

Role of Social Media in Black Lives Matter (BLM) Movement and its Impact: A Study

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Abstract: Racism is a brutal practice in history and at present we can find racism, discrimination and racial inequality in world. Discrimination based on colour is still practiced in some part of the world. To stop this kind of discrimination in modern time Black Lives Matter (BLM) movement begins. In 2013 activists and friends Alicia Garza, Patrisse Cullors and Opal Tometi originated the “hashtag #Black Lives Matter” Movement in social media, following the acquittal of George Zimmerman in the shooting death of African – American teen Trayon Martin. The Black Lives Matter (BLM) movement gained international attention during global protests in 2020 following the murder of George Floyd by Minneapolis police officer Derek Chauvin. Main reason for the success of this movement was social media. This particular research paper will examine the significant role of social media in the Black Lives Matter (BLM) movement highlighting its impact on amplifying marginalized voices and mobilizing protests thorough influencing public opinion and policy changes. Social media platforms have enabled rapid communication and mobilization features allowing Black Lives Matter (BLM) movement to reach worldwide and build a diverse coalition of supporters. Social media platforms can bring social changes quickly because of its quick reach and accessing and using social media is easy at present.

Key words: Black Live Matter, Social media, Social change, Racism, Mobilization.

1. INTRODUCTION:

Social media is an online platform or service that helps people to create and maintain social connections, especially with people who have similar interests or activities. Some popular social media platforms are: Instagram, TikTok, Facebook, Youtube, Snapchat, Pinterest, WhatsApp, LinkedIn, Twitter etc. Social media has become most important tool in all field because of its features likes: Real-time notifications, Content sharing, Push notification, Simple interface is the key, Messaging system, Network element, Newsfeeds, Secure login, Easier search, Live streaming, AI and chatbots, Automated content moderation, Community building, Facebook insight, Multimedia capabilities, Personalization, Photo editor along this it can reach around the world in seconds.

This tremendous feature makes social media to mark its presence in all fields. Especially in social movement small things can grow up with in no time by using social media. Social media worked as a back bone in success of Black Lives Matter movement.

Racism related to black people we can trace from fifteen century when European navigators try to find the new route to Asian countries specially India, because their route of Constantinople was captured by ottoman empire this make to

discovery new routes for Asia to purchase spices items from India which must required for people to survive in cold harsh condition in Europe.

On this process European navigator Christopher Columbus discovery America in October 10, 1492 this can be traced as base for racism on black people who lived in America at time. Then after this discovery trading of black people started from that onwards black lives matter seeds started to grow and this become big tree in 21st century with the help of social media.

Social media has enabled BLM activists to bypass traditional media outlets and directly reach a global audience, by creating a sense of community and solidarity among supporters. Hashtag campaigns such as #BlackLivesMatter, #HandsUpDontShoot, and #SayherName and many more movements have gone viral, generating millions of tweets, posts and share which make BlackLivesMatter movement relevant and important to end discrimination against black people.

Social media has also facilitated the organization of protest, rallies, and other events, allowing activists to quickly disseminate information and mobilize supports as quickly as possible by jist one click on social media apps like twitter, facebook, instagram etc. This particular research paper will explore the ways in which social media has contributed to the Black Lives Matter movement's success, which includes:

- Amplifying marginalized voices and stories.
- Mobilizing protests and events.
- Influencing public opinion and policy changes.
- Creating online communities and networks for support and activism.
- Facilitating fundraising and resource sharing.
- Creating a sense of solidarity.
- Calling attention to justice.
- Coining a hashtag.

Black Live Matter movement is a decentralized political and social movement that seeks to highlight the racism, discrimination and racial inequality suffered by black people and to promote anti –racism. The primary concern of Black Live Matter movement are police brutality and racially motivated violence against black people and this can be achieved through using social media platforms which are available free in the internet era.

The Black Live Matter movement began in response to the killing of Trayvon Martin, Michael Brown, Eric Garner and Rekia Boyd and other black peoples. Black Live Matter movement and its related organizations typically advocates for various policy changes related to black liberation and criminal justice reform.

In Black Live Matter movement there are specific organizations that label themselves in Black Live Matter movement. Such as the” Black Lives Matter Global Network Foundation” and the overall movement is a decentralized network with format hierarchy.

The Black Live Matter movement gained international attention during global protests in 2020 following murder of George Flyod by Minneapolis police officer Derek Chauvin. In this particular Black Live Matter movement 15 to 26 million people participated in United States and making this movement as one of the largest protest movement in the history of United States.

In Black Live Matter movement whole world stood with this movement in India many sports players support this movement along with people. Similarly worlds football players all support for this movement behind success of this movement social media played significant role. Social Media's power to mobilize people into protest is widely accepted and it make Academics and journalists first began to discuss the use of social media as a tool for to change social structure by using correct manner.

In May 2020 George Floyds murder was filmed and sparked international Black Live Matter Protests and this movement required impactful footage and a means by which it could spread and social media platforms perfectly fit for this movement and once the spark was lit and then in social media became a big tool through which people could organize

massive protest all over world through social media example : One tweet in Twitter is enough and this become million tweets and this awake lot people to join hand in Black Live Matter movement.

Social media played critical role in success of Black Live Matter movement and though social media people all over the world became united against racism.

2. Review of literature:

Sangwan Lee and Saifuddin Ahmed (2023) in their research article “Social media in Black Live Matter: amplifying or reducing gaps in protest participation?” says “Social media at present is so vital in mobilizing participation in Black Live Matter movements. This relates to finding that social media news use was positively associated in the form of offline and online protest engagement”. This kind of higher social media news use was related to participation benefits for all participates who participated in Black Live Matter movement.

