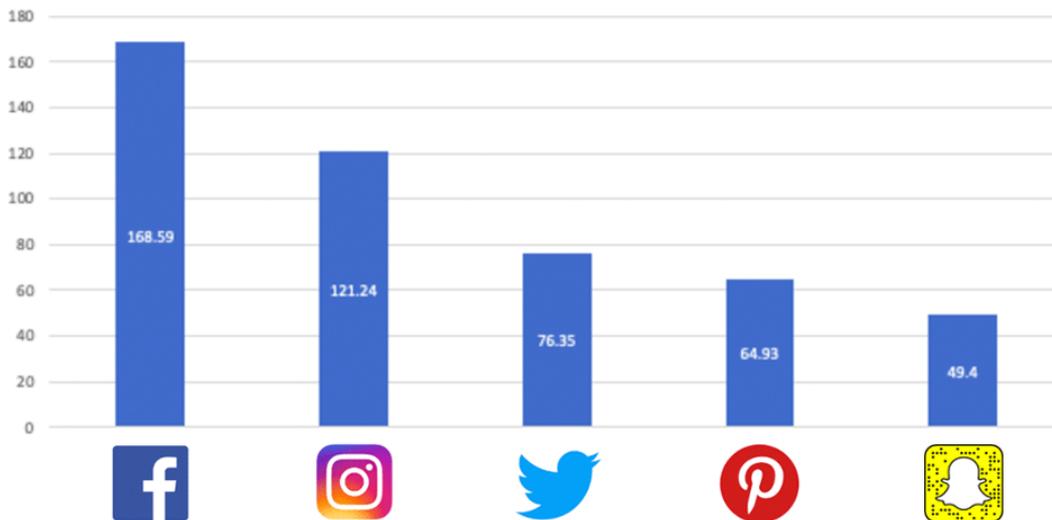


We Can Solve Hate Crimes with the Power of SNS

Over the past year, the corona virus has caused many hate crimes in the United States and has become a major problem. The Corona virus outbreak did it in Wuhan, China in 2019 and caused pandemic. When it came to America, the virus induced a medical collapse and economic depression. These factors, then caused many other Japanese and other Asian people living in the United States to become the targets of hate crimes. There are many reasons why for this happened, but one of the biggest reason may be former US President Trump referring to the virus as the “Chinese virus” when he was in office. Nowadays, many hate crimes occur in the U.S.A because of COVID-19, but if the U.S advertises more information on SNS (YouTube, Twitter, Instagram) it may be possible to eradicate this discrimination.

Corona virus has affected many categories of society such as economic collapse, medical collapse and one of the biggest problems in the U.S. is “hate crime”. According to *kotobank* (a Japanese web dictionary), “hate crime is referring to criminal acts such as harassment, intimidation, and assault that are caused by prejudice or hatred against individuals or groups with specific attributes, such as race, ethnicity, religion, or sexual” (2021). In this case, many Asian people who live in America are targets of hate crime because the corona virus occurred in China and Former President Trump said “corona virus is a Chinese virus.” (Twitter, 2020). One of the specific example of hate crime is in the train people leave when Asian people get on. Another examples in New York a 15 years old Asian student sat on a bench and he was hit by some Caucasians for no reason on August, 29, 2020. (CNN 2021). This year government often emphasized corona virus and China. For example Donald Trump twitted “Chinese virus” on March, 17, 2020 and said same thing at speech. According to statistics of U.S. government hate crime for Asian people in 2020 June to September increased 96%. Serious incidents is cause of definition of hate crimes are triggered by one part of the government or some media that have the power to eradicate hate crime. Just be Asian people is the reason why they are target of hate crime and it is wrong.

アメリカにおける月間アクティブユーザー数 (100万人)



People in the US use SNS a lot. Such as, Donald Trump using a government official twitter. Not only government people, but many people use SNS every day. According to this chart, YouTube, Instagram and Facebook are used by many people in the US. (lifepaper.co.jp 2020). So many people who are suffering from hate crime also post the information on SNS. There are movements to stop hate crime. Such as the men and women tennis organization address hate crime in a short movie they released in March. In this short movie many players show up and say “stop Asian hate”. Osaka Naomi said “I ask you to respect Asian culture and people”. Nishikori Kei said “I object any discrimination.”(2020). At this hate crime situation, many people are effected. Posting information about who is suffering from hate crimes could encourage government people to change this situation. Everyone has smartphones and uses SNS, thus we can make more effort and change the situation by SNS power and knowing is important to change this situation.

SNS has a strong power to solve this situation through advertisement. Each SNS has characteristic the ability to advertise efficiently. For example Twitter is abundance of content, can post formally and can confine target. Since Twitter has function of indication trend and you can see what is trend so you can check the information about a second. There are a lot of success stories because of Twitter advertisement. Star Bucks is one of the good examples, they are success because of operation official SNS. They are posting information of new products, also they post that can consumer involve like questionnaire. Because of this posting they can advertise precisely to their target audience. If people make use of these on

advertisement options for sharing information hate crime on Twitter they can engage their audience with posts. For example questionnaire type of hate crime “do you know about hate crime? Yes or No” although it does not relate to solving the problem directly, if we see posts that motivate us to do something about hate crime, it may be possible to change the situation.

Hate crime occurs in many countries around the world, but especially towards Asian crime in the U.S is biggest problems. One way to change this current situation is to spread the information about hate crime on SNS. From the information presented in this paper former president of the U.S Donald Trump said the corona virus was the “Chinese virus”, and one of the reason why hate crimes and violence towards Asian people has increased suddenly. However there are some advantages on SNS. For example Twitter can spread the information about these hate crimes and fined the target many people in the U.S who use smartphones, as you can see in the picture. If more people realize the power of the SNS people can reduce hate crimes all over the world. In the end people have been struggling for their right to life for long time and it must be guaranteed forever as far as the world exists, so actions like hate crimes that deprive people their right to life must be eradicate from the world.

(908 words)

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