the Holocaust (0.39%) is strongly relegated by the category mentioned before. Traditional antisemitism and insults toward Jews make up 9.54% of all hate messages.⁶ Since messages can contain more than one type of hate speech, the total exceeds 100%.

⁶ Since messages can contain more than one type of hate, the total exceeds 100%.

CHART 12
Antisemitic content by topic.

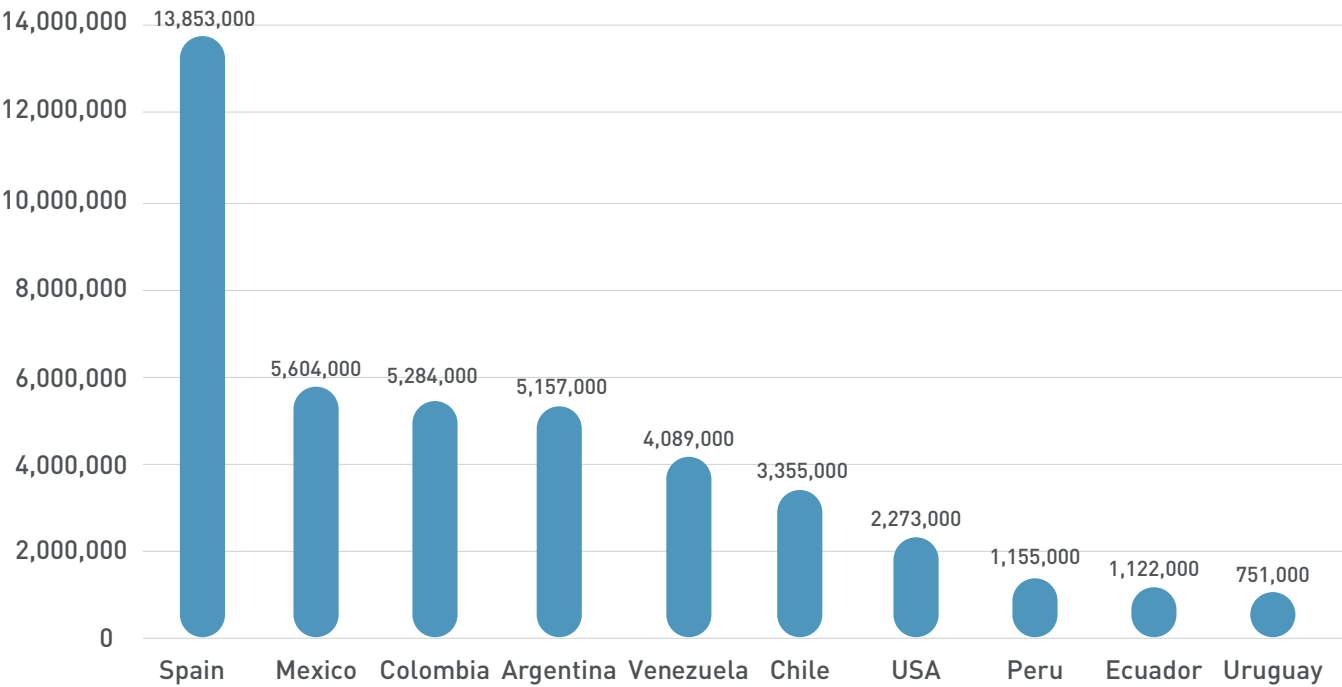


Source: Web Observatory (2024).

X CONTENT ANALYSIS BY COUNTRY

When the contents are analyzed according to the geolocation of the publication⁷, it is observed that Spain, Mexico, Colombia, Argentina, Venezuela and Chile are the countries where more posts are produced.

CHART 13
Amount of content per country



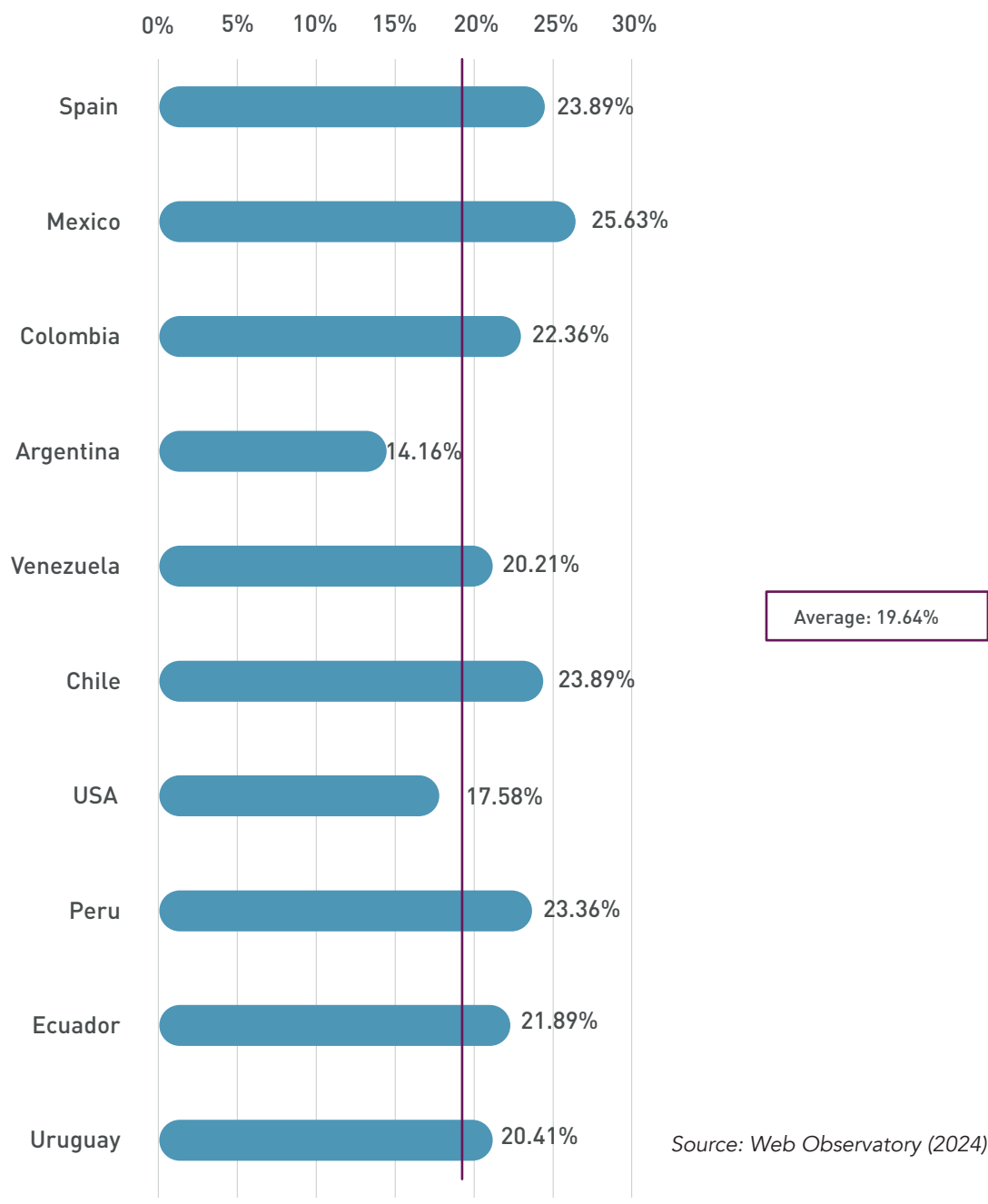
Source: Web Observatory (2024).

⁷ See Methodological Section.



As can be seen in Chart 14, the percentage of antisemitism was analyzed in the 10 countries with the highest number of posts collected. Several countries with a high level of hate speech are above the general level of antisemitism; among them, Mexico and Spain stand out as having the highest percentage of hate speech. The case of Cuba is worth mentioning, where 34.80% of messages are antisemitic, but the amount of content is lower than that of the 10 countries with the highest volume.

