Buy It Now

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Published by Duke University Press

White, Michele.
Buy It Now: Lessons from eBay.

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Preface and Acknowledgments


2. This series was simultaneously exhibited at the 2005 DePauw Biennial: Contemporary Art in the Midwest and auctioned on eBay.

3. White, “My Queer eBay.”


5. White, “Engaged with eBay.”


Introduction

1. twingle33, “Twingles Collectibles eBay Store About My Store,” eBay, 26 July 2011 (http://members.ebay.com/ws/eBayISAPI.dll?ViewItemPage&userid=twingle33). In the citations in this book, detailed information about website references is included. The constant reconfiguration of Internet representations and changes in Internet service providers make it difficult to find previously quoted material and important to chronicle the kinds of depictions that happen in Internet settings. Many Internet texts include typographical errors and unconventional forms of spelling, uppercase and lowercase typefaces, punctuation, and spacing. I have retained these formatting features in quotations and
Internet references, with the exception of citations for news and journal sites. Some of the sites listed in these citations are no longer available. Others have changed and do not offer the text or images that I describe. In the references, the date listed before the URL is the “publication” date or the last time the site was viewed in the indicated format. When two dates are included, the first date points to when the current configuration of the site was initially available and the second date is the latest access date. Some versions of referenced sites can be viewed by using the Internet Archive’s Wayback Machine (Internet Archive, “Internet Archive: Wayback Machine,” 4 January 2011 <http://www.archive.org/web/web.php>).


3. Of course, some boys (and men) have a long history of playing with such toys as baby dolls and “Barbies” and their “safe” incarnation as action figures.


9. Cova and Pace, “Brand Community of Convenience Products.” According to Adam Arvidsson, who works on the history of marketing, brands are not primarily products. Brands represent particular ways to use objects, “a propertied form of life” with economic and identificatory features that are “realized in consumption.” Arvidsson, “Brands,” 244.


and Consumer-Created Communications”; Ozanne and Murray, “Uniting Critical Theory and Public Policy to Create the Reflexively Defiant Consumer.”


21. For a discussion of how values are modeled in other settings, see Andersen, “Relationship Marketing and Brand Involvement of Professionals through Web-Enhanced Brand Communities”; Cova et al., “Global Brand Communities across Borders”; and Jang et al., “The Influence of On-Line Brand Community Characteristics on Community Commitment and Brand Loyalty.”


24. Woolgar, “Configuring the User.” Some scholars have interrogated these arguments. Anne Sofie Lægran and James Stewart, who study new media settings, describe Woolgar’s theory as a mechanistic view of the user that privileges the designers’ viewpoint. For Legran and Stewart, configuration is a more flexible and interactive process in which users contribute. In his research on geographic information systems (GIS), Nicholas Chrisman also identifies a design process in which "software shapes social relationships and is shaped by them." People co-produce technologies when articulating the needs of cohorts, maintaining technologies after designers and producers have abandoned them, and supporting brands and devices by buying. Legran and Stewart, “Nerdy, Trendy or Healthy?” 360. See also Chrisman, “Full Circle,” 30; Lindsay, “From the Shadows”; Parthasarathy, Building Genetic Medicine; and Schot and de la Bruheze, “The Mediated Design of Products, Consumption, and Consumers in the Twentieth Century.”


27. Thrift, “Closer to the Machine?”


38. Ingraham, “The Heterosexual Imaginary.”


42. Bell, “Pleasure and Danger”; Bell and Binnie, The Sexual Citizen; Binnie and Skeggs, “Cosmopolitan Knowledge and the Production and Consumption of Sexualized Space”; Evans, Sexual Citizenship. All of this creates an organizational (and governmental) logic in which cultural and legal conceptions of citizens are posed as neutral terms and correlated with gender and sexuality positions. Within this structure, citizens’ rights depend on proof of a common good rather than being guaranteed, and individuals are expected to be responsible for reflecting and maintaining what is morally just. For instance, in the eBay setting, the company and many members code traditional mothers as good because they are imagined to be self-disciplining and selfless, concepts that are useful to the site and its ethos.
43. In 1995, Omidyar was also supporting a biotechnology startup, a college alumni group, and a tribute to the Ebola virus on the ebay.com domain. eBay thus started as a kind of “Whatever it is”—a site with multiple and conflicting collections and positions. Cohen, *The Perfect Store*, 22; eBay, “Founder’s Note,” 4 January 2011 (http://pages.ebay.com/services/forum/feedback-foundersnote.html).


47. Jackson, “Gender, Sexuality, and Heterosexuality.”


49. Walton, *Forgery, Lies, and eBay*.

50. eBay, “lesbian | eBay,” 10 July 2011 (http://shop.ebay.com/i.html?_nkw=lesbian&_sacat=0&_odkw=gay&_osacat=0&_trksid=p3286.c0.m270.l1313).


