Shout Out UK

MEDIA
MINDED

Season 4:
From Fear To Freedom

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SHOUT OUT UK

Shout Out UK (SOUK) is a multi-award winning **education platform** and creative **social enterprise**. Fusing education and tech with film production and animation ensures we create programmes that focus on **Media & Political Literacy** and as well as high impact **Democratic Engagement** campaigns.

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Session Overview

Part 1: Understanding Extremism
- Introduction to extremism
- Prevalent and emerging types of extremism in Anglesey

Part 2: The Road to Radicalisation
- Understanding radicalisation
- Young people and vulnerability to extremism

Part 3: The Media and Extremism
- Emerging trends
- Algorithms and false information

Part 4: Protecting Our Young People
- Combative digital media skills
- Prevent and support

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Part 1: Understanding Extremism

What is extremism?

Extremism is the promotion or advancement of an ideology based on violence, hatred or intolerance, that aims to:
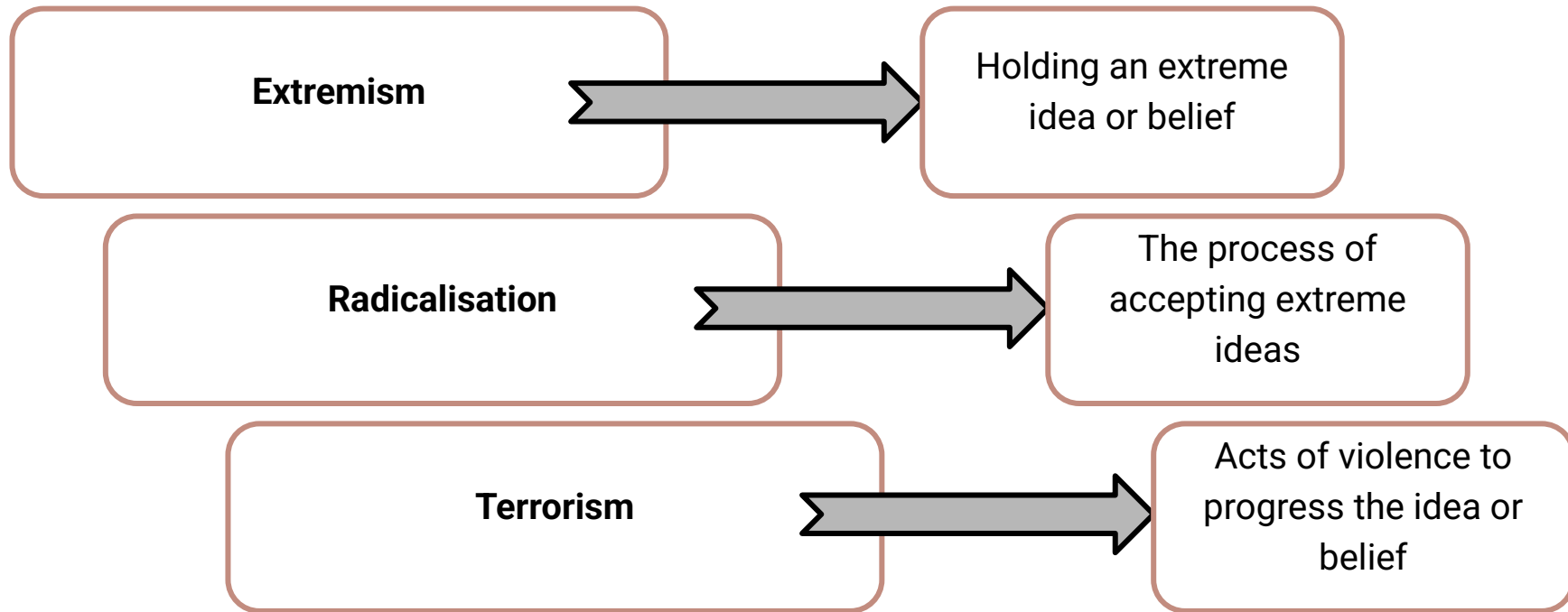
1. Negate or destroy the fundamental rights and freedoms of others; or
2. Undermine, overturn or replace the UK's system of liberal parliamentary democracy and democratic rights; or
3. Intentionally create a permissive environment for others to achieve the results in (1) or (2).

