

**culturebeat**  
**PULSE**

# PURPOSE

In our world today, with myriad sources for information, the pervasiveness of social networks, and the fragmentation of media, keeping track of what matters can be difficult. More importantly, making sense of how the news and events coming from these sources may impact your brand and your marketing strategy is now more important than ever before.

*CultureBeat® PULSE* is our humble initiative to bring you a consolidated, curated ensemble of relevant topics on multiculturalism and multicultural consumers. Our goal is to keep you well-informed about what's going on in our society and marketplace and, most importantly, why it matters.

In each edition, our multicultural research practitioners will bring you a mini collection of newsworthy events, conversations, and trends that are culturally relevant—with an informed point of view on why people from different walks of life, cultures, and ethnicities should matter to your organization, with the intent to serve as thought and conversation starters for the marketing community.

*The first half of the year has been emotionally and physically exhausting for many of us, but we've learned some valuable lessons. One theme that has played out time and time again is the importance of empathy and inclusivity. We've witnessed the prevalence of this theme, without exception, in every effort we've undertaken to gain a deeper understanding of various cultural groups. If we're achieving what we set out to achieve when we started CultureBeat®, we are helping our clients to deliver relevant products, services, and messaging by providing a connection with different cultural groups. Understanding more about the uniqueness of different cultural groups, the broad definitions that apply to how these groups are comprised, and how they navigate through their day-to-day lives, including how they cope with life's challenges, are all considerations that brands are urged to take into account to effectively celebrate cultural differences and inclusivity.*

Jorge Martínez-Bonilla  
Vice President—CultureBeat® + LatinoEyes®  
[jorgem@crresearch.com](mailto:jorgem@crresearch.com)

# EDUCATION: A REQUISITE TO ENDING RACISM AND DISCRIMINATION

Angela Roberts | Vice President—Administration  
angelar@crresearch.com

We are witnessing the birth of a history-making era where people of various ethnicities and cultural backgrounds are joining together in protest against discrimination and racism to promote empathy, fairness, and inclusivity. Consumers expect brands to take a bold stand in support of the same. Unequivocally, C+R Research, and our CultureBeat® division, practices, nurtures, and promotes an environment of fairness, empathy, and inclusivity with no tolerance for racism or discrimination of any kind.



If you were able to listen in during our live panel in June, [Amplifying the Voice of the African American Consumer](#), where we hosted a discussion with Black consumers after the murder of George Floyd, or if you viewed the video vignettes in our [Get to Know Me](#) series that we posted on social media, the theme of empathy and inclusivity was passionately echoed. What was made very clear is that the Black community does not feel that you have to be a member of the community to empathize with their experiences. Much of understanding what the Black experience in America has been like may

be accomplished through education. From what we're hearing from you—our clients—our read on your pulse says that the information we're sharing is both valuable and enlightening. So, it is in that vein that we continue our efforts to provide you with the insights you need to help you to better understand all of today's consumers and their expectations from the brands that seek their loyalty.

Many of our clients have reached out to learn more about how they might become an ally in the fight to end racism and discrimination. So, as part of our continuing efforts to share out our learnings about different cultural groups, we turn your focus onto the Black community by sharing a number of resources that we hope will act as informational aids for you to educate yourselves about the Black experience. Without hesitation, we encourage brands to take the theme of empathy and inclusivity into consideration in your marketing efforts. And, if you happened to have missed the live panel or the video vignettes that were mentioned earlier, don't worry; you'll find links to both among the [resources here](#).



# WHY YOU SHOULD CARE ABOUT INTERSECTIONALITY

Anna Rossi | *Senior Quantitative Analyst*  
 annar@crresearch.com

Ashleigh Williams | *Qualitative Research Director*  
 ashleighw@crresearch.com

As researchers, when clients come to us with research needs, one of the first things we need to know is who they want to talk to. Sometimes we aim for a general population representative sample. Sometimes the client wants to speak to more people of a certain demographic group/cohort. Based on these requests, we set up quotas to collect responses from a certain gender, ethnicity, urbanicity, etc. in our questionnaires or screeners.

Of course, this is all relative to the objectives and what our clients want to learn because finding the right people to talk to is half the battle. Typically, quotas are set up around these characteristics; for example in a qualitative project, maybe the client wants to speak to and hear from 30 participants—10 White consumers, 10 Blacks, and 10 Hispanics.

