

# **Brand Hate Communities on Facebook: Community and Collective Action Against Brands**

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# What is a Brand Hate Group on Facebook?



I hate Starbucks. [Join](#)

Wall Info Discussions

## Facebook?



**Renzo Hernandez**



I hate Starbucks.

April 4 at 9:18am • [Share](#)  
2 people like this.

### Information

Category:  
Business - Consumer Groups

Description:  
For those of you who reject the swanky trend of Starbucks, abhorrent business practices, insolent snobs, scene hipsters, and workers who are nescent about their coffee (to the extent of which they have no idea how poor it is). To those of you who enjoy Starbucks, I suggest you read the above with use of a dictionary to achieve the full desired effect.

Privacy Type:  
Open. All content is public.

### Admins

- Malena Grosz (N. Arizona)
- Dave Dennehey (N. Arizona) (creator)

### Members

5 of 5,376 members [See All](#)



**Bill Monaghan** Burnt caffeine fortified brewed dirty water. Now only \$16.00 a gallon.

March 20 at 12:33pm



**Thomas Andrew Bonasera** Dear Facebook: I hate Starbucks. Please stop torturing me with their advertisements. Thanks.

March 18 at 6:10am [View Post](#)



**Christopher Maxwell** I have visited Starbucks a couple of times at the Barnes & Noble and was disappointed. The coffee is overpriced and tastes like boiled dogcrap. All I want is a good cup of coffee at a reasonable price. Thank god for Wawa and Dunkin Donuts. From now on I will bring my own coffee. As for the former employees you shot you...

[See More](#)

March 14 at 5:25pm



**Dave Dennehey** Unions are awesome.

March 24 at 8:26pm



**Jon Barber** Love this group, my friends tout their gold cards unaware that they are caught in a clever consumerist marketing scheme designed especially for them

February 25 at 3:53pm

# Method

We conducted a content analysis to assess aspects of user generated content in groups.

# InterBrand Top 100 Global Brands





# InterBrand Top 100 Global Brands

**BOYCOTT ACTION**

**SUCK PROTEST**

**HATE NO/NOT**

**ANTI-FAN COMPLAINT**

# Consumer Reactions on Facebook

**100%** of our Global Brands generated brand **FAN** groups on Facebook through consumer reactions.

**81%** of our Global Brands generated brand **HATE** groups on Facebook through consumer reactions.

# Research Question

RQ1: What topics are the discussions in these groups based around?

# Topics of Discussion

## Product



**Stephen Roberts** hey i had the blackberry storm .... when i bought it i was sooo happy .... after a couple months with that devil machine there is nothing i hate more that blackberry ... i want to find there factory and burn it to the ground and dance around outside like a happy school boy would signing and laughing

October 17, 2009 at 9:07pm



**Charles Hawkins** True you are. I have the same thoughts.

November 2, 2009 at 1:29pm

## Practice Related



**Melanie Kimbrell** I am in a global justice class and we are discussing Coca-Cola's negative impact on India's water. Please go to this link to send a fax to Coca-Cola letting them know that their practices are unacceptable. This is also a good site for information. Thanks for starting this page! I am spreading the word.

**IRC- Coca-Cola - Coca-Cola: STOP Destroying Lives, Livelihoods and Communities in India**

[www.indiaresource.org](http://www.indiaresource.org)

