

APPENDICES

APPENDIX I: LIST OF INFLUENCERS

@tamkhan
@brpraak
@olafarahat
@karenwazen
@supercarblondie
@_avelentina
@millimidwood
@Kween_Kamm
@monzgupta
@kimkardashian
@hushpuppy
@lilmiquela
@shudugram
@raniaofficial
@a_hinda
@wheremyfoodat
@rsbelhasa
@hudabeauty
@trillionairelife
@amyroko
@hadeelmarei
@Ranoy_
@arabianfox
@mounirlazzez
@britneyspears
@loganpaul
@black_arab_official
@Tracey (pseudonym)
@justin (pseudonym)
@danbilzerian
@richkidsdubai
@housemaid.supplier

@massagedubai;
 @massageindubainext678;
 @serves_massager_full_in_duabi
 @girls_dubai8
 @girl_dubai_russian_full
 @miyhang40
 @areeshay_soomro
 @kavyaadahal
 @kymallysa
 @jyo_john_mullor
 @notaspace
 @esl_zayed

APPENDIX II: CASE STUDIES

- (1) #Hashtag and Starfish Influencer Agency
- (2) @wheremyfoodat
- (3) @rsbelhasa
- (4) @hudabeauty
- (5) @Ranoy_
- (6) @arabianmeercat
- (7) @mounirlazzez
- (8) Dubai's case of British Influence
- (9) @Tracey
- (10) @black_arab_official
- (11) @justin
- (12) Case of Global Media Insight
- (13) Case of Mobile Migrant Women's use of TikTok
- (14) @jyo_john_mullor
- (15) Case of #notaspace

APPENDIX III: GLOSSARY

Affordances: uses of an application and/or platform

City-branding: strategic promotion of a city's identity

Cityscape: visual conception and imaginaries of a city

Cultural sensibilities: cultural value system

Diegesis: narrative world

Decolonial: disruption of colonial values and ways of thinking

Deterritorialisation: forces bringing labouring populations into working-class sectors and spaces of wealthy societies

Fantastical authenticity: glamourised portrayal of the everyday or authentic

- Gamification*: adding game mechanics into nongame environments
- Genealogy*: family tree of relationships
- Global South*: theoretical concern with geographical locations, cultures and social actors beyond the west
- Hegemony*: dominance
- Ideology*: belief system
- Imagined communities*: conceptual communities
- Influencer*: person of influence who impacts the living, buying and political beliefs of others
- Like economy*: affective metrics collected by platforms via users' emoji response tabs.
- Mediatization*: multiple forms of content calibrated in numerous formats
- Platformisation*: domination of the Internet by a few large companies whose products work as markets between users and other sellers.
- Platform capitalism*: profit-driven logics of big tech
- Playbour*: hybrid form of play and labour, specifically in social media and the digital games industry.
- Pentimento/i*: a visible trace of earlier painting beneath a layer or layers of paint on a canvas. The term is refashioned in this study to explore postdigital visual layers of people, places and cityscapes.
- Postdigital*: critical term indicating the merging of the offline/online sphere due to ubiquitous Wi-Fi.
- Postcolonial*: cultural, political and economic legacy of colonialism and imperialism
- Scopic regimes*: complex sets of aesthetic cultural codes and visual practices
- Self-branding*: an individual's public image that demonstrates his or her values and overall reputation.
- Self-(re)presentation*: display of the self via icons, symbols or indexical signs
- Semiosis*: how signs come together to create meaning via interpretation
- Semiosphere*: fluid, interactive aspects of culture
- Superdiversity*: new patterns of social, cultural, political and economic migration

APPENDIX IV: LIST OF ACRONYMS

- Global Media Insight (GMI)
- Middle East and North Africa (MENA)
- Mobile migrant women (MMW)
- United Arab Emirates (UAE)
- United Kingdom (UK)
- Word of mouth (WOM)