

ABOUT THE AUTHOR

André Brock Jr. is an associate professor of Black Digital Media at Georgia Tech. He is an interdisciplinary scholar with an MA in English and Rhetoric from Carnegie Mellon University and a PhD in Library and Information Science from the University of Illinois at Urbana-Champaign.

His scholarship includes published articles on racial representations in videogames, Black women and weblogs, whiteness, Blackness, and digital technoculture, as well as innovative and groundbreaking research on Black Twitter. His article “From the Blackhand Side: Twitter as a Cultural Conversation” challenged social science and communication research to confront the ways in which the field, in his words, preserved “a color-blind perspective on online endeavors by normalizing whiteness and othering everyone else” and sparked a conversation that continues as Twitter in particular continues to evolve as a communication platform.

The author of numerous journal articles and book chapters, Dr. Brock’s writings have appeared in prominent journals like *Media, Culture, and Society*, *New Media & Society*, *Journal of Broadcast and Electronic Media*, *Journal of Computer-Mediated Communication*, and *Information, Communication & Society*.

Dr. Brock is a charter member of the NYU Center for Critical Race and Digital Studies.

