

Table of Contents

#Acknowledgments	ix
#Introduction: Hashtags as Technosocial Events.....	1
Nathan Rambukkana	
Theorizing Hashtag Publics	
Chapter One: Twitter Hashtags from Ad Hoc to Calculated Publics.....	13
Axel Bruns and Jean Burgess	
Chapter Two: From #RaceFail to #Ferguson: The Digital Intimacies of	
Race-Activist Hashtag Publics	29
Nathan Rambukkana	
Chapter Three: #auspol: The Hashtag as Community, Event, and	
Material Object for Engaging with Australian Politics.....	47
Theresa Sauter and Axel Bruns	
Chapter Four: Hashtag as Hybrid Forum: The Case of #agchatoz.....	61
Jean Burgess, Anne Galloway, and Theresa Sauter	
Chapter Five: #Time.....	77
Daniel Faltesek	

Hashtags and Activist Publics	
Chapter Six: Come Together, Right Now: Retweeting in the Social Model of Protest Mobilization	89
Aaron S. Veenstra, Narayanan Iyer, Wenjing Xie, Benjamin A. Lyons, Chang Sup Park, and Yang Feng	
Chapter Seven: Hashtagging the Invisible: Bringing Private Experiences into Public Debate : An #outcry against Sexism in Germany	101
Anna Antonakis-Nashif	
Chapter Eight: Hashtags as Intermedia Agency Resources before FIFA World Cup 2014 in Brazil	115
Carlos D'Andréa, Geane Alzamora, and Joana Ziller	
Chapter Nine: #FuckProp8: How Temporary Virtual Communities around Politics and Sexuality Pop Up, Come Out, Provide Support, and Taper Off	127
Jenny Ungbha Korn	
Chapter Ten: More than Words: Technical Activist Actions in #CISPA	139
Stacy Blasiola, Yoonmo Sang, and Weiai Wayne Xu	
Art, Craft, and Pop Culture Hashtag Publics	
Chapter Eleven: Realism against #Realness: Wu Tsang, #Realness, and <i>RuPaul's Drag Race</i>	155
Andy Campbell	
Chapter Twelve: Living the #Quilt Life: Talking about Quiltmaking on Tumblr	169
Amanda Grace Sikarskie	
Chapter Thirteen: Jokin' in the First World: Appropriate Incongruity and the #firstworldproblems Controversy	179
Andrew Peck	
Chapter Fourteen: #RaiderNation: The Digital and Material Identity and Values of a Superdiverse Fan Community	189
Anthony Santoro	

Hashtags in Communities, Polities, and Politics	
Chapter Fifteen: Black Twitter: Building Connection through Cultural Conversation	205
Meredith Clark	
Chapter Sixteen: #BlackTwitter: Making Waves as a Social Media Subculture ...	219
Nia I. Cantey and Cara Robinson	
Chapter Seventeen: The 1x1 Common: The Role of Instagram's Hashtag in the Development and Maintenance of Feminist Exchange	229
Magdalena Olszanowski	
Chapter Eighteen: Meta-Hashtag and Tag Co-occurrence: From Organization to Politics in the French Canadian Twittersphere	243
Sylvain Rocheleau and Mélanie Millette	
Chapter Nineteen: The Twitter Citizen: Problematizing Traditional Media Dominance in an Online Political Discussion.....	255
Brett Bergie and Jaigris Hodson	
Chapter Twenty: Hashtagging #HigherEd	267
Sava Saheli Singh	
#Contributors.....	279
Index.....	287