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ANTISEMITISM

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# ANTISEMITIC CONTENT ON THE UPSCROLLED APP

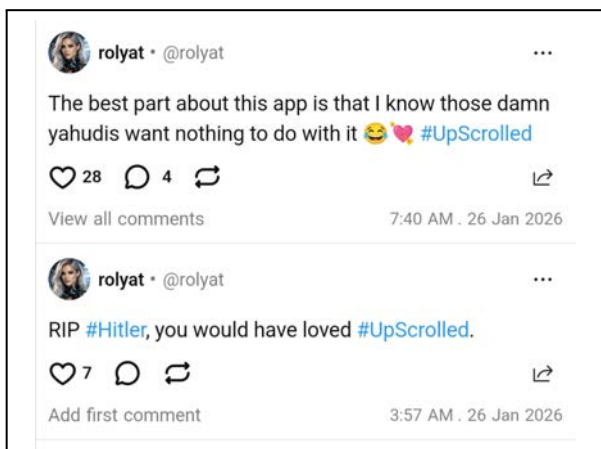
January 29, 2026

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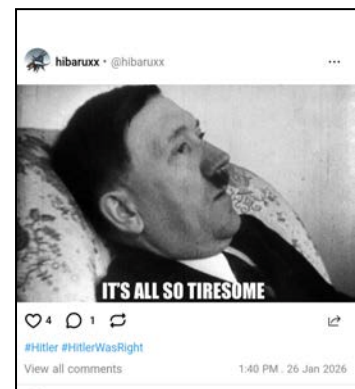
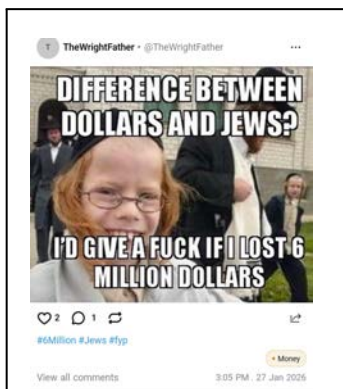
## Overview and Context

UpScrolled is a social networking application founded and released in June 2025 by Issam Hijazi, a Palestinian Jordanian Australian technologist. The platform was established with the stated goal of offering a space for free expression without algorithmic shadowbanning or corporate agendas. While the app remained relatively low profile throughout most of 2025, it has recently experienced a sharp surge in activity and downloads. This growth follows ownership changes at TikTok and updated moderation policies that include stricter enforcement against hate speech, specifically regarding the term Zionist when used in negative contexts.



## Content Analysis

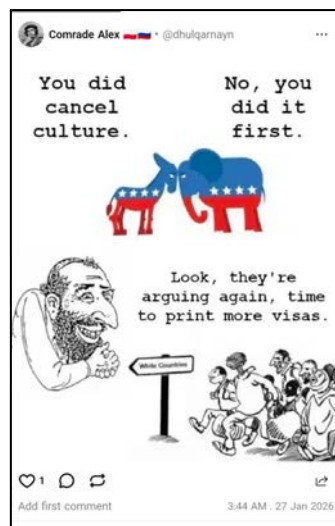
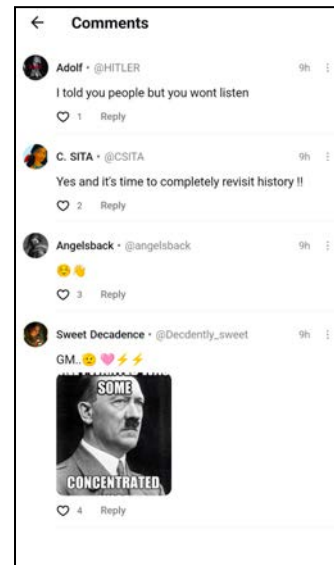
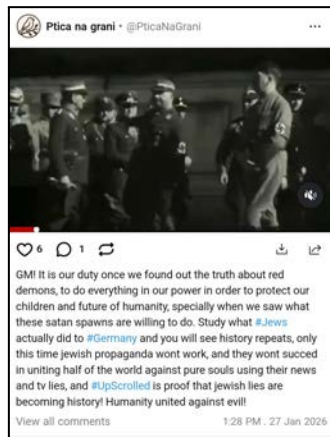
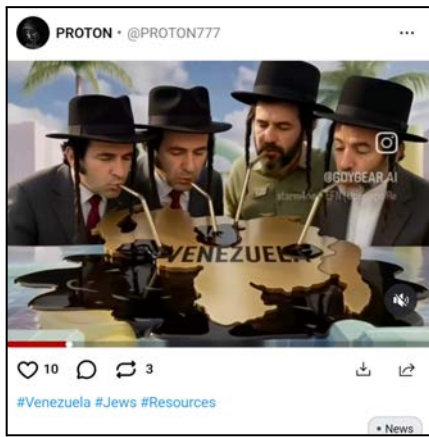
The UpScrolled app was immediately flooded with extreme antisemitic content, including imagery of Adolf Hitler and posts promoting harmful conspiratorial claims about Jewish people. Monitoring efforts have identified dozens of accounts and posts dedicated to spreading this rhetoric. The app is currently available on both the Apple App Store and the Google Play Store in most countries where these services operate.





