Fighting Online Antisemitism (FOA)

Report:
Anti-Israel Hate Content on Linkedin

05.09.2022

Written by: Barak Aharon, Avi Tzdaka, Dotan Feldman.
Translation to English: Tal Ziv.

Table of Contents

Introduction

LinkedIn is a business and employment-oriented online service, a platform which is primarily used for professional networking and career development. It has about 18 million registered members from over 200 countries and territories[1]. It is a leading tool in the business world and enables a substantial part of networking and business relationships. Also, it serves as a primary tool for job searching and recruiting employees.

As a professional and business social network LinkedIn has obligated itself to adhere to the highest and international standards of eliminating offensive content[2] as well as antisemitic content. Most of its content is considered to be more credible, refined and formal than that of other social networks, apparently because the identity of the person who posts it is publicly exposed and because LinkedIn acts to reduce the number of fake accounts. However, as in other social networks, antisemitic content is posted regularly and daily also on LinkedIn.

For this reason, FOA have decided to evaluate the antisemitic activity on LinkedIn starting from April 2022[3], and during the last three months FOA have expanded our monitoring activity conducted until then by a relatively small team of volunteers. As a result, FOA produced reports on more than 100 antisemitic posts. This Review presents the team's work and outcomes.

---

[1] According to https://about.linkedin.com

[2] https://www.linkedin.com/legal/professional-community-policies

[3] During the "Guardian of the Walls" operation (May 2021) FOA closely monitored the activity on LinkedIn. Findings of this monitoring are available on our website.

Monitoring activity and type of antisemitic content

First, it should be noted that the overall reported content complies with the IHRA's definitions of antisemitism[4] and does not comply with LinkedIn's "Professional Community Policies"[5] as it is considered to "promote hatred and/or violence".

Most of the reported antisemitic content focuses on comparing the Jews and the state of Israel to the Nazis; describing the "ethnic cleansing" committed by the Israeli government; making various generalizations about the Jewish people and spreading lies about the Israeli government and its organizations.

However, as opposed to other social networks, calls for explicit violence against Jews/Israel are less common on LinkedIn. This is probably because LinkedIn is considered to be more professional and that the activity of its users impacts their career. Therefore, their posts are less blunt. This characteristic of LinkedIn users may contribute to the credibility of the content, even if it is antisemitic and based on conspiracy theories.

Anti-Israel hate content that was removed by LinkedIn after reported by FOA[6]

As FOA can see in graph no.1 the percentage of non-removed content is three times higher and more than the percentage of the removed content (68.3% versus 31.7% respectively). Out of 73 anti-israel posts that were not removed there are certain antisemitic posts with similar content to that of posts that had

---

[4]https://www.holocaustremembrance.com/resources/working-definitions-charters/working-definition-antisemitism/adoption-endorsement.

[5] https://www.linkedin.com/legal/professional-community-policies,

[6] As of 17.8.22.

been removed by LinkedIn. This raises additional questions concerning how LinkedIn decides about removing a certain post.
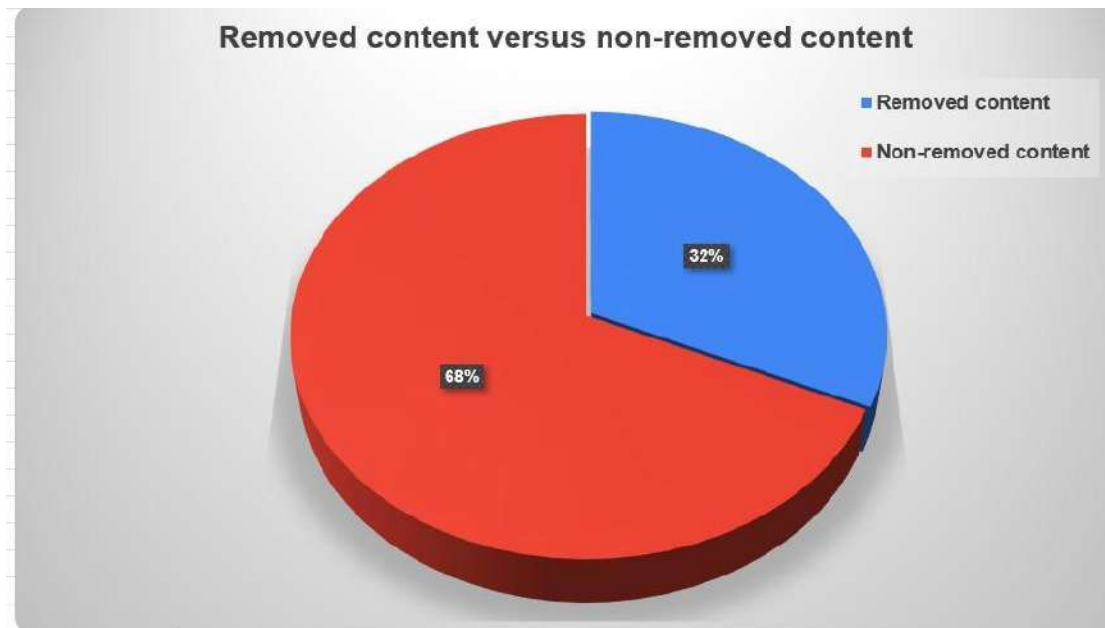

