D. Y. Bazarkina

Russian Presidential Academy of National Economy and Public Administration, Saint-Petersburg State University

COUNTERING TERRORIST PROPAGANDA ON THE INTERNET AND SOCIAL MEDIA: EXPERIENCE OF THE EU AND RUSSIA

The paper attempts to analyze the strengths and weaknesses of the countering terrorist propaganda in social media in Russia and the European Union. There are the implementation examples of the disruption – preventing the terrorist propaganda from reaching its target audience, deleting offending accounts; redirect method – redirection of the viewers to different messages in an attempt to ‘nudge’ they behavior; campaign and message design – developing counter-narratives. Like in the European Union, Russian law enforcement agencies co-operate with the non-state actors in the countering terrorist social media activity. Unfortunately, we cannot often find the synchronizing message and action – which is in core of the strategic communication concept, and this is reflected in the countering IS in social media. There are measures in the media sphere concentrated mainly on the censorship mechanisms. However when the European bodies are in contact with the leading IT companies – social media owners (Twitter, Facebook, Google etc.), the Russian authorities use the instruments established by the companies specializing in the social media monitoring. Both in the EU and Russia the authorities are faced with new challenges arising from problems related to more strategic planning and communication, and the need for new ideological messages than from technical problems.