Media and YouTube Appeal in Social Movement Mobilization: The Case of Anti-Tourism Incident

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Spain has become the second most popular destination in the world, and the city of Barcelona has experienced several incidents characterized by anti-tourism sentiment. One of them was the 'tourist go home' movement, which attracted interest throughout the world. In this study, quantitative and empirical approaches were used to collect and analyzed the sample. The analyses were conducted focusing on specific characteristics of YouTube videos. This research highlights the dynamic of a brand-new "anti-tourist" emotion and movement, which is linked to mass tourism and to renting platforms such as Airbnb. Additionally, the conducted study tried to analyze this new social phenomenon, paying simultaneous attention to the YouTube platform as a propaganda tool and the use of hate speech as a weapon against individuals. Subsequently, it is believed that the examined issue influences social media companies, social movements, the tourism industry, journalists, state, and non-state actors.

Keywords: Fake identities, hate speech, propaganda, social media, social movement, tourist go home, YouTube

'See how they feel when the money from tourist stop[s] coming in and when all the nice, well-mannered Muslim immigrants come in. The Muslims took over Spain once, and they didn't learn their lesson. Well, time for history to repeat itself' ('Tourists go home' say Spanish locals in the backlash to holiday boom, YouTube comment, 2016). This is a comment from one of the 45 examined YouTube videos that were uploaded online. It is related to the 'tourist go home' social movement. The name of the video is *'Tourists go home' say Spanish locals in the backlash to holiday boom*, and the uploader is the verified account of the popular news organization Euronews.

The reactions above are associated with the phenomenon of mass tourism and its consequences. Spain has become the second most popular destination in the world (Castano, 2018). As a result, the more than 9 million overnight tourists (Statista, 2018) that are on vacation in Barcelona each year have provoked several incidents that are characterized by anti-tourism sentiment. For instance, graffiti such as 'Why call it tourist season if we can't shoot them?' has appeared throughout the city. Also, the slogan 'Tourist go home' emerged as graffiti on the walls of the city approximately four years ago (2014) to demonstrate the hatred of the local population for the growing number of tourists.

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According to Barcelona's citizens, tourism is one of the most crucial problems of the city (López Díaz, 2017). An important demonstration took place in San Sebastian on August 17, 2017. Based on the statements of the international news organizations, the main organizers of the protest were believed to be residents. The most prominent event occurred in Barcelona when disguised individuals halted a bus near the football stadium of the city. They declared that they belonged to the 'Arran Jovent' group, which is associated with the pro-Catalan independence political party, Popular Unity Candidacy. In the meantime, the hashtag #touristgohome popped up on Twitter and inflamed discussions about the tourism-phobia phenomenon (Peter, 2017).

Social media have become important for tourism by offering many new tools and options to choose a tourist destination. Discussing and exchanging opinions about travel services or destinations provides users with a better understanding of the advantages and disadvantages of a place. Professionals in the field tend to rely on social media as a cheap advertising tool (Kiralova & Pavliceka, 2015). Furthermore, the expansion of the Internet in tourism produced new booking services such as Airbnb, which contributed to developing the sharing economy and became a prominent actor in the field. Its rapid advancement attracted global interest and provoked debates among users, local citizens, and professionals in the tourism industry. Currently, Airbnb has a net worth of $31 billion, a presence in more than 65,000 cities and 3 million users; additionally, it is available in 191 countries (Blal, Singal, & Templin, 2018). In several cities, Airbnb seems to be a key factor in raising the rents of local apartments. In Barcelona, the local council found that houses and apartments were advertised and rented illegally via this platform. It fined Airbnb €600,000 and increased the teams of inspectors (from 20 to 40) who search the city to detect illegal apartments and fine their owners (Burgen, 2017). Airbnb is blamed worldwide for raising the prices of rents and causing overpopulation, pollution, disruption of the local society, and a lack of apartments for rent. Unsurprisingly, state and private actors throughout the world are taking action against it (McCurry, 2018; Pickell, 2017; Yeung, 2018; Burgen, 2018; Hinsliff, 2018). It is also believed that Airbnb inflames the 'tourist go home' social movement (Karyotakis, Antonopoulos, Veglis & Kiourexidou, 2018). Nevertheless, it is not the first time that an online sharing economy platform becomes noxious for the public (Ananny, 2015).