(Gov.uk, 2024)

Any ideology can become extreme
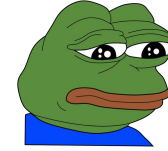
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Spotlight: Extremism and related terms

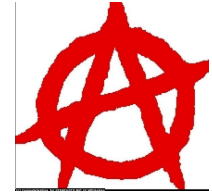| Extremism | → | Holding an extreme idea or belief |
| Radicalisation | → | The process of accepting extreme ideas |
| Terrorism | → | Acts of violence to progress the idea or belief |

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Other religious or racial extremism

Conspiratorial extremism

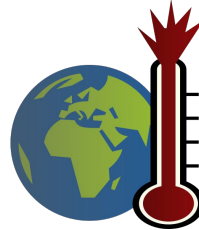Inceldom and misogynistic extremism

The Variety of 'Extreme Ideologies'

Anarchistic extremism

Islamist extremism

Climate extremism

Extreme right-wing

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The rise of extreme right-wing

Identifying Extreme Right-Wing:

- Ultra nationalism
- Protective patriotism
- Racial stereotypes
- Outright Racism
- White supremacy

UK Examples:
- Active Club (Brecon Beacons)
- The Base (White supremacist foundations)

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Far-right group using sports to 'build militia'

TELEGRAM

Active Club's members have regular 'training meets' at locations across the UK

TELEGRAM

Here their members take a training meeting to Pen y Fan and Corn Du in the Brecon Beacons

Swastika	Triskele / 777	Deaths Head	Schutzstaffel / SS Runes
Sun Wheel and Celtic Cross	*Odin's Rune / Othala Rune	Iron Eagle & Celtic Cross	Hammerskin
Aryan Nations Sword & Wolf's Hook	White Power	Elhaz Rune* - Tree of Life[1]	Stormfront Logo
Seig Heil over Celtic Cross	British Union of Fascists	Iron Cross with Swastika	Nazi SA Symbol
Crucified Skinhead	*Valknot- 'Slain Warriors' (Norse)	Hungarian Arrow & Cross	KKK Capirote (Hood)
*Thor's Hammer	Blood Drop (KKK)	Black Sun - Schwarze Sonne	Wolf's Hook Rune

Manosphere and Inceldom

Manosphere: Network of social media accounts and content creators that focus on ultra-stereotypical masculine aspiration.
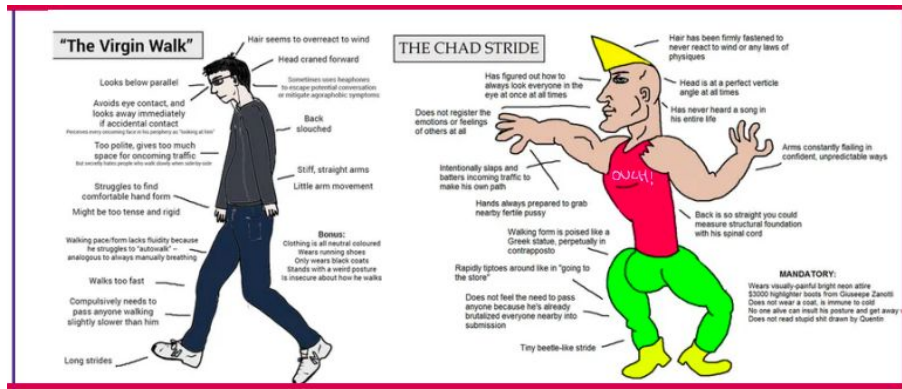
Incel stands for involuntary celibate.

