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Representation and performativity of whiteness in China

The case of foreign digital entrepreneurs

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Representation and Performativity of Whiteness in China :

(Who was I

at that time? ___)

the Case
of FOREIGN
DIGITAL
ENTREPRENEURS

(I felt like
I was I o _____ s t
in translation, _
not only but regarding _____ language

regarding
the ___ core ___ of
my
own
identity . _

Kefala
Christina

)

Representation and Performativity of Whiteness in China: The Case of Foreign
Digital Entrepreneurs

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor
aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
prof. dr. ir. P.P.C.C. Verbeek
ten overstaan van een door het College voor Promoties ingestelde commissie,
in het openbaar te verdedigen in de Aula der Universiteit
op woensdag 11 september 2024, te 14.00 uur

door Christina Kefala
geboren te THESSALONIKI

Promotiecommissie

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Faculteit der Maatschappij- en Gedragwetenschappen

To my dreamy, youthful soul

Acknowledgments

Once, my partner told me that my dreams soar too high and that the earth seems too small for me. He was right. Since I was a child, my father has lovingly called me ‘butterfly’, always in awe of my imagination and aspirations. I've always envisioned myself as a dreamer with big ambitions, moving from place to place and traveling the world, much like a butterfly flitting from flower to flower. And yes, this Ph.D. research is a part of those dreams that have taken flight and become reality. It stands as a testament to my relentless pursuit of knowledge and creativity.

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Not if I could sing like a bird
Not for all North Carolina
Not for all my little words
Not if I could write for you
The sweetest song you ever heard
It doesn't matter what I'll do
Not for all my little words

(All my little words, Magnetic Fields)

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Co-authored with Shanshan Lan.

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