Table of Contents

André L. Brock, Jr.

Associate Professor

School of Literature, Media, and Communication

I.   Earned Degrees

Year	Degree Conferred	Institution
2007	PhD, Library and Information Science	University of Illinois Urbana-Champaign Champaign, Illinois, USA
2003	M.A., English/Rhetoric	Carnegie Mellon University Pittsburgh, Pennsylvania USA
2001	B.A., Liberal Arts (Magna Cum Laude)	City College of New York (CUNY) New York, New York USA

II.   Employment History

Year	Position	Institution

2018-Present	Associate Professor *Awarded Tenure April 2020*	Georgia Institute of Technology Atlanta, Georgia USA
2013-2018	Assistant Professor, Tenure-Track	University of Michigan Ann Arbor, Michigan USA
2007-2013	Assistant Professor, Tenure-Track *Awarded Tenure and Promotion to* *Associate Professor – April 2013*	University of Iowa Iowa City, Iowa USA

III.   Honors and Awards

2023   - Senior Georgia Tech nominee for Carnegie Fellowship: *Digital Revanchism: Whiteness and Misinformation*
- Listed as "#18: Best Tech Books of All Time" by The Verge
- Ida Beam Distinguished Research Fellow, awarded by the University of Iowa
- Georgia Tech Ivan Allen College Gold Star Award for external research grant over $500,000

2022   - Georgia Tech Nominee for Schmidt Science Fellowship
- Georgia Tech Ivan Allen College Silver Star Award for first time external research grant over $50,000

2021   - Nancy Baym Book Award for Outstanding Research in Internet Studies for *Distributed Blackness.* Association of Internet Researchers
- Harry Shaw and Katrina Hazzard-Donald Award for Outstanding Work in African-American Popular Culture Studies for Distributed Blackness. Popular Culture Association
- Georgia Tech/Ivan Allen College Faculty Excellence in Research Award

2020- VentureBeat's "An AI Reporter's Best Books of the Year" for Distributed Blackness and Black Futures

University of Michigan
2017   Nominated for Golden Apple Undergraduate Student Award for Teaching Excellence
2016   Visiting Research Fellowship, Microsoft Research New England Social Media Collective

University of Iowa
2012   Obermann Scholar - Cmiel Research Semester
2007   Fellow, Center for Ethnic Studies and the Arts

IV.   Research, Scholarship, and Creative Activities

A.   Published Books, Book Chapters, and Edited Volumes

A1. Books
Adelman, D., **Brock A.**, Dial A., Dinkins, S., Fouché R., He H., Nagy J., Nakamura L., Knight Steele C., Walcott R., Williams J., Winstead J., Yergeau MR, and Zeitlin-Wu L.. (2025) *Technoskepticism.* Stanford, CA: Stanford UP. (Contribution: 15%)
> *Honorable Mention 2025 Ángel David Nieves Book Award – Edited Collection - American Studies Association Digital Humanities Caucus*

Brock, A. (2020) *Distributed Blackness: African American Cyberculture*. New York: NYU Press

A2. Refereed Book Chapters

King, D. and **Brock, A.** (forthcoming) "In conversation with André Brock: Black technoculture, Black geographies, and Black futurity". in M. Gergan, P. Gupta, L. Lookabaugh, and S. Smith (eds.) *About Time: The Politics and Poetics of Desirable Futures*. Athens, GA: University of Georgia Press.

Brock, A. (2024) "The Changing Same: Blackness, Representation, and Video Games" in D. Harley and G. Voorhees (eds.) *ADE for Games: Approaches to Anti-Racism, Decolonization, Equity, Diversity, and Inclusion in Games Research and Creation*. (Pittsburgh, PA: PlayStory Press). 91-103

Brock, A., Chateau, D., Coleman, B., Denson, S., Egbe, A. Furuhata, Y., Gunning, T., Kirkwood, J.W., Mulvey, L., and Plantin, J. (2024) "Ten Statements on Technics". in N. Baer and A. van den Oever (eds.) *Technics: Media Technologies in the Digital Age.* Amsterdam, NL: Amsterdam University Press. (Contribution 10%).

- *Awarded Runner Up: 2025 Best Edited Volume by British Association of Film, Television and Screen Studies*

Brock, A. (2012) "Kanye, kairos, and masculinity". In R. Jackson and J. Moshin (eds) Marginalized Masculinities: Identity Politics in TV, Film, and New Media . New York: Routledge. 17-30

A3. Edited Volumes
No Data

B. Refereed Publications and Submitted Articles

List all refereed journal publications, then refereed conference proceedings, and then other refereed materials. Include those accepted or submitted and indicate their status. (Consult your school or college standards for what counts as "refereed.")

B1. Published and Accepted Journal Articles

Klein, L., Martin, M., **Brock, A.**, Antoniak, M., Walsh, M., Johnson, J. M., Tilton, L., & Mimno, D. (2025). Provocations from the humanities for generative AI research. In arXiv [cs.CY]. https://doi.org/10.48550/ARXIV.2502.19190 (Contribution: 25%)

Brock, A. (2025) "The Illumination of Black Twitter: Charles Mills, Race, and Digital Media Theory" *Media Theory 9.*2. 241-256

Noble, S., Roberts, S.T., Bui, M., **Brock, A**., Snow, O. (2024) "Structural racism in tech: Social media platforms, algorithmic bias, and racist tech". In D.A. Christakis and L. Hale (eds.) *Handbook of Children and Screens: Digital Media, Development, and Well-Being from Birth Through Adolescence*. Switzerland: Springer Nature. 269-274 [contribution 15%]

Kumasi, K., **Brock, A**. (2022) "The Global Drumbeat: Permeations of Hip Hop Across Diverse Information Worlds" International Journal of Information, Diversity, and Inclusion 6, 1/2. https://doi.org/10.33137/ijidi.v6i1.38230