India Resource Center- Linking local struggles against corporate globalization

October 24, 2009 at 10:36am · Share

## Identity Related



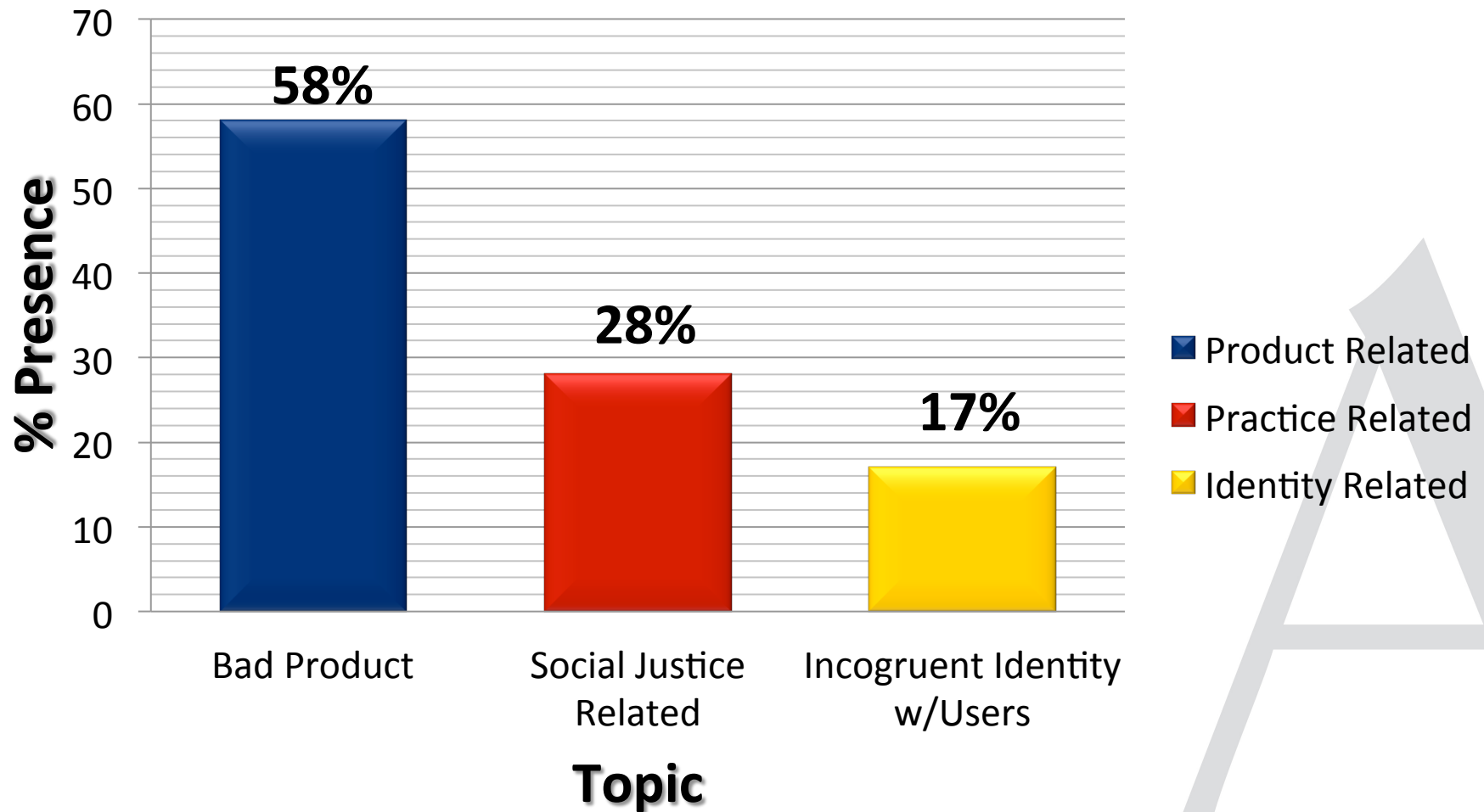
**Jamil G. Dwaikat** I dont like them because people who are generally clueless about cars think BMW's are amazing

December 20, 2010 at 11:16am

Simonas Česnauskas likes this.



# Topics of Discussion



# Research Question

RQ2: What kinds of communication practices are used to discuss these topics?

# Communication Practices

## Collective Action



**Ursula Clarke** Nestle's activities have recently been highlighted by a UNICEF member, meaning the war is still not over and we still need to be active, especially in these times. Please message your friends interested in Human Rights/Nestle Boycott and let them know that this group may be archived.

