

Sample note: I edited and rearranged some paragraphs and embedded content in this story to make it flow narratively and visually. I also wrote the headline.



Katie Hinde ✓
@Mammals_Suck

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Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.



NATION & WORLD

Twitter, we have a problem: Woman moves NASA shirts to girls' section at Target, sets internet abuzz

BY LISA GUTIERREZ
lgutierrez@kcstar.com

JUNE 16, 2017 3:32 PM

Katie Hinde, a college professor in Arizona, raised quite a ruckus this week after she “moved 5 shirts 25 feet” at her local Target store.

When Hinde found NASA tank tops in the boys section at Target, she moved some to the girls section, where she saw none. Then she posted her act of protest on Twitter. She didn’t name the store, but people recognized the displays.



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 **Katie Hinde**
@Mammals_Suck

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Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.

11:08 PM · Jun 11, 2017 · Phoenix, AZ

3,584 27,028 133,429

She told the “Today Show” that after seeing the movie “Wonder Woman” last week, she was feeling all fired up. She went to Target to look for a “Wonder Woman” T-shirt for a young cousin but didn’t find one.

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“Once I realized there wasn’t what I was looking for, I started to survey what was there,” she said on the “Today Show.” “And the whole time, the boys NASA T-shirts were visible from nearly all of the sections I was walking through.”

That’s why she grabbed some of the NASA shirts and put them in the girls section.

Well, Twitter sounded off, quite loudly, on what she did.

“Wooooo buddy, it’s been quite the 34 hours,” Hinde, 37, wrote Tuesday on her blog, Mammals Suck, where she showcases research on mother’s milk, breastfeeding and lactation.

“Sunday night I was looking for super hero t-shirts in the ‘girls’ section at a Big Box Store, not finding them, and then unwittingly jumped down a rabbit hole.”

 **Katie Hinde**
@Mammals_Suck

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Wow, so this took many unexpected turns. & had some important things to think about:

mammalssuck.blogspot.com/2017/06/portra...

twitter.com/Mammals_Suck

10:38 AM · Jun 13, 2017

74 391 784



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The first tweet earned nearly 133,000 of Twitter’s heart “like” icons.



Katie Hinde @Mammals_Suck 11 Jun

Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.
pic.twitter.com/hXHBbaog2W



Dr Lidiya Angelova @angelovalidiya

Great idea. I'll do it and with the toys as well. Why the girls can only have dolls, all pink etc?! My girl do likes dolls but loves cars.

4:29 AM - Jun 12, 2017

26 46 238

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“As a scientist who works on inclusivity in academia and science, I spend a lot of time thinking about the pipeline,” she blogged.


“I am particularly concerned about the scarcity and disparity of science and science fiction-oriented toys, clothes, and outreach for girls.”

Various bloggers and commentators applauded her.

A “powerful statement.” (Mashable)

“One awesome woman in Phoenix, Arizona is breaking down gender stereotypes, one tank top at a time.” (Babble)

But social media users lodged complaints on behalf of Target and retail workers everywhere who have to rearrange misplaced merchandise in stores.



tiffany @Tiffany1985B

"I remember the day I saw the NASA shirt in the girls section at Target and decided I wanted to go into STEM." -No one, probably.

6:28 PM - Jun 12, 2017

15 40 157

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Katie Hinde @Mammals_Suck 11 Jun

Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.
pic.twitter.com/hXHBbaog2W



Maggie McNeill @Maggie_McNeill

I'm sure the low-wage retail employees whose bosses tell them to move them back will thank you for the extra labor.

1:33 PM - Jun 12, 2017

7 57 1,125

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Katie Hinde @Mammals_Suck 11 Jun

Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.
pic.twitter.com/hXHBbaog2W



Laura Wilson @lawilson009

I hate to be the negative I
more work for the employ



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as it is.