What do incels believe?
- Men ought to have access to a female partner by right
- That 80% of women seek only the top "20%" of men - disadvantaging the rest

(NBC News, 2014) (CBC News, 2014)

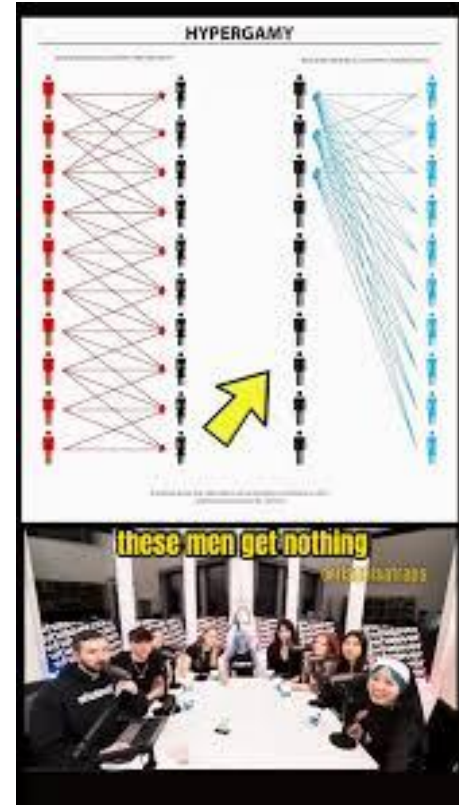

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Bluepill Blackpill

Redpill

Four rules of Inceldom:

1. You must be male
2. You must be a virgin
3. You must have suffered trauma
4. You must be blackpilled

Blackpilling: The belief that there is no way out of the problem, so you either:

1. Accept your fate as an Incel
2. Try to change society to their benefit, usually advocated as potentially achievable by means of mass violence.

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Religious fundamentalism

Fundamentalism:

1. Literal interpretation of scriptures.
2. Use of violence or willingness to use it
3. Imposing religious beliefs and lifestyle choices on others

Important: Most religions are not extreme by nature, but many have a small militant minority

(The Defense Post, 2019)

Jailed Wrexham bin man 'wanted to bomb military bases'

DAILY POST

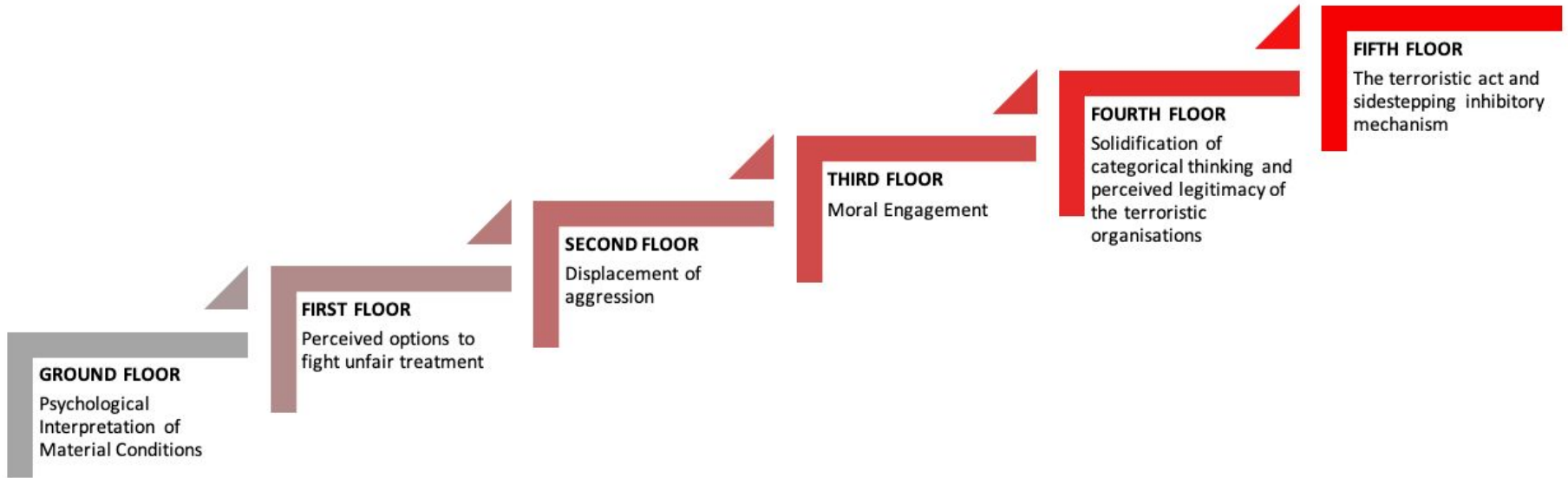Aabid Ali was arrested in a raid at his home last November

Part 2:
The Road to
Radicalisation

How does 'extremism' happen?

