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#DreamCrazy and #BoycottNike: A Content Analysis of the Twitter Debate

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ADPR Honors Thesis Seminar

Suffolk University

April 23, 2020

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Abstract:

In 2016, NFL quarterback Colin Kaepernick knelt for the national anthem in solidarity with the Black Lives Matter movement. A less than two-minute action galvanized a brand-new movement in the United States. Two years after losing his NFL contract, Nike endorsed Kaepernick and produced the controversial “Dream Crazy” advertising campaign. The initial advertisement launched on Twitter, shared first by Kaepernick with the #DreamCrazy hashtag. There was a substantial amount of discussion about this campaign through the hashtags #DreamCrazy and the counter-campaign #BoycottNike on Twitter. This paper presents a content analysis that examines the tone and support of the initial campaign and the counter-campaign on the Twitter platform.

Introduction:

Background:

Colin Kaepernick has become a household name across America. Although most Americans know Kaepernick was an NFL player, they have no in-depth knowledge of his statistics, position, or the team he once played on. In 2016, Kaepernick made the decision to kneel for the national anthem on behalf of the Black Lives Matter movement, garnering far more attention for his actions than for his playing up to that point. This controversy gave him the name recognition he has today. Soon after, Kaepernick would lose his NFL contract, and Americans would debate the merits of “kneeling for the anthem” for months to come.

Few brands have the sponsorship power of Nike. Nike partnerships have furthered the career of both the athlete and the success of the brand from Michael Jordan to Tiger Woods. In September of 2018, when Nike released the #DreamCrazy Campaign, with Colin Kaepernick as their spokesperson, reactions from all across the board occurred. Nike decided that endorsing Kaepernick was in the best interest of their brand.

Research:

The initial Dream Crazy Campaign released via Tweet with the hashtag #DreamCrazy. The opposition to the campaign developed the #BoycottNike counter-campaign. There were a variety of ways to gauge the success of the campaign and counter-campaign such as tracking sales, television metrics, and more. However, there was a reason Nike decided to include #DreamCrazy in the initial release. It was to gauge social media reactions.

Aims:

One goal of this research was to measure the success of both the #DreamCrazy and #BoycottNike campaigns on Twitter. Another aim was to determine the average, active, Twitter

user's reaction to the Nike brand as well as Colin Kaepernick through these hashtags. Whether the conversation was more political or brand-focused, was another area of focus. Finally, the level of discussion, and if there was a decline or consistent rate in these levels of discussion throughout the NFL season, is measured as well.

Background of Nike:

History of Nike Advertising:

The signature Nike “swoosh” and “Just Do It” slogan known over the globe as the brand founded in Oregon in 1964. The Nike name came to be during the 1972 Olympics and the company continued to grow from there (Nayak, 2017). By the 1980s, Nike had expanded with stores globally as well as acquiring a diverse range of products (Britannica, 2019). Nike is famously known for its sponsorship deals with some of the most prominent athletes of all time such as Michael Jordan, Manny Pacquiao, Mia Hamm, and Tiger Woods (Union Room, 2017). For reference to the above athletes, see Appendix A. All these athletes had faced some type of adversity in their life making their success more appealing to the company. Michael Jordan

created his shoe brand the “Air Jordan”

through Nike in the late ‘80s (Nayak, 2017).

Thanks to Michael Jordan’s sponsorship deal with Nike in the late ‘80s and early ‘90s, Nike began to conquer the athletic industry. As for Tiger Woods, Nike partnered with Woods in

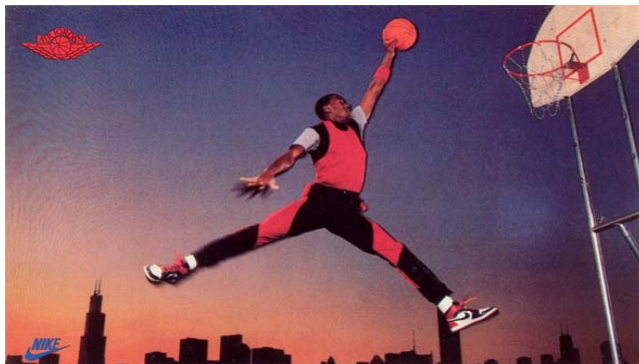


Figure 2- Source: Air.Jordan.Com Archives

1996. In 1997, he won the Masters Tournament sporting Nike gear (Nayak, 2017). The athletes aforementioned are also some of the most famous of all time. Nike has been regarded as a unique brand when it comes to advertising as its content applies to



Figure 1- Source: Getty Images

real, diverse, and underrepresented people while promoting athletes in a relatable way (Helstien, 2003).

Just Do It:

Nike's most famous advertising campaign is the "Just Do It" campaign. The campaign focused on individuals of all walks of life: professional athletes, elderly people, people of color, young children, etc. all with the common goal of inspiring people to get out there and "just do it" (Nayak, 2017). The campaign was so successful that it "has changed the brand perception of NIKE where people valued the brand even more, and consumers are willing to pay more in order to own the products by NIKE due to their quality, style and reliability" (Nayak, 2017). Getting big names to sponsor their products has always been an effective branding technique for Nike. Consumers enjoy purchasing and wearing a product their idol is also wearing. Nayak contributes the success of the "Just Do It" campaign to its timing. In the 1980s, athletic wear and exercise were at its peak (Nayak, 2017). Nike had the ability to create flashy, entertaining, and funny advertisements that sold their desirable products.



Figure 3- Source: Business Insider

Nike Brand Criticism:

Labor Conditions

To some, Nike will be remembered as a hostile workforce that treated its employees poorly. In a 1996 article published by Life Magazine, Sydney Schanberg exposed the harsh labor conditions of Nike's sweatshops in Cambodia. Children under the age of 10 years old were being bought and sold to make Nike products such as soccer balls (Schanberg, 1996).

Schanberg reported that children were "sold and resold like furniture, branded, beaten, blinded as



Figure 4- Source: Life Magazine

punishment for wanting to go home, rendered speechless by the trauma of their enslavement" all at the cost of no more than a dollar or so a day (Schanberg, 1996). The company decided to admit their faults and promise to work towards greater change. They raised wages and reinvented factories. Despite Nike's rebranding, there are still consumers who are wary of the company and what they represent (Nayak, 2017). These unfair labor conditions left a mark on the brand's reputation

Sexism:

Nike has also been criticized for its sexist paid family leave policies. In May of 2019, The New York Times published an opinion piece with the testimonials of former female athletes that faced discrimination from Nike while pregnant. Kara Goucher, a runner who found out she was pregnant while training for a marathon, was told that she would not be paid unless she ran the

race (Montaño, 2019). The executives who implemented these policies were all men. Since athletes are considered

to be independently contracted, they do not get the protection other companies offer. Major athletes such as Serena Williams, were still paid while pregnant. Many



Figure 5- Source: New York Times

mothers sponsored by the brand have reported otherwise exposing a wealth gap. Due to this exposition piece by the New York Times, “Nike announced a new maternity policy for all sponsored athletes on Aug. 12. The new contract guarantees an athlete’s pay and bonuses for 18 months around pregnancy.” (Montaño, 2019).

