

Multilingualism, Transnationality, and K-pop in the Online #StopAsianHate Movement

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The #StopAsianHate Movement

The #StopAsianHate (SAH) movement is a social movement against violence targeting Asians/Asian Americans



The shootings in Atlanta were grotesque, hateful, ad yet another reminder that we must be vigilant in fighting against hatred. Violence against the Asian community must be stopped. We must commit to #StopAsianHate



there has been a staggering 1900% increase in targeted hate crimes against asian americans. the old, young, and most vulnerable have been targeted assaulted and killed. this needs to STOP. #StopAsianHate #AsiansAreHuman

The #StopAsianHate Movement

What does the online movement look like outside of the US?

- Despite the global attention of the movement, research has focused only on English-speaking participants



chúng tôi - những người châu á cũng là con người đầy. làm ơn hãy dừng ngay việc phân biệt chủng tộc lại đi. sống trong thế kỉ 21 cần phải văn minh hơn chứ đừng tỏ ra mình thiếu hiểu biết như thế nữa. xin cảm ơn :))
#AsiansAreHuman #StopAsianHate

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Who has been participating in and sustaining the online movement?

- Very few studies examine users participating in the movement, and there are no longitudinal studies of SAH



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♡B T S #방탄소년단HELLO I AM A.R.M.Y :) เมณ
จิมิน, จองกุก #kookmin #Allmin ★ ʻ ʻ



GOT7FOREVER // NCT DREAM //
Wooyoung noticed me

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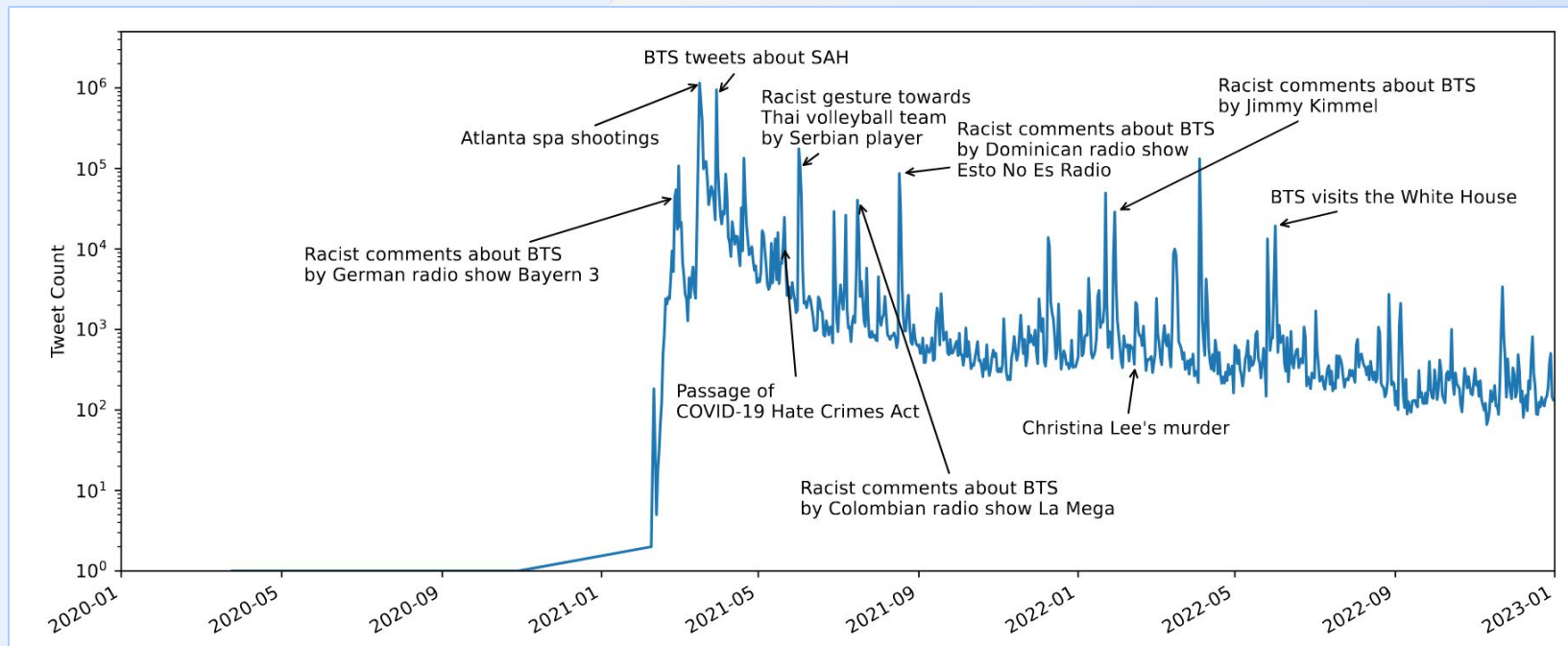


