



Kneeling During the National Anthem: Was the 2018 Nike Campaign Effective?

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INTRODUCTION

On August 14, 2016, Colin Kaepernick decided to take a stand against police brutality and the various injustices that black people face through a peaceful protest that later evolved into taking a knee during the NFL's traditional ceremony of opening the game with the national anthem. The reason he chose this form of protest is that the full song is a symbol of pro-slavery because of its focus on "law and order," which operates under institutional racism. Kaepernick decided to kneel because he's "not going to stand up to show pride in a flag for a country that oppresses black people and people of color." After two years of being out of the NFL, Nike decided to use Kaepernick in their 30th anniversary ad campaign. This research project investigated if the ad was successful at raising awareness of racial bias.



RESEARCH METHODOLOGIES

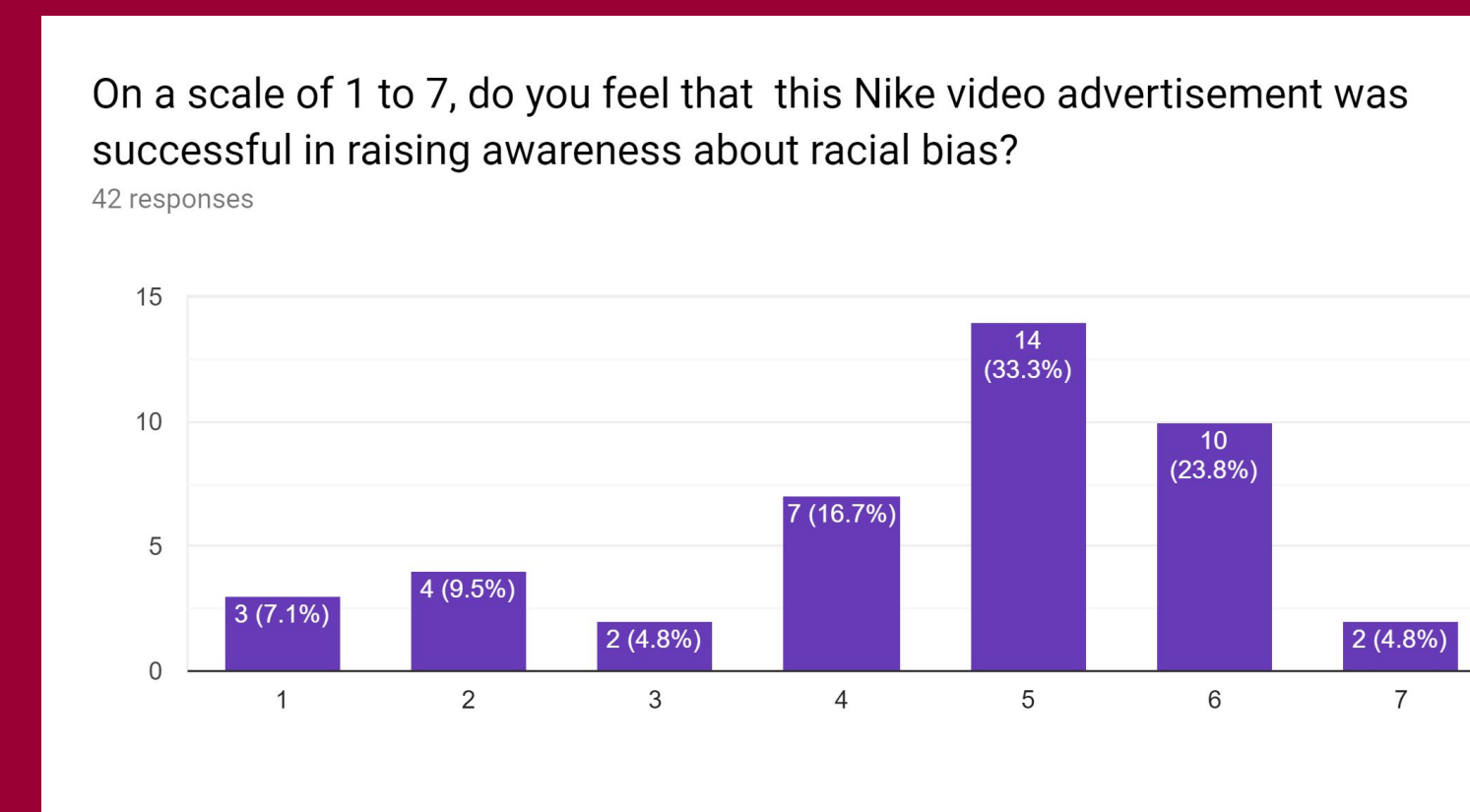
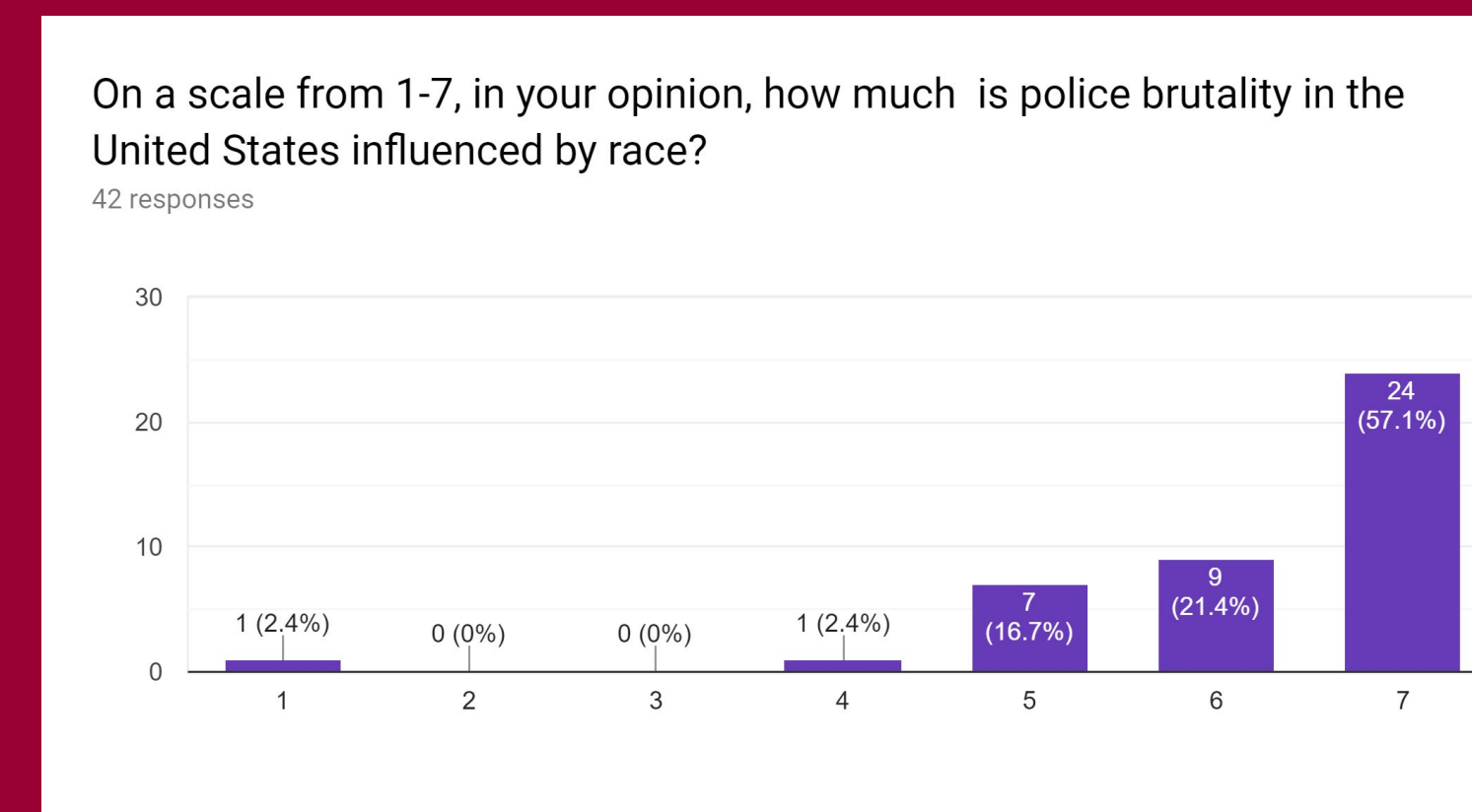
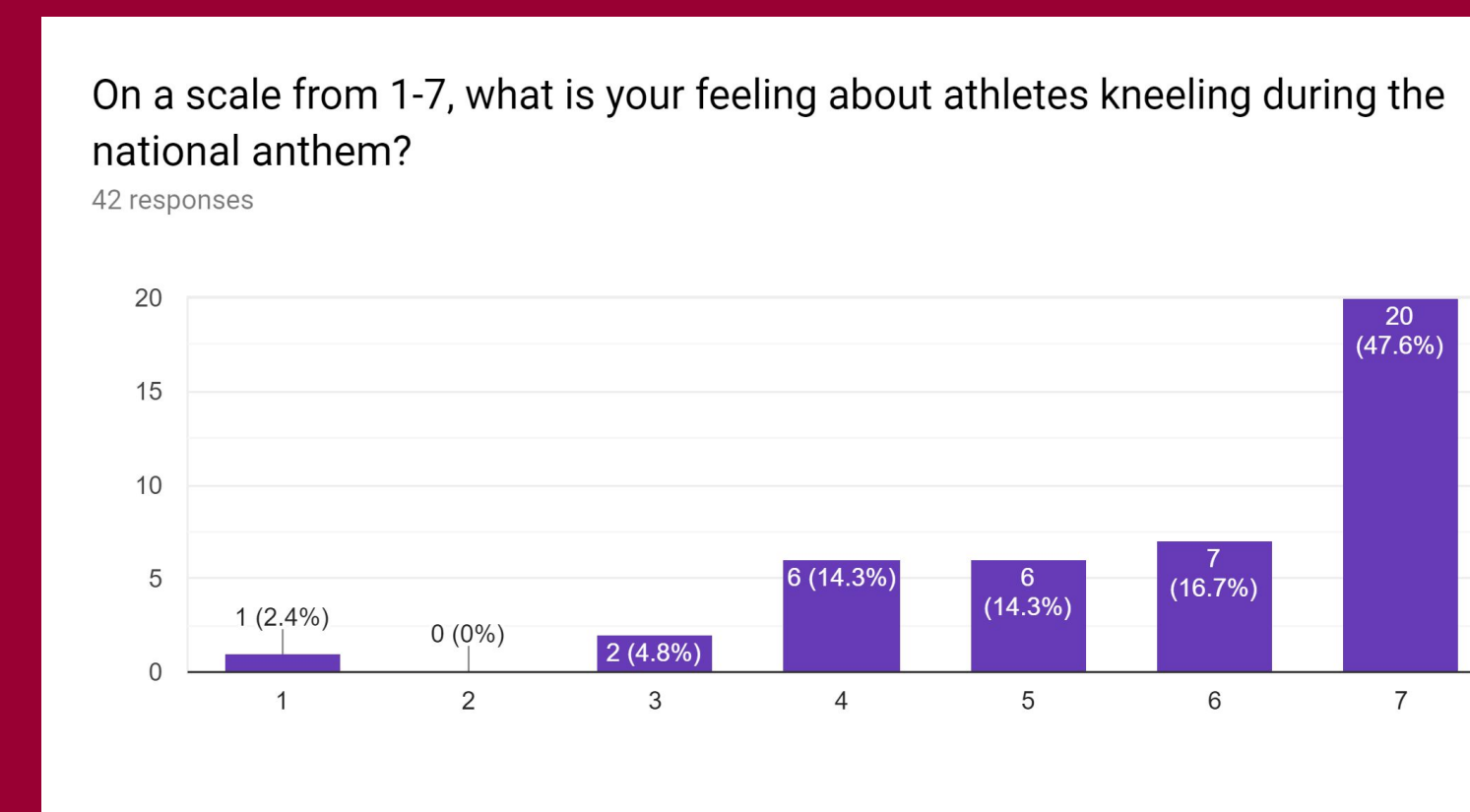
I went to downtown Palo Alto in January to conduct my survey about how individuals feel about the 2018 Nike ad campaign and their sentiments toward Colin Kaepernick and his actions. Afterward, I distributed my survey throughout the AAR classes to collect more responses. The general population of my study includes two groups: Palo Alto residents downtown, and AAR students. My downtown sample was selected by people willing to take the survey. My survey was distributed to the AAR students by having it on the slides for the week. My data is qualitative. The survey respondents saw two Nike advertisements: the *Dream Crazy* ad and the Colin Kaepernick billboard.

