

Preface

We were inspired to write this book because of the incredible social justice activism we independently witnessed on Twitter beginning in 2011. As avid users of the platform and diversely trained scholars of media, we watched and participated in many of the hashtags and stories that came to shape global, national, and local politics. We began to specifically study race and gender work on Twitter in 2014, with Sarah J. Jackson and Brooke Foucault Welles studying #MyNYPD and #Ferguson while Moya Bailey investigated #GirlsLikeUs. Our interests, the interdisciplinary theory and methods we offered one another, and serendipity brought us together. We quickly realized we could best study hashtags, identity politics, networks, and social change by working together and with the input of the hashtag creators themselves.

Five years ago, when we began this journey, we could only imagine what we would learn through this collaborative project. It has been an incredible experience to write about a medium so dynamic and in a raucous political environment, as more and more people in the United States turned to Twitter with new versions of old demands for race and gender equality. In the course of our writing this book, Twitter character counts expanded,

media policy changed, Donald J. Trump was elected president of the United States and adopted the platform as his own, hashtag politics became increasingly influential offline, the debate over social media's role in democracy raged, and a plethora of new hashtags were born. In the pages that follow, we offer a record of how hashtags have become central to racial justice and gender justice efforts, what stories hashtags tell, and why we should listen.

This is a section of [doi:10.7551/mitpress/10858.001.0001](https://doi.org/10.7551/mitpress/10858.001.0001)

#HashtagActivism

Networks of Race and Gender Justice

By: Sarah J. Jackson, Moya Bailey, Brooke Foucault Welles

Citation:

#HashtagActivism: Networks of Race and Gender Justice

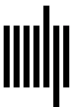
By: Sarah J. Jackson, Moya Bailey, Brooke Foucault Welles

DOI: 10.7551/mitpress/10858.001.0001

ISBN (electronic): 9780262356503

Publisher: The MIT Press

Published: 2020



The MIT Press

© 2020 Massachusetts Institute of Technology

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

This book was set in ITC Stone Serif Std and ITC Stone Sans Std by Toppan Best-set Premedia Limited.

Library of Congress Cataloging-in-Publication Data

Names: Bailey, Moya, author. | Welles, Brooke, author. | Jackson, Sarah J. (Sarah J.), author.

Title: #hashtagactivism : networks of race and gender justice / Moya Bailey, Brooke Welles, Sarah J. Jackson ; foreword by Genie Lauren.

Description: Cambridge : The MIT Press, 2020. | Includes bibliographical references and index.

Identifiers: LCCN 2019009509 | ISBN 9780262043373 (hardcover)

Subjects: LCSH: Hashtags (Metadata) | Social media

Classification: LCC P302.37 .B35 2020 | DDC 361.201/4--dc23

LC record available at <https://lccn.loc.gov/2019009509>

10 9 8 7 6 5 4 3 2 1