Conclusions

LinkedIn is a leading professional social network on which there is a substantial antisemitic and anti-israel activity, mainly in the form of anti-Israeli posts. It seems that the network can improve its policy of removing offensive content and make it more effective. Our main conclusion is that LinkedIn's content removal mechanism does not comply with the network's declared goals of fighting antisemitism.

FOA calls LinkedIn to promote collaboration with non-profit organizations and civil associations in order to quickly and effectively remove antisemitic content while improving its policy regarding anti-Israeli content which according to the IHRA's definition is considered antisemitic.

Appendix 1 – Examples of anti-Israel content

Example no. 1[7]

In this post a LinkedIn user who presents himself as an MBA software developer calls Israeli Zionists Nazis.
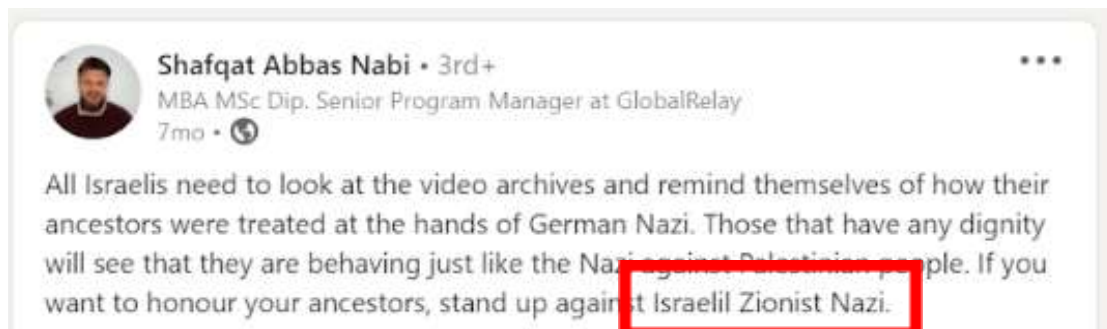
In this example the user compares the Israelis to Nazis. This post wasn't removed.

Example no. 2

In this post a doctor implies that Israel is committing an ethnic cleansing (in response to a question raised by the Israeli newspaper "Haaretz" he claims that it is impossible to commit a "liberal ethnic cleansing"). FOA would like to emphasize that a content posted by a

---

[7] In both cases this post relates to another post which was shared and describes in a certain way an assault on a Palestinian population.