CHART 14
Percentage of antisemitism by country

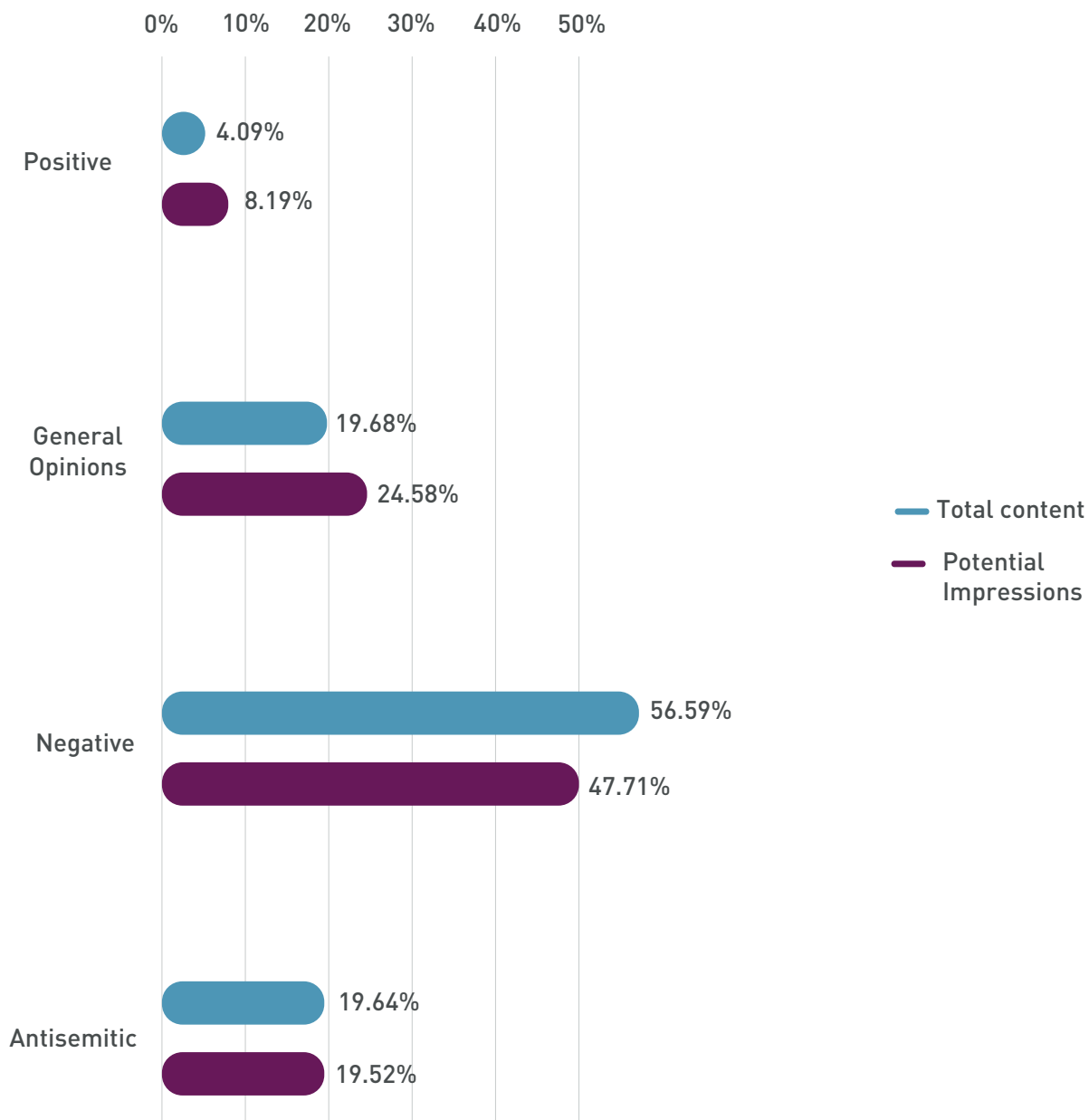


Source: Web Observatory (2024).

Another relevant metric to analyze content on X social network is “potential impressions”, also called “scope”. This concept refers to the number of users who are impacted by content in their feed, based on the followers of the account that posts, the number of times the content has been shared on the platform and the number of “likes” it obtained. In total, more than 123 million messages were collected, of which 19.64% were antisemitic. Meanwhile, potential impressions amount to around 166,076 million.

CHART 15

Percentage of content and potential impressions



Source: Web Observatory (2024).

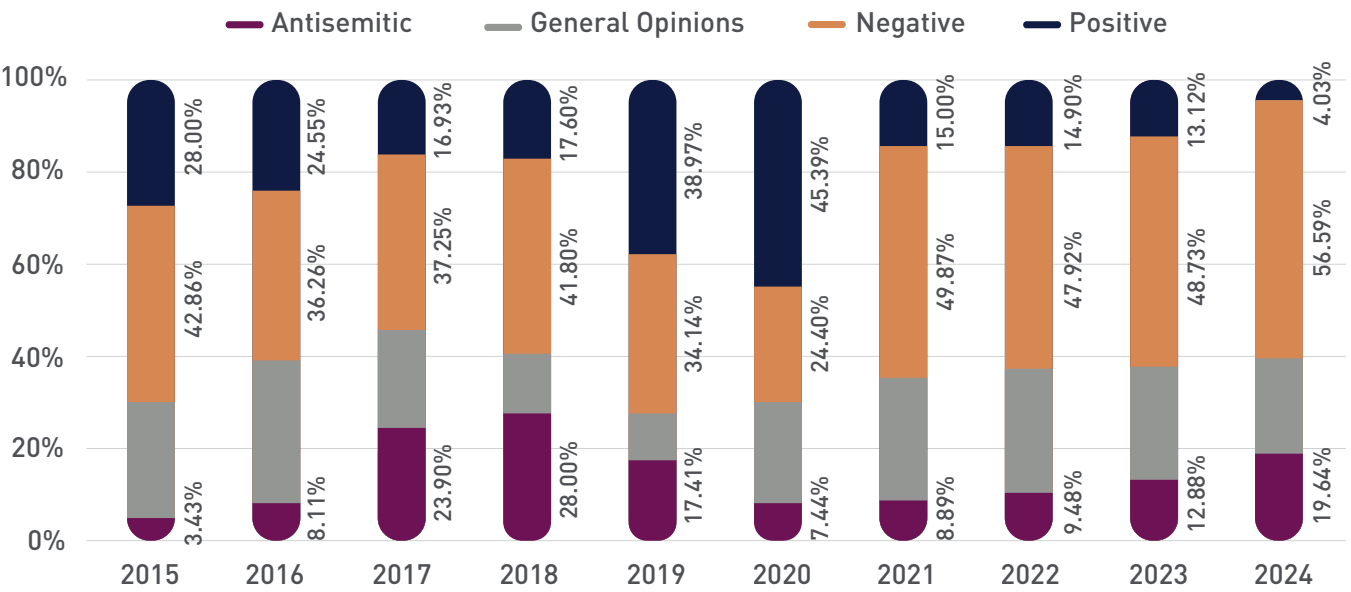
It is observed that antisemitic content has an impact according to the amount of content collected within that category. On the other hand, the lower relative impact of negative content and the greater impact of positive messages are highlighted. In other words: despite being in the minority, positive messages achieve a high relative impact, while negative messages—even though they are the most widely broadcast—have a lower proportional reach. Furthermore, general opinion content has a high reach, primarily because of news stories published by international media outlets.

Finally, when analyzing the issuers of antisemitic messages, the 28,260,455 posts are published by a total of 1,018,753 profiles, with less than three posts on average. If the top 10 accounts spreading antisemitic content are added together, they total just over 100,000 posts, demonstrating that the origin of the messages is diversified across a multitude of accounts.

YEAR-ON-YEAR ANALYSIS

Based on the year-on-year analysis of antisemitism on X, the increase in this phenomenon on the platform particularly stands out. From 2020 to 2024, there was an upward trend in the level of discriminatory comments toward Jews. Since 2017, the sharpest increase in antisemitism occurred between 2023 and 2024, following the October 7 terrorist attacks.

CHART 16
Year-on-year analysis of content on Twitter (2015-2024)



Source: Web Observatory (2024).

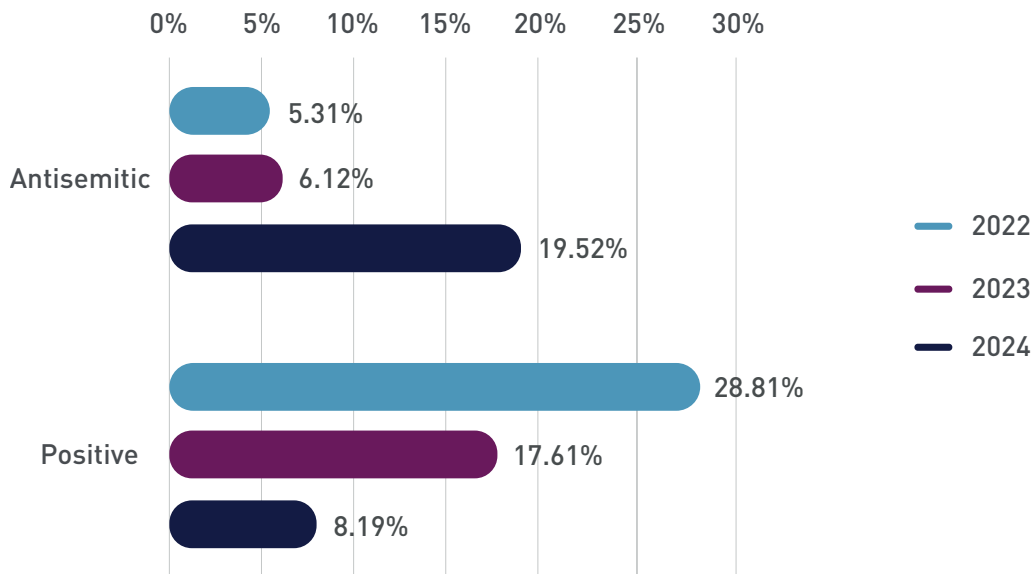
The decline in positive content does not go unnoticed. Considering 2020 as a period in which Israel's image was particularly positive due to its policies to combat COVID-19, fewer messages of this type are verified every year. In particular, between 2023 and 2024 positive sentiment falls by 5 percentage points, marking the first time since this analysis began that it has fallen below 10%.

In short, 2024 is the year with the highest proportion of antisemitic and negative content, as well as the one with the lowest percentage of positive messages since 2018.

Regarding antisemitic speeches used by users, the topic "Israel/Zionism" remains the most repeated in a year-over-year analysis. However, there is an increase in content related to traditional antisemitism and insults toward the Jewish community. In 2022, these types of messages accounted for 5.13%, but increased to 9.07% in 2024. In contrast, content related to Holocaust denial, distortion, and trivialization decreased.

CHART 17

Percentage of potential impressions (2022-2024)



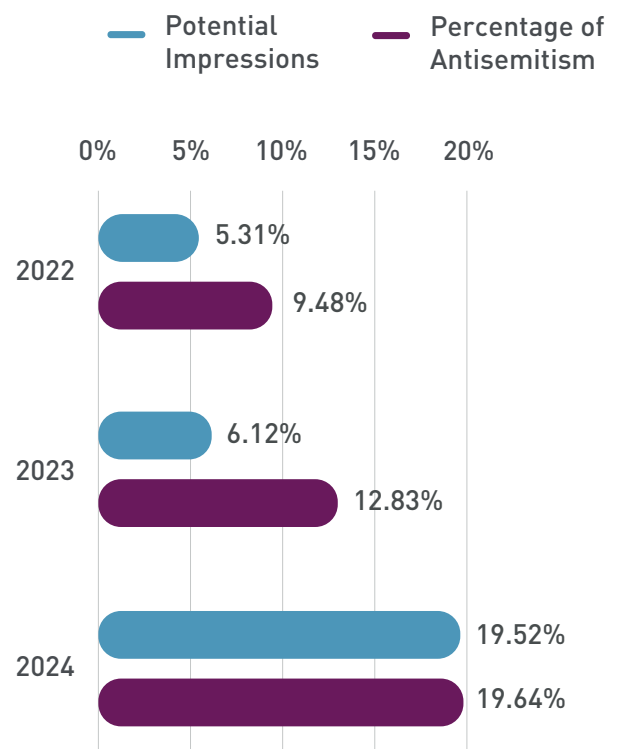
Source: Web Observatory (2024).

