ANTISEMITISM POLICY TRUST

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HIDDEN HATE:
What Google searches tell us about antisemitism today

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Antisemitism Policy Trust is a registered charity focused on educating and empowering decision makers in the UK and across the world to effectively address antisemitism. The organisation has provided the secretariat to the All-Party Parliamentary Group Against Antisemitism for over a decade.

Community Security Trust (CST) is a UK charity that advises and represents the Jewish community on matters of antisemitism, terrorism, extremism and security. CST received charitable status in 1994 and is recognised by the Government and the Police as a best practice model of a minority-community security organisation.

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INTRODUCTION

What can the internet tell us about antisemitism in the United Kingdom? It has been shown that people are remarkably honest when they search for information online. Their Google searches and queries reveal interests, prejudices and hatreds that they might keep hidden from friends, family members, neighbours, surveys and even from themselves. They have been shown to share their health secrets, sexual preferences, and hostility towards other groups.

We decided to put this to the test to see what the Google searches made by people in the United Kingdom could tell us about attitudes towards Jewish people in this country and in general towards Jews. Unsurprisingly perhaps, we found that, every year, people in this country express antisemitic thoughts through their internet searches. People make some Google searches that are disturbing, including searches such as "I hate Jews," and "Why are Jews evil?", along with other searches expressing violent intentions towards Jews. Others post on anonymous hate sites such as the far right Stormfront website, expressing their antisemitic feelings about various Jewish Members of Parliament and celebrities.

By analysing this data, we can get a better sense of the where, when, who and what of antisemitism in Britain today. For example,

we looked at whether the voting patterns of towns and cities affect the number of antisemitic searches in those places. We found that searches looking for information on the Holocaust being a hoax rise about 30 per cent every year on Holocaust Memorial Day. We learnt that Jewish women in public life or positions of power are the subject of more antisemitic searches than Jewish men in similar positions. We found evidence of the rise in popularity of antisemitic conspiracy theories, such as the discredited myth relating to the role of the Rothschild family in running the world. And we found that sometimes heightened media focus on Jews or Israel, even if it is positive, can still lead to an increase in online searches for antisemitic content.

We also found strategies that technology companies and civil society organisations can use to fight hatred. For example, our research shows that, when Google changed its auto-complete formula to eliminate antisemitic search suggestions, this lowered the number of people searching for antisemitic material (which also means that, before removing those antisemitic search prompts, Google was directing people to make antisemitic searches who might otherwise not have done so).

This is the story of the hidden hate that our report reveals.

Google search result for 'do zionists control the media'
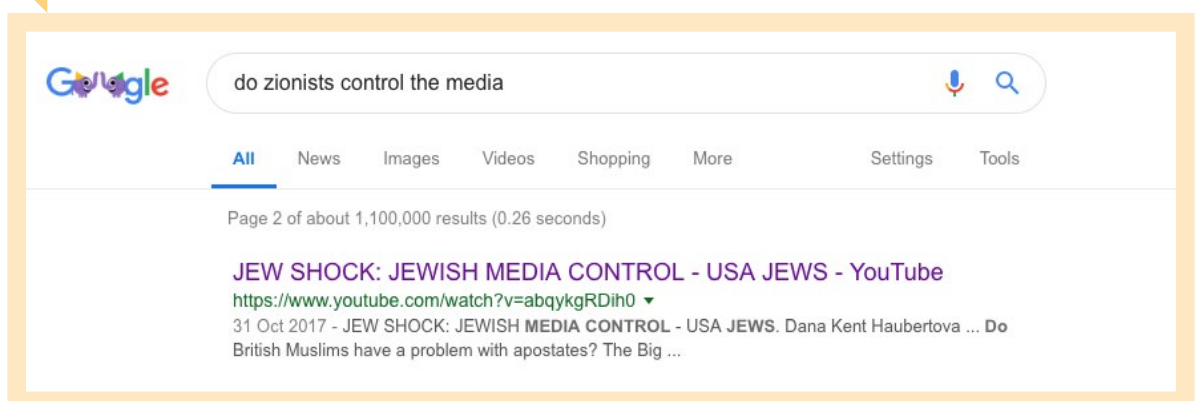
EXECUTIVE SUMMARY

- An average of **170,000 Google searches with antisemitic content are made per year in the United Kingdom**. Approximately 10 per cent of these searches involve violent language or intentions.

- The top negative stereotypes searched for in relation to Jews are that they are **"evil" and "racist."**

- When Google removed "Are Jews evil?" from its auto-complete function in December 2016, **ten per cent fewer people searched for "Are Jews evil?"** than had done so in the previous year.

