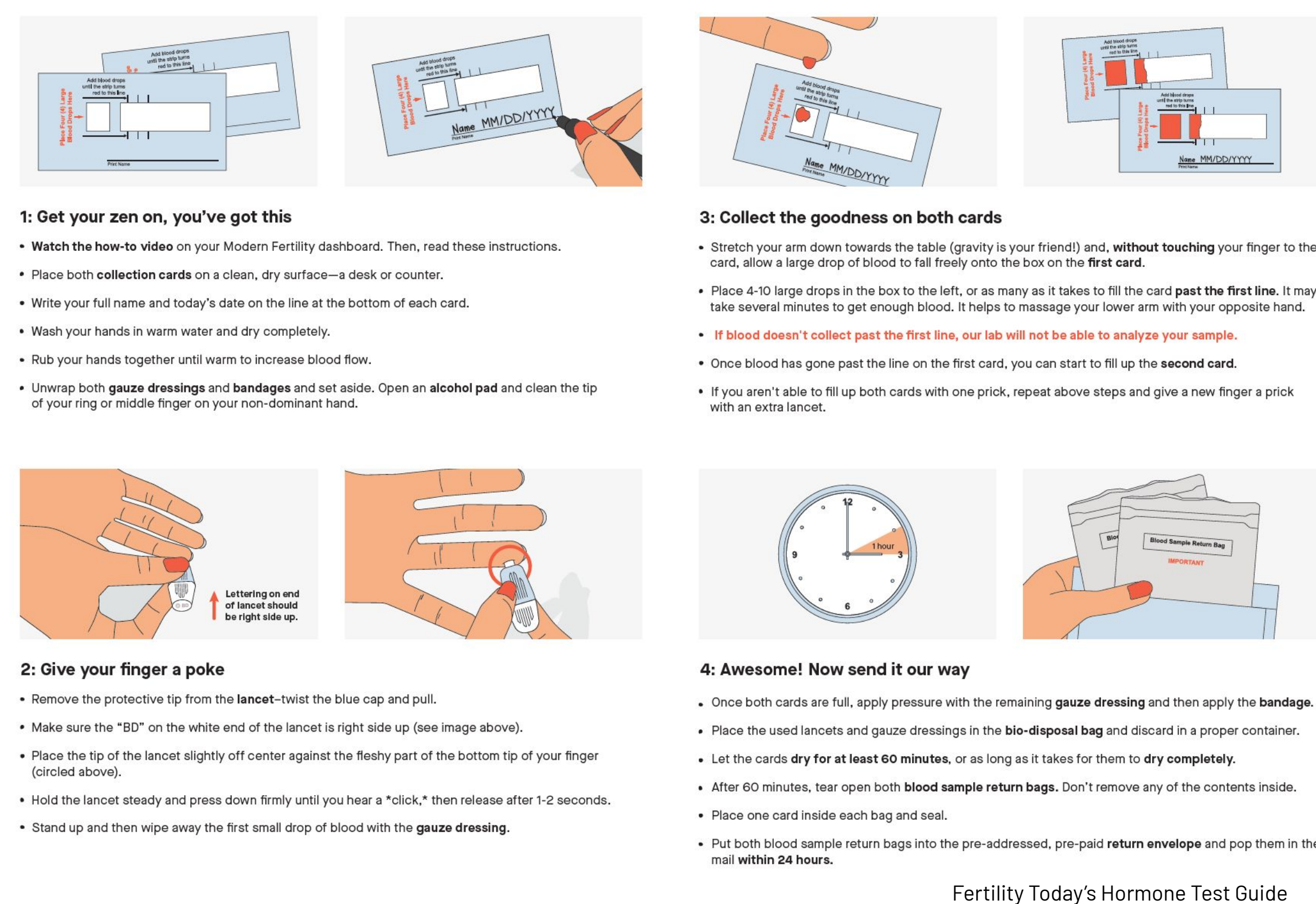