As seen in the following chart, not only has the percentage of antisemitic comments been increasing, but the reach and potential impressions of these comments have also increased, with a particularly notable jump from 2023 to 2024. In contrast, positive content experiences a marked decline year after year.

CHART 18

Percentage of antisemitism and potential impressions

Finally, as shown in the chart below, there is a gradual increase in the circulation of antisemitic messages. While in 2022 potential impressions of collected hate content reached just over 5% of the total, in 2024 they grew to almost 20%; that is, the reach of antisemitic messages in the analyzed universe quadrupled. Consequently, not only is there an increase in the percentage of potential impressions of discriminatory messages, but there is also evidence of a narrowing of the gap with the percentages of anti-semitism, to the point that, in 2024, both categories reach practically the same figure. In short, in addition to there being a greater amount of antisemitic content, it has a greater impact on the feed of the users.



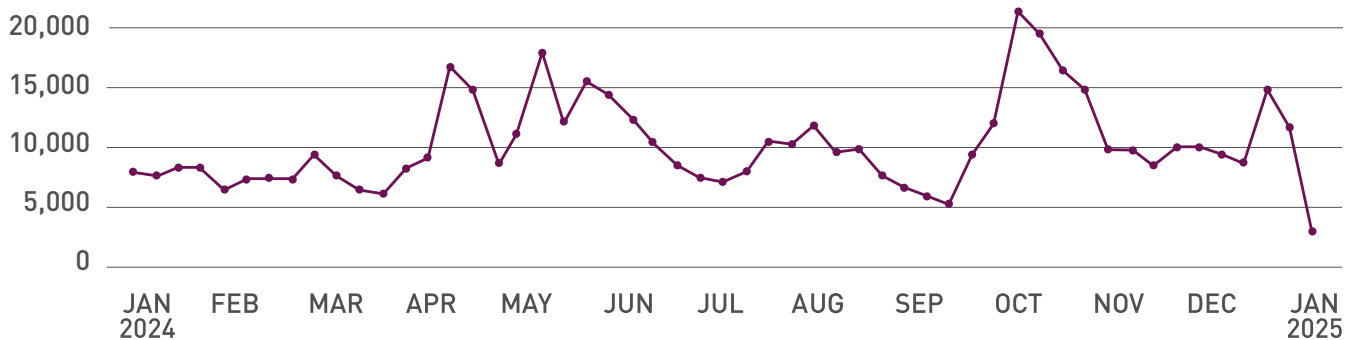
Source: Web Observatory (2024).

► FACEBOOK

Facebook, owned by Meta, was the first massive social network worldwide and, with almost 3 billion users⁸, it continues to be the platform with the greatest reach.

In 2024, 527,000 comments were collected on posts related to Jewish topics on the platform's public pages. The most relevant events on Facebook focus on geopolitical events that cut across the various sources analyzed, such as the Islamic Republic of Iran's bombing to Israel, the anniversary of the October 7 terrorist attacks, and the tensions surrounding the war between Israel and the terrorist group Hamas.

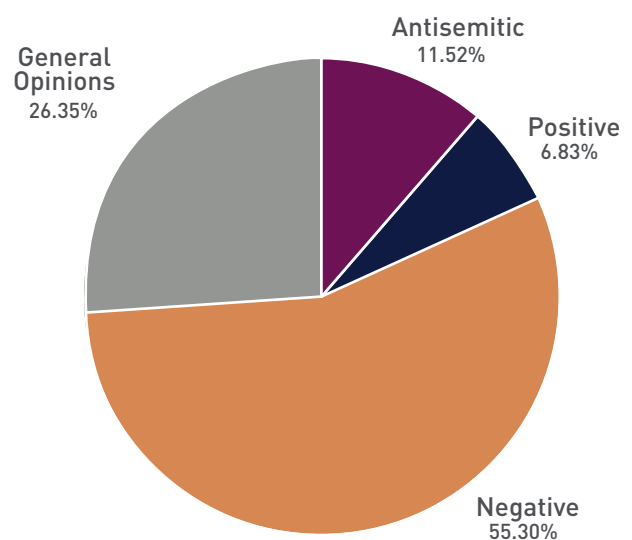
CHART 19
Evolution of posts on Facebook



Source: Web Observatory (2024).

CHART 20
Analysis of Facebook comments

The category that explains most of the content on Facebook is the negative one, which accounts for 55.30% of the total and where accusations against the State of Israel and the situation of the war in the Gaza Strip stand out. On the other hand, positive comments make up 6.83% of the total, in many cases supporting the State of Israel, its right to defend itself and denouncing the Hamas group. Religious commentaries, such as biblical messages and prayers, are also highlighted. What is collected on this platform is in line with what is observed on social network X.



Source: Web Observatory (2024).

⁸ <https://es.statista.com/estadisticas/600712/ranking-mundial-de-redes-sociales-por-numero-de-usuarios/#:~:text=Facebook%20encabeza%20de%20nuevo%20en,red%20social%20ha%20sido%20imparable.>

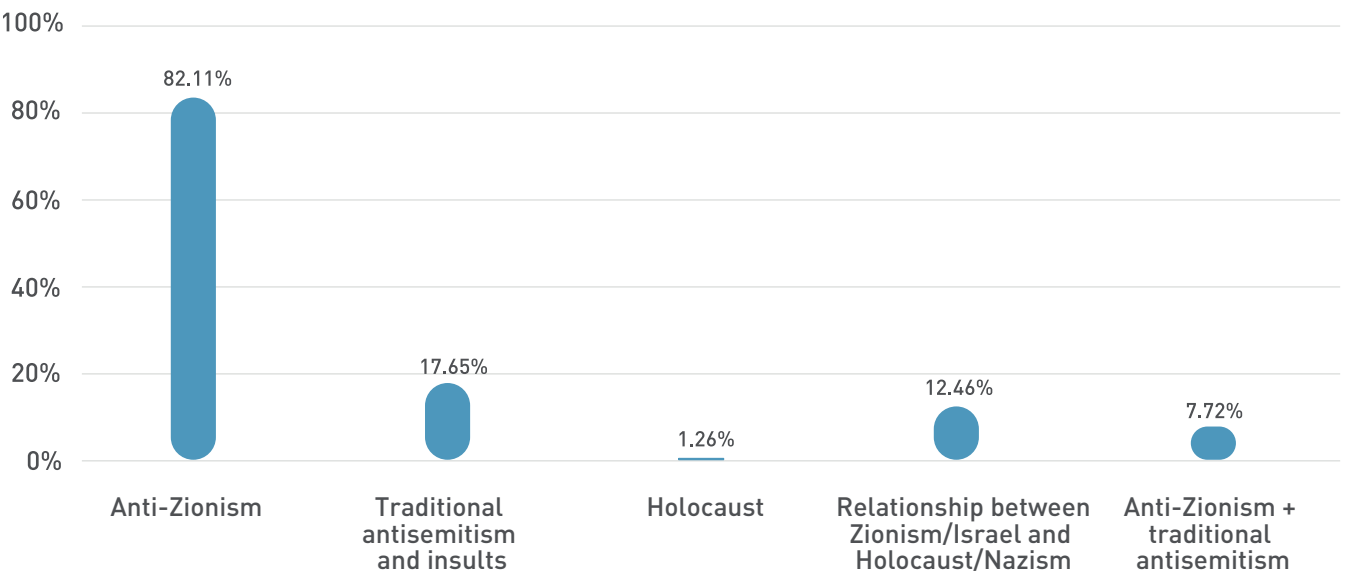


The phenomenon of antisemitism is not unrelated to the comments posted on public Facebook pages, which represent 11.52% of the total content. Within this category, most antisemitic messages focus on anti-Zionist rhetoric, followed by messages targeting religious hatred and traditional antisemitism.

When looking at antisemitic discourse on Facebook, 82.11% of it focused on anti-Zionist arguments, followed by 17.65% on traditional antisemitic comments. In this regard, arguments are highlighted that point to Jews, for example, criticizing the installation of Jewish symbols (such as candlesticks) in public spaces under the argument that the country is Catholic.