Monday at 1:27pm

👍 Paul Griffin likes this.

## Information



**Jerin Krenek** It really annoys me that Shell is attempting exploratory drilling off of the coast of Alaska. The likelihood of a blowout is higher than that of BP's, AND the oil spill "clean-up" in this harsh, remote environment is impossible. </3 No sir.

May 24, 2010 at 12:27pm

## Social Interaction



**Amanda Hernandez** I've actively boycotted KFC for 4 years now! I'm so glad to find a group who shares my beliefs about this!

September 9, 2010 at 12:48am

👍 3 people like this.



**Shagedellic Soon** me too...

September 17, 2010 at 6:49am



**Chloe Fletcher** me too!

April 28 at 7:39pm

## Emotion



**Mike Weber** UPS..you are the bane of my existence.

September 30, 2010 at 2:20pm

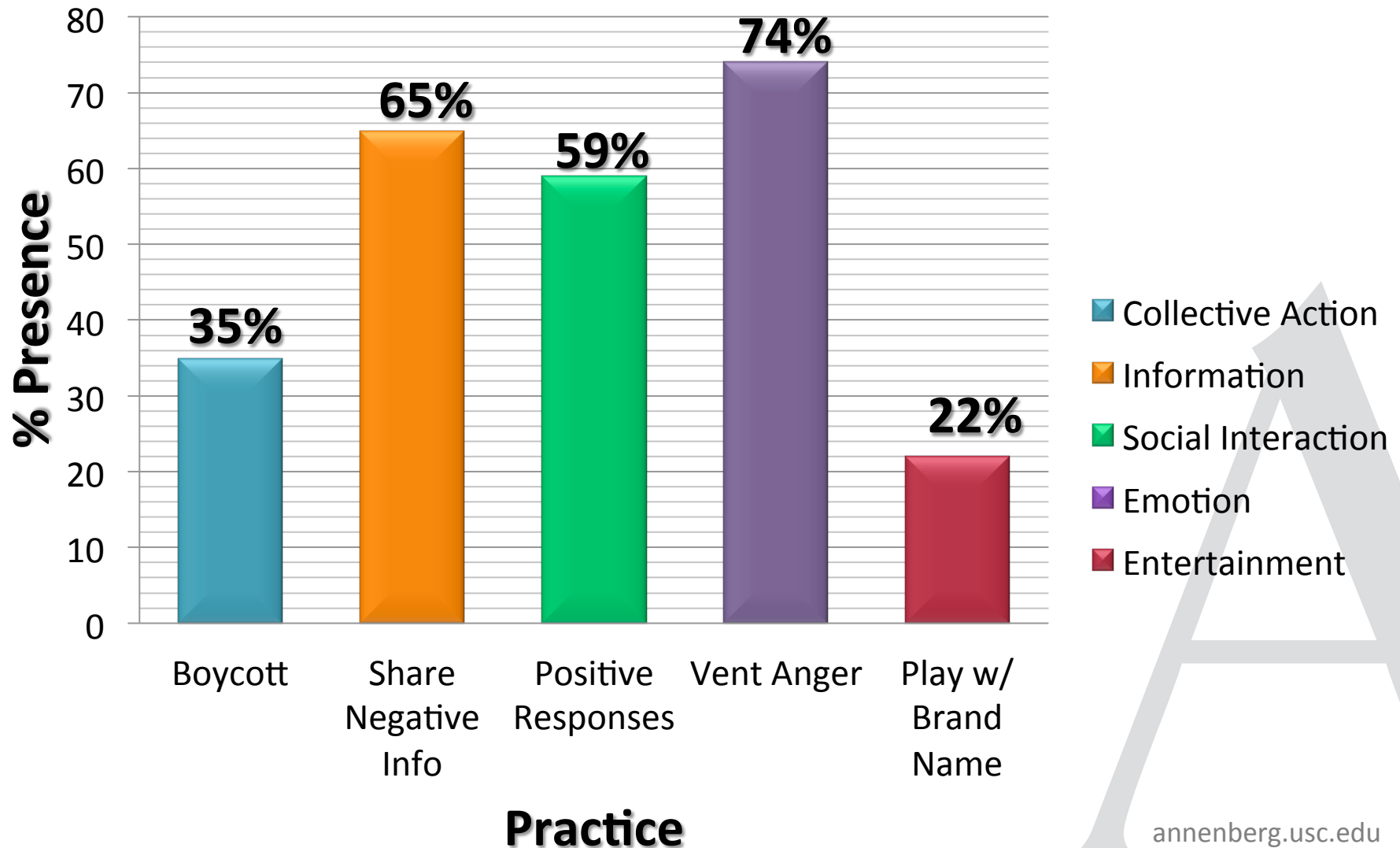
## Entertainment



**Catherinellamaskoalas** ObamaRockspandas Santa-mapleMcgowan McDonalds = unethical treatment for animals! :(

September 14, 2010 at 1:28pm

# Communication Practices





# Consumers Hate Brands



# Consumers Hate Brands



# Consumers Hate Brands



# Consumers Hate Brands





# Consumers Hate Brands

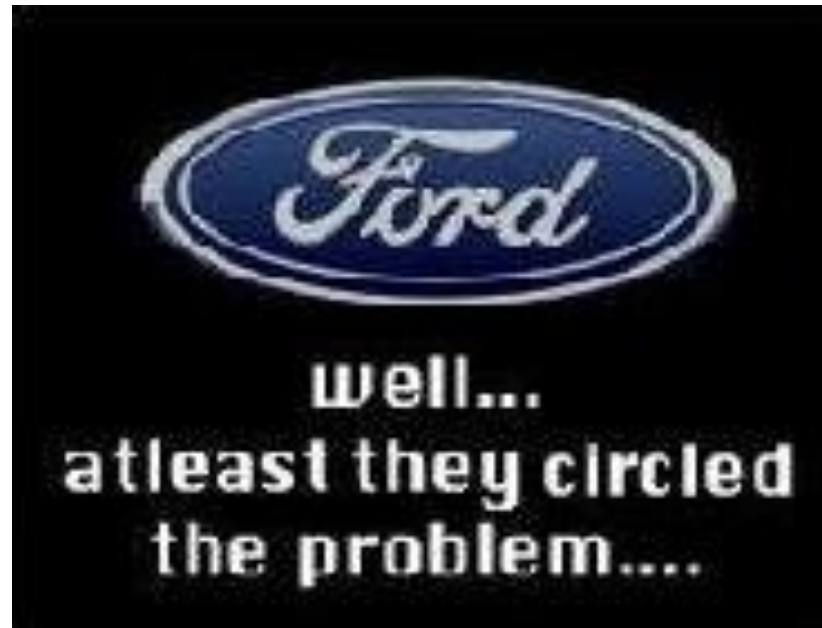


# Consumers Hate Brands

**BOYCOTT SHELL**



# Consumers Hate Brands



# Consumers Hate Brands

iDiot



but I act like I'm better than you



# Consumers Hate Brands



The case against **Microsoft** and proprietary software

[Education](#) [DRM](#) [Security](#) [Monopoly](#) [Standards](#) [Lock In](#) [Privacy](#)



"The security of your computer and network depends on two things: what you do to secure your computer and network, and what everyone else does to secure their computers and networks. It's not enough for you to maintain a secure network. If other people don't maintain their security, we're all more vulnerable to attack. When many unsecure computers are connected to the Internet, worms spread faster and more extensively, distributed denial-of-service attacks are easier to launch, and spammers have more platforms from which to send e-mail. The more unsecure the average computer on the Internet is, the more unsecure your computer is." -- Bruce Schneier

[Learn more](#)

# Consumers Hate Brands



# Summary

High diversity in types, practices, and purposes of sites ranging from social activism to entertainment.