Brock, A. (2020) "Black Technoculture and/as Afrofuturism" *Extrapolation* 61, 1/2. 7-28. DOI:10.3828/extr.2020.3

Brock, A. (2018), "Critical Technocultural Discourse Analysis", *New Media and Society.* 20, 3. 1012-1030

(2020) translated into Brazilian Portuguese "Análise Critica Tecnocultural do Discurso" in T. Silva (ed.) *Comunidades, Algoritmos E Ativismos Digitais: Olhares Afrodiaspóricos*. Brazil: IBPAD/Literua. 63-85

Brock, A. (2015), "Deeper Data", *Media Culture and Society* 37: 1084-1088 doi:10.1177/0163443715594105

Brock, A. (2012) "On the Black hand side: Twitter as a cultural conversation". *Journal of Broadcast and Electronic Media* 56,4. 529-549

Brock, A. (2011) "Beyond the pale: the Blackbird web browser's critical reception". *New Media and Society* 13, 7. 1085-1103. doi: 10.1177/1461444810397031)

(2023) reprinted as book chapter in J. Abbate and S. Dick (eds.) *Abstractions and Embodiments: New Histories of Computing and Technology*. Baltimore, MD: Johns Hopkins University Press. 60-83

Brock, A. (2011) "'When keeping it real goes wrong': Resident Evil 5, racial representation, and gamers". *Games and Culture* 6, 5. 429-452. doi: 10.1177/1555412011402676

Brock, A., Kvasny, L., Hales, K. (2010) "Cultural appropriations of technical capital: Black women, weblogs, and the digital divide". *Information, Communication, and Society* 13, 7. 1040-1059

Brock, A. (2009) "Life on 'The Wire': Deconstructing race on the Internet". *Information, Communication, and Society* 12,3 (April): 344.

Brock, A. (2009) "'Who do you think you are?': Race, representation, and cultural rhetorics in online spaces". *POROI* 6,1. Available from http://ir.uiowa.edu/poroi/vol6/iss1/3

Brock, A. (2005) "'A belief in colored men is a belief in humanity': African American philosophy and the digital divide". *Journal of Computer-Mediated Communication* 11,1: 357-374.

B2. Conference Presentation with Proceedings (Refereed)

Sweeney, M. and **Brock, A**. (2014), "Critical Informatics: New methods and practices", *Proceedings of the American Society for Information Science and Technology,* 51, 1. 1–8, 2014.   DOI: 10.1002/meet.2014.14505101032

Brock, A. (2008) "Race matters: African Americans on the Web following Hurricane Katrina". In F. Sudweeks, H. Hrachovec, and C. Ess (Eds.) *Proceedings of Cultural Attitudes Towards Communication and Technology*: 91-105.

Brock, A. (2006) "Defining a community and a culture: Racial identity production by Black and mainstream websites". In *Proceedings of iConference 2006 Doctoral Symposium*.

B3. Other Refereed Material

Brock, A. (2024) "Mode of Black Life: Fear of a b/Black Consciousness". [Review Essay] *Small Axe: A Journal of Caribbean Theory 73.*

Brock, A. (2014). "Interrogating information access: Quantitative and qualitative research digital divides".[Review Essay] *New Media & Society*, 1-5. doi: 10.1177/1461444814530089.

Brock, A. (2005) "Technicolor: Race, technology and everyday life" [Review]. *Resource Center for Cyberculture Studies*. Available from http://www.com.washington.edu/rccs/ bookinfo.asp? ReviewID=341&BookID=285

B4. Submitted Refereed Works (with Date of Submission)

Winstead., K. and **Brock, A.**, (submitted March 2024) "We Losin Recipes!: Building Archives of Black Digital Culture". Social Science Research Council's Just Tech Platform.

Brock, A., Dinkins, S., Fouché, R., Knight-Steele, C., Nakamura, L., Yergeau, M.R. (March 1, 2024) *Digital Optimism*. Polity Press [Submitted for Consideration]

Brock, A. (March 15, 2025) *[M]ode of Black Life: Black Optimism and the Digital*, New York University Press   [submitted for consideration]

Brock, A. (April 20, 2025) *Critical Technocultural Discourse Analysis: A Guide to Researching Digital Media.* Routledge [submitted for consideration]

C.   Other Publications and Creative Products

Brock, A. (2023) "Foreword: The Significance of Hashtag Activism in This Political Moment" in M. Ames and K. McDuffie (eds.) *Hashtag Activism Interrogated and Embodied*. Denver, CO: Utah State University Press. ix-xii

Brock, A. (2022) "Critical Technocultural Discourse Analysis" [Video] Sage Research Methods Online. Available from https://methods.sagepub.com/video/srmpromo/qVekKj/introduction-to-critical-technocultural-discourse-analysis-ctda

Brock, A. (2020). "BlackPlanet's Black Future". In J. Wortham and K. Drew (eds.) *Black Futures.* New York: Random House. 428-431

D.   Presentations

Keynotes
Brock, A., Clark, M.D., Fraser, R. (2025) "Towards realizing safety for Black people on the web". Archiving the Black Web 2025. Atlanta, GA

Brock, A. (2025) "Critical Digital Representations: Data as Black technoculture". Institute in Critical Quantitative, Computational, & Mixed Methodologies. Johns Hopkins University, Baltimore, MD.

Brock, A. (2024, February) "Covid, Economy, Anomie: Critical Approaches to the Black Digital".
Critical Approaches to Black Media Culture, Tulane University, New Orleans LA

Brock, A. (2023) "A Mode of Black Life: Afro-Optimism and the Black Digital". Ida Cordelia Beam Distinguished Visiting Professor Lecture. University of Iowa, Iowa City IA

Brock, A. (2023) "Blackness at Scale". Keystone Digital Humanities Conference, Johns Hopkins University. Baltimore, MD

Brock, A. (2022) "It's Not the Data: weak tie algorithmic sociality and digital culture" ACM Conference on Fairness, Accountability, and Transparency, Seoul, Korea.

