

Basic Detail Report

Title Interview with Jordan Ellis

Date 21 October 2025

Medium born digital audio file

Description Audio file of interview with Jordan Ellis. They were interviewed by Remi Dupuis on October 21, 2025 in Storrs, Connecticut. Jordan Ellis was interviewed as part of the Connecticut Museum of Culture and History's Community History Project discussing moments of change in their life. In this interview, Jordan discussed their practice of “ethical consumerism,” which they defined as a philosophy of conscious consumer behaviors. It is very important to them to be informed about the companies from which they purchase goods and services with respect to where the companies donate their money, what politicians they endorse, and other behaviors that have moral implications. They indicated dissonance with companies that appear to align with anti-LGBTQ+, anti-union, and pro-MAGA [Make America Great Again] initiatives, as well as disapproved of DoorDash’ s financial support to New York mayoral candidate Andrew Cuomo (D) specifically to fund smear campaigns against opposition Zohran Mamdani (D). As a queer and trans person, supporting queer and trans youth was a prime example of Jordan's motivation to limit consuming products from companies with anti-LGBTQ+ leanings. They traced the start of their ethical consumerist practice to 2020–2021, when they were in high school. In the wake of George Floyd’ s murder and with the spike in anti-Asian discrimination related to rhetoric around the Covid-19 pandemic (the

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latter of which affected them personally), they began to pay attention to social

justice issues that were talked about all over social media. They labeled

themselves a “performative” activist through their early college years, spreading

information but not taking any other actions to push for meaningful change.

Since then, Jordan has started boycotting certain businesses and donating to

certain organizations, mentioning the genocide of Palestinians in Gaza as a

major motivator of this behavior. They noted that anyone can (and should)

engage in ethical consumerism by “voting with their dollar” --i.e., buying from

sources that align with one’s own definition of “ethical.” Jordan said that it

can be difficult at times to talk to others in their life about their practice.

Because they feel so strongly about the collective benefits of conscious

consumption, they want their loved ones to also participate. When their

practices don’t align, Jordan feels they have to choose between maintaining a

good relationship with their loved one or conforming and going to/buying from

a certain business. They acknowledge, though, that not everyone will agree to

boycott the same companies and that there is privilege in the ability to choose

more expensive or longer-wait alternatives to large entities that are harmful.

They believe, with “cautious optimism,” that the niche created by ethical

consumerists will grow and be continually filled by more morally sound

businesses. Jordan admires that this practice has cultivated in them a desire to

stay aware of pressing social issues. They note that they don’t hold themselves to

a standard of perfection, but think of ethical consumerism as one way to

influence the world. Their hope is that, with enough public participation,

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boycotted companies will change unjust policies or practices.

Dimensions Duration: 44 Minutes, 27 Seconds