53. Buycotts are political actions in which consumers actively support or oppose something through purchasing decisions. Studies of consumer citizenship and of how consumer objects and practices shape identities include Canclini, *Consumers and Citizens*; Daunton and Hilton, *The Politics of Consumption*; and Scammell, “The Internet and Civic Engagement.” While some literature on consumer citizenship identifies how individuals critically resist aspects of the market, media studies scholars also chronicle the ways media facilitate citizenship and empowerment. Henry Jenkins describes people enthusiastically engaging and recrafting media products so they address personal interests. Thus, it is no longer apt, according to him, to understand media’s and individuals’ interests as oppositional and viewers as co-opted. In a related manner, Sarah Banet-Weiser argues that women’s empowerment can be part of commercial culture. The Nickelodeon television channel exploits the commercial market of girl power and produces girl power culture. Toby Miller acknowledges the agentive aspects of consumerism but interrogates the idea that consumers are at the center of politics. Authors such as Caren Kaplan and Inderpal Grewal further address how identities, including gender, ethnicity, and consumer positions, become intertwined with national and transnational formations. See Banet-Weiser,


62. See the discussion in chapter 1 about the varied ways eBay prompts members to labor for free.


64. Gross, “My eBay Job.”


69. Jones, The Feminism and Visual Culture Reader; Mirzoeff, The Visual Culture Reader. The first few issues of the Journal of Visual Culture also establish the parameters of the field.

70. Other historical periods and practices also emphasize visuality. Earlier versions of Internet settings tended to be more text-based, although the employed fonts and layouts should be recognized as visual and as key features of the visual culture of such Internet interfaces as the web. Cartwright, “Film and the Digital in Visual Studies”; Mirzoeff, An Introduction to Visual Culture; Mitchell, “Showing Seeing”; Poster, “Visual Studies as Media Studies.”


72. Prince et al., How to Buy Everything for Your Wedding on eBay, 178.

73. Barthes, Camera Lucida, 6.


78. recherche-gallery, “CITYSCAPE ART MODERN METAL WALL PAINTING ABSTRACT DÉCOR: 5’6” WIDE - ASH CARL - $1 NO RESERVE AUCTION,” eBay, 13 September 2009 (http://cgi.ebay.com/CITYSCAPE-ART-MODERN-METAL-WALL-PAINTING-ABSTRACT-DECOR_W0QQitemZ250494585599QQcmdZViewItemQptZArt_Paintings?hash=item3a52a40aff&_trksid=p3286.c0.m14).

81. Boyd, “In Community We Trust.”
83. For proposals about Internet research, see, e.g., Bruckman, “Ethical Guidelines for Research Online”; Buchanan, Readings in Virtual Research Ethics; Ess and the AoIR Ethics Working Committee, “Ethical Decision-Making and Internet Research”; Frankel and Siang, “Ethical and Legal Aspects of Human Subjects in Cyberspace”; Hongladarom and Ess, Information Technology Ethics; and Madge, “Developing a Geographers’ Agenda for Online Research Ethics.” Discussions of Internet methods include Hine, Virtual Methods; Markham and Baym, Internet Inquiry; and Wakeford, “Developing Methodological Frameworks for Studying the World Wide Web.”
84. White, “Regulating Research”; White, “Representations or People.”
89. Hillis et al., Everyday eBay.
91. I deploy virtual community literature by Baym, Tune In, Log On; Hauben and Hauben, Netizens; and Rheingold, The Virtual Community. The literature that calls for critiques and dismantling of community includes Anderson, Imagined Communities; Blanchot, The Unavowable Community; Lingis, The Community of Those Who Have Nothing in Common; Lingis, “New Walls in the Information Age”; Nancy, The Inoperative Community; and Secomb, “Fractured Community.”
92. I use literature on brand, fan, and Internet communities by such authors as


95. Case, “Toward a Butch-Femme Aesthetic”; Fausto-Sterling, Sexing the Body; Kessler and McKenna, Gender; Solomon, “Not Just a Passing Fantasy.”


100. “Spam” is usually removed through programming or individual authors’ actions. This may also delete critical commentary about identity positions because some of the key terms used in Internet porn advertisements, Viagra offers, medical and activist writings about sexuality, and theorizations of the body are the same.


102. Joan Walsh, “Men Who Hate Women on the Web, and the Women (Like Me)
Who Try to Ignore Them. Or at Least I Did—until the Kathy Sierra Affair,” 
2007/03/31/sierra/print.html).

lr_1020fictionalintro.html).

Try to Ignore Them.”

105. Herring et al., “Women and Children Last.”

1. Between Security and Distrust

1. eBay, “Group gifts,” 30 November 2010 (http://groupgifts.ebay.com/?_trksid 
p2041592.m548).

chatter/2005march/connections.html).


4. John C. Abell, ‘‘Buy It Now’’ FAIL: Former eBay CEO Whitman Is the Biggest 
Loser,” Wired, 3 November 2010, 9 December 2011 (http://www.wired.com/ 
epicenter/2010/11/the-biggest-loser/comment-page-1/).