6:47 AM - Jun 12, 2017

67 396 8,235



Katie Hinde @Mammals_Suck

11 Jun

Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.

pic.twitter.com/hXHBbaog2W



Emily McLennon

@mcemilylennon

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did you make the employees' jobs more annoying? Yes. Yes you did.

10:36 AM - Jun 13, 2017

3 13 553



Jillian Keenan @JillianKeenan

12 Jun

Replying to @Maggie_McNeill @Mammals_Suck

Isn't this like condemning people who protested with sit ins for taking up counter space from tip-giving clients? Nonviolent protest is good



Maggie McNeill

@Maggie_McNeill

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This isn't a protest. Protests are against the government, not against low-wage employees stocking items where the tags say they go.

1:39 PM - Jun 12, 2017

8 47 899



Katie Hinde @Mammals_Suck

13 Jun

Replying to @Mammals_Suck @Stae64

I could see the boys NASA shirts from over half of the girls section.



Náriël  
@peytonafarm

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You must have a great life to be angry over what section a certain t-shirt is in. Kids do not care and neither should you.

4:02 PM - Jun 13, 2017

8 13 356



Katie Hinde @Mammals_Suck

11 Jun

Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.

pic.twitter.com/hXHBbaog2W



Colonel Potter

@laurakpotter94

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So brave. How did the women in this picture know they could be astronauts w/o having t-shirts moved around a store?

popsci.com/watch-live-as

1:18 PM - Jun 12, 2017



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Meet NASA's newest class of astronauts

Their dream jobs just became a reality.

popsci.com

7

73

708



Jamilah Lemieux @JamilahLemieux

12 Jun

Replying to @just1ak @SarahSahim

Because you aren't the hourly employee who has to replace them?



Rude Katy

@rudekaty

Follow

No reason to move them. A quick search of the Target app shows they have NASA merch for girls already.