Studies have shown that racism and hate speech are embedded on the Internet via social media groups, online news, etc. (Hale, 2012). In the current online world, much of the information that may be false or fake to spread specific opinions and narratives (Farooq, 2018; Bharati & Goswami, 2018). Therefore, journalistic notions are being challenged (Chan, 2014). Furthermore, conspiracy theories, counter-information, propaganda, and various narratives are more easily promoted (Sunstein & Vermeule, 2009). This research is based on the methodology, the results, and the findings of Farkas, Schou, and Neumayer (2018), who investigated cloaked Facebook pages that share political propaganda via users who attempt to spread and provoke hateful and aggressive feedback. This paper also attempts to expand the research on fake or disguised online profiles by studying YouTube videos related to the 'tourist go home' social movement and to underline its importance. In addition to that, the empirical study of this paper reveals new information regarding propaganda on YouTube and raises serious questions for future studies.

Social Media and Political Expression

For many years, researchers have investigated new media technologies for civic engagement, social networks, and movements alongside with the diffusion of innovation (Edwards, 2014).

In the beginning, studies paid attention almost exclusively to Internet use. As time passed, the 21st century brought scientific studies and papers that attempted to examine the patterns of this new technological reality and foresee the trends of social capital. A significant study of this type revealed a positive relation between information provided on the Internet and the manufacturing of social capital. The more the citizens acquire knowledge on public affairs through the digital tools of online networks, the more their passion for politics increases. This engagement is expected to increase the participation of the public in social and civic issues (Skoric et al., 2015). The emergence of social media altered the way people interact with each other. Social media platforms (e.g., Facebook, Twitter, YouTube) support the preservation of a large network of people and the sharing of ideological or political beliefs and messages. Users can express their opinions without being strictly connected in the real world with other members of the social network. Thus, feelings, ideas, and impressions in favor of a social movement can be expressed more easily (Skoric et al., 2015; Bode, 2017; Braun, 2015). In the meantime, social media platforms have become a common communication tool for the younger generation (Chang et al., 2018). Overall, social media offer a unique opportunity for political discourse and engagement by evolving or completely altering old-fashioned forms of civic commitment. Scholars have found identical connections on Facebook between online and offline political participation (Xenos, Macafee, & Pole, 2017) and proved that the narratives of the elites also rely on the network actions of nonelite actors (Meraz & Papacharissi, 2013; Papacharissi & de Fatima Oliveira, 2012).

Another crucial issue for the political expression and participation of the online community is the videos that are uploaded. Specifically, in recent years, users have been exposed to videos much more than in the past. A research study demonstrated that YouTube was used as a news tool and played an important role during the US presidential elections in 2012 (Bowyer et al., 2015). More than half a million videos mentioned Mitt Romney and Barack Obama between April 2011 and April 2012, with a total number of views of almost 2 billion (Bowyer et al., 2015). Therefore, YouTube has become a decisive platform for users and participatory news organizations as individuals overcome the barriers of traditional news outlets (Fokina et al., 2018). Political meanings can be uploaded and shared by people without being filtered by professionals (Bowyer et al., 2015).

Moreover, YouTube has a serious impact on the tourism industry as it develops into a prominent advertising tool for tourism destinations. Tourists can use the search tool to find advice or reviews for their desired destination (Reino & Hay, 2011). As a result, travel agents are taking advantage of these transformations by improving their presence and content on social media platforms (Reino & Hay, 2011). Lastly, it has been shown that 'when videos come from commentators with a significant number of followers, they have the power to set the tone for discourse and shape the videos from other commentators by necessitating "response videos" and more commentary' (Postigo, 2016, p. 333).

The 'tourist go home' social movement in Barcelona became known globally due to the attack on a sightseeing bus at the end of July 2017. The bus arrived at the stadium Camp Nou of Football Club Barcelona. The attackers sprayed the sides of the vehicle and slashed its tires. The orange sprayed slogan said in Catalan, 'Tourism kills neighborhoods'. The passengers thought that terrorists were attacking them. Throughout the city, public bicycles rented by tourists were vandalized.