5. leapord420, “I Want to get married at ebay live this year !!!” eBay, 24 
January 2008, 12 January 2011 (http://forums.ebay.com/db1/topic/Ebay-Live-
Community/I-Want-To/1000632509).


8. Ibid., xvi.


ebay.com/community/news/letter-060998-feedback.html); Pierre Omidyar, 
“Regarding SafeHarbor 2.0,” Wayback Machine, 7 October 1999, 3 February 
letter-011599-safeharbor.html); Meg Whitman, “eBay Community: Overview,” 
Wayback Machine, 30 December 1999, 9 December 2011 (http://web.archive 

about.cfm).

chatter/archive/).

14. Lindsay, “From the Shadows”; Muñiz and Schau, “Vigilante Marketing and Consumer-Created Communications.”
22. For a discussion of how the Toy Boat ad makes it seem as if nothing is ever lost from the eBay community, see Hillis, “A Space for the Trace.”
23. Trodd, “Reading eBay.”
26. Anderson, Imagined Communities; Blanchot, The Unavowable Community; Lingis, The Community of Those Who Have Nothing in Common; Lyotard, Post-modern Fables; Miami Theory Collective, Community at Loose Ends; Nancy, The Inoperative Community.
27. Anderson, Imagined Communities; Nancy, The Inoperative Community.
30. Rheingold, The Virtual Community, 5.
31. Ibid., 2.
32. Hauben and Hauben, Netizens, x.
33. Hagel and Armstrong, Net Gain, 2.
34. Murphy, Web Rules, 1.
37. Ibid.


43. Steven Phillips, as quoted in Cohen, The Perfect Store, 52.


45. Karen Christian, as quoted in Steiner, “eBay Auction Fraud Spawns Vigilantism Trend.”

46. Gordon, Buying and Selling Jewelry on eBay, 85.


49. LaZarato, “Towards an Inquiry into Immaterial Labour.”


52. Ibid.


56. Kücklich, “Precarious Playbour.”

57. Postigo, “From Pong to Planet Quake,” 597.

58. Hardt and Negri, Multitude, 66.

59. Cooley, “It’s All About the Fit.”


64. Bloch and Bruce, “Product Involvement as Leisure Behavior,” 197.


66. Gamers, as quoted in Yee, “The Labor of Fun,” 69, 70.


70. MAC Cosmetics Online, “VIVA GLAM LIP BAG: ‘Tis Noble to Give for World AIDS Day,” 1 December 2010 (macnews@e.maccosmetics.com).
71. de Chernatony, “Brand Management through Narrowing the Gap between Brand Identity and Brand Reputation.”
75. O’Neill, introduction to The Sources of Normativity, xi.
77. Herrmann, “Gift or Commodity,” 910.
78. Nelson et al., “Freecycle Community Downshifting Consumer = Upshifting Citizen?”
83. msk1usa, “988 antique long art glass lapis bead detailed necklace,” eBay, 2 March 2009 (http://cgi.ebay.com/988-ANTIQUE-LONG-ART-GLASS-LAPIS-BEAD-DETAILED-NECKLACE_W0QQitemZ220370858191QQcmdZViewItemQQptZVintage_Costume_Jewelry?hash=item220370858191&_trksid=p3911.c0.m14&_trkparms=66%3A2%7C65%3A1%7C39%3A1%7C240%3A131).
85. Crocker and Linden, Ethics of Consumption, 3.
86. Bloch and Bruce, “Product Involvement as Leisure Behavior,” 197.
eBay’s policy was that “Used underwear including, but not limited to, boxer shorts, panties, briefs, athletic supporters and cloth diapers (including diaper covers) are not permitted.” eBay, “Used Clothing,” 31 January 2008 (http://pages.ebay.com/help/policies/used-clothing.html). eBay now allows the sale of diapers and related items.


90. A variety of sellers use the term “eGay” to critique the site and thereby convey homophobic sentiments. erickc complains about eBay banning listings and notes that it is “Ultra-Gay of eBay.” jr10nisangel uses the term “eGay” to suggest that eBay makes errors, fails to provide sellers with explanations for canceled auctions, and is ill informed. jr10nisangel listed a car on “Egay but the morons who run it cancelled the auction for some reason known only to them.” erickc, “VooDoo Coconut ONE OF A KIND! RE-List see desc.” eBay, 24 May 2007 (http://cgi.ebay.com/VooDoo-Coconut-ONE-OF-A-KIND-RE-List-see-desc_WoQitemZ2301345949QQihZ013QQcategoryZ1469QQssPageNameZWDV WQrdZiQQcmdZViewItem); jr10nisangel, “1992 BMW : 5-Series 525i,” eBay, 16 June 2007 (http://cgi.ebay.com/ebaymotors/ws/eBayISAPI.dll?ViewItem&ss pagename=ADME%3AB%3ASS%3AUS%3A1&viewitem=&item=320128048185); jr10nisangel, “1987 Suzuki : Samurai,” eBay, 20 June 2007 (http://cgi.ebay.com/ebaymotors/ws/eBayISAPI.dll?ViewItem&sspagename=ADME%3AB%3ASS%3AUS%3A1&viewitem=&item=270135409205).