Nike’s Social Irresponsibility:

A study published by the Journal of Sport and Social Issues in 2016, investigated whether Nike’s corporate responsibility initiatives were legitimate or for profit. As a result, Nike wasn’t as responsible as they or the public perceive themselves to be. One Nike executive called the marketplace “a driver of social responsibility”, inferring that they knew consumers were more likely to buy their products if they appeared more “neoliberal” (Hayhurst & Szto, 2016). This made the researchers question the authenticity of the brand as a whole. Nike has contradicted itself in the past, which made consumers question the legitimacy of the brand’s intentions.

Nike's Stance on Equity & Sustainability:

Equity:

Nike has taken a definitive stance on equality. On their purpose page, Nike states “We believe in the power of sport to unite and inspire people to take action in their communities. We are committed to building an inclusive culture at Nike and to breaking down barriers for all athletes.” (Nike, n.d.).

Our Focus

Nike is a company of purpose, growth and innovation. We are committed to fostering an inclusive culture at Nike and to breaking down barriers for all athletes.



Leading With Our Employees



Equal Playing Fields for All



Breaking Down Barriers for All Athletes

Figure 6- Source. [Nike.com/equality](https://nike.com/equality)

The brand focuses on three sectors that will promote equality: leading with their employees, creating an equal playing field for all, and breaking down barriers for athletes. Nike states they are “committed to creating a workplace that is inclusive of all” (Nike, 2017). In 2018, Nike saw a rise of female employees by 36% and underrepresented groups by 18% in that year. As for creating an equal playing field, Nike has decided to partner with organizations that are committed to helping underprivileged and underrepresented communities (Nike, 2017). Breaking down barriers for athletes is another sector. In December of 2017, Nike unveiled its “Nike Pro Hijab ” that is built to wipe away sweat and keep female

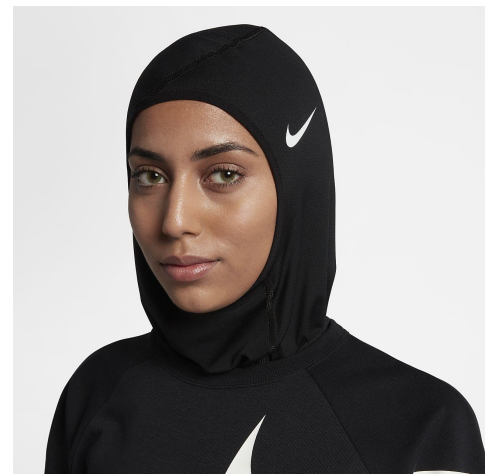


Figure 7- Source: [Nike.com](https://nike.com)

athletes dry while keeping their head covered during athletic performance. It also comes in a variety of sizes and sells at a reasonable price (Stanlin, 2017). Nike is the first of its kind to create such a product. The product has received great praise from consumers especially those in the Muslim community (Stanlin, 2017). Such a product can further the advancement of women in a culture that has not had opportunities without a product like this.

Sustainability:

Additionally, Nike has committed to be a more sustainable brand. In recent years, Nike has used recyclable water bottles to create football kits that have taken over six billion water bottles from landfills. In 2018, Nike reported that 73% of their products had some sort of recyclable materials in them (Nike, 2018).

Colin Kaepernick and The Black Lives Matter Movement:

Colin Kaepernick:

Colin Kaepernick was a rising NFL quarterback for the San Francisco 49ers. He led them to the Super Bowl in 2013. Kaepernick was praised by many NFL pundits and promised to have



Figure 8- Source: Vox.com

a successful career. On August 14, 2016, in a preseason game Colin Kaepernick did not stand for the singing of the national anthem, but instead took a knee. In weeks to come, Kaepernick made the following statement:

"I am not going to stand up to show pride in a flag for a country that oppresses black people and people of color. To me, this is bigger than football and it would be selfish on my part to look the other way." (Kaepernick, 2016).

From that day forward, the Kaepernick controversy would begin. This was only the start for Colin

Kaepernick as he decided to continue to kneel for the rest of the season. Many prominent figures supported or condemned his behavior. That season, around 200 NFL players “stood” with Kaepernick by taking a knee. Athletes of all ages, sports, and nations joined him, including Megan Rapinoe, from the United States Women's National Soccer Team (Coaston, 2018). President Trump condemned Kaepernick in a series of tweets and Vice President Pence even left a 49ers game as form of protest (Appendix B) (Coaston, 2018). Although it had been one of his better seasons, Colin Kaepernick found himself a free agent as it ended. To this day, Kaepernick is still unemployed by the National Football League despite a series of arbitration and settlements which many associate with his social justice stance (Coaston, 2018).

This did not keep Kaepernick silent. He created a camp for children, Know Your Rights, that “outlined a racial- justice platform”. Kaepernick stated that “[The] spreading of knowledge is happening... you start to break down ignorance, you start to break down some of those prejudices” (Arnold, 2017). Kaepernick received much praise including being GQ’s Man of the Year and awards from various social justice advocacy groups (Biography.com, 2018).

Black Lives Matter Movement:

Black Lives Matter has been a well-known movement since the death of Trayvon Martin, a black teen, killed in 2013.

When the jury found his killer not guilty, a community organizer named Alicia Garza developed the #BlackLivesMatter on social media. In the days going forward, apparel and other



Figure 9- Source: The BLM Effect

forms of art with the hashtag began to appear everywhere. From there, a movement was born (Arnold, 2017). Marches, protests, and some riots, in cities such as Ferguson and Cleveland, have all occurred on behalf of Black Lives Matter. The movement has been fueled by the support of many athletes, celebrities, and politicians (Arnold, 2017). In some respects, it has been regarded as more of a social movement than a political one.

Black Lives Matter Backlash:

With such momentum, came the backlash. There have been many distinguishable parallels between BLM and the Black Power (Panthers) movement. The BLM movement was able to take off with such force due to the use of social media, which the Panthers did not have. The same criticism and misunderstanding from years before occur in the BLM movement. Both



Figure 10- Source: Minority Eye

have been criticized for their use of violent protesting tactics as well as harmful ethnocentrism rhetoric. Both the Black Panthers and Black Lives Matter have had common objectives of liberating Black Americans and have faced backlash from critics (Arnold, 2017). The Black Panthers have been known for not having the greatest of reputations amongst Americans, and in comparison, to them, Black Lives Matter struggles.

Much of the rhetoric from the BLM movement came in response to police brutality in this country. In response, the #BlueLivesMatter and #AllLivesMatter counter-movements formed. A mentally ill supporter of the BLM movement shot and killed two New York City



Figure 11- Source: BlueLivesMatter.com

police officers in 2014, leading to the birth of their own movement. The Blue Lives Matter signature flag began to fly in front of many American's homes and be the cover of their Facebook pages. The general argument from this organization was to question why black lives mattered more than any others (Orbe,

2015). Many Americans found themselves choosing a side in the divisive debate, while others wanted to remain out of it. They expected celebrities and athletes to continue doing their "day jobs" and not to become involved (Orbe, 2015).

