# Celebrity 'Blockout' Over Gaza War Explained



**Celebrity 'Blockout' Over Gaza War Explained**

Some social media users have initiated a "blockout" targeting celebrities for perceived inaction regarding the humanitarian crisis in Gaza. This digital protest aims to pressure celebrities to openly address Israel's actions during its ongoing conflict with Hamas, which began on October 7, 2023, following deadly attacks by Hamas. The war has reportedly resulted in over 35,000 deaths in Gaza, according to Gaza’s Health Ministry.

### Mechanism of the Blockout

Participants of the blockout actively block selected celebrities on platforms such as X (formerly Twitter), TikTok, and Instagram. By doing so, they aim to reduce the celebrities' visibility, engagement, and potential earnings from content and sponsorships. Hashtags like #blockout, #blockout2024, and #celebrityblockout are used to spread the movement.

### Origin and Spread

The movement gained momentum following the 2024 Met Gala, where the opulence of the event contrasted sharply with imagery from Gaza. Protests have been amplified by ongoing demonstrations on college campuses and discussions surrounding the Israel-Hamas war.

### Scope of the Blockout

There is no definitive list of targeted celebrities; the decisions are made individually by users. Those most affected might be public figures whose brands are associated with humanitarian causes.

### Impact and Criticism

The effectiveness of the blockout remains uncertain, with experts like Beth Fossen from Indiana University suggesting it depends on the celebrity's brand. Criticism also exists, arguing that focusing on celebrities diverts attention from the situation in Gaza and raises questions about the criteria for blocking someone.

The blockout reflects growing frustration and demands for celebrity accountability in times of global crises.