Brock A. (2022) "Black Twitter as Memory Work" Media Crease Symposium. University of California, Berkeley.

Brock, A. (2021). "On Race and Technoculture" Microsoft Research Symposium on Race and Technology. Microsoft Research New England. Cambridge, MA

Brock, A. (2021) "Race and Racism in Internet Studies". Association of Internet Researchers conference. Philadelphia, PA

Brock, A. (2021). "On Race and Technoculture" Popular Culture Association [virtual]

Brock, A. (2018). "Black Technoculture". Given at "Intentionally Black, Intentionally Digital" conference, University of Maryland - College Park, College Park, MD

Invited Talks
Brock, A. (2025, August) "AI and Technoculture". Northern Illinois University

Brock A. (2025, June) "The future of Black librarianship". History of Black Librarianship Seminar Series. University of South Carolina, Columbia, SC.

Brock A. (2025, February) "Beyond Resistance: Black life and the digital". African American Medical Librarian Association

Brock, A., Banks, A., Clark, M. Slaughter, C. (2024, November) "Black Cyberculture and the 2024 Election". Center for Spatial and Textual Analysis. Stanford University. Palo Alto, CA

Brock, A. (2023, November) "Of Digital Diasporas and Private Publics". When Media Put Social Justice At Risk symposium, University of Pennsylvania. Philadelphia, PA

Brock, A. (2023, September) "Black Online Culture, Blackfishing, and Digital Blackface". Augusta Baker Chair Lecture Series. University of South Carolina. Columbia, South Carolina. https://youtube.com/watch?v=S87iosM3zQ8

Brock, A. (2023, November) "Afrofuturism as Content Moderation". Afrofuturism and the Law conference, Georgetown Law School, Washington DC

Brock, A. (2023, April) "The Changing Same: Blackness, Representation, and Video Games". University of Waterloo, Waterloo, ON.

Brock, A. (2023, June) "Weighing in: Blackness at Scale". Keystone Digital Humanities Conference 2023, Johns Hopkins University. Baltimore, MD

Brock, A. (2023, February) Black Twitter Summit. CUNY Journalism Center, New York, NY

Brock, A. (2023, March) "[m]ode of Black Joy". Edmund Gordon Institute For Urban and Minority Education. Teachers College. New York, NY.

Brock, A. (2022, April) "Projects: Kahlil Robert Irving and Simone White". New York Museum of Modern Art/Studio Museum of Harlem. Moderator

Brock, A. (2022, May) ""The Illumination of Blackness: Afro-optimism and Digital Cultures" New Media for Culture Symposium, University of Oregon. Eugene, OR

Brock, A. (2022, April) "Introducing CTDA" African Digital Humanities Symposium. Clark Atlanta University

Brock, A., Abdurahman, J.K., Samudzi, Z., and Smyth, S.A. (2022, March) "Between the Black Radical Tradition and the Digital". *Logic Magazine/Haymarket Books.* https://www.youtube.com/watch%3Fv%3Dkiuv7W4gNqo

Brock, A. (2022, March) "Distributing Blackness". Discerning Diverse Voices Symposium on Diversity: Medium as the Message.University of Alabama. Tuscaloosa, AL

Brock, A. (2021, December) "On Race and Technoculture". Department of African and American Studies. University of Michigan. Ann Arbor, MI

Brock, A. (2021, October) "On Race and Technoculture". Rivkind Seminar. City College - City University of New York. New York, NY

Brock, A. (2021, April) "Not new to dis, we true to dis - The Black presence online from then to now". Plenary speaker. Archiving the Black Web conference. Virtual

Brock, A. (2020, April)."On Race and Technoculture". Purdue University. West Lafayette, IN.

Brock, A. (2020, March). "Racial representation in technoculture". Jepson Leadership Forum Speaker Series "Digital Dystopias: Truth and Representation in the Internet Age" University of Richmond, Richmond, VA

Brock, A. (2020, March) "Hacking Democracy: Technology, The Internet, and Politics". John Breaux Symposium. Louisiana State University. Baton Rouge, LA.

Brock, A. (2020, February) "Critical Technocultural Discourse Analysis". University of Illinois - Chicago. Chicago, IL.

Brock, A. (2020, February) "Tea and Conversation: Race and Gaming". Loyola University - Chicago. Chicago, IL.

Brock, A. (2020, February) "Distributed Blackness with Ruha Benjamin". Planet Deep South.

Georgia Tech, Atlanta, GA.

Brock, A. (2020, February) "A Future Made Manifest: Black Cybercultures". Piedmont College. Demorest, GA.

Brock, A. (2020, February) "Doubly Conscious: Black Cybercultures". University of Georgia. Athens, GA.

Brock, A. (2020, January) "ESC Plan: Culture After Tech Culture - Unimaginable?". University of Michigan. Ann Arbor, MI.

Brock, A. (2020, January) "On Black Technoculture". Ethics, Society, and Computing Center. University of Michigan. Ann Arbor, MI.

Brock, A. (2019). "Finding Our Place: How Black American's Use Social Media to Carve Out Their Niche". University of Kentucky, Lexington, KY.

Brock, A. (2019). "What's at Stake: Race x Technology" Plenary Speaker. Race, Technology, and the Future: Setting the Agenda conference. New York University, New York, NY.

Brock, A. (2019) "On Race and Technoculture" Carnegie Mellon University. Pittsburgh, PA.

Brock, A. (2019). "Co-opting AI: Race". New York University, New York, NY.

Brock, A. (2019) "Interrogating Digital Blackness". University of Virginia. Charlottesville, VA.

Brock, A. (2019) "Social Media and Professional Development". Plenary speaker. Agnes Scott College, Decatur GA.

