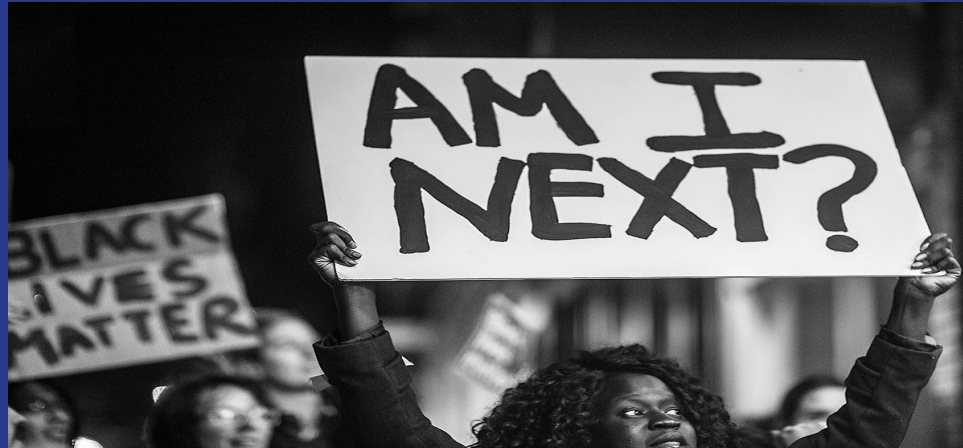


#BlackLivesMatter

**BLACK
LIVES
MATTER**

By: Nick Ward
Data Driven Cultures



Black Lives Matter background:

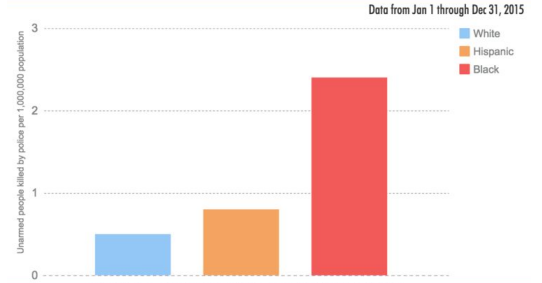
-An international activist movement that started in 2012

-Campaigns against violence towards African Americans

-The movement started as the hashtag, #BlackLivesMatter, after the death of African American teenager Trayvon Martin

Unarmed black people were killed by police at 5x the rate of unarmed whites in 2015.

Rates of unarmed people killed by police per million people in the United States.



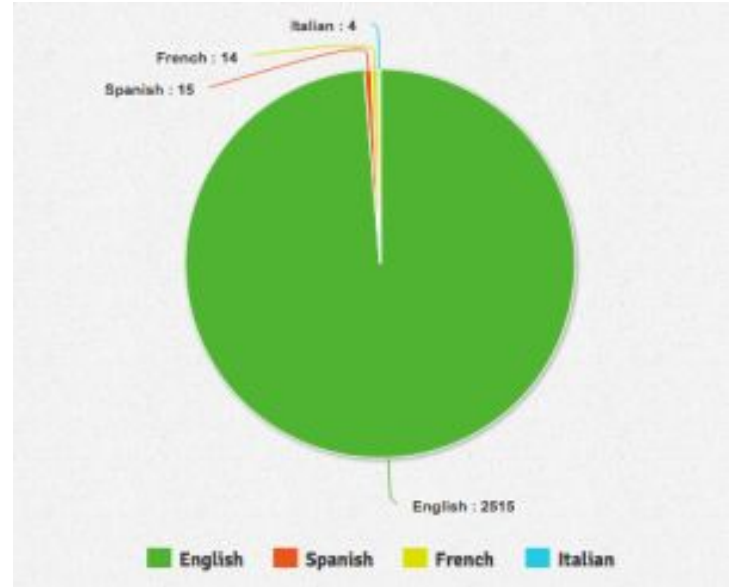
Source: MappingPoliceViolence.org; US Census 2014



Languages within Black Lives Matter

-Black Lives Matter is known as a “global movement”, but based on findings it seems to be mostly an American movement and issue

-Almost 20 languages, but the second most used language was only used 15 times



The Smartphone Society and BLM

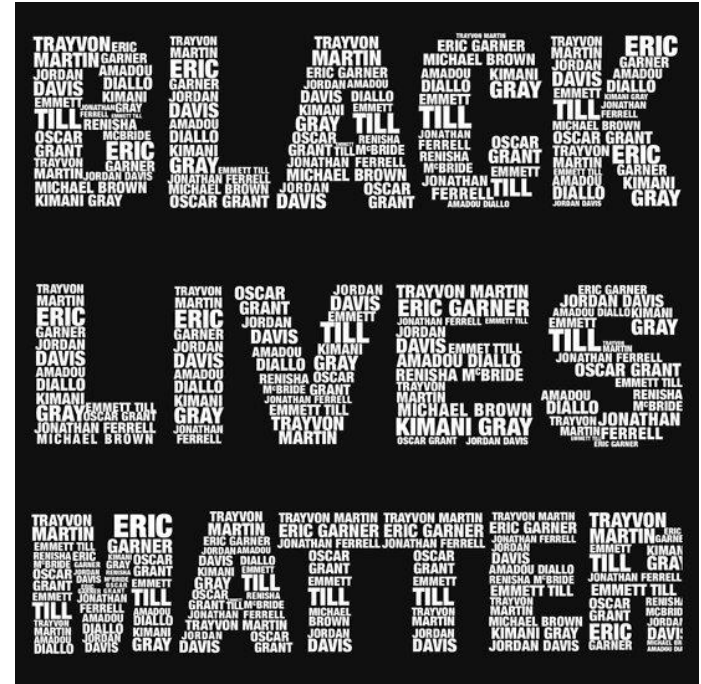
- Nicole Aschoff's piece, "The Smartphone Society"
- Smartphone is shaping how we communicate about events
- "It's impossible to imagine the protests sparked by Ferguson and police brutality without smartphones and social media"



#BLACKLIVESMATTER

Conclusion

- Black Lives Matter is one of the most popular hashtags, and if it weren't for platforms like Twitter, this movement may have never started
- The Smartphone Society is what drove Black Lives Matter to where it is today, where it is almost universally recognizable



Thank you for your time

Citations:

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