

Using Social Media to Mobilize Airbnb Support in Times of Humanitarian Crisis



Brian Chesky ✓
@bchesky

1. Airbnb and [Airbnb.org](https://www.airbnb.org) are working with our Hosts to house up to 100,000 refugees fleeing from Ukraine, for free

4:31 pm · 28/2/2022 · Twitter Web App

5,076 Retweets 879 Quote Tweets 31.6K Likes

“Social Media is a powerful platform to mobilize users to participate in support of Ukraine by delivering tangible outcomes”

Background

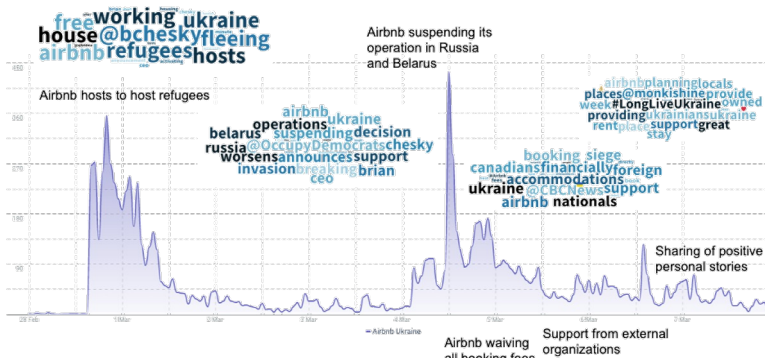
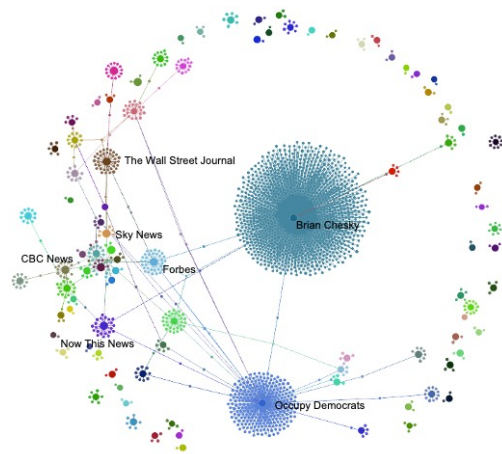
Tourism has widely been discussed as a powerful means to provide positive support for those in crisis. Yet, to date, how social media can be utilized to mobilize tourism support in times of crisis, particularly during war is largely unknown.

Project aim

Underpinned by the ‘social movement’ success framework, this project employed a social media analytics approach to investigate how online communities are mobilized through social media in supporting Airbnb’s initiatives towards Ukraine.

Our Approach

This study used advanced social media analytics (text-mining and network analysis) to investigate all the tweets on Airbnb Support for Ukraine from 28 Feb to 7 March 2022.



Key Findings

- To successfully mobilize support for any initiative on social media, the movement needs to 1) grassroots momentum, 2) assemble network movement, 3) be leaderful, 4) expand the network and assemble coalitions of both internal and external organization and 2) win hearts and minds of the general public
- Users can reclaim their agency in times of crisis through tourism by creating and distributing creative solutions through a social learning mechanism.

Project Team

Associate Professor Mingming Cheng

Further information, please contact

Dr Mingming Cheng
Associate Professor
Research Lead, Social Media Research Lab
smrl@curtin.edu.au

