While the terms ‘race’ or ‘racism’ were never mentioned in the interview questions both males still commented on the stereotypes that existed for the races displayed in the video. The white male claimed that the video was “the clear cut example of what society views as the white man dancing” and that the white male in the video “proved the stereotype direct because he is not physically created to dance but the black guy is. Sometimes stereotypes are just true. You can’t fight them.”

The African American male said that “probably based on society the judges think the black guy will be better in the dance competition.”

The white male claimed that the dance competition in the video was friendly because it was “diverse” when questioned if the video was offensive in any manner. According to him the video was diverse because there was “a black guy, a Chinese guy, a girl, and a guy,” the girl and guy both being white.

By focusing on the different races in the room the white male was displaying an unconscious defensiveness to make it clear that he was not “racist.”

The use of strategic stories

Both males promoted strategic interests when they recalled the events of the video. They both created an in-group and out-group, and even generated a story that would only circulate amongst them.

The white male used a public transcript when he said that he doubted that “there was an interaction between them prior to the video.”

The African American male used a hidden transcript when he declared that the “dude tried to do too much and just ended up embarrassing himself.”

Recommendations

- Develop mandatory classes that address the issues of internet racial talk and its implications.
- Provide students with more opportunities to engage with the concepts of whiteness and racism.