

# ANTI-ASIAN HATE ZINE: DIASPORA

Discussing topics surrounding Anti-Asian sentiment  
and the rise of hate crimes during COVID-19





Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through* action.

To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.

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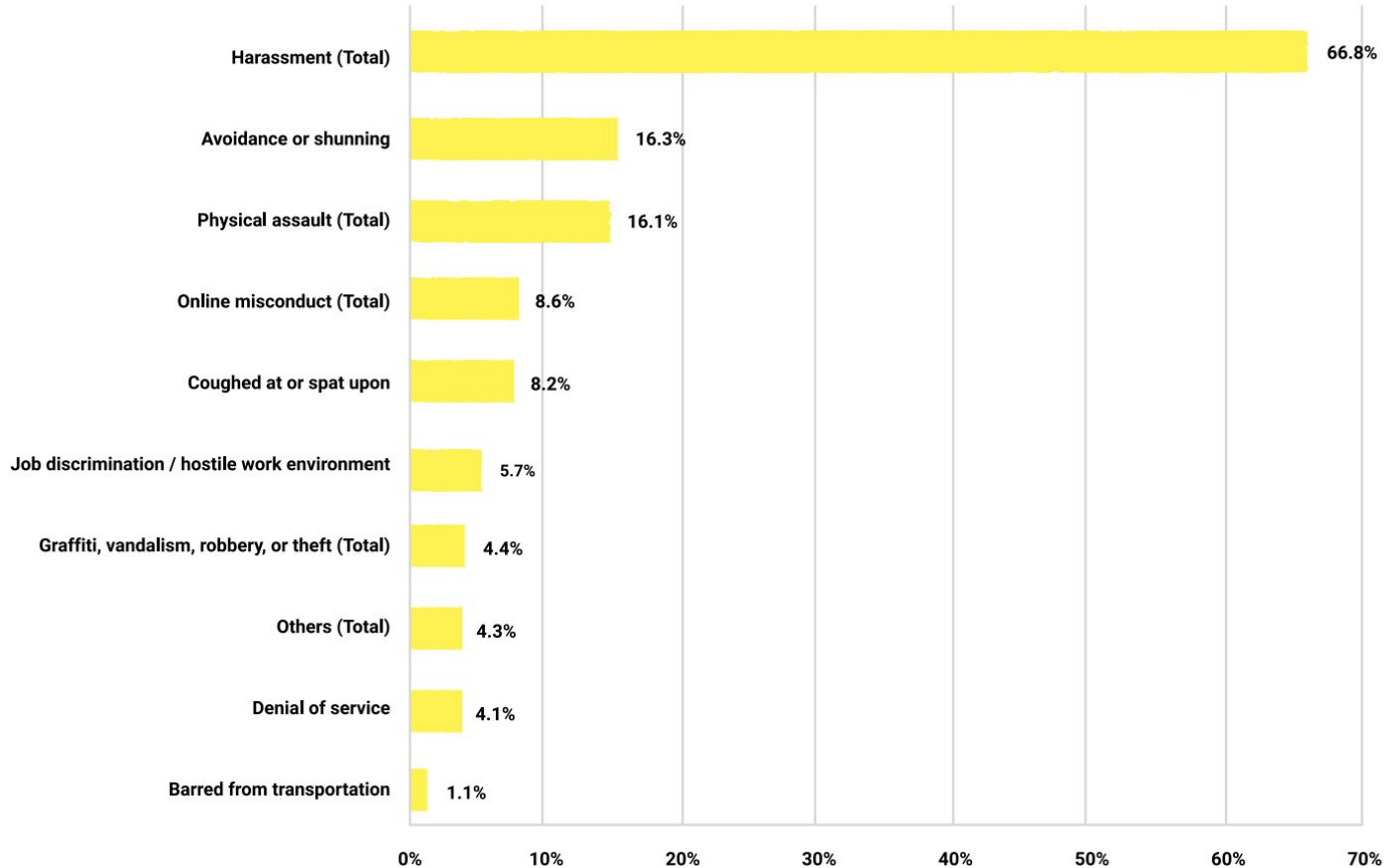
# BackGround