Regarding Holocaust-related content, as can be seen in Figure 20, antisemitism purely related to this topic accounts for a low percentage of messages (1.26%). However, messages that draw parallels between the actions of the State of Israel and/or Zionism with Nazi actions are higher (12.46%).⁹

CHART 21
Percentage of antisemitism by topic



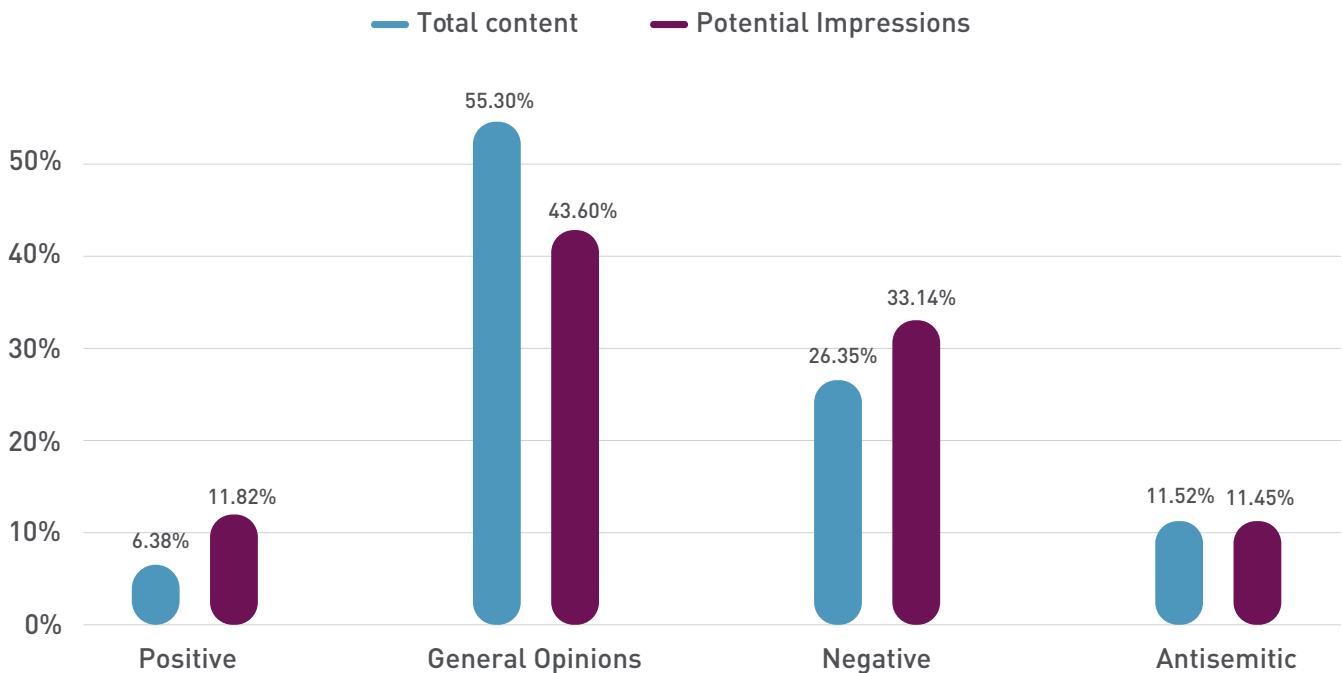
Source: Web Observatory (2024).

Regarding the reach of posts and comments on Facebook - unlike what happens on X - positive messages have a greater impact on users than the level of content. Negative comments, on the other hand, have a low diffusion when compared to the total content. When it comes to antisemitism, hate speech is in line with the same level of content and level of scope.

⁹ It is worth clarifying that the sum of percentages exceeds 100% since there are messages included in various discursive categories.

CHART 22

Facebook content analysis and potential impressions

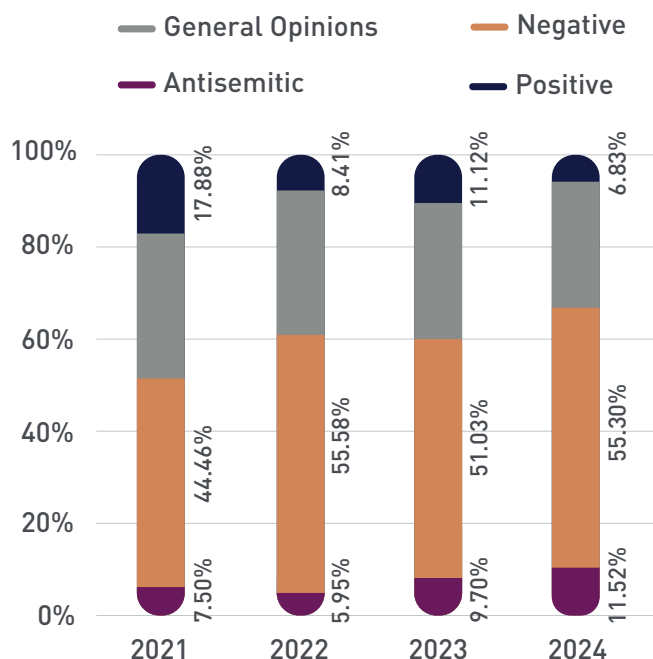


Source: Web Observatory (2024).

YEAR-ON-YEAR ANALYSIS

CHART 23

Year-on-year analysis of Facebook comments



At the time of making a comparison of the last four years on the platform, as shown in the chart below, 2024 is the year with the highest level of antisemitism since the beginning of the series analyzed. In the Facebook pages surveyed, an increase of 1.82 percentage points was observed compared to the previous year.

Since reaching a minimum level in 2022, in the last two years there have been increases in the level of antisemitism. In the four-year series analyzed, increases were observed in the percentage of negative content, mainly related to criticism of the State of Israel. On the other hand, as in the social network X, there is a decrease in positive content, with 2024 being the year with the lowest number of messages of this type.

Source: Web Observatory (2024).

► COMMENTS ON DIGITAL PORTALS

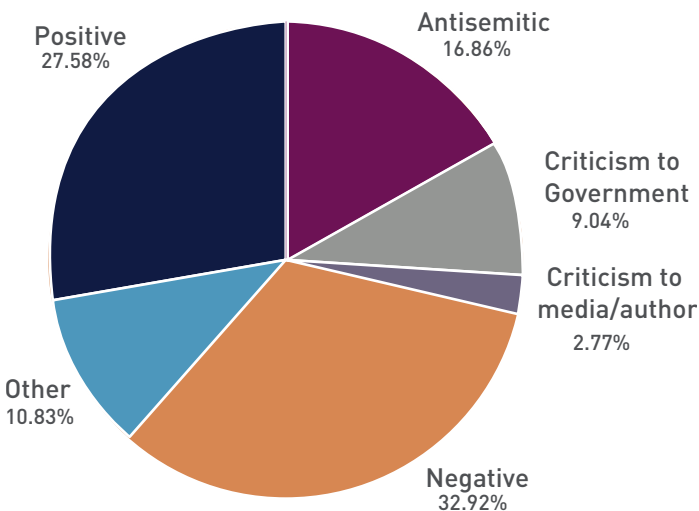
In the early days of the Internet, the forums of digital media portals emerged as the first exchange spaces among users. Today, some media outlets continue to offer these spaces where readers reflect, debate, and exchange ideas. Throughout 2024, 4,590 comments on articles related to key topics for this report were analyzed, covering seven countries: Argentina, Brazil, Chile, Colombia, Costa Rica, Panama and Uruguay, as shown in the table below.

Country	Number of analyzed comments
Chile	1,338
Argentina	1,164
Uruguay	1,051
Brazil	798
Colombia	119
Costa Rica	67
Panama	53
Total	4,590

CHART 24

Analysis of comments on digital portals

Starting with a general analysis of the comments, approximately one third of these (32.92%) correspond to negative messages, mainly with criticisms of the actions of the State of Israel in the context of the war in the Gaza Strip and its implications. Following this, 27.58% of the messages focused on positive comments about Jewish communities, defense of Israel, remembrance of the Holocaust, and calls for justice for the AMIA case on its 30th anniversary.



Source: Web Observatory (2024).

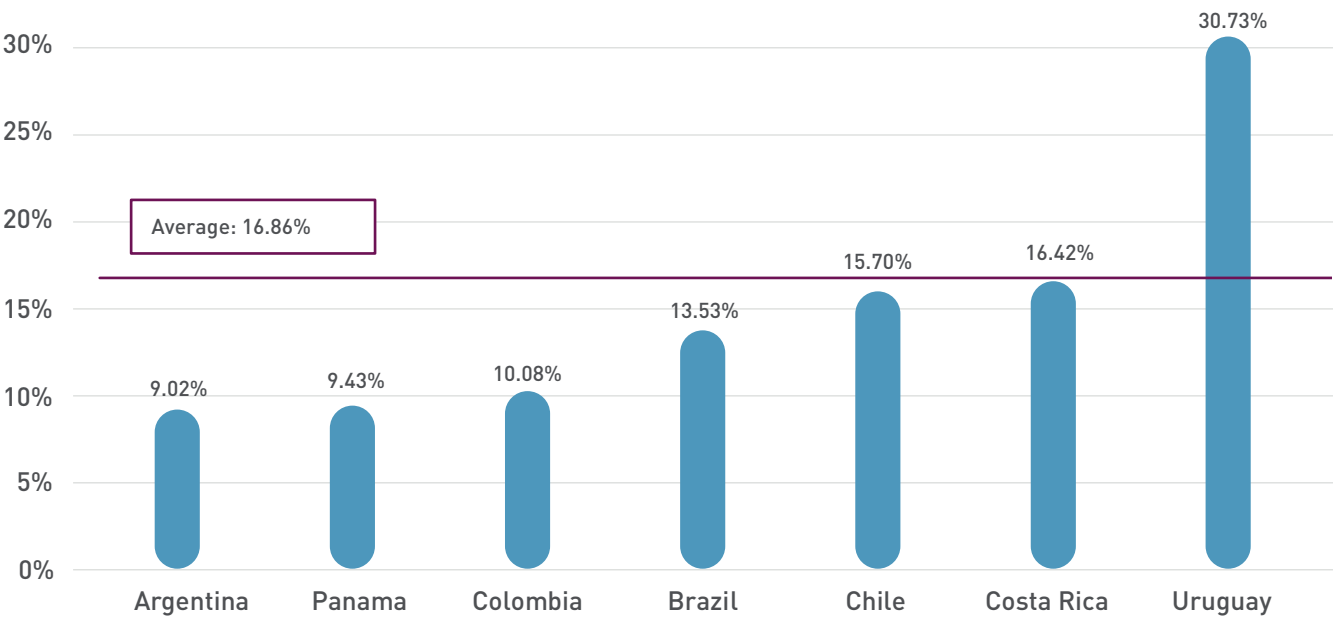
Regarding antisemitism, 16.86% of messages contained libels against Jews, again marking an increase compared to the previous year.