Additionally, some days earlier, more than fifteen 'tourist go home' activists in Palma rushed into the famous Mar de Nudos restaurant and covered foreigners with confetti. After this incident, they organized a protest at the marina in front of the luxury yachts. Via a video posted on social media, the activists asked the public to join forces and object to

the 'mass tourism that is destroying. Majorca and condemns the working classes to a life of misery'. Sprayed slogans against tourists also appeared on Palma's popular café 'Calle Blanquerna' (McLaughlin, 2017).

In Valencia, approximately 100 residents dressed up as tourists and satirized tourists' behaviors, demanding an end to the 'touristification' of the city. Moreover, some campaigners took control of a rental apartment and used a banner to call for control of the tourist-housing phenomenon and support for the need for housing for the local population. In the meantime, in San Sebastián, 2016, members of the movement painted 'tourists go home' slogans on the walls of the city (McLaughlin, 2017). These protests by the 'tourist go home'social movement, and residents led the authorities to take action. In Palma de Majorca, the mayor of the capital decided to ban the option of renting apartments via platforms such as Airbnb to protect the residents from unaffordable rent (Strange, 2018). Finally, a related research paper by Hughes (2018, p. 474) argues that 2017 will be memorized as an important year for the anti-tourism movement, 'in which a new Spanish social movement against an economic development model based on mass tourism gained prominence following high-profile attacks targeting foreign tourists and local business interests.'

Propaganda, Hate Speech, and Fake Identities on YouTube

Websites have been proven to contribute to the expansion of racism and hate speech worldwide. Therefore, several definitions of online racism and related concepts have emerged. For instance, Douglas and his colleagues (2005, p. 68) define cyberhate as: the phenomenon whereby hate groups use the Internet to express their viewpoints, sell their products and recruit new members' in the form of 'hatred against particular social groups, with the most common example being racial hatred as seen amongst white supremacists in the USA.'

Another definition of a similar concept comes from Castle (2012, p. 681), who argues that racist online propaganda attempts to influence the emotions, attitudes, opinions, and actions of specified target audiences through the controlled transmission of one-sided messages.

It has been proven that the channels of online communication play an important role in shaping racism on the Web (cyber-racism). According to Bliuc and her colleagues (2018), group-based racism comes mainly from white nationalists, who are keen on using channels of alternative media (Arnstad, 2015). Thus, extreme right-wing groups tend to use videos as dissemination tools because these are believed to be cheap and influential. The presented material is based on the activities of the political organization and is distributed via the popular video-sharing platform, YouTube. Its powerful impact can reach even people who do not know or accept this extreme political behavior.

Meanwhile, the usage of YouTube reveals that these organizations or groups do not care to attract the interest of the traditional media outlets because they represent the elites who rule the world (Ekman, 2014). Also, this usage confuses users because it surpasses the limits of a video-sharing platform or an alternative medium. It is gradually becoming an important means of recruiting new activists. Finally, these groups use many propagandistic techniques to achieve their desired goals (Ekman, 2014).

The individuals who exercise hate propaganda exploit the concerns of groups. Commonly, these concerns are related to the ethical barriers of the individuals and their fears for the future of society. They compare the current situation with a past one, which

seems, according to them, to be ideal or far better than the contemporary situation. For hate propagandists, there will always be an enemy or an alien community who is responsible for creating fear for these groups. Consequently, this alien force does not have overall human characteristics. It is treated more like an animal, with no ethical values and undeserving of kindness. Subsequently, the hate propagandists and their allies are assured that the others are the provokers of conflicts (George, 2016). In addition to this new cyber reality, during the past years, there have been many cases in which news media organizations mobilized the public by creating messages of hate speech. A case of this type involved the Prophet Mohammed cartoons of 2006. According to George (2014, p. 85):'Conventional hate speech gets dangerous when the targeted community may be hurt by not just words but also the threat of sticks and stones. Some of the most controversial incidents involving religious offense include this element of bloodshed—except that the violence flows in the direction opposite to the original provocation'.