93. Seidman, “From Identity to Queer Politics.”


95. Lingis, “New Walls in the Information Age,” 274.


97. eBay, “Used clothing policy,” 7 January 2011 (http://pages.ebay.com/help/ policies/used-clothing.html). Diaper covers are now “allowed.” “Used cloth diapers can be sold, as long as the listing states clearly that the item has been cleaned per manufacturer standards.”

98. auntava, “Listing used cloth diapers...did you know?” eBay, 30 September


103. In 2003, eBay added mutual feedback withdrawal. With this option, each member’s feedback score is adjusted, but the initial comments remain on the site. eBay introduced other changes to the feedback system in 2006. eBay now neutralizes feedback if members do not participate in issue-resolution processes, removes feedback given by individuals who are “indefinitely suspended within 90 days of registration” because eBay believes that they “were never truly members of the Community,” and requires “new members to complete a tutorial before leaving neutral or negative feedback” because research shows that they leave a “disproportionate amount of the total negative feedback.” In 2007, eBay added the DSR feedback options that allow individuals to score sellers on a five-point scale. Buyers can rate “Item as described,” “Communication,” “Shipping time,” and “Shipping and handling charges.” Nino, “eBay in Person: Brian Burke,” Chatter, May 2006, 2 June 2010 (http://pages.ebay.com/community/chatter/2006May/InPerson.html).


106. Lewis, Twenty Questions to Ask before Buying on eBay, 65.


110. coilovers, “10 BLANK SKATEBOARD 7.75 SKATEBOARDS DECK + Grip Tape,” eBay, 23 August 2007 (http://cgi.ebay.com/10-BLANK-SKATEBOARD-7-75-SKATEBOARDS-DECK-Grip-Tape_WoQQitemZ1401511558841QQihZ004QQcategoryZ58124QQssPageNameZWDVWQrQrdZQcmdZViewItem).

111. itrimming, “Home Wall Charger For Apple iPod Mini Nano Video Photo,” eBay,
26 August 2007 (http://cgi.ebay.com/Home-Wall-Charger-For-Apple-iPod-Mini-Nano-Video-Photo_W0QQitemZi60151579001QQihZo06QQcategoryZ48680QQssPageNameZWDWVWQQrdZiQQcmdZViewItem).


114. Brown and Morgan, “Reputation in Online Auctions.”


120. Cova and Dalli, “Working Consumers.”


126. Firemeg, “July 9th the Genocide Begins? How eBay Inc. Plans on Stealing Con-
130. Secomb argues that the “creation of a totalizing unity is the movement of totalitarianism and unfreedom,” while disagreement “holds a space open for diversity and for freedom.” Secomb, “Fractured Community,” 134.


144. Slater, “Collecting The Real Thing.”


149. Hickman and Ward, “The Dark Side of Brand Community.”

2. Pins, Cards, and Griffith’s Jacket


4. eBay has held On Location conferences in Atlanta, Dallas, Chicago, and San Jose, California.


27. Driskell and Lyon, “Are Virtual Communities True Communities?” 381.

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32. *Note to Chapter Two*


35. Beachbadge uses the guide for a slightly unconventional purpose. According to the eBay site, guides are designed to allow individuals to “Research products and learn about all kinds of topics.” eBay encourages readers to use them to get “the information you need—including shopping advice from eBay.” By using the guide format, beachbadge’s chronicle becomes information that the eBayer needs. *eBay*, “*eBay Reviews & Guides*,” 9 January 2011 (http://reviews.ebay.com/).


47. Minichiello et al., “Perceptions and Consequences of Ageism,” 260.


52. Jackson, “Gender, Sexuality and Heterosexuality,” 105.


56. unique_finds93, “Any one from Houston TX going to Ebay Live 2005?” eBay,


64. Ibid., 202.


74. Fayard and DeSanctis, “Evolution of an Online Forum for Knowledge Management Professionals.”


82. Sartelle, “As If We Were a Community.”

83. Anderson, Imagined Communities; Nancy, The Inoperative Community.


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93. Ibid.
103. bobal, “Will Somebody There Ask About Skippy Bucks?” eBay, 6 June 2003,


Smith, “Buttons, T-Shirts, and Bumperstickers,” 144.


Sartelle, “As If We Were a Community.”

Jones and Slater, What’s in a Name? 215.


ah6tyfour, “eBay Live Pins?........explain this to a newbie please,” eBay, 23 June...


