

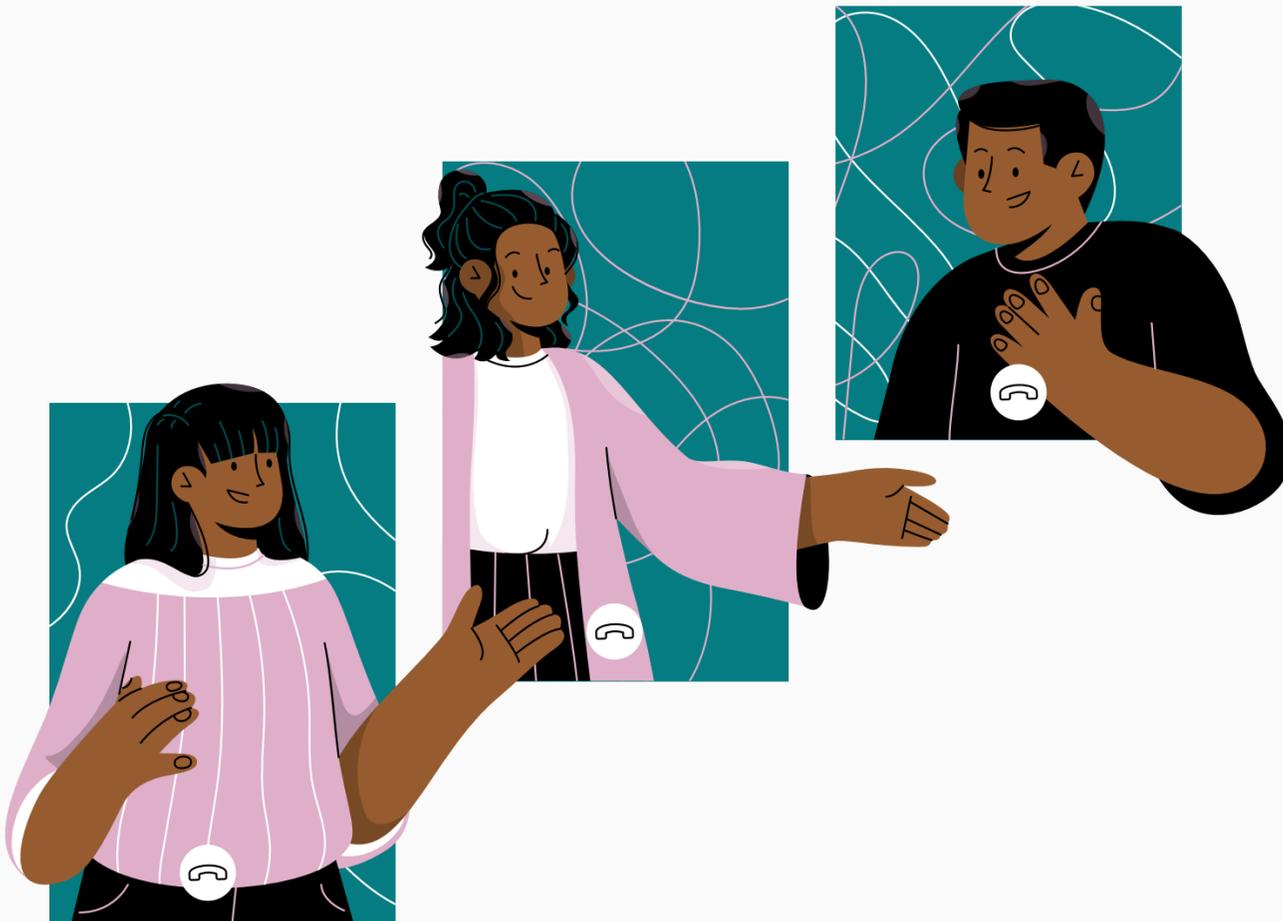
The Decolonisation and Anti-Racism (DAR) study group presents...