When focusing on the distribution of the phenomenon in the different countries, during 2024 Panama and Argentina are the countries that registered the lowest level of antisemitism. Meanwhile, in Uruguay almost one third (30.73%) of the comments analyzed are antisemitic in nature.¹⁰

¹⁰ It is worth clarifying that the situation in Costa Rica is particular given the low number of comments collected.

CHART 25

Analysis of antisemitic comments on digital portals by country

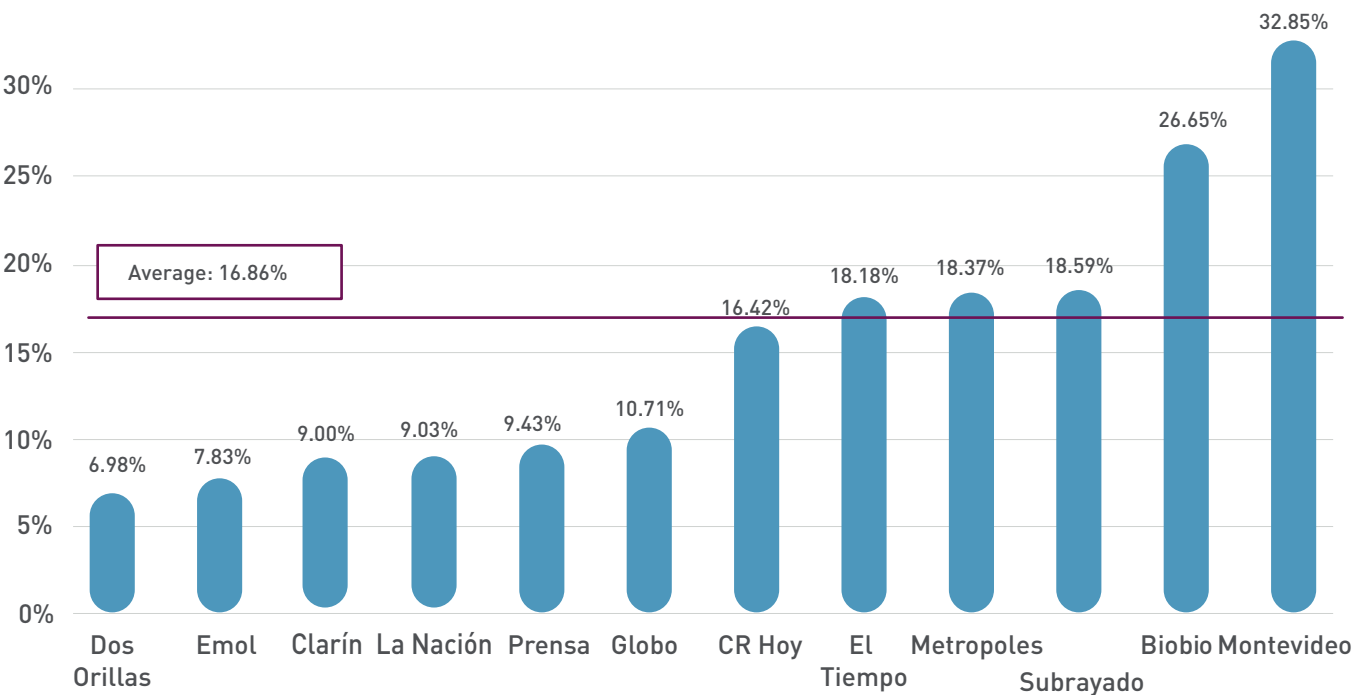


Source: Web Observatory (2024).

As can be seen in the following chart, there is a strong disparity between the levels of antisemitism across the various media outlets analyzed, mainly due to moderation, or lack thereof, on each portal.

CHART 26

Analysis of antisemitic comments on digital portals by media



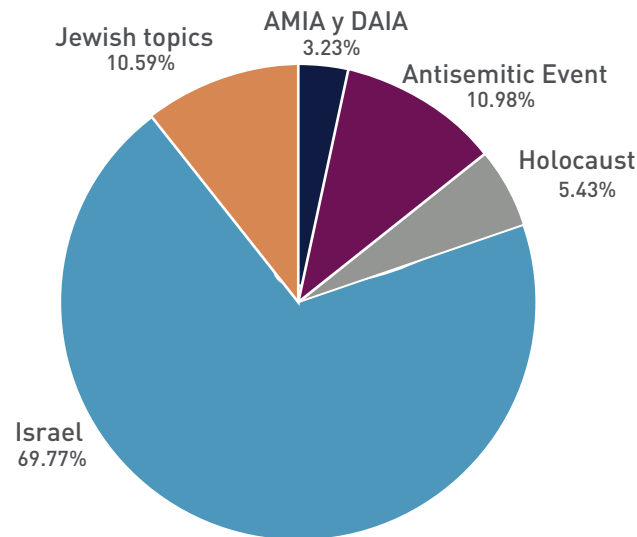
Source: Web Observatory (2024).

The media outlets Montevideo Portal (Uruguay), Bio Bio (Chile), Subrayado (Uruguay), Metropoles (Brazil) and El Tiempo (Colombia) stand out, whose reader comments are above the general average level of antisemitism. A particular case is Montevideo Portal, which for the fourth consecutive year is the media outlet with the highest percentage of hateful comments toward Jews.

CHART 27
Analysis of antisemitic comments on digital portals by subject matter

Regarding the topics where antisemitic content is found, 69.77% of hate comments are found in articles referring to Israel, mainly in relation to the war in the Gaza Strip. Secondly, the “Antisemitic Fact” category stands out, accounting for 10.98% of the comments. In this case, readers’ messages tend to formulate a double victimization of Jews since, when faced with articles that reflect antisemitic acts, these users emphasize that Jews “play themselves as victims” or that “they deserve what happens to them,” as seen in the example below:

“The old story of playing the victim no longer works after the abhorrent genocide of the Palestinian people. Everyone is watching it, even though they control much of the media.” Commentary in Subrayado newspaper, Uruguay, March 9, 2024.



Source: Web Observatory (2024).

In this regard, it is worrying, particularly in media outlets that do not apply any type of moderation, to see comments that mention the alleged victimization of Jews and messages that constitute direct attacks against members of the Jewish community or their physical characteristics, as can be seen in the following examples:

“The circumcised man cries like a girl.” Comment in Clarín, November 8, 2024.

“If your name was Gonzalez, you stupid guy, I might believe you.” Comment in Montevideo Portal, May 13.

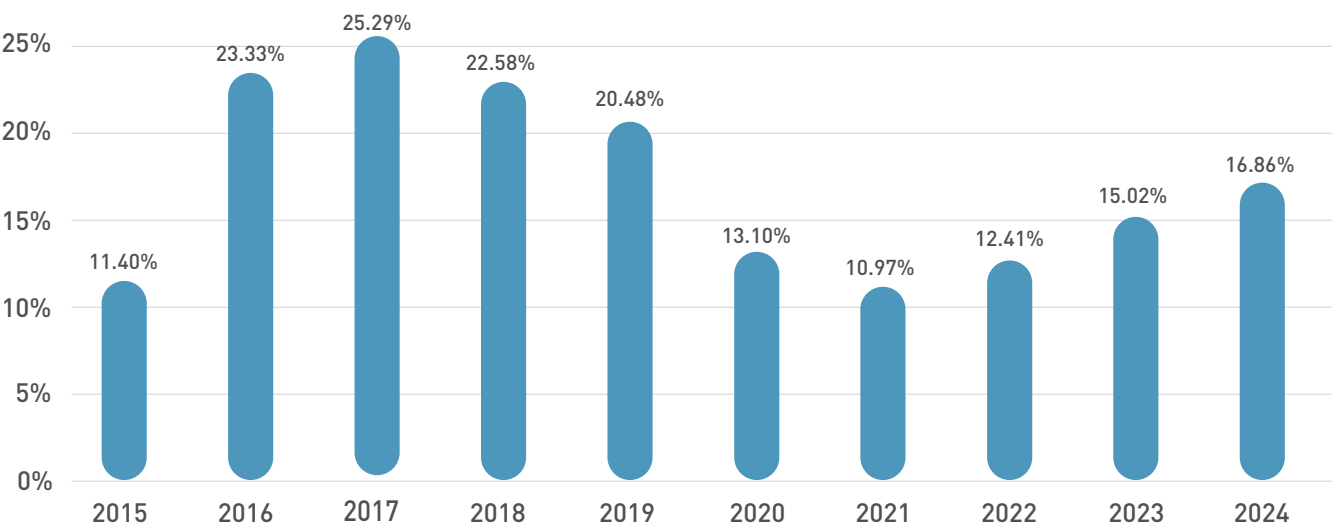
“The Jewish shamelessness is shocking. They can attack embassies, cross the borders of nations, violating their sovereignty, murder children and women, bomb and kill thousands of innocent civilians, but they cannot be touched. Nazism is not dead; it lives on in the hearts of those who were once its victims.” Comment in Bio Bio. April 13th.

On the other hand, certain users stand out, from whom large amounts of comments have been collected over the years. For example, there is a forum member of the Montevideo Portal newspaper, about whom more than 80 antisemitic comments have been collected. The same outlet compiles more than 30 comments from a user named “SKINHEAD,” a word that in itself refers to antisemitic groups.

YEAR-ON-YEAR ANALYSIS

As shown in chart 28, a further increase in antisemitism levels is registered in 2024. This is the year with the highest incidence of this phenomenon since 2019 and the fourth consecutive year of increase.

CHART 28
Year-on-year analysis of antisemitic comments on digital portals



Source: Web Observatory (2024).



► RELEVANT FACTS

In terms of antisemitism, the year 2024 has been marked by the situation in the Middle East, in line with what happened in the last quarter of 2023, particularly since the terrorist attacks of October 7. The following are the main Spanish-language events that have had the greatest impact on social networks.