132. For considerations of how collecting is rendered as obsessive, see Belk, *Collecting in a Consumer Society*; and McIntosh and Schmeichel, “Collectors and Collecting.”


138. Slater, “Collecting The Real Thing.”


143. uswapl, “eBay Live Adoption,” eBay, 11 April 2005, 9 January 2011 (http://forums.ebay.com/db1/topic/Ebay-Live-Community/Ebay-Live-2005/200068236?&tstart=1720&mod=1113942800789). chainmaillady also mentions the eBay-ana category: “Last year was our first year at ebay live. We quickly learned that when they were handing out stuff, stick your hand out. Never turn down anything someone is willing to give you. We got tons of cool stuff. Check out the ebayana category for examples.” chainmaillady, “freebies and pins....,” eBay, 26 April 2006, 9 January 2011 (http://forums.ebay.com/db1/topic/Ebay-Live-Community/Freebies-And-Pins/1000270702?&tstart=760&mod=1149997683698).


157. A number of companies offer three-dimensional “prints.” See, e.g., Figure-Prints, “FigurePrints – World of Warcraft,” 9 January 2011 (http://www.figureprints.com/).


Hollenbeck and Zinkhan, “Consumer Activism on the Internet,” 479.


Johnson, “Fan-tagonism,” 293.


howtooster, “You’ll have to see me there,” eBay, 12 May 2006, 9 January 2011 (http://forums.ebay.com/db1/topic/Ebay-Live-Community/Youll-Have-To/1000280935?&tstart=1080&mod=1147479777891).

fiberwireguy, “You’ll have to see me there,” eBay, 12 May 2006, 9 January 2011 (http://forums.ebay.com/db1/topic/Ebay-Live-Community/Youll-Have-To/1000280935?&tstart=1080&mod=1147479777891).


Ibid.


182. Hills, “Patterns of Surprise.”

3. You Can “Get It On” eBay

1. Ingraham, “The Heterosexual Imaginary.”
4. van Oost, “Materialized Gender.”
7. Oswald, “A Member of the Wedding?” 108.
8. Jackson, “Gender, Sexuality and Heterosexuality.”
9. Literature on wedding cultures includes Currie, “‘Here Comes the Bride’”; Ingraham, White Weddings; Oswald, “A Member of the Wedding?”; and Otnes and Pleck, Cinderella Dreams.
14. Rheingold, The Virtual Community.
27. eBay, “eBay – Come To Think Of It,” 12 March 2010 (http://70.32.107.0).
36. Richardson, “Locating Sexualities.”
37. Shea, Netiquette.
44. Flickr, “About Flickr,” 10 April 2008 (http://www.flickr.com/about/).
45. Smith, “’Baby’s Picture Is Always Treasured,’” 200.
48. Currie, “‘Here Comes the Bride,’” 416.
49. Otnes and Lowrey, “‘Til Debt Do Us Part,” 32; Otnes and Pleck, Cinderella Dreams, 8.

60. Ibid., 131.
64. Sobal et al., “Weight and Weddings,” 119.


68. Patterson, “Why Are All the Fat Brides Smiling?” 244.


71. autumn_gunnels, “wedding dress,” eBay, 9 November 2007 (http://cgi.ebay .com/wedding-dress_W0QQitemZ170167766345QQihZ007QQcategoryZ63 851QQssPageNameZWDVWQQrdZiQcmdZViewItem).


73. eBay, “Wedding Dresses, cheap wedding dresses and discount wedding dresses items on eBay.com. Find IT on eBay,” 1 June 2009 (http://clothing.listings.ebay .com/Wedding-Apparel_Wedding-Dresses_W0QQdfspZ1QQfromZR4QQsacat Z63851QQsoscmdZListingItemList).

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80. Otines and Lowrey, “‘Til Debt Do Us Part,” 326.
82. 25chanelgirl, “$1000 wedding dress by julius bridal,” eBay, 5 August 2008
   <http://cgi.ebay.com/1000-wedding-dress-by-julius-bridal_W0QQitemZ210291
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83. Nissanoff, *FutureShop*.
84. Paysha Stockton Rhone, “Here Comes the Slob,” *Boston Globe*, 13 June 2008,
86. jackool78, “BONNY AN ELEGANT WEDDING DRESS,” eBay, 30 July 2007
   <http://cgi.ebay.com/Bonny-An-Elegant-White-Wedding-Dress_W0QQitemZ200135
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88. pinkpinkiesmom, “WEDDING GOWN SEQUINED/Beaded Size 8/10 Waist 24”,
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93. aquarius12960, “GORGEOUS WEDDING GOWN DRESS SIZE 12, NEW NEVER
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97. Young, On Female Body Experience.
98. Gregson et al., “Narratives of Consumption and the Body in the Space of the
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w-VAIL-USED-N-R_WoQQitemZ220156849585QQihZ012QQcategoryZ63851
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104. Nicole Brodeur, “Fact Is, Wedding-Dress Guy’s eBay Pitch Includes Some Fic-
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105. apj1999, “VINTAGE USED WEDDING DRESS!!!! LQQK !!! NR !!!!!!!!” eBay, 30
September 2007 (http://cgi.ebay.com/VINTAGE-USED-WEDDING-DRESS-
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June 2004, 10 January 2011 (http://www.auctionbytes.com/cab/abn/yo4/m06/
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(http://cgi.ebay.com/Ex-wifes-Wedding-Dress_WoQQitemZ280174206800QQi
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109. Oswald, “A Member of the Wedding?” 117.