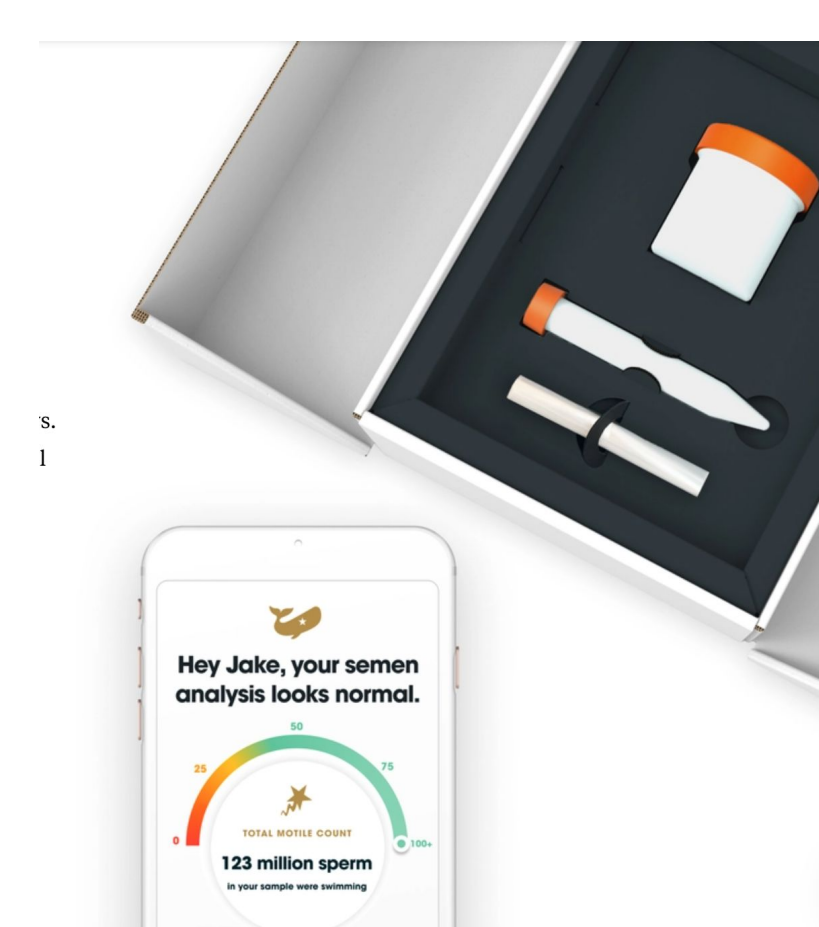


