

Asian Lives Matters Activisms online: a rally between hatred and awareness on social media platforms.

Abstract

This paper will fleetingly study about the hatred Asian people are facing online and the method of sensitization to reduce the rate of racism towards Asian people in western countries. This paper would detail the various stages involved in the development of hate speech. This rhetoric paper argues about the racism that Asian people are facing especially during these past few years and raising awareness for this cause through social media platforms. This paper will give a further insight about online advocacy and identities as there is an issue revolving around a certain community online with #ASIANLIVESMATTER.

People's interactions have changed dramatically because of the proliferation of social media networks. Individuals will create as well as share views, information, questions, and diverse viewpoints thanks to the decentralization nature of these networks. However, in violation of their political credentials, their role in reinforcing a new breed of online hate, which has resulting in too much liberty of expression online has led to cyberbullying of other communities that does not feels like fitting their norms online.

Since cyberbullying or posting videos of people being bullied, sensitization against racism has also been started though social media platforms to raise awareness of this issue that are greatly affecting the Asian community negatively.

Online interaction through social media platforms has become so popular nowadays, users have developed a visual identity that they want to be reflected though different social medias that are being used; this is considered advantageous since it allows them to communicate with their friends, relatives, and obtain knowledge (Li, 2007).

However, the misuse of social media platforms can be nefarious for people who are being bullied, many users are being harassed with hate speech online, which is affecting their sense of self and leading to people refusing to reveal their true identities (Li, 2007)..

Consequently, this has a huge effect on online advocacy, which is complicated by the fact that they are being faced by hate speech, which they are likely incapable of addressing (Li, 2007). Nonetheless, sharpening of the racism issue are also considered, people are bringing up a revolution to stop racial inequalities by creating accounts for this special use as well as the creation of hashtags for this purpose.

This paper scrutiny will be about hatred and awareness of the racial movement 'Asian Lives Matters' on social media platforms and about the means these issues are being raised through identities and online advocacy.

What is causing hatred?

Emerging ethnic patterns are becoming more popular as social and economic conditions on Facebook, Twitter, YouTube, and other networking platforms continue to mimic social and economic environments in various parts of the world. To incite hatred and bigotry, these racist propaganda uses manipulative tactics such as memes and mocking accounts. The proliferation of these networks has resulted in the emergence of new structures, organized racial organizations are created, and these networks are used to promote hate (Alkiviadou, 2018). Racial blogs are developed, and since these pages draw a growing number of visitors, more people visit them, thus expanding and reinforcing a racial community identity (Robnett & Feliciano, 2011). These multimedia platforms are suitable for customizing texts for a specific audience. They allow these racial groups to be adequately characterized in the virtual world by providing effective methods for connecting a greater number of participants and propagating vitriolic dialect, thus fostering a sense of belonging among themselves. Individuals are also interested in spreading consciously ethnic, homophobic, and bigotry aggressive speech on blogs and platforms devoted to spreading incendiary rhetoric in order to incite violence within themselves, in addition to racial communities on these pages.

Researchers are investing a lot of work into detecting and decoding virtual racist speech, but little is understood about its spread on mainstream or extremist platforms, and the frequency of hostility varies depending on the field's problems. Creators of sexist and offensive speech tend to approach in a softer, more subtle way before advancing to a pernicious manner, according to the findings. Any of this, according to the writers, is due to a decrease in interpersonal exclusion when these individuals transition into a more extreme virtual environment (Bliuc et al., 2018). When comparing participants who use inflammatory language to those who don't, Abuse participants were found to be highly linked to one another. As a result, when compared to participants who are not sharing hate, the abusive content provided by these individuals is shared faster, farther, and to a larger audience (Bliuc et al., 2018). As a result of these campaigns, hate speech is being more apparent on social media platforms.

Hate rhetoric on social media can be triggered by several factors.

When the Democratic Party becomes more divided, people are turning to justifying media sources. As a result, there is an increasing sense of ethical detachment, which contributes to denigration, even though this trend does not represent enough for substantive dialogue due to the diversity of viewpoints and verbal expressions required for a functioning democratic society (Cammaerts, 2009). Participants on new media platforms often feel offended as they come across different views. This inevitably leads to arrogance, which may take the shape of denial, as well as noncognitive dissipation, which is linked to a sense of identity's presence in an unmanageable dispute. As a result, this idea fuels concerns that social media practices will contribute to the validation of hateful propaganda, jeopardizing contemplative democracy whilst also contributing to increased perceptual fragmentation with potentially dangerous implications (Chetty & Alathur, 2018). Individuals' responses to their identity hazard are based on the severity of the situation.

A difficulty is created, for example, when a core sense of self is tested by another individual. One should either oppose or reject the opposing beliefs, behaviors, and values,

or both participants have a propensity to behave in a way that contradicts the legitimacy of the other (Back et al., 1999). As confirmation, a confrontational posture attacks their self-esteem and identity, resulting in an advanced stage of degradation. When people encounter those whose viewpoints contradict their own, they prefer to form communities of similar beliefs, which sets in motion a prejudice structure. where classes that were formerly considered to be indistinguishable are now labeled as "other." When more others are identified, the task of identifying them becomes more difficult, necessitating caution against them.