But, just like you and me, consumers don't always fall into neat little buckets such as these. Some people may identify as bicultural—they may have multiple biological ties to certain ethnicities (for example having a Black + a Hispanic parent) and, therefore, identify with both groups, or identify strongly with one while being very familiar with the other. Furthermore, consumers never

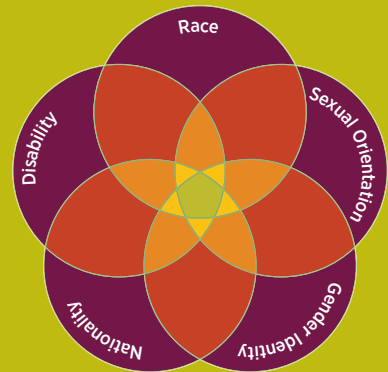
come into research with only their experiences in a certain racial group. Their perspectives are shaped by exposure to different cultural practices, cultural affinity (a state of empathy or proximity one has with a particular culture), and having shared experiences with others from different backgrounds.

Their life experiences are also filtered through the lens of their gender identity, where they grew up (East, West, Midwest, South), how big or small their city is (rural, urban, and suburban), their sexual identity, how much money they make, and a myriad of factors—and they bring all this to our research. This convergence of realities is defined as intersectionality (the interconnected nature of specific social constructs or groups). All these ways that we classify people—gender, race, sexuality, class, region, urbanicity, etc.—are not inherently standalone groupings; they are interconnected and interdependent. You may have a room of 6–8 women in a focus group; but, as women, they may cover a large spectrum of lived experiences including different cultural, regional, and generational nuances.

## INTERSECTIONALITY

The interconnected nature of social categorizations such as race, class, religion, body shape, and gender, regarded as creating overlapping + interdependent systems of discrimination or disadvantage.

– Oxford English Dictionary



That's not all though! The population and, therefore, culture of the country is constantly changing. In the past 20 years, the U.S. has been steadily becoming more multicultural in ritual practice and in physical appearance.

In addition, modern technology and the rise of DNA tests have made understanding ethnicity, culture, and identity particularly interesting. Now, consumers approach culture with not only their identity built from family traditions or friend groups, but also from the results of DNA tests

that can reveal information about where they came from or who they're related to that people wouldn't otherwise know. This increased curiosity in our own identity also shapes how people see and define who they are.

In addition, there's been evolution that can somewhat be unseen and internal—cultural acceptance. This acceptance happens when consumers are exposed to more people from other cultures, causing them to blend their own culture with elements from other cultures, resulting in more acceptance and appreciation for our diverse world. For example, consumers are tapping into unique cultural elements such as food, music, and celebrations outside their core cultural groups.

As our world expands with access to the internet, social media, and streaming video services that include more indie content, people are exposed to more types of people with different cultures, viewpoints, and experiences other than their own. After all, cultures are tied to food, rituals, traditions, language, and unspoken codes of conduct; so, as we interact with people from various backgrounds, we start to pick up pieces of their cultures that we like or that blend well with ours. While the lines of what's inspiration and appropriation can spark debate, consumers are becoming more open to trying new cultural experiences.

All of this makes for an increasingly intersectional world where people with multiple aspects to their identity (or multiple cultural identities) are constantly interacting with other people from different cultures; and, as people with different cultures meet, they are sharing different aspects of themselves and influencing and shaping one another.