The Dream Crazy Campaign:

The Kaepernick Advertisement:

The "Dream Crazy" campaign was released by Nike in early September of 2018. The brand's partnership with Colin Kaepernick, including specific details, was never mentioned before the release of the video advertisement (Draper & Creswell, 2018). On the morning of September 5, 2018, Kaepernick shared to Twitter the following: "Believe in something. Even if it means sacrificing everything" including a link to the video (Kaepernick, 2018). The digital advertisement features a series of athletes both amateur and professional, who have faced some form of obstacle in their lives. Clips of athletes such as LeBron James, Shaquem Griffin, and Serena Williams improving over the course of their career are featured. There are also features of young black, disabled, and Muslim athletes continuing to follow their dreams despite boundaries. Kaepernick narrates the videos with optimistic quotes such as "Because what non-believers fail to understand is that calling a dream crazy is not an insult. It's a compliment" and "So don't ask if your dreams are crazy, ask if they're crazy enough" (Nike, 2018). The digital advertisement provoked media and social media conversation.



Figure 12- Source: Nike.com. For the entire video advertisement, please see appendix B.

Less than a year later, the Dream Crazy Campaign was nominated for awards at the One Show, a famous advertising award show. The campaign won 10 Gold Pencil awards in addition to Nike winning client of the year and Wieden & Kennedy, the agency responsible for the advertisement, taking home agency of the year (Diaz, 2019). Although the advertisement may not have been received the same way by all, the industry appreciated the impact of the campaign.

Dream Crazier:

Nike continued this campaign series with a second part; *Dream Crazier*. The digital advertisement narrated by Serena Williams, highlights female athletes and their accomplishments. Williams has quotes such as “If we want to play against men, we’re nuts. And

if we dream of equal opportunity, we're delusional. When we stand for something we're unhinged. When we're too good, there's something wrong with us. And if we get angry, we're



Figure 13- Source: Nike.com. For entire the entire video advertisement, please view Appendix B.

hysterical, irrational, or just plain crazy.” (Williams, 2019).

The advertisement celebrates the achievements of a diverse group of female athletes as well as showing their passion for the sport they play (Binlot, 2019).

Never Stop Winning:

The last advertisement in this series of ads was released this past July, after the United States Women's National Soccer Team won the World Cup. This advertisement features a series



Figure 14- Source: Nike.com. For the entire video advertisement, please see Appendix B.

of images and video clips of the US Women's Team road to victory to the 2019 World Cup called “Never Stop Winning”. The advertisement, narrated by Megan

Rapinoe, has quotes such as “When this team wins, everyone wins” (Nike, 2019). The

commercial meant more than congratulating the team on winning. Nike takes the stance that the USWNT should be getting paid as much as the male team and given equal amounts of credit (CNN, 2019). The USWNT filed a class-action lawsuit against the U.S. Soccer Federation in early 2019 demanding to get paid as much as their male counterparts. Nike took an affirmative stance to support the women's team and their fight towards equal pay.

The Response:**The Support:**

In a Washington Post perspective piece, Victoria Jackson acknowledges the power that athletes such as Kaepernick have on building positive change in corporations such as Nike. "Most athletic gear companies already have social commitments, but those initiatives often lack focus or a real *raison d'être*" (Jackson, 2018). Jackson also commends Nike for re-signing Kaepernick as a brand sponsor although he is no longer an NFL player as it promotes social change. Jackson finds that few brands, including competitors such as New Balance or Adidas, have the capability or courage to take a definitive stance on an issue like Black Lives Matter (Jackson, 2018). This perspective of Kaepernick helping Nike is less common. Although Nike may be helping Colin Kaepernick by continuing to sponsor him, he can focus the brand's attention to important causes that some Americans do care about and for them to use their corporate responsibility for good.

The "Dream Crazy" advertisement has been depicted as somewhat polarizing. Ace Metrix, a company that measures impact in digital advertising, says otherwise. The majority of viewers found the advertisement agreeable. Within the African American community, the advertisement resonated extremely well at around 60% support. Although the media has claimed that there is a massive boycott against Nike since the release of the commercial, Ace Metrix

found that to be untrue. Only 13% of people were willing to stop buying Nike products (Ace Metrix, 2018).

Many public relations professionals see this as a strategic move for Nike that will deepen customer relationships as well as embrace controversy. In Forbes Magazine, strategist Jason Wingard notes that “When Kaepernick is involved, it’s well beyond lacing up a pair of sneakers. While this business practice, which I call cause positioning, may seem risky, it has the support of the American public...62% of consumers want companies to stand up for the issues about which they are passionate.” (Wingard, 2019). Although Nike could have been negatively affected when partnering with Kaepernick and a social movement like Black Lives Matter, they didn’t and have come to benefit from it. Some Americans *do* want celebrities and corporations to take a stance on issues so they can support people and organizations that values align with their own (Wingard, 2019). Nike has done this in supporting the people and causes that mean most to their consumers.

The Backlash:

Although the Dream Crazy campaign was followed by a large number of supporters, it also faced backlash. Some Americans did decide to boycott Nike. Days after the initial

Kaepernick

advertisement was

released, an NBC/WSJ

poll was taken to see

voter reaction.

According to the poll,

88% of Republicans

find kneeling during

the national anthem to

Kneeling during the anthem to protest racial inequality is..?

■ Appropriate ■ Not appropriate

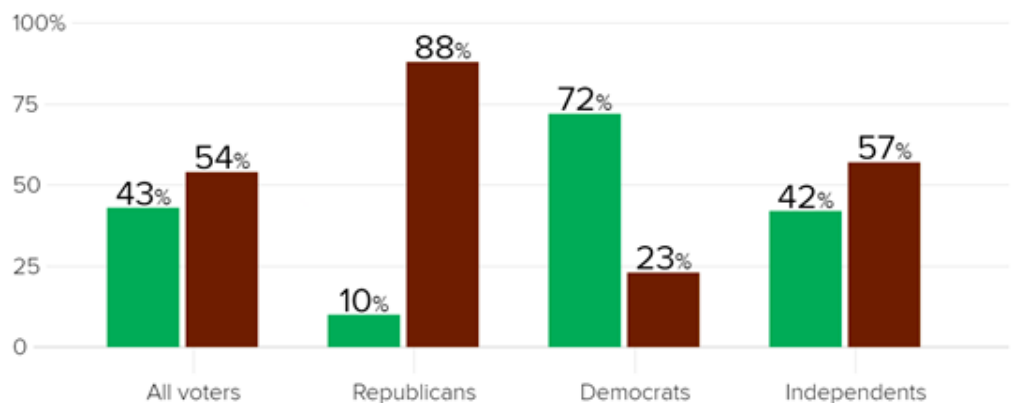


Figure 15- Source: NBC.com

protest racial inequality, inappropriate (Dann, 2018). Many former Nike supporters took to social media to protest the brand's support of Kaepernick by burning, cutting, or throwing away merchandise. This was the birth of #BoycottNike. However, in the subsequent weeks, Nike's brand value increased to 6 billion dollars. (Abad-Santos, 2018).