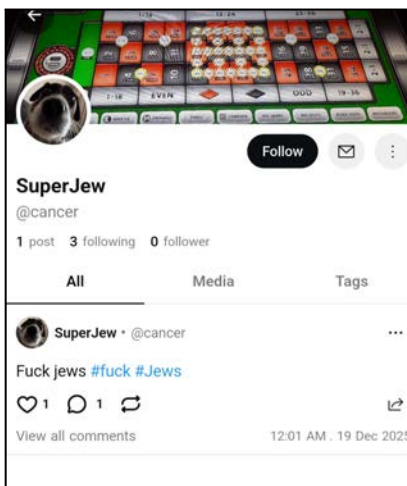
## User Base and Scope

As of January 27, the app reached 140,000 total downloads, with 75,000 of those originating from the United States. Notably, 41,000 installs occurred within the last three days alone. While official active user numbers have not been published, making it difficult to determine the exact number of individuals currently engaging with the platform, the rapid rate of installation is a cause for concern. Currently, there is insufficient data to determine the precise percentage of the user base engaging in antisemitic activity.



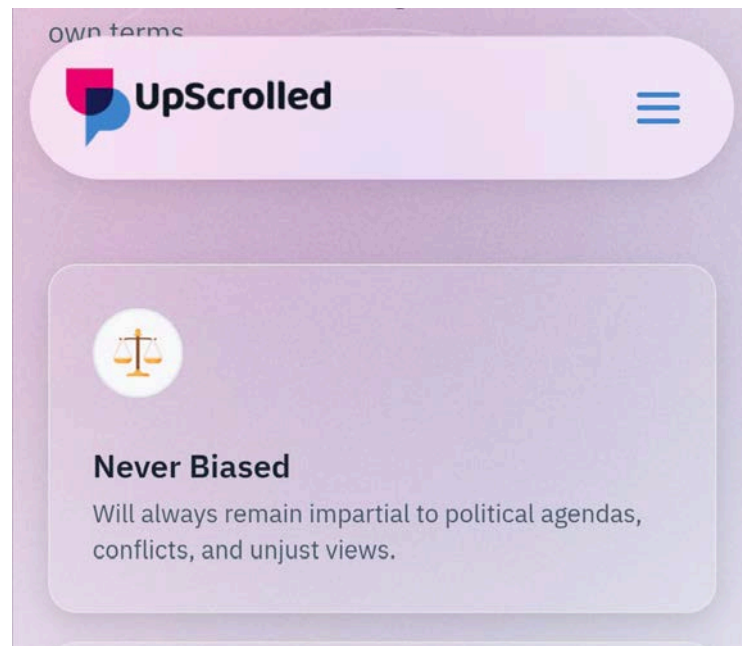
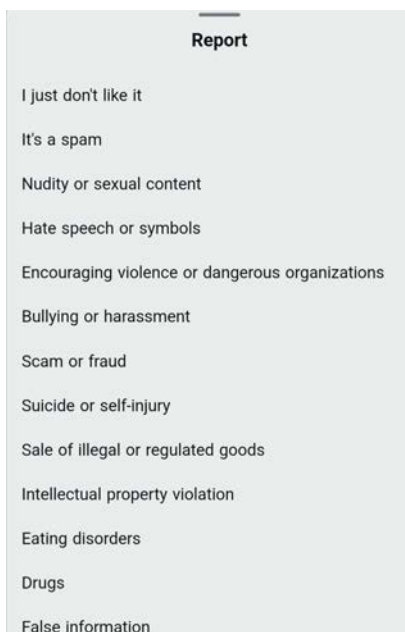
## Media Coverage

Most news publications regarding UpScrolled focus primarily on its rapid growth and the migration of users from other platforms. These reports often mention the platform's moderation policies and community guidelines against hate speech but fail to address the reality of the hateful antisemitic content already spreading across the network. A notable exception is an article by Cybernews, which reported that a search for the hashtag Jews revealed calls for violence, Nazi era caricatures, and outright Holocaust denial within seconds. Furthermore, journalist KJ Sutton noted on Threads that her feed was packed with antisemitic content upon joining, though her post was later removed.



## Platform Functionality and Reporting

The app includes a reporting feature with an option to flag hate speech. The platform maintains a public stance that it will remain impartial to political agendas. However, the lack of previous historical references or past statements from major tech companies like Google regarding this platform suggests it is a relatively new challenge for digital safety advocates.