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Data

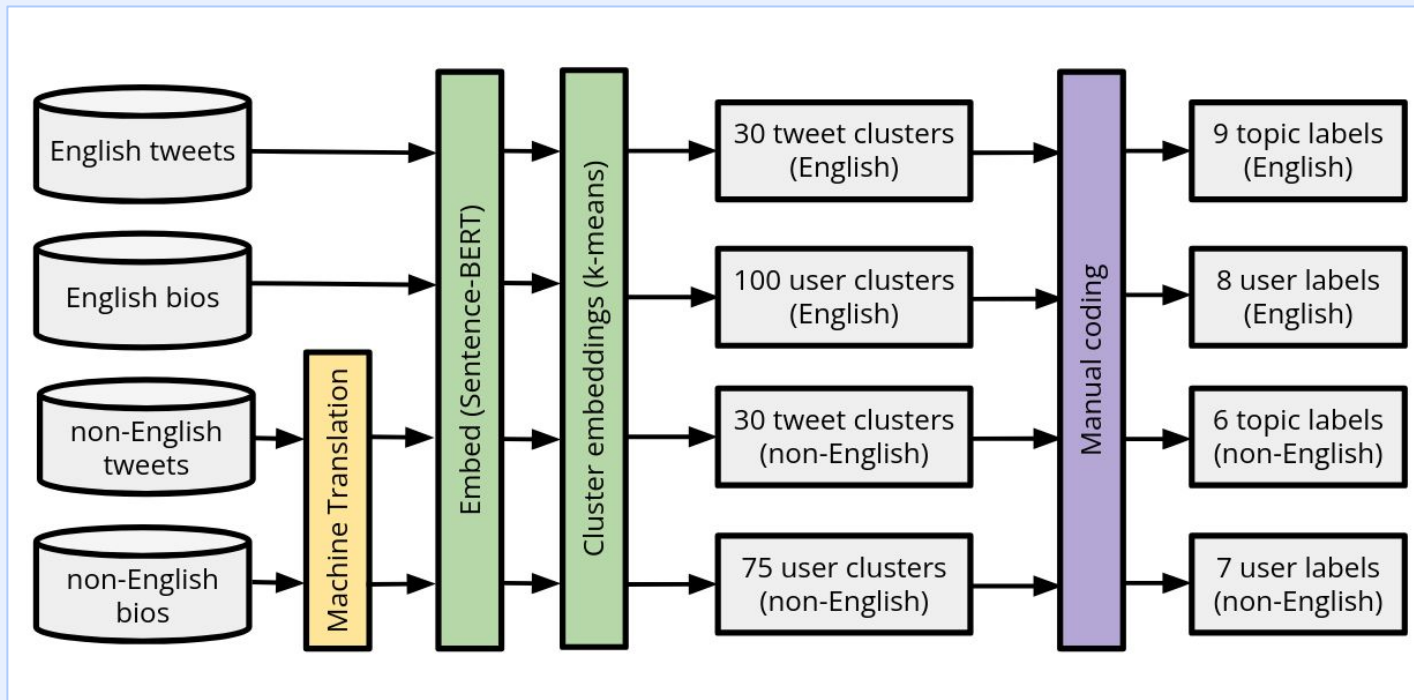


All tweets with “#StopAsianHate” from 2020 - 2022,
totalling 6.5 million tweets from 2.2 million users, and written in 60 different languages

Methodology

At a glance

- Machine translation of non-English tweets and user bios
- Thematic analysis of tweets and user bios, by first clustering their embeddings and then manually coding the clusters



Topics + Users in English Subset

Topics:

Topic	%
AAPI Heritage Month	2.9
Solidarity with AAPI community	24.2
Advocating action and awareness	21.1
Anti-Asian hate crimes	11.3
SAH statement	16.8
Commodification of SAH	2.7
COVID-related misinfo/stigma	3.2
Connection with BLM	3.1
BTS/ARMY	14.7

User group	%	# twts	% RT
K-pop fan	26.8	2.9	94.7
Political affiliation in bio	3.1	3.6	95.0
Activist	7.8	2.7	87.4
East/Southeast Asian identity	1.8	3.3	87.5
National identity (non-Asian)	3.5	1.9	95.1
Job	14.4	2.4	86.7
Other identity marker ⁵	25.2	2.3	93.5
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Average across all user groups		2.5	92.4

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Topics:

- Many found in previous studies
- A few novel topics

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Users:

- Largest group of users is K-pop fans
- Highest participation from K-pop fans, political users, activist users, and east/southeast Asian users

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SAH statement	21.5
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BTS/ARMY	50.7
Other/Unknown	5.4

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 - Thai-Serbia volleyball game, in Thai

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Topics + Users in Non-English Subset

Topics:

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Users:

- Largest group of users is K-pop fans
- Substantial number of users self-identifying from east/southeast Asia and Latin America

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Topics in the US vs globally

Key points


- Substantial participation from non-US countries
- Shift in frame needed to maintain relevance in a transnational and non-American context

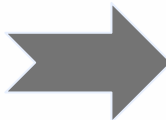
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English topics focus on
violent crimes against ordinary people

 *The shootings in Atlanta were grotesque, hateful, and yet another reminder that we must be vigilant in fighting against hatred. Violence against the Asian community must be stopped. We must commit to #StopAsianHate*



Non-English topics focus on
hateful speech/gestures towards symbolic
representatives of Asian nations

 *Si supuestamente los de @LaMega saben tanto de @BTS_twt también deberían saber que los grammy son una completa mentira. que su única finalidad de invitar a los artistas reconocidos es para ganar vistas. #StopAsianHate #LaMegaXenofobico*


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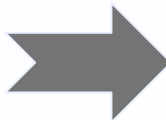
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“Scale shifting” (McAdam et al. 2003; Tarrow 2005)

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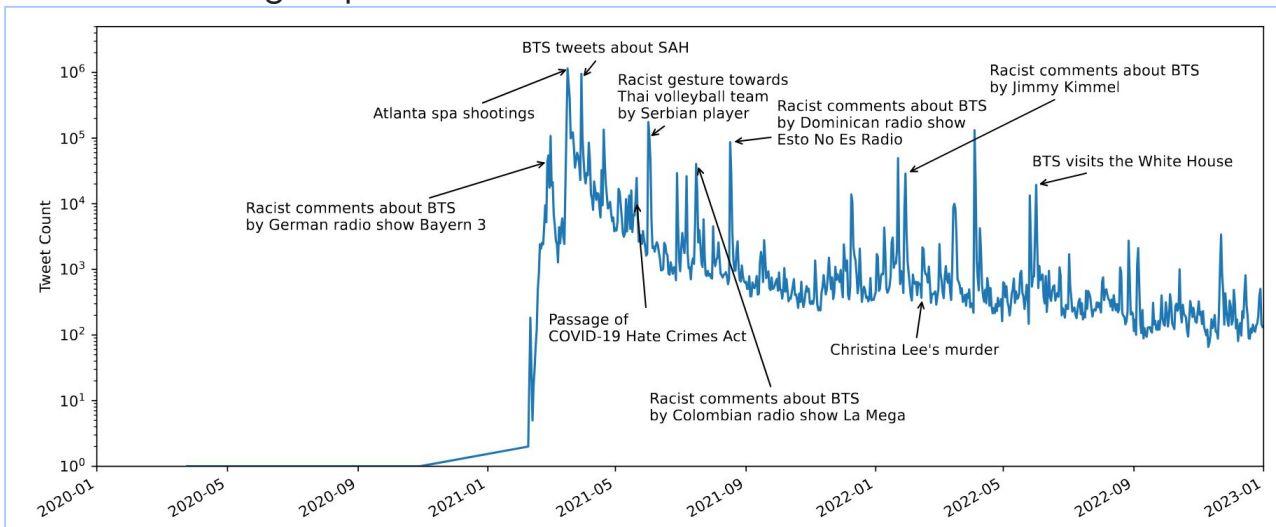
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K-pop fans and sustained transnational activity

- Global k-pop fans were the largest user group ($> \frac{1}{4}$ of English users and $> \frac{1}{2}$ of non-English users)
- Quick to adopt the SAH movement, and sustained it for longer than any other user group