When the initial Kaepernick advertisement was published, a few tweets of Nike brand resistance went viral. Most notably, a former marine who worked for the country duo “Big & Rich” cut the Nike swoosh off of his socks in protest. Other protestors burned, destroyed or trashed their Nike products as a form of protest (Fortin & Haag, 2018). In the coming days, Twitter users saw the trending hashtag #BoycottNike that featured tweets denouncing the brand and images of the Nike swoosh with a giant “X” above it. Within these tweets, New York Times columnists Jacey Fortin and Matthew Haag found that the majority of disapproval on Twitter was regarding Kaepernick as someone who



Figure 16- Source: John Rich @johnrich

“hated America” and didn’t respect those who fight in the armed services (Fortin & Haag, 2018). Prominent conservative figures such as Bill O’Reilly and even President Trump fought back at Nike for endorsing Kaepernick. David Carter, a sports business professor at USC, found that the “Dream Crazy” campaign has remained consistent with Nike’s brand (Fortin & Haag, 2018).

Nike has faced backlash in the past for controversial endorsements as well as poor public relations moves. However, this campaign saw more reactions.

A few months after the initial “Dream Crazy” advertisement was released, the 2018 midterm elections occurred. Open Secrets is an organization that releases public election and campaign finance numbers. In their research following the midterm elections, they found that “Nike employees and its PAC contributed \$424,000 to the Republican party and its candidates in the 2018 election cycle, compared to only \$122,000 to the Democrat” (Krishan, 2018). Despite creating a progressive advertisement, Nike donated triple the amount donated to conservatives. Nike has always been more likely to donate to a Republican campaign than a Democratic one (Krishan, 2018).

Methods:

The purpose of this research was to measure the tone, content, and support for individuals or organizations in both #DreamCrazy and #BoycottNike campaigns. To see the coding sheets used to calculate these results view Appendices D and E. All tweets were viewed and measured via Tweet Deck. The levels of engagement for each hashtag varied as the #BoycottNike campaign had more tweets. For both campaigns, the tweets are from the United States and were analyzed based on relevancy. Both campaigns were tracked on a month to month basis, beginning in September 2018 and concluding at the end of November 2018.

Date Range of Tweets:

Both hashtags were measured on a month to month basis, beginning in September. The release of the first #DreamCrazy tweet was on September 3, 2018. It was important to see if there was a noticeable decline in tweets as months went on or to see if the campaigns were still actively discussed. In addition to this, the NFL season kicks off in October and November. This way, there would be a way to gauge whether the conversation would begin to include the NFL or not. Although the tone, content, and support categories differed for both campaigns, the general criteria for tweets remained the same month to month based on the campaign.

Criteria for Tweets:

After looking through thousands of tweets, it was necessary to narrow them down to only relevant tweets with the most engagement for each hashtag. There were more #BoycottNike tweets for the month of September, therefore only tweets with 300 or more *retweets* were analyzed, still leaving 79 tweets for analysis. For November and October, discussion began to dwindle so the criteria dropped to 10 or more retweets. As for #DreamCrazy, there were fewer tweets with the hashtag. To get an accurate sample size, tweets were narrowed down 10 or more *likes*. Similar to #BoycottNike, discussion slowed down in October and November and the

criterion became 2 or more likes per tweet. The more engagement with a tweet, the more accurately the success of a hashtag campaign can be determined. There was a certain criterion for engagement of tweets to eliminate those that used the hashtag but had no relevance to the campaign(s).

Coding Categories -

Tone Analysis

For the #DreamCrazy tweets, the intention was to measure the tone in each of the tweets. The breakdown of categories tweets could fall into were positive, neutral, and negative tweets. Positive tweets would show support for the Nike brand, Kaepernick, etc. The tweet would have a positive and reaffirming tone. As for negative tweets, they would show a dislike or lack of support for the advertisement, Nike, etc. Neutral tone would mean that the tweet had no clear feelings towards any aspect of the campaign. Examples of neutral tweets are someone just the #DreamCrazy, sharing the advertisement and hashtag with nothing else, or a link to a news article about the hashtag.

The tone analysis for #BoycottNike was slightly different. The breakdown of categories the tweets could fall into were approval of the hashtag meaning, neutral or disapproval of the hashtag meaning. Tweets that fell into the approval category, were ones that had a tone that disliked the advertisement and #DreamCrazy campaign. As for negative tweets, these tweets needed to show disagreement with the #BoycottNike and the purpose behind the campaign. Again, neutral tweets would be those that either had nothing to do with the hashtag or news publications.

Content Analysis:

The content in #DreamCrazy tweets was assessed by recurring words and hashtags, type of media, and unrelated content. Any recurring hashtags that Twitter users felt aligned with

#DreamCrazy were noted. Also searched for were words and phrases that kept reappearing in tweets about the advertisement to get a consensus for users' feelings. In terms of media, the following were explored: images, videos, and memes. This was done to see the fluctuation of positive, negative, and unrelated images and videos were attached to the tweet. Many Twitter users share memes or some type of gif in tweets. Whether a meme teased the #DreamCrazy campaign in some aspect or if it supported it was analyzed. As for the unrelated column, it noted how many of those initial neutral tone tweets were unrelated even after the engagement criteria.

The content for #BoycottNike tweets was analyzed similarly. #BoycottNike content categories were also recurring words and hashtags, type of media, and unrelated content. The criteria for recurring hashtags and words were the same as #DreamCrazy. For #Boycott Nike, hashtags were examined to see if there were any that Twitter users felt aligned with the same message of #BoycottNike and that they continued to use in tweets. Also examined was a general feeling and theme in word content in the #BoycottNike tweets as well as an overall level of seriousness to the tweets. For the media portion, the general mood behind the images and memes were assessed.

Support Analysis -

Beyond the tone and content in each of the #DreamCrazy tweets, there was an essence to gauge support for three separate entities: Nike, Colin Kaepernick, and Black Lives Matter. The reason Kaepernick decided to kneel for the anthem was to protest police brutality and support the Black Lives Matter movement. Although there were plenty of athletes featured in the commercial, Kaepernick was the spokesperson and the main topic of conversation, thus whether users supportive of the campaign were supportive of him was also assessed. Lastly, Nike developed the #DreamCrazy campaign, so the support for the brand as a whole was noted.

As for #BoycottNike, there was no initial advertisement or brand to analyze support for. The three types of support searched for were President Trump, police, and the military. President Trump was chosen as an area of support because, as mentioned previously, he had tweeted his disappointment in the NFL, Nike, and Kaepernick. It was important to gauge police force support as Colin Kaepernick was protesting police brutality. As for the military, many Americans consider standing for the national anthem a tribute to our men and women who fight in the armed forces. Therefore, kneeling could be considered a sign of disrespect.

Results:

#DreamCrazy Findings:

SEPTEMBER ANALYSIS: #DREAMCRAZY

Total of Relevant Tweets - 54

Criteria: 5 or more likes

Date Range: 9/1/2018 - 9/30/2018

Tone:		
Positive	Neutral	Negative
31	17	6

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Tweets
Hashtags - #Nike - 15 #JustDoIt - 8 #Kaepernick - 3 #JustBurnIt - 2 Words and Phrases - Quotes directly from the ad - 7 Love - 5 Stand up for what you believe- 3 Be yourself- 2 Burn - 2	Images - Positive - 1 Unrelated - 1 Nike Apparel - 6 Videos- The Advertisement - 14 Memes - Positive - 2 Negative - 3	11

Support For:		
Nike	Colin Kaepernick	Black Lives Matter
17	4	1

The table above shows an analysis of the #DreamCrazy tweets in the month of September 2018. There were hundreds of tweets without the necessary criteria but once narrowed down, 54 tweets were analyzed based on tone, content, and support. Just over half the tweets had a positive tone regarding the Dream Crazy campaign. Seventeen of the tweets had a neutral tone. Six of them were some type of news articles and the other eleven were unrelated to the campaign entirely. Out of all of the tweets, six had a disapproving tone of the advertisement. It is important to note the majority of these disapproval tweets had an unfavorable tone of Colin Kaepernick.