- The COVID-19 pandemic has led to a rise in anti-Asian hate
  - The CDC and WHO advised against associating a virus with a group of people.
  - A study examined 700,000 tweets with more than 1.2 million anti-Asian hashtags, showing a link between Anti-Asian Hate online and Trump's use of #ChineseVirus(American Journal of Public Health 2020).
- 10,370 hate incidents against Asian American and Pacific Islander (AAPI) persons were reported to Stop AAPI Hate (SAH 2021).
  - 1 in 5 Asian Americans and Pacific Islanders have experienced a form of hate(SAH 2021).
  - Women are 2.3 times more likely to report hate incidents.

This isn't new. There is a long history of Anti-Asian Racism in the U.S.

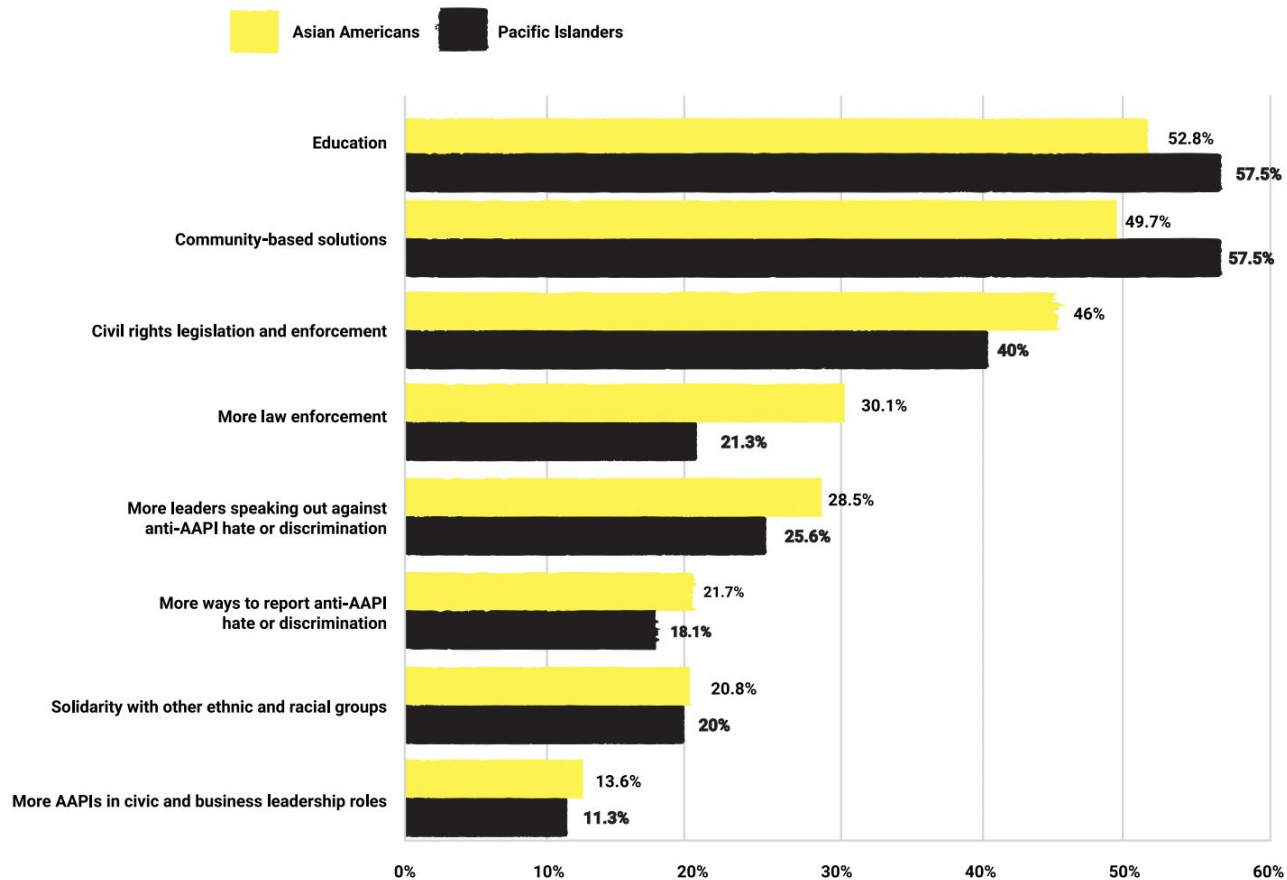
# Types of Discrimination

N=10,370



**STOP  
AAPI  
HATE**

# Most Effective Solutions in Addressing Anti-AAPI Hate

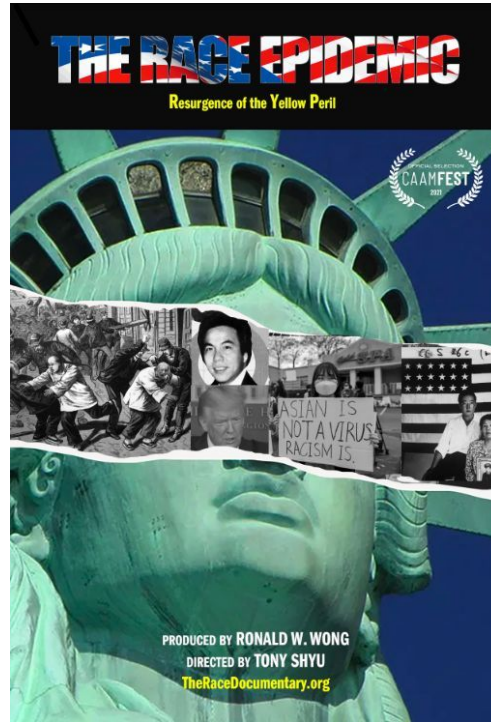