- The most common antisemitic Google searches in the United Kingdom are for jokes mocking Jews. There is a direct correlation between these searches and those mocking other minorities: **someone who searches for "Jew jokes" is 100 times more likely to also search for "n****r jokes".**

- In the United Kingdom, there are **more Google searches into the Rothschild banking family than for top Jewish celebrities** such as David Baddiel or Tracy-Ann Oberman. The majority of these searches are looking for conspiracy theories related to the Rothschild domination of the world.

- **Searches for the Rothschild banking family have risen 39 per cent** in the past three years. Moreover, in months when searches for information on the Rothschild family increase, other antisemitic searches also increase in number.

- There was a **79 per cent rise in antisemitic Google searches in April 2018**, most of which occurred on the day after Jewish community representatives met Labour Party leader Jeremy Corbyn.

- Searches for **"Holocaust hoax" are roughly 30 per cent above average on Holocaust Memorial Day** (27th January).

- Antisemitic **searches increased by 30 per cent** in the days following Israel's victory in the 2018 Eurovision Song Contest.

Rothschild meme reported to CST

'Holohoax' tweet reported to CST

Stormfront results for 'Jewish feminism'

- Google searches with the word "Jewish" in them tend not to be antisemitic; **searches with "Jew" in them tend to be antisemitic**.

- The **United Kingdom ranks third in the world for searches about Zionism, behind only Israel and Lebanon.** Searches for Zionism are 29 per cent higher in the United Kingdom than in the United States.

- **"Hitler Zionism" is the fourth most popular search about Zionism in the United Kingdom**. Searches related to Zionism rose 25-fold in April 2016, shortly after former Mayor of London Ken Livingstone was suspended by the Labour Party for claiming that Hitler "was supporting Zionism."

- Antisemitic searches are **higher in Wales** than in any other part of the United Kingdom.

- Antisemitic searches are **just as high in cities that mostly vote Labour as they are in cities that mostly vote Conservative**.

- There are more than **9,000 threads on the far right Stormfront website related to feminism, 60 per cent of which also mention Jews**. The two Jewish parliamentarians with the most mentions on Stormfront, a far right internet hate site, are Margaret Hodge and Luciana Berger. In the history of Stormfront, there have been 14 per cent more mentions of female Jewish MPs than male Jewish MPs, even though UK male Jewish celebrities are mentioned more than UK female Jewish celebrities. There are more searches in Google for "Luciana Berger Jew" than for "Luciana Berger policy", "Luciana Berger votes" or "Luciana Berger Brexit."

METHODOLOGY

We have analysed internet search data from Google Trends and Google AdWords to better understand antisemitism in the United Kingdom. We have also analysed posts on the US far right website Stormfront to see what users of that site say about Jewish politicians in the UK.

We have determined a list of searches that express antisemitic intent (the Antisemitic Search Index) and measured where they are most popular - and how they have changed over time.

We have also explored searches for various conspiracy theories related to Jews.

All Google search data is based on searches made in the United Kingdom since 2004. The location is estimated by Google based on the IP address, cell phone location, or other information. Google Trends data only gives us relative searches - whether one particular search is more or less common than another, and whether a search has become more or less popular over time. It doesn't give us absolute totals for every search. Google Adwords can provide absolute totals in some cases, but not for everything we have looked at.

Finally, we have explored which Jewish politicians are most subject to antisemitic attacks online.

ANTISEMITIC SLURS USED IN SEARCHES (2004-PRESENT)

