

# MEDIA KIT



## ROB ESCHMANN

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Rob Eschmann. Dr. Eschmann is a writer, educator, filmmaker, and scholar from Chicago. He is a proud product of the Chicago Public Schools and received his PhD from the University of Chicago in 2017.

He writes on educational inequality, community violence, racism, social media, and youth wellbeing. His research seeks to uncover individual, group, and intuitional-level barriers to racial and economic equity, and he pays special attention to the heroic efforts everyday people make to combat those barriers. For Dr. Eschmann, this work is a part of the freedom struggle. The function of

racism is to reproduce racial inequality, but in the 21st Century the devices of racism are often hidden behind color-neutral laws or friendly interactions. Highlighting the mechanisms of racism, therefore, can demonstrate the continuing significance of race, raise consciousness, and promote and strengthen resistance efforts.

Dr. Eschmann is an avid reader and re-reader of fantasy fiction who uses his children as a justification for his continued interest in young-adult fiction and regular trips to the comic book store. In terms of creative endeavors, Dr. Eschmann has co-written and directed several short films for the 48 Hour Film Project Film Festival, and has written and workshopped fiction since his days as a graduate student. He is currently in the midst of his first novel project.

# WHEN THE H••D COMES OFF

RACISM AND RESISTANCE IN THE DIGITAL AGE

Publisher: UC Press

Publication Date: May 2, 2023

Price: Hardcover \$85.00

ISBN-13: 978-0520379725 (312 pages)



## Praise for *When the Hood Comes Off: Racism and Resistance in the Digital Age*

"Splashed with memorable, poignant personal examples and written in a highly readable and engaged way, *When the Hood Comes Off* is one of those precious few books that speaks to the concerns of scholars and the general public alike." —**Eduardo Bonilla-Silva**

"A fascinating look at race and racism online... Informed by the author's personal experiences with racist discourse, *When the Hood Comes Off* is a consistently sensitive & probing book." —**Mario Small**

**This timely, comprehensive study examines how racism manifests online and highlights the antiracist tactics rising to oppose it.**


From cell phone footage of police killing unarmed Black people to leaked racist messages and even comments from friends and family on social media, online communication exposes how racism operates in a world that pretends to be colorblind. In *When the Hood Comes Off*, Rob Eschmann blends rigorous research and engaging personal narrative to examine the effects of online racism on communities of color and society, and the unexpected ways that digital technologies enable innovative everyday tools of antiracist resistance.


Drawing on a wealth of data, including interviews with students of Color around the country and analyses of millions of social media posts over the past decade, Eschmann investigates the influence of online communication on face-to-face interactions. *When the Hood Comes Off* highlights the power of the internet as an organizing tool, and shows that online racism can be a profound wake-up call. How will we respond?


# CONTACT INFORMATION

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