

Executive Briefing Note

Global Anti-Indian Hate

Documentation of Online Discrimination, Racism, Hostile Narratives, Recommendation Patterns, and Calls for Violence Affecting Indians Across Multiple Countries

Why This Matters

Between March 2025 and June 2026, an independent investigation was conducted into the emergence and amplification of anti-Indian content across social media platforms. The investigation began after concerns were raised by students regarding the rapid growth of hostile online content targeting Indians and Indian-origin individuals.

Over a sixteen-month period, evidence was collected through account testing, content monitoring, screenshot archiving, screen recordings, interviews, direct observation, and documentation of online interactions. (Screenshots, recordings, and archived posts are available)

The findings suggest the existence of highly concentrated online environments in which anti-Indian content is repeatedly recommended, amplified, and reinforced through a combination of recommendation systems, repetitive content patterns, hostile engagement, and accounts exhibiting characteristics consistent with coordinated behaviour.

While further independent investigation is required, the scale and consistency of the observed patterns raise significant concerns regarding youth exposure to racial hostility, social cohesion, online radicalisation, and the broader health of digital public discourse.

What was examined:

- Facebook and Instagram
- 16 months of observation
- Multiple test accounts

Key Findings

- Repeated engagement with anti-Indian content frequently resulted in recommendation feeds becoming overwhelmingly dominated by similar hostile content.
- Ordinary social media posts involving Indians and Indian-origin individuals living abroad were repeatedly observed appearing within these hostile recommendation environments.
- Many of these ordinary posts subsequently attracted large volumes of racist, dehumanising, and anti-immigration commentary despite having no connection to political or controversial issues.
- Across multiple test accounts, hundreds of hostile posts and comment threads were documented.
- Repeated use of racial slurs, hostile stereotypes, and calls for exclusion, deportation, and violence were documented across multiple platforms.
- Numerous accounts exhibiting characteristics consistent with coordinated or automated behaviour were observed repeatedly amplifying hostile narratives.
- Content frequently combined racial hostility with political messaging, often presenting particular political movements or parties as solutions to perceived social problems.
- Large numbers of younger users, including high-school-aged individuals, were observed engaging with, liking, commenting on, and sharing hostile content.
- The investigation documented evidence of harassment, intimidation, and threats directed at individuals attempting to challenge or discuss the observed content ecosystems.

Key Concerns

The findings raise concerns that prolonged exposure to highly concentrated hostile recommendation environments may:

- Normalise racial hostility and prejudice among younger audiences.

- Reinforce misinformation and inaccurate perceptions of minority communities.
- Increase social division and reduce trust between communities.
- Create pathways toward ideological radicalisation through repeated exposure to emotionally charged content.
- Undermine confidence in digital platforms and online public discourse.
- Contribute to the long-term normalisation of discrimination and dehumanisation.

Of particular concern is the observation that ordinary content involving Indians and Indian-origin individuals appears capable of being drawn into these hostile recommendation environments, exposing individuals to concentrated abuse regardless of the original purpose of the content.

Recommendations

- Establish an independent investigation into the operation and societal impact of hostile recommendation environments.
- Ask social media companies to immediately take down post targeting Indians.
- Conduct further academic research into the relationship between recommendation systems, online hate, youth engagement, and political influence.
- Increase transparency regarding algorithmic recommendation systems and content amplification mechanisms.
- Strengthen platform responses to coordinated harassment, hate speech, and intimidation campaigns.
- Develop educational programs focused on digital literacy, online manipulation, and algorithmic awareness.

Final Observation

The evidence collected over sixteen months suggests that the issue extends beyond isolated incidents of online hostility towards Indians and warrants urgent attention from governments, researchers, regulators, educational institutions, and social media platforms.

The full report and accompanying evidence archive have been compiled to support further independent examination, verification, and public discussion.