

# STUDENT RESEARCH WEEK

POSTERS · TALKS      CREATIVE WORK

## **Racist Posts on Facebook: A Content Analysis of Confession Pages**

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### **Abstract**

This content analysis examined 30 negative Facebook posts about racial minorities on confession pages throughout Alberta. The purpose of this study was to analyze the specific content of these posts to determine what the main issues were that people raised with regard to other races. Examination of racist statements helps provide insight into what people currently hold as stereotyped and prejudicial beliefs. This study is beneficial to the field of sociology, particularly in the discourses of racism. Society as a whole could also benefit from this study- by first understanding the problems that people have around race, we can then begin to explain why people have these beliefs. A content analysis was performed on a sample of 10 confession pages that were written between September 13th 2014 and March 25th 2015. Results showed nine central issues that were prevalent in the posts. As predicted, English was a major pressing issue that people had with minorities along with the idea that minorities are overusing resources. Language, along with other races being racist, and losing Canadian identity were the next most prevalent themes discussed in the posts. An unforeseen finding was the need that people felt to marry within their own race. Additional themes included minorities thinking they know everything, bad driving skills, working in the food industry, and feeling outnumbered. These findings represent the content of negative racial statements made on Facebook confession pages.