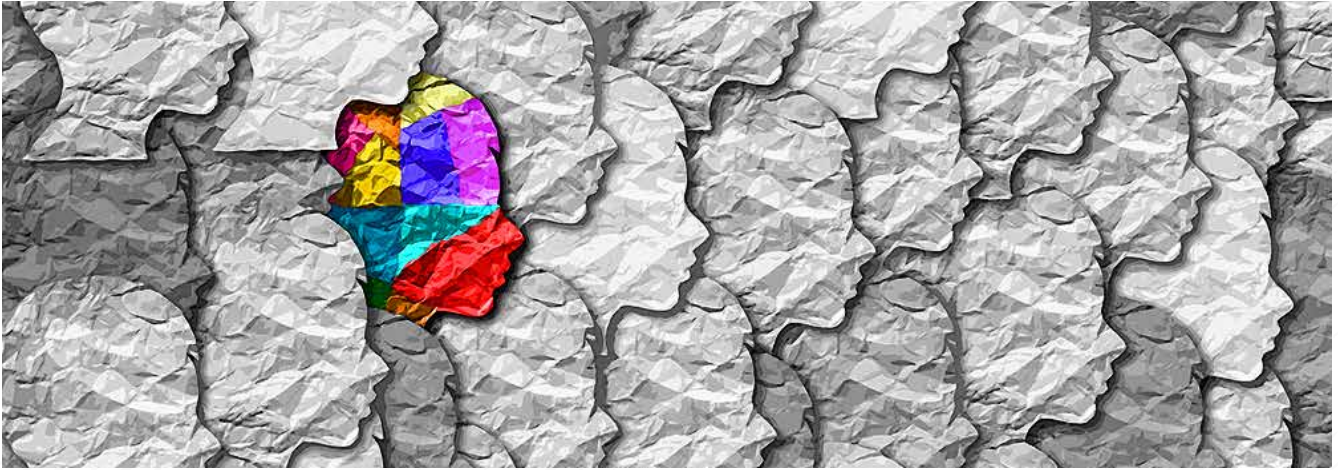
Therefore, traditional cultural labels can seem too restrictive as personal identifiers; even if they continue to be extremely valuable for marketers and brands. Consumers are taking the reins and creating their own personal labels that define their affinities, values, and how they want to present themselves to the world. Stars like Raven Symone and Tiger Woods were some of the first pioneers to openly share their preferences. Claiming a unique sense of identity that takes into account all of the intersecting groups that make “you, you” can give consumers a sense of empowerment.

- In the LGBTQ+ community specifically, celebrities and athletes who have come out and more LGBTQ+ representation in movies, televisions, and games have provided more access to models

and examples of queer culture. This not only helps young people understand their identity and take part in queer culture even if they live in a rural area where they don't know other LGBTQ+ people in real life, but it also helps other people start to understand LGBTQ+ people more by showing the breadth of the community (all shapes, shades, sizes, etc.). It's a great start, but there is certainly more work to be done as many, especially transpeople, bisexuals, and LGBTQ+ people of color still face significant discrimination.







# AUTISM INCLUSIVITY

Mary McIlrath, PhD | Sr. Vice President, Partner | Youth + Family Research  
[marym@crresearch.com](mailto:marym@crresearch.com)

If you're reading this e-zine, you're likely already aware that Generation Z (born 1997-2009) and Generation Alpha (born 2010-present) represent the most diverse populations ever in the U.S., in terms of cultural ethnicity, gender identity, and other criteria that can make people seem different from each other. That's why at C+R, our YouthBeat® division works closely with our CultureBeat® team to collaborate when generating insights about young consumers and shoppers.

For these generations, the notion that people are often different from each other in lots of ways is normative. It's a stark contrast from Baby Boomers and Generation Xers, who grew up in a time when conformity was the norm and Hippies and interracial marriages were the outliers. We have evidence that today's kids, tweens, and teens are an inclusive bunch overall. In our January - June 2019 syndicated YouthBeat® survey, we found that 9 in 10 youth agree that it is important to accept people of other racial or ethnic backgrounds; 8 in 10 say it's important to accept people of different religious backgrounds, and 8 in 10 also report that it is important to accept people regardless of gender identity. Seven out of ten tweens and teens also say

that it's important to accept people regardless of their sexual orientation (we do not ask this question to elementary schoolers, who are unlikely yet to have an understanding of sexual orientation).\*

One thing that we don't expressly address in our monthly survey is accepting people who may be different because they have autism. The Centers for Disease Control and Prevention estimates that one out of every 59 children today is on the autism spectrum. Identification and diagnoses of the syndrome has grown exponentially in the United States since the 1990s. Depending on widely varying classroom sizes across primary and secondary schools, it is likely that every child living in the U.S. today knows someone with autism, whether or not the schoolmates understand how their friend may be "different." To put this in context, only about two percent of people in the world have green eyes. So, if a child knows someone with green eyes, they are equally likely to know someone with autism.

