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Blockout 2024: digital mobilization movements' role in raising global awareness and fostering change

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Article Info	ABSTRACT
	Blockout 2024, a social media mobilization campaign, gained traction in response to celebrities' and powerful people's silence following the Met Gala in New York. Users who have remained silent or unconcerned about the humanitarian situation in Gaza are encouraged to block influencers' accounts. The review seeks to investigate the Blockout 2024 phenomenon and how it affects celebrities' social media. This review examines the impact of social media on power dynamics. On social media platforms such as TikTok, Instagram, and X, users have blocked the accounts (especially celebrities' accounts) of those who have not responded to the humanitarian disaster. The movement emphasizes implementing change and making underrepresented voices heard in digital environments. While some celebrities have expressed their support, others have chosen to remain silent, which has resulted in criticism and lost followers. Finally, the Blockout 2024 campaign has gained significant traction on social media platforms such as X, Instagram, and TikTok. Users of social media are becoming more aware of their responsibility to denounce crimes and fight for justice, as evidenced by this group effort. The Blockout 2024 movement has highlighted the potential of digital mobilization to raise global awareness, address humanitarian crises, and hold influencers accountable. *This is an open access article under the CC BY-SA license.*

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1. INTRODUCTION

In response to the silence and lack of support from celebrities and organizations regarding the humanitarian crisis in Gaza, the Blockout 2024 movement has emerged as a powerful online mobilization effort. Referred to as Operation Blockout or Celebrity Block Party, this movement calls for social media users to block the accounts of those who have remained silent or indifferent towards the atrocities in Palestine. Following the Met Gala event in New York, the 2024 Blockout movement gained momentum, encouraging people worldwide to take a stand against the injustices being carried out by Israel in Gaza. This collective endeavor is driven by a sense of humanity and solidarity with the oppressed population in Gaza, highlighting the power of social media as a tool for raising awareness and enacting change. The 2024 Blockout movement serves as a digital platform for individuals to hold celebrities accountable and demand action in the face of humanitarian crises [1]–[4].

The emergence of Blockout 2024 signifies a digital mobilization aimed at holding celebrities and organizations accountable for remaining silent on humanitarian crises, particularly the conflict between Israel and Palestine. This movement gained traction following the Met Gala event in New York, prompting social

media users to block accounts of influencers who fail to address the plight of the Palestinian population. The significance of this movement lies in its collective efforts to shed light on the atrocities committed in Gaza and the urgency for celebrities to leverage their platforms for meaningful social change. Blockout 2024 serves as a call to action, urging individuals to actively engage with social media and use their online presence as a tool for advocacy and awareness [3]. The impact of this movement transcends virtual spaces, sparking conversations and urging a reevaluation of celebrity accountability in the face of global humanitarian crises [5]–[8].

The 2024 Blockout movement, also known as Operation Blockout or Celebrity Block Party, gained momentum on various social media platforms following the Met Gala event in New York on May 6, 2024. This movement urges users to block the accounts of celebrities and influencers who have remained silent or have shown support for Israel in the conflict in Gaza, Palestine. It serves as a collective response to the humanitarian crisis unfolding in Palestine and the ongoing atrocities committed by Israel. With a particular focus on calling out Hollywood actors and influencers, the Blockout 2024 movement seeks to hold those with significant platforms accountable for their lack of advocacy on pressing humanitarian issues. As a tool for digital mobilization, the movement has sparked widespread participation and debate, drawing attention to the power of social media in shaping public discourse and influencing celebrity behavior [5], [9]–[11].

The purpose of the review is to delve into the phenomenon of Blockout 2024 and its impact on celebrities through social media. This online movement urges social media users to block the accounts of celebrities and influencers who remain silent on humanitarian crises, specifically the conflict in Gaza. The movement demonstrates a collective effort by people worldwide to hold celebrities accountable for their ignorance towards atrocities committed in Gaza. By examining the motivations behind Blockout 2024 and how it mobilizes digital activism, this review aims to shed light on the power dynamics between celebrities, their followers, and social media platforms in the context of social justice and humanitarian issues [2], [12]–[14]. Through a critical analysis of this movement, we can gain insights into the role of social media in influencing public opinion and holding influential figures accountable for their actions or inactions.