POGROM IN AMSTERDAM

On November 7, during a Europa League match between Maccabi Tel Aviv of Israel and Ajax Amsterdam, Israeli football fans were attacked in downtown Amsterdam, the Netherlands. The attack had a clear antisemitic motivation and was condemned by the international community, along with the authorities of the Netherlands. During the incident, around 1 million posts were collected on the social network X and an antisemitism level of 22.31%, above the annual average (19.64%).

ATTACKS ON ISRAELI TERRITORY

As a result of the conflict in Israel, certain specific events generated repercussions that are worth mentioning. The single events that had the greatest impact on social media in 2024 were the attacks on Israeli territory by the Islamic Republic of Iran.

The first attack took place on April 14, with more than 3 million pieces of content being collected on X that day and the following day. This was the highest volume of content collected in 2024, and an antisemitism level of 12.69% was recorded, below the annual average.

Then, in early October, the State of Israel was attacked for the second time with ballistic missiles; on that occasion, approximately 2 million pieces of content were collected.

OCTOBER 7TH ANNIVERSARY

On the first anniversary of the Hamas attacks and the start of the war, social media users expressed their thoughts in commemoration of the deceased and also condemned the State of Israel's actions in the Gaza Strip. During that day, almost 1 million pieces of content were collected. The level of antisemitism was 21.15%, above the annual average.

INVASION OF THE CITY OF RAFAH

During the first few days of May, particularly starting on the 6th, social media echoed the invasion of the Gazan city of Rafah. During that period, 1.4 million pieces of content were collected, with an antisemitism level of 28.93%, being the event that registered the highest level of hate online. It's worth noting that the Eurovision Song Contest took place during the same period, which generated widespread criticism of Israel for its war in Gaza.



► FINAL COMMENTS

In 2024, Jewish communities were exposed to an increase in antisemitism both *in offline* life and in social networks. The Hamas terrorist attacks in Israel on October 7, 2023, were the main trigger for the increase of hate online, although it was not the only variable. While antisemitism linked to the conflict accounts for much of the analysis, an increase in various libels has been observed.

The importance of social media, and the responsibility of companies and governments in this regard, continue to generate debate. Over the past decade, Internet governance has changed without yet achieving a clear balance. While many platforms have made progress in their hate speech moderation policies, there is currently a clear retreat in the position of many Internet companies when it comes to regulating and enforcing their own rules.

The rise of online hate raises several questions: What are the reasons behind the rise of antisemitism? How does this affect online conversation? What implications does this have for Jewish communities? And finally, what should be done?

Without any doubt, the outbreak of war in the Middle East has shaken public opinion, regardless of its political or philosophical position. Millions of people have expressed their views on the issue as the conflict has progressed, but some social media users have opted to post antisemitic messages. These largely seek to disguise antisemitic messages as plausible criticisms of the State of Israel. A clear example of this is the use of the term “Zionist” as a substitute for the word “Jewish,” with the purpose to evade platform moderation policies. The rise in Middle East-related content comes amid less moderation by social network X, which creates a dual phenomenon: an increase in the volume of content coupled with less moderation by the platform.

Another peculiarity that is being observed is linked to the duration of this situation. In recent years, war

escalations lasted days, or at most a few weeks. But the ongoing war has led to sustained high levels of antisemitism, which has a negative impact on Jewish communities.

Considering this dynamic, the spread of false information and the coordination of message propagation contribute to the exponential amplification of antisemitic discourse. The situation becomes even more complex if we include the concept of the spiral of silence, formulated by Elisabeth Noelle-Neumann.

According to this theory, *“when people believe their opinion is in the minority or losing support, they tend to keep it to themselves, reinforcing the impression that the opinion is even less common than it actually is”*.¹¹ Consequently, people tend to hide their opinions when they perceive them to be in the minority, for fear of social isolation or retaliation. In the context of social media, this phenomenon causes the target’s individual or group, as well as observers, to be silenced, as those who reject or condemn hate speech may avoid expressing themselves due to the risk of being attacked, marginalized, or stigmatized. As a result, the false perception is promoted that hate speech enjoys greater social acceptance than it actually does. In turn, this facilitates a process of normalization, in which such discourses begin to be perceived as legitimate or representative of a majority, reinforcing their circulation and consolidating a hostile environment for dissent.

Relating Elisabeth Noelle-Neumann’s concept to the functioning of information bubbles on social media and chat channels, and in light of the information gathered in this report, a year-on-year increase in the level of interaction with discriminatory content has been evidenced—particularly in X—measured in terms of potential impressions generated.

Therefore, not only is the increase in the amount of hate speech measured at the nominal and per-

¹¹ Noelle-Neumann, E. (1993). *The spiral of silence: Public opinion—Our social skin* (2nd ed.). University of Chicago Press.



centage levels, but also its greater reach and circulation among users is of concern. This raises key questions: Does constant exposure to this type of content make users more receptive to these messages? What happens to those who choose silence? To what extent is the climate of hate felt in our societies a consequence of the lack of engagement of the digital ecosystem as a whole? To what extent can speech and messages on social media turn into cases of physical violence? It would be desirable to have more in-depth studies that address this issue.

By analyzing both theoretical concepts together with the findings presented, possible explanations emerge for the increased potential impressions of antisemitic messages. On the one hand, some participants in the conversation, out of fear or social pressure, may choose not to actively express themselves online. On the other hand, the silencing of the majority in the face of the actions of extreme minorities reinforces the perception of legitimacy of hate speech, since those who promote it find in information bubbles an environment that reinforces their beliefs and hinders exposure to alternative perspectives.

There has also been an increase in the amount of content spreading classic antisemitic theories, such as the idea of media dominance and plain insults toward Jews, which represents a clear decline compared to previous years. It will be important to analyze, in the future, to what extent old libels that seemed to be in decline in society are resurfacing.

On the other hand, the role of Internet companies in content moderation, the dissemination of hate speech, and disinformation is an unavoidable issue. On several occasions, the rights and obligations of platforms arise in tensions between them, States, and the right to freedom of expression. In this regard, it is vitally important to achieve Internet governance that brings together Internet companies and sovereign states.

A simple example of the responsibility companies

have when it comes to moderating content is found in digital comment forums. As previously stated, there is a significant disparity in the levels of antisemitism in the media analyzed, due to various reasons. The platform's lack of moderation and the ability to create completely anonymous users provide fertile ground for discrimination in these spaces. With a few actions, companies can significantly improve the quality of forum discussions by eliminating discriminatory expressions.

In this regard, it is important that social media companies adopt specific policies to prevent hate speech and antisemitism, and that they have teams trained to understand hate speech in each geographic and linguistic context, and to implement usage policies comprehensively.

A relevant case, where this type of tension can be observed, took place in 2024 in Brazil, when the X platform was accused of obstruction of justice and incitement to crime in the investigation of a criminal organization in the framework of a case known as "Digital Militias"¹². The company refused to hire a lawyer in Brazilian territory, where the case was being processed. The platform's refusal to comply with court orders from the Brazilian Federal Court resulted in the temporary blocking of X throughout the country. In this sense, the case can be understood as a wake-up call to create an Internet governance system where democratic states can regulate the responsibilities of platforms without losing sight of freedom of expression.

On the other hand, a completely different situation also occurred in Brazil, where the Mercado Libre company actively collaborated with judicial and police authorities in an investigation into the sale of Nazi memorabilia. As a result, two people were arrested, and not only hate propaganda materials, but also knives, narcotics, and air guns were seized.

These cases demonstrate, on the one hand, the pla-

¹² <https://chequeado.com/el-explicador/milicias-digitales-que-se-sabe-sobre-la-causa-en-la-que-la-justicia-brasilena-investiga-al-argentino-fernando-cerimedo/>



tforms' varying willingness to cooperate with states in legal cases and, on the other, the companies' tolerance of hate speech and anti-discrimination policies. This brings up not only the debate about the role of digital companies in these matters but also the discussion about freedom of expression in the age of social media. Considering Chapter VII on "Hate Speech and the American Convention on Human Rights"¹³ of the Organization of American States (OAS), from 2004, years before the massification of social networks, the scope of freedom of expression was analyzed. It is emphasized that there is a "broad blanket of freedom of expression, however, it is not absolute. The American Convention—like numerous international and regional covenants—declares that hate speech is outside the protection of Article 13 and requires States Parties to prohibit this form of expression. From this perspective, it is important that companies comply with local laws and international treaties, and not just their own terms of use. Likewise, in view of the above, we understand that it is also necessary to recap the concepts elaborated previously and how they can be considered from the various angles from which antisemitism can be dealt with.

First, legislative branches, particularly in countries with gaps in anti-discrimination laws (or outdated regulations), must focus on creating tools to combat the climate of hate speech and prejudice. Along these lines, it is also important to update existing regulations with digital environments in mind, as well as to emphasize the importance of firm convictions and remedial actions. At the legal level, it is of vi-

tal importance that the judicial authorities of each country act *ex officio* against those who systematically promote antisemitic messages on forums and social media.

Secondly, it is important to highlight the widespread increase in antisemitism across all platforms analyzed and to discuss new strategies for action. Particularly considering the shift from a focus on preventing antisemitism to a comprehensive approach to the problem, understanding the phenomenon in the context of a climate of hate speech. It is necessary to understand that the phenomenon of antisemitism finds fertile ground in social prejudice and ignorance regarding Jewish communities; therefore, it is essential for states to promote coexistence within societies, showing diversity as a positive value in the construction of our countries.

In this regard, questions continue to arise about the implications of social media algorithms in promoting hate speech and the responsibility of companies in this regard.

Finally, as a society, we are faced with the challenge of how to break through information bubbles and confirmation biases. The way algorithms are programmed today, the single responses offered by artificial intelligence languages and chat groups only serve to minimize the ability to know, recognize, discern, and allow us to disagree, generating more and more intolerance and impatience. Promoting a culture of encounters can help us reduce prejudice.