117. kealalaina77, “MICHAELANGELO Ivory wedding dress size 16 NWT NEW: RUNAWAY GROOM Off Shoulder Empire Waist beaded corset,” 15 November 2007 (http://cgi.ebay.com/MICHAELANGELO-Ivory-wedding-dress-size-16-NWT-
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4. eBay’s Visible Masculinities

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2. Chasin, Selling Out; Sender, “Sex Sells.”
4. Firemeg, “eBay Bans Ivory Sales, But Allows It......... What It Means for the


18. For a discussion of how men are associated with the mind, see Hayles, How We Became Posthuman.


25. Petit, “‘Cleaned to eBay Standards,’” 267.


SMALL-Navy_WoQQitemZ130131164273QQihZ003QQcategoryZ11509QQrdZ1QQcmdZViewItem>


43. However, not all monitors support this technologically rendered erotic. The refreshing of the screen occurs with cathode-ray-tube monitors but not with liquid-crystal-display flat screens. Montfort, “Continuous Paper.”


46. Ward, “Hung Like a Horse.”
47. Bordo, “Reading the Male Body,” 55.
49. usflaboy, “New In Box C-In2 Jockstrap Size Medium,” eBay, 18 June 2007 <http://cgi.ebay.com/New-In-Box-C-In2-Jockstrap-Size-Medium_W0QQitemZ220123349681QQihZ012QQcategoryZ11509QQssPageNameZWDVWQQrdZtQQcmdZViewItem>.


67. Hayles, How We Became Posthuman, 30.

68. Barthes, The Pleasure of the Text, 10.


70. Culbertson, “Designing Men.”


72. Culbertson, “Designing Men.”

73. Duncan, “The MoMA’s Hot Mamas.”


contact.ebay.com/ws/eBayISAPI.dll?ShowAllQuestions&requested=kirkieskorner&amp;iid=22011521245&amp;frm=284&amp;redirect=0&amp;ShowASQAlways=1&amp;SSPageName=PageAskSellerQuestion_VI).
90. kirkieskorner, “Questions from other members: Patriotic THONG Custom Made M Nylon/Lycra Gay Interest,” eBay, 16 May 2007 (http://contact.ebay.com/ws/eBayISAPI.dll?ShowAllQuestions&requested=kirkieskorner&amp;iid=22011521245&amp;frm=284&amp;redirect=0&amp;ShowASQAlways=1&amp;SSPageName=PageAskSellerQuestion_VI).
93. Manning, “Gay Culture.”
96. thana0, “male g-string c-thru jockstrap underwear thong gay int?” eBay, 8 June 2007 (http://cgi.ebay.com/male-g-string-c-thru-jockstrap-underwear-thong-gay-int_W0QQitemZ260108841655QQiZ016QQcategoryZ11509QQrdZtQQcmd ZViewItem).
102. For a discussion of how flaccid and erect penises are associated with masculinity, see Dyer, “Don’t Look Now,” 72.


107. For discussions of porn trading and the Internet, see, e.g., Lehman, “You and Voyeurweb”; and Slater, “Trading Sexpics on IRC.”


130. Miller, “A Short History of the Penis.”
140. toomanyretro, “Hot MAN MOUSTACHE buLgE/cRotCh ShOT~Cabinet Photo\ gAy,” eBay, 3 July 2007 (http://cgi.ebay.com/Hot-MAN-MOUSTACHE-buLgE-cRotCh-ShOT-Cabinet-Photo-gAy_WoQQitemZ160134386959QQihZ006QQcategoryZi3705QQssPageNameZWDVWQQrdZiQQcmdZViewItem).


152. This closeting occurs in kashmier, “Old Photograph Semi Profile WOMAN in WHITE HAT Scarf,” eBay, 11 February 2006 ⟨http://cgi.ebay.com/Old-Photo-graph-Semi-Profile-WOMAN-in-WHITE-HAT-Scarf_W0QQitemZ6253306264QcategoryZ48QrdZ1QQcmdZViewItem⟩.


154. endymian, “GAY INT CABINET CARD GREAT DRAG X DRESS GUY,” eBay,
27 April 2004 (http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&category=13705&item=3289666107&rd=1).


