

# THE "SHUT UP AND DRIBBLE" CONUNDRUM: A QUALITATIVE CYBER ETHNOGRAPHIC ANALYSIS OF LEBRON JAMES' AND STEPHEN CURRY'S SOCIAL MEDIA ACTIVISM ON THE BLACK LIVES MATTER MOVEMENT AND LOW-INCOME EDUCATION

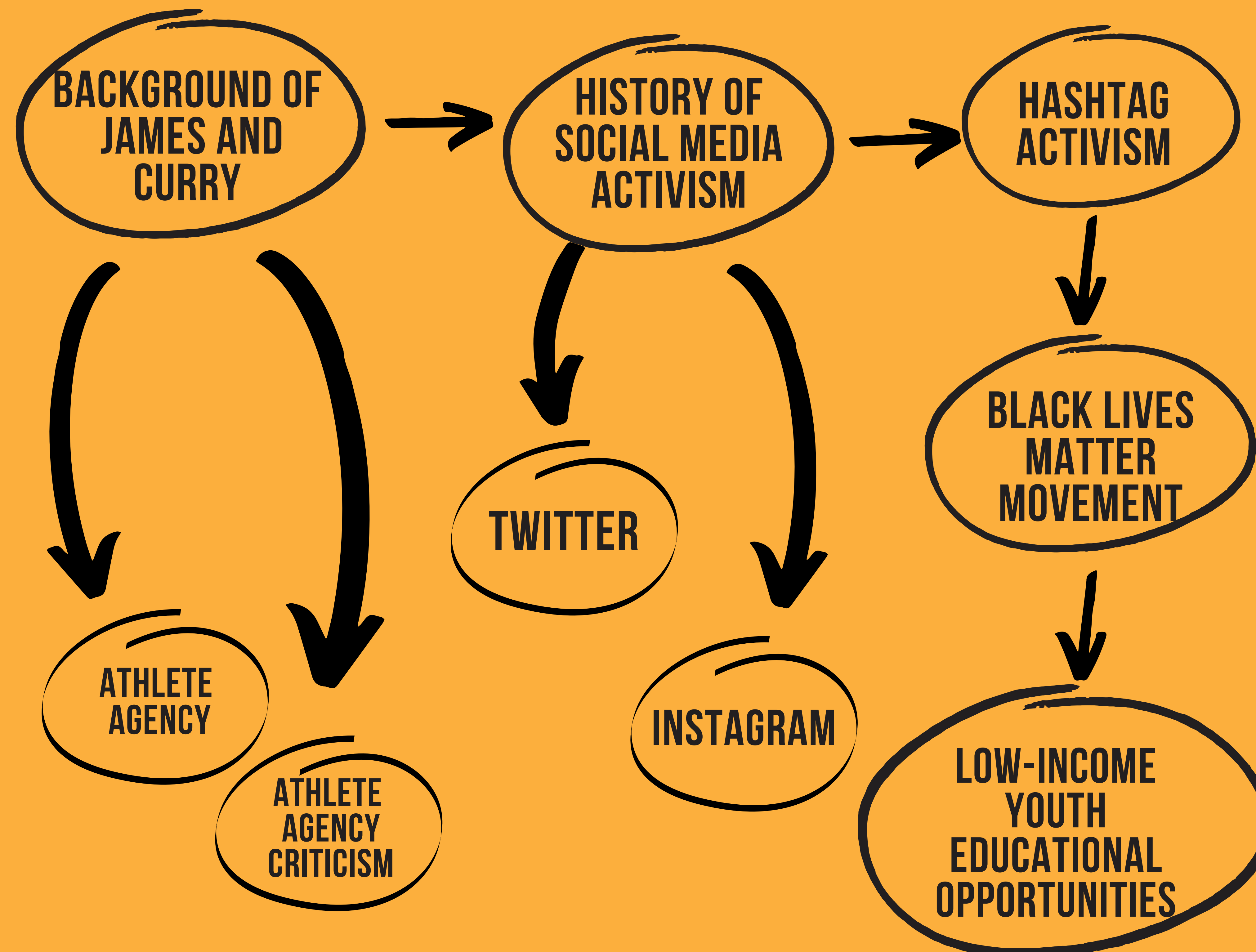
BY CHLOE BURDETTE | ADVISED BY DR. ROB RAZZANTE



## PURPOSE STATEMENT

TO ANALYZE HOW PROFESSIONAL ATHLETES HAVE BROKEN THROUGH THE STEREOTYPICAL ATHLETE BARRIER TO ENCOURAGE JUSTICE FOR SOCIAL ACTIVISM ISSUES SUCH AS EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME YOUTH AND THE BLACK LIVES MATTER MOVEMENT. THIS STUDY WILL ALSO FOCUS ON THE ABILITY THESE ATHLETES HAVE IN OUR SOCIAL MEDIA ENHANCED SOCIETY, WITH THE USE OF PLATFORMS SUCH AS INSTAGRAM AND TWITTER, TO MORE EASILY PARTICIPATE AND INFLUENCE A BROADER AUDIENCE.

## LITERATURE REVIEW GUIDE



## CONCLUSIONS

! DURING TRUMP'S PRESIDENCY, JAMES WAS MORE CONSISTENT IN USING HIS SOCIAL MEDIA PLATFORMS TO INFLUENCE HIS FANBASE TO ENACT CHANGE AND FIGHT INJUSTICE AGAINST BIPOC

! JAMES COMMONLY USED SOCIAL MEDIA ACTIVISM FASHION, (MY TERM I CREATED) WHICH IS THE ACTION OF WEARING CLOTHING THAT FOCUSES ON A SOCIAL ISSUE, AND THEN POSTING THAT CLOTHING ON THEIR SOCIAL MEDIA

! JAMES' PERSONAL EXPERIENCE AS A LOW-INCOME YOUTH IMPACTS HIS SOCIAL MEDIA ACTIVISM FREQUENCY BECAUSE HE CAN DIRECTLY RELATE, WHEREAS CURRY'S MORE PRIVILEGED CHILDHOOD COULD BE REASONING BEHIND HIS LACK OF POSTS

## METHODOLOGY

QUALITATIVE CYBER ETHNOGRAPHY ANALYSIS DURING TRUMP'S PRESIDENCY ON EACH RESPECTIVE PAGE:



@KINGJAMES  
@STEPHENCURRY30



@KINGJAMES  
@STEPHENCURRY30

## JAMES VS. CURRY: KEY FINDINGS

4.6% OF JAMES' TWEETS RELATED TO BLM OR EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME YOUTH

3.4% OF CURRY'S TWEETS RELATED TO BLM OR EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME YOUTH

VS.

14.2% OF JAMES' INSTAGRAM POSTS RELATED TO BLM OR EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME YOUTH

9.5% OF CURRY'S INSTAGRAM POSTS RELATED TO BLM OR EDUCATIONAL OPPORTUNITIES FOR LOW-INCOME YOUTH