The microaggression in social media

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Today's Presentation

- The introduction of microaggression
- The phenomenon of microaggression in social media
- The influence of social media
- The solution/movement we can do
Introduction
Microaggressions are the everyday verbal, nonverbal and environmental slights, snubs or insults, whether intentional or unintentional which communicate hostile, derogatory or negative messages to target persons based solely upon their marginalized group membership.
While microaggressions are generally discussed from the perspective of race and racism, any marginalized group in our society may become targets: people of color, women, LGBTQs, those with disabilities, religious minorities, and so on. The most detrimental forms of microaggressions are usually delivered by well-intentioned individuals who are unaware that they have engaged in harmful conduct toward a socially devalued group.

This graphic from Turner Consulting Group, a Toronto-based consulting firmed by the inimitable Tana Turner.
The introduction of microaggression

Forms:

• There are three types of microaggressions. Microassault: a blatant verbal, nonverbal, or environmental attack intended to convey discriminatory and biased sentiments
  • e.g. requesting not to sit next to a Muslim on an airplane; hiring only men for managerial positions)
The phenomenon of microaggression in social media
This investigation of the impact of microaggression used a mixed methods. Both the survey and personal interviews clearly demonstrated that college students do experience microaggression on college campus, particularly for African, Muslim, Hispanic and Asian American students. The study suggested that microaggression has a harmful effect on students and more efforts are needed to help college students tackle microaggression on campus.
In new era, the innovation of Internet technology has led to the creation and development of social media software. Especially after 2004, the web 2.0 movement emerged and social service sites began to flourish, making social media an important media force that cannot be ignored. Social media with different specific functions are constantly used by people and have become an integral part of our lives.
Social media enabled the freedom of communication for almost all users during the world. More and more users are willing to share and comment on their opinions on social media. When users are commenting or posting in social media, it is easy for everyone to engage in unconscious or conscious microaggressions.
One day, when Alice posted some photos of herself on the trip to her ins, she received this reply in English. She could not infer the stranger's personal information from her personal account homepage with no details, but she felt very offended by this comment.

Through this comment, we can't tell clearly if this person is conscious or unconscious. But literally, he or she was subconsciously labeling Chinese girls. This is a typical example of microaggression.
How it influence

Social Media - Microaggression
Social media provide a hotbed of microaggression. (controversial)

- User-generated content
  People are willing to share their lives or other opinions on social media

- Freedom of speech
  People can say whatever they want on social media, and they don’t have to pay for or take responsibility for what they say.
• A barrier-free way to communicate Public content that people post on social media can be viewed, liked and commented on by any user of the platform, even though they never know each other. This makes microaggressions more likely to occur.
What we can do?
The tag of #microaggression in Instagram

- There are more than 500 hot posts about microaggressions under this tag, which are mainly used to promote the concept of microaggressions and call for the elimination of such behaviors. There are also many users who will share their experiences with microaggressions.
- It is gratifying that there are more and more people are taking notice of microaggressions in social media.
What other actions do you think we can take to reduce and address the microaggression problem in social media?
We all deserve to live in a world free of shame, free of racism, and where we can live our most authentic lives. By making the reality of microaggressions and the harm they cause visible, we acknowledge the reality of the weight of receiving them and how to stop enacting them.

"I did then what I knew how to do. Now that I know better, I do better.”
--brilliant Maya Angelou
Thank You!