158. Elsner and Cardinal, introduction to The Cultures of Collecting, 2.


166. Elsner and Cardinal, introduction to The Cultures of Collecting, 2.

5. eBay Boys Will Be Lesbians


5. Straayer, Deviant Eyes, Deviant Bodies.


10. jochen.baeuerle, “AFFECTIONATE NUDE GIRLS Vintage 10s RPPC Lesbian Int,” eBay, 7 April 2006 (http://cgi.ebay.com/AFFECTIONATE-NUDE-GIRLS-Vintage-10s-RPPC-Lesbian-Int_W0QQitemZ6270033445QQcategoryZ1507QQrdZ1QQcmdZViewItem). To some extent, this address to the photographer and viewer is an aspect of all photographs of people.


34. Camille, “Editor’s Introduction,” 164.
35. Joyrich, Re-viewing Reception, 63.
37. Metz, The Imaginary Signifier.
39. Kaplan, “Is the Gaze Male?”
40. Straayer, Deviant Eyes, Deviant Bodies, 3.
41. Ibid.
43. Mabel Maney, as quoted in Harris and Crocker, “Mysteries, Mothers, and Cops,” 78.
46. Currie, “‘Here Comes the Bride’”; Otnes and Pleck, Cinderella Dreams.
50. bb1913, “!938 PHOTO ALL WOMEN MOCK WEDDING PRENTICE CHICAGO,”

52. Elizabeth Lapovsky Kennedy and Madeline Davis, who provide an important history of butch and femme identities in the 1940s and 1950s, have disagreed with Case’s theory of butch camp and argued that “the lesbian community had no parallel to the camp culture that developed around queens in male homosexual communities, despite the fact that butch identity was constructed around being masculine but not male, and was therefore based in artifice. Although all butches can be said to be in drag, few butches performed as male impersonators... No cultural aesthetic seems to have developed around male impersonation. Furthermore, camp humor and camp performers were not central to the lesbian community of this period.” Nevertheless, Lisa E. Davis describes butch drag and camp as part of the lesbian community and indicates how these performances were incorporated into clubs in New York City during the same period. Davis, “The Butch as Drag Artist”; Kennedy and Davis, Boots of Leather, Slippers of Gold; Kennedy and Davis, “They Was No One to Mess With,” 75.


54. Barthes, Camera Lucida, 12.

55. Bergman, introduction to Camp Grounds, 6.


57. Riviere, “Womanliness as Masquerade.”

58. Case, “Toward a Butch-Femme Aesthetic,” 300. There have also been critical debates about whether butch and femme are performances, masquerades, roles, or identities. For Nestle, a friend’s “butch self was not a masquerade of a gender cliché, but her final and fullest expression of herself.” These debates engage larger disagreements over whether people exist as stable identities or, as suggested by some contemporary forms of feminism, postmodernism, and my arguments in this chapter, identity is always culturally constructed and regulated. Nestle, “Flamboyance and Fortitude,” 20.


64. Butler, *Gender Trouble*, 129.


6. Re-collecting Black Americana


14. For African American collectors of black Americana, buying these items can provide ways to document the past, own and rework denigrating representations, and keep such items out of the hands of white collectors who may view them quite differently. White collectors are sometimes discouraged from buying objects at black Americana shows and other events. For a discussion of the different racial engagements in collecting and readings of these objects, see Motley et al., “Exploring Collective Memories Associated with African-American Advertising Memorabilia.”


16. Ibid. eBay does allow “German coins and postage stamps (canceled or otherwise) from the WWII era regardless of markings.”


20. Sellers who deploy self-portraits include dandgtins! “eBay View About Me for
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31. For critical discussions of the concept of the mammy, see Bogle, Toms, Coons, Mulattoes, Mammys, and Bucks; Morgan, “Mammy the Huckster”; and St. John, “‘It Ain’t Fittin’.’”


33. Turner, Ceramic Uncles and Celluloid Mammies, 10.


36. Desrochers, “Slave-for-Sale Advertisements and Slavery in Massachusetts.”

37. During spectacle lynchings, trains were scheduled to bring viewers to advertised events, and large numbers of people attended. For a discussion of these events, see Hale, Making Whiteness.

38. Eric Lott, in Love and Theft, describes the important ways minstrelsy shows were deployed to consider class issues in the Northern parts of the United States.


41. I thank Allison Truitt for providing this throw of a seated African American woman, Zeus Mardi Gras Parade, Metairie, La., 6 January 2007.

42. Collins, Black Feminist Thought, 67.


44. For critical considerations of Mardi Gras, see Gotham, “Marketing Mardi Gras”; Lipsitz, “Mardi Gras Indians”; and Venman, “Boundary Face-Off.”


