

Public Opinion on Contemporary Forms of Racism and Bigotry on Social Media Platforms in India

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Abstract: *Although racism remains an issue for social media sites such as YouTube, this focus often overshadows the site's productive capacity to generate 'agonistic publics' from which expressions of cultural citizenship and solidarity might emerge. We discuss the prevalence of vitriolic exchange and racial bigotry, but also, and more importantly, the productive and equally aggressive defence of more inclusive and tolerant forms of cultural identification that play out across these different media forms. To prevent violating the abuse policies of social media platforms and also to avoid detection by automatic systems like Google's Conversation AI, racists have begun to use a code (a movement termed Operation Google). This involves substituting references to communities by benign words that seem out of context, in hate filled posts or Tweets. This article maps and discusses the recent developments in the study of racism and bigotry in the sub field of social media research. In this regard, social media companies play a particularly central role, as a handful of mainly US and Chinese corporations have grown into near-ubiquitous giants. While companies such as Facebook present themselves as democratizing forces, increased attention has in recent years been given to their role in mediating and amplifying old and new forms of abuse, hate, and discrimination. This article examines the phenomenon of racist speech on social media, focusing on the controversy over views on racism and bigotry spread through the social media platforms and analyses ways to regulate it.*

Keywords: Racism, Bigotry, Aggressive nature, Cultural identification and Discrimination

