

The Black Lives Matter Movement Affected the View About Racism in the World

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ABSTRACT: *The study demonstrates that public interest in the BLM plan is fast-growing, even though media and social media data are being utilized to verify BLM protests. While the protests are over, BLM and related issues will be discussed. The acts are likely to have influenced BLM's ideas on social change and grasp of anti-racist ideologies. Because of the Black Lives Movement, racism has changed significantly. Racism has had a significant impact on modern society because it has drawn attention and made people more aware of the fundamental nature of racism. One can't say for sure how many discriminatory acts it has stopped, but it's possible. But it has looked into all of the discriminatory actions that have gone unanswered for a long time now that it has.*

Studi ini menunjukkan bahwa minat publik terhadap agenda BLM tumbuh dengan cepat, meskipun media dan data media sosial digunakan untuk menunjukkan protes BLM. Sementara protes berakhir, BLM dan isu-isu terkait akan dibahas. Tindakan tersebut kemungkinan besar telah mempengaruhi ide-ide BLM tentang perubahan sosial dan pemahaman ideologi anti-rasis. Karena Gerakan Kehidupan Hitam, rasisme telah banyak berubah sejak dimulai. Rasisme berdampak besar pada masyarakat modern karena telah menarik perhatian dan membuat orang lebih sadar akan hakikat rasisme yang sebenarnya. Seseorang tidak dapat mengatakan dengan pasti berapa banyak tindakan diskriminatif yang telah dihentikan, tetapi itu mungkin. Tapi itu telah melihat ke dalam semua tindakan diskriminatif yang tidak terjawab untuk waktu yang lama sekarang.

Keywords: *Black Lives Matter Movement, Racism, Black Issues, Black Color Job, Discrimination.*

I. INTRODUCTION

The Black Lives Matter Global Network is comprehensive and well known worldwide and stands tall against the racist actions and acts of the people worldwide. The BLM Global Network raises the voice for all the Black lives on this planet irrespective of sexuality, sexual orientation, gender expression, financial background, status, religious beliefs and thoughts, strengths, weaknesses, immigration status, etc. The unjust ferocity experienced by Black Trans women is highlighted on the web page of BLM. The beginning of BLM was also a tiny movement to help the Black people gain their rights which became global re-known. This movement is changing people's perspectives about racism, thus challenging brutality based on racism (Gaztambide, 2021).

Everyone who lives on this planet and knows a few worldly affairs must be aware of the Black Lives Matter (BLM) movement. The origin of the Black Lives Matter movement is the USA, but it is now a globally known movement that is present on every continent except Antarctica. The reason for the popularity of this movement is apparent; the issue of racism and colour discrimination is common in almost every culture and society.

The public movements to eradicate racism have been quite effective. As the continuous protests caught the eye of the media, they became almost successful. As the media coverage increases, the government's and managing bodies' pressure increases to introduce new policies or amend the old ones to decrease racist acts in society. The scholars of social sciences, including political science, sociology, and mass communication studies, have claimed that the perspective of racism is changed in the world due to anti-racist movements such as Black Lives Matter (BLM). This paper aims to assess the impact of the Black Lives Movement on racism in the whole world.

This problem statement, "I can't breathe," is a phrase that triggered a series of events, protests, rallies, meetings, and conflicts in a short time. On May 25, 2020, Minnesota police officer Derek Chauvin crushed African American George Floyd's neck for eight minutes and 46 seconds amid quarantine. At the same time, another police officer, Alexander Küng, secured Floyd's thighs with his knees while their colleague Jay Thomas Lane held the detainee's handcuffed hands. Outside, next to the police car, they pinned him to the ground so that he could no longer move. When Floyd lost consciousness, and no longer had a pulse, the police officers continued to fix him on the ground. They only stopped when the ambulance arrived, about nine minutes after the African-American lost consciousness. Floyd's death was later pronounced at a local hospital. According to the Minneapolis Police Department, George Floyd was not armed at his arrest, making his arrest void. Police arrived on a call, the caller reporting that a man who matched Floyd's description was trying to pay with a counterfeit \$20 bill. Since Floyd's arrest was not the only event involving black men, a wave of protests and conflicts swept the world, targeting the entire system rather than police officers.