Brock, A. (2019). "On Race and Technoculture" The Steven Jones Annual Internet Studies Lecture. 2019 International Communication Association Conference. Washington DC

Brock, A. (2019) "Critical Technocultural Discourse Analysis". Data and Society, New York, NY

Brock, A. (2019). "Whiteness as Technoculture". University of Texas-Austin, Austin TX

Brock, A. (2019). "Black Technical Objects: Policing, Black Men, and Bad Data". Catholic University, Washington DC

Brock, A. (2018). "Towards a Theory of Black Cyberculture" Berkman Klein Center, Harvard University. Boston, MA

Brock, A. (2018). "An Algorithmic Hail: Racism and Black Digital Practice". 8th Annual Symposium on Digital Ethics. University of Loyola - Chicago, Chicago IL

Brock, A. (2018). "On Sight/Site: Black Respectability and Black Twitter" Invited Talk. University of California - Berkeley, Berkeley, CA

Brock, A. (2018). "Distributed Blackness" Becoming Digital Symposium. University of Michigan, Ann Arbor, MI

Brock, A. (2018). "A governmental habit of thought" Invited talk. University of Pennsylvania Control Society Speaker Series. University of Pennsylvania, Philadelphia, PA.

Brock, A. (2017). "What do we talk about when we talk about Black Twitter". Stanford University, Palo Alto CA

Brock, A (2017) "A Critical Race Approach to Social Informatics" University of California Los Angeles School of Information, Los Angeles, California

Brock, A (2017) "Black Joy as a Frame for Black Digital Practice" Arizona State University - Department of English, Tempe, AZ

Brock, A (2017) "The Salience of Race for Digital Research", FEMBOT Symposium, Bowling Green University, Bowling Green, OH

Brock, A (2017) "The Price of the Ticket: Racism, Black Digital Practice, and Racial Battle Fatigue" University of Maryland College Park - Maryland Institute for the Humanities, College

Park, MD

Brock, A (2016) "Black + Twitter: A Cultural Informatics Approach" MIT, Cambridge, MA

Brock, A (2016) "The Materiality of Black Digital Practice" Bentley University, Boston, MA

Brock, A (2016) "Black + Twitter: A Cultural Informatics Approach" Microsoft Research New
  England, Cambridge, MA

Brock, A (2016) "Race and Technoculture: Policing of/and Black Twitter" Media, Technology, and
  Society Speaker Series, Northwestern University, Evanston, IL

Brock, A (2015) "A Materiality of Virtual Embodiment: Blogs, Twitter, and Black Life Matters"
  University of Pennsylvania, Philadelphia, PA

Brock, A. (2015) "The Infusion of Racial Tension in Social Media" Google, Ann Arbor, MI

Brock, A. (2014) "Race, Social Media, and #BlackLivesMatter" The Symposium on Equity and
Inclusion in Social Media and Internet Communication, Arizona State University, Tempe, AZ

Brock, A., Nakamura, L., Peterson, L., Wortham, J. Siddiqi, A. (2014) "Keynote: Race and Social
  Media". Theorizing the Web Conference, Brooklyn, NY.

Brock, A. (2014) "Race and Social Media" Loyola University Chicago, Chicago IL

Brock, A. (2013) "The New 'Stop Snitchin': Sexism, Technoculture and Twitter OR (tl;dr) Twitter
  as a Medium and Catalyst for Evocations of Technoculturally Oriented Sexism and
  Racism". University of Wisconsin-Madison, Madison, WI

Brock, A. (2013) "Critical Cultural Informatics: Twitter and Black Discourse". University of Illinois -
  Urbana Champaign, Champaign, IL. Audio available at http://waterfall.lis.illinois.edu/dl/
  events/andrebrock.feb19.2013.mp3

Brock, A. (2013) "Bleeks Assembled! Exploring Black Geek Culture: Turning Your Passion into a
  Career". Black Geek Week. University of Illinois - Urbana Champaign, Champaign, IL

Brock, A (2011) "The curious case of a Black browser: Cultural values as a predictor of
  technology use". Google, Seattle, WA. Available from www.youtube.com/watch?
  v=udAw4T69esY

Brock, A. (2005) "The WUN cultural computing grid". Global Grid Forum, Chicago, IL.

Conference Presentations
Brock, A. (2026, March) Society for Cinema and Media Studies Conference, Chicago, IL

Banks, J. and Brock, A. (2026, February) Critical Approaches to Black Media Culture. Tulane
  University, New Orleans

Brock, A., Browne, S., Dixon-Roman, E., McIlwain, C., Noble, S.U., Harrison, N., Winstead, K. (2026,
  February). "AI and Black Studies". Critical Approaches to Black Media Culture. Tulane
  University, New Orleans

Brock, A., Klein, L, DiSalvo, C. (2025) "Provocations for AI for the Humanities". Responsible AI.
  Georgia Institute of Technology, Atlanta, GA.

Mattern, S., Risam, R., Gilliard, C., **Brock, A.** (2024, March) "Platforms as Ephemera". Society for
  Cinema and Media Studies. Boston, MA

Brock, A. (2024, November) Ten Years of CTDA. Association of Internet Researchers. Philadelphia,
  PA.

Brock, A. (2023, November) Whiteness as Affordance. Society for the Social Studies of Science
  (4S). Honolulu, HI.

Brock, A. (2023, August) Author-Meets-Critic: Distributed Blackness. Association of Black   8
  Psychologists, Philadelphia, PA.

Winstead., K. and **Brock, A.,** (2023, March) "We Losin Recipes!: Building Archives of Black Digital

Culture". Society for Cinema and Media Studies. Denver, CO.