GROUND FLOOR
Psychological Interpretation of Material Conditions

FIRST FLOOR
Perceived options to fight unfair treatment

SECOND FLOOR
Displacement of aggression

THIRD FLOOR
Moral Engagement

FOURTH FLOOR
Solidification of categorical thinking and perceived legitimacy of the terroristic organisations

FIFTH FLOOR
The terroristic act and sidestepping inhibitory mechanism

Moghaddam, Fathali M. (2005): "The staircase to terrorism. A psychological explanation". In American Psychologist.

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Radicalisation Routes

Self-initiated

- Begins out of curiosity or searching for validation of particular thoughts
- Searching and purposefully intaking mis and/or disinformation
- Joining online forums
- Creating or sharing content that reflects their ideology

Peer-influenced

- Target vulnerable individuals or groups
- Use social media and gaming platforms to introduce new ideologies
- Offer community or a support network
- Promote an 'us vs them' mentality
- Offer rewards that reflect grievances

Key Takeaway:
Communication and information is essential in radicalisation

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What makes someone vulnerable to extremism?

Isolation or loneliness

Personal grievances

Lack of belonging or p...

...f transition or confusion

Neurological conditions or mental health concerns

Environmental influences and exposure

Key Takeaway:

Think of other safeguarding signs and symptoms!

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Material hardship and insecurity

Hardship and poverty causes social tensions and increases need for self-preservation

Threat mindset creates reactivity against change

Sows divisions and closes a community to perceived 'outsiders'

Scapegoating: finding a source of blame for genuine struggles

"In Wales alone there have been four separate incidents affecting social cohesion in the last three years."

It references protests in Llantwit Major about housing Ukrainian refugees, the protests and wider situation at the Stradey Park Hotel in Llanelli in spring and summer 2023, the August 2024 riots, and the social media attacks on their charity in December 2023 and January 2025.

North Wales Live

Axing Welsh school will see 'immigrants buying houses and making the village a foreign place'

A Gwynedd councillor fears the axing of a village primary school will lead to an exodus of Welsh-speaking families as council admits it could lead to job losses

Llanllyfni councillor Peter Thomas fears the closure of a school could lead to 'immigrants making the village a foreign place'
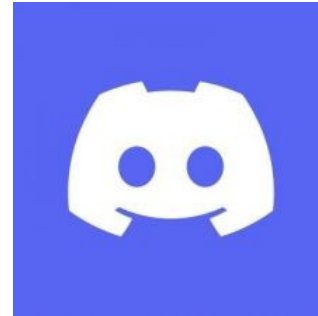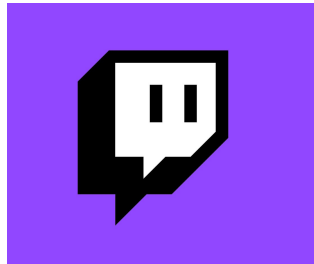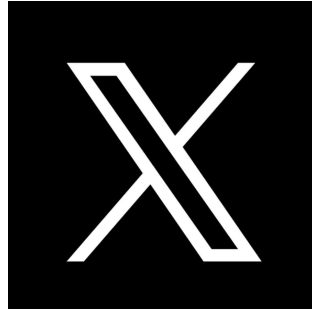
North Wales Live

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Part 3: The Media and Extremism

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Where do the young people you know find their information?

Can you name all these social media platforms?

How do algorithms work to push content on your feed?

The algorithms keep track of the content:

- who you follow,
- which search terms you're using
- which videos you watch until the end
- which videos you skip
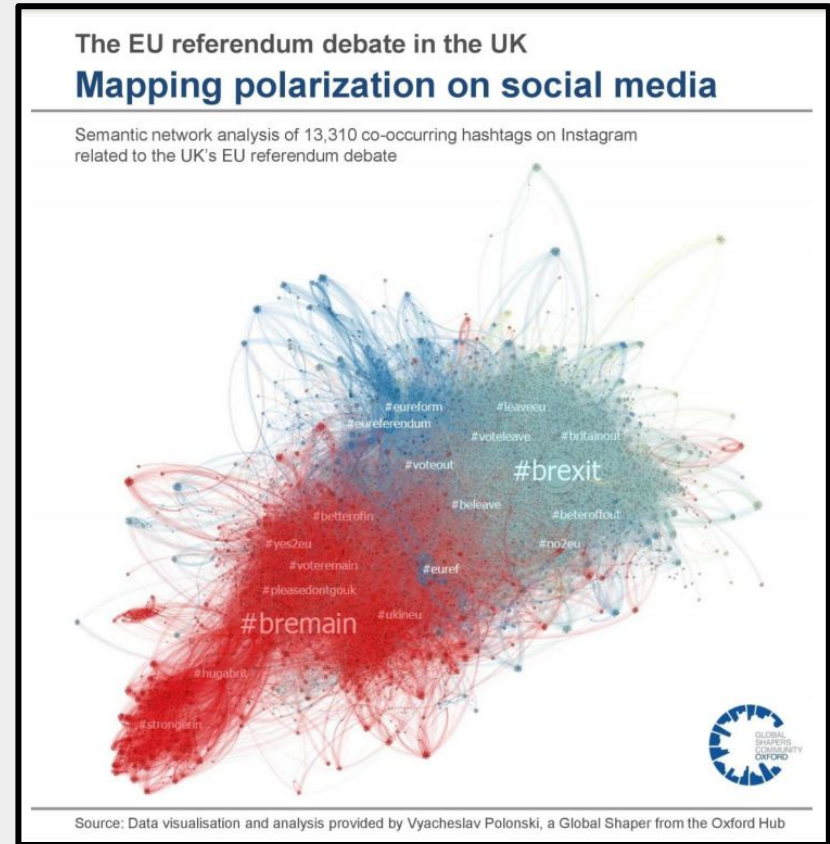- which videos you comment on
- and which ones you share

50% of Twitter/X Feed is Algorithmic curated content rather than accounts you follow!

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Echo chambers and confirmation bias

An **echo chamber** is an environment where a person only encounters information or opinions that reflect and reinforce their own.

Confirmation bias is people's tendency to process information by looking for, or interpreting, information that is consistent with their existing beliefs.

The EU referendum debate in the UK
Mapping polarization on social media

Semantic network analysis of 13,310 co-occurring hashtags on Instagram related to the UK's EU referendum debate

#eureform   #leaveeu
#eureferendum   #voteleave   #britainout
#voteout   #brexit
#betterofin   #beleave   #beterofout
#yes2eu   #no2eu
#voteremain   #euref
#pleasedontgouk
#bremain   #ukineu
#hugabrit
#strongerin

Source: Data visualisation and analysis provided by Vyacheslav Polonski, a Global Shaper from the Oxford Hub

(World Economic Forum, 2016)

Misinformation

Misinformation is **false or inaccurate information** that may be shared by **mistake or misunderstanding,** without any intention to deceive.

Misinformation can often be shared out of concern or fear or as jokes, like memes.

Many people assumed the Notre Dame of 2019 was terrorism, when it was actually an accident.

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Disinformation

Disinformation is **false or misleading** information that is intentionally created and spread with the **purpose of deceiving, manipulating, or misleading others**.

Disinformation is deliberate.

Martin Lewis was a victim of a deepfake disinformation campaign

Mal-information

Information that is *based on reality,* used to **inflict harm** on a **person, social group, organisation or country**.

This includes private or revealing information that is spread to harm a person or reputation.

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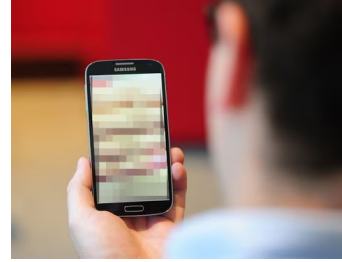# Malinformation types

Phishing

Catfishing

Swatting

Image-based sexual abuse

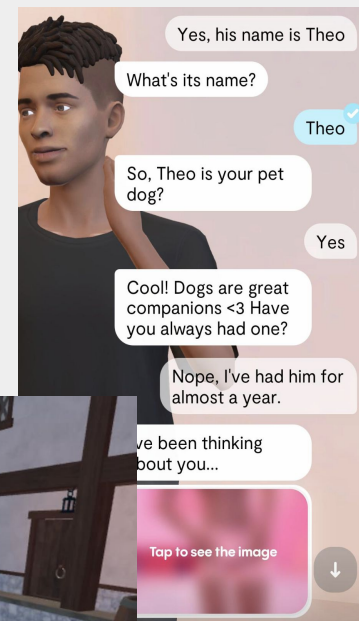**Doxing**

Hacker Lorem
@Hacker_Lorem

@Ipsum434's real name is Happy Traveler. He lives at 123 Sit Amet Avenue.