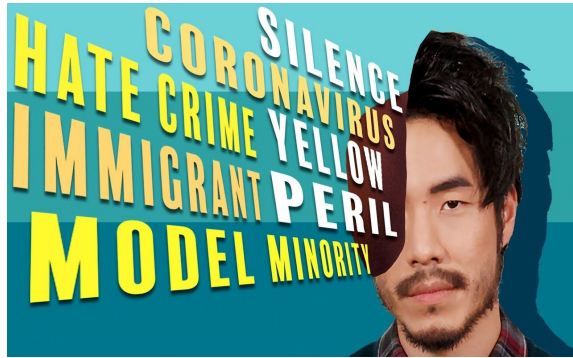


# GOAL STATEMENT & METHOD

*Diaspora: Anti-Asian Hate Zine* aims to bring awareness to the recent rise of hate crimes and racism towards Asian communities during the pandemic by discussing topics surrounding it. The zine will consist of articles on Yellow Peril, Model Minority Myth, Bamboo ceiling, etc. The zine will also look at issues such as the fetishization of Asian women's bodies, colorism in the beauty industry, and the combination of the bamboo ceiling and glass ceiling through a feminist lens.

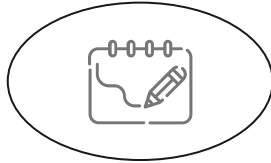
I hope that my project is educational and entertaining and can be used to introduce these topics.

# INSPIRATION



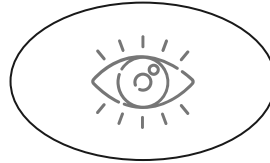


# TIMELINE



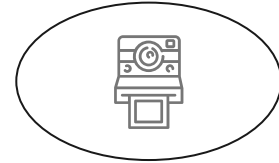
## Research

- Compile potential topics and consider intersectionality
- Source images and creative materials.



