Demands for Intellectual Labor from Black Women Thought Leaders on Twitter

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Agenda

Context
Black women and Twitter

Demands
Information Seeking Hypervisibility/Invisibility

Concepts:
❖ Intellectual Labor
❖ Appraisal
❖ Therapeutic/Digital intimacy

Approach:
Content analysis
Black Women and Twitter

- Literature on Black Twitter is on the rise;
  - Black women on Twitter #Scandal & personal disclosures = digital leisure & therapeutic intimacy
  - “A racially unmarked and disembodied space, Twitter is perceived as white” (Kuo, p. 499, 2018)
  - “When Western ethnologists and collectors enter, the objects move into another orbit of value, one determined by Europeans...higher in monetary terms than the one they are given in their indigenous sphere.” That is, records, historical or otherwise, have no value unless they come under the gaze and management of the dominant culture” (Warren, p. 783, 2016)
Conceptual Frameworks | Black Women

How Twitter violates the following:

Black women’s intellectual labor

❖ Therapeutic intimacy | Digital leisure: levels of disclosure (Nursing literature + across disciplines)
❖ Information Seeking → Black Feminist Theory-- >Invisibility/Hypervisibility

➢ Appraisal | Archival concept & rooted in capitalism: assigning value to intellectual content & artifacts; Black women as objects in the archive
Information Seeking | Hypervisibility | Invisibility

- Information need → Information seeking
- Information professionals & library instructors look at information seeking through the information literacy lens; the veracity of sources
- Black women are not situated at knowers; epistemic violence (Kristie Dotson, pp. 242-243, 2011)
  - In some cases, it is simply hypervisibility, e.g. your avatar, hashtag trending, that leads to online harassment.
Demands

“Whenever something happens and everyone on Twitter is talking about it, and it relates, especially if it relates to like race...I’ll find people like in my DMs if it’s someone I also follow or just in my notifications with questions like, “Hey, you know, you haven’t said anything about this, what do you think about this?...If I tweet like a thread about something then people will come back with “can I ask, I want to ask more questions about this.” Or, you know, demanding even more than what I’ve already given. -Interviewee
Intellectual Labor

“Even what is considered “knowledge” and what is considered “labor” are not neutral. I can do the same things that someone who is not a Black woman, or a woman, or Black does, and it is instantaneously deemed “not valuable” but also “owed” to people at the same time.” -Trudy, “I Do Not Care About Your “Learning” on Twitter,” Drift Sojourn (blog)
Intellectual Labor

- Digital Economy → Knowledge Worker → Intellectual Labor
  → “Hierarchical world of knowledge work” (Terranova, p.40, 2000)
Approach

- Critical Technocultural discourse analysis (Brock, 2016)
- Data Collection: Isolate tweets over a period of time to see how thought leaders interact with hashtags and community
- Interview(s)
REFERENCES


Questions & Discussion

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