2. DIGITAL MOBILIZATION AND ITS ROLE IN THE 2024 BLOCKOUT MOVEMENT

The emergence of the 2024 Blockout movement is a testament to the power of digital mobilization in shaping social activism, as shown in Figure 1. Spearheaded by social media users on platforms like TikTok, Instagram, and X, this movement gained traction following the silence of celebrities and influential figures during the conflict in Gaza. The call to action to block accounts of individuals who turned a blind eye to the humanitarian crisis resonated with a global audience seeking to hold those in power accountable. The movement's genesis after the Met Gala underscores the strategic timing and impactful nature of digital organizing in today's interconnected world. By leveraging social media platforms to mobilize individuals towards a common cause, the 2024 Blockout movement exemplifies how online activism can translate into tangible real-world effects. The unity and solidarity exhibited through this movement highlight the potential for digital spaces to drive meaningful change and amplify marginalized voices [15]–[20].

Figure 1. Some examples of how the 2024 Blockout movement is being mobilized digitally

2.1. Technology and social movements

The history of social movements developed in parallel to technological changes in societies. New digital technology has made the exchange of user-generated content on the internet possible, turning the web into a very popular social medium. The emergence of new communication technologies, such as the Internet and social media networking sites and platforms, has strongly affected social movement activism and given social movements new opportunities for expression and organization. Facebook has over one billion

active users, and many spend over one-third of their day on social media content and digital mobilization. People share life stories, opinions, campaigns, and social movements in blogs, X (formerly Twitter), Instagram, Flickr, YouTube, and Snapchat. Social media makes global communication easier and cheaper, strengthens consumer or society voices, and allows dissatisfied customers or followers ("hatters") to express their dissatisfaction through negative comments and complaints [21].

2.2. Social media platforms as catalysts

The emergence of the Blockout 2024 movement has sparked significant traction on various social media platforms such as TikTok, Instagram, and others. This online movement, also known as Operation Blockout or Celebrity Block Party, has gained momentum as a means to condemn celebrities and organizations for their silence on humanitarian issues, particularly in light of the conflict in Gaza. With hashtags like #Blockout2024 circulating widely, users are encouraged to block the accounts of influencers who have remained indifferent to the crisis in Palestine. This collective effort reflects a growing sense of moral duty among individuals worldwide to hold public figures accountable for their actions, or lack thereof, in the face of atrocities. By leveraging social media platforms as catalysts for change, the Blockout 2024 movement highlights the power of digital mobilization in raising awareness and driving social justice initiatives [2].

2.3. Viral campaign strategies

The 2024 Blockout movement, also known as Operation Blockout or Celebrity Block Party, has gained traction on various social media platforms as a form of digital protest against celebrity silence on humanitarian issues, particularly concerning the conflict in Gaza. Emerging after the Met Gala event in New York, this movement urges social media users to block accounts of influencers and celebrities who have neglected to address or support Palestinian rights amidst the ongoing crisis. The collective effort behind Blockout 2024 reflects a growing global awareness and condemnation of the atrocities committed in Gaza, sparking a new wave of online activism. By mobilizing followers to actively participate in this virtual protest, the movement emphasizes the power of social media in holding public figures accountable and amplifying voices for justice. As the digital landscape continues to shape modern activism, viral campaign strategies like the 2024 Blockout movement demonstrate the potential for social media to drive change and influence public discourse [22], [23].