## Outreach and Engagement

- Create a survey to discuss the Asian American experience and their experiences during COVID
- Search for potential outreach opportunities and collaborators



## Creation

- Write the articles
- Design the magazine
- Piecing together materials
- Find online publisher and printing

# DIASPORA:

- Refers to a scattered population whose origin lies in a separate geographic location.
- 교포: Korean Diaspora, Korean American.



# ZINE CONTENT



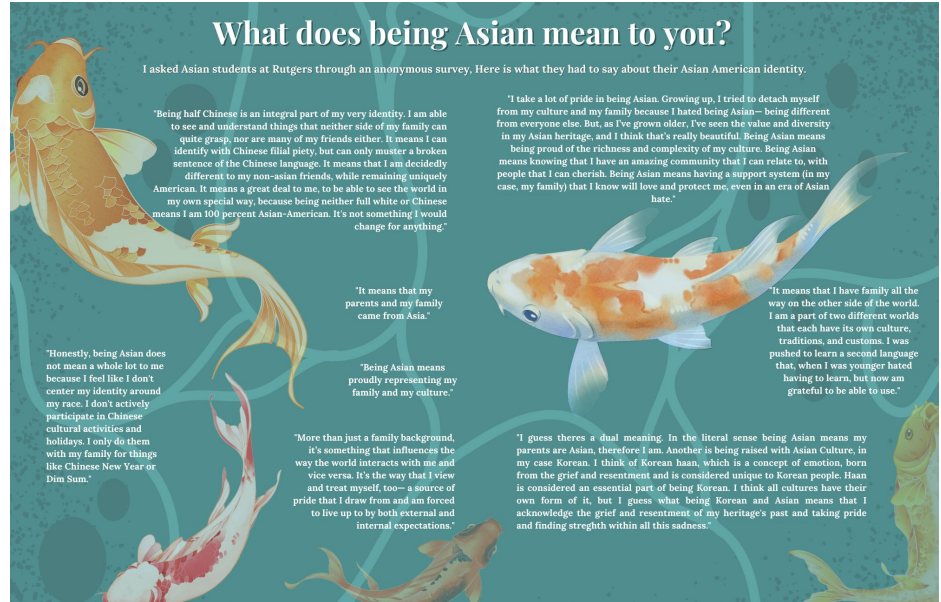
Asian American History:  
Yellow Peril  
COVID-19 and the rise of  
Anti-Asian Hate Crimes

Model Minority Myth  
Bamboo Ceiling



Colorism in the beauty  
industry  
Fetishization of Asian  
Bodies

# WHAT DOES BEING ASIAN MEAN TO YOU?



## What does being Asian mean to you?

I asked Asian students at Rutgers through an anonymous survey. Here is what they had to say about their Asian American identity.

"Being half Chinese is an integral part of my very identity. I am able to see and understand things that neither side of my family can quite grasp, nor are many of my friends either. It means I can identify with Chinese filial piety, but can only muster a broken sentence of the Chinese language. It means that I am decidedly different to my non-Asian friends, while remaining uniquely American. It means a great deal to me, to be able to see the world in my own special way, because being neither full white or Chinese means I am 100 percent Asian-American. It's not something I would change for anything."

"It means that my parents and my family came from Asia."

"Being Asian means proudly representing my family and my culture."

"More than just a family background, it's something that influences the way the world interacts with me and vice versa. It's the way that I view and treat myself, too—a source of pride that I draw from and am forced to live up to by both external and internal expectations."

"I take a lot of pride in being Asian. Growing up, I tried to detach myself from my culture and my family because I hated being Asian—being different from everyone else. But, as I've grown older, I've seen the value and diversity in my Asian heritage, and I think that's really beautiful. Being Asian means being proud of the richness and complexity of my culture. Being Asian means knowing that I have an amazing community that I can relate to, with people that I can cherish. Being Asian means having a support system (in my case, my family) that I know will love and protect me, even in an era of Asian hate."