While many experts argue that Floyd's death affected economic and political systems, another school of thought believes that BLM merely dramatized the view about racism. It would be a mistake to agree with the first or second group of thinkers since each country and each city has reacted differently to the events.

They are looking at statistics that in more than 60 countries and on every continent except Antarctica, Black Lives Matter (BLM) protests have been held. This is partly due to the widespread nature of racism and discrimination. The memory of slavery and the slaughter of indigenous peoples haunt the United States, as it has previous colonial countries. Repression against their former colonies in Europe must be considered while discussing these issues in Europe. The European Union's Agency for Fundamental Rights documents how widespread racism is across Europe. It serves as a stark reminder of how often people of colour are defined only by the colour of their skin. The countries with the most significant number of recorded incidences of potential workers being discriminated against because of their race include Austria, Luxembourg, and Italy. According to research on their job status, only 2% of ethnic minorities are elected to the European Parliament. Having a darker skin tone in the European Union can lead to discrimination, inadequate housing, and a lack of employment opportunities. The police in France, according to an NGO named 'La Police Assassine' or 'Police Kills', have slain young black adults. The research shows that 30% of all respondents experienced racial harassment between 2014 and 2019, and 5% reported physical assault at the hands of their white peers (Shaw & Kidwai, *The Global Impact of the Black Lives Matter (BLM) Movement - The Geopolitics 2022*).

B. Copper and B. Lindsey mentioned the special connection between black people, which was not identified previously between white people. As they argue, outside the U.S., the movement took on a more radical appearance and resonated because of similar stories of minorities. The political conceptualization of many countries has also been changed, including the policing devices. They stated how important it was to inclusiveness and exclusivity outside the community. If before racism was perceived as only an ideological policy regarding black people, after BLM, it started using related to white, transgender, queer, and all people of minority backgrounds. BLM has also touched on a more proletarian society as more politicians, sociologists, and academics have turned their attention to black motherhood. Black Trauma was also revealed, reflected in the views of racism in Palestine, Brazil, Mexico, and India. Uniting all in one place was a commitment to the issue of blacks in the context of the Trump presidency and the racial response to the Obama years.

Glenn Mackin has concluded through analysis that an essential part of politics has to do with introducing sensory and empirical experience into the field. This is particularly relevant to changes in attitudes about racism in the world. Based on his analyses, there was a Rancière (aesthetic turn) in the world after BLM, as can be confirmed based on the reports of many surveys. However, BLM did not stop racism. It only dramatized it, which led to a strengthening in the positions of a holistic counter-world. BLM has not only brought a burning topic into the discussion but has also challenged existing models of political and social perception and interpretation. This, in turn, also led to the emergence of the racism contract in the USA and has gradually spread beyond its borders.

According to Adam Serwer, after BLM, the U.S. had the opportunity to fulfil the promises it had made for the last 150 years. After BLM, people under the influence of the ideological changes began to reconsider their views on racism and the system that supported that ideology. Nixon's "law and order" came into use, which started to spread

massively outside the United States. It was BLM that influenced the reconstruction of political discourse, exposing gaps in the USA during the Trump administration. The elimination of racism is the responsibility of Generation Z because BLM has influenced the popularization of Black thinkers, Black scholars and Black activists. Most importantly, however, phrases and ideas mainly used only by activists and politicians (systematic racism, white supremacy) have begun to enter the everyday person, which is one of the main tools to combat racism.

To "eradicate white supremacy and establish local power to intervene in violence inflicted on Black communities," Black Lives Matter was founded. More than 30 Black Lives Matter chapters have sprung up throughout America since the movement's start, each with its own distinct set of demands. In response to high-profile incidents of police violence, the trend has shifted the national discussion around policing (Adams, 2022).

