

# CONTENTS

<i>List of Figures</i>	xiii
<i>List of Contributors</i>	xv
<i>Acknowledgements</i>	xxv
Introduction <i>Elisabetta Costa, Patricia G. Lange, Nell Haynes, and Jolynna Sinanan</i>	1
<b>PART I</b>	
<b>Histories</b>	15
1 Media Anthropology and the Digital Challenge <i>Mark Allen Peterson</i>	17
2 Indigenous Media: Anthropological Perspectives and Historical Notes <i>Philipp Budka</i>	33
3 A Longitudinal Study of Media in Brazil <i>Conrad Phillip Kottak and Richard Pace</i>	47

<b>PART II</b>	
<b>Approaches</b>	<b>61</b>
<b>A</b>	
<b>Media as Infrastructure</b>	<b>63</b>
4 “Here, Listen to My CD-R”: Music Transactions and Infrastructures in Underground Hip-Hop Touring	65
<i>Anthony Kwame Harrison</i>	
5 “Technology is Wonderful Until It Isn’t”: Community-Based Research and the Precarity of Digital Infrastructure	77
<i>Jerome Crowder, Peggy Determeyer, and Sara Rogers</i>	
6 Media Migration	89
<i>Patricia G. Lange</i>	
7 The Digitally Natural: Hypomediacy and the “Really Real” in Game Design	103
<i>Thomas M. Malaby</i>	
<b>B</b>	
<b>Media as Practice</b>	<b>117</b>
8 Media Practices and Their Social Effects	119
<i>John Postill</i>	
9 Television is Not a Democracy: The Limits of Interactive Broadcast in Japan	132
<i>Elizabeth A. Rodwell</i>	
10 Producing Place through Play: An Ethnography of Location-based Gaming	145
<i>Kyle Moore</i>	
11 PhotoMedia as Anthropology: Towards a Speculative Research Method	157
<i>Edgar Gómez Cruz</i>	
12 Content-as-Practice: Studying Digital Content with a Media Practice Approach	171
<i>Christoph Bareither</i>	

<b>C</b>		
<b>Media as Materiality</b>		<b>183</b>
13	The Materiality of the Virtual in Urban Space <i>Jordan Kraemer</i>	185
14	Anthropology and Digital Media: Multivocal Materialities of Video Meetings and Deafness <i>Rebekah Cupitt</i>	200
15	Cloudwork: Data Centre Labour and the Maintenance of Media Infrastructure <i>A.R.E. Taylor</i>	213
16	Media Anthropology and Emerging Technologies: Re-working Media Presence <i>Sarah Pink, Yolande Strengers, Melisa Duque, Larissa Nichols, and Rex Martin</i>	229
<b>D</b>		
<b>Media as Representation</b>		<b>243</b>
17	#Everest: Visual Economies of Leisure and Labour in the Tourist Encounter <i>Jolynna Sinanan</i>	245
18	Postcolonial Digital Collections: Instruments, Mirrors, Agents <i>Haidy Geismar and Katja Müller</i>	258
19	Ethnographies of the Digitally Dispossessed <i>Heather Ford</i>	272
<b>PART III</b>		
<b>Thematic Considerations</b>		<b>285</b>
<b>A</b>		
<b>Relationships</b>		<b>287</b>
20	“Friends from WeChat Groups”: The Practice of Friendship via Social Media among Older People in China <i>Xinyuan Wang</i>	289

21	Mediated Money and Social Relationships among Hong Kong Cross-boundary Students <i>Tom McDonald, Holy Hoi Ki Shum and Kwok Cheung Wong</i>	301
22	Narratives of Digital Intimacy: Romanian Migration and Mediated Transnational Life <i>Donya Alinejad and Laura Candidatu</i>	314
<b>B</b>		
	<b>Social Inequality and Marginalisation</b>	<b>329</b>
23	Mediating Hopes: Social Media and Crisis in Northern Italy <i>Elisabetta Costa</i>	331
24	Digital Inequality and Relatedness in India after Access <i>Sirpa Tenhunen</i>	343
25	In This Together: Black Women, Collective Screening Experiences, and Space-Making as Meaning-Making <i>Marlaina Martin</i>	355
26	Black Gamer's Refuge: Finding Community within the Magic Circle of Whiteness <i>Akil Fletcher</i>	368
<b>C</b>		
	<b>Identities and Social Change</b>	<b>379</b>
27	Inking Identity: Indigenous Nationalism in Bolivian Tattoo Art <i>Nell Haynes</i>	381
28	Being Known and Becoming Famous in Kampala, Uganda <i>Brooke Schwartz Bocast</i>	395
29	The Hall of Mirrors: Negotiating Gender on Chilean Social Media <i>Baird Campbell</i>	410
<b>D</b>		
	<b>Political Conservatism</b>	<b>425</b>
30	Media Anthropology and the Crisis of Facts <i>Peter Hervik</i>	427

31	Conspiracy Media Ecologies and the Case for Guerilla Anthropology <i>Leighton C. Peterson and Jeb J. Card</i>	441
32	Researching Political Trolls as Instruments of Political Conservatism in Turkey: A Historical Framework and Methodological Reflections on a Discourse Community <i>Erkan Saka</i>	454
33	Performing Conservatism: A Study of Emerging Political Mobilisations in Latin America using “Social Media Drama” Analysis <i>Raúl Castro-Pérez</i>	465
<b>E</b>		
	<b>Surveillance</b>	<b>479</b>
34	Algorithmic Violence in Everyday Life and the Role of Media Anthropology <i>Veronica Barassi</i>	481
35	Queer and Muslim? Social Surveillance and Islamic Sexual Ethics on Twitter <i>Benjamin Ale-Ebrahim</i>	492
36	Queer Sousveillance: Publics, Politics, and Social Media in South Korea <i>Alex Wölff</i>	505
<b>F</b>		
	<b>Emerging Technologies and Contemporary Challenges: Data, AI and VR</b>	<b>517</b>
37	The Algorithmic Silhouette: New Technologies and the Fashionable Body <i>Heather A. Horst and Sheba Mohammad</i>	519
38	Unlocking Heritage <i>In Situ</i> : Tourist Places and Augmented Reality in Estonia <i>Christian S. Ritter</i>	532
39	Precarity, Discrimination and (In)Visibility: An Ethnography of “The Algorithm” in the YouTube Influencer Industry <i>Zoë Glatt</i>	544

Contents

40	AI Design and Everyday Logics in the Kalahari <i>Nicola J. Bidwell, Helen Arnold, Alan F. Blackwell, Charlie Nqeisji, Kun Kunta, and Martin Ujakpa</i>	557
41	Ethnography of/and Virtual Reality <i>Lisa Messeri</i>	570
	Afterword <i>Eric W. Rothenbuhler</i>	581
	Appendix	586
	Index	596