As for content, many hashtags accompanied the Dream Crazy tweets. The most popular hashtag was #Nike. These tweets showed general support for the brand. The second most used hashtag was #JustDoIt. Three Twitter users added the #Kaepernick into their tweets and they were all positively mentioning the athlete. Lastly, the people who fell into the negative tone category included the hashtag #JustBurnIt as a play on Nike's signature motto to express their disappointment in the brand and the burning of Nike products, as a form of protest.

The most commonly used words and phrases in these tweets had a positive connotation. People used terms such as love, be yourself, and stand up for what you believe in to describe their feelings about the advertisement. Most phrases came directly from the advertisement itself. Supporters used quotes such as "Believe in something even if it means sacrificing everything" or "If they tell you your dreams are crazy, ask yourself if they are crazy enough".

The most common images were people proudly wearing their Nike apparel. Many of the campaign supporters shared photos of Nike shoes, clothing, and more to show their support of the brand and the campaign. The most common type of video shared was the advertisement itself. When it came to memes, there was a variation in the types of them. There were more negative memes poking fun at Nike or Kaepernick, some positive ones were giving the brand praise. For more reference to these memes, please see Appendix G.

Nike obtained the most praise from Twitter users when it came to the support category. Twitter users praised the brand for displaying challenged and diverse athletes across the globe and showcasing a message that can help others. Some users commended Nike for making a bold move by endorsing Colin Kaepernick. Only 4 tweets showed support for Kaepernick. There was little to no mention of Black Lives Matter, the organization that Kaepernick was honoring when kneeling for the flag. Only one tweet mentioned the social movement by using the Black Lives Matter hashtag.

OCTOBER ANALYSIS: #DREAMCRAZY

Total of Relevant Tweets - 21

Criteria: 2 or more likes

Date Range: 10/1/2018 - 10/31/2018

Tone:		
Positive	Neutral/ Unrelated	Negative
7	14	0

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Content
Hashtags - #Nike - 4 #Kaepernick - 1 #JustDoIt - 2 Words and Phrases - Be yourself- 2 Hero	Images - Unrelated - 4 Videos- The Advertisement - 2 Memes - 0	14

Support For:		
Nike	Colin Kaepernick	Black Lives Matter
4	1	0

The table above shows the data analysis for #DreamCrazy in the month of October 2018. The most notable finding in the October data was the decline in tweets. There were no more than 7 tweets with over 5 likes on them. To get a larger sample size, the engagement level was adjusted to 2 or more likes per tweet, resulting in 21 tweets. In this set of tweets, the neutral tone had the most amount of discussion. All of these tweets were unrelated and from a classroom teacher who could have been acknowledging the campaign, but there was no other evidence in their tweets to make that claim. The other 7 tweets all had a positive tone and no tweets in October were negatively using #DreamCrazy.

The hashtags used were very similar to September. People tweeted #Nike and #JustDoIt in addition to #DreamCrazy. As for commonly used words or phrases, Twitter users still used “be yourself” and other inspirational phrases but the word “hero” newly appeared in a tweet. The use of “hero” was only in one of the tweets in all three months of analysis that called Kaepernick a hero.

The use of various media also declined in October. There were no memes, negative or positive, used at all in #DreamCrazy tweets. As for images, they were all unrelated. For videos, the Dream Crazy advertisement was shared twice that month.

Signs of support dropped as well. Nike saw the majority of support with the same sentiments as the month before: commending the brand for honoring athletes to be themselves. The only explicit support of Kaepernick during October was the person who praised him as a hero. There was no mention of Black Lives Matter.

NOVEMBER ANALYSIS: #DREAMCRAZY

Total of Relevant Tweets - 11

Criteria: 2 or more likes

Date Range: 11/1/2018 - 11/30/2018

Tone:		
Positive	Neutral/ Unrelated	Negative
4	7	0

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Tweets
Hashtags - #JustDolt - 3 #Nike - 2 Words and Phrases - Referencing the Ad- 3 Love	Images - Unrelated - 3 Videos- The Advertisement - 2 Memes - 0	7

Support For:		
Nike	Colin Kaepernick	Black Lives Matter
2	0	0

The table above is the set of data from November of 2018. The number of tweets dropped to 11. However, the same criteria of 2 more likes per tweet were still implemented. For this set of data, the neutral tone had the most amount of discussion coming in at 7 tweets. All of those tweets (some of which being that same school teacher) were unrelated to the campaign. The remaining 4 tweets all had a positive tone and no tweets in November negatively used #DreamCrazy.

The most commonly used hashtags again were both #Nike and #JustDoIt.. In October, no users quoted the advertisement directly as they had in September. In November, there was an incline again as two people shared the video and a quote alongside it.

The use of media in tweets was rare throughout November. There were no memes, negative or positive. As for images, they were all unrelated, and again, images of that same school teachers' students. The data stayed the same as October for videos as the clip was shared twice that month.

The support category declined even further in November. This month, the only mention of support was for Nike. Colin Kaepernick and the Black Lives Matter movement were not given any direct support in tweets at all for November.

#BoycottNike Findings:**SEPTEMBER ANALYSIS: #BOYCOTTNIKE****Total of Relevant Tweets - 79****Criteria:** 300 or more retweets**Date Range:** 9/1/2018- 9/30-2018

Tone:		
Approve of Hashtag Meaning	Neutral/ Unrelated	Disapprove of Hashtag Meaning
64	6	9

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Content
Hashtags - #BoycottNFL - 13 #MAGA - 12 #JustBlewIt - 5 Words and Phrases - Kaepernick - 60 American Flag - 8 Patriot - 5 I stand - 4	Images - Kaepernick - 6 Approval - 5 Videos - News Clips - 5 Burning Nike Products - 4 Memes - 24	3

Support For:		
Trump	Police	Military
17	11	14

The information in the table above are the findings for the #BoycottNike counter-campaign in the month of September 2018. Before filtering the criteria to 300 or more retweets, there were at least five thousand tweets using the #BoycottNike in September. After the engagement criteria, there were still 79 tweets to be analyzed. 64 of these tweets had an approving tone of the #BoycottNike campaign. Nine tweets that disagreed with the sentiments behind #BoycottNike and they all mentioned donating your Nike apparel rather than burning it. As for neutral tweets, 3 were unbiased media clips and the others were unrelated to the campaign entirely.