Jeremy Sawyer and Anup Gampa conducted a study to examine the impact of BLM on implicit racial attitudes of people. The sample consisted of 1,369,204 people all around the globe. The racial attitude of selected people before the Black Lives Movement and After the opening of the Black Lives Movement (2009-2016) were critically analyzed. The study's findings confirmed that social reformist movements such as Black Lives Matter could influence public perception of social identity. According to this study, Black Lives Movement has the potential to reduce racism in societies.

Moreover, in 2020, Mullings found out that BLM rallies, interviews, and media coverage have given Black people the opportunity to voice their opinions on racism and racial issues directly. This is potentially significant because listening to opinions expressed through speech increases the likelihood that individuals will attribute human-like qualities to those representing the opinion—even if the statement is not currently shared. In this way, BLM is promoting antiracist ideology.

II. METHOD

To determine whether the hypothesis is what I expected to match the reality, both the quantitative and qualitative methods should be applied. This is because statistics on behalf of the quantitative way of analysis could provide information about the number of people whose ideas changed racism into a positive side after the Black Lives Matter Movement. However, those statistics can be biased because some people try to look better in the eyes of society by pretending that they do not support racism. Still, the numbers might play an essential role since the idea or the reaction of people when it comes to the questions about racism asked in a society, we can understand how people think that racism leads to social discrimination in a very general way. Nevertheless, there is quite a necessity for qualitative data analysis to go deeper. We have to find out how people react to racism when they do not feel pressure and in their everyday life. Because a journalist with a black microphone interviewing people with a professional camera in front of them may make even most racist people pretend like caring and very kind to anyone, no matter what their race is. Therefore, I believe that cases must be analyzed

focusing on the quality, which in our situation means how people react to racism when they are comfortable without any noticeable pressure.

An example of this can be how customers behave in a store when they see a black shop assistant and compare their actions before and after the BLM. In conclusion, I believe that direct surveys are not always the best method of identifying the impact of BLM. Still, they may show people's general beliefs, and there is a grave necessity for a qualitative method of analysis to go deeper to study and come to a conclusion.

Hypothesis

BLM has proven records of decreasing racism throughout the globe. The Black Lives Movement (BLM) is among the most significant social movements gaining popularity worldwide. This movement effectively changes the general public's opinion about racism by highlighting the sufferings of black people in the so-called biggest democratic nations. It has proven records of reducing racism in response to this movement; due to its broader support, the government is paying attention to replacing the discriminatory practices in the public sector and taking action against racist violence.

Variables

Independent variable: *Black Lives Matter* (BLM) has been now termed the civil rights issue of the current time. With the decentralization of the movement, it began in the United States of America in the year 2012, when George Zimmerman (Caucasian, Hispanic, and armed with a pistol) used the 'stand your ground' legal defence and was acquitted of shooting Trayvon Martin (Holt & Sweitzer, 2020). (17 years old, unarmed, African American). With the following deaths of Eric Garner, Tamir Rice, Michael Brown, Freddie Gray, Sandra Bland, Stephon Clark, Breonna Taylor, Philando Castile, and George Floyd, the campaign gained traction. The level of protests may be quantified as:

The famous movement is measured by calculating how many protests took place globally. And taking into consideration the data about protestors on social media. Whether it was active or passive:

Dependent Variable: *Racism* is the "procedure of structuring opportunities and allocating value based on race, that unjustly affects some individuals and groups while benefiting others." It impacts the everyday reality of people of colour. Racism impacts practically every element of modern life (Williams, 2019). A notable fact is that racism is prevalent among people and is also a feature of contemporary society's structure. It may be defined as (observable) responses to differences based on race at its most basic. Racism, on a sensitive and comprehensive level, can be characterized as the junction of individual and institutional, structural, and cultural activities that maintain and perpetuate racial inequities". The story of the view of racism may be quantified as:

In the opinion of those who were discriminated against before and surviving people who predominantly experienced racial discrimination area, they are not just paper statistics. They are alive showers. And by recording and reporting statistical data. To define it as being positive or negative or remaining the same as before.

