Contents

Acknowledgements vi
Preface viii
Saskia Sassen
Notes on the authors x

Introduction xvii
Karen Gregory, Tressie McMillan Cottom, and Jessie Daniels

Part I: Digital sociology in everyday life **1**
1 Structure and agency in a digital world 3
Karen Gregory
2 Beyond digital dualism: Modeling digital community 9
Alexia Maddox
3 A return to *Gemeinschaft*: Digital impression management and the sharing economy 27
Alexandrea J. Ravenelle
4 Digital discourse analysis: Finding meaning in small online spaces 47
Timothy Recuber
5 Virtually ethical: Ethnographic challenges in researching textile crafters online 61
Alison Mayne
6 Interactivity, social media, and Superman: How comic books can help us understand and conceptualize interactivity online 77
Harry T. Dyer
7 The digital solidarity trap: Social movement research, online activism, and accessing the other's others 103
Theresa A. Hunt
8 Digital Orientalism: TripAdvisor and online travelers' tales 119
Trevor Jamerson

Part II: Digitized institutions **137**

9 Digitized institutions and inequalities 129
Tressie McMillan Cottom

10 Toward a digital sociology of school 147
Neil Selwyn, Selena Nemorin, Scott Bulfin, and Nicola F. Johnson

11 Representing "inforgs" in data-driven decisions 163
Jeffery Alan Johnson

12 Employee monitoring in a digital context 181
Calle Rosengren and Mikael Ottosson

13 Digital sociology's vocational promise 195
Stephen R. Barnard

14 Black cyberfeminism: Ways forward for intersectionality and digital sociology 211
Tressie McMillan Cottom

15 Deconstructing racism on college websites 233
Monita H. Mungo

16 Yakking about college life: Examining the role of anonymous forums on community identity formation 251
Francesca Tripodi

17 On Thursdays we watch *Scandal*: Communal viewing and Black Twitter 273
Apryl Williams

18 Disruptive labor: Bleacher Report and the monetization of mass amateurization 295
Andrew McKinney

19 Covert leisure and public spaces: Geocaching in post-9/11 New York City 313
Jonathan R. Wynn

Part III: Digital bodies **333**

20 Bodies in code 335
Jessie Daniels

21 Personal data practices in the age of lively data 339
Deborah Lupton

22 "They're just too urban": Black gamers streaming on Twitch 355
Kishonna L. Gray

23 From "geek" to "chic": Wearable technology and the woman question 369
Elizabeth Wissinger

24 Queer Facebook? Digital sociality and queer theory 387
Benjamin Haber

25 The Ms. Dewey "experience:" Technoculture, gender, and race 401
Miriam E. Sweeney

26 The Emperor's new data clothes: Implications of "nudity" as a racialized and gendered metaphor in discourse on personal digital data 421
Yuliya Grinberg

27 Post your comments below: A case study of immigrant bashing online 435
Adrian Cruz and Kazuyo Kubo

28 Our mothers have always been machines: The conflation of media and motherhood 449
Kara van Cleaf

29 #notracist: Exploring racism denial talk on Twitter 463
Sanjay Sharma and Phillip Brooker

Index 487