

# Emily Hund

**Ph.D. Candidate**

**Annenberg School for Communication, University of Pennsylvania**

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## Education

- 2019 (expected) **Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA**  
Ph.D. in Communication + Graduate Certificate in University Teaching  
Dissertation Title: *Industrializing Authenticity: The construction and cultivation of social media influencers*  
Committee: Dr. Joseph Turow (chair), Dr. Barbie Zelizer, Dr. Victor Pickard
- 2015 **Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA**  
Master of Arts in Communication
- 2009 **Pennsylvania State University, State College, PA**  
Bachelor of Arts in Journalism  
Bachelor of Arts in Sociology  
Honors: Phi Beta Kappa, Hearst Journalism Award nominee

## Refereed Publications

Hund, E. & McGuigan, L. (accepted with minor revisions). "A Shoppable Life: Performance, selfhood, and influence in the social media storefront." *Communication, Culture & Critique*.

Duffy, B.E. & Hund, E. (2015). "Having it All' on Social Media: Entrepreneurial femininity and self-branding among fashion bloggers." *Social Media + Society* 1(2).

### In preparation

Petre, C., Duffy, B.E. & Hund, E. (accepted for special issue.) "Gaming the System? The Politics of Algorithmic Manipulation in Digital Cultural Production." *Social Media + Society*.

## Public Scholarship

- 2015 "The invisible labor of fashion blogging" (with Brooke Erin Duffy). *The Atlantic*.

## Selected Press Coverage & Interviews

- 2018 *WIRED*: "Is a meme born in a private account still a meme?"
- 2015 *Stuff Mom Never Told You* (podcast): "The hidden lives of fashion bloggers"
- Refinery29*: "Why Fashion Bloggers' Lives Aren't As Charmed As You Think"

*Racked*: “Fashion Bloggers Put in 100-Hour Work Weeks, Research Finds”

*Complex*: “A New Study Shows Fashion Bloggers Are Working 100 Hours Per Week”

## Conferences

### Panels Organized

- 2018 “The Cultures, Politics, And Economies Of Social Media Influencers.” Association of Internet Researchers. Montreal, Canada.

### Papers Presented

- 2018 Hund, E. & Duffy, B.E. “Do it for the ‘gram: The culture and industry of Instagram self-presentation.” Association of Internet Researchers. Montreal, Canada.
- Duffy, B.E. & Hund, E. “Projecting and Policing Authenticity on Instagram.” Association of Internet Researchers. Montreal, Canada.
- Hund, E. & McGuigan, L. “A Shoppable Life.” International Association for Media and Communication Research. Eugene, OR.
- Hund, E. (2018). “Institutional Logic for Individual Users: Tensions over the audience in social media’s influencer economy.” International Association