In popular culture, awareness of autism is gaining a higher profile. In 2016, *Sesame Street* introduced a character, Julia, with autism. She was the first new Muppet they'd introduced in a decade. Her appearance was hailed as a victory

for representation of diverse children across many dimensions. She has friendships; she plays with others, and she lives a life very similar to other Muppet children. Watching her on screen, preschoolers can learn that friends with autism, or themselves if they've received a diagnosis, are just like everyone else in the ways that really matter.

One way that communities are accepting people of every age with autism is the [Blue Bucket Project](#) at Halloween. Placing blue pumpkins on one's porch is a signal that the homeowner is ready to receive trick-or-treaters who may not be verbal, or who may need alternative items like festive pencils instead of candy as a neighborhood offering. Children who carry blue jack-o-lantern treat buckets let treat givers know to hand out an appropriate item. In a similar vein, teal pumpkins let ghosts and goblins with allergies know that the home is stocked with items that they can consume, such as peanut-free treats.

Later in the holiday season at Christmastime, more than 700 locations are hosting autism-friendly Santa visits called [Santa Cares](#). These events pair with Autism Speaks and take into account sensory needs, reserving time with dimmed lights, quiet music, and appointments with Santa to avoid waiting in crowded, noisy lines. For families looking for autism-friendly travel beyond their hometown, Mesa, Arizona has recently been certified as the first city in the U.S. certified as an [Autism Center](#). Local businesses there have undergone autism training to better serve and welcome their clientele of all ages.

In a more specific vein, some youth with autism find that they need repetitive motions to soothe themselves physically as well as emotionally. One teenager in Toronto went viral for doing just that. In early 2016, "Sam the Dancing Barista" was featured in a customer's video for busting moves while he crafted lattes. He had a dream of working for Starbucks, and the manager brought him on board—because really, autism in no way limits Sam's ability to do his job. His social media fame landed him and his manager on [The Ellen DeGeneres Show](#). What a great role model for others who have been diagnosed, to know that they have opportunities that are the same as everyone else and that they can be standouts in their chosen career paths.

Some adults have come forward as well with similar awareness-raising. John Elder Robison, brother to author, Augusten Burroughs, wrote the 2008 book [Look Me in the Eye My Life with Asperger's](#). It's a few years old, but very worth a read. He describes in detail the way he perceives the world and social situations, and how the way he processes stimuli can vary from other people he encounters. He's also something of a sound engineering genius, having developed audio systems for bands ranging from Pink Floyd to KISS. His tale is one of understanding life from the inside and the outside at the same time, and can be an inspiration for anyone who feels "other" for myriad reasons.

For families who have received a diagnosis of autism for one of their children, educators still have differing opinions on the best approach to schooling. For some children, being in mainstream classrooms with specialized resources is the best route. For others, parents and administrators need to keep an eye out for risks of bullying for being "different." [Here's an article](#) that runs down the risks and benefits for public education for a child with autism.

#### OUR POV

**Autism diagnoses have grown drastically over the last generation. With this, popular culture has begun to recognize that people with autism can face challenges that make their lives more difficult than others' in some ways, yet they are wonderfully engaging and innovative in others. Famous cultural contributors who have or have had autism include Emily Dickinson, Albert Einstein, Bill Gates, Stanley Kubrick, Mozart, Warhol, and we could go on and on. An autism diagnosis today is really a notice of exceptionality, and a warning that it may be difficult to fit in with others who are more ordinary folks. We hope that the people with autism in pop culture are inspiring and encouraging of potential-reaching for any child with a diagnosis. If you're interested to learn more, just Google "movies about autism" and start a watch list.**



# TIKTOK'S TIME IS HERE

Shaili Bhatt | *Senior Research Director*  
shailib@crresearch.com

What's an easy way to lip-sync to a song and share it out? Or watch cooking snippets, home DIY, unfiltered comedy and real talk? Where do you go to learn the hottest music and dances? For many users, TikTok is the answer. It has grown into a place where anyone can share and be an artist.

