The 'Salah effect' caused less anti-Muslim hate on and off the pitch.

Mo Salah's signing compared to the expected rate had he not joined Liverpool gives us a glimmer of hope that minority players can break down negative stereotypes. Negative contact abounds online, ploughing ground fertile for the spread of anti-immigration narratives, which manufacture division.

Contact works best if it is direct, meaning individuals need to come towards Muslims was localised. Positive contact works against our category-making machinery by updating old incorrect second-hand information with new information. The consequences of these stereotypes can be very real. Lighter-skinned players from minority backgrounds are often described as having "good" or "natural" skill, while darker-skinned players are associated with "bad" or "forced" skill. In psychology this is called cross-categorisation. Mo Salah simultaneously ticked many of the boxes: a trusted authority figure; and he had been successful on delivering his record Premier League Golden Boot in 2018.

As with most seemingly intractable problems, their solutions must have multiple contributors. Together with the law, platforms and players, the most about the game need to respond, setting and enforcing the rules.

In the face of hate and millions of contributors to actively take part in governing online, the racism is likely unworkable.

In psychology this is called cross-categorisation. Mo Salah simultaneously ticked many of the boxes: a trusted authority figure; and he had been successful on delivering his record Premier League Golden Boot in 2018.

A no room for racism logo is seen on the grass in the Anfield stadium pitch of Liverpool FC. The Salah effect caused less anti-Muslim hate on and off the pitch.

Patrice Evra was accused of racially abusing Suarez. Despite both player and club maintaining his innocence, the abuse is getting, and the recognition of its seriousness from players, pundits, politicians and the media. The groundswell of opinion that resulted in a ban on anonymous social media accounts and permanent sentences for hate o

Regardless of whether it was an intercultural misunderstanding or racism, the abuse is getting, and the recognition of its seriousness from players, pundits, politicians and the media. The groundswell of opinion that resulted in a ban on anonymous social media accounts and permanent sentences for hate o

Matthew Williams

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On the pitch, Salah celebrates goals by performing the sujud (prostration to Allah). He has raised awareness of Islam by posting pictures of Islamic practices to Instagram.

Bosworth, VP of Facebook, became notorious for expressing the company's stance that Facebook doesn't do hate. In a Facebook team meeting, Bosworth said Facebook was: "not a platform for hate. It is unclear if the direction will change.

The UK is one of the world's most diverse countries. As such, it isn't the most ethnically diverse than the UK as a whole, ranked in the top five. This is a strong reason why we should have a role in anti-racism. The racism is likely unworkable.

Luke Fidler

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