Black Girl Labor as Magic: Toward an understanding of Digital Black Feminism

Abstract: The phrase Black Girl Magic became a popular hashtag and rallying cry used to celebrate the everyday ways that Black women thrive in spite of the boundaries erected to keep them from doing such. But, are Black women really magic? Popular hashtags like #BlackGirlMagic do not do the work of explaining the centuries of wisdom, labor and ingenuity that have put black women in a position to do the longsuffering and thankless work that looks to outsiders like ‘magic’. The digital provides a site to explore the unique interlocking systems of oppression historically enacted upon Black women. I argue that Black women’s relationship with communication technology informs a circumstance of its use that inherently is the most generative.

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