III. RESULT AND DISCUSSION

Dunivin et al., 2022, conducted a study to evaluate if the protests favouring Black Lives Matter changed public opinion. The study combines large-level mainstream onscreen media, print media, and social media data to demonstrate that countrywide the Black Lives Matter (BLM) protests are accompanied by considerable increases in media awareness of BLM agenda elements. This study also shows that interest in BLM and related topics is not confined to the protest period but remains long after the protest has finished. This indicates that the actions of the protest influenced public understanding of the BLM's goal of social transformation and the spread of anti-racist principles into mainstream discourse.

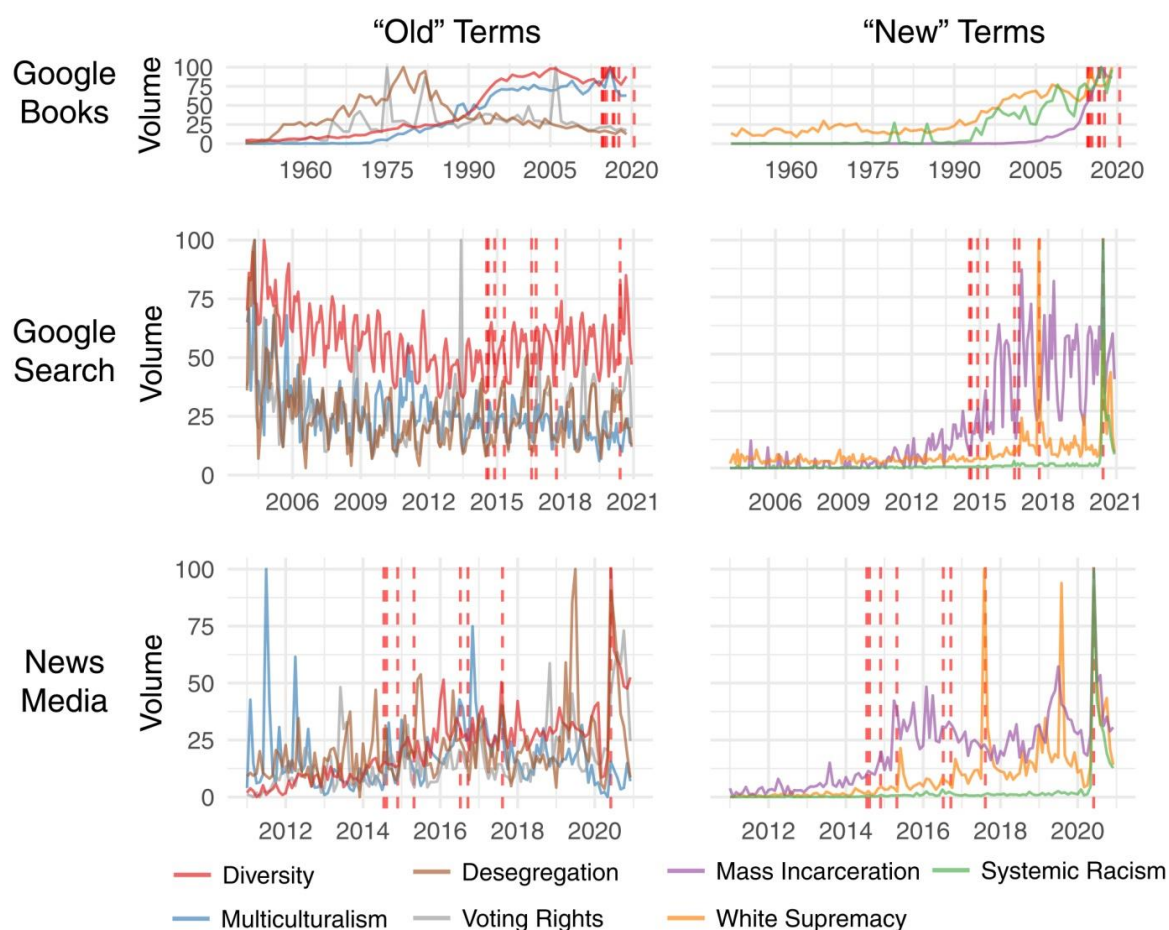


Figure 1. The trends, using the selected anti-discriminatory terms. The monthly volume is normalized for pre-BLM anti-discriminatory words (Left) and post-BLM anti-discriminatory phrases (Right). (Top) Google N-grams instances of each of the words (annual). (Middle) Google searches for each of the times. (Bottom) Each of the articles is mentioned in the National news terms. The lines of Red dashes represent the major protests organized by Black Lives Matter. Source: (Turner, 2018)