doctor, a journalist and an author may be considered more "credible" and trustworthy than content posted on a "classic" social network where his academic titles would probably not be mentioned.
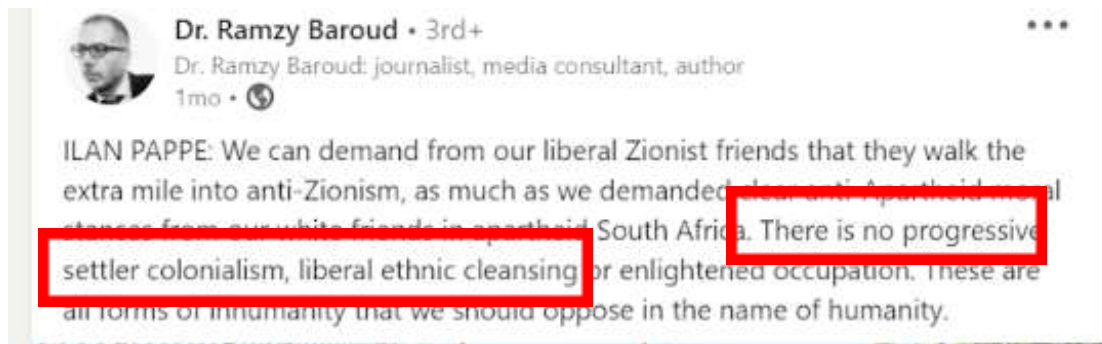
On the other hand, when a doctoral student from the prestigious NYU university in New York explicitly posted on LinkedIn that Israel has committed an ethnic cleansing – her post wasn't removed, even after being reported. It should be mentioned that in this case the post received many comments. Obviously, FOA cannot know why this post wasn't removed, but FOA do wonder whether it has anything to do with the comments it had received.
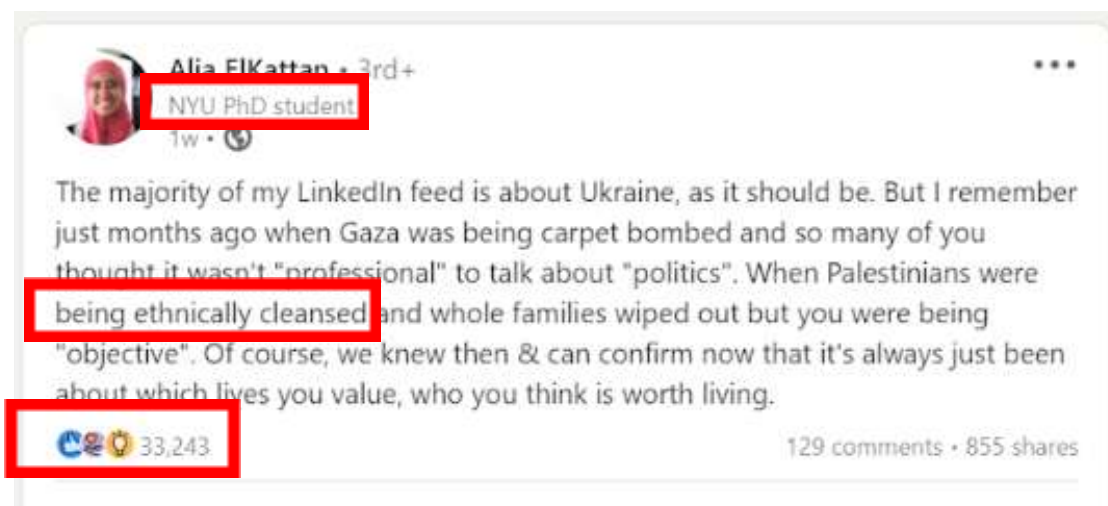
Example no. 3

A few <u>anti-Israel</u> posts that were not removed (including rare calls for explicit violence)
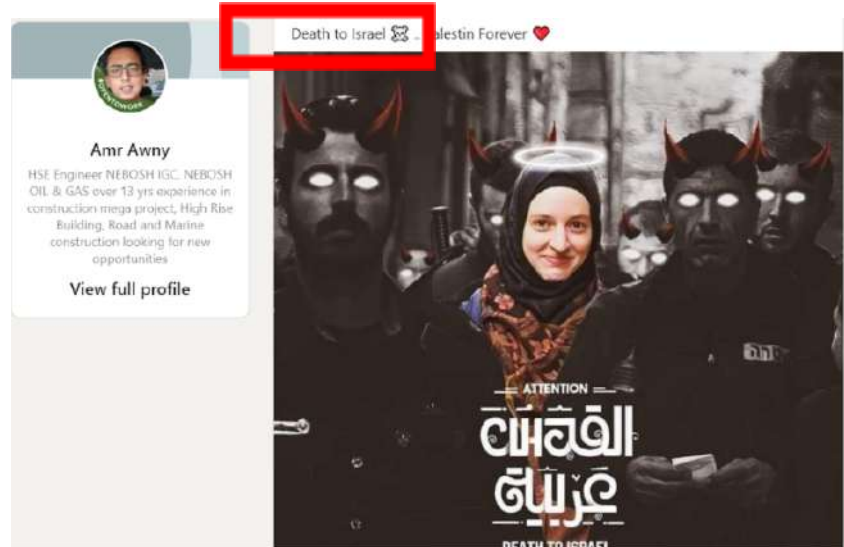
Nicholas Molodyko · 3rd+
Writer (Self-employed)
4d · 🌐

Your daily reminder that Covid is a Zionist foreign policy scam emanating from Israel.

