

Wayfair Walkout Twitter Debate

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Introduction

Social media has vastly changed over the years, especially applications such as Twitter. Twitter has evolved from something that just people sharing their thoughts and ideas with the public to basically a news platform that any person in the world can access as long as they have internet access. According to the Washington Post Twitter has 126 million daily users, which is growing everyday. This shows the variety of topics and variety of people that comment on trending topics each and every day.

One of those trending topics right now is the Wayfair Walkout. On June 26th of 2019 at 1:30pm Wayfair workers decided to walk out on to Boston's Copley Square in protest of their employers contract to provide furniture for a detention center in Carillo Springs, Texas for migrant youth. Once this information made its way onto Twitter emotions went flying between users, including tweets with hashtags like #liberalismisamentaldisorder. #Wayfair was the hashtag I choose on Twitter because at the current moment it is a huge deal for many people in America that is sparking arguments across the country on Twitter.

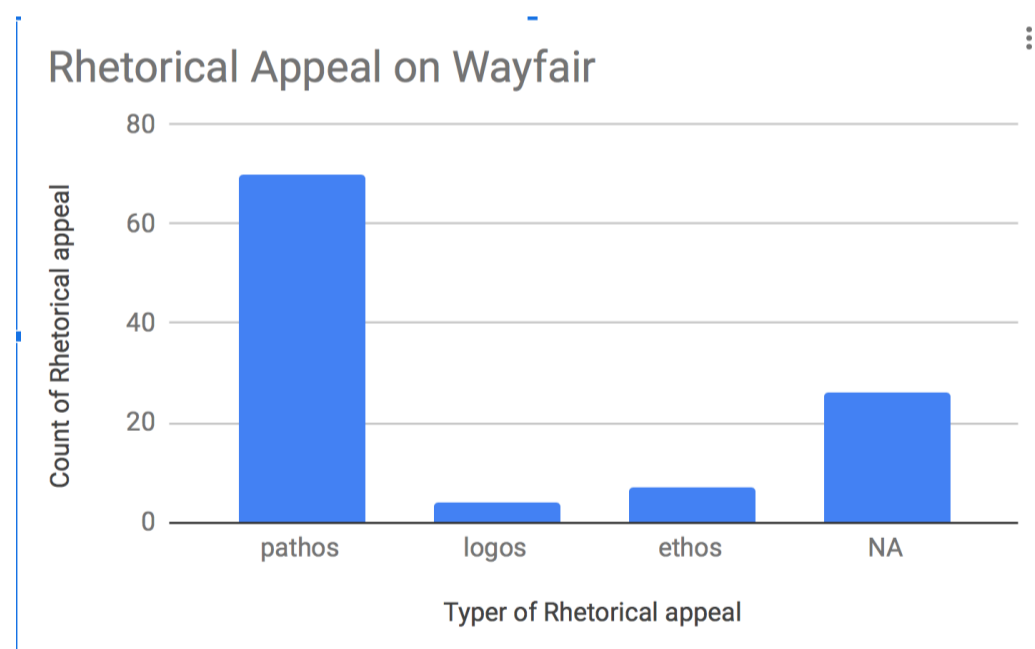
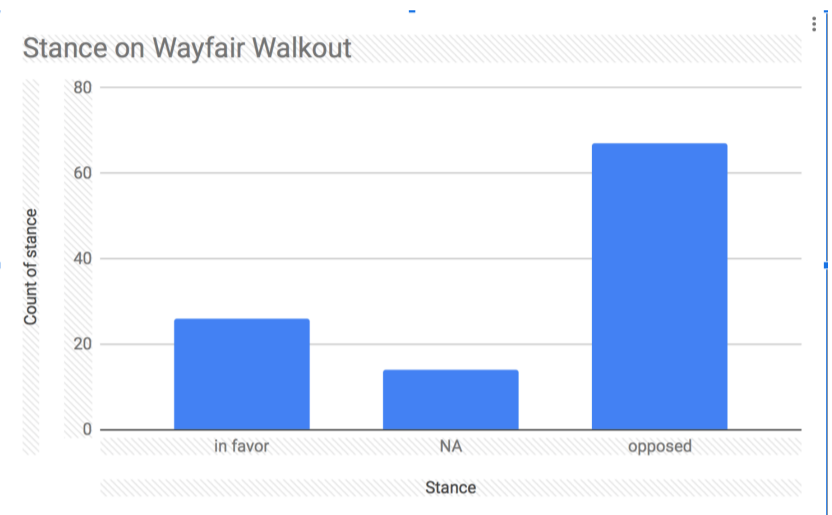
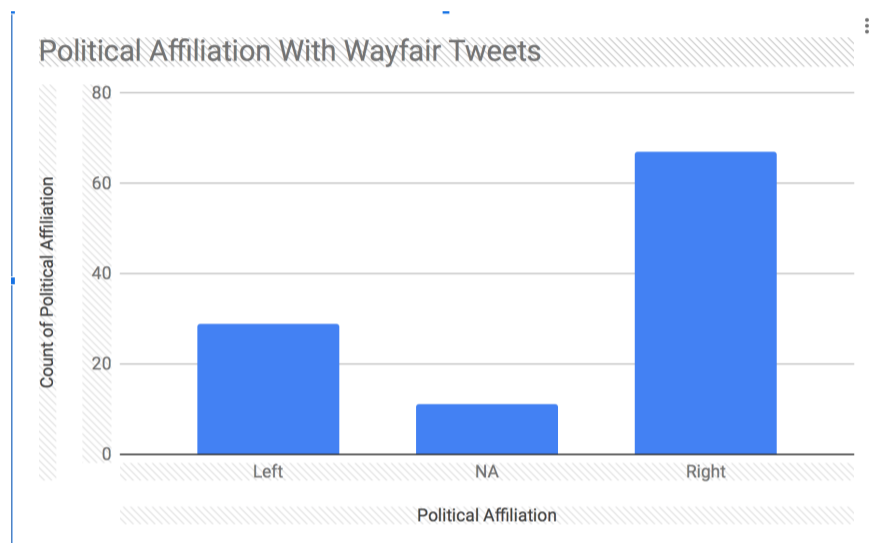
Methods

