The Online #StopAsianHate Movement: More Global and BTS-Driven Than You’d Think

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Research Questions
The #StopAsianHate (SAH) movement is a social movement against violence targeting Asians and Asian Americans.

What are the topics in SAH, and do they change over time?
Who are the main users driving conversation?
Do English and non-English topics/users differ?

Topic and User Modeling
Approach: we (1) translate non-English tweets/bios, (2) embed tweets/bios using Sentence-BERT, (3) cluster embeddings, (4) order clusters in semantically coherent way, and (5) manually label clusters

Findings
Local to global: broad shift in topic from violent crime in the US, e.g. Atlanta spa shootings, to general anti-Asian sentiment globally, e.g. Dominican radio host makes racist joke about BTS
- Shift from policing anti-Asian violence to policing anti-Asian language
- Substantial participation from non-US countries

K-pop activism: largest group of users are K-pop fans, making up more than ⅕ of English users and ⅓ of non-English users
- Fan activism had significant impact on sustaining the movement

Divided opinions on Black and Asian solidarity: the main tension within SAH is between Black and Asian communities
- While we find broad stated support for BLM, a small subset of users express anti-Black sentiment while another small subset are upset with lack of solidarity between the communities

Summary & Future Work
- The largest study of the online SAH movement to date and the first to examine non-English tweets and users, which constitute ⅓ of tweets and ¼ of users
- Identified major topics and user groups driving conversation within SAH and how they evolved over time
- Ongoing work investigating, do SAH tweets lead or follow mainstream media news?