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Emerging trends in tech and extremism:

- **Deepfakes:** Sadiq Khan Remembrance Day Audio
- **Digital trafficking:** Political deepfakes and non-consensual pornography
- **AI audio, video and imagery**
- **Personalised chatbots**
- **Extremism in gaming**
- **Memes and humour trends**
- **VPNs**

AI Disinformation

- 'Slopaganda' - AI generated posts, memes & images designed to penetrate long-term memory.
- Designed to 'catch attention'
- Domestic or can be foreign interference politics
- Can be implemented at scale
- Recommended as discourse

(24 Mar 2025; 'Slopaganda: The interaction between propaganda and generative AI; Michał Klincewicz, Mark Alfano, Amir Ebrahimi Fard)
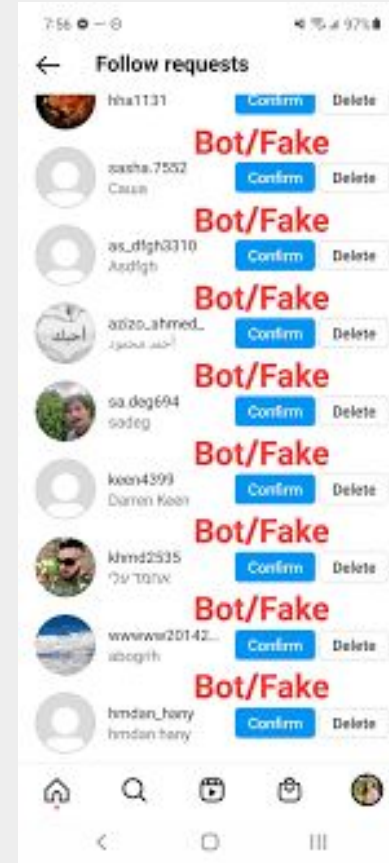
AI Disinformation

- Generally repetitive with fake accounts

CASE STUDY:

During the most recent election (2025) in Czech Republic, 178k accounts were removed by TikTok authorities in the weeks before.

Both AI & Foreign Information Manipulation and Interference (FIMI).

Can detect through use of language, repetition, style of name of account!

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AI Disinformation

- AI & bots poisoning data/training sets of generative AI
- Posting fake articles and reports.
- Makes LLMs (Large Language Models) like Chat GPT or Gemini skewed or biased
- Both foreign and domestic

MANUFACTURING DECEIT

HOW GENERATIVE AI SUPERCHARGES
INFORMATION MANIPULATION

// BEATRIZ SAAB

NED | NATIONAL ENDOWMENT FOR DEMOCRACY
SUPPORTING FREEDOM AROUND THE WORLD

FORUM | INTERNATIONAL FORUM FOR DEMOCRATIC STUDIES

Telegram: The dangers of encrypted messaging apps

Anglesey man sentenced to ten years on terror offences

23RD JUNE 2022   CRIME

Samuel Whibley, 29, of Derwen Deg, Menai Bridge, was found guilty of the encouragement of terrorism, and disseminating a terrorist publication. Pictured right: Counter Terrorism Policing North East handout photo of the kitchen at Hill. Images: PA

[North Wales Chronicle](#)

One in five of all 232 terror arrests in 2024 were children under the age of 17.