2.4. Global reach and participation

The Blockout 2024 movement has gained significant momentum on various social media platforms since its inception following the Met Gala event in 2024. This online movement, also known as Operation Blockout or Celebrity Block Party, calls for users to block the social media accounts of celebrities and organizations who have remained silent or shown support for Israel amid the humanitarian crisis in Gaza. The global reach and participation in this movement showcase a collective effort by individuals worldwide who are seeking to condemn the atrocities committed by Israel against Gaza's population. As social media continues to serve as a powerful tool for digital mobilization, the 2024 Blockout Movement exemplifies how online activism can bring attention to pressing humanitarian issues and hold public figures accountable for their silence. The widespread participation in this movement highlights the interconnectedness of global citizens in advocating for justice and raising awareness on important social issues [24].

2.5. Amplification of voices

The Blockout 2024 movement has gained momentum as a powerful tool amplifying the voices of those demanding accountability from celebrities regarding humanitarian crises such as the Israel-Gaza conflict. Through social media platforms like TikTok, Instagram, and X, individuals are collectively blocking the accounts of celebrities who remain silent on critical issues, signifying a digital protest against their indifference. This movement echoes a growing global sentiment toward holding public figures accountable for their actions and leveraging social media to enact change. The emergence of Blockout 2024 after the Met Gala event indicates a shift towards digital mobilization to address social justice issues. By blocking influencers who turn a blind eye to humanitarian atrocities, this movement embodies a call for solidarity and collective action in the face of injustice. The amplification of voices through Blockout 2024 highlights the potential of social media to catalyze meaningful societal change and elevate marginalized perspectives [2].

2.6. Impact on celebrity image and influence

The digital mobilization of the Blockout 2024 movement has amplified the impact on celebrity image and influence in a profound way. Taking a stance on pressing humanitarian issues has become more crucial than ever, as social media users are actively engaging with celebrities who either remain silent or

show support for controversial causes. The movement, which emerged after the Met Gala event, has sparked a viral sensation urging people to block celebrities who fail to address the crisis in Gaza. This collective action reflects a growing consciousness among the public, highlighting the power of social media in shaping perceptions and holding public figures accountable. As celebrities face the consequences of losing followers and influence due to their silence, the Blockout 2024 movement underscores the significant role that social media activism plays in reshaping celebrity culture and influence in the modern digital age [25].

3. CELEBRITIES' RESPONSES TO BLOCKOUT 2024

The response of celebrities to Blockout 2024 has been met with varying degrees of engagement. Some high-profile figures have used their platform to voice support for the movement, condemning the atrocities in Gaza and urging for more international attention to the crisis. However, some celebrities have chosen to remain silent, leading to criticism and loss of followers as social media users participate in the viral movement by blocking those who fail to address the humanitarian issues in Palestine. This campaign, also known as Operation Blockout or Celebrity Block Party, represents a digital mobilization that holds celebrities accountable for their public stances or lack thereof. As the movement gains momentum online, the pressure on celebrities to take a stand on important global issues continues to intensify, highlighting the power dynamics between influential figures and their followers in the age of social media activism. In fact, the social media movement has existed since several years ago [26]–[29].

3.1. Silence versus advocacy

The Blockout 2024 movement has sparked a debate surrounding the role of celebrities in advocating for humanitarian issues. In a digital age where social media platforms have immense reach and influence, the decision to stay silent or speak out on pressing matters like the war in Gaza carries significant weight. Some argue that celebrities have a moral responsibility to use their platform for good and raise awareness about important causes, while others believe that individuals should not be obligated to publicly take a stance on every issue. The viral nature of the Blockout 2024 movement indicates a growing frustration with those who choose to remain silent in the face of injustice. By blocking celebrities who fail to address humanitarian crises, supporters of the movement seek to hold influential figures accountable for their actions or inactions. This movement underscores the power of collective action in influencing public discourse and shaping celebrity behavior [30].