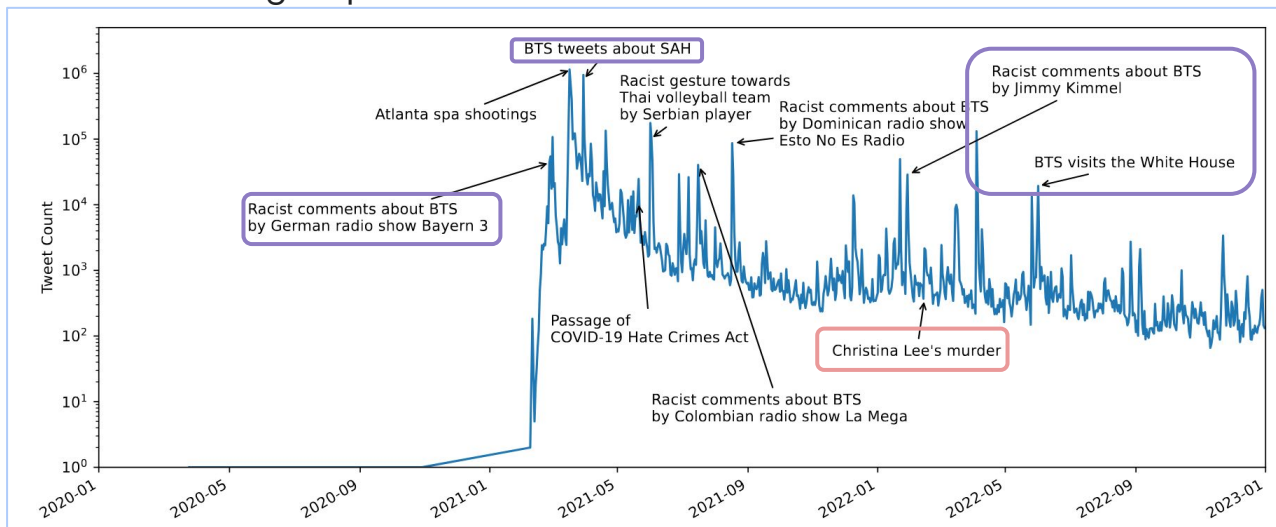
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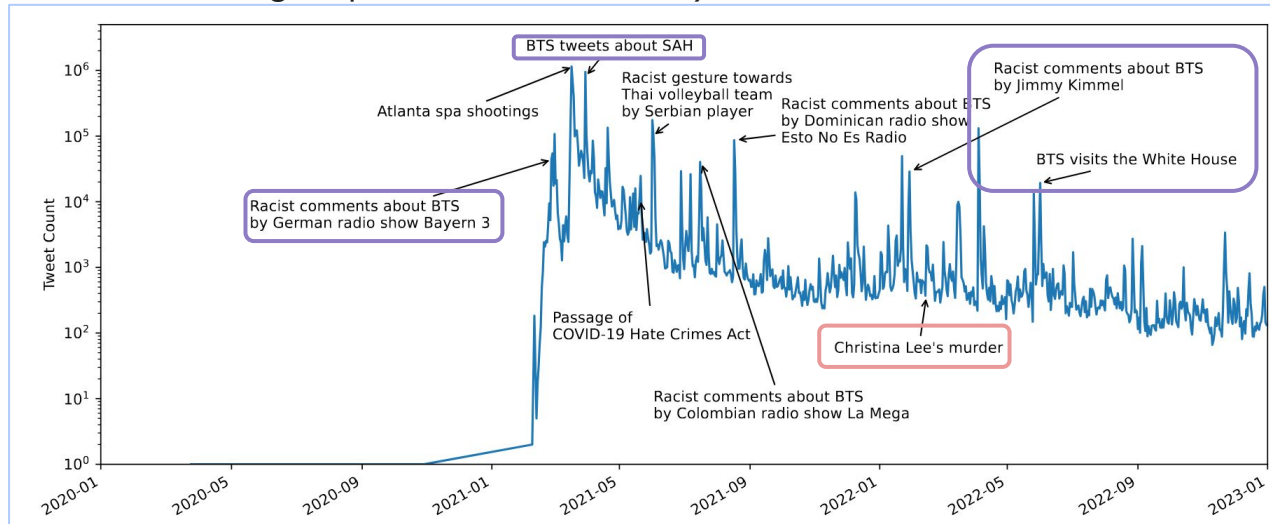
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Key points

- Fan activism had a significant impact on sustaining the movement
- Preexisting fan practices, transnational social networks, and collective identities may have allowed K-pop fans to engage in sustained collective action

Summary

- Largest dataset and first multilingual analysis of SAH movement
- Revealed substantial participation from people speaking in languages other than English about anti-Asian incidents outside of the US
- Distinct differences in type and target of events that drive US vs global conversations
- K-pop fans had a significant presence in sustaining the movement

Thank you!

Slides, paper, and data will be available at
tmasis.github.io/

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Methodology: Manual coding

Initial Topic Label	Final Topic Label
Celebrate AAPI Heritage Month	AAPI Heritage Month
Solidarity w/AAPI community	Solidarity w/AAPI community
Public figures speak about SAH	Advocating action & awareness
Rallies, protests, activism	Advocating action & awareness
Hate crime legal reform	Advocating action & awareness
Donate to SAH	Advocating action & awareness
Raising awareness	Advocating action & awareness
SAH-related streaming	Advocating action & awareness
AAPI hate crimes	Anti-Asian hate crimes
Atlanta spa shootings	Anti-Asian hate crimes
NYC-related AAPI hate crime	Anti-Asian hate crimes
SAH statement	SAH statement
SAH-related merchandise	Commodification of SAH
Yan Limeng's COVID misinfo	COVID-related misinfo/stigma
COVID-19 stigma	COVID-related misinfo/stigma
Connection with BLM	Connection with BLM
Racism isn't comedy; BTS	BTS/ARMY
Condemnation of racism; BTS	BTS/ARMY
Apologize to BTS	BTS/ARMY