On 'Insta-activism'

Before we begin...

We aim to create a principled space for open and respectful communication. In being present to this session you are agreeing to the following guides:

- We have **zero tolerance** for racism, sexism, homophobia, transphobia, islamophobia, xenophobia, ableism, ageism and any other form of discriminatory behaviour.
- We have **zero tolerance** for prejudice based on class, faith/religion, language ability, gender presentation, physical ability, learning difficulty or mental health.
- We do not assume anyone's gender (if in doubt ask or use gender neutral pronouns until specified otherwise)
- If we are called out, we redirect defensive behaviour and use the space as an opportunity to reflect and learn



A little bit of history...

- For the past decade, social media has been used to bring attention to several movements across the globe.
- The beginning of social media as a definitive tool for activism started all the way back in 2010 with the Arab Spring uprisings where the protestors used twitter as a medium of spreading local and global awareness about their movement.
- Around the same time Occupy Wall Street protests began in New York City which has left lasting effects on the politics of the country.
- The origin of the Black Lives Matter protests can also be traced back to the origins on online activism in 2013 when Patrisse Cullors, Opal Tometi, and Alicia Garza helped launch a worldwide network of black organizers and activists using the hashtag #BlackLivesMatter.

The first set resource for this session was:

From Memes To Movement

Full Frontal with Samantha Bee



From Memes To Movement: Is Instagram Activism Getting Us Anywhere? | Full Frontal on TBS



Watch on  YouTube **#DoMoreThanPost**

Questions

Does social media play a role in your life? If yes, what do you use the most and how do you use it?

What is your opinion of social media activism?





The second set resource for this session was:

How social justice slideshows took over Instagram

By Terry Nguyen at Vox



**Some examples of
infographics:**



Questions

How much should social movements rely on social media?

Is there room for 'digestible activism' when partnered with more practical attempts at social justice. How do we qualify what is enough?

Can we call it "activism" if it only takes place on the internet?



Critiques:

- 'Slacktivism'
- The commodification and corporatisation of political movements
- Platform censorship policies



'The concept (slacktivism) generally refer to activities that are easily performed, but they are considered more effective in making the participants feel good about themselves than to achieve the stated political goals' (Christensen, 2011)

'Shadowbanning, similar to blocking users, suppresses a user's content to such an extent that it will not appear on anyone's feed or hashtag unless the user already follows them [...] Instagram will censor values and ideologies that they do not agree with or which they think the public will not agree with' (Parmanand, 2019)



'Videos telling the truth about police violence are squeezed between a Twitter rant from a disgruntled Yankees fan and an Instagram influencer's demonstration of a recipe for avocado toast. The screen they occupy is the same size [...] The campaign for racial justice becomes just one more commodity, and slogans like "Black Lives Matter" assume an awkward place in corporate marketing strategies, where the next consumer trend will one day supplant them.' (Hill and Brewster, 2022)

“

“Fear the thought that right now, you could be contributing to the oppression of others and you don't know it. But do not fear those who bring that oppression to light. Do not fear the opportunity to do better.”

— Ijeoma Oluo, *So You Want to Talk About Race*

Further resources



Digital Warriors: Women, social media and the revolution (Documentary)

Twitter, Facebook, Instagram and other social media can drive social change or even spark revolutions. This documentary shows how women around the world use the Internet as a weapon in their struggle for equal rights.



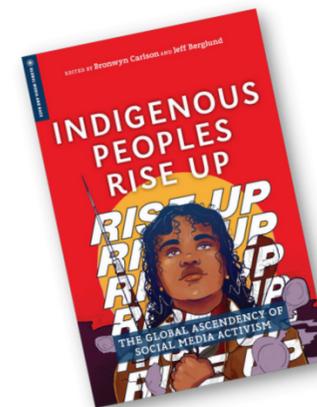
Emergent Strategy podcast on Spotify/Apple

This is a podcast hosted by Sage Crump, Mia Herndon and adrienne maree brown. Each episode they dive deeply into the life, practice and experimentation of a person or group who we see as living embodiments of emergent strategy. Emergent Strategy is about how we get in right relationship with change - what are the simple interactions that can shift and shape complex systems and patterns?