Brock, A. (2022) "Infrastructure without People is Just Ruins: A meditation on the future of Black Twitter". Infrastructure and/as Rhythm Symposium, University of Las Vegas Nevada

Brock, A (2017) "The White World: 'Dusk of Dawn' as a Conceptual Framework for White Digital Practice", 12th Social Theory Forum, University of Massachusetts - Boston, Boston, MA

Brock, A (2017) "Respectability Politics as Dogmatic Digital Practice" Society for Cinema and Media Studies. Chicago, IL

Brock, A (2017) "An Algorithmic Hail: Racism and Black Digital Practice" Race and Media Conference. New York University, NYC

Brock, A (2016) "An Algorithmic Hail: Racism and Black Digital Practice" Race and Media Conference. New York University, NYC

Brock, A (2016) "Black + Twitter: A Cultural Informatics Approach" Intersectionality and Games Symposium, University of Illinois - Chicago, Chicago IL

Brock, A (2016) "DuBois, Digital, Discourse: A Discourse Analytic Approach to Black Digital Identity' Digital Blackness Symposium, Rutgers University.

Steele, C.K., Senft, T., **Brock, A.**, Markham, A. (2015) "Real and Imagined Boundaries: Building Connections Between Social Justice Activists and Internet Researchers" Association of Internet Researchers - IR16. Phoenix, AZ

Brock, A. (2015) "Whiteness as Digital Imaginary: SJW as Boundary Object". Association of Internet Researchers - IR16. Phoenix, AZ

Brock, A. (2015) "Distributed Blackness: Racial Identity as Digital Norm". Race and Media Conference 2015. University of New Mexico, Albuquerque, NM.

Brock, A (2015) ""Navigating Racial Comity in Online Third Places", Society for Cinema and Media Studies Conference, Montreal QC.

Brock, A. and Sweeney, M. (2014) "Critical Informatics: New Theories and Methods". Association for Information Science and Technology Conference. Seattle, WA.

Brock, A., (2014), "Race and Technoculture: Policing and/of Black Twitter", Race and Media Symposium, University of Wisconsin, Madison, WI.

Brock, A. (2014) ""Race, Identity, Politics: The Zimmerman Verdict and Black Conservative Online Responses"". Society for Cinema and Media Studies Conference, Seattle, WA.

Brock, A. (2013) "Research Directions in Identity and Internet". Association of Internet Researchers Conference 14.0 "Resistance + Appropriation. Denver, CO.

Brock, A. (2013) "Small Data in a Big Data World". Ninth International Congress on Qualitative Inquiry. University of Illinois - Urbana Champaign, Champaign, IL.

Brock, A. (2013) "Digital Technologies as a Central Site of Struggle" National Council for Black Studies 37th Annual Conference. Indianapolis, IN.

Brock, A. (2011) "From the Black hand side: Twitter as a cultural conversation" Association of Internet Researchers Conference 12.0 "Performance and Participation". Seattle, WA.

Brock, A. (2011) "Good or bad 'bokeh': 'Pleasing' or 'distracting' blurrings of White identity on StuffWhitePeopleLike.com'. Association of Internet Researchers Conference 12.0 "Performance and Participation". Seattle, WA.

Brock, A. (2010) "Blogging while brown: Who we are, what it means, why we matter". Blogging While Brown 2010. Washington, DC.

Brock, A. (2009). "Beyond the pale: the Blackbird web browser's critical reception". Association of Internet Researchers Conference 10.0 "Internet: Critical". Milwaukee, WI.

Brock, A. (2009) "'What is Africa to me?': Race and ethnicity in Far Cry 2 and Resident Evil 5". Games, Learning, and Society 5.0. University of Wisconsin - Madison, Madison, WI.

Brock, A. (2009), "'When keeping it real goes wrong': Resident Evil 5, racial representation, and gamers". Paper Presentation. Race, Ethnicity, and (New) Media Conference. Race and Ethnic Studies Symposium. Texas A&M University, College Station, TX.

Brock, A. (2009) "Obama, the Internet, and racial identity". Workshop presentation. Identities and Technoculture Symposium. Center for Ethnic Studies and the Arts. University of Iowa, Iowa City, IA.

Brock, A. (2008) "Life on The Wire: Deconstructing race on the Internet". Association of Internet Researchers Conference 9.0, Copenhagen, Denmark.

Brock, A. (2008) "Race Matters: African Americans on the Web following Hurricane Katrina". Cultural Attitudes Towards Communication and Technology Conference. Nimes, France.

Brock, A. (2006) "Exegesis: The African American online response to coverage of Hurricane Katrina". Poster presentation. American Library and Information Science Educators Conference. San Antonio, TX.

Brock, A. (2005) "'A belief in colored men is a belief in humanity': Using culture to span the digital divide". Association of Internet Researchers Conference 7.0, Chicago, IL.

Brock, A. (2005) "Hurricane Katrina and the African American online response". Paper presentation. Association of Internet Researchers Conference 7.0, Chicago, IL.

Brock, A. (2005). "A cultural bridge over the digital divide: African American philosophy and the Internet". Rendering Race Visible: Minority Graduate Student Conference. University of Chicago, Chicago, IL.

Brock, A. (2005). "Culture as a usability design tool". Community of Scholars Graduate Student Conference. University of Illinois at Urbana Champaign. Champaign, IL.

Brock, A. (2005) "A cultural approach to the divide". Poster presentation. American Library and Information Science Educators Conference. Boston, MA.

E. Grants and Contracts

E1. As Principal Investigator

(2019) Facebook "Race, Data Ethics, and Privacy". $20,000 unrestricted grant.

E2. As Co-Principal Investigator

(2025). "Project on Rhetorics of Equity, Access, Computation, and Humanites (PREACH) Lab" $27,000 sub grant with Klein, L. (Emory), Miller, B. (Emory), Sinykin, D. (Emory), Chapman, R. (Clark Atlanta), Marshall, B. (Spelman), DiSalvo, C.

