

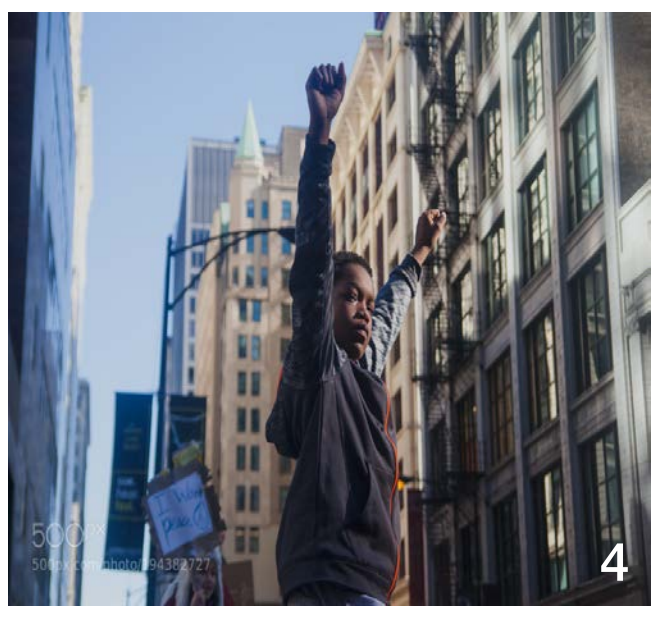
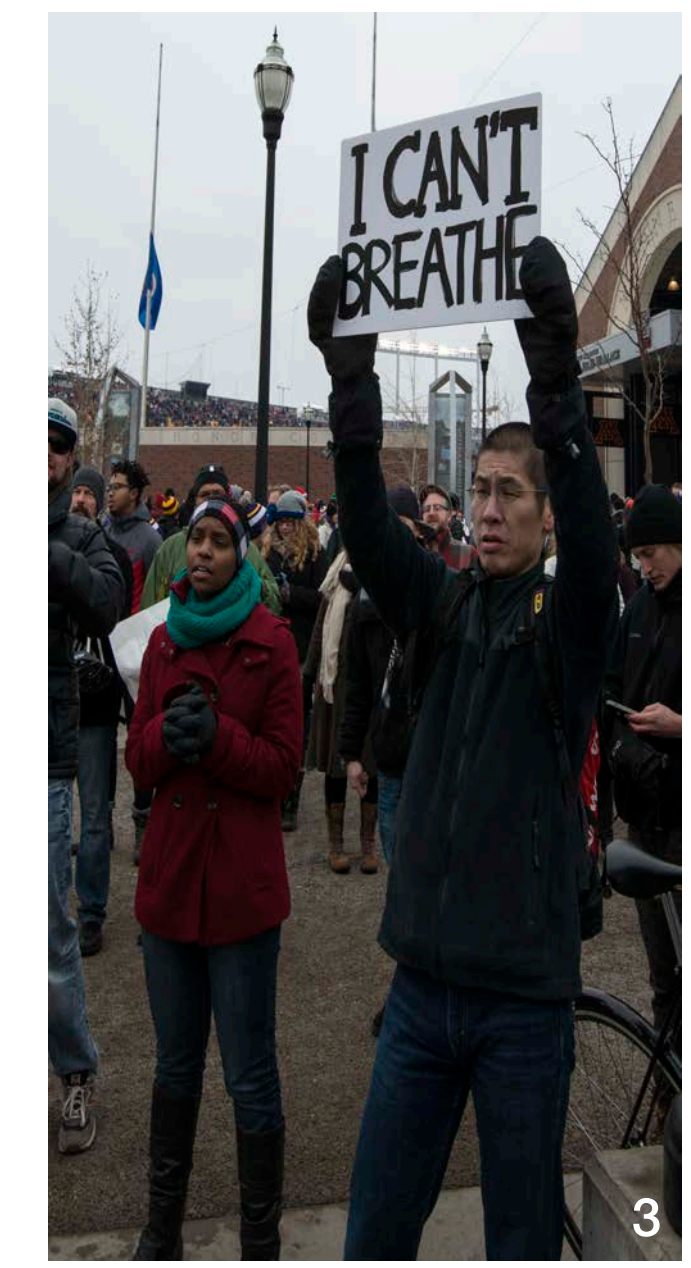


Tweets **68.9K** Following **902** Followers **677** Likes **22.9K**

# The Implications of Social Media on #BlackLivesMatter



Roxanne Khasow  
Faculty of Environmental Studies  
ENVS 4161: Social Movements, Activism and Social Change



“The ultimate measure of man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” — Dr. Martin Luther King Jr.

## Thesis

- To discover the role of #BlackLivesMatter in social media and the implications that social media has had on it.

## Abstract

- #BlackLivesMatter was created after the death of Trayvon Martin, and the inaction from the judicial system by his murderer, George Zimmerman. This movement sought to bring intervention to all Black lives that were being discriminated against by the state and the police in the United States of America, through the underlying ideologies of inequality and exploitation.
- On social media websites, activists behind #BlackLivesMatter found a place where they could strive for pushback, collective action and protest against the state and mass media organizations. Social media has designed a community for those outraged and seeking change in a world they see unjust.
- Social media and mass media outlets have been manipulated by political and economic elites, as well as the state to control the minority and to express their own personal biases. Social media has also created the dangers of ‘cyber activists’ seeking self worth instead of change in the community for Black lives. Social media affects #BlackLivesMatter in both positive and negative ways, but it is up to the people to seek active change to make a difference.

## Method

- Most of my research was found through the York University Database and Library, where I wanted to find what the effects that #BlackLivesMatter has had on society, and adversely society on the social movement itself. I used journals, articles, and the Black Lives Matter website to showcase how social media and mass media has changed the way we see things in society, and how people can see the same social movement in different point of views.

## Conclusions

- #BlackLivesMatter is seeking peace and liberation for those Black lives, that are living in a systematically racialized society, where they are objectified against, and suffer police brutality and violence in their everyday lives. Black Lives Matter seeks to highlight that all Black lives are important, and that all Black lives face discrimination and oppression in a system that feels like it was made against them with the hopes of their demise.
- Twitter has become a massive platform where everyone can have a conversation about the social injustices Black people face, and discuss it with anyone that may share these similar emotions, or not. The deaths of Black men and women have been popularized in social media where it has opened up a discussion about these issues, and that change must come.
- Social media has done a great job in informing people about these problems, but it has also created a loophole for corporations and mass media outlets to insert themselves and share their own personal narratives of these issues.
- Social media works to combat against these biases and lies fed to society by mass media, but they must also remember that there is only so much social media can do to enact change. To make a difference cyber activists must take their fight to the street and protest to let their voices be heard, signs be read, and strength be seen in numbers as a collective, who truly wants change for all Black lives, because #BlackLivesMatter.

## Who to follow

Alicia Garza  
Dreamer. Co-creator of #BlackLivesMatter.  
@aliciagarza

Colin Kaepernick  
Social Activist. Fighting global oppression through education.  
@Kaepernick7

Black Lives Matter  
An original chapter of the #BLM movement.  
@usblm

## Global Trends

- #BlackLivesMatter
- #StopPoliceBrutality
- #TakeAKnee
- #JusticeForTrayvonMartin
- #NoJusticeNoPeace