Prof. Scott V. · 3rd+   + Follow   •••
International Public Figure, Human Rights Leader; Academic...
1yr · Edited · 🌐

Jews in the US, EU, and around the world protesting against the Zionist genocidal regime of Israel's unspeakable crimes, which are aided and abetted by the US and EU, and perpetrated against the native civilian population of Palestine.
https://bdsmovement.net/
#genocide #genocidegaza #Zionism #Israel #jews #protest #US #EU #israelicrimes #israeliterrorism #humanrights

erfan arab · 3rd+   + Follow   •••
Former Senior Presenter BBC ARABIC Radio
5d · Edited · 🌐

This is where American Zionist gangs are committing crimes against the Palestinians. Please share and expose these criminals in the peaceful means, especially those decent who respect humanity. #usacrimes #israelicrimes #racism #genocide #apatheid #atrocity

Zaid Ansari · 3rd+
Content Strategist
11mo · 🌐

#DEATHTOISRAEL! (To the terrorists oriented occupancy gang that's recognized as a state)

Helene S. · 3rd+
Political Analyst, Project Management, Writing on Middle East & Kashmir, Mark...
11mo · 🌐

When I post about the bombings on #Gaza and the bereaved families left behind, I am accused of instigating hate. The same happens if I outline the historical ethnic cleansing or even today's ditto. How is it even possible to not see that hate derives from denying Palestinians basic #HumanRights?

Isn't hate to march through #Jerusalem and scream "Death to Arabs" or "Burn their villages"?

Ansar Mahmood Jaspal (The Solicitor) · 3rd+   **+ Follow** · · ·
WIPO–USA Summer School on IP Joint venture of WIPO and...
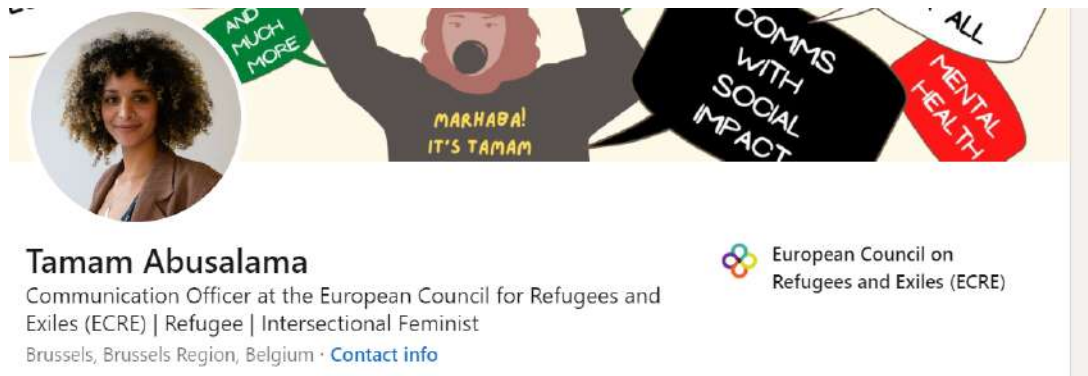11mo · Edited · 🌐