The growing number of hate speech incidents and other relevant concepts reveal the need for large social media companies to take action. These platforms have been blamed for facilitating the spread of disinformation, unreal cases, and lies. Their methods for reporting aggressive behaviors, especially on Facebook, have not been successful. Real profiles have been shut down for a short time because they were reported by a significant number of users. Moreover, Facebook has sold advertisements to a mysterious disinformation website, while in the meantime, it deleted the page of Donbass International News Agency (DONi News), a pro-Russia disinformation news agency in Ukraine (Aro, 2016; Mkono, 2018; Guiora,& Park, 2017). Although Facebook has attracted public interest regarding fake identities, Twitter also seems unready to tackle this new reality. Aro (2016) argued that Twitter did not ban the operation of pro-Kremlin bots and fake profiles despite their engagement in criminal activities. Furthermore, she underlined that these practices are against the public and urged the related companies to take action, emphasizing YouTube services that promote propaganda and hate speech. The information above aligns with the findings of Ben-David and Matamoros-Fernandez (2016), who showed that the extreme-right parties in Spain use discrimination. Consequently, their supporters are imitating these aggressive actions and expressing hate opinions in the comment section of the posts/pages.

In recent years, social media companies have taken action to address the phenomenon of hate speech. YouTube shut down a channel that belonged to a neo-Nazi group that seemed to be linked to illegal activities, including killings. However, YouTube's reaction came after the extensive coverage of news outlets that showed the notorious actions of the group. According to the new policy of the popular video-sharing platform regarding hate speech, actions against this channel should have been taken earlier (Robertson, 2018). Thus, this study attempts also to provide fruitful feedback on propaganda, cyber-racism, and fake identities by extensively examining the 'tourist go home' social movement on YouTube.

Methodology

In this research, the data were collected from YouTube videos via its search engine because, in today's world, this social media platform plays a decisive role in political campaigns (Bowyer et al., 2015) and can even determine the public discourse (Postigo, 2016). A quantitative approach was used to gather the desired sample and prove the main arguments of this paper. The collected data are related to the 'tourist go home'social

movement, which emerged recently and is attributed to the future ban on renting platforms such as Airbnb in Palma de Majorca (Strange, 2018). This study was conducted via anonymous web browsing by 'Google Chrome.' It began on October 30, 2017, and lasted until June 25, 2018. Throughout this period, following the example of Farkas, Schou, and Neumayer (2018), the researchers attempted to observe the interactions between the participants (video viewers) and the uploaders of the examined videos because it was believed that this type of investigation could reveal the complicated relations among the participating actors. Simultaneously, the researchers of the study paid attention to fake accounts of the uploaders and the participants that seemed to promote specific narratives.

In the beginning, 45 videos were examined. At the end of the research, there were 40 videos. All the characteristics of the YouTube videos (likes, dislikes, comments, etc.) were collected to examine every possible aspect of the participants and the uploaders (Antonopoulos et al., 2015). The comments were also translated into English, and attempts were made to protect the users. As a result, throughout this study, there is no extensive presentation of the names or the identities of the users. The initial language of the research was US English, and the region was the United States of America. During the collection of the data, there was no login by the researchers, and it was preferable not to use cookies. The keywords 'tourists go home' were used to collect the data.

Consequently, the search engine also presented the following keywords: 'tourists go home refugees welcome Barcelona,' 'tourists go home Spain,' 'tourists go home rt,' 'tourists go home Barcelona', and 'tourists go home.' There were 3,000,000 results, and the filter of the research was 'by relevance.' The results that were identified in this research were those uploaded until August 17, 2017, because a day later (August 18, 2017), terrorist attacks took place in Barcelona and the interest of the public discourse stayed focused on terrorist events (Phipps, Topping & Slawson2017). Hence, the following research questions arose:

RQ1: Why is the YouTube platform being used as a propaganda tool?

RQ2: Why is the online discussion on YouTube videos being exploited by fake users?

RQ3: Is hate speech a 'weapon' against individuals on the online discussion of the examined videos?