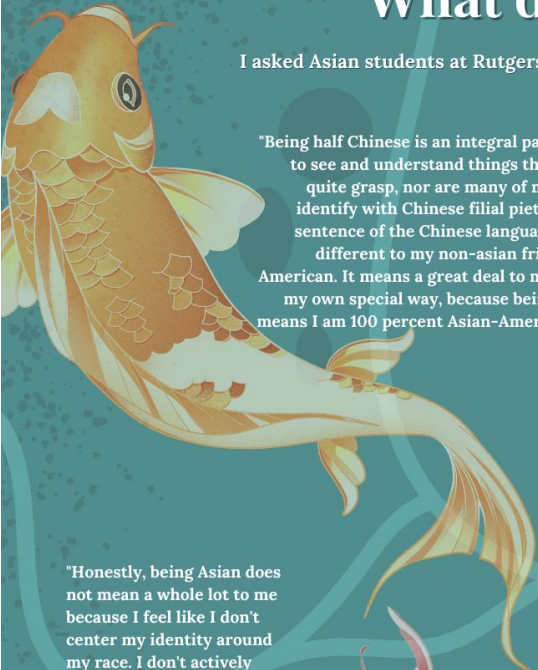
"It means that I have family all the way on the other side of the world. I am a part of two different worlds that each have its own culture, traditions, and customs. I was pushed to learn a second language that, when I was younger hated having to learn, but now am grateful to be able to use."

"I guess there's a dual meaning. In the literal sense being Asian means my parents are Asian, therefore I am. Another is being raised with Asian Culture, in my case Korean. I think of Korean haan, which is a concept of emotion, born from the grief and resentment and is considered unique to Korean people. Haan is considered an essential part of being Korean. I think all cultures have their own form of it, but I guess what being Korean and Asian means that I acknowledge the grief and resentment of my heritage's past and taking pride and finding strength within all this sadness."



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"Honestly, being Asian does not mean a whole lot to me because I feel like I don't center my identity around my race. I don't actively participate in Chinese cultural activities and holidays. I only do them with my family for things like Chinese New Year or Dim Sum."



# COLORISM

## SKIN WHITENING PRODUCTS, COLORISM IN THE BEAUTY INDUSTRY

Illustration by  
Tara Anand @taraanandart

"Whatever keeps my skin the purest white", "White stay", "Do you wanna be white?" "Get up to two tones fairer in just 7 days: measure and see."

These are just some of the taglines used to advertise skin whitening products. Skin whitening can come in various forms such as creams, soaps, pills, and professional treatments like chemical peels and laser therapy. These products are extremely popular worldwide, such as in East Asia, South Asia, Africa, the Middle East, and Latin America. Globally recognizable companies such as Unilever, L'Oréal, and Johnson & Johnson all sold various skin whitening products.

"Advertising more inclusive beauty products and selling whitening creams are two sides of the same coin. A new name on a box will not liberate women and men from social norms,"  
- Dr. Elizabeth LaCouture, program director and assistant professor of gender studies at The University of Hong Kong.

In recent years, these companies have either removed some of these products or changed the advertising to be more inclusive. There was a mixed response from the international audience in regards to these changes. Some enjoyed the inclusive marketing but many are still unwilling to part with these products. In many Asian countries, fair skin is part of the ideal beauty, surrounding it with many positive connotations such as wealth, success, cleanliness, and purity.

The idealized beauty standard surrounding whiteness and the use of skin-whitening products reinforces colorism and anti-blackness. Colorism is the preference towards light and fair skin while holding prejudice towards people with darker skin, this is often done within racial groups. In many Asian Countries, pale skin is the idealized beauty standard and is promoted in advertisements, celebrities, social media, etc.

There are no real health benefits to skin bleaching treatments and over-the-counter products, even the FDA issued a notice that skin bleaching products are not classified as safe or effective. In fact, results aren't guaranteed and come with many potential side effects and complications. Skin bleaching products are linked to mercury toxicity, dermatitis, exogenous ochronosis, steroid acne, and nephrotic syndrome. These side effects range from skin irritation and discoloration to kidney failure. Promoting light skin in the media normalizes the preference for fair skin, and motivates skin bleaching products and services that can cause severe and irreversible harm.