My initial hashtag #Wayfair ended up with 4,654 unique tweets on Twitter within the 7 days prior to June 26th, 2019 by using Twitter Archiving Google Spreadsheet otherwise known

as TAGS. After I acquired the unique tweets I filtered the retweets out which cut the number of tweets to just under 2,000. The retweets eliminated most all tweets, other than the original tweets which was really what I wanted. At that point there was still too many tweets to really narrow down to the specific ones that would be good to analyze, so I also decided to filter the tweets to only the english language which only dropped the number to 1,400. 1,400 tweets was still too many to analyze so I took the 200 tweets that were last tweeted which ended up being within 24 hours of my search of #Wayfair. Of those 200 tweets I decided to take ones that were more than just a word or #Wayfair which narrowed it down to 110 tweets, which were used for coding.

There were three different categories that I used to code the 110 tweets by the tweeters, political affiliation, their stance, and their rhetorical appeal. Political affiliation meaning left is more on the democratic/liberal side and right meaning more on the Republican side. The tweeters stance means whether they support or are against the Wayfair walkout. Lastly the tweeters rhetorical appeal is labeled pathos, ethos, and logos. Pathos meaning the tweeter is showing more emotion/feelings than anything, for example, “I just learned that employees of #Wayfair will stage a walkout to protest selling beds and furniture to a TX detention center for #MigrantChildren. What kind of sorry pieces of S*** don't want children TO HAVE BEDS?! I mean, WTF?!” (JayJennings57, Wed Jun 26 13:14:37) Ethos is ethics as well as credibility, for instance, “@itkabs_Emih @JoeBiden Great point. How much has the house appropriated to help solve the problem and improve conditions?” Why are #wayfair radical left employees walking out instead of sending beds?” (AaronBehunin, Wed Jun 26 12:50:15) Lastly logos meaning logic

and reasoning such as, “@CSOSR60 Funny, I am a student of history and I do not recall any nation operating 'concentration camps' furnishing their dorms from #Wayfair.” (WorryBig, Wed Jun 26 13:43:18)



Results

From the codes used to filter the #Wayfair tweets there were many interesting findings. First of all if you look at the Political Affiliation with Wayfair Tweets chart and the stance on

Wayfair walkout chart you will notice they are very similar, that's because they are. For the most part those with a left political affiliation were in favor of the Wayfair walkout, the difference between the two was less than 2 percent. Those that tweeted and did not have a visible political affiliation did not really have a stance on the Wayfair walkout that was clear enough to see they were leaning one way or the other. The tweeters that had a clear right political affiliation opposed the Wayfair walkout and were very emotional with their responses. In fact just under 70 percent of all of the users were coded under the pathos column which was the overwhelming majority. Another 24 percent of the tweets were coded under NA which means that the tweets were basic facts and were not clear enough to be labeled under pathos, ethos, or logos. The last 8 percent were divided under ethos and logos with 5 percent going to ethos and 3 percent going to logos.

Conclusion

The community of Twitter users became very heated over the debate about the Wayfair walkout. The overwhelming majority over users that commented on the subject were leaning towards the republican side and were opposed to the walkout, mostly because they thought that walking out and not providing beds for the kids was morally wrong. However most of the tweets showed a ton of emotion supporting or opposing the walkout. This topic really shows how different people are and there isn't usually a compromise between the two sides. This debate is something that relates to people's everyday lives and many other things that happen throughout the world everyday because of how much opinions can spark emotions. These debates on Twitter

make Twitter much more of a social media application because world issues are being argued all of the time between users. If you look up trending topics on Twitter there so many different world issues being discussed, which if read can explain a ton about different people point of views and keep you up with what's going on in the world.