Reclaiming Our Space: How Black Feminists Are Changing the World from the Tweets to the Streets by Feminista Jones

Social worker, activist, and cultural commentator Feminista Jones explores how Black women are changing culture, society, and the landscape of feminism by building digital communities and using social media as powerful platforms.



Indigenous Peoples Rise Up: The Global Ascendency of Social Media Activism. Edited by Bronwyn Carlson and Jeff Berglund

This book illustrates the impact of social media in expanding the nature of Indigenous communities and social movements. Social media has bridged distance, time, and nation states to mobilize Indigenous peoples to build coalitions across the globe and to stand in solidarity with one another. These movements have succeeded and gained momentum and traction precisely because of the strategic use of social media.

Further resources

Does Hashtag Activism Reflect The Truth Of Social Movements On Ground by Riya Gangwal

An article discussing the place of social media in the world of social justice. This piece dives into whether the drive towards social justice we see on our screens is reflected in the ground activism.

<https://feminisminindia.com/2021/03/04/hashtag-social-media-activism/>

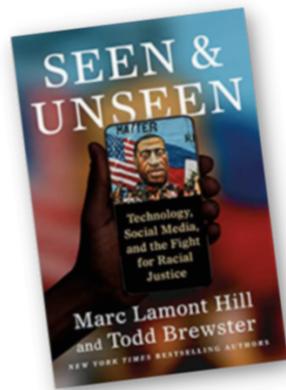


Here are some instagrams we recommend taking a look at:

- @soyouwanttotalkabout
- @freeblackuni
- @notsoivorytower
- @thestoryofwealth
- @chicksforclimate
- @sankara.media
- @everydayracism_
- @newsimplified
- @futureearth
- @ckyourprivilege
- @decolonisemyself
- @so.informed
- @ardtaction
- @sahi

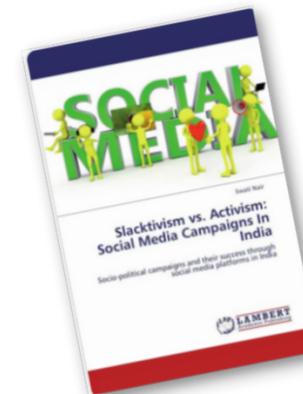
Seen and Unseen: Technology, Social Media, and the Fight for Racial Justice

A riveting exploration of how the power of visual media over the last few years has shifted the narrative on race and reignited the push towards justice by the author of the "worthy and necessary" (The New York Times) Nobody Marc Lamont Hill and the bestselling author and acclaimed journalist Todd Brewster.



Slacktivism vs. Activism: Social Media Campaigns In India by Swati Nair

"Although the Internet revolution in India may take a while to match up to the ones happening in the world, that scale is not far-fetched." This book explores the potential for social media activism in India and how this may shift as society progresses.



Questions to think about

What brought you here today?

What are your biggest takeaways from today's session?

How much learning/unlearning are you willing to do?

Do you need to reflect on your own media consumption and online presence?



Links and contact information

To see our website and ways to follow the project:

<http://blog.westminster.ac.uk/psj>

To watch our seminars about ethical and decolonial partnerships:

<http://cti.westminster.ac.uk/student-partnership-resources/>

To listen to our podcast about decolonising the curriculum:

<https://anchor.fm/student-partnership>

To read discipline-specific and general reading lists about decolonising higher education:

<http://blog.westminster.ac.uk/psj/tools/reading-lists/>

If you have any questions about the DAR study group, email Kyra Araneta (Student Partnership Coordinator) at aranetk@westminster.ac.uk



Follow and interact with us on Twitter:
[@PSJproject](https://twitter.com/PSJproject)