DO this WORLD Need the Great Adolf HITLER to tame Terrosit Zionists Terrorist ?
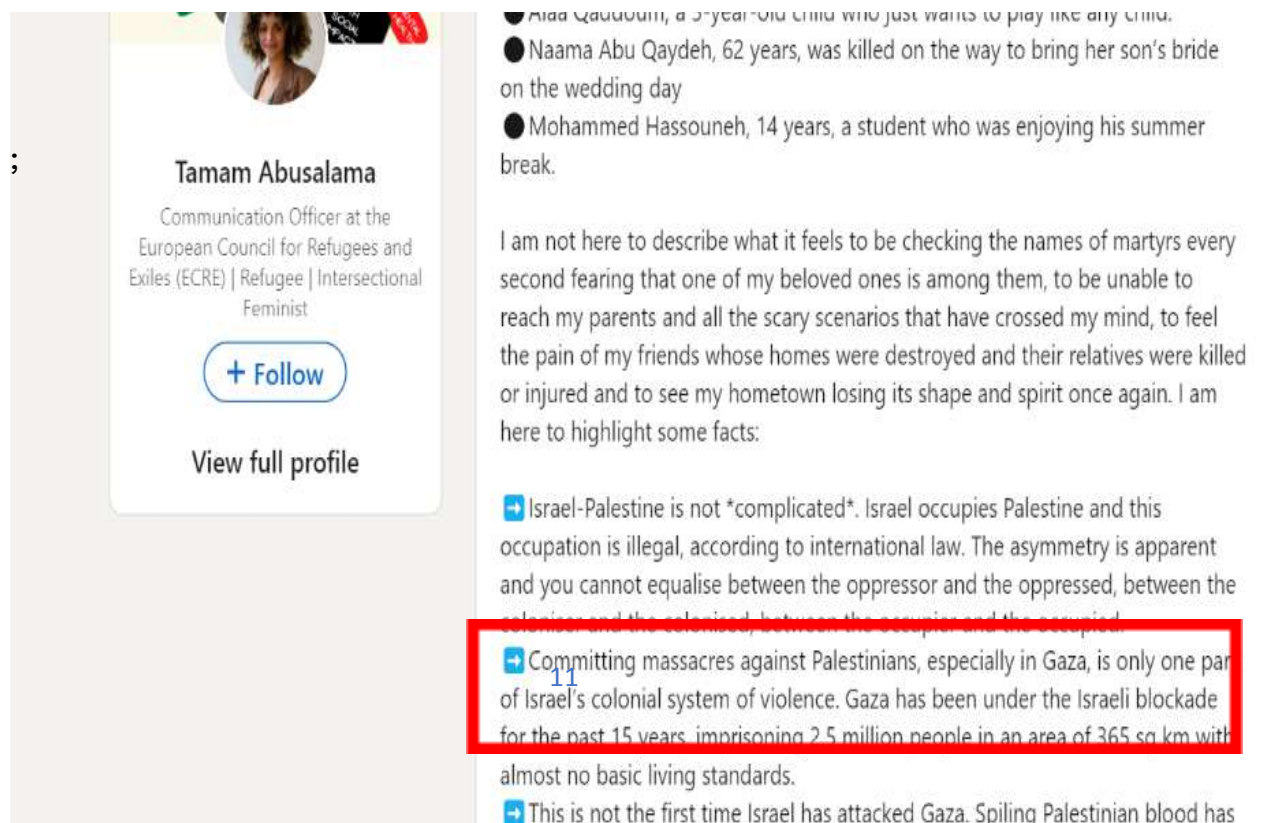
Appendix 2 –anti-Israel profiles

This appendix presents a few examples of people who posted anti-Israel content. These people are professional leaders with academic (highly recognized) degrees who apparently use their professional – academic credibility to promote anti-Israel content.

Profile no. 1

Communication Officer at the European Council for Refugees and Exiles (ECRE). She talks about personal issues and expresses her own opinion. However, as a spokesperson of a UN's organization (which deals with these issues), her message may be considered credible although it is based on false information.

Tamam Abusalama
Communication Officer at the European Council for Refugees and Exiles (ECRE) | Refugee | Intersectional Feminist
Brussels, Brussels Region, Belgium · Contact info

European Council on Refugees and Exiles (ECRE)

This is an example of a post in which she calls terrorists "martyrs" and claims that Israel is committing massacres against Palestinians in Gaza etc.

Alaa Qaddoum, a 5-year-old child who just wants to play like any child.
● Naama Abu Qaydeh, 62 years, was killed on the way to bring her son's bride on the wedding day
● Mohammed Hassouneh, 14 years, a student who was enjoying his summer break.