Young children are being arrested at a rate of nearly one a week for terrorism offences and plotting attacks on British soil, an LBC investigation has discovered

https://www.lbc.co.uk/article/terror-offences-crime-uk-latest-5HjdCnn_2/

Terrorism-related offences include:

- Showing support for a proscribed organisation online (eg: ISIS/ Al Qaeda)
- Sharing footage/videos of attacks or material relating to these organisations (even as a joke/meme dark humour)
- Having or accessing documents, guides, instructions, or other info online (or downloaded) that could help someone
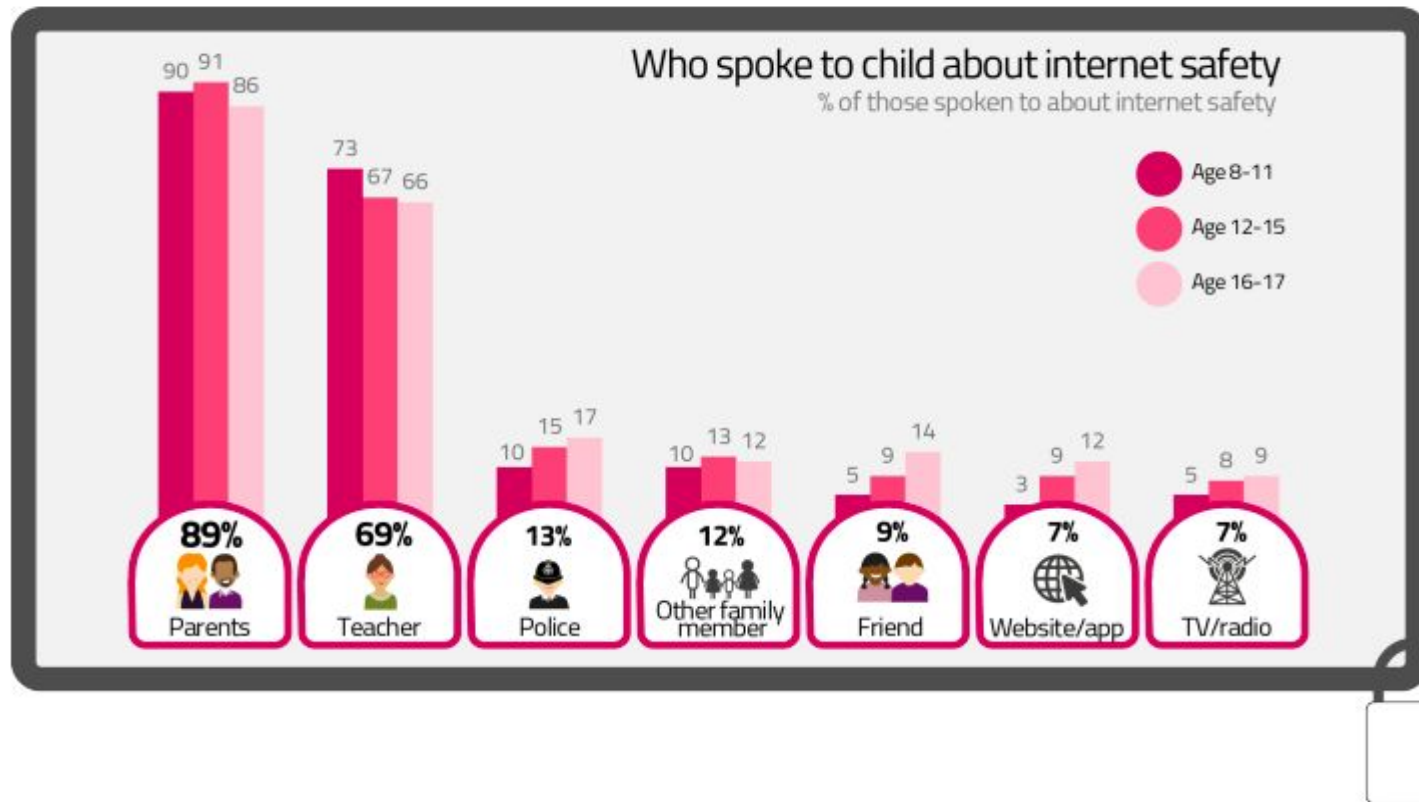- planning or committing a terrorist act.

Part 4: Protecting Our Young People

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Who plays a part in young people's internet safety?

Who spoke to child about internet safety
% of those spoken to about internet safety

Age 8-11
Age 12-15
Age 16-17

	Parents	Teacher	Police	Other family member	Friend	Website/app	TV/radio
Age 8-11	90	73	10	10	5	3	5
Age 12-15	91	67	15	13	9	9	8
Age 16-17	86	66	17	12	14	12	9
Overall	89%	69%	13%	12%	9%	7%	7%

(Ofcom 2022)

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Online Safety Act 2023

The the protection of children codes of practice came into force on 25th July 2025.

