

## INDEX

affect theory, 10–11  
affordance analysis, 83–84, 101–3  
African American Vernacular English (AAVE), 114, 238–40  
Afrofuturism, 15, 29–31, 215–18  
afro-optimism, 11, 218  
afro-pessimism, 11  
algorithms, 159–60  
antiblackness: amongst middle class Blacks, 176; amongst nonwhites, 98; as libidinal, 33–34; overdetermining of Black cybertculture, 36–37; respectability politics as antiblack, 176–79

Baldwin, James, 234  
Baraka, Amiri, 14, 33, 79–80, 122  
Blackbird browser: features of, 50–54, 63–64; “Give Back” button, 53–54; history of, 50; reception of, 58–74  
Black cybertculture, 5–7, 24–25, 37, 210, 213; activism, 6, 30, 86, 182, 226  
Black feminism, 16, 35, 173, 216, 230–32  
Black identity extremism, 86  
Black Lives Matter, 30, 81, 86, 123, 182, 206  
*Blackness for Sale*, 6, 240–41  
Black pathos, 229, 237; as epistemological standpoint, 36–37, 79; not reducible to Black excellence, 184; technologically prolific, 126, 135  
BlackPlanet, 17–18, 84, 116, 133–35, 247n4  
Black technoculture, 210–13, 237–38; as opposed to Western technoculture, 41  
Black technocultural matrix, 75, 226–28; categories of, 228–40  
Black Twitter, 80–81; Black reception of, 119–21; communitarianism, 94–95; content about race, 106; explainer, 92–93; facilitated by mobile computing, 90, 103; homophilic, 90, 93–94, 106; independent of whiteness, 87; intentional Blackness, 123; kairotic dimension, 107–8; reflexive, 162–67; ritual drama, 109–10; as satellite counterpublic sphere, 85–88; tool for protest, 86–87; visibility through trending topics algorithm, 81, 83, 90–93, 111–13, 116; white receptions of, 118–19; white technocultural framing of, 87. *See also* dogmatic digital practice; hashtag: Black Twitter hashtags; signifyin’ practice  
BlackWeb 2.0, 57–58  
blogs and blogging, 26, 55–56, 134; Black cultural blogs, 18, 119, 133; Black technology blogs, 57, 63–64, 74, 76  
call and response, 100, 115  
callout culture, 32, 220  
Chun, Wendy, 191, 211  
code switching, 114  
color-blindness, 48–49, 60; in social science research, 124  
context collapse, 24, 110–11, 230  
critical race studies, 16, 43, 45  
critical technocultural discourse analysis (CTDA), 2, 8–10, 25, 43, 95, 241–42; interface analysis, 42–45  
critical whiteness studies, 45, 95  
cultural studies, 27–31

Curry, Ayesha, 184–90, 202

deficit model of technology use, 10, 93, 215, 231, 241

digital commerce and advertising, 42, 47–48, 104

digital divide, 17, 29–30, 40–41, 49, 84, 136–38, 181–82, 215–16

Dinerstein, Joel, 34, 99, 210, 220–24, 226, 229, 232–33

diversity in STEM/industry, 30, 98, 133

dogmatic digital practice, 72–73, 180–85, 188–89, 208–9; respectability politics as dogmatic, 172–73, 179–90, 195

double consciousness, 7, 12–13, 20–24, 77, 99, 127, 170, 173–74

Du Bois, W. E. B., 7, 12, 16, 20–24, 93, 98–99, 127, 149, 154, 173, 241–42; “low class, undifferentiated mass,” 20, 24, 239; veil, 149–50. *See also* double consciousness

Dyer, Richard, 7, 34, 45–46, 48, 78, 97–98, 225, 229

explainer journalism, 92–93

feminist media studies, 129

Firefox, 40, 49–51, 54, 61, 64–65

Fouché, Rayvon, 211–14

Gilroy, Paul, 237–38, 240

glitch racism, 133, 152

Hacking, Ian, on *dynamic nominalism*, 23

hashtag: Black memetic subgroups, 203–4; Black Twitter hashtags, 88, 113–17, 204; communitarian digital practice, 167–70; curatorial function, 113; generic hashtags, 114; hashtag-as-sign, 112; history of use, 91, 107; as hyperlinks, 111, 113, 117; instrumental analysis of, 111–12; mapping onto Black cultural performativity, 102; as ratchet digital practice, 130–32; reductive analysis of, 106; as reflexive digital practice, 163–64; semiotic analysis of, 112–17; as signifyin’ practice/call and response, 113–16; Twitter trending topic algorithm, 81–83, 114, 116, 123; 2009 Black Entertainment Television (BET) Awards, 91; virality, 107, 214; visibility of Black Twitter, 81–83, 90–91, 122; weak-tie racism, 161

