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Dear Editor Dr. Gross,

Happy Holidays!

I wish to submit an original research article entitled "Explicating the Roles of In- vs. out-group Membership and Collective Action Framing in the Persuasive Effect of Social Media Activism Messages" for *International Journal of Communication (IJoC)*.

Social media has become a strategic means for activism, with like-minded people easily coming together to facilitate collective actions on societal issues. With the trend of various racial movements being mobilized online and on social media, the persuasiveness of anti-racism messages, specifically in the social media context, has been increasingly studied by scholars in recent years. Much of the current literature has placed focus on the persuasiveness of the messaging factors that anti-racism or social activist groups utilize, such as the effects of framing theories as well as theories in group behavior. However, little research has focused on the interactive effects between said framing theories and theories on group behavior in the context of racism, despite evidence of theoretical relevance in other areas of study (Cookson, 2000; Polzer et. al., 1999). Furthermore, the majority of the findings are based on movements in the United States; there is thus a gap with regards to the generalizability of research into anti-racism activism in Eastern cultures such as Singapore where online activism is a relatively nascent phenomenon. Additionally, a review of existing literature by Chew (2018) found that there is a lack of research using psychometric instruments and experimental methods to investigate racism in Singapore despite significant research into prejudice reduction in an American context.

This research seeks to address these gaps. Informed by self-categorization theory (SCT) and collective action framing, we conducted an online experiment to test how message framing (diagnostic, motivational) and group identification (in-group vs. out-group) affect the message effectiveness. We found that messages promoted by out-group members with a motivational frame (vs. a diagnostic frame) led to greater persuasiveness, whereas messages from the in-group revealed no such effect, regardless of the use of frames. The findings promise theoretical contributions to the SCT and framing literatures and provide actionable insights on improving the effectiveness of social media activism messages.

I believe that this manuscript is appropriate for *IJoC* because it falls into its aim and scope in terms of advancing the examination and understanding of interdisciplinary issues that lie at the crossroads of communication study.

I look forward to hearing from you about the publication process. Should you have any questions or need any further information, please do not hesitate to address all correspondence concerning this manuscript to me.

Thank you for your consideration of this manuscript.

Sincerely,

Chen Lou