These questions revealed if the advertisements had increased awareness about racial bias locally. After collecting all of the data, I coded the qualitative data. Then, I used descriptive statistics to present my survey results.

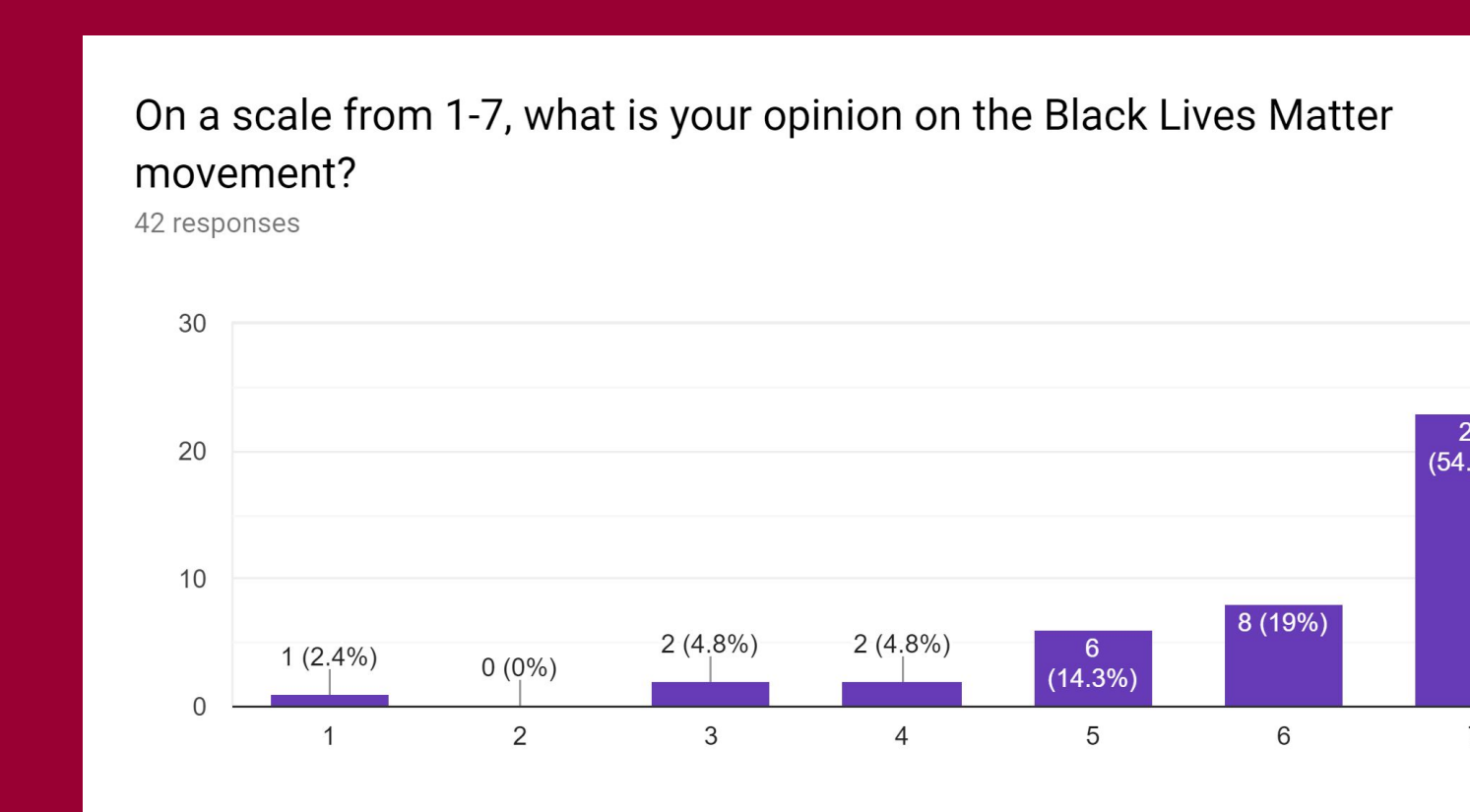
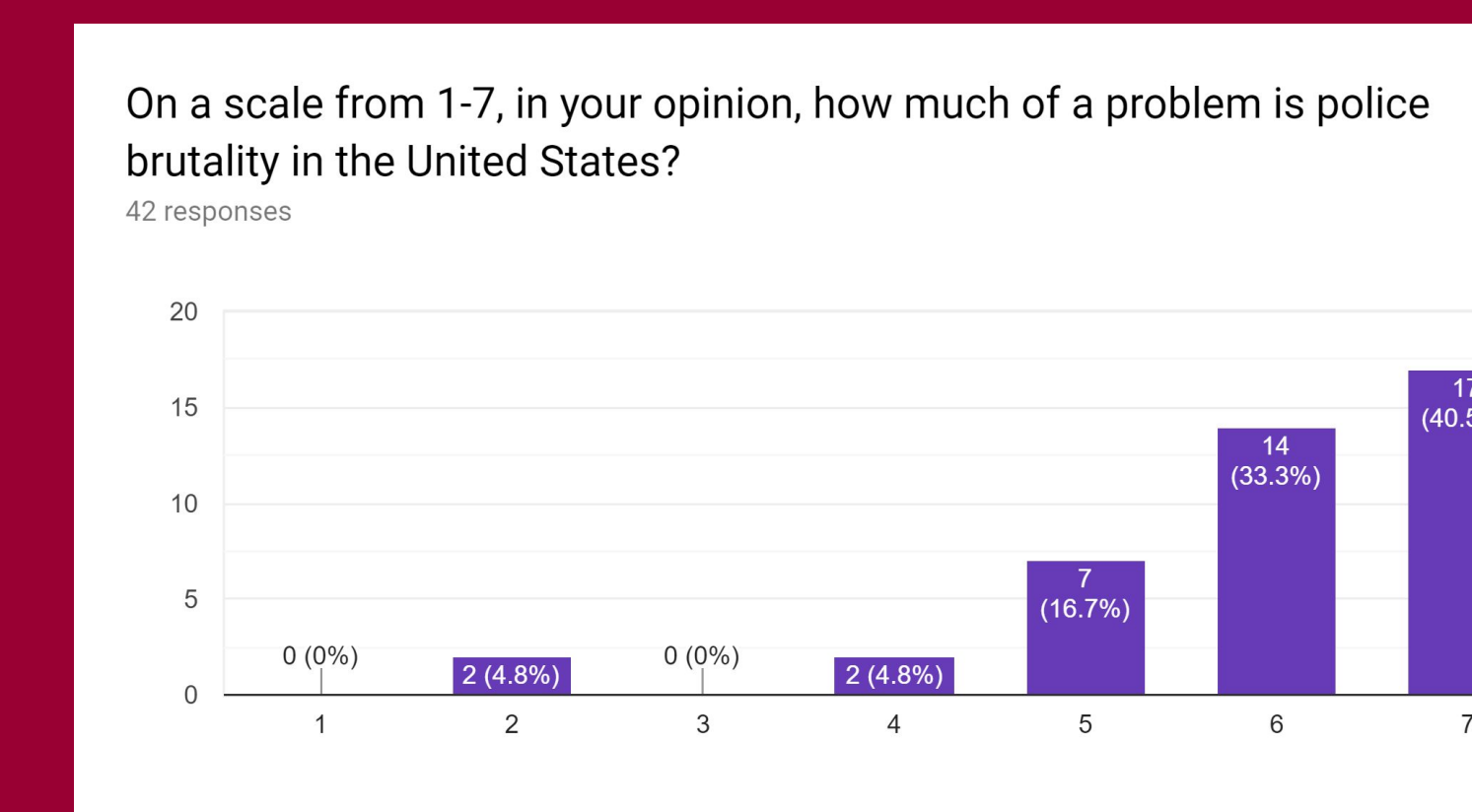
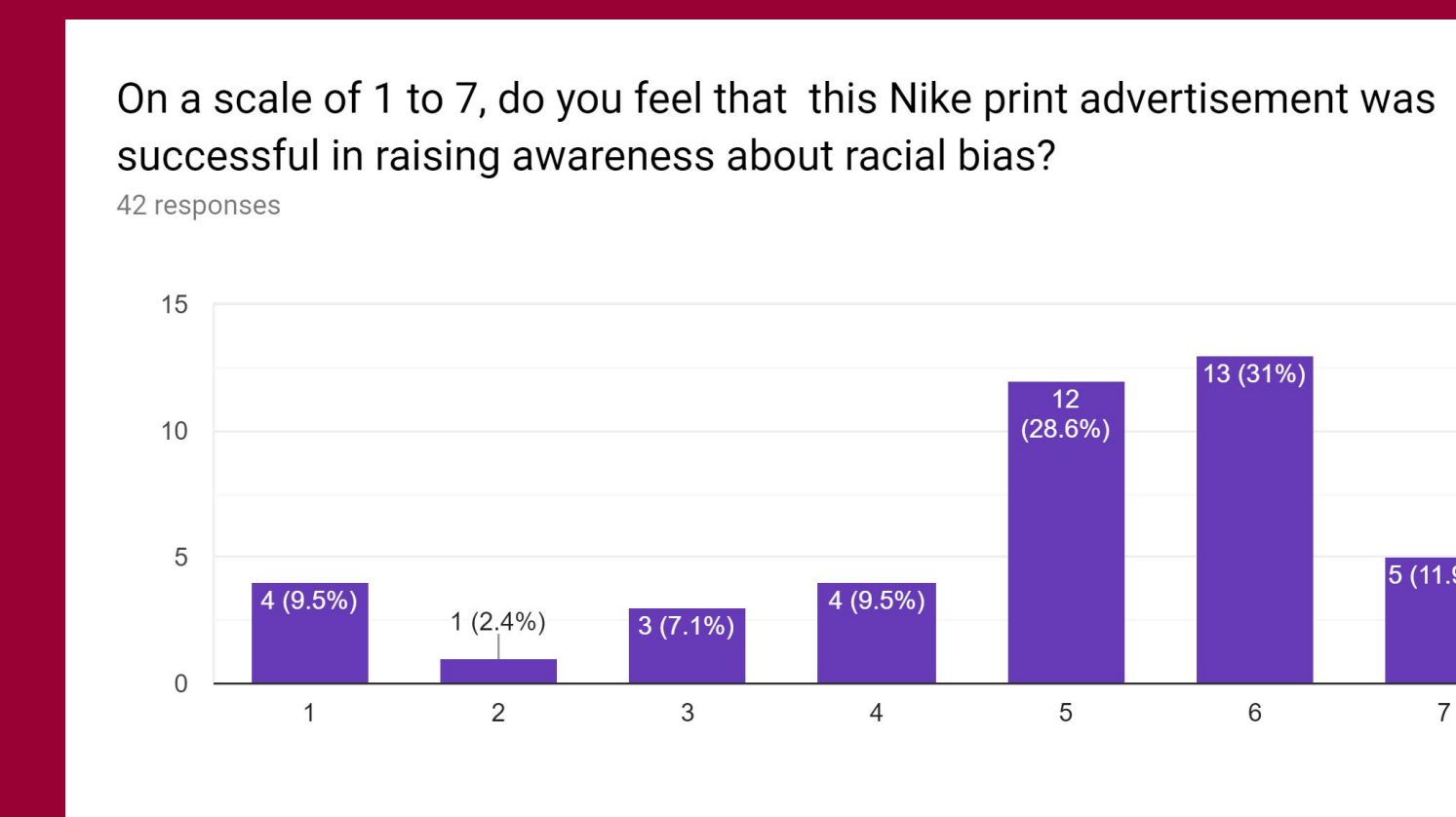
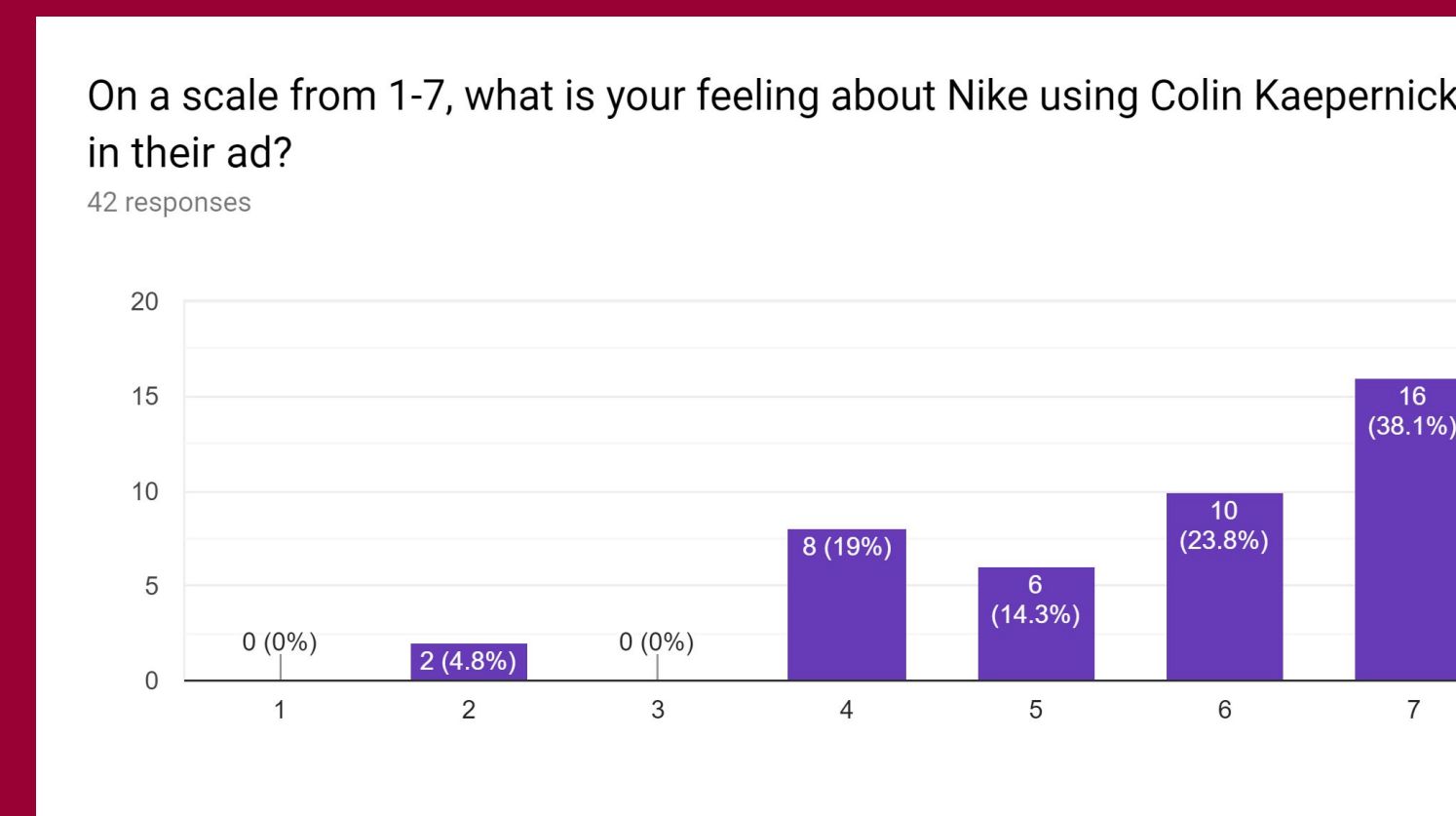
CONCLUSIONS AND ANALYSIS

My findings indicate that people believe that police brutality is a huge problem in the United States and that many people feel that it is directly linked to race. The majority of people who participated in the surveys are supportive with the NFL players kneeling during the national anthem.

The sample data indicates that most people who participated in the survey believe that both the Nike video and print advertisements were somewhat successful in raising awareness about racial bias.



DATA AND FINDINGS



ACKNOWLEDGEMENTS / REFERENCES

I would like to give special thanks to Ms. Chute, Ms. Kaci, and my mentor, Jessica Tabron.

For future work, I would recommend using larger and more distributed sample. Had I been able to go to different places and asked more people, my data set would have had more diverse opinions and results.

IMPLICATIONS/NEXT STEPS

My findings are significant because they show the opinions people have about the issues of race and police brutality in America and how different people react and feel about companies advocating for social issues in America.



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