

# Index

- Algorithms
  - auto-generated CC text, 26
  - celebrity, 161–166
  - metadata, 27
  - visibility, 27
  - YouTube. *See* YouTube
- All India Backchod (AIB)
  - liminal status, 149
  - positioning, 152–155
- Angloblization, 7
- Anthropological theory, 75
- Aspirational labor, 35
- Attention economy, 34, 35, 41
- Authenticity, 27–28, 49
- Auction
  - Catarina Migliorini, 110
  - eBay, 107
  - e-commerce, 107
  - market procedures, 113
  - medical certificate attesting, 109
  - online, 107, 108
- Auto-generated textual closed
  - captions (CC), 22, 23, 26, 27, 28, 29
- Australian digital influencers, 83–92
- Authenticity
  - context-dependent claim, 132
  - internet scholars, 132
  - Trilling attributes, 131
- Baloch's case, 134, 140
- Bangkok Sky train (BTS), 104
- Beauty vloggers, 25–26
  - beauty product, 100
  - Facebook pages, 99
  - female and transgender, 101
  - instructional videos, 101
  - YouTube, 101
- Black activism, 123
- Black Twitter, 149
- Brand endorsement status, 85, 86
- Brazil, 107, 112, 113, 114, 115
- Broadband internet access, 62
- Bulletin board system (BBS), 61–62
- Catarina Migliorini, 110–113
- Celebrification, 33–42
- Celebrity-related merchandise, 107
- Commerce, 100–103
- Communicating sexual availability,
  - 137–138
  - challenging traditional conceptions of honor, 138–139
  - exposing religious double standards, 139–140
  - outspoken criticism and acidulous language, 139
- Communicative intimacy, 128
- Content production, 50–51
- Contextualizing microcelebrity,
  - 150–152
- Cyberspace, 147
- Daily social media presence, 136
- Digital influencers, 83–92
- Digital technologies, 41
- Disclosive intimacy, 49
- Do-me Feminism, 111
- Facebook
  - affordance theory, 35–37
  - authentic identity, 40
  - campaign, 150
  - celebrity culture, 41–42
  - celebrity cultures, 34–35
  - filtering method, 39
  - first-time users, 38

- honest users, 39
- identity validation, 40
- likes/comments and shares, 40
- methods, 37–38
- online identities, 35
- personal information, 36
- profiles, 38–39
- “real” name, 38
- social network geographies, 37
- transparent users, 38
- unintentional celebrification, 33–34
- visual perception, 36
- Fame labor, 88–91
- Fresh talk, 136
  
- Girl Power, 111
- Girls, musical.ly, 47–54
- Global flows, 7
- Global Video Community, 48
- Google, 22
- GMM Grammy, 97
  
- India
  - contextualizing microcelebrity, 150–152
  - cyberspace, 147
  - societal values, 147
  - microcelebrity studies, 148–150
- Industrial practices, 163
- Industry commerce, 100–103
- Inequalities, 28–29
- Influencer
  - beauty bloggers, 10
  - digital influencers, 83–92
  - fellow influencers, 85
  - frameworks, 78
  - influencer industry, 163
  - Influencer–follower relationships, 75
  - informants, 75
  - Instagram, 5
  - local Influencer agencies, 75
  - online status, 8
  - origin stories, 78–79
  - population of internet users, 11
  - press fascination, 76
  - virtual influencer, 161
  - vocational microcelebrities, 77
- Influencer industry, 163
- Instagram, 5, 50, 85, 86
- Internationalization, 7
- Internet celebrities, 72, 77, 78
  - China, 60–64
  - commercial forms, 9
  - contextual forms, 3
  - cultures, 3, 5, 7
  - international traction, 7
  - pre-internet, 1–2
- Internet idol, 96
- Islamic cultural perspective, 136
  
- Kanjar* ethnic group, 133
- Key Opinion Leader (KOL), 63
- Keyword stuffing, 22–24
  
- Labor intensive, 86
- Lahore-based cinema industry, 133
- Lifestyle tags, 26
- Lip-synching performance, 49
  
- Media accessibility scholar, 28
- Mercado Livre, 107, 108
- Metanetworks, 122
- Microcelebrities
  - Academia.edu, 6
  - anthropology, 2
  - attention economy, 34
  - celebrity cultures, 34–35
  - commerce, 4–5
  - conceptual standpoints, 4
  - cultures, 4, 7
  - definition, 35
  - digital influencer, 84–86
  - disciplines, 2
  - Facebook. *See* Facebook
  - geographical cultures, 3
  - good and dark sides of, 104
  - Google Scholar, 6