4.1% Heeb

2.0% Yiddo

31% Yid

63% Kike
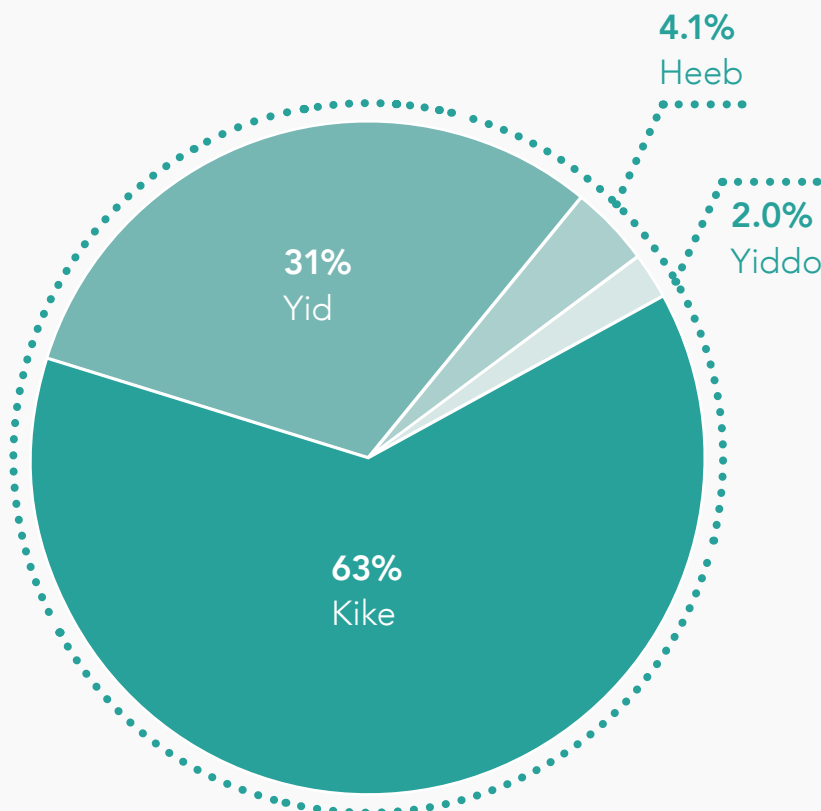
ANTISEMITIC GOOGLE SEARCHES

Our research has found an average of over 170,000 Google searches per year with clear antisemitic content in the United Kingdom.

To build the antisemitic index, we found the most common searches that included a possibly derogatory description of Jews. We then collected the most common searches that we believed expressed antisemitic content. Our baseline measure included searches for "Jews evil+Jews greedy+Jews cheap+Jews racist+Jews ugly+Jew jokes+kike jokes+kill Jews+die Jews". Of course, this does not capture every single antisemitic Google search, however obscure; but it provides a reliable baseline measure for our research.

It is impossible to know for sure that any given search is made by a person with antisemitic attitudes, as it is always possible someone was making a search out of curiosity rather than as a result of malign intent. Previous research by CST and the Institute for Jewish Policy Research has shown that antisemitic attitudes are more widespread than antisemitic people; in other words, it is possible for people to hold and express antisemitic attitudes without feeling conscious hostility towards Jews.[1] Bearing in mind this caveat, the antisemitic searches we found fall into four broad categories.

Negative stereotypes

These include searches such as "Jews are evil," "why are Jews so greedy?" and "Jews are racist." The top two negative stereotypes that appeared in the search data about Jews were "evil" and "racist."

Our data suggests that Google's auto-complete function can influence these searches. For example, in December 2016, *The Observer* reported[2] that one of the top auto-completes to the question "Are Jews …" was "Are Jews evil?"

Following this report, Google removed[3] this offensive suggestion from its auto-complete function.

So, by removing the suggested search "Are Jews evil?" did fewer people make the search "Are Jews evil?" Indeed, they did.

We have found that, in the 12 months following this policy change, approximately 10 per cent fewer questions about Jews asked whether they were evil, as compared to the 12 months before the policy.

In other words, by including the offensive auto-complete "Are Jews evil?", Google led approximately 10 per cent more people who began their search with "Are Jews…" to click on the search "Are Jews evil?", than would have been the case if that particular search had not been suggested by Google's auto-complete function. This suggests that Google can have a direct influence on the amount of antisemitic searches on its platform by controlling the suggested searches that are offered to users by its auto-complete function.

Violent thoughts

Our research looked specifically at violent searches about Jews, including searches such as "Jews must die," "kill Jews," and "I hate Jews." These searches tend to spike late at night, between the hours of 2 a.m. and 3 a.m. They constitute 10 per cent of all the antisemitic searches we found.

When we looked closer at the type of searchers who are online at 2 or 3 a.m, we found that nearly all searches that start with "I want to kill…" or "how to kill…" peak during the same period. The overwhelming majority of searches that begin in one of these two ways reveal suicidal thoughts, but most searches expressing violent thoughts towards others (whoever they are) also peak during these hours.

1. L. Daniel Staetsky, Antisemitism in Contemporary Great Britain: A study of attitudes towards Jews and Israel (Institute for Jewish Policy Research & Community Security Trust, September 2017)

2. https://www.theguardian.com/technology/2016/dec/04/google-democracy-truth-internet-search-facebook

3. https://www.theguardian.com/technology/2016/dec/05/google-alters-search-autocomplete-remove-are-jews-evil-suggestion

Racial epithets

These searches include racial epithets about Jews, such as "yid", "kike" and "heeb."

The most common antisemitic slur in Google searches is "kike." The majority of these searches are looking for a definition of the word, perhaps because people had heard it being used about Jews and had not come across it before (this particular antisemitic insult is more common historically in the United States than in the UK).

Jokes

These include searches such as "Jew jokes," "offensive Jew jokes," and "kike jokes."