3.2. Public relations crisis management

In the realm of public relations crisis management, the emergence of the 2024 Blockout movement has brought to light the power of digital mobilization and social media platforms in holding celebrities and organizations accountable for their actions or inactions. This viral movement, urging followers to block celebrities who remain silent on humanitarian issues, underscores the importance of public image and the potential repercussions of being seen as indifferent or complicit in global crises. As Operation Blockout gains momentum across various social media channels, it poses a significant challenge to celebrities and influencers who may have previously relied on their online presence for positive engagement. The swift and widespread nature of this movement serves as a stark reminder of the need for individuals and entities to carefully navigate their public image and actively address pressing social issues to avoid being swept up in a wave of public condemnation [31].

3.3. Engagement with activists

As digital mobilization continues to shape online activism, engagement with activists has become a pivotal aspect of celebrity culture. The recent emergence of movements such as Blockout 2024, which urges followers to block celebrities who remain silent on humanitarian issues, demonstrates the power of social media in holding public figures accountable. The viral nature of these campaigns creates a widespread ripple effect, forcing celebrities to address pressing social issues or risk losing followers. The Operation Blockout, also known as Celebrity Block Party, serves as a stark reminder that celebrities wield immense influence and have a moral obligation to use their platform for the greater good. By actively engaging with activists and aligning themselves with social justice causes, celebrities can leverage their popularity to make a meaningful impact on global conversations and inspire positive change [2], [24].

3.4. Influence on fan base

The influence of sports celebrity endorsements on consumer behavior and brand perception is a multifaceted phenomenon that has sparked debates and garnered varied outcomes in previous research. While some studies suggest minimal differences in consumer attitudes towards endorsed products compared to non-endorsed ones, other findings highlight a positive correlation between sales and sports celebrity

endorsements, asserting that each stellar athletic performance can significantly boost product sales. Furthermore, the character and image of the athlete play a pivotal role in shaping consumer perceptions and purchase intentions. Consequently, the relationship between sports celebrities and their fan base goes beyond mere endorsement; it encompasses the idolization, trust, and aspiration associated with these figures, which in turn can profoundly impact consumer preferences and behaviors. The intricate dynamics between sports celebrities, brand endorsements, and consumer influence underscore the complex interplay of celebrity culture and consumerism in shaping contemporary marketing strategies [32], [33].

3.5. Long-term implications on career

The long-term implications on the careers of celebrities participating in the Blockout 2024 movement could be significant. As social media followers play a crucial role in their success and influence, losing followers due to being blocked for their silence on humanitarian issues could harm their reputation and career prospects. In today's digital age, where image and engagement are paramount, being associated with controversial movements could impact brand deals, endorsements, and overall public perception. It is essential for celebrities to carefully consider the implications of their actions on social media, as they have the potential to shape their career trajectory. While taking a stand on important issues can garner support and solidarity from fans, it also carries the risk of alienating certain segments of their audience, which could have lasting effects on their professional opportunities in the future. In the context of Blockout 2024, the decision to remain silent or speak out could have consequences that reverberate throughout their careers [30].

4. ETHICAL CONSIDERATIONS AND CONTROVERSIES SURROUNDING BLOCKOUT 2024

The ethical considerations and controversies surrounding Blockout 2024 delve into the complex interplay between celebrity influence, social responsibility, and the power dynamics of social media activism. This movement is known for urging individuals to block celebrities who remain silent on humanitarian crises like the conflict in Gaza raise questions about the ethical obligations of public figures in global issues. Critics argue that forcing celebrities to take a stance may infringe on their right to privacy and freedom of expression. On the other hand, supporters view it as a necessary step to hold influential individuals accountable for the impact of their silence. The tension between individual autonomy and collective action is at the heart of the Blockout 2024 movement, underscoring the broader ethical dilemmas inherent in leveraging digital platforms for social change. This dynamic highlights the evolving landscape of activism in the digital age, where online mobilization can both empower and challenge established norms [30].