I am not here to describe what it feels to be checking the names of martyrs every second fearing that one of my beloved ones is among them, to be unable to reach my parents and all the scary scenarios that have crossed my mind, to feel the pain of my friends whose homes were destroyed and their relatives were killed or injured and to see my hometown losing its shape and spirit once again. I am here to highlight some facts:

➡ Israel-Palestine is not *complicated*. Israel occupies Palestine and this occupation is illegal, according to international law. The asymmetry is apparent and you cannot equalise between the oppressor and the oppressed, between the colonizer and the colonized, between the occupier and the occupied.

➡ Committing massacres against Palestinians, especially in Gaza, is only one part of Israel's colonial system of violence. Gaza has been under the Israeli blockade for the past 15 years, imprisoning 2.5 million people in an area of 365 sq km with almost no basic living standards.

➡ This is not the first time Israel has attacked Gaza. Spiling Palestinian blood has

Tamam Abusalama
Communication Officer at the European Council for Refugees and Exiles (ECRE) | Refugee | Intersectional Feminist

+ Follow

View full profile

11

Profile no. 2

A civil engineer who is employed by the Municipality of Leeds, England

Abrar Ahmad
Senior Engineer - Bridges Section at Leeds City Council
Wakefield, England, United Kingdom · Contact info

Leeds City Council
University of Leeds

shares posts about Israel with the hashtag #genocide.

Abrar Ahmad · 3rd+   + Follow   · · ·
Senior Engineer - Bridges Section at Leeds City Council
7mo · 🌐

#Genocide

Qamar Yousafzai · 3rd+   + Follow
7mo · 🌐

Israeli Serial Killing of Palestinians since 1948 until the Present Day #news
#solidarity #Gaza #SupportPalestine #Crimes #HumanRights #muslim #BDS
#FreePalestine #BoycottIsrael #Jerusalem #Savepalestine #Apartheid
#humanity #savepalestine #freepalestine

Profile no. 3

This person held (and still holds) highly executive positions in some of the largest companies in the world.

"The best of people are t
bring *most benefit* to t

Uzma Sattar
Nurtures talented, passionate, driven individuals & teams to deliver the undeliverable!

                                                                    luals & teams to deliver

Head of Digital Services Airtel Africa
Ericsson · Contract
Sep 2021 - Feb 2022 · 6 mos
Nairobi, Kenya

Executive Director - Software & Services Digital Transformation Programmes
Motorola Solutions
Nov 2018 - Aug 2021 · 2 yrs 10 mos
London, United Kingdom

Leading programme teams to deliver world-class, innovative mission-critical digital solutions and support services, enabled by emerging technologies.

Customer Success Director - Modern Workplace/ Cloud
Microsoft
Feb 2017 - Nov 2018 · 1 yr 10 mos
London, United Kingdom

Lead a team of Customer Success Managers who partner with top tier Enterprise Clients to drive Corporate Transformation using the full Microsoft/ Cloud suite, empowering our clients to achieve their strat ...see more

Programme Director - Tech Consulting Leader
PwC UK

She claims that Israel is committing an ethnic cleansing in Gaza. This post received 589 comments and 104 shares. It is possible that some of the people who commented on this post or shared it were subordinated to this manager and therefore shared her post out of respect to her.

Profile no. 4

A civil engineer with an MBA degree from Boston University, who worked as a CEO in a consulting firm

posts anti-Israel content in which he calls Zionists terrorists.

Profile no. 5

An accountant from Chicago, a partner in an accounting firm, who holds an MBA degree
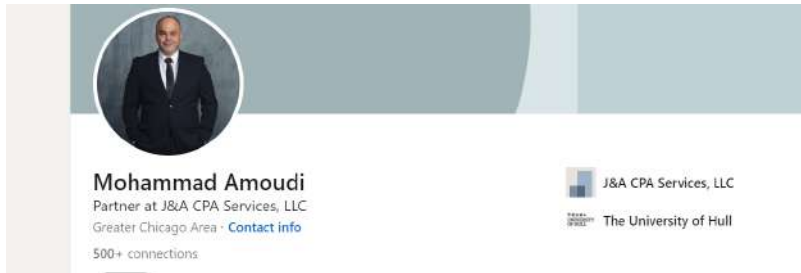
posts a considerable amount of <u>anti-Israel</u> content, for example he calls the former Israeli prime minister a murderer.