Results

At the beginning of the study (October 30, 2017), 45 videos were identified (Table 1). The examined sample changed to 40 videos by the end of the study (June 25, 2018). Throughout this period, the characteristics of the videos dynamically changed. Some profiles disappeared from the platform or changed names. One example is the user 'NEW WORLD 360', who was renamed '스포츠투데이' ('Sports Today' in the English language). From this day on, this user began uploading almost exclusively Korean content in comparison to the beginning, when almost all of his content was in English. Another peculiar characteristic of the uploader above is that the majority of the uploaded videos had no more than 200 views.

Table 1. The initial number of likes, dislikes, and comments per video

Name of the video	Likes	Dislikes	Comments
The backlash against holidaymakers in Spain with 67m visitors outnumbering the 47m population	1	0	0
A safe space for freethinking |Barcelona, Tourism, and refugees | Between the go home and welcome	64	2	20
Living in Spain - Tourist phobia hits Spain	82	3	32
Anti-tourism protests spread across Europe	3	1	4
Spain: Tourism secretary sympathizes with anti-tourism protesters	7	0	10
Barcelona struggles with a rising tide of 27 million tourists	0	0	0
«touristgo home!»: las protestas llegan a la prensainternaciona [the protests reach the international press]	0	0	0
Tourists, go home | Coses Que Passen 1 [Things That Happen 1]	19	6	13
Spain's anti-tourism riots step up as violent clans MERGE	1	0	1
EuropasSehnsuchtsorte In Gefahr [Europe's places of yearning in danger 2017]	9	0	2
Tourist Go Home! Europas Sehnsuchtsorte In Gefahr 2017 [Europe's places of yearning in danger 2017]	6	0	1
'Tourists go home': Holidaymakers face backlash from Spanish locals angered by rising visitor number	0	0	0
'tourist go home!'	0	0	0
BBC News - 'Tourists go home': Leftists resist Spain's influx -Hot News	1	1	0
News Update 'Tourists go home': 05/08/17	0	0	0
Tourist go home - Vlog en Barcelona #2 [Vlog in Bacelona #2]	13	5	1
Majorca [or Mallorca] Backlash: British holiday influx is 'more than anguish' moan islanders	0	0	0
Migrants welcome - tourists go home	63	30	closed
Carte postale [Postcard] / immigrants welcome – tourists go home	22	17	closed
Go home fucking tourists -rémi gaillard	8	1	2
Go home fking tourists!!!	0	0	0
Go home fucking tourists rg	9	0	0
Go home tourist plane banner	2	0	0
Amsterdam tourist backlash reaches: British hotspots blocked to save the city	0	0	0
Spain holidays: Brits urged to leave country forever after summer antics	0	0	0
UK tourists in Spain should be capped: Majority of Majorcans [or Mallorcans] want to limit holidaymakers	1	0	0
Overcrowding at Europe's tourist hotspots prompts backlash	0	0	0
Barcelona Mayor to Tourists: Go Away	11	10	5
Barcelona residents protest against tourists	24	11	22
Tourists go home' say Spanish locals in the backlash to			

Name of the video	Likes	Dislikes	Comments
holiday boom	7	33	36
Anti-tourist demos spread from Barcelona to Mallorca	23	23	66
Busting the boom: why Barcelona wants to curb mass tourism -reporter	18	3	23
Record-breaking tourist season expected in Spain	1	0	0
Spain: 'Go home, drunk tourists!' demand thousands of Barcelona locals	65	17	286
Spain: Anti-'binge tourism' demo swarms streets of Barcelona	12	2	12
Spain: 'Barcelona is not for sale' – Too many tourists say Protesters	11	13	16
Touristgo home: campaña contra el turismo masivo en paisvasco y Cataluña [campaign against mass tourism in the Basque Country and Catalonia]	7	11	4
Barcelona beach protest	0	2	1
Cities around europe rebel against tourism	14	5	8
Barcelona is looking to limit tourists coming in	15	5	13
Anarchists protest against tourist 'invasion' in Spain	1	2	7
Spain: Ibiza locals protest mass tourism through traditional means	19	7	23
La Vida Moderna 4x01...es gritar 'Touristsgo home' cuando Viene la familia de visita al pueblo [Modern Life 4x01 ... is to shout 'Tourists Go home' when The family comes to visit the town]	5000	250	1108
'Tourists go home'. A Majorca monta la polemica contro i vacanzieri [The controversy against holidaymakers is mounting in Mallorca]	1	7	4
'Tourist goes home, a tourist welcome'	0	0	0