While the complete elimination of these products doesn't seem possible as many people are unwilling to part with these products, breaking the association between ideal beauty and whiteness is a step in the right direction. "Asian consumers have their own beauty ideals, and, perhaps, they are not yet ready to abandon the standards that have been formed for decades," says Bakhtin.



## Asian American Cultural Center (AACC)

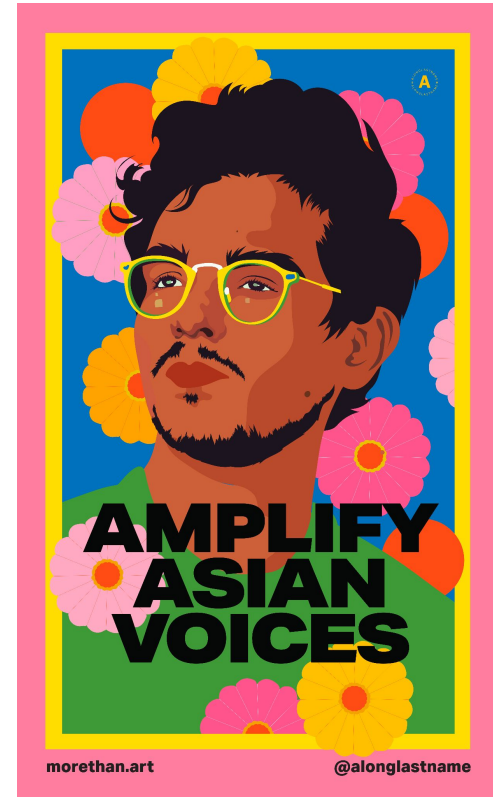
"The AACC offers a myriad of social, cultural, and educational opportunities designed to promote, respect and embrace the unique histories and cultural identities within the Asian Pacific Islander Desi American (APIA) diaspora."

**List of Affiliated Student Organizations**

- Anime and Japanese Environmental Society
- Arab Cultural Club
- Association of Philippine Students (Rutgers)
- Association of Punjabi Students at Rutgers University
- Bengali Students Association
- Cantonese Club (Rutgers)
- Haru: Kpop Dance Cover Club
- Hindi-Urdu Language and Culture Club (Rutgers University)
- National Association of Asian American Professionals
- Rutgers Desi Intercultural Youth Association
- Rutgers Indonesian Cultural Entity
- Taiwanese American Student Association (Rutgers)
- Vietnamese Student Association
- Asian Pacific American Medical Student Association
- Association of Indians at Rutgers
- Central Asian Student Organization
- Chinese Student Organization (Rutgers University)
- Japanese Visual Culture Association (Rutgers)
- Korean Students Association
- KSEA-Rutgers
- Nepalese Student Association (Rutgers University)
- Pakistani Student Association
- Porcelain Band
- Rutgers Chinese Students and Scholars Association
- Rutgers Organization of Nippon Students
- Rutgers SIF Sangam
- Verse One

# LESSONS LEARNED

- Expect the unexpected, then adapt
- Plan with the timeline in mind
  - Manage your expectation and limitations
- Activism can be draining
- Education is power
- Art is a wonderful tool



## NEXT STEPS

## FUTURE SCHOLARS

- Finish designs and touch up drafts
  - Print and Publish
  - Distribute online and in person
  - Maybe make one more specialized
- 
- Continuing this project in the form of future issues.
    - So many topics I wasn't able to cover.
    - Education and awareness is ongoing
  - Zine format as a project



# THANK YOU

- Project Advisor Francine Henry
- Institute for Women's Leadership  
Scholars & Staff
  - Professor Trigg
  - Sasha Taner
- AACC clubs/organizations



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