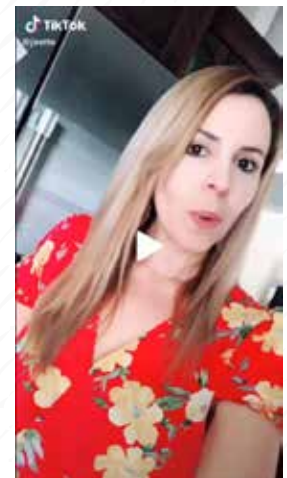
TikTok creators record and share multiple 15-second snippets of vertical videos that fill entire phone screens. Users activate a distinctive overlay of interactive features on the right bottom corner by clicking directly on the video, including viewing the creator's profile, a heart icon to "like" the video, plus icons to read comments and share. Users can easily watch other videos with the simple action of scrolling up and down. (The vertical format is comparable to the "stories" mode on Facebook, Instagram, or Snapchat.)

TikTok's initial audience skewed very young. It was common for older audiences like Millennials, [Xennials](#) (a microgeneration that were born between 1977 and 1983, sandwiched between Millennials and Gen X), and Gen X to download it and ultimately delete it because they weren't sure of its added value in their existing media mix. There have also been some publicized concerns about the security of sharing data across an app

that is owned by a Chinese-based company; we won't be addressing that in further detail here.

Notably, TikTok creators persisted in posting new content from the confines of home throughout the pandemic; this arguably made the app even more popular. To be successful, TikTok creators don't have to be globetrotters, have lots of followers, or have a fabulous, fancy lifestyle; they can make a TikTok from their bathroom or even their front porch. That said, a lot of celebrities also joined the app when everyone was stuck at home.

Getting a group of friends together to make a TikTok hasn't been possible during stay-at-home orders; however, as an alternative, youth asked siblings and parents to join their TikTok videos, making it more of a family affair. Some kids with spring birthdays, whose planned celebrations were sidelined, even asked their parents to learn TikTok dances. Celebrity families got in on the mix too—for a popular example, look for [Jessica Alba's family](#) nailing the dance to The Weeknd's Blinding Lights. Here are a couple of great mother-and-son TikTok examples that a friend of ours shared. As you can see, the short videos are a fun activity to plan and do together during the pandemic; one could even argue that it's a good e-learning tool for drama and technology.



"Jire and Ian - 5/18" TikTok, uploaded by @jirian8, May 18, 2020, <https://vm.tiktok.com/JdH4CMw/>  
"Jire and Ian - 5/27" TikTok, uploaded by @jirian8, May 27, 2020, <https://vm.tiktok.com/JdH3pNn/>

More recently, a subset of TikTok creators have transitioned from solely providing entertainment or comedic content to providing more serious posts on the death of George Floyd, advice on attending protests, and providing an eyewitness or first-person lens from the Black Lives Matter movement.

Prior to increased BLM posts on TikTok, there was also a movement among TikTokers to give more [credit to Black dancers and creators](#). There have been countless times where a TikTok trend (or a dance trend in general) has previously blown up because someone re-created it, but never gave credit to the original creators of the trend. On TikTok, this happened most notably with the [Renegade dance](#). Platforms like these are allowing Black influences to be seen outside the underground space and in a global lens.

Without a doubt, with an ongoing health crisis compounded by the outrage of racism that exists in our country, these are unusual circumstances. In time, creators may go back to posting their usual videos or shift their focus elsewhere. (Another hashtag that's currently trending is #blackmusic.) In the meantime, TikTok users of all ages are being exposed to videos of protests and complex topics surrounding racial inequality, and their world view might be shaped by what they see on their feeds. We hope they take inspiration from these widespread posts to get informed and get involved in the journey to social healing and change.



As a social media platform, TikTok is intended for ages 13 and up. TikTok users of all ages (or concerned parents) can set-up a “Private” account to limit their followers and/or filter more mature content with “Restricted Mode.”

Last, but not least, TikTok users, among other social media platform patrons, have made pleas to their peers in the last month to honor the seriousness of peaceful demonstrations and the aftermath of violence or looting by not posting videos of staged photo-ops or trendy TikTok dances for a respectful period of time. Instead, they have asked for decency and respect towards the BLM movement and the #BlackLivesMatter hashtag.

This compelling video content has been increasingly shared on other social media sites like Facebook, Instagram and Twitter, pulling in and engaging audiences beyond Gen Z.

TikTok gives a platform to its users; it's not just for lip-syncing and dancing. Given the myriad ways it can be used, it's an app that's worth knowing.