The most common antisemitic Google searches in the United Kingdom are for jokes mocking Jews. These are more common than searches such as "Are Jews evil?"

Jews are the fourth most frequent subject of searches for offensive jokes online in the United Kingdom, behind fat people, black people and gay people.

Victims of joke searches in the United Kingdom according to search terms used:

1. Fat
2. Black People
3. Gays
4. Jews
5. Blondes
6. Mexicans

ANTISEMITIC GOOGLE SEARCHES IN THE UNITED KINGDOM (2004-PRESENT)

10%
Violent thoughts

23%
Racial epithets

20.1%
Negative stereotypes

46.9%
Jokes

ANTISEMITISM AND OTHER HATE

We find a clear connection between antisemitism and other forms of hate in the search data. Among the most common searches also made by people who search for "Jew jokes" are "racist jokes," "black jokes," "p**i jokes," "n****r jokes," and "Muslim jokes."

Someone who searches "Jew jokes" is more than 100 times more likely to also search for "n****r jokes."

LOCATION

Antisemitic searches are most common in Wales, followed by England, Northern Ireland, and Scotland:

- Wales: **7.2% above** average

- England: **1.9% above** average

- Northern Ireland: **2.4% below** average

- Scotland: **6.7% below** average
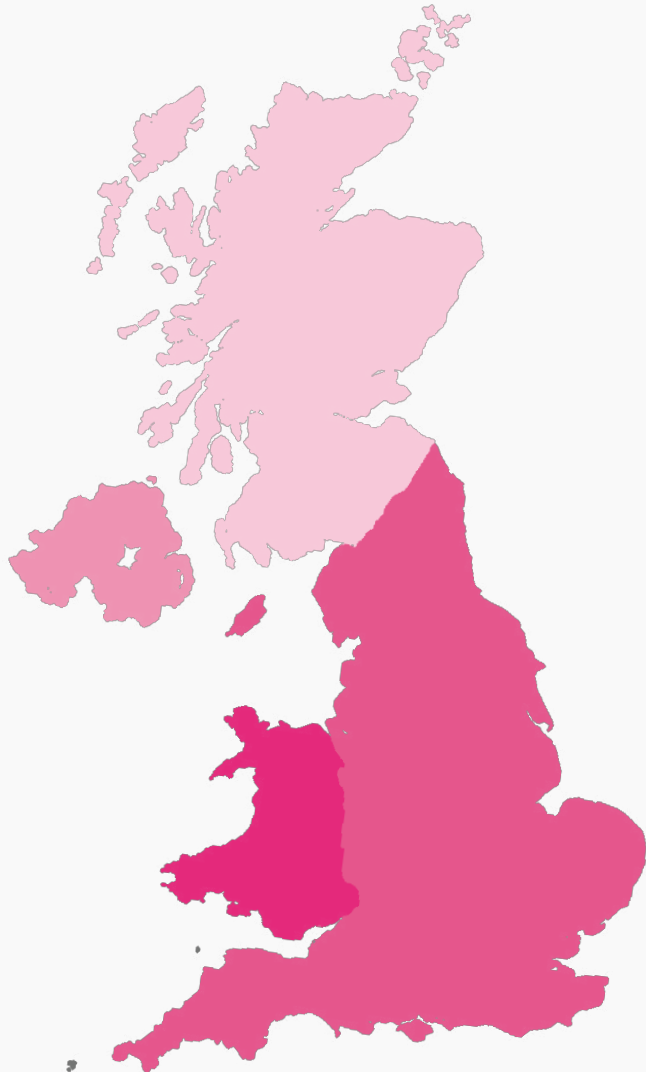
TIME PERIODS

We can monitor antisemitic searches on Google in the United Kingdom over time. Our Antisemitic Search Index includes a bucket of searches that we believe show antisemitic intent. As explained, our baseline measure includes searches for "Jews evil+Jews greedy+Jews cheap+Jews racist+Jews ugly+Jew jokes+kike jokes+kill Jews+die Jews".

We see some promising news: while still too high, overall, the searches appear to be heading towards a low ebb.

However, there are also some troubling signs. There was a 79 per cent rise in antisemitic searches in Britain in April 2018.