Also, the separation of the content that was produced by users and by news organizations for this study revealed a systematic procedure of creating and using profiles that seemed to belong to new outlets. An examination of the five videos (Table 2) that disappeared showed that the majority of them attempted to make viewers believe that they were news organizations (Paparazzi News, Hot News, and News USA). One of them, Paparazzi News, had a significant number of subscribers (Table 3), and its account on YouTube was viewed by almost 3 million people (2,925,907 views). Its account had the following description: 'Paparazzi News is a global online video news network that listens to and is dependent on its audience.' However, Paparazzi News uploaded no more than 15 videos despite its three-year presence on the platform. Furthermore, its email seems to belong to a fake account.

Another example is the user 'ReutersHD', who uploaded footage from the popular international news organization Reuters. The account was created on February 10, 2015, and its description stated, 'News from all over the world.' At this point, it should be mentioned that there was also a video from the prominent news organization, Bloomberg, which appeared to attempt to trick viewers. According to its name, 'Barcelona Mayor to Tourists: Go Away,' it should have provided information about the reaction of Barcelona's mayor. However, the video uses facts that underline the importance of tourists for the city, and there is no reference to the mayor. Other peculiar findings were videos in which the narrator of the news stories was a robotic voice and videos that included just a static photo.

Table 2. The characteristics of the five videos that vanished

Name of the video	Likes	Dislikes	Comments
The backlash against holidaymakers in Spain with 67m visitors outnumbering the 47m population	1	0	0
'touristgo home!': las protestas llegan a la prensa Internacional [the protests reach the international press]	0	0	0
BBC News - 'Tourists go home': Leftists resist Spain's influx - Hot News	1	1	0
Majorca [or Mallorca] Backlash: British holiday influx is 'more than anguish' moan islanders	0	0	0
Go Home Fucking Tourists -Rémi Gaillard	8	1	2

Table 3. The fake news organizations and their subscribers (30 October 2017).

Name of the video	Name of the user	Subscribers
The backlash against holidaymakers in Spain with 67m visitors outnumbering the 47m population	Paparazzi News	10000
Spain's anti-tourism riots step up as violent clans MERGE	Real Thing TV	211
BBC News - 'Tourists go home': Leftists resist Spain's influx - Hot News	Hot News	0
News Update 'Tourists go home': 05/08/17	World News	0
Majorca [or Mallorca] Backlash: British holiday influx is 'more than ANGUISH' moan islanders	News USA	1800
Spain holidays: Brits urged to LEAVE country forever after summer antics	Top News 24h	0
UK tourists in Spain should be CAPPED: Majority of Majorcans want to LIMIT holidaymakers	News U.S Today	0
Overcrowding at Europe's tourist hotspots prompts backlash	ReutersHD	24

Regarding the opinions of the users, there were 1608 comments, of which 1240 did not contain hate speech. In contrast, the other 366 used offensive languages against several groups, such as refugees, tourists, Muslims, British, Catalans, and Spaniards: 'Spaniards are half baked muzzies, so no surprise there' (from the video 'Anti-tourist demos spread from Barcelona to Mallorca.')

Moreover, some accounts that commented on the videos seemed to be fake. However, they provoked reactions from users. On the video above, a user with the name 'Marcel Pecha' said, 'Tourists make your city rich!' His comment received seven likes and triggered the following answer: likewise, it makes the city prone to disease, corrupts local ethics (money hungry), promotes sex tourism, degrades nature etc. Many nations have been successful without tourism, and ultimately it's dangerous to build an economy that centers only on tourism, especially when it flops, diversity rather than relying only on tourism and balance it out'.Neither user has information on their YouTube profile about themselves. The following message appeared for both of them: 'This channel doesn't have any content'.