For instance, the Asian community faces many difficulties especially in America, racism is not foreign for those people. In 2020 and during the first months of 2021, many racists has started to attack the elderly Asians, which has led to many deaths ("Covid 'hate crimes' against Asian Americans on rise", 2021). Asians people faces many difficulties, as people threatened them very often with “go back to your country” or “you are taking all the jobs”. Asians find it very difficult to practice their tradition and culture, females can’t wear the ‘bindi’ in fear of being attacked. Unfortunately, the law has not taken charges on people who are doing these hatred crimes towards the Asian community and racism is still going strong.

This results in a rigidification mechanism, in which assumptions become stagnant and augmented conclusions emerge, causing subjects that were not initially included in the conflict to be viewed as troublesome and central to the dispute. When a group reaches this stage, the conflict shapes its consciousness and identity, forcing individuals in a group to cooperate. When a group reaches this stage, the conflict shapes its consciousness and identity, forcing members of one group to hate members of another.

Does awareness really works?

Sensitization is very important to reduce harmfulness that is affecting the society, anti-Asian sentiments has risen even more during the outbreak of coronavirus as China was the first to have contracted this deadly virus and that many people believes that this disease were made by the Chinese to destroy America, however this statement was never

confirmed. Since then, there was many conflicts between the American and Chinese government especially during Trump's mandate.

Many pacific march has been organized to raise awareness about this issue and which has led to the slogan 'Asians Lives Matters', fortunately this has touched many people mostly the new elected president of American, Joe Biden who has recently signed an executive order condemning 'racism, xenophobia and intolerance against the Asian American community' ("How To Combat Anti-Asian Racism Today | The 360 Blog - Salesforce", 2021); and also which has also positively impacted this issue is that the vice president of the United States is the a first generation Asian American, Kamala Harris which of mix ethnicities, south Indian and Afro American.

Campaigns has been made to denounce hatred and bullying on social media platforms such as the creation of hashtags #AsianLivesMatters or #HateIsAVirus to make this issue viral. Despite social media is a great tool for bullying it can also be used against it, for example people are sharing quotes of Martin Luther King to make people aware that this issue is not fair towards certain community. Being used as an anti racism tool, different organization has brought up many ways to become a good digital citizen to avoid any misuse (Keum & Miller, 2018).

Impacts of online advocacy and identities.

Despite the fact that verbal harassment is one of the factors that contributes to communal conflict, it has a profound effect on the intensification of mutual hate emotions. This is particularly true in the virtual world, where the anonymity of online contact leads to users sharing more negative opinions than they would otherwise (Bullingham & Vasconcelos, 2013). Participants tend to believe that traditional social standards do not apply to them, which exacerbates group conflicts. Similarly, hate speech on these social media platforms provides a significant barrier between members and politicians, allowing respondents to self-interpret without fear of backlash. Social networking websites, in particular, enable

compatible individuals to communicate with one another who may otherwise be unaware of one another's existence.

Racist groups can use the Internet to share potentially disadvantaged or impolite viewpoints, allowing them to foster a sense of belonging when coping with feelings of isolation. social identity is described as an individual's sense of self in relation to a society, as well as the sentimental meaning that comes with it (Kingston & Stam, 2013). Individuals have many intertwined identities associated with well defined and relevant social groups, as well as ambiguous meanings such as ethnic origin. Connections of historically formed identities are a central component of social identity theory. By violating the effective attributes of belonging to a social circle, hatred can undermine the meaningful aspects of the self that are derived from collective membership, stripping members of their dignity. According to research, being the object of hate speech on the internet causes the target to identify with insecurities; rather than associating themselves with admirable characteristics, the victimized person with animosity may align with their community with threatened feelings (Pantti et al., 2019).

Nonetheless, some research shows that members of groups whose cultural integrity is often undermined by hostility and guilt are less likely to develop sympathy for the haters, whereas others reject it outright. Online advocacy is influencing direct communication on the risen issue on social media platforms or even blogs.

Link between web media and the conference paper issue

Web media is any forms of communication represented on the web, during the last few years there is an increase of interactivity on social media networks. The approach of this conference is to raise the problem of racism and hatred on networks to make the maximum of people aware of the unfortunate events which is happening towards the Asian community. However, the misuse of web 2.0 for bullying has risen and it is quite difficult to know exactly who these people or organization are who are sharing hatred.

Fortunately, the use of web media is helping to make this issue visible only online to be responsible digital citizens.

Conclusion

To sum up, this paper has noted how the rise of social media sites has made conversation simpler than ever before, while also examining one of the most pressing topics of our day, hatred, racism and awareness, on these platforms. This paper also briefly explored the origins of the hate that is being spread online, as well as who is spreading it and why. Furthermore, this paper has summarized the various stages that contribute to the construction of racism on social media sites. This paper went on to address the many forms of hate speech and the damaging impact as well as its awareness to reduce the harms through online advocacy they have on users' online identities , as well as how this causes them to reconsider their social and self-identities.

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