There were many hashtags users including in their tweets in addition to #BoycottNike. The most common was #BoycottNFL. In these tweets, people expressed their anger towards the league for allowing players who kneeled during the national anthem, similar to Colin Kaepernick, to still be eligible to play. The second most used hashtag was #MAGA which stands for Make America Great Again. This slogan has been a vital part of Donald Trump's election campaign and his time in office. Out of the 12 tweets that use #MAGA, only 3 mentioned the President directly. Another popular hashtag was #JustBlewIt. Twitter users used this play on Nike's signature slogan to show their disappointment.

Colin Kaepernick was mentioned in the majority of these tweets. In 60 out of the 78 tweets, a dislike for Kaepernick's actions was conveyed. Some of these tweets used derogatory terms. The American Flag and the word patriot were also used frequently in #BoycottNike tweets. Another commonly used phrase in this counter-campaign was "I stand". These tweets were a variation of criticizing Kaepernick, explaining the importance of standing for the anthem.

The #BoycottNike counter-campaign had a significant amount of media used in its tweets. Most were images of Kaepernick, whether he was kneeling or some type of photoshop to depict him poorly. A portion of the videos with #BoycottNike were Twitter users disposing of

their Nike apparel whether it be by fire or trashing them. The largest portion of media in the #BoycottNike campaigns were memes. These memes ranged from political cartoons to how to burn Nike products and other imagery of Kaepernick. For a look at some of these memes, please view Appendix H.

In the support portion, the area that saw the most amount of support was President Trump. Some shared the President's criticism of the Nike campaign and praised him for it. Eleven people showed support for our nation's police officers by sharing a photo of Kaepernick wearing socks depicting police as pigs as well as throwing their support behind Blue Lives Matter. Fourteen people showed support for the military in their tweets. These tweets all shared a similar message that Nike should be disappointed in themselves for endorsing someone like Colin Kaepernick who doesn't stand for a flag that our armed forces stand for.

OCTOBER ANALYSIS: #BOYCOTTNIKE**Total of Relevant Tweets - 27****Criteria:** 10 or more retweets**Date Range:** 10/1/2018- 10/31-2018

Tone:		
Approve of Hashtag Meaning	Neutral/ Unrelated	Disapprove of Hashtag Meaning
25	2	0

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Content
Hashtags - #BoycottNFL - 11 #MAGA - 4 #BlueLivesMatter - 3 Words and Phrases - Kaepernick - 20	Images - Kaepernick - 1 Other - 2 Videos - News Clips - 4 Memes - 2	2

Support For:		
Trump	Police	Military
4	7	1

The data in the table above is from the month of October 2018. There is another decline in tweets as the sample size went to 27. The new criteria for tweets were a minimum of 10 likes per tweet. A majority of these tweets (25) were supportive of the Boycott Nike movement. There were 2 neutral tweets, that both were unrelated. Lastly, there were no tweets with an opposing tone this month.

The hashtags used in September carried over to October as the two most prominent were #BoycottNFL and #MAGA. Both of these hashtags had similar sentiments as the month prior, but the #BoycottNFL tweets discussed more of the league's television ratings that month as the season was beginning. Some blamed the lack of success directly on Kaepernick and Nike. A new hashtag that came up was #BlueLivesMatter. An organization aligned with the social movement began tweeting their support for #BoycottNike movement and their disapproval of Kaepernick. The one name that kept appearing in the majority of tweets was again, Colin Kaepernick. There was still a dislike for the quarterback and not necessarily the Nike brand in these tweets.

The amount of media included in tweets also declined. There was a total of 3 photos, one of which being a picture of Kaepernick kneeling. As for videos, there were none showing people burning or boycotting Nike products. The 4 videos were all news clips related to the protest of Nike. There were only two memes.

As for support, police were shown the most this month in part to the organization tweeting on behalf of Blue Lives Matter. President Trump followed with 4 tweets mentioning him and using the #MAGA. The military received support in only one tweet.

NOVEMBER ANALYSIS: #BOYCOTTNIKE**Total of Relevant Tweets - 14****Criteria:** 10 or more retweets**Date Range:** 11/1/2018- 11/30/2018

Tone:		
Approve of Hashtag Meaning	Neutral/ Unrelated	Disapprove of Hashtag Meaning
11	2	1

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Content
Hashtags - #BoycottNFL - 5 #MAGA - 2	Memes - 3	2

Support For:		
Trump	Police	Military
1	1	5

The table above is the data analysis for #BoycottNike in the month of November 2018. November's decline in tweets was similar to October as there was a drop-in discussion. The criteria remained the same for both months (10 or more retweets). There were 14 tweets total, 11 of which approved of the hashtag. In this month, there were two neutral tweets that were unrelated to the hashtag and 1 tweet that disapproved of the counter-campaign. This tweet argued that #BoycottNike had no purpose now.

The content in November was no different than the two months prior. The two most used hashtags were #BoycottNFL (5 times) and #MAGA (2 times). Kaepernick was the only name or word that occurred more than once, happening 5 times. As for media, no images or videos were tweeted with the hashtag this month. There were, however 3 memes all of which about Kaepernick.

The one major difference in November's tweets came in the support analysis. This time, President Trump and the police only received praise in one tweet each. Five tweets in support of the military were sent out. The most obvious explanation, which was depicted in quite a few of these tweets, was in support of Veterans Day. Twitter users commented on Kaepernick's lack of respect for the American Flag, National Anthem, and for the military.

Discussion:

Discussion Over Time:

One of the aims of this research was to determine whether or not either or both campaigns experienced any rise or decline in discussion throughout the two-month (September to November) period. The reason for this period of time was to see if the discussion was impacted by the NFL season. After analysis, it is clear that both campaigns had a decrease over time. The #DreamCrazy campaign began with hundreds of tweets initially, and after narrowing it down to relevant tweets in September (with 5 or more likes) 54 tweets remained. Little discussion continued in October and November that the criteria for engagement was changed to 2 or more likes, which is very low. The month of November only saw 11 tweets, 4 of which were relevant.

#BoycottNike discussion also declined over time. In the initial search, this campaign had thousands of tweets. After only examining relevant tweets, the criteria became 300 or more retweets in September still leaving 79 tweets to be analyzed. Due to their being fewer tweets at such a high level of engagement in October and November the criteria became 10 or more retweets. In November, #BoycottNike only saw 14 tweets total, 11 of which were relevant. Although some users mentioned the NFL season in their tweets throughout October and November, the NFL season did not have an impact on the levels of discussion in either campaign.

#BoycottNike was More Successful:

The research findings conclude that the #BoycottNike counter-campaign saw more reach than the #DreamCrazy campaign on the Twitter platform. Although this does not determine the overall success of the Dream Crazy advertisement from Boycott Nike as a whole, the social

media counter-campaign was more successful. Before filtering the tweets, #BoycottNike had somewhere in the thousands of tweets. #DreamCrazy was only in the hundreds of tweets, roughly. To get an accurate sample size and to remove the irrelevant tweets, the levels of engagements needed to be adjusted accordingly. The criteria itself can prove the levels of success for the two campaigns. For September alone, #BoycottNikes criteria was 300 retweets and #DreamCrazy required only 10 or more likes. It is harder to obtain a retweet than it is a like because retweets appear directly in that person's follower's feed. A retweet is essentially a thought republished. With that being said, #BoycottNike saw far more success in levels of engagement, considering 300 retweets was the minimum. Even after filtering, #BoycottNike had 120 tweets and #DreamCrazy had 86 relevant tweets for analysis total.