4.1. Freedom of expression versus accountability

The clash between freedom of expression and accountability becomes even more pronounced in the digital age, as seen in the recent emergence of movements like Blockout 2024. This online movement calls for social media users to block celebrities and influencers who remain silent on humanitarian issues, particularly the conflict in Gaza. The ethical dilemma of holding public figures accountable for their actions or lack thereof raises questions about the power dynamics within digital spaces. While freedom of expression allows individuals to voice their opinions, it also demands responsibility and awareness of the impact one's platform can have on social issues. As celebrities navigate the complexities of their public image in the digital realm, the tension between exercising their right to free speech and being held accountable for their influence intensifies, shaping the landscape of online activism. In the face of increasing scrutiny, celebrities are challenged to find a balance between expressing their beliefs and recognizing their role in promoting social justice [34].

4.2. Manipulation of public opinion

The emergence of the 2024 Blockout movement serves as a poignant reminder of the power of digital mobilization in shaping public opinion. The movement highlights a collective effort fueled by a sense of solidarity and activism against the injustices perpetrated by Israel in Gaza. By leveraging platforms such as TikTok, Instagram, and X, individuals worldwide have found a voice to hold celebrities accountable for their inaction. The 2024 Blockout movement underscores the potential for social media to galvanize change and spark conversations on pressing global issues, ultimately demonstrating the influence of public opinion in the digital age [5].

4.3. Cyberbullying and harassment

In the realm of social media activism, cyberbullying and harassment have become prevalent issues, especially when it comes to celebrities and public figures. The rise of digital platforms has provided a breeding ground for individuals to hide behind screens and unleash targeted attacks on others. This form of online aggression can have serious consequences on the mental health and well-being of its victims, creating a toxic environment that perpetuates negativity and hate. The impact of cyberbullying and harassment extends beyond the virtual realm, often spilling over into the real world and affecting the personal lives and careers of those targeted. In the context of the Blockout 2024 movement, celebrities are not only facing pressure to speak out on social issues but also dealing with the threat of being blocked and ostracized by their own fan base for remaining silent. This dynamic underscore the power and reach of social media in shaping public opinion and holding individuals accountable for their actions or inactions. Cyberbullying and harassment are not just online phenomena; they represent a complex interplay of social dynamics and power structures that have far-reaching implications for both celebrities and ordinary individuals alike [25].

4.4. Intersectionality of causes

The intersectionality of causes encompasses various social justice movements that intersect at the core, revealing the interconnectedness of issues such as human rights, environmental concerns, and political activism. In the case of Blockout 2024, the movement highlights the need for celebrities and influencers to use their platforms for social good, particularly in addressing the humanitarian crisis in Gaza. This online mobilization effort serves as a powerful example of how different causes can converge to amplify the voices of the marginalized and hold those in power accountable. By urging followers to block celebrities who remain silent on pressing humanitarian issues, the 2024 Blockout movement demonstrates the potential for digital activism to spark real-world change and foster greater awareness of global injustices. The collective action taken by individuals worldwide through social media platforms showcases the impactful intersectionality of causes and the importance of solidarity in advocating for a more just and equitable society [35].

4.5. Legal ramifications and social media policies

The implementation of social media policies in the context of legal ramifications is a crucial aspect that cannot be overlooked. Movements such as Blockout 2024, which encourage individuals to block celebrities silent on pressing humanitarian issues, underscore the significant implications of the digital landscape for public figures. While it is essential for celebrities to use their platforms responsibly, navigating the fine line between personal expression and public expectations poses a challenge. Social media policies play a pivotal role in guiding celebrities on what is acceptable behavior online, considering the potential impact on their image and reputation. These policies not only serve as a safeguard for both the individual and the public but also reflect the evolving dynamics of online interactions. As a result, a comprehensive understanding of legal implications and the enforcement of robust social media policies are essential to ensuring accountability and ethical conduct in the digital age [25].