¹³ https://www.oas.org/es/cidh/expresion/showarticle.asp?artID=443&IID=2#_ftn1



► UNITED NATIONS AND ANTISEMITISM

By Miguel Ángel Moratinos, Deputy Secretary-General of the United Nations.

Antisemitism is a toxic ideology deeply rooted in prejudice and racism that still plagues our world, manifesting itself in a variety of ways. Eighty years have passed since the Holocaust, but antisemitism persists in many parts of the world. It is our collective responsibility to eradicate antisemitism, as well as all forms of prejudice, hatred, and discrimination. The United Nations was created after the Holocaust. Racism and racial discrimination are an affront to the fundamental values enshrined in the Charter of the United Nations and a violation of our common humanity. Indeed, racism and prejudice in all their forms are a violation of everything the United Nations stands for.

Antisemitism is a global plague that must be addressed. Therefore, our efforts to combat it, as with all manifestations of extremism and incitement to religious hatred and violence, will benefit from a comprehensive approach that involves all interested parties, including both state and non-state actors. This must recognize that the principle of universality is a cornerstone of international human rights law, enshrined in the Charter of the United Nations and the Universal Declaration of Human Rights. The root causes of religious intolerance and hate crimes, including verbal and physical attacks on people based on their religion or beliefs, or on their places of worship and sacred sites, must be addressed.

The United Nations has long worked to combat antisemitism, building on the numerous efforts undertaken by the UN in recent decades. First, the United Nations developed a whole series of normative measures aimed at combating antisemitism. Since the adoption of the Universal Declaration of Human Rights on December 10, 1948, the Convention on the Prevention and Punishment of the Crime of Genocide, the International Convention on the Elimination of All Forms of Racial Discrimination of 1965, and the Declaration on the Elimination of All Forms of Intolerance and of Discrimination Based on Religion or Belief of 1981. In 1988, the United Nations General Assembly first referred to antisemitism in its resolu-

tion 53/133 “on measures to combat contemporary forms of racism, racial discrimination, xenophobia and related intolerance.”

Subsequently, on December 16, 1991, the United Nations General Assembly adopted resolution 46/86, which revoked the determination contained in UN General Assembly resolution 3379 adopted in 1975, which had declared Zionism to be a form of racism.

The United Nations Security Council first referred to antisemitism in June 2023 in a resolution co-authored by the United Arab Emirates and the United Kingdom, expressing deep concern, in particular, about cases “motivated by Islamophobia, antisemitism or Christianophobia, and other forms of intolerance that may occur before, during and after armed conflict, and in that regard, recognizing the efforts of the United Nations system to address hate speech at the national and global levels.” Furthermore, in 2005, the United Nations General Assembly adopted resolution 60/7, establishing January 27 as the International Day of Commemoration in Memory of the Victims of the Holocaust. Finally, through resolutions 61/255 of 2007 and A/Res/76/250 of 2020, the United Nations’ commitment to countering Holocaust distortion and denial, and through Holocaust education, to countering antisemitism, was reinforced.

All of these actions within the framework of the United Nations merely reflected the widespread concern of the international community regarding the rise of antisemitism.

No one can deny that these antisemitic tendencies have generated a feeling of isolation and fear among many Jews. Recurring physical attacks on synagogues and religious sites have required the implementation of elaborated security measures at many Jewish places of worship, as well as educational, cultural, and historical sites around the world. These are all shameful examples of the persistent challenge we



face and its tangible consequences for Jews. It has been noted that the horrific attacks on October 7, 2023, by Hamas and other Palestinian armed groups in Israel resulted in the largest single-day killing of Jews since the Holocaust.

There is no justification for the deliberate murder, mutilation, torture, and kidnapping of civilians, nor for rape and/or the use of sexual violence. These abominable attacks have left an indelible scar on Jews in Israel and around the world and must be condemned without any palliative. We also witnessed an increase in antisemitic incidents targeting Jews and Jewish institutions in Europe, the United States, and elsewhere. Data available from government reports on hate crimes and surveys of Jewish communities document an unprecedented rise in antisemitism. Jews fear for their physical safety, and most now hide their Jewish identity in public so as not to be harassed or attacked. That is why the United Nations could not stand idly by in the face of all these situations.

The Secretary-General of the United Nations decided to appoint me in 2020 *as the UN Focal Point to monitor antisemitism and enhance a system-wide response*. Since assuming this responsibility, I have held extensive meetings and consultations with various Jewish organizations, national envoys, and coordinators in the fight against antisemitism. As a result of all these contacts and meetings, the possibility of proposing the launch of a United Nations Plan to combat antisemitism was considered. This was finally launched on January 17, 2025. This UN Plan of Action proposes a way forward for the organization to address antisemitism in a cohesive manner. Based on flagship policies, frameworks, and actions adopted by United Nations actors to address antisemitism, including through education, it proposes a set of recommendations to enhance the United

Nations response to combat antisemitism.

It is clear that any isolated approach will not be enough. Therefore, I hope this document will foster meaningful and effective partnerships and collaborations to eradicate antisemitism completely, root and branch. The Plan of Action of the United Nations aims to improve monitoring and response to antisemitism through a consolidated document that brings together existing United Nations policies, frameworks, and actions on antisemitism, including education about the Holocaust and Jewish life.

Furthermore, the Plan presents a set of recommendations to improve existing United Nations responses to combat antisemitism in accordance with international human rights standards and norms. Among these recommendations is the establishment of a United Nations working group to monitor and evaluate the impact of policies and measures to combat antisemitism.

In conclusion, antisemitism is a global challenge that requires a coordinated, global response.

The United Nations alone cannot eradicate the scourge of antisemitism and other forms of discrimination and prejudice. State and non-state actors, including civil society organizations, religious actors, social media companies, educators, and many others, have a role to play.

In an interconnected world where hatred respects no borders, transnational cooperation can identify threats, raise awareness, expand the use of best practices, and coordinate more effective and proactive responses. We look forward to continuing to collaborate positively with the Latin American Jewish Congress to achieve the common goal of eradicating antisemitism worldwide.



► THE GORDIAN KNOT BETWEEN THE WAR IN ISRAEL AND ANTISEMITISM AROUND THE WORLD CANNOT BE BROKEN

PhD. Raheli Baratz.

Head of the Department for Combating Antisemitism and Promoting Community Resilience at the World Zionist Organization

2024 will be remembered as an exceptional year in the history of the Jewish people due to the magnitude of antisemitic events documented around the world. Scale of the incidents causes concern among Jewish communities and friends of the Jewish people around the world. Social media has become a central platform for the spread of hate and prejudice, as algorithms and the ease with which hate content can spread accelerate the spread of antisemitic messages.

Antisemitism is not a “weedy” phenomenon, but a much deeper and more complex phenomenon, where what is visible on the surface is only the tip of the iceberg, while its essence and roots below the surface are not always visible and identifiable. Rising antisemitism poses a real threat not only to Jewish communities, but to the very foundations of democratic society as a whole. When hatred toward Jews becomes an accepted norm, the fundamental values of equality, human dignity, and religious freedom, which are the cornerstones of any democratic society, are damaged. Ignoring antisemitism or denying its seriousness marks the beginning of the disintegration of basic democratic values.

The “Iron Swords” war has vividly exposed the close relationship between conflicts in Israel and antisemitic outbreaks around the world. One of the most complex challenges in current public discourse is the inextricable relationship between the war in Israel and the rise of antisemitism around the world. What begins as criticism of Israeli policy quickly spirals into a centuries-old hatred of Jews, which finds new expression in the digital age.

This dangerous dynamic is intensified through social

media and traditional media, where immediate documentation of war events serves as a catalyst for antisemitic outbursts. The lack of distinction between government policy and Jews in general, coupled with the tendency to automatically identify with one side of the conflict, creates a reality in which any attempt to separate legitimate criticism of Israel from antisemitism becomes an impossible task.

Historically, every significant conflict between Israel and Palestinian or Arab entities has led to an increase in cases of antisemitism around the world. This explosive tension arises from the wrong but profound connection between the actions of the State of Israel and Jews around the world. Many supporters of the Palestinian struggle translate their anger and fury toward Israel into hatred toward Jews in general.

Following the “Iron Swords” war and the attack on Israel, widespread waves of antisemitism were recorded around the world, even in areas once considered relatively safe for Jews, such as Australia and Canada. These events included verbal violence, antisemitic graffiti, and even physical attacks against Jews. Social media contributed to the dissemination of images and to the strengthening of the erroneous connection between what happens in Israel and Jews around the world.

The connection between antisemitism and conflicts in the Middle East is not a new phenomenon. Recent history provides central examples that demonstrate this connection. The Six-Day War in 1967 ignited a wave of anger among Arab countries and pro-Palestinian groups. Jews in Arab countries were defamed and prohibited from freely conducting business, while Jewish communities in the West faced an increase in antisemitic threats and incidents. The Yom



Kippur War in 1973 and the oil embargo imposed by Arab countries created a global economic crisis for which the Jews were blamed. On university campuses, widespread anti-Israeli propaganda began, including explicit antisemitic expressions, and at the same time, Jewish communities in Arab countries came under increasing pressure, leading to a wave of emigration from countries such as Iraq, Syria, and Egypt. Approximately 15 years later, with the outbreak of the first and second Intifadas, in 1987–1993 and 2000–2005, respectively, a wave of antisemitism swept across Europe, especially in France and Great Britain, with dozens of cases of attacks against local Jews.

More recently, Operations “Pillar of Defense” and “Protective Edge”, in 2012 and 2014, respectively, led to widespread anti-Israel demonstrations that included outright antisemitic calls such as “death to the Jews,” which clearly exceed legitimate political criticism. Finally, Operation “Guardian of the Walls” in May 2021 led to a temporary increase in antisemitic incidents in Europe, laying the groundwork for the unrest that began immediately after the outbreak of the “Iron Swords” war.