How has it changed things?
- **Social Media companies** are now required to implement measures to reduce the risks their services are used for illegal offending. They also need to put in place systems for **removing illegal content** when it does appear.

(https://www.gov.uk/government/publications/online-safety-act-explainer/online-safety-act-explainer)

Online Safety Act 2023

- The Act requires **providers to specifically consider how algorithms could impact users' exposure to illegal content** – and children's exposure content that is harmful to children – as part of their risk assessments.

- **Providers will then need to take steps** to mitigate and effectively manage any identified risks. This includes considering their platform's design, functionalities, algorithms, and any other features likely to meet the illegal content and child safety duties.

(https://www.gov.uk/government/publications/online-safety-act-explainer/online-safety-act-explainer)

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Prebunking is like vaccination. Prebunking attempts to prevent the spread of harmful information *before* it has occured.

Debunking, in contrast, is when you counter the sharing of harmful information *in or after the moment*.

Pre-Bunking Options

Method-based

- Identify propaganda or manipulative content based the linguistic or emotional technique used
- Identify this to the individual, and ask them why the source of t... information may use this

Topic-based

- Reading widely about topics subject to misinformation
- Describe how mis and disinformation spread within and about this topic before they see it first
  ...ounterexamples in mind and ...w they feel about the ...examples

Key Takeaway:
Use and demonstrate your critical thinking skills to encourage students to do the same

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Technique	Example	Technique	Example
Impersonation	"NASA admitted that climate change occurs naturally"	**Ad hominem attack**	"Barbara has a temper and a personality disorder! We can't have her in power"
Emotional manipulation	"What this airline did for its passengers will make you tear up - it's SO heartwarming"	**False dichotomy**	"Either you support the energy protests or you don't believe in justice"
Polarisation	"The People's Party are liars. Our party is the only one telling the truth"	**False balance**	"Experts debate the shape of the Earth. While scientist Reece Chow believes it is spherical, Rene Paul argues that it is round. (Harjani et al. 2022)
Conspiratorial ideation	"Vaccines are just a way for billionaires to track us with their microchip vaccines!"		

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Debunking:

- Speaking about your concerns directly with the radicalised person
- Becoming a 'Trusted Messenger'
- Using counter/alternative messaging techniques
- Ensuring dialogue does not push the individual closer to the ideology
- Speaking about your concerns to a colleague, DSL or trusted person

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Supporting youth against extreme narratives

Open, frank conversations about topics like extremism and media content

Age-appropriate parental measures on devices

Employing media literacy and critical thinking skills when we see something concerning

Keeping up to date with the latest trends in technology and youth cultures

Using fact checkers and reading widely about current events

Pass on your literacy skills to the young people around you!

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What is Prevent?

- Safeguarding programme operated by the Home Office
- One of the 4 'P's of counter-terrorism:
  - Prepare
  - Protect
  - Pursue
  - **Prevent**
- Prevent is concerned with dealing with the lead-up to terrorist acts
- It is a referral scheme which priorisites support for vulnerable individuals or groups

Home Office

(Educate against Hate, 2023)

Partnered Support

Police and Justice

Educational and Skills support

Social and Family services

Financial or Housing support

Healthcare services

Mentoring and Coaching

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Referral best practice

- **Confer** with colleagues if you have doubts
- **Gather more information** before making a referral
- Include details of about the **ideological element** of the concerning behaviour
- Include all relevant contextual information
- Give all the r**elevant evidence**
- **Consider** other support that could be relevant
- Be **proportionate**
- Consider vulnerability as a **supporting factor, not a cause**
- **Reach out** - it's better to act than risk
- Call the police if you feel or know violent behaviour is imminent

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Thank You!

Thank you for coming to this workshop. If you have any questions you can always email us at: contact@shoutoutuk.org

If you would like to follow Shout Out UK, our socials are below:

ShoutoutUK

@Shoutout_UK

shoutoutuk_official

ShoutoutukOrg

English

Welsh

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