

MAGGIE WILLIAMS, PH.D., NORTHEASTERN UNIVERSITY

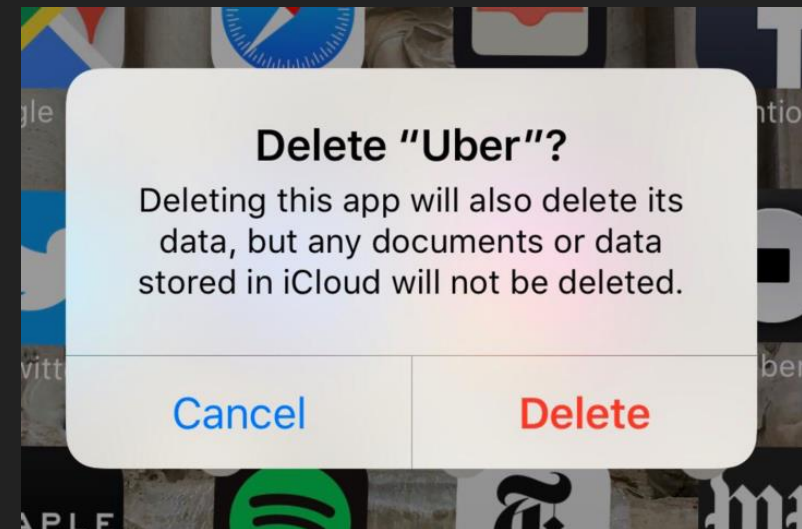
ISHANI MUKHERJEE, PH.D., UNIVERSITY OF ILLINOIS AT CHICAGO

COURTNEY UTSEY, B.A., NORTHEASTERN UNIVERSITY

HASHTAGS AS HUBS: #DELETEUBER & THE MATERIAL IMPACTS OF HASHTIVISM

#DELETEUBER

- ▶ *Context:* “Muslim ban”
- ▶ *Places:* (1) JFK airport, (2) Twitter
- ▶ *Actors:* (1) NYTWA, (2) @Uber_NYC, (3) @BroPair



THEMATIC ANALYSIS

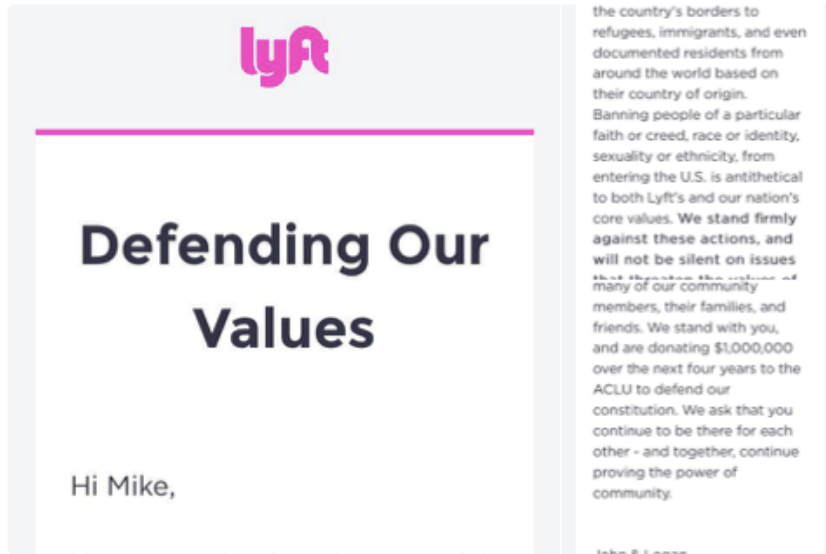
- ▶ 3,611 #deleteuber tweets
- ▶ January 28, 2017 - February 6, 2017
- ▶ Initial themes
 1. Consumer hashtagivism
 2. Political hashtagivism
 3. Value-selling companies



Mike Lynch
@MikeLynch09

Follow

.@Uber's CEO supports Trump, and @lyft vows to donate \$1M over the next four years to @ACLU. #DeleteUber #DownloadLyft #MuslimBan



6:58 AM - 29 Jan 2017

22,028 Retweets 31,871 Likes



368 22K 32K



Shannon Coulter
@shannoncoulter

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Reminder: @Uber CEO Travis Kalanick is a member of Trump's Strategic and Policy Forum. #GrabYourWallet #DeleteUber

Uber NYC @Uber_NYC

Surge pricing has been turned off at #JFK Airport. This may result in longer wait times. Please be patient.