- history, 1
- industry, 4–5
- internet celebrity, China, 60–64
- knowledge production, 5
- methodologies, 2
- musical.ly, 53–54
- norms, 37
- payoffs and perils, 145–156
- platforms, 2–3
- Research Gate, 6
- resistance, 54
- Silicon Valley, 6
- units of analysis, 3–4
- Wanghong*. See *Wanghong*
- Mufti Qavi, 139
- musical.ly
  - content production, 50–51
  - Facebook, 50
  - gestures, 52–53
  - girls, 47–54
  - Instagram, 50
  - microcelebrity, 53–54
  - muser, 51–52
  - networking, 50
  - privacy, 51
  - selfie videos, 48–49
  - setting up, 49–50
  - song choice, 52
  - walk-through method, 49
  - YouTube, 50
- Net idols
  - subcategory, 97
  - visibility, 104
  - vocabulary, 98
- Networking, 50
- Non-Western cybercultural space, 149
- Offensiveness, 155
- Pakistan
  - actresses, 133
  - cinema industry, 132
  - investigative journalism, 135
  - scholarship, 132, 134
  - television, 132, 133
- Peer-to-peer sharing software, 62
- Performativity, 61
- Personal identity, 123–124
- Platform algorithms, 165
- Platformativity, 61
- Playboy Brazil*, 109
- Privacy policy, 51
- Pseudo-events, 76
- Pseudonyms, 48
- Racism, 126, 129
- Reflexivity, 49
- Regional esthetics, 103–104
- Research
  - anthropology, 75–76
  - archival research, 75–76
  - content analysis, 72–73, 73–75, 75–76
  - cultural studies, 75–76
  - focus groups, 75–76
  - gender studies, 72–73
  - media studies, 75–76
  - participant observation, 73–75, 75–76
  - personal interviews, 75–76
  - sociology, 73–75
  - theories/frameworks, 77–78
  - web archeology, 75–76
- Rettberg points, 49
- Self-branding process, 33, 41
- Selfie videos, 48–49
- Self-made entrepreneurship, 65
- Self-presentation strategies, 41
- Sexual assault, 121, 122
- Silicon Valley, 163
- Snapchat, 87–88, 90
- Sociological theory, 75
- Status affordances, 163
- Tags, 25–26
- Telecom Regulatory Authority of India (TRAI), 150

- Television rejection, 135–138
- Thai beauty, 103–104
- Thailand
  - internet celebrity, 96
  - net idol culture, 96, 98, 104
- Thailand Zocial Awards, 97
- The Royal Turds, 152
- Traditional celebrities, 35
- Transgression, 134
- Transgressive authentic microcelebrity, 134, 135, 140
- Tumblr
  - background, 122–123
  - metanetworks, 122
  - relational experience, 123
  - young Black users, 123
- United States, 121, 123
- Video-hosting websites, 62
- Video Music Awards (VMAs), 124
- Virginity, 108–110, 113
- Virgins Wanted*, 108, 114, 115
- Virtual influencer, 161
- Visibility, 22, 25, 26, 27, 29
  - self, 40–41
- Visibility labor, 23, 86
  - Australian influencers, 86–88
  - male branding strategies, 86–88
- Vlogging parlance
  - “A List” vloggers, 24–25
  - attention economy, 22
  - auto-generated textual closed captions (CC), 22, 23, 26, 27, 28, 29
  - beauty vloggers, 25–26
  - commercial intimacy, 24
  - commerciality, 26–27
  - content creation online, 25
  - entrepreneurship, 25–26
  - inequalities, 28–29
  - keyword stuffing, 22–24
  - metadata, 22
  - Primark Haul video, 27–28
  - tags, 25–26
  - video’s reach/discoverability, 22
  - visibility labor, 23
  - YouTube. *See* YouTube
  - Zoella’s videos, 25, 29
- Walk-through method
  - content production, 50–51
  - networking, 50
  - privacy policy, 51
  - setting up, 49
- Wanghong*
  - 3G internet, 63
  - Blog usage, 63
  - broadband internet access, 62
  - bulletin board systems (BBSs), 61–62
  - Chinese characteristics, 57–60
  - economy, 64–66
  - egao* videos, 62
  - entrepreneurism, 64–66
  - grassroots, 60
  - indispensable stage, 61
  - online celebrity, 57–60
  - peer-to-peer sharing software, 62
  - performativity, 61
  - platformativity, 61
  - transience, 64–66
  - video-hosting websites, 62
- WeChat, 63
- Youth culture, 123
- YouTube
  - algorithm, 164
  - algorithmic visibility, 27
  - CC text, 22, 23
  - commerciality, 26
  - inequalities, 22
  - metadata, 27, 29
  - monetary compensation, 25
  - reach and discoverability, 22
  - vloggers, 149
  - YouTubers, 5
- Zoella’s videos, 25, 29