Hamas’s deadly attack on Israel on October 7, 2023, caused widespread global reactions. Since the beginning of the war, there has been a sharp increase in cases of antisemitism in the United States and Europe. Data shows that more than 10,000 antisemitic incidents, including physical attacks, graffiti, and harassment, have been recorded in the United States, especially in college campuses and in large cities. On social media, the phenomenon of antisemitism has reached enormous proportions, with algorithms on various platforms contributing to the widespread dissemination of antisemitic propaganda. Hundreds of posts have been recorded with hashtags calling for violence against Jews, using the rhetoric of social justice and human rights.

RADICALIZATION IN RHETORIC AND THE DIFFICULTY OF DISTINGUISHING BETWEEN

One of the main difficulties in the phenomenon of modern antisemitism is the blurring of the boundaries between criticism of the State of Israel and hatred of Jews. Calls for a ceasefire or an end to the conflict often escalate into overt antisemitic hatred that uses historically recognizable antisemitic imagery, such as accusations of global Jewish control. Especially on college campuses, the war has led to a crisis for Jewish students, some of whom have reported feeling isolated and unsafe. Modern antisemitism is characterized by the use of political arguments and a supposed human rights message to support hatred, pretending to be legitimate criticism.

The radicalization of this rhetoric also extends to classic conspiracy theories in the history of antisemitism, with accusations of “media control” or capitalism, wrongly identified with the State of Israel and Jews in general.

Antisemitism and the war in Israel remain linked by an indissoluble bond that nourishes and amplifies itself in the digital age. Addressing this complex reality requires a multi-system approach that includes strengthening the physical security of Jewish communities, deepening education to distinguish between legitimate criticism and hatred toward Jews, and close collaboration with legal authorities and government agencies. The real challenge consists in maintaining a balanced and respectful public debate about the Middle East conflict without it degenerating into hatred toward Jews in general. Only through a joint effort by communities, governments, and civil society organizations will it be possible to address the worrying phenomenon of rising antisemitism and ensure the safety of Jewish communities around the world.



▶ A LANDMARK RULING IN THE FIGHT AGAINST ANTISEMITISM AND HATE SPEECH IN LANGUAGE

Hernán Najenson, president of AAJRA (Association of Jewish Lawyers of the Argentine Republic)

In a significant decision that resonates in the global fight against antisemitism, the 12th National Criminal and Correctional Federal Court, headed by Ariel Lijo, has issued a historic ruling ordering the Royal Spanish Academy (RAE) to immediately remove the fifth meaning of the word “*judío/a*” (“Jewish”) from its Dictionary of the Spanish Language. The judicial measure responds to a complaint filed by the World Jewish Congress and the Delegation of Argentine Israelite Associations (DAIA), with legal advice from the Association of Jewish Lawyers and Jurists of the Argentine Republic (AAJRA), which denounced the definition as an act of discrimination and incitement of hatred against the Jewish community.

The definition in question, which describes “*judío/a*” (“Jewish”) as “a person who is greedy or usurious,” has historically been the subject of strong criticism and persistent complaints from the Jewish community, which considers it a pernicious stereotype rooted in age-old prejudices. The Argentine court, in analyzing the case, has recognized that this definition is not merely a linguistic curiosity, but rather constitutes hate speech that directly violates human dignity and fosters religious discrimination, violating fundamental principles of international and national law.

BASIS OF A HISTORIC DECISION

The court ruling is based on a solid legal framework, which includes both Argentine legislation and international human rights treaties and conventions. The ruling highlights the importance of religious freedom, enshrined in highly relevant international instruments.

The Universal Declaration of Human Rights is cited, specifically its Article 18, which guarantees freedom of religion and ensures the right of everyone to choose, change and manifest his or her religion or belief, either individually or in community with others, in public or private, in teaching, practice, worship and observance. The American Declaration of the Rights and Duties of Man is also invoked, highlighting its Article 3, which establishes the right of every person freely to profess a religious belief, to manifest it, and to practice it in public and in private.

The Court also considers the International Covenant on Civil and Political Rights, Article 20, subsection 2, which imposes the obligation to prohibit by law any advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence.

Likewise, the American Convention on Human Rights is mentioned, which in its Article 13.5 prohibits all propaganda in favor of war and all advocacy of national, racial, or religious hatred that constitutes incitement to violence or any other similar illegal action against any person or group of persons, for any reason, including race, color, religion, language, or national origin.

Furthermore, the court ruling reiterates the Declaration on the Elimination of All Forms of Intolerance and of Discrimination Based on Religion or Belief, proclaimed by the United Nations General Assembly, which establishes in its second article that “No one shall be discriminated against on the grounds of religion or belief by any State, institution, group of persons or individual.”



LANGUAGE AS A TOOL OF POWER AND DISCRIMINATION

A central aspect of the ruling is the recognition of the power of language and its ability to perpetuate stereotypes and discrimination. The Court emphasizes that language is not a neutral instrument but can be used as a mechanism of subjugation and oppression.

The resolution cites various authors and schools of thought that have studied the relationship between language and power, highlighting how language can influence the perception of reality and even incite violence. In this regard, the Court considers that the continued existence of the discriminatory definition in the RAE dictionary has the potential to negatively influence the behavior of speakers and legitimize deep-rooted prejudices.

The Gypsy community suffers a similar situation. Despite persistent complaints, the RAE has not removed the meaning “trickster” from the definition. It is unbelievable that the institution doesn’t consider the damage it causes by perpetuating discriminatory language.

Paradoxically, the same organization agreed to modify, at the request of a group of professionals, the definition of the word lawyer. It was contemptuously referred to as: “talkative, chatty, and tangled person.”

There is no doubt that the impact on Jewish and Gypsy communities is much more serious. However, the way of solving it is different.

A PRECEDENT FOR ACTION AGAINST HATE SPEECH

Beyond the correction of a specific dictionary entry, this ruling sets an important precedent for legal action against hate speech in all its forms. The decision highlights the responsibility of institutions, even those with a long tradition and prestige, to review and correct language that can perpetuate discrimination and prejudice.

The Court, aware of the potential slowness of international cooperation mechanisms and the RAE’s previous inaction in response to the Jewish community’s complaints, ordered the National Communications Agency (ENACOM) to immediately block access to the definition on the website of the Dictionary of the Spanish Language until the RAE complies with the ordered measure.

The court ruling is currently following the procedure provided for in international regulations. This means that the Argentine Foreign Ministry has informed the Spanish Foreign Ministry to process the diplomatic request.

This ruling marks a turning point in the way discriminatory language is addressed, recognizing its real impact and the need for active intervention to eradicate it.

► METHODOLOGICAL SECTION

In preparing this report, information was obtained considering the language. All the material is in Spanish, except for the analysis of comments made in digital media of Brazil. With respect to relevance, we used keywords related to Judaism and Israel. They were obtained from the tool Google Trends, with the requirement that they have a high search volume and are not adjectivized, e.g., *Israel*, *judío*, *Holocausto*, *sionismo* (Israel, Jew, Holocaust, Zionism). For content collected from X, Facebook and YouTube video comments, the Brandwatch social listening platform is used.

Google and YouTube: The analyzed content refers to the main search results for the “key” words.

X: Contents in X were collected through the social listening platform Brandwatch¹⁴ that compiles content in real time. To shape the categories analyzed in this report, the platform relies on sentimentalization algorithms and artificial intelligence, along with semantic analysis. This tool is complemented by the interpretation work of our analysts. The geolocation is carried out according to the declaration of the users; approximately 50% of the content is geolocated.

Facebook: Through the *social listening* platform, posts and comments containing keywords on the Facebook pages on public Facebook pages were analyzed. Due to platform restrictions, the content is not geolocated.

Comments on YouTube: Comments with relevant keywords are analyzed across most of the platform’s videos. The content is collected and analyzed by the social listening platform, as well as the content in X.

Comments in digital media: The following countries were deliberately selected: Argentina, Brazil, Chile, Colombia, Costa Rica, Panama and Uruguay.

The monitored newspapers are the following: Bio-bio Chile, Clarín, CRHOY, Diario Extra, El tiempo, Emol, G1, La estrella de Panamá, La Nación, La tercera, Las 2 orillas, Metropoles, Montevideo Portal, Prensa, Subrayado. They were selected based on their relevance according to the ranking of the most visited news sites by Alexa. A sample of the comments of the publications where the same keywords were found was analyzed. It should be noted that the newspapers La Tercera, El País and El Observador have restricted comments, currently being only for subscribers of said media.

CONSTRUCTION OF CATEGORIES AND DEFINITIONS

- The definition of antisemitism was based on the definition developed by the IHRA (*International Holocaust Remembrance Alliance*): “Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of antisemitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities”¹⁵.
- The category “positive” refers to content that highlights the image of Israel, the Jewish communities, religious traditions, the repudiation of antisemitic acts, the demands for justice for attacks and the memory of the Holocaust.
- “Negative” is understood to mean content that legitimately criticizes Israel and criticism of Jewish community entities.
- “General opinions” refers to messages that are neither positive nor negative, i.e. that have a neutral rating or mentions without a rating.

¹⁴ <https://www.brandwatch.com/>

¹⁵ <https://holocaustremembrance.com/resources/definicion-del-antisemitismo>



ABOUT THE OBSERVATORY

The Web Observatory, a joint initiative of the Latin American Jewish Congress (CJL), the Delegation of Argentine Israelite Associations (DAIA) and the Argentine Israelite Mutual Association (AMIA) that since 2010 has been working against discrimination on the Internet, for a responsible use of technologies. The Observatory educates about the responsible use of technologies and develops effective strategies to combat online discrimination; works from a multidisciplinary approach, together with governments, companies linked to the Internet and other NGOs monitoring the Web and prepares the Annual Report on antisemitism on the Internet and on online discrimination against different groups.