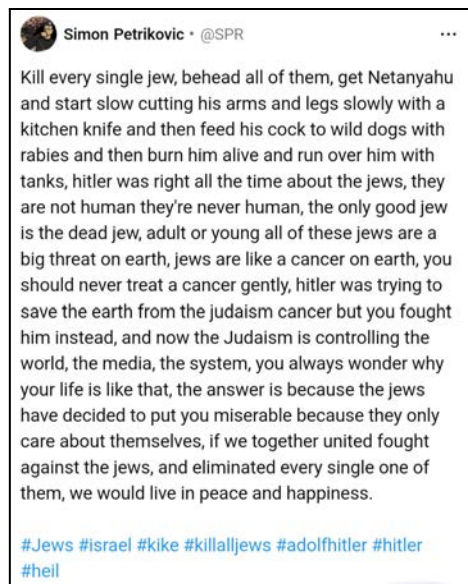




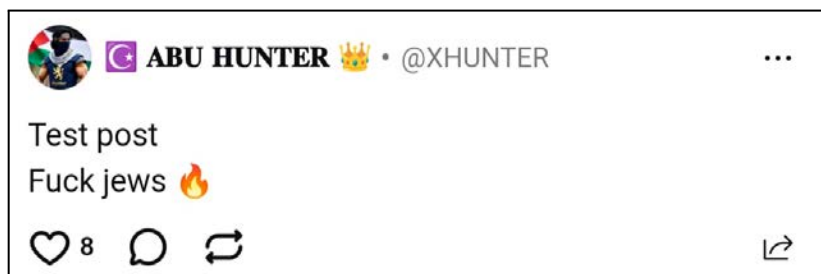
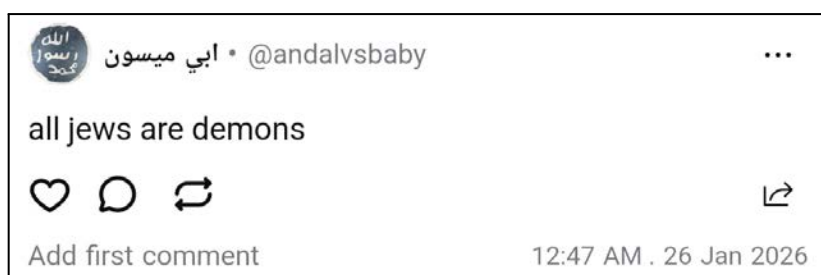
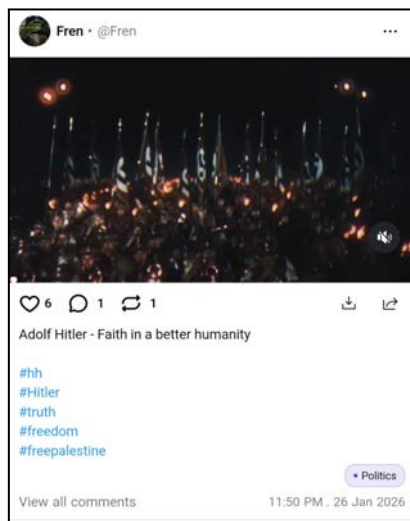
## Policy Compliance

UpScrolled's own community guidelines state that hateful, violent, and harassing content is prohibited and that users should report violations for moderator review. In reality, this enforcement is currently non-existent. UpScrolled hosts and facilitates user posts that advocate for violence against Jewish people, feature Nazi imagery, and offer praise for Adolf Hitler in a celebratory context. By allowing this hateful and discriminatory language to persist, the platform is in direct violation of the safety and moderation policies established by both Google and Apple.

The app specifically violates the Google Developer Program Policy regarding hate speech. Google does not allow applications that promote violence or incite hatred against individuals or groups based on race, ethnic origin, religion, or nationality. Furthermore, the platform fails to adhere to the Apple App Store Review Guidelines regarding objectionable content. According to these guidelines, applications should not include offensive, insensitive, or defamatory content, particularly commentary regarding religion or national and ethnic origin. Because Apple also strictly prohibits content that encourages violence, the unchecked rhetoric on UpScrolled represents a significant breach of their developer agreement.







## Conclusion

There is a documented and severe discrepancy between the stated community guidelines of UpScrolled and its actual moderation practices, which suggests that the platform is currently unable or unwilling to curb the spread of hate speech. The evidence confirms that the app has become a digital sanctuary for extreme antisemitic content that would be immediately removed from other mainstream platforms. Consequently, there is a solid foundation for a formal report to major app stores, as the platform clearly violates the fundamental safety policies required for distribution. The rapid influx of users to an unmoderated environment of this nature creates an urgent need for intervention by service providers to prevent the further normalization of violent antisemitic rhetoric.