Differing Tone's in Both Campaigns:

The two tones behind both campaigns were drastically different. Boycott Nike tweets had an angered and more negative voice behind them. The #BoycottNike supporters were angry that Nike would endorse such a controversial figure like Colin Kaepernick. The majority of the authors behind these tweets mentioned Kaepernick and his lack of respect for the country. The most common words used were "I stand", "America First" and "patriot" all insinuating a love of the country. Dream Crazy tweets had a more positive and optimistic outlook on the advertisement, not just Colin Kaepernick. The most commonly used words and phrases were uplifting quotes from the ad, "love" and "be yourself". Another major difference between both campaigns was the use of the word "burning". A large part of both campaigns discussed the burning of Nike apparel in protest. The #BoycottNike supporters shared videos and images of them burning or destroying products and encouraging others to do the same. The #DreamCrazy supporters, on the other hand, disapproved of the destruction of Nike products and encouraged protestors to donate apparel instead.

A stark contrast in the tone of both campaigns was also exhibited in their use of media (memes, videos, and images). #BoycottNike supporters shared more images than #DreamCrazy, almost all of which were disapproving of Colin Kaepernick, some even derogatory images of him. As for videos, #DreamCrazy tweets shared the digital advertisement itself whereas #BoycottNike videos were mostly of individuals burning their products. The biggest contrast was with memes. The #DreamCrazy campaign had fewer memes, but they were mainly light-hearted not using any language that could be considered harmful. #BoycottNike had a plethora of memes, all of which insulting the NFL, Nike, or Colin Kaepernick. These memes were mostly controversial, stating things such as Nike got ‘Colin Cancer’, making fun of Kaepernick’s appearance in a racist way and others.

The Campaign Debate Became Political:

Politics had a heavy influence on both of these campaigns, especially #BoycottNike. The #DreamCrazy campaign started as an advertisement for the brand Nike showcasing a diverse range of athletes who had faced some obstacles in their sport. However, Colin Kaepernick being the voice behind the commercial made matters political. The Make America Great Again hashtag was used in 18 out of the 120 tweets analyzed for #BoycottNike. The support for President Trump was noted in 22 of the 120 tweets. The majority of support in the #BoycottNike tweets were for the police, military, and the President, not for opposing brands or other athletes. In #DreamCrazy tweets, there was little to no mention of any sort of politics, just support for diversity in the athletic community. Only one tweet mentioned the social movement Black Lives Matter, and none mentioned the president at all.

The main focus behind #BoycottNike was the dislike of Colin Kaepernick and how Nike should reconsider their endorsement. Barely any of these tweets had any mention of the Nike brand beyond the boycott hashtag. In the #DreamCrazy tweets, Colin Kaepernick is only

mentioned a handful of times. #BoycottNike tweets mention Colin Kaepernick in 82 out of the 120 tweets, all negatively. Colin Kaepernick was mentioned in almost every single tweet, mainly due to what his critics claimed was a lack of disrespect of our country and president.

Only one person saw the long-lasting negative effects behind these campaigns, and that was Colin Kaepernick. He experienced a slew of hate from social media, the media, and NFL fans ultimately leading to the loss of his career. The Nike brand has gone on to be just as successful. It is hard to tell if they failed by ultimately hurting Colin Kaepernick more than they helped, or if their goal was to create controversy to further the success of their brand.

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APPENDICES

Appendix A	Former Nike Endorsements
Appendix B.....	Dream Crazy Digital Advertisements
Appendix C	President Trump and Pence Tweets
Appendix D	#DreamCrazy Coding Sheet
Appendix E	#BoycottNike Coding Sheet
Appendix F	#DreamCrazy Tweets and Memes: Negative
Appendix G	#DreamCrazy Tweets and Memes: Positive
Appendix H.....	#BoycottNike Tweets and Memes

Appendix A : Former Nike Endorsements

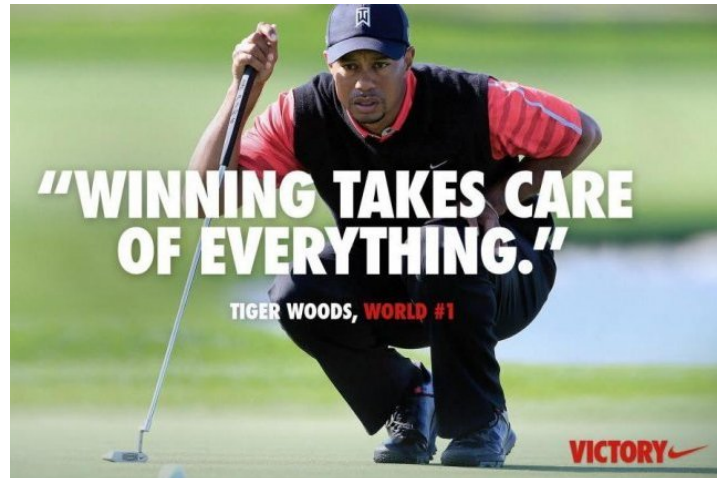


Figure 17- Source: Nike Archives



Figure 18- Source: Nike Archives.com



Figure 19- Source: Nike Archives.com

Appendix B: Dream Crazy Advertisements



[Dream Crazy - Nike](#)



[Dream Crazy - Nike](#)



[Never Stop Winning - Nike](#)

