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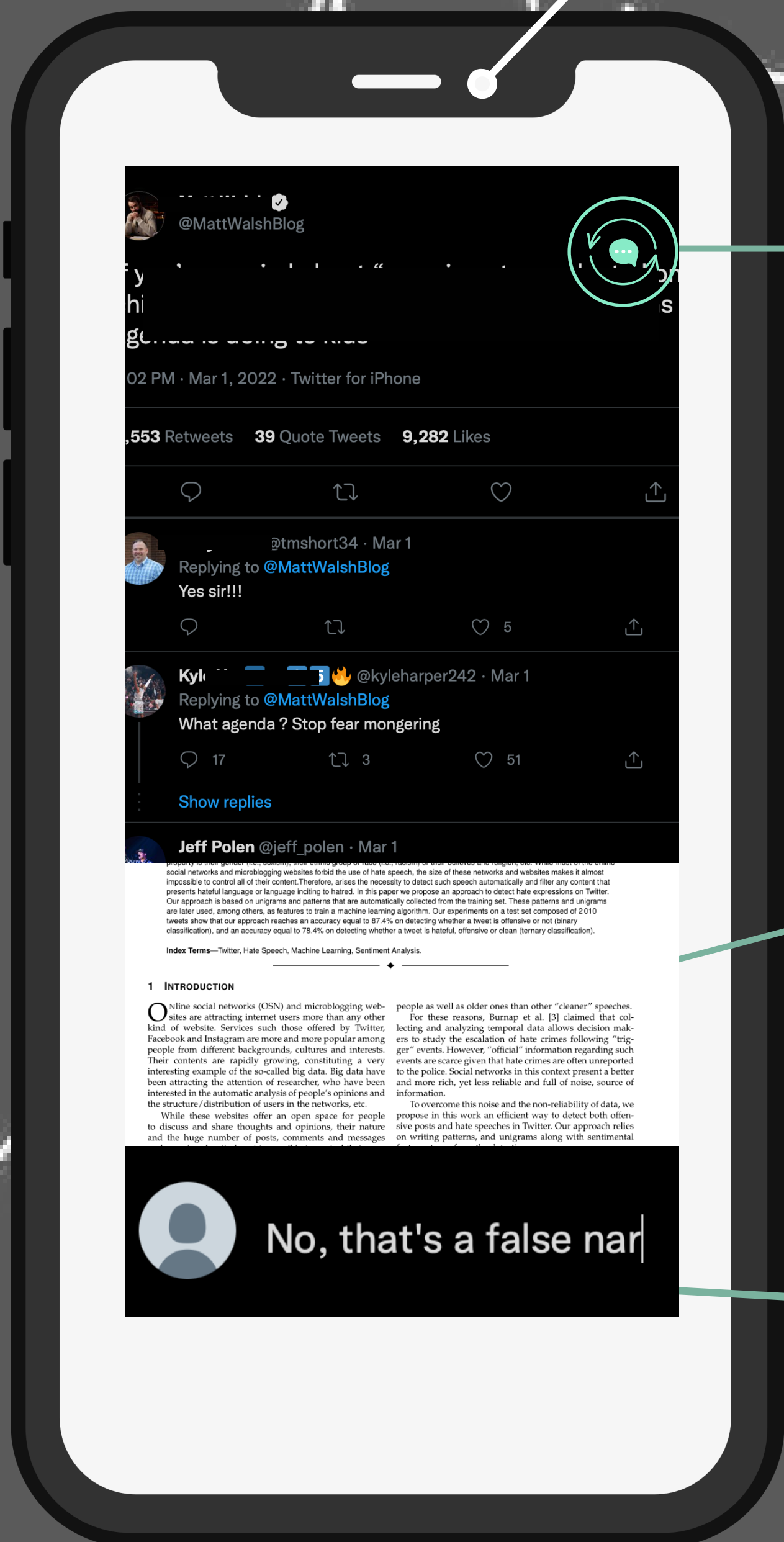
# CALMBACK

INFORM  ILLUMINATE

EASY-TO-USE PLUGIN  
ONE TAP AWAY

VERIFIED INFORMATION  
FOR COUNTERACTING HATEFUL  
SPEECH

CREATE MEANINGFUL  
INFORMATIVE RESPONSES



### WHAT IS CALMBACK?

Calmback is an easy-to-access, *informative* plugin to guide users on creating counterspeech responses, specifically towards hateful rhetoric targeted at marginalized communities.

### WHAT IS COUNTERSPEECH?

According to Harvard Professor Susan Benesch, *counterspeech* is any "direct response to hateful speech" by using *information*, deradicalization, and a *peaceful resolution* of conflict.

### WHO IS IT FOR?

Calmback is designed for users interested in *countering* xenophobic rhetoric, minimizing the harm of hate speech towards marginalized communities, and supporting members of targeted communities that wish to share their *stories* and *experiences*.

### WHAT DO WE WANT FOR OUR USERS?

Calmback encourages its users to approach topical issues with *open minds*, and to feel *articulate*, confident, and *comfortable* through creating counterspeech responses.

### HOW DOES IT HELP US FLOURISH?

Our world today is marked by how quickly we can communicate to people all over the globe, and how words on social media can shape so much of our social and cultural values.

Calmback was developed as a conduit for calm, *illuminative discourse*, to spread *empathy* and *compassion* in place of hatred and fear. It *flourishes* as a pointer towards the sense of *community and connection*, a reevaluation of our *ethics* and *virtues*, and how we can constantly *improve* our community through others, and through ourselves.



## HOW TO USE CALMBACK

1 - Install the Calmback plugin in your browser. Find it in Google or Safari extensions, or download for free from the app store. Calmback is compatible on Windows, mac OS, IOS, and Android devices.

2 - Calmback is most effective on mainstream social media sites with high amounts of traffic from different communities. Activate Calmback by tapping or clicking on the icon!

3 - Our algorithm is designed by a committee of individuals well-versed in rhetoric studies in xenophobic speech, prevention of algorithm bias, cyberspeech, digital history, and research in anti-prejudice advocacy and academia.

4 - Calmback's algorithm analyzes a selected post/reply for hate speech, and if found, pulls up relevant information on refuting possible problematic content. Calmback's databases are sourced from academic journals, relevant news and legal policies, prominent advocacy initiatives, and anecdotes from perspectives of targeted communities.

5 - If the post isn't analyzed as hate speech, you can still use the "Search" icon in Calmback to find information on a problematic post.

6 - Calmback offers advice and suggestions on constructing informative counterspeech responses. Hate speech often follows certain rhetoric and logic patterns, and Calmback utilizes diverse, verified information sources to counteract such speech without escalating it further.

7 - Here at Calmback, we understand the importance of new perspectives to topical issues, and we always welcome feedback, anecdotes, and research to improve our design better. Calmback uses information and empathy to counteract hate speech, one step at a time.