Zooming in on the April 2018 rise, we see that most of the rise was on April 25, 2018. This was the day after representatives of three Jewish community organisations, the Board of Deputies of British Jews, the Jewish Leadership Council and the Community Security Trust, met Labour Party leader Jeremy Corbyn to discuss the problem of antisemitism in the Labour

Party. That same day, Corbyn penned a well-publicised apology in the *Evening Standard*. He wrote that Jewish people "deserve an apology" and added that he was "sorry for the hurt and distress caused." Much of the media coverage following the meeting reported on the failure of the respective parties to agree on a way forward: the Board of Deputies and Jewish Leadership Council called the meeting a "disappointing, missed opportunity." We can only speculate as to which aspect of this event may have caused the spike in antisemitic searches the following day. It may simply have been the volume of media coverage of antisemitism as an issue; it may have been the negative reporting of the outcome of the meeting; or it could, counter-intuitively, have been Corbyn's apology for antisemitism. This relates to a similar finding in previous research done by this author in the United States, when former Presidential aide Steve Bannon was in the news for having alleged connections to white nationalism. While one might expect negative media attention about white nationalism would inhibit interest in, or support

ANTISEMITIC SEARCH INDEX (UNITED KINGDOM)
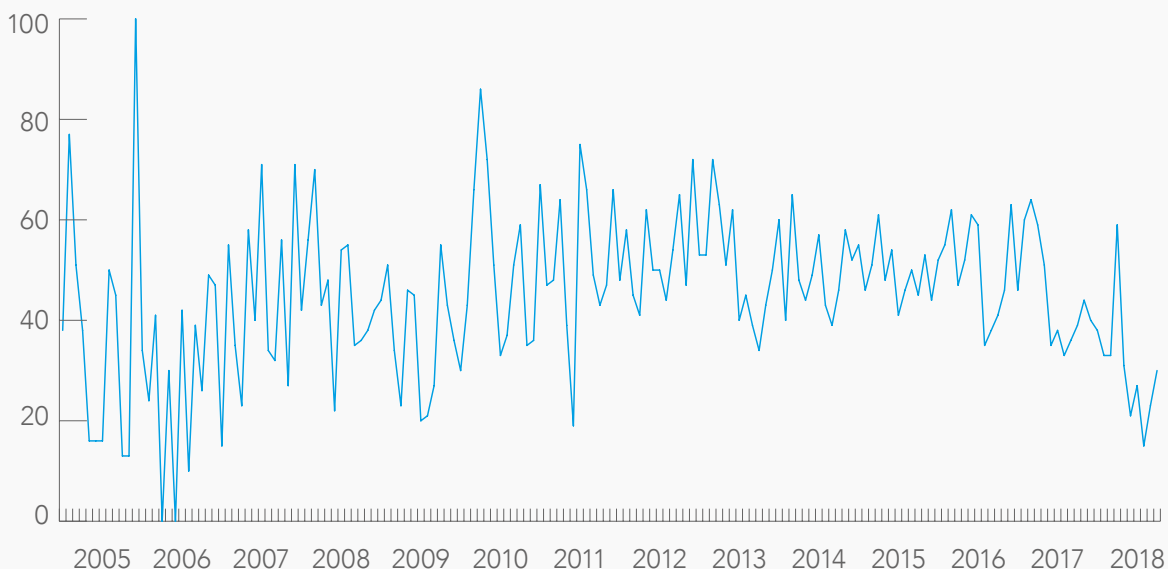
NB: Y Axis displays relative volume with 100 the highest relative volume, over time in the X Axis

for, antisemitism, if anything, the opposite occurred. There was an increase in searches for Steve Bannon, followed by searches for white nationalism, followed by searches for the antisemitic, far right website Stormfront, followed by antisemitic searches such as "Jews are evil". It appears that sometimes, even negative attention about antisemitism can lead people towards it.

Jeremy Corbyn's article in the *Evening Standard* at the height of the Labour antisemitism row

Jeremy Corbyn: What I'm doing to banish anti-Semitism from the Labour Party

JEREMY CORBYN | Tuesday 24 April 2018 11:56 | 💬 44 comments

LANGUAGE AND ANTISEMITISM

We found subtle differences in word choice and its connection to antisemitism. In particular, we found that searches that included the word "Jewish" were extremely unlikely to be related to antisemitic searches: examining the top searches that included the word "Jewish," we estimate that at least 98 per cent of searches related to the word "Jewish" were not related to antisemitism. These included searches such as: "Jewish holidays," "Jewish food," and "Jewish calendar." However, searches that included the word "Jew" were significantly more likely to be related to antisemitic searches. These included searches such as "Jew jokes," "Jew nose," and "throw the Jew down the well."

We estimate about 36 per cent of Google searches that include the word "Jew" may be with antisemitic intent.

Top searches with the word 'Jew':

1. Jews
2. jokes
3. Jew jokes

Top searches with the word 'Jewish':

1. Jewish people
2. Jewish holidays
3. Jewish year

IS ALL PUBLICITY GOOD PUBLICITY?