Appendix C: President Trump and Vice President Pence Tweets

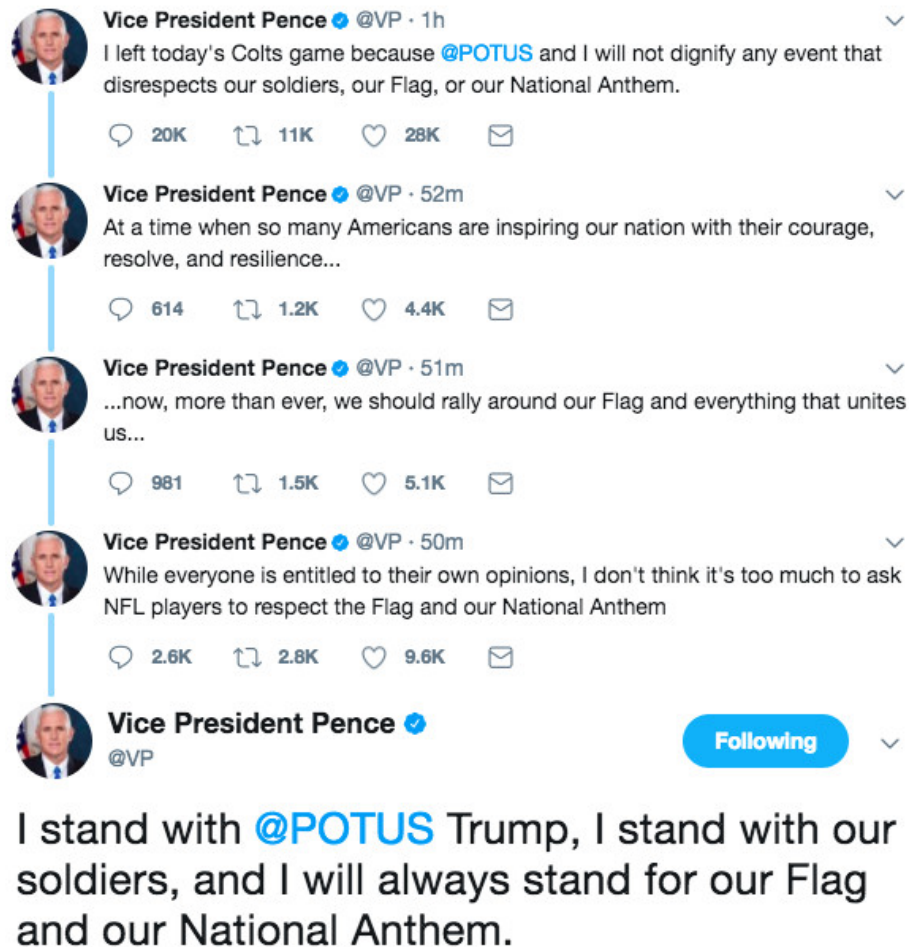


Figure 20- Source: Twitter @VP

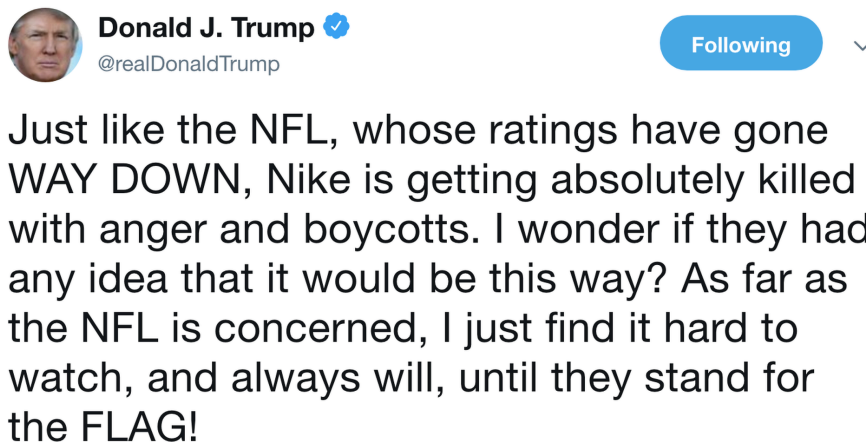


Figure 21- Source: Twitter @realDonaldTrump

Appendix D: #DreamCrazy Coding Sheet

#DreamCrazy Hashtag Tracking on Twitter

Source: TweetDeck

Total of Relevant Tweets -**Criteria:** _ or more likes**Date Range:**

Tone:		
Positive	Neutral/ Unrelated	Negative

Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Tweets

Support For:		
Nike	Colin Kaepernick	Black Lives Matter

Appendix E: #BoycottNike Coding Sheet

#BoyCottNike Hashtag Tracking on Twitter

Source: TweetDeck

Total of Relevant Tweets -**Criteria:** _ or more retweets**Date Range:**

Tone:		
Approve of Hashtag Meaning	Neutral/ Unrelated	Disapprove of Hashtag Meaning

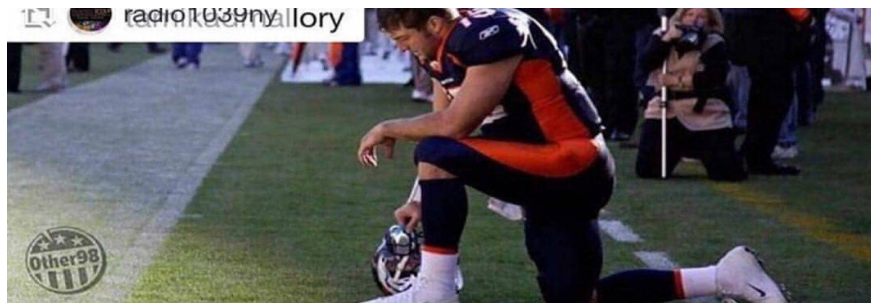
Content:		
Recurring Words and Hashtags	Images/ Videos/ Memes	Unrelated Content

Support For:		
Trump	Police	Military

Appendix F: #DreamCrazy Tweets: Negative Tweets



Figure 22- Source: Twitter



Let's not forget about Tim Tebow, the NFL quarterback that **kneeled** in protest of abortion during the National Anthem in 2012. He was praised by fans for being a "model American," then was given **3 new NFL** contracts in addition to a Major League Baseball contract. Unlike Colin Kaepernick, who **CLEARLY** stated his protest has nothing to do with the flag or military, Tim Tebow specifically said that he couldn't stand for a flag that allowed for abortion. If you can't see the hypocrisy in this then chances

Figure 23- Source: Twitter

Appendix G: #DreamCrazy Tweets: Positive Tweets

Source: Twitter



Natalie Walker
@natwalksaround

For every pair of nikes burnt in hate,
1,000 more will be bought in love
[#KaepernickNike](#) [#JustDolt](#)
[#dreamcrazy](#)
youtu.be/mreQsQrDF-A

12:25am · 7 Sep 2018 · Twitter for iPhone



Connie
@csmithcool

Don't want to wear your Nikes or
plan to trash them? Send them to
me. I'll give them to kids who have
no shoes. [#dreamcrazy](#)
[#standupinwhatyoubelive](#) [#justdoit](#)
[#thenine](#) [#flyknitssize10](#)



The Davemeister™
@Dave_in_PDX

Replying to @realDonaldTrump
[#DreamCrazy](#) [#JustDolt](#)
[#Kaepernick](#) [#Nike](#) [#NFL](#)
[#TakeAKnee](#)



Live Updates Syria
@LiveUpdateSyria

"Believe in something even if it
means sacrificing everything"

[#justdoit](#) [#dreamcrazy](#)
[#whitehelmets](#) [#syria](#) [#idlib](#)
[#civildefenceforce](#)



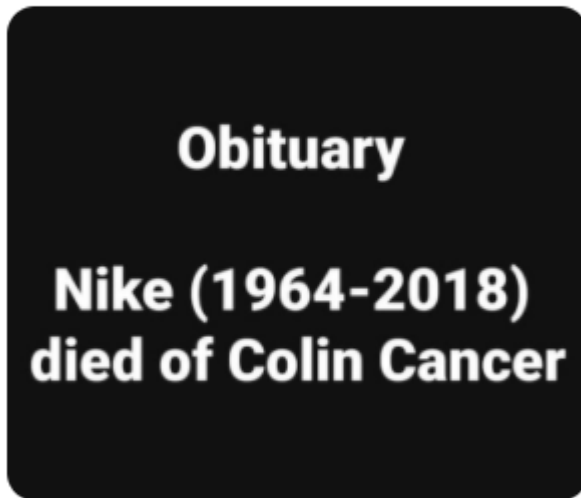
9:28am · 14 Sep 2018 · Twitter for Android

Appendix H: #BoycottNike Tweets

Source: Twitter



#BoycottNike



🔥🔥BURN BABY,BURN🔥🔥

#BoycottNikeJustDolt
#BoycottNike #NikeBoycott