pic.twitter.com/TxLWclEIE

4:14 PM - Jun 12, 2017

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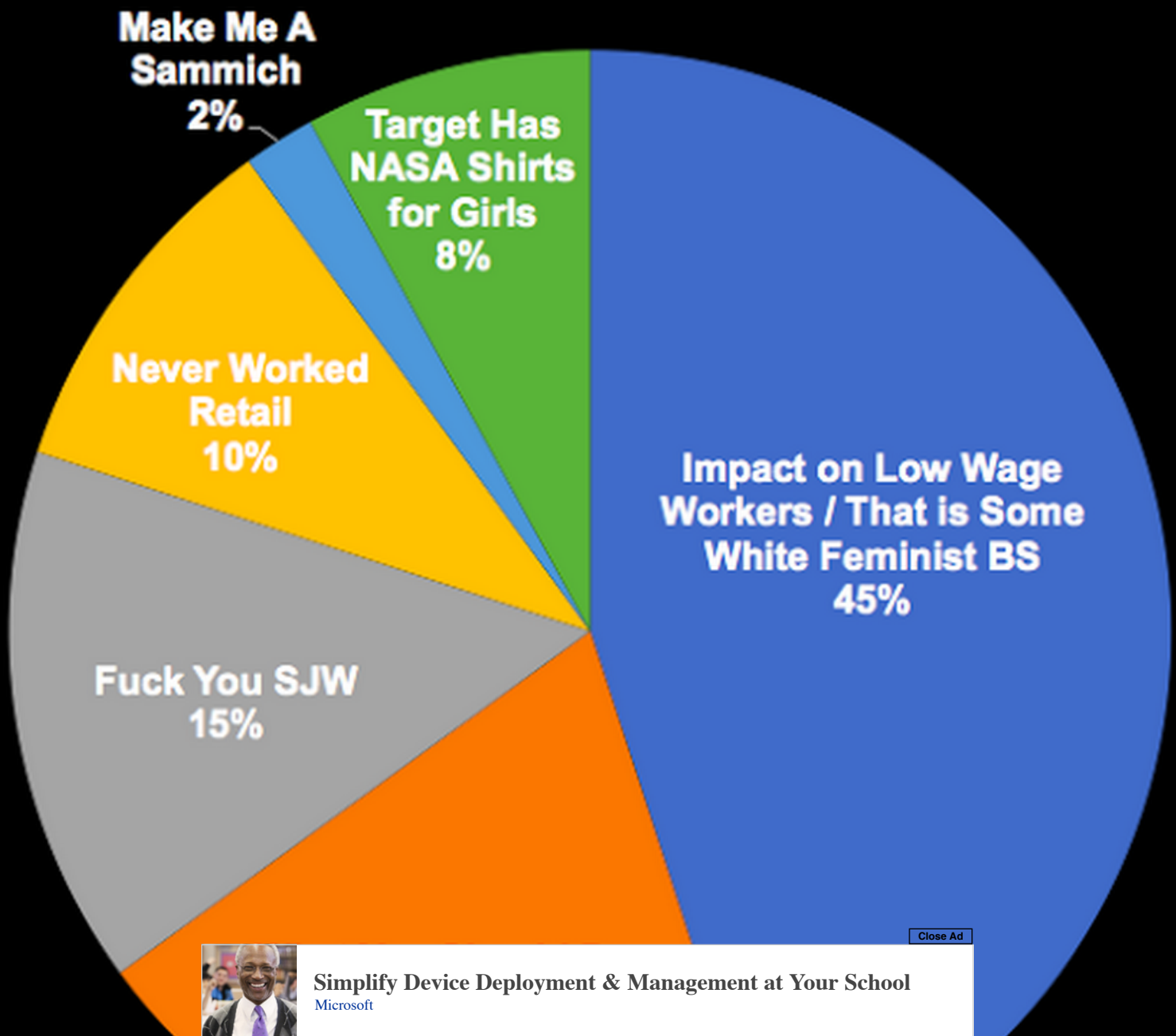
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The blowback got so nasty that Hinde broke it down in a pie chart with her postmortem blog post, which she called “Portrait of an Unexpected Twitter Storm.”

Critical Reactions to Tweet

(Impressionistic Proportions Approximated, Likely Inaccurate)





University professor Katie Hinde broke down the negative responses to her tweet about NASA shirts for boys and girls at Target.

Mammals Suck blog

For people who criticized her for creating more work for store employees, Hinde noted on her blog that she “worked in retail for nearly a decade” and has “worked jobs at minimum wage and jobs below minimum wage.”

For what it’s worth, she wrote, “when I got to the store on Monday morning there were no negative consequences for staff as a result of my actions on Sunday. The t-shirts were where I had put them (so no one stayed late to move them) and the inventory person had just arrived a shelf away.”

Target saw the commotion and tweeted at Hinde and several people who had commented, telling them that yes, the retail chain does sell NASA apparel for girls.

“We aim to offer great selection & variety for every guest, & our tees are no exception. Check girls’ selection here,” the retailer told Hinde, adding a link to its website.

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Did I just take a bunch of NASA tank tops from the boys section & put them in the girls section? Yes. Yes I did.
pic.twitter.com/hXHBbaog2W

**AskTarget** @AskTarget [Follow](#)

We aim to offer great selection & variety for every guest, & our tees are no exception. Check girls’ selection here: tgt.biz/9l4t

11:15 AM - Jun 12, 2017

101 421 2,758

Hinde, who is married but has no children, praised Target for that but pointed out to “Today” that while the boys shirts were easy to find at a child’s eye level in her store, the girls NASA stuff was harder to find and not as prominently displayed.

Reflecting on “the accolades and the ire” of her “tiny-scale, subversive, nonviolent, direct action of moving merchandise around to disrupt gender stereotypes,” she decided that next time she’ll help out store employees by straightening something or picking something up off the floor for every item she relocates in protest.

Because yes, she’ll do it again.

But next time, she’ll fill out a comment card, too.

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