Holocaust hoax

"Holocaust hoax" is a common wording used by people who deny that the Holocaust happened. There are a small number of searches - about 4,000 - every year relating to the antisemitic conspiracy theory that the Holocaust was a hoax, and did not actually happen. More interesting is the timing of these searches: they tend to rise around Holocaust Memorial Day. We find that searches for "Holocaust hoax" are roughly 30 per cent above average on 27 January each year, which is the date of Holocaust Memorial Day.

Eurovision contest

Some of the data we found was a bit surprising. In the days following Israel's 2018 victory in the Eurovision contest, searches in our Antisemitic Search Index were up 30 per cent. This may suggest that any media coverage of Jewish-related subjects, such as Israel, leads to an increase in antisemitic searches, even if that media coverage is positive and has nothing to do with politics.

Google search results for 'holocaust hoax'

Exposing the Holocaust™ Hoax Archive - Blogger.com
exposing-the-holocaust-hoax-archive.blogspot.com/ ▾
No information is available for this page.
Learn why

Austin urges Corbyn to suspend Momentum director in 'Holocaust hoax'
https://www.expressandstar.com/.../austin-urges-corbyn-to-suspend-momentum-direct... ▾
30 Mar 2018 - Nearly 40 Labour MPs and peers have written to Jeremy Corbyn urging him to suspend a party official for defending a candidate who posted a ...

The Holocaust Hoax - Holy War
holywar.org/S35.htm ▾
The Holocaust, where 6 million Jews allegedly died at the hands of their German captors during World War II, is an immensely successful hoax! Why did "Judea ...

The Holocaust Hoax Exposed At Last!! - Reformation.org
www.reformation.org/holocaust-hoax-exposed.html ▾
Abraham lifted up his eyes, and saw behind his back a ram, amongst the briers, sticking fast by the horns, which he took and offered for a holocaust (Lat.

Amazon selling books that say Holocaust was a hoax | Daily Mail Online
https://www.dailymail.co.uk/.../Dozens-books-claiming-Holocaust-hoax-Amazon-buy.ht... ▾
12 Feb 2017 - Retail giant Amazon has been criticised for selling books that promote the notion that the Holocaust was a 'hoax' in the UK and countries where ...

Holocaust hoax: Court proves WWII 'memoir' untrue - International ...
https://www.jpost.com/.../Holocaust-hoax-Court-proves-WWII-memoir-untrue-35201... ▾
12 May 2014 - Successful novel turned film, 'Misha: A Memoire of the Holocaust Years' deemed fabricated; author must return $22.5 million.

holocaust hoax WW2 – Truth Universities
https://truthuniversities.org/holocaust-hoax-ww2/ ▾

CONSPIRACY THEORIES

Another way antisemitism manifests itself online is through conspiracy theories.

Rothschild family

The mythological wealth and power of the Rothschild banking family remains one of the top conspiracy theories in the United Kingdom. It is a conspiracy theory that has long been used by antisemites to stir up images of Jewish bankers using their wealth to influence and subvert governments. It even featured in the antisemitic propaganda of Nazi Germany in the 1941 feature film *Die Rothschilds*.

In the United Kingdom, since 2004, there have been consistently more Google searches into the Rothschild banking family than for top Jewish celebrities such as David Baddiel or Tracy-Ann Oberman.

Searchers are most frequently looking for information on the Rothschilds' "net worth," any connection between the Rothschilds and the "illuminati," or any information on a "Rothschild conspiracy." Almost all searches into the Rothschild family are related to conspiracy theories.

Interest in the Rothschild family has risen 39 per cent in the past three years.

There is a positive correlation between interest in the Rothschild family and our Antisemitic Search Index. In other words, in months when more people are searching for information on the Rothschild family, people are also more likely to be making antisemitic searches.

Google search including conspiracy theories and antisemitic references to the Rothschilds

POLITICS AND ANTISEMITISM

What about political attitudes and antisemitism? Are voters for one party more likely to express antisemitic attitudes on Google than voters for other parties?

Google does not provide data on the political attitudes of individuals, nor does it provide search data by political constituencies. However, we can correlate antisemitic attitudes with the political attitudes of towns and cities that have voted consistently for one party or another. Are antisemitic attitudes highest in cities that tend to have Labour Party MPs and councillors, such as Newcastle and Liverpool, or places that tend to vote Conservative, such as Windsor and Bournemouth?

We found *no statistically significant correlation* between the political representation of a geographical area and the frequency with which people who live in that area make antisemitic searches.

In other words, antisemitism is just as high in areas with lots of Labour Party voters and areas with lots of Conservative Party voters.

