

#StopAsianHate supports AAPI community

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Stories of hatred, discrimination and violence against Asian Americans began to surface following the March 16 shooting at Gold Spa in Atlanta, Ga. 8 people lost their lives, 6 of whom were women of Asian descent.

This crime inspired marches and rallies around the nation and also launched the social media movement #StopAsianHate. Asian Americans of all backgrounds use the hashtag to share stories of discrimination they have experienced. The movement continues to shed light on the systemic mistreatment of the Asian American and Pacific Islander (AAPI) community.

Several Asian American celebrities voiced their support of the movement. Gemma Chan, star of the film "Crazy Rich Asians," spoke out on Instagram, highlighting the frequent

discrimination of Asian women in particular. She called upon allies to educate themselves on the issue.

"Racism and misogyny are not mutually exclusive," Chan said. "In fact, sexualised racial harassment and violence is something that many of us face regularly."

Lana Condor, star of the popular "To All the Boys I've Loved Before" Netflix film trilogy, took to Twitter to share her own fear following the shooting.

"Wake up... Your Asian friends and family are deeply scared, horrified, sick to their stomachs and wildly angry," Condor said. "Please please please check in on us, please please please stand with us."

Many noticed that the support for the #StopAsianHate movement was lacking in comparison to the Black Lives Matter movement that ignited in June 2020. This proved how stories of Asian hatred and violence are diminished by the media.

This movement also brought attention to performative activism among brands that made statements of support that did not line up with their past behavior. Performative activism occurs when a brand makes a statement of solidarity but does not follow-up with actual action toward reaching change.

e.l.f. Cosmetics CEO Tarang Amin released a statement condemning anti-Asian racism and went the extra mile by laying out his company's plan to take immediate action. The brand plans to share Asian stories on social media platforms as well as conduct unconscious bias training among employees.

Being an ally cannot stop with a simple post. White Americans especially must recognize their privilege and take action or change will never happen. Here are ways to help the AAPI community:

Amplify Asian voices.

You do not need to speak for them, but you should share



their stories. This can be done by sharing posts from people in the AAPI community about the discrimination and violence they face.

Actively educate yourself.

Read books and articles written by Asian authors that discuss the history of anti-Asian racism and their experiences. You can better support the Asian community by learning about these issues.

Support Asian businesses.

Buy from small, Asian-owned brands, like restaurants and beauty

companies. For example, the Gua Sha facial treatment has become very popular on TikTok. Instead of buying a cheaper Gua Sha tool from Amazon, support the Asian community by purchasing one from a traditional Chinese medicine or beauty brand.

Donate.

Take action by donating to organizations that support the AAPI community. For more information on ways to donate and support the #StopAsianHate movement, visit stopaaphate.org and aapifund.org.