(2021-2024) "Project on Rhetorics of Equity, Access, Computation, and Humanites (PREACH) Lab". $551,906 sub-grant. **Brock, A.** (Georgia Tech), Lisa Nakamura (Michigan), M. Remi Yergeau (Michigan), Rayvon Fouché, Stephanie Dinkins (SUNY Stony Brook), and Catherine Knight-Steele (Maryland) "Digital Inquiry, Speculation, Collaboration, and Optimism (DISCO)" $4.8MM Mellon Foundation Just Futures Grant

(2024) "Project on Rhetorics of Equity, Access, Computation, and Humanites (PREACH) Lab" $27,000 sub grant with Klein, L. (Emory), Miller, B. (Emory), Sinykin, D. (Emory), Chapman, R. (Clark Atlanta), Marshall, B. (Spelman), DiSalvo, C. (Georgia Tech), **Brock, A.** (Georgia Tech) "Atlanta Interdisciplinary Artificial Intelligence (AIAI) Network). Mellon Foundation. $1.3MM.

E3. As Senior Personnel or Contributor

(2023-2024) Steering Committee. "Project on Rhetorics of Equity, Access, Computation, and
Humanites (PREACH) Lab" $27,000 sub grant with Klein, L. (Emory), Miller, B. (Emory),
Sinykin, D. (Emory), Chapman, R. (Clark Atlanta), Marshall, B. (Spelman), DiSalvo, C.
(Georgia Tech), **Brock, A.** (Georgia Tech) "Atlanta Interdisciplinary Artificial Intelligence
(AIAI) Network). Mellon Foundation. $1.3MM.

(2023) Ivan Allen College Gold Star Award $750

(2022) Ivan Allen College Silver Star Award $500

(2021) Ivan Allen College Distinguished Researcher Award $10,000

E4. Pending Proposals
No Data

E5. Proposals Submitted but Not Funded (Last Two Years)
No Data

F.   Other Scholarly and Creative Accomplishments

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G.   Societal and Policy Impacts

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- **Total citations: 3203**
- **Citations since 2021: 1919**
- **H-index: 15**
- **i10-index: 16**

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- Russell, L. (2024) *Code Switch: Distributing Blackness, Reprogramming Internet Art.* Schomburg Center for Research in Black Culture. New York, NY. Art Exhibition. https://www.nypl.org/events/exhibitions/code-switch-distributing-blackness-reprogramming-internet-art
- Parham, J. (2021, September) "A People's History of Black Twitter" *WIRED*.   Conde Nast. print issue [cover story] —. (2021)
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- "A People's History of Black Twitter, Part II: Rising Up (2012-2016)". *WIRED*. July 22. https://www.wired.com/story/black-twitter-oral-history-part-ii- rising-up/ — (2021)
- "A People's History of Black Twitter, Part I: Coming Together (2008-2012)". *WIRED*. July 15. https://www.wired.com/story/black-twitter-oral- history-part-i-coming-together

Media Appearances

- **(2025, May 23) "André Brock – School of Literature, Media and Communication, Georgia Institute of Technology".. [podcast]** ***The Black Studies Podcast. https://podcasts.apple.com/us/podcast/the-black-studies-podcast/id1745568685?i=1000709588237***

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  womanhood" *TIME*.. https://Time.com/5857023/karen-meme-history- meaning/

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Approach", *MIT Comparative Media Studies and Writing*, http://cmsw.mit.edu/podcast-andre-brock-black-twitter-cultural-informatics/

- (2016, October 29) "Andre Brock", *Boston Media Theory*. https://www.youtube.com/watch? v=TCaL7EvaYWc

- (2016, April 29) Not Your Mama's Gamer/iTunes "Episode 126: A Conversation Under the Shade Tree With André Brock" http://www.nymgamer.com/?p=13633

- (2016, April 16) "Earning the Woke Badge". *The New York Times Magazine*. https://www.nytimes.com/ 2016/04/24/magazine/earning-the-woke-badge.html?_r=0

H.   Other Professional Activities

Dates	Employer	Position
July 2016-December 2016	Microsoft Research New England	Visiting Research Fellow, Social

V.   Education

A.   Courses Taught

Semester, Year	Course Number	Course Title	Number of Students
Fall 2025	LMC 6316	Historical Approaches to Digital Media Theory	12
	LMC 3304	Social Media	31
Spring 2025	330x		
Fall 2024	LMC 3302	Science, Technology, and Ideology	19
	LMC 6316	Historical Approaches to Media Theory	6
Fall 2023	LMC 3404	Social Media	33
Fall 2022	LMC 3404	Social Media	33
Spring 2022	LMC 6316	Historical Approaches to Digital Media	16
Fall 2021	LMC 2400	Intro to Media Studies	27
Spring 2021	LMC 8803	Special Topics: Sociocultural Informatics	7
	LMC 3206	Communication and Culture	34
Fall 2020	LMC 3404	Social Media	35
	LMC 2400	Intro to Media Studis	35
Summer 2020	LMC 3306	Science, Technology, and Race	24
Spring 2020			
Fall 2019	LMC 3206	Communication and Culture	34
Summer 2019	LMC 3306-LS	Science, Technology, and Race	10
	LMC 8910-AB	Special Problems (Science Tech and Race)	2

Spring 2019	LMC 8803-AB	Special Topics: Whiteness and Technoculture	7
Fall 2018	LMC 2100-H	Intro to Science, Tech, and Culture	28

B.   Individual Student Guidance

B1. Ph.D. Students

Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position after Graduation
Amber Johnson	LMC	2020-2022	Failed Comprehensive Exams		

Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position after Graduation
Takeria Blunt	LMC	2019-2023	Defended Dissertation	Advancing Design-Based and Learner-Centered Research Approaches to Co-Create Equitable and Empowering Learning Experiences with Black Women Computing Students at HBCUs	
Brandy Pettijohn	LMC	2019-2023	Defended Dissertation	Refusal: Black Digital Visual (techno)Culture	Postdoctoral Fellow - Georgia Tech PREACH Lab
Fernando Rochaix	LMC	2019-present			Associate Professor - Kennesaw State University

University of Michigan

Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position after Graduation
Faithe Day	Communication Studies	2013-2017	Defended Dissertation	Quaring YouTube Comments and Creations: An Analysis of Black Web Series through the Politics of Production, Performance, and Pleasure	Postdoctoral Fellow - University of Michigan Center for Institutional Diversity

B2. M.S. Students (Indicate Thesis Option for Each Student)

Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position after Graduation
Roger Smith	Interactive Computing/HCI	2020-2021	Defended Thesis		

Social Media and the Decontextualization and Appropriation of

Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position after Graduation
Austin Peete	Interactive Computing/HCI	2021-2022	Defended Thesis	Educating the Georgia Tech community about the campus relation to Atlanta's Civil Rights history.	