Another approach is to see how frequently Jewish MPs from each political party are mentioned on Stormfront, an antisemitic hate site. Stormfront is one of the largest, oldest and most enduring far right sites online. It has been dubbed the "murder capital of the internet" by the Southern Poverty Law Centre and has been repeatedly shut down, albeit temporarily.

All analyses of Stormfront include any mentions since the site was founded in 1996.

We found that Jewish MPs from the Labour Party each had, on average, 92 mentions across the whole of the Stormfront website; which is 2.5 times more mentions than Jewish Conservative MPs, who were mentioned on average 36.3 times per MP.

Jewish MPs from the Liberal Democrats had, on average, 14 times fewer mentions on Stormfront than those from the Conservatives.

AVERAGE MENTIONS OF JEWISH MPS ON STORMFRONT OVER ITS ENTIRE HISTORY

**Labour
92 mentions**

**Conservative
36.3 mentions**

**Liberal Democrat
2.5 mentions**
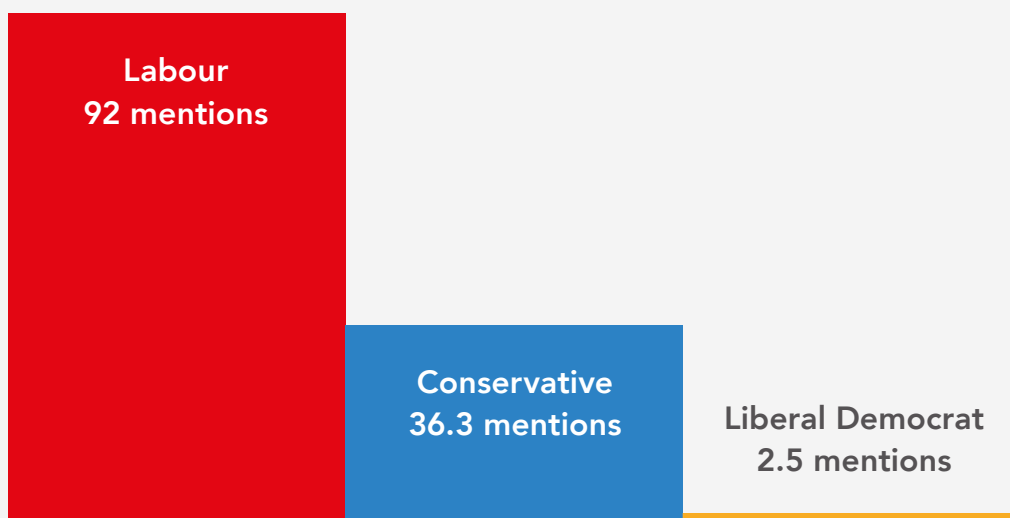
ZIONISM

Zionism is a popular search query in the United Kingdom. In fact, the United Kingdom ranks third in the world for searches for Zionism - this is behind only Israel and Lebanon. Searches related to Zionism are 29 per cent higher in the United Kingdom than in the United States.

Most of these searches express curiosity about Zionism - the top searches include "Zionism definition" and "what is Zionism?" But the fourth most popular search relates to a conspiracy theory: "Hitler Zionism."

Top searches about "Zionism":
1. Zionism definition
2. What is Zionism
3. Israel Zionism
4. Hitler Zionism
5. Anti Zionism

These searches shot up in April 2016 after former Mayor of London Ken Livingstone was suspended by the Labour Party for saying that "Hitler was supporting Zionism." Searches relating to Zionism rose 25-fold in April 2016, shortly after Livingstone's remarks; 14 per cent of all searches related to Zionism during that month were looking for information on Hitler's views about Zionism.

The days with the biggest interest in "Hitler Zionism" were following Livingstone's statement in April 2016 and his subsequent disciplinary hearing the following year.

Days with top interest in "Hitler Zionism":
1. April 30, 2016
2. April 5, 2017
3. April 28, 2016
4. April 29, 2017
5. April 4, 2017

That said, while clearly Livingstone's statement contributed to interest in this subject, it did not start interest in "Hitler Zionism".

In March 2004, 25 per cent of searches in the United Kingdom related to Zionism were looking for information related to Hitler and Zionism. Searches for Hitler's possible support of Zionism had been highly concentrated in Ireland and the United Kingdom prior to Livingstone's statement.

It is best to view Livingstone's statements as a symptom of a broader, pre-existing interest in Hitler and Zionism that was shared with others. However, the sharp increase in searches about Hitler and Zionism following his comments suggests he may have brought this theory to the attention of an increased number of people who had previously not been aware of it.