5.   RESULTS AND DISCUSSION

The 2024 Blockout movement, also known as operation Blockout or Celebrity Block Party, has gained significant traction across various social media platforms, such as TikTok, Instagram, and X. This viral movement urges users to block celebrities and influencers who have remained silent on or supported Israel during the conflict in Gaza. The Met Gala event in New York on May 6, 2024, served as the genesis of this movement. The Blockout movement represents a collective stance against Israel's atrocities against the Gaza population. Users actively participate in a digital mobilization effort by blocking the accounts of celebrities who have ignored the humanitarian crisis in Palestine. We cannot understate the impact of this movement on the social media landscape and its relevance in today's society. Moreover, this phenomenon is in line with Biopsychosocial theory [36]. This theory proposes that one's proposed behavior is influenced by the social world. In current times, the internet is playing an important role in the social world with no borders and limitations.

The impact of digital mobilization on celebrities has become increasingly apparent, with movements such as Blockout 2024 gaining momentum. This online movement, through platforms like TikTok, Instagram, and X, advocates for blocking the social media accounts of celebrities who remain silent on humanitarian issues, particularly regarding the conflict in Gaza. By urging followers to boycott celebrities who turn a blind eye to global crises, the Blockout 2024 movement exemplifies the power of digital mobilization in shaping public discourse and pushing for accountability among influential individuals. As the digital landscape continues to influence social movements, celebrities are increasingly under scrutiny for

their actions and inactions. The impact of such movements on celebrity engagement and advocacy is significant, highlighting the need for public figures to align with their followers' values and beliefs to maintain relevance and credibility in the digital age. Hence, the behavior of internet users can be explained by social cognitive theory [37].

The emergence of the 2024 Blockout movement signals a shift in social media activism toward holding celebrities accountable for their silence on humanitarian crises such as the Israeli attacks on Gaza. This online movement utilizes platforms like TikTok, Instagram, and more to mobilize individuals to block the social media accounts of influencers and Hollywood actors who fail to address these critical issues. The collective effort of this movement reflects a growing awareness and sense of responsibility among social media users to condemn atrocities and advocate for justice, this reality is in line with another study by Harlow [38]. By encouraging widespread participation in blocking these celebrity accounts, the Blockout 2024 movement highlights the power of digital mobilization in sparking meaningful conversations, raising awareness, and ultimately pushing for change in the realm of social media activism. Hence, social media activism and campaigns is having its opportunities and limitation [39], [40].

6.   CONCLUSION

The Blockout 2024 movement underscores the efficacy of digital mobilization in compelling celebrities and organizations to address their silence regarding humanitarian issues. This movement has incited widespread viral reactions by encouraging social media users to block accounts of those who neglect to address the Gaza crisis. The inception of this movement after the Met Gala event highlights the public's demand for prominent individuals to advocate against injustices. The moral obligation to denounce the atrocities committed against the Gaza population drives the Blockout 2024 movement. As social media increasingly influences public discourse and activism, initiatives such as Blockout 2024 exemplify the significant effect digital mobilization can have in fostering awareness and prompting action. The concluding reflections on the Blockout 2024 movement highlight the efficacy of social media in galvanizing the populace for a cause. This viral movement encourages individuals to oppose the silence or endorsement of celebrities and organizations concerning humanitarian issues, especially the conflict in Gaza. Following the Met Gala, Operation Blockout, also known as the Celebrity Block Party, gained momentum and sparked a worldwide call to action. By suspending the accounts of influencers who exhibit apathy towards the plight in Palestine, advocates of this movement aim to hold influential figures accountable for their silence. The 2024 Blockout movement exemplifies the significant influence of digital mobilization in enhancing awareness and promoting global change. Given the increasing digital mobilization and activism exemplified by movements such as Blockout 2024, it is advisable for celebrities and social media users to contemplate certain recommendations. Celebrities can leverage their platform and influence to highlight significant issues and effectuate positive change. They must utilize their voices judiciously and address humanitarian crises that necessitate attention. Secondly, social media users significantly contribute to holding celebrities accountable by actively engaging in initiatives such as Blockout 2024. By excluding influencers who remain reticent on pivotal matters, users can convey a potent message and urge celebrities to adopt a position. By uniting and utilizing the influence of social media activism, both celebrities and users can effectuate significant change on societal issues and inspire transformation.

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