This figure(1) illustrates that the Black Lives Movement (BLM) has successfully changed people's perception of racism. Now people accept multiculturalism terms, and the search for anti-racism concepts on Google has increased due to Black Lives Movement campaigns. The rallies, interviews, and coverage of Black Lives Matters help the Black

people directly air their voices to the world on racism and racial issues. The problems voiced through speech are thought to be more effective than anything else. That's how BLM is promoting the no racism concept worldwide.

A new study shows that police killings have gone down in most cities where protests like these have happened. According to a preprint on the Social Science Research Network, this is the first study to examine whether or not the Black Lives Matter movement is associated with increased police-involved homicides. When BLM rallies were organized, police killings decreased by 20%. Estimated 300 fewer deaths will avoid between 2014 and 2019. In cities where BLM protests were larger, police agencies were more likely to utilize body-worn cameras and begin community policing programs, while police killings decreased more frequently.

Researchers employed a quantitative research method called "difference in differences," which is comparable to a controlled experiment but uses data from observations. A "treatment variable" (like BLM protests or police killings) can use to create false control and treatment groups in difference-in-differences research. Researchers can then examine the apparent consequences of an event in different locations or times using this information. An investigation of police killings in cities where BLM protests occurred and those where they didn't was the focus of the new report.

In cities where BLM protests were placed, police deaths decreased by 16.8% on average, but not those where they did not. When he looked at towns with similar rates of police killings before BLM, Campbell found that the estimate rose to 21.1 per cent. Precisely what is causing such a sharp decline is still unclear. The study determined that BLM protests might have this effect since they drive police departments to experiment with new things like body cams or community policing; because of the protests, police morale may have been lowered, making them less forceful when on patrol. Police and civilians are less likely to interact as a result.