During the period of this study, there was not even one dislike to one of the examined comments. There was also an important difference between the number of comments generated automatically by YouTube and the actual number. According to the platform,

there should be 1755 comments (Figure 1), but the researchers discovered and analyzed 1608. It is believed that some of them were deleted due to hate speech and the spam policy. Finally, the majority of the comments were not related to the context of the video and the discussion. This has to do with the users' behaviors; some of them commented only to make hate remarks against other people without having participated in the discussion previously.
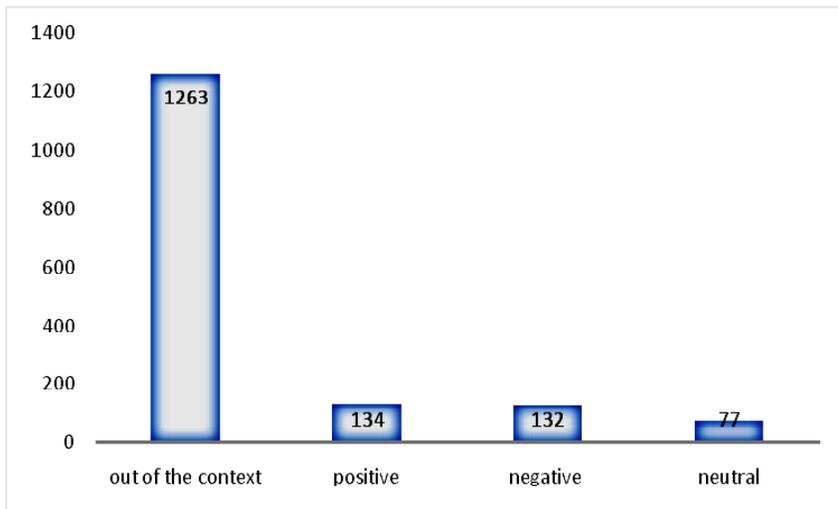

Figure 1. The number of comments according to the categorization.

Discussion

Regarding **RQ1** and **RQ2**, the results of the examined YouTube videos showed that fake accounts have the capability of provoking interactions between users and making offensive comments against specific communities and groups. Meanwhile, eight fake news organizations were created, probably to support their ambitions and publicize their perspectives via a more distinguished channel. Previous studies also support this trend (Bliuc et al., 2018; Ekman, 2014). In this study, hate content appeared to be also produced by far-left individuals. The video named 'Carte Postale/Immigrants Welcome - Tourists Go Home' was uploaded by the user 'Antifa Live,' and its narrator describes in Greek a humoristic fictional story in which tourists are described as people who do not show respect or sympathy to the residents. They also do not care about the wars and the disastrous incidents that are occurring throughout the world. This example supports the argument of George (2016), who states that those who exercise hate propaganda present their enemies as inhumane persons.

On the other hand, the antifascists, due to their beliefs, tend to emphasize the need to take action in favor of the refugees. In 2016, the highest number of people who lost their lives in the Mediterranean Sea was recorded. The 5,098 victims were attempting to reach the European coasts (Comisión Española de Ayuda al Refugiado, 2017). One of the most iconic incidents regarding the refugee drowns in the Mediterranean Sea is the death of Alan Kurdi, which provoked the attention of the global community (Ibrahim, 2018).

Specifically, about **RQ3**, there is a 'weaponization' of hate speech (George, 2014) as fake or non-fake accounts attack other users for their opinions. Even though the examined topic is the 'tourist go home' social movement, in the online discussions, there is a blending

of different issues, such as Brexit. Furthermore, 'Antifa Live' and other accounts are believed to use their channels as alternative media to influence more people with their opinion. This also occurred with the fake news organizations that appeared throughout this study by uploading video content. Some of them influenced a significant number of users and revealed that there is an issue with fake identities on YouTube. Perhaps the company needs to investigate in depth their behaviors and ambitions. In some way, they can be blamed for causing disinformation, but this is also occurring by popular news organizations. The most prominent example in this study is Bloomberg, aligning with the statements and the findings of Aro (2016).