Abstract

My current project examines digital technology in a digitally literate world. Today, we live in a world where almost everyone has a smartphone, interfacing with technology is our norm, and our health is no different. My research dives into this burgeoning field of reproductive technologies that mostly live online and through online spaces. I use digital ethnography to examine fertility tracking technologies and fertility health companies. Through my research, I argue that despite some minority involvement and an growing awareness of men’s health, the fertility health culture is informed and defined by whiteness and women, thereby promoting a new racial ideology I call colorblind eugenics. I identify 3 mechanisms of colorblind eugenics within fertility health that keep and maintain this space as white: whitewashing, marketing, and neoliberal healthism.



Fertility Today's Hormone Test Guide



Good Dude's Semen Analysis Test



Ovu's Ovulation Tracking Watch

Research Questions:

1. How do ideologies of gender and race reproduce disparities in reproductive medicine and fertility care?
2. How is biomedicine a site that reifies the racial hierarchies that exist in society?

Who is carrying the burden of reproduction? Who is gaining access?
Who is being reached?

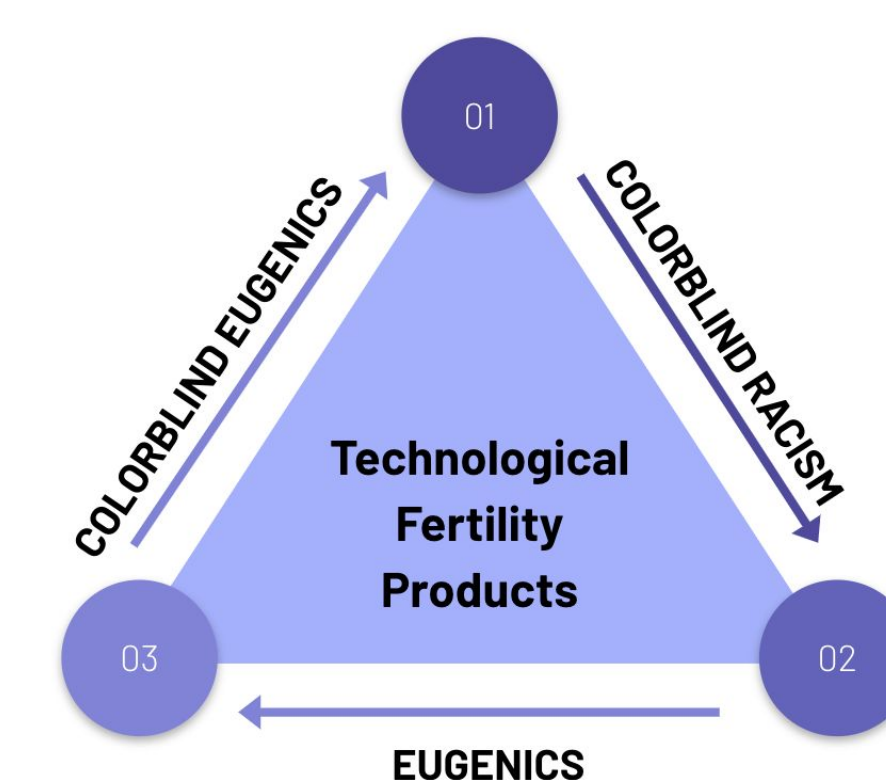
My Research Sites:

- Ovu ♀
 - ▶ Ovulation tracking watch
 - ▶ Online community on Facebook
 - ▶ Blogs
 - ▶ Webinars
- Fertility Today ♀
 - ▶ Hormone test
 - ▶ Slack channel
 - ▶ Blogs
 - ▶ Webinars
- Path ♂
 - ▶ Male fertility test
 - ▶ Blogs
- Good Dude ♂
 - ▶ Semen analysis test
 - ▶ Blogs

Theoretical Contribution

Colorblind Eugenics:
A new racial ideology within fertility health culture that is informed and defined by whiteness thereby promoting more children among the white

COLORBLIND EUGENICS



Mechanisms of Colorblind Eugenics

- 1. Whitewashing - Make it legit!**
I argue an important process of creating and maintaining a colorblind eugenics is one of whitewashing. I use this metaphor to describe the method of racializing fertility health as white. Whitewashing a wall serves to wash away undesired markings, preparing it for a fresh layer of paint. Similarly, the purpose of whitewashing fertility health is to wash away undesired racial politics. Whitewashing paints fertility health white by superimposing white culture and normalizing that culture in place.
- 2. Marketing - Promoting Default Discrimination**
These products are situated in a consumer-based market, thus the presence of marketing strategies are clear and bountiful. Fertility health's marketing and whiteness operate as the norm, perpetuating default discrimination and colorblind eugenics, especially through these digital products and communities. Marketing is implicitly and explicitly targeted towards middle-class, white women.
- 3. Neoliberal "Healthism" - Something's broken... *YOU* fix it!**
Neoliberal healthism describes how individual consumers are held responsible for over-compensating and overcoming larger, institutional failures of the medical system through their own choices and purchases. More namely, all consumers, companies, and employees addressed the dearth of research in men's reproductive health. Yet, what I find is that women continue to take the burden of fixing this healthcare failure by buying more fertility products, apps, seeing specialists, and doing research of their own: that is, becoming a health expert of their own.

Fertility Health

- ▶ Hormonal disorders
- ▶ Preconception health
- ▶ Focus on hormones, menstruation, and ovulation
- ▶ The ability to conceive, bear children, become pregnant



COST OF PRODUCTS

Ovu's watch	\$299
Fertility Today's Hormone Test	\$159
Good Dude's semen analysis	\$189
Path's male fertility test	\$89.99 - \$199.99



Methodology

- Digital Ethnography
- Data collected between 2017-2020
- 4 sites: 2 for women, 2 for men
- Webinars
- Blogs
- Interviews
- Online communities

Works Referenced

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