

#BlackLivesMatter

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01 Objective

This analysis explores recurring themes under the #BlackLivesMatter, aiming to better understand how social media users respond, contribute to, and support Black justice.



Art by: deelasheart on Instagram

02 Method

- We selected #BlackLivesMatter for relevance of the movement and as the majority of the group are Black Women.
- Each member (5) found 10 posts, with a sum total of 50 posts
- We developed themes through transcribing captions and video content, picking out the most relevant information
- Tools we used were data cleansing, categorization, and archival research methods
- Our themes were chosen after analyzing post with the hashtag#BLM.

- **Black Culture**
- **Suppression of black history and voices**
- **Black Protest and Activist**
- **Black victims due to police brutality or racism**

03

Themes: Digital Storytelling to Oppose Suppression of Black History/Voices

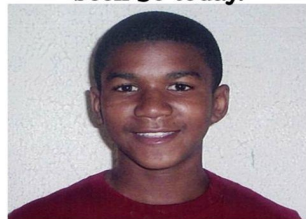
Each of our themes highlights what #BLM stands for.

“Three times our US History teacher forgot to mention Black people’s contribution to this country.” - bullymanjany on Instagram (video above)

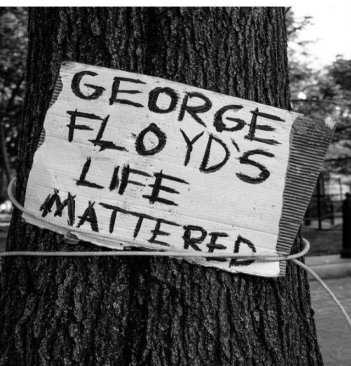




Happy heavenly birthday, Trayvon Martin. Born on February 5, 1995, and tragically killed on February 26, 2012, at just 17 years old, he would have been 30 today.



Black Lives Matter



WHITE
BECAUSE
WE CAN'T

03

Key Findings

Theme: Why they matter

These findings are important because they show the influence a movement can have. The post and hashtag shows how the public discourse is shaped. The findings show how BLM shapes the narrative about racism, discrimination, and injustices. It helps see the power & impact of the digital world while also highlight what the movement stands for

03

Key Findings

Theme: Appreciating Black Culture Through Representation

Whether this hashtag highlights negative or positive experiences, it aims to show appreciation for Black culture. All experiences, known or not, shape Black culture to what it is today, and continues to shape it in the future. Black culture will forever leave a mark behind.

04

Implications: Engagement

- Many people suggest engaging through peaceful means(SM engagement, protests), while some stand by violence(riots) or a mixture of both methods. They inform policy and advocates through attending protests as well as political figures speaking out against Black issues.

05 Reflections/Challenges

- The findings from this hashtag were not surprising, given how influential the BlackLivesMatter movement has been and known to stand for.
- Challenges: Many posts to look through, yet not all relevant
- As a group we learned more about Black history and figures as well as the extent to how widespread Black communities have been affected from systematic racism.

“Darkness cannot drive out darkness only
light can do that. Hate cannot drive out
hate, only love can do that.”

—**Martin Luther King Jr**