Efe Can Gurcan and Can Donduran (March , 2021)in their research article “ The Formation and Development of the Black Live Matter movement : A Political process perspective” says “ The Black Live Matter movement protests have revealed that the polarization of American society is not solely limited to the political sphere at present in United States the main axis of social division resolves around the economic and cultural cleavage between rapidly radicalizing conservative segments that envision American as a community”.

Tanika Siscoe (2016) in her research article “#BlackLiveMatter: The Generations Civil Right Movement “, says “ Black people were enslaved and oppressed even at present because of the color of their skin and other biological characteristics. After slavery ended, black lives were still discriminated against due to the color of their skin and it is not acceptable in modern time and she says the Black Live Matter movement is a new civil rights movement to fight against new form of racism exit in the world at present. This particular Black Live Matter movement is trying to shift away from color blindness to color consciences.

Ryan Lavalley and Khalilah Robinson Jhoso(2020) in their research article “Occupation, injustice and Anti-Black racism in the United States of America“, says “Occupation is a powerful tool, it was a tool for injustice as much as it has been shown to be a tool of justice. This recognition challenges occupational scientists to be vigilant in refection and examination of assumption regarding concepts, practice and values”.

William and Mary Law (October 1992) in their research article “The survival of Racism under the Constitution”, says” Bring Bill of rights to life as the basis of resolving the central dilemma in American history, racial inequality and no governs exit under the Bill of rights, but it does contain assurance of equality of opportunity to handle responsibility and pursue a good life.

Dorthy E. Roberts (11-01-2022) in his research article ”Racism, Abolition and Historical Resemblance “, says “ In historical white supremacy has central significance in much of abolition theorizing may abolition schools have contend the white supremacy practice of the pre-civil rights era to modern policing, surveillance and incarceration”. All the above previous research shows racism is bad to the society and removing this kind of practice.

3. Methodology:

This is a qualitative study:-involves collecting and analyzing non-numerical data (ex: text, video, audio etc) to understand concepts, opinions or experiences and which tries to find out ‘Role of Social Media in Black Lives Matter (BLM) Movement and its Impact: A Study’ by using secondary data collected from different sources.

4. Results and Discussion:

The study’s findings highlight the pivotal role of social media in the Black Live Matter (BLM) Movement, demonstrating its capacity to amplify marginalized voices, mobilize protests, and influence public opinion and policy changes.

According to statista(Feb-13-2024)between May- 15 and June-12, 2020 the publisher with the highest online engagement while writing about the Black Live Matter (BLM) Movement and protest was NBC.com and its local

affiliates had 72.99 million interactions with their Black Live Matter (BLM) related content and CNN.com was ranked with 41.5 million interactions.

According to statista(August 12, 2024) in a survey conducted in August 2020 in United States, 73% of black respondents said that they support the Black Live Matter (BLM) Movement and 53% of white respondents said they support the missions of Black Live Matter (BLM) Movement,.

According to statista(August 9, 2024) in a survey in United States 76% of Democratic respondents said that they support the missions and 42% of Republican respondents said they support the BLM movement.

According to PHYS.org (December 9, 2022) in a computer analysis a researcher found that more than 1.1 millions posts and 1.6 millions photos were shared in Instagram after police killing mentioned #JusticeForGeorgeFLoyd.

According to statista(Jul15, 2024) between July-2013 to March -2013 publics tweets which included #BlackLivesMatter hashtag were retweeted an average of 18 times, overall tweets that were in favors of the movement were retweeted an average of 22 times with opposing tweets being retweeted an average of 13 times.

According to Pwe Research center (June 29, 2023) use of the #Black Live Matter hashtag in November 2014 95,000 times twitted in single day. According to Pwe Research center (June, 2023) in 2016 4,22,000 tweets were twitted in single day to support #Black Live Matter movement.

According to Pmc Pub med central (Dec 7, 2022) in Instagram 1,147,278 posts and 1,694,909 photos were shared in support to #JusticeForGerogeFLoyd from May28, 2020 to Juune 30, 2020.

According to Allen School News (Aug 24, 2022) 65 Million tweets were twitted to support Black Lives Matter Movement. According to Statista (July, 2020) 94% of ticktok uses in America says ticktok platform generated meaningful action for the Back Live Matter Movement.

According to Pew Research Center (2020) 92% of BLM activists use social media to raise awareness about police brutality and racial injustice. According to Knight Foundation (2018) 70% of BLM Movement supporters use social media to Mobilize protests and event.

According Pew Research Center (2020) 21% of BLM activists use WhatsApp to communicate and organize with other activists. According Knight Foundation (2018) 18% of BLM Supporters use WhatsApp to share information and resource related to the movement.

According to Pew Research Center (2020) 71% of BLM activists use Facebook to raise awareness about police Black lives matter Movement. About 22% of (BLM) activists report using Twitter for fundraise and support organizations working towards racial justice.

According to Knight Foundation (2018) 18% of BLM supporters use E-mail platform to share information and resources related to the BLM movement. According to Pew Research Center (2020) 34% BLM activists use You Tube to share videos and personal stories related to racial injustices. According to Knight Foundation 27% of BLM supporters use You Tube to educate themselves about racial justice issues.

This analysis shows that social media were extensively used by activists of BLM movement. Social media like Facebook, Instagram, Whatsapp, Twitter, YouTube played an important role in success of BLM movement.

5. Conclusion:

The Black Lives Matter (BLM) movement has significantly impacted the social justice landscape and social media has played a crucial role in its success. This particular study has examined the role of social media in the BLM movement and its impact on amplifying marginalized voices, mobilizing protests and influencing public opinion and policy changes.

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