*"#foryoupage #blacklivesmatter." TikTok, uploaded by @naomiibrookk, May 27, 2020, <https://www.tiktok.com/@naomiibrookk/video/6831613298606230790?lang=en>*  
*"#blacklivesmatter." TikTok, uploaded by @elliezeiler, May 31, 2020, <https://www.tiktok.com/@elliezeiler/video/6833172499438570757?lang=US>*  
*"#blacklivesmatter #peaceful #blm #staysafe #lapd #georgefloyd." TikTok, uploaded by @rey.nbows, June 2, 2020, <https://www.tiktok.com/@rey.nbows/video/6833937260015127814?lang=en>*  
*"#blacklivesmatter #blackkidsmatter." TikTok, uploaded by @jamiieehurt, June 2, 2020, <https://www.tiktok.com/@jamiieehurt/video/6833966532280782085>*

# ANTI-RACISM RESOURCES

## **culturebeat**

The multicultural research division of C+R Research.

### CULTUREBEAT® PULSE



### VIDEOS



### WEBINAR TAKEAWAYS



### BLOGS

- [Black History Month: An Introduction to African American History & Culture](#)
- [Black Immigration + The Reverse Migration of the Black Population in the U.S.](#)
- [CultureBeat® Celebrates Juneteenth, A Lesser Known African American Holiday](#)
- [Black History Month Spotlight: #Oscarssoblack? Progress within the Entertainment Industry](#)
- [Black History Month Spotlight: #Blackgirlmagic – The Legacy of Black Women and Why Marketers Should Care](#)
- [Marketing Insights from Black History Month: A Look at Black Influence on Pop Culture](#)
- [Marketing Insights from Black History Month: A Look at Faith and Community](#)
- [Hair Love: The Evolution of Hair Acceptance + Discrimination in the Black Experience](#)
- [Marketing Insights from Black History Month: A Look at Food and Dining Traditions](#)
- [The Connection Between Hair and Identity in Black Culture](#)



## ARTICLES TO READ

- ["America's Racial Contract Is Killing Us"](#) by Adam Serwer | Atlantic (May 8, 2020)
- [Ella Baker and the Black Freedom Movement \(Mentoring a New Generation of Activists\)](#)
- [The 1619 Project \(all the articles\)](#) | The New York Times Magazine
- [The Combahee River Collective Statement](#)
- ["The Intersectionality Wars"](#) by Jane Coaston | Vox (May 28, 2019)
- ["Where do I donate? Why is the uprising violent? Should I go protest?"](#) by Courtney Martin (June 1, 2020)
- ["White Privilege Unpacking the Invisible Knapsack"](#) by Knapsack Peggy McIntosh
- ["Who Gets to Be Afraid in America?"](#) by Dr. Ibram X. Kendi | Atlantic (May 12, 2020)



## VIDEOS TO WATCH

- [Black Feminism & the Movement for Black Lives](#) Barbara Smith, Reina Gossett, Charlene Carruthers (5048)
- [Dr. Robin DiAngelo discusses 'White Fragility' \(12330\)](#)
- ["How Studying Privilege Systems Can Strengthen Compassion"](#) | Peggy McIntosh at TEDxTimberlaneSchools (1826)



## PODCASTS TO SUBSCRIBE TO

- [1619 \(New York Times\)](#)
- [About Race](#)
- [Code Switch \(NPR\)](#)
- [Intersectionality Matters! hosted by Kimberlé Crenshaw](#)
- [Momentum A Race Forward Podcast](#)
- [Pod For The Cause \(from The Leadership Conference on Civil & Human Rights\)](#)
- [Pod Save the People \(Crooked Media\)](#)
- [Seeing White](#)



## BOOKS TO READ

- [Black Feminist Thought](#) by Patricia Hill Collins
- [Eloquent Rage A Black Feminist Discovers Her Superpower](#) by Dr. Brittney Cooper
- [Heavy An American Memoir](#) by Kiese Laymon
- [How To Be An Antiracist](#) by Dr. Ibram X. Kendi
- [I Know Why the Caged Bird Sings](#) by Maya Angelou
- [Invisible No More Police Violence Against Black Women and Women of Color](#) by Andrea J. Ritchie
- [Just Mercy](#) by Bryan Stevenson
- [Me and White Supremacy](#) by Layla F. Saad