B3. Undergraduate Students
No Data

B4. Service on Thesis or Dissertation Committees

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Committee Member	Camille Harris	Interactive Computing	2023-2025	Defended Dissertation	An Inteerdisciplinary Approach to Addressing Discriminatory Outcomes to Downstream Applications of Intelligent Systems	
Committee Member	Jasmine Banks	University of Michigan - Psychology	2022-present	Defended Dissertation Proposal	Black Digital Lifeworlds: A Mixed Methods Approach to Exploring the Psychological Impacts of Identity, Culture, Technology, and Wellbeing	
Committee Member	Pooja Casula	LMC	2023-2025	Defended Dissertation Proposal	TBD	

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Committee Member	LaRisa Anderson	University of North Carolina - Journalism and Media	2023-2025	Defended Dissertation	For Cosmic children and the technocultural others: Or, how to do things to religion	
Committee Member	Parker Miles	University of Michigan - Education	2022-2024	Defended dissertation	Cyborg Literacies in an after-school "Loophole of Retreat"	Nielsen Norman Group
Committee Member	Zari Taylor	University of North Carolina - Mass Communication	2022-2024	Defended dissertation	"TikTok as an app is not friendly to Black creators" 1: Beauty Capital, "Ideal" Users and Techno-minstrelsy on TikTok	Postdoctoral Researcher, NYU
Committee Member	Symone Campbell	Howard University - Communication, Culture, and Media Studies	2023		Digital Underground: A Multimodal Critical Discourse Analysis of K-12 Black-Oriented EdTech	Postdoctoral Fellow - Center for Applied Data Science and Analytics, Howard University
Committee Member	Isabelle Higgins	Cambridge (UK) - Sociology	2024	Defended dissertation	Adoption in the USA: The Racialised Digital Representation and Monetisation of Children	Affiliate, Minderoo Centre for Technology and Democracy
Committee	Anuli	NYU	2024	Defended	The South Got	Researcher,

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Member	Akanegbu	Anthropology		dissertation	Something to Share: A Behind-the-Screens Look at the Work/Lives of Black Creative Contract Workers in Atlanta	Data and Society Research Institute

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Committee Member	Sucheta Ghoshal	LMC - Interactive Computing	2019-2022 0	Defended Dissertation	A Grassroots Praxis of Technology: View From the South	Asst. Professor - University of Washington Center for Human Development and Equity
Committee Member	Bergis Jules	University of California Riverside -	2021-2022 4	Defended Dissertation	Towards Archiving Digital Blackness: A Mixed-Methods Study Exploring How Black Memory Workers' Racial and Cultural Positionality Shapes Black Web Archives	Archivist, Shift Collective
Committee	Danyelle	University of	2022-2022	Defended	RADICAL	Postdoctoral

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Member	Dawson	Illinois - Psychology	5	Dissertation Proposal	HEALING TECHNOLOGIES: EXPLORING THE ROLE OF POSITIVE TECHNOLOGIES IN BLACK SOCIAL MEDIA USERS' COLLECTIVE RESISTANCE AND HEALING	researcher, Digital Health, Trauma Recovery and Resilience - MUSC
Committee Member	Patrick Fiorilli	LMC	2022	Defended Dissertation	Imagined Fortresses: Video Games as Language	Postdoctoral Scholar, Northwestern
Committee Member	Daniel Meyerend	University of Michigan - Communication and Media Studies	2017-2022 3	Defended Dissertation	In Search of the Black Digital Popular: Conditions of Possibility and Competing Claims on Blackness	Qualitative Research Manager - The Sound

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Committee Member	Ta'Les Love	University of Michigan - Communication and Media Studies	2016-2022 2	Defended Dissertation	#TheDarkestShade: Exploring Skin Tone Labor and the Role of Colorism in the Cultural Messaging Around Black Beauty Influencers	Asst. Professor, Central Michigan University
Committee	Jenny	University of	2016-2022	Defended	How Y'all Talk	

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Member	Korn	Chicago - Illinois	2	Dissertation Proposal	About Race and Gender: Online and In-Person Discursive Similarities and Differences	
Committee Member	Amy Dawson-Andoh	University of Michigan - Communication and Media Studies	2014-2022	Defended Dissertation	Game Localization from Multiple Perspectives: The Roles of Industry, Press, and Players	Researcher, Anti-Defamation League
Dissertation co-Chair, Advisor	Douglas-Wade Brunton	University of Michigan - Communication Studies	2015-2021	Defended Dissertationl	The Creole Web: A Dasein for Digital Culture	Asst. Professor, University of the West Indies - St. Augustine
Committee Member	Catherine Knight-Steele	University of Illinois Chicago - Communication Studies	2012-2011	Defended Dissertation	Digital Barbershops: The politics of African American oral culture in online blogs	Asst. Professor, Colorado State University
Advisor, Committee Member	Miriam Sweeney	University of Illinois - Graduate School of Library and Information Science	2010-2011	Defended Dissertationl	Not just a pretty (inter)face: A critical analysis of Microsoft's Ms. Dewey	University of Alabama
Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Committee	Kyle	University of	2012-2011	Defended	Modders:	Fitchburg