People Around the World Are Noticing the Black Lives Matter Movement

Awareness of Black Lives Matter (BLM), by Region, 2021

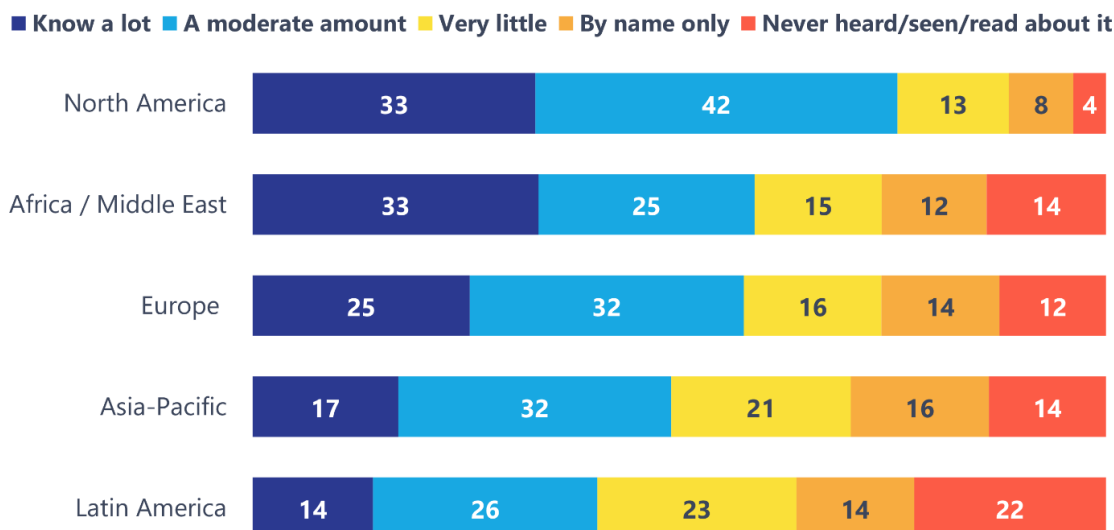


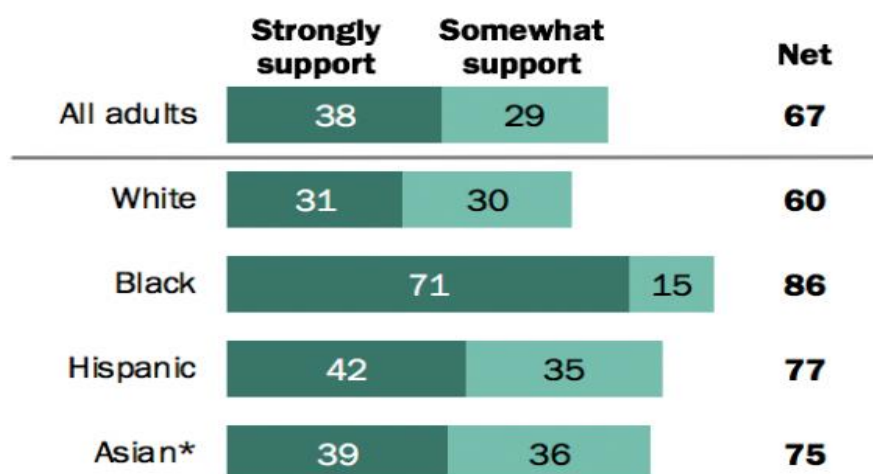
Figure 2. *Awareness of Black Lives Matter by Region.* Source: GlobeScan Radar Report 2021 (survey of 30,000 people in the general public in July 2021)

It is considered the launch of the Black Lives Matter campaign attracted worldwide notice in 2014. While North America, the movement's birthplace, has the most people aware of it, other regions, particularly Africa and the Middle East and Europe and the United Kingdom, have a much broader understanding of it. Seventy-two per cent of the world's population aware of the Black Lives Matter movement is in favour of its goals.

Another study found that the Black Lives Matter movement, which is back in the headlines amid the nationwide protests, receives broad support. Two-thirds of U.S. adults support the campaign, with 38% strongly supporting it. This sentiment is powerful among black Americans, although majorities of white (60%), Hispanic (77%) and Asian (75%) Americans express at least some support (PARKER, HOROWITZ & ANDERSON, 2020).

Most Americans express support for the Black Lives Matter movement

% saying they ____ the Black Lives Matter movement



*Asian adults were interviewed in English only.

Note: Figures may not add to subtotals due to rounding. White, black and Asian adults include those who report being only one race and are non-Hispanic. Hispanics are of any race.

Source: Survey of U.S. adults conducted June 4-10, 2020.

"Amid Protests, Majorities Across Racial and Ethnic Groups Express Support for the Black Lives Matter Movement"

PEW RESEARCH CENTER

Figure 1. Most Americans Express Support for the Black Lives Matter Movement

After evaluating all of the analyses, we can conclude that the Black Lives Matter movement has not lost its clout; in fact, the number of followers of this cause has increased, and people have begun to think about it. This act demonstrates to the rest of the world that black people should live in the same manner as white people. Positive effects can be seen as this movement evolves.

IV. CONCLUSION

Our study findings reveal that Black Lives Matter (BLM) is becoming successful in bringing positive changes in the structure of society. Black Lives Movement is specifically struggling for black people's lives, promoting the concept of human equality throughout the globe. Facts show that the Black Lives Movement is moulding the public's opinion, thus reducing racism. Despite facing criticisms that the movement of Black Lives Matter is worsening the relationship between black people and police and inciting violence in minority neighbourhoods, this organization is gaining momentum throughout the globe. The Black Lives Matter organization is a bigger platform that broadcasts the injustice and

barbarity of different people due to their race and creed and makes efforts to eliminate the concept of racism from society. Black Lives Movement is achieving its goal of reducing the suffering of black people by highlighting their problems. The Black Lives Movement, with the help of digital media campaigns and large public protests, has become successful in challenging the traditional concept of racism in our societies. Now people accept multicultural phenomenon and disregard discriminatory practices.

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