The impact of the 'tourist go home' social movement cannot be measured precisely, but it has triggered a hot debate about mass tourism on YouTube. Different opinions have been expressed on the topic, and there is no clear opinion of what is right or wrong about the future of tourism. From the comments, 134 are in favor of the movement or positive about introducing stricter regulations on tourists. In contrast, 132 are against imposing further regulations and against the movement because they think that tourism is a crucial financial sector for the Spanish economy. The actions against housing platforms such as Airbnb might be associated with news coverage and the tendency of news organizations to focus on powerful actors. When there are balanced opinions about a topic, news outlets tend to endorse the decisions of the elites (George, 2007). In the examined case, the global state actors seemed to be the elites, but it should not be forgotten that the coverage of mass media 'is itself largely a function of elite cues and economic factors' (Carmichael & Brulle, 2017, p. 232).

At this point, it should be mentioned that the last few years due to the rise of fake news, many studies and reports have been published, as to cope with disinformation, hate speech, and propaganda. Creating hate-watch groups, fact-checking NGOs, sense-checking NGOs, real-time monitoring, and early warnings from the online platforms are some of the proposed solutions (George, 2018). Meanwhile, improving media and information literacy globally, regulating effectively the non-English content, and creating brand-new semantic tools can help in tackling with the aforementioned problems. Additionally, supporting collaborative projects and enhancing the knowledge alongside with the skills of the users and the professionals of the field can contribute also to improving the online and off-line communication. Finally, safeguarding the content by the social media organizations are some further measures that need to be taken in order to fight back against these phenomena (Wardle & Derakhshan, 2017; Directorate-General for Communications Networks, Content and Technology, 2018).

Conclusion

This study is important as it highlights the dynamic of a brand-new social movement, which is linked to mass tourism and to renting platforms such as Airbnb. Moreover, the conducted empirical study is supposed to be the first one that tries to analyze this new social phenomenon, paying simultaneous attention to fake profiles on YouTube platform as a propaganda tool and the use of hate speech as a weapon. Subsequently, it is believed that the examined issue influences social media companies, social movements, the tourism industry, journalists, state, and non-state actors.

The 'tourist go home' social movement succeeded in attracting the interest of several media and state actors across the world. The videos examined in this study show that the topic above provoked a large number of discussions and interactions on YouTube. One of the challenges for those who participated was to detect the fake information and profiles

that wanted to promote and support specific narratives about tourists or even regarding political topics such as Brexit. Fake news organizations were also created to trick users and benefit specific interests. Nevertheless, even non-fake profiles such as Bloomberg misinformed users by publishing video content that was irrelevant to its title.

Additionally, political groups are believed to employ YouTube as an alternative medium to spread their opinions on the examined topic.

Moreover, they used hate speech and constructed an inhumane image of tourists. However, these users were not the only ones who used propaganda and hate speech. Several individuals exercised offensive language as a weapon against those who expressed different opinions. The beliefs about the actions of the 'tourist go home' movement and the need to regulate further tourism industry are almost equal. There is an understanding of the reactions against tourists, but there is also a fear of financial difficulties if new rules are applied to the tourism industry. Social media companies and governments need to take action against the above mentioned phenomena. They can focus on detecting fake profiles that use propaganda and hate speech. After that, social media companies can intervene to protect the real users and to guard freedom of speech. In this effort, governments, influential people, and organizations need to act as well to provide help and solutions.

Regarding the limitations of this research, it was conducted via anonymous web browsing by 'Google Chrome.' It began on October 30, 2017, and lasted until June 25, 2018, paying attention mostly on incidents that were taken place in Barcelona by the 'tourist go home' social movement. Also, the current study focused mainly on exploring the reactions of users regarding the 'tourist go home'social movement on YouTube. The researchers were not speakers of the Spanish or the Catalan language; as a result, more depth analysis of this kind of videos could not be undertaken. Finally, it should be mentioned that one of the major challenges of this study was to detect the fake users, to track their actions, and to measure their impact. Deleting or banning the opinions of these accounts may have positive results for the freedom of expression. Perhaps future studies can build on the findings of this research and provide answers to these significant problems.

It is believed that future detailed researches will enhance public discourse and shed light on users' fake identities on social media. The 'tourist go home' social movement is a new multi-dimensional phenomenon, and its related concepts underline the need for further research in various scientific disciplines. For instance, qualitative and quantitative researches on this topic can reveal the overall impact of the 'tourist go home' social movement across the globe.

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