Member	Moody	Iowa - Journalism and Mass Communication	4	Dissertatio nl	Changing the game through user-generated content and online communities	State University
Committe e	Mehwis h	University of	2012-201	Defended	SOCIOECONOM I	United
Member	Qasim	Iowa - Health Management and Policy	9	Dissertatio nl	C STATUS AND OUTCOMES POST-SURGERY	Health Group - Medical Economics
Committee Member	Alexande r Hawley	University of Iowa - Communication Studies	2011-2014	Defended Dissertatio nl	An image rarely seen: the real housewives of Atlanta and the televisual image of the African American Woman	Instructor - Fond du Lac Tribal and Community College
Committee Member	Douglas Schules	University of Iowa - Communication Studies	2010-201 2	Defended Dissertatio nl	Anime fansubs: translation and media engagement as ludic practice	Rikkyo University, Japan
Committee Member	Nicholas Yanes	University of Iowa - American Studies	2010-201 5	Defended Dissertatio nl	Commodifying counterculture: William Gaines, EC Comics, Mad magazine, and the rise of the corporate anti-establishment	
Committee Member	Robert Gillespie	University of Iowa - Communication Studies	2010-201 4	Defended Dissertatio n	Shades of an Urban Frontier: Historical Resonances in the Cities of Black and Anglophone SF	Software Developer, Eastern Iowa Community College

Role	Student Name	Department	Years Supervised	Outcome	Thesis Title	First Postgraduate Position
Committee Member	Dieter Boxmann	University of Iowa - Communication Studies	2009-			
Committee Member	Matthew Thomas	University of Iowa - American Studies	2009-201 4	Defended Dissertation	Life-hacking: a critical history, 2004-2014	
Committee Member	Daniel Munksga ard	University of Iowa - Communication Studies	2008-201 0	Defended Dissertation	Warblog without end: online anti-Islamic discourses as persuadable	University of Rhode Island, USA
Committee Member	Tiffany Flowers	University of Iowa - Language, Literacy, and Culture	2008-10	Defended Dissertation Proposal	Investigated teachers beliefs about and self-reported practices in early literacy teaching	

B5. Mentorship of Postdoctoral Fellows or Visiting Scholars

(2022-23) Kevin Winstead, Mellon/PREACH Lab Postdoctoral Fellow

(2023-24) Brandy Pettijohn, Mellon/PREACH Lab Postdoctoral Fellow

C.   Educational Innovations and Other Contributions

Developed influential research methodology for digital media studies

Critical Technocultural Discourse Analysis (Brock 2018); 523 citations per https://scholar.google.com/citations?view_op=view_citation&hl=en&user=ktfwSGoAAAAJ&citation_for_view=ktfwSGoAAAAJ:7H_MAutzIkAC

VI. Service

A.   Professional Contributions

Leadership

2025   Advisory Board,

                Advisory Board,

                Editorial Board, Social Media and Society   27

(2023-2024)   Advisory Board, Archiving The Black Web

(2021-2024)   Adivsory Board, Library of Congress Connecting Communities Digitally Initiative

(2021-2022)   Advisory Board, Berggruen Group Committee on The Public Sphere

(2018 – 2022)   Advisory Board, ESC: The Center for Ethics, Society, and Computing

(2015 –)   Executive Committee, Critical Race and Digital Studies Working Group

(2015 – 2017)   Member at Large - Executive Committee, Association of Internet Researchers

Editorial Boards

(2023 -)   Advisory Board, Co-Opting AI Series, University of California Press

(2022 -)   Editorial Board member, Communication and Race

(2019-)   Editorial Board member, Communication, Culture, and Critique

2018 - 2020   Editorial Board, *Journal of Sociotechnical Critique*

2009 - 2013   Editorial Board - *Journal of Education in Library and Information Science*

2010 - 2013   Editorial Board, *POROI Journal of the Project on the Rhetoric of Inquiry*

2012 – 2013   Managing Editor, *POROI Journal of the Project on the Rhetoric of Inquiry*

Peer Reviewer

- NEH Digital Humanities Grant Review Committee
- ACLS Digital Humanities Grant Review Committee
- LOC CCDI Grant Review Committee
- SSRC Just Tech Grant Review Committee
- *ADA: A Journal of Gender New Media & Technology*
- MIT Press
- Cambridge University Press
- The Ohio State University Press
- Rutgers University Press
- Communication Studies
- Oxford University Press
- Review Committee, Donald McGannon Award for Social and Ethical Relevance in Communications Technology Research, McGannon Center - Fordham University
- Association of Internet Studies Dissertation Award Committee
- Association of Internet Studies Conference
- *Journal of Broadcast and Electronic Media*
- *Journal of Black Studies*
- *The Faulkner Journal*
- *Social Media and Society*
- *Cyberpsychology.eu*
- *Journal of Communication Inquiry*
- *Journal of the Association of Information Science and Technology*
- *Social Currents*
- *Games and Culture*
- *Information, Communication, and Society*
- *Journal for Academic Librarianship*

- *Journal for Education in Library and Information Science*
- *Journal of Computer-Mediated Communication*
- *Journal of Intercultural Studies*
- *Journal of Television and New Media*
- *New Media and Society*
- *POROI*
- *The Sociological Quarterly*

B.   **Public and Community Service**

No Data

C.   **Institute Contributions**

Institute Service
No Data

College Service
2020   IAC Strategic Vision Planning Committee

Departmental Service

2025	**Digital Media Search Committee Chair**
	LMC Tenure Area Committee – Noura Howell
	LMC Critical Review Committee – Ryan Scheiding
2024	LMC Critical Review Committee - Allegra Smith
	LMC Critical Review Committee - Yeqing Kong
	LMC Research Reassigned Time Committee Chair
	Digital Media Open Rank Faculty Search - Media Studies
	DM MS Admissions Committee
2023	LMC Executive Committee Chair
	DM MS Admissions Committee
2022	LMC Handbook Committee
	DM MS Admissions Committee
	LMC Faculty Senate Member
2021	LMC Faculty Senate Member
2019-2021	LMC Executive Committee
2018 -	LMC Black Digital Media Cluster curriculum and course design committee
2018 -	LMC Black Digital Media Cluster programming committee