Hughes, Everett C., on ethnic identity, 22, 96–97, 101, 117, 123

hyperlink: epistemology of, 132; hashtag as hyperlink, 111, 113, 117; user identity, 248n9

instrumentalism, 27, 28, 59, 84–85, 111–12

interface analysis, 42–44, 95, 103–5

intersectionality, 173, 230–32

*inventio*, 100, 109

jouissance, 31, 33–34

kairos/kairotic, 106–7; Black kairos, 218–20; decorum, 108; meme-production, 205; technologically mediated, 219–20

Kerner Commission Report (1968), 49

keyboard warrior/slactivism, 188, 199

libidinal economy, 10–11, 31–34; of racism, 126–27

Lyotard, Jean-Francois, 31–34

memes/memetic: Black deviance/respectability, 149, 181; Black memetic culture, 203–6; Shifman, 204–6; subgroups/subcultures, 204, 206

Miller, Daniel, and Don Slater, 4–5

mobile digital practice: affordances of, 142; digital divide, 137–38; dogmatic digital practice, 181; smartphones, 41, 120, 132, 136–44, 247n5–7; smartphones as third place, 138–40; Twitter, 90, 117, 120, 123

Moten, Fred, 218, 227, 229

*Negro Motorist Green Book*, 2–4, 15

Obama, Barack Hussein, 73–74, 137, 181

Pacey, Arnold, 27, 54, 99

paratextual analysis, 55–56, 76, 85

pathos, 34–36; vs. jouissance, 34–35; vs. logic/logos, 35; as produced by interiority, 35–36; Twitter affords expressions of, 188. *See also* Black pathos

police brutality, 31–32, 140, 157, 159, 161

political economy, 27–30

preencounter catharsis, 139–41

race: as informational, 21; microaggressions, 153–55; race-as-technology, 191, 211; race online, 96; racism as frame, 42, 58, 126, 151, 153

racial battle fatigue, 14–15, 81, 160–62

racial formation theory, 43–45, 117, 230

ratchetry, 126–27, 128; vs. banality, 129; as deviance, 130–32; digital practice, 145–48; gendered, 129, 247n3; as pejorative, 144; in tension with racism, 127, 172. *See also* hashtag: as ratchet digital practice

receipts, 19, 219–20

respectability politics, 126–27, 171, 173–74; abnegation, 177–79; antiblackness of, 176–78; appropriate technology ownership/use, 136, 138, 181–83; assimilation, 176–79; disapproval of Black Twitter, 87; embrace of modernity, 175–76, 190, 236; vs. ratchetry, 130–31; white technoculture, 75. *See also* dogmatic digital practice

science and technology studies, 16, 35, 242; Harding, 36; material semiotic analysis, 5; technology as text, 25, 95; Woolgar, 25

signifyin' practice, 78, 88, 94–95, 100–101, 105–11, 113–14

snaps/playing the dozens, 88–89, 94

standpoint epistemology, 11, 36

technorationalism, 89–90, 199, 208

Telecommunications Act (1996), 181–82

The Root, 191–96

triadic formulation of technology, 27, 54, 97, 99

Trump, Donald J., 33, 85–86, 90, 158, 163

Twitter: “@” function, 85; affordances, 101–5; application programming interface (API), 104; follows feature, 85, 93–94; hashtags, 90–91, 111–17; history of, 102–5; interface, 82; trending topics algorithm, 91–92, 111–13, 116; TXTmob, 102–3. *See also* hashtag: Black Twitter hashtags

2009 Black Entertainment Television Awards, 91

weak-tie racism, 155–61, 167

web browser, 39–40, 47–49; browser vs. mobile affordances, 104–5; niche browsers, 42, 75–76; personalization of content, 13; as racial ideology, 44–45; as synecdoche for internet, 39; United States v. Microsoft Corporation (2001), 39, 48; universal browser, 13, 43, 224. *See also* Blackbird browser

Western technoculture, 220–26; Western technocultural matrix, 221–22

whiteness: as epistemology, 37; of internet industries, 133; interpretive flexibility of, 6–7, 21–22, 94, 97–98, 224; interstitial whiteness, 46–48; as property, 45–46; as seminal to American technoculture, 34; technology as white mythology, 99; as transcendent, 78; as universal, 21, 46, 48, 97–98; as unmarked, 8, 46

Wilderson, Frank, 31–34, 212, 226

Yancy, George, 35–36, 151–52, 228–29