Interest in Hitler and Zionism also seems to be influenced by world events. Prior to the Livingstone statement, the period in which there were most searches for "Hitler Zionism" were July and August 2014, when there was a war between Israel and Hamas in Gaza and southern Israel. While we did not detect an increase in overall antisemitic sentiment during this war, we did detect an increase in searches relating to Hitler and Zionism.

Similarly, searches for "anti-Zionism" rose 9-fold during the 2014 conflict in Gaza and Israel.

Ken Livingstone. Copyright: Rwendland

ANTISEMITISM AND WOMEN

A big theme on the neo-Nazi web forum Stormfront is feminism. There are more than 9,000 threads on the website related to feminism.

Jews are often mentioned in connection to feminism. In fact, more than 60 per cent of threads on Stormfront about feminism mention Jews.

For context, Jews are mentioned in 39 per cent of all threads on Stormfront on any subject; while 33 per cent of threads on all subjects mention "blacks" (a significant shift from what some might perceive as traditional racism).

Stormfront members think that Jews are leading the feminist movement. One thread on Stormfront called feminism "an entirely Jewish invention."

In general, Jewish female entertainers get fewer mentions on Stormfront than Jewish male entertainers. Jewish male entertainers are generally accused of using their charisma to manipulate the masses in ways that further Jewish interests.

MPs identified as Jewish on the antisemitic website Stormfront

While female Jewish entertainers do not get as many mentions on Stormfront as male entertainers do, female Jewish politicians get more mentions on Stormfront than male Jewish politicians.

There are 14 per cent more mentions of female Jewish MPs than male Jewish MPs. The two Jewish MPs with the most mentions on Stormfront since the website was founded in 1996 are Margaret Hodge and Luciana Berger.

Top 5 mentioned MPs identified as Jewish on Stormfront:

1. Margaret Hodge
2. Luciana Berger
3. Ed Miliband
4. John Bercow
5. Zac Goldsmith

The fact that Stormfront users are more interested in female Jewish MPs than male Jewish MPs, while the reverse is true for male and female Jewish entertainers, suggests that women with political power are particularly subject to antisemitic abuse.

These mentions can include negative comments about their appearance, which suggests an overlap between sexist attitudes towards women and antisemitism. For example, on Stormfront, Luciana Berger is called an "equine-faced Zionist."

Berger's appearance is also a major theme of Google searches about her. Interestingly, while Stormfront posts negatively comment on Berger's appearance, Google searches refer to it more positively. The most common search about Luciana Berger is "Luciana Berger hot."

Overall, there are more searches for "Luciana Berger Jew" than "Luciana Berger policy," "Luciana Berger votes," or "Luciana Berger Brexit." About 3.3 per cent of searches for Luciana Berger are looking for information related to mental health, even though this is a policy area of particular interest to Berger and which she represented in Labour's shadow cabinet from September 2015 to June 2016.

CONCLUSION

People turn to the internet to answer questions that they do not want to ask anybody else. Our research has shown that a disturbing number of antisemitic searches are made on Google in the United Kingdom every year. These include searches for jokes mocking Jews, searches for nasty stereotypes about Jews, searches using nasty epithets for Jews, and searches expressing violent thoughts towards Jews. There was a correlation between antisemitic searches and those targeting other minorities, suggesting that hateful attitudes are not limited to just one target.

We found that sometimes, even positive media coverage of Jews or Israel can lead to an increase in interest in antisemitism. Similarly, commemoration of the Holocaust leads to an increased interest in Holocaust denial.

Perhaps most striking of all was the popularity of conspiracy theories involving Jews, as evidenced by the recent sharp increase in conspiracy theories involving the Rothschild banking family in the United Kingdom. The antisemitic idea that this Jewish family dominates the world, while not usually discussed in polite company, is actually widespread.

Given research released in late 2018 indicated that as much as 60 per cent of all Britons believe in conspiracy theories[4] we are seriously concerned about a rise in specific interest for antisemitic conspiracy theories, in Holocaust denial, and other conspiratorial racism. The potential deadly results of such material is evidenced in the recent murderous shooting at the Tree of Life Synagogue in Pittsburgh.

Another important finding in our research was the power of Google and other search engines to direct users towards, or away from, antisemitic content. When Google altered its algorithm to remove "Are Jews evil?" from its auto-complete function, the number of people making this search fell by ten per cent. This alone should show why technology companies need to play a much more proactive role in finding ways to stop the spread of antisemitism in our society.

As we move into an increasingly digitalised future, against an uncertain political backdrop, it is more important than ever that both people and technology have the tools to recognise and rebuff anti-Jewish hatred.

4. https://www.theguardian.com/society/2018/nov/23/study-shows-60-of-britons-believe-in-conspiracy-theories

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