

## Intel, Vox Media, Re/code and Lady Gaga's Born This Way Foundation to Hack Online Harassment

### Partners Announce Initiative at CES; Invite Tech Industry to Collective Action

Jan. 7, 2016 — Intel CEO Brian Krzanich, Vox Media Chairman and CEO Jim Bankoff, Re/code Executive Editor Kara Swisher, and Born This Way Foundation Co-Founder and President Cynthia Germanotta announced Hack Harassment (#hackharassment) – a new collaborative initiative to fight online harassment and provide safer, more inclusive online experiences.

During a news conference at the International Consumer Electronics Show, Krzanich, Bankoff and Swisher, and Germanotta invited the technology industry, media industry, nonprofit organizations, academia, influencers and thought leaders, and members of online communities who care about inclusion and reducing online harassment to join Hack Harassment.

### Hack Harassment Campaign

Hack Harassment is a coalition of the determined – a collaborative campaign to fight online harassment. No single company can alone effect the change needed to reduce online harassment.

- **Collaboration:** Together, we (Intel, Vox Media, Re/code and Born This Way Foundation) are inviting the technology industry, media industry, nonprofit organizations, academia, influencers and thought leaders, and members of online communities who care about inclusion and fighting online harassment to work collaboratively with us.
- **Hackathons:** As a first step, Hack Harassment will sponsor a series of hackathons this year. These hackathons will be online and in-person design sessions, bringing together participants from the technology industry, media industry, nonprofit organizations, academia, influencers and thought leaders, and members of online communities.
  - The hackathons will be participatory in design, outcome-driven and community-led. The goal is not just one of awareness but also to increase accountability, advance technology solutions and effect positive change. Together we will build a safer, more inclusive online experience for everyone.
- **Code Conference:** Intel, Vox Media, Re/code and Born This Way Foundation plan to share findings, recommendations and progress from Hack Harassment at Re/code's annual Code Conference, taking place May 31-June 2.

### Online Harassment Data

Online harassment threatens the future of our smart and connected world. Online harassment is widespread, has real-life personal and emotional repercussions, and is underreported. The severity and viciousness of some forms of online harassment, particularly against young women, require urgent collective action from the technology industry.

**Intel, Vox Media, Re/code and Born This Way Foundation Data** (Source: Intel Technology Industry Survey, 2015)

- Eighty-four percent of technology professionals believe there is real-life risk and emotional impact for the person being harassed online—most commonly a damaging impact on the victim's reputation (75 percent) and the potential to influence self-harm (66 percent).

- More than 6 in 10 technology professionals think that the tech industry is not doing enough to prevent online harassment.
- More than 8 in 10 technology professionals agree that the tech industry needs to do more to prevent online harassment.
- More than 80% of tech professionals agree taking actions to prevent online harassment could be effective.
- In terms of possible deterrents and solutions, 75 percent of technology professionals believe a universal code of online conduct would help curb harassment, 51 percent believe that blocking IP addresses of known harassers would be very effective, and 47 percent believe building more tools into sites to allow users to block or report content would be very effective.

**Pew Research Data** (Source: Pew Research Center, 2014, "Online Harassment")

- 73 percent of adult Internet users have seen someone be harassed in some way online, and 40 percent have personally experienced it.
- 65 percent of young Internet users, those ages 18-29, have been the target of online harassment.
- 16 percent of adult Internet users said their most recent incident of online harassment occurred in online gaming.
- Women, particularly young women ages 18-24, are more likely than their male counterparts, to experience stalking (26 percent vs. 7 percent) and sexual harassment (25 percent vs. 13 percent).
- Some 51 percent of African-American Internet users and 54 percent of Hispanic Internet users said they had experienced online harassment, compared with 34 percent of white Internet users.
- 18 percent of Internet users who have experienced more severe experiences of harassment, such as being the target of physical threats, harassment over a sustained period of time, stalking and sexual harassment.
- 15 percent of Internet users who have experienced online harassment said it impacted their reputation.
- 60 percent of Internet users decided to ignore their most recent incident.
- 5 percent of Internet users reported the problem to law enforcement.

**Rad Campaign, Lincoln Park Strategies and Craig Newmark Data** (Source: Rad Campaign, Lincoln Park Strategies, Craig Newmark, 2014, "The Rise of Online Harassment")

- 72 percent of those bullied, harassed or threatened online under the age of 35 knew their harasser.
- Of adults who reported being harassed, 57 percent are women and 43 percent are men.
- Harassment occurs all over the web: 62 percent of reported harassment occurred on Facebook\*, 24 percent occurred on Twitter\* and 20 percent occurred on email.
- People are harassed in different ways – online harassment comes in all forms: 44 percent of harassment was sexual, 28 percent of harassment attacked professional character/ability, 23 percent of harassment was racial.
- After a victim files an online harassment report, the social network shut down the offending account 61 percent of the time, and law enforcement tried to track down the offender 44 percent of the time.
- 38 percent of people who were personally harassed said it hurt their self-esteem; 29 percent said it made them scared for their lives.

- 62 percent of people think that online harassment laws are not strong enough or are nonexistent.

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