- [Raising Our Hands](#) by Jenna Arnold
- [Redefining Realness](#) by Janet Mock
- [Sister Outsider](#) by Audre Lorde
- [So You Want to Talk About Race](#) by Ijeoma Oluo
- [The Bluest Eye](#) by Toni Morrison
- [The Fire Next Time](#) by James Baldwin
- [The New Jim Crow Mass Incarceration in the Age of Colorblindness](#) by Michelle Alexander
- [The Next American Revolution Sustainable Activism for the Twenty-First Century](#) by Grace Lee Boggs
- [The Warmth of Other Suns](#) by Isabel Wilkerson
- [Their Eyes Were Watching God](#) by Zora Neale Hurston
- [This Bridge Called My Back Writings by Radical Women of Color](#) by Cherríe Moraga
- [When Affirmative Action Was White An Untold History of Racial Inequality in Twentieth-Century America](#) by Ira Katznelson



## FILMS + TV SERIES TO WATCH

- 13th (Ava DuVernay) — Netflix
- American Son (Kenny Leon) — Netflix
- Black Power Mixtape 1967-1975
- Blindspotting (Carlos López Estrada) — Hulu with Cinemax or available to rent
- Clemency (Chinonye Chukwu)
- Dear White People (Justin Simien) — Netflix
- Fruitvale Station (Ryan Coogler)
- I Am Not Your Negro (James Baldwin documentary)
- If Beale Street Could Talk (Barry Jenkins) — Hulu
- Just Mercy (Destin Daniel Cretton)

- King In The Wilderness — HBO
- See You Yesterday (Stefon Bristol) — Netflix
- Selma (Ava DuVernay)
- The Black Panthers Vanguard of the Revolution
- The Hate U Give (George Tillman Jr.)
- When They See Us (Ava DuVernay) — Netflix



## ORGANIZATIONS TO FOLLOW ON SOCIAL MEDIA

- Antiracism Center ([Twitter](#))
- Audre Lorde Project ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Black Women's Blueprint ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Color Of Change ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Colorlines ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- The Conscious Kid ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Equal Justice Initiative (EJI) ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Families Belong Together ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Justice League NYC ([Twitter](#)) | ([Instagram](#)) + Gathering For Justice ([Twitter](#)) | ([Instagram](#))
- The Leadership Conference on Civil & Human Rights ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- The Movement For Black Lives (M4BL) ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- MPowerChange ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Muslim Girl ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- NAACP ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- National Domestic Workers Alliance ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))

- RAICES ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- Showing Up for Racial Justice (SURJ) ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- SisterSong ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))
- United We Dream ([Twitter](#)) | ([Instagram](#)) | ([Facebook](#))



## MORE ANTI-RACISM RESOURCES TO CHECK OUT

- [75 Things White People Can Do for Racial Justice](#)
- [Anti-Racism Project](#)
- [Jenna Arnold's resources \(books and people to follow\)](#)
- [Rachel Ricketts' anti-racism resources](#)
- [Resources for White People to Learn and Talk About Race and Racism](#)
- [Save the Tears White Woman's Guide by Tatiana Mac](#)
- [Showing Up For Racial Justice's Educational Toolkits](#)
- [The \[White\] Shift on Instagram](#)
- ["Why is this happening?" – an introduction to police brutality from 100 Year Hoodie](#)
- [Zinn Education Project's teaching materials](#)

*Resources compiled by Sarah Sophie Flicker,  
Alyssa Klein in May 2020.*

[bit.ly/ANTIRACISMRESOURCES](https://bit.ly/ANTIRACISMRESOURCES)





# **culturebeat**

The multicultural research division of C+R Research.

CultureBeat®, C+R Research's multicultural research division, helps brands understand how different cultures, ethnicities, and lifestyles—and the dynamics that intertwine them—influence their consumers.



**latinoeyes**®

LatinoEyes® is the research consultancy division of C+R Research that specializes in U.S. Hispanic and Latin American consumers and shoppers.

For more information, visit [crresearch.com](http://crresearch.com), or email [info@crresearch.com](mailto:info@crresearch.com).