

FLORIDA STATE UNIVERSITY
COLLEGE OF COMMUNICATION AND INFORMATION

COMPANY ACTIVISM & BLACK LIVES MATTER:
A CONTENT ANALYSIS OF BLM INSTAGRAM POSTS

By
KAITLYN R. BLUDAU

A Thesis submitted to the
School of Communication
in partial fulfillment of the
requirements for the degree of
Master of Science

2021

Kaitlyn R. Bludau defended this thesis on March 26, 2021.

The members of the supervisory committee were:

Katherine R. Dale
Professor Directing Thesis

Arienne M. Ferchaud
Committee Member

Jaejin Lee
Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the thesis has been approved in accordance with university requirements.