9:06 PM - 28 Jan 2017

5,040 Retweets 4,586 Likes



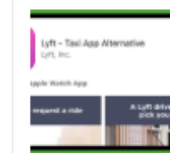
152 5.0K 4.6K



Elise N. Zoli
@EliseNZoli

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In an uncertain environment, being a good company deserves to be rewarded, and being a creep has a cost. #deleteuber



Alexander Verbeek @Alex_Verbeek



Please RT

9:45 AM - 29 Jan 2017

1

MATERIAL IMPACTS

- ▶ Short term impact
 - ▶ Immediate material changes
- ▶ Long term impact
 - ▶ Limited: issue overload, lacked focus beyond single act

MOBILITY DISCOURSES AND AFFECTIVE PUBLICS

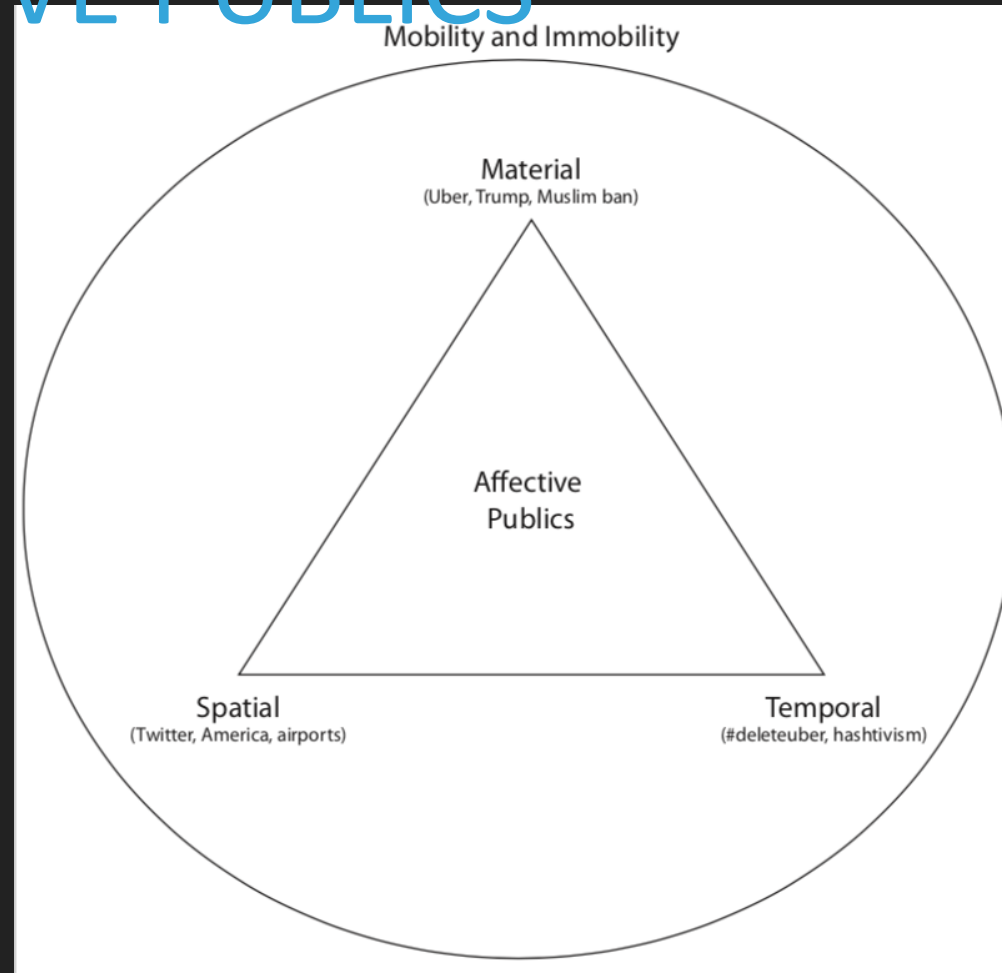
- ▶ Mobility discourses

- ▶ **Institutional** (Doughty & Murray, 2016), **everyday** (Doughty & Murray, 2016), “good mobility” (Sheller, 2015)

- ▶ Affective publics

- ▶ “public formations that are textually rendered into being through emotive expressions that spread virally through networked crowds” (Papacharissi, 2015: 320)

MOBILITY DISCOURSES AND AFFECTIVE PUBLICS



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THANK YOU

REFERENCES

- ▶ Doughty K and Murray L (2016) Discourses of mobility: Institutions, everyday lives, and embodiment. *Mobilities*, 11(2): 303-322.
- ▶ Papacharissi Z (2015) Affective publics and structures of storytelling: Sentiment, events and mediality. *Information, Communication & Society*, 19(3): 307-324.
- ▶ Sheller M (2015) Racialized mobility transitions in Philadelphia: Connecting urban sustainability and transport justice. *City & Society*, 27(1): 70-91.