48. Goings, Mammy and Uncle Mose, 89.

49. Turner, Ceramic Uncles and Celluloid Mammies, 5.


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57. creeksideprimitives, “Primitive Vintage-Style BLACK AMERICANA GAMEBOARD: Uniquely Designed FULL-SIZED GAMEBOARD, from CREEKSIDEx” eBay, 29 July 2006 ⟨http://cgi.ebay.com/Primitive-Vintage-Style-BLACK-AMERICANA-GAMEBOARD_WoQQitemZ140013349907QQihZ004QQcategoryZ25800QQrdZtQQcmdZViewItem⟩.
61. Goings, Mammy and Uncle Mose, xiii.
63. Formanek-Brunell, Made to Play House; Jenkins, The Children’s Culture Reader.
64. Hale, Making Whiteness.
65. Manring, Slave in a Box.
66. George Fitzhugh, as quoted in Yetman, “The Background of the Slave Narrative Collection,” 536.
68. Doane, The Desire to Desire; Mulvey, Visual and Other Pleasures.
70. For a discussion of how black women’s bodies are objectified, see Gilman, “Black Bodies, White Bodies.”
71. hooks, Ain’t I a Woman.
72. Goings, Mammy and Uncle Mose, xxi.
73. oddpilott, “LARGE SALTY & PEPPY SHAKERS,” eBay, 1 September 2006 ⟨http://cgi.ebay.com/LARGE-SALTY-PEPPY-SHAKERS_WoQQitemZ190026982770QQihZ009QQcategoryZ29459QQrdZtQQcmdZViewItem⟩.
74. ruthlesspromotions, “Vintage Collectible Black American Mammy Dolls Set


95. aaune, “Negative/Neutral Feedback received by whiterabbitonmain,” Toolhaus .org, 6 April 2006, 20 January 2011 (<http://www.toolhaus.org/cgi-bin/negs?User=whiterabbitonmain&Dirn=Received+by>). African Americans were equated with raccoons, or coons, because the same hunting dogs were used to track raccoons and runaway slaves during the antebellum period.
98. dwells00collectibles, “7 Jim Crow Dixie African American Postcards 1920s-40s,” eBay, 1 August 2006 (<http://cgi.ebay.com/7-Jim-Crow-Dixie-African-American-Postcards-1920s-40s_W0QQitemZ230014086013QQihZ013QQcategoryZ36081QQrQrdZiQQcmdZViewItem>).
100. Turner, Ceramic Uncles and Celluloid Mammites, 11.
105. kentuckybluebird, “HOMEMADE BLACK DOLL CLOTH 24” LONG ADORABLE,” eBay, 18 December 2006 (<http://cgi.ebay.com/HOMEMADE-BLACK-DOLL-CLOTH-24-LONG-ADORABLE_W0QQitemZ180065700145QQihZ008QQcategoryZ35797QQrQrdZiQQcmdZViewItem>.)


113. Gardner, “Fortune-Telling on eBay.”


118. sixandersons, “Black Americana Old South 16 views unfolding booklet,” eBay,
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1 August 2006 <http://cgi.ebay.com/Black-Americana-Old-South-16-views-unfolding-booklet_W0QQitemZ19001553614QQihZ009QQcategoryZ36081QQrdZtQQcmdZViewItem#ebaphotohosting>.


121. Spain, “Race Relations and Residential Segregation in New Orleans.”


125. Critical literature that addresses this work includes Catanese, “‘How Do I Rent a Negro?’”; Elam, “Change Clothes and Go”; and Fusco, “All Too Real.”


127. Fusco, “All Too Real.”


129. Keith Townsend Obadike, as quoted in Fusco, “All Too Real.”

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3. Oudshoorn et al., “Configuring the User as Everybody.”
20. Craig Newmark, as quoted in Livingston, Founders at Work, 248.
30. For instance, auroracw is informed that her personal ad was flagged because she
did not provide enough personal information. She argues that this behavior is “rude,” that it “amounts to censorship,” and that she is “not going to cater to the needs of men looking at the ads so they can determine whether or not” she is “fat or thin enough for them.” When Edna_K posted “looking for a man who’s interested in feminism,” “looking for women . . . to start a women’s consciousness group,” and “looking for a man with respect for women,” she was flagged. This is because she is “a feminist and men on this site are threatened by that and flag” as “a way of shutting” her “up.” auroracw, “Run of the mill personal ad w4m San Francisco,” craigslist, 19 December 2008, 23 January 2011 (http://losangeles.craigslist.org/forums/?ID=11091910); Edna_K, “I keep getting flagged because I’m a feminist,” craigslist, 16 July 2008, 23 January 2011 (http://losangeles.craigslist.org/forums/?ID=96312690).

43. -, “Why does the w4m section get so many more flags,” craigslist, 21 June 2008, 23 January 2011 (http://losangeles.craigslist.org/forums/?ID=94316748). Many people post anonymously to the flag help forum and use a dash as their member name. Since people can post without signing in, craigslist uses a black and
green color system to differentiate between anonymous and more stable participants.


47. no_spammers, “No. We are telling you what YOUR COMMUNITY,” craigslist, 22 June 2008, 24 November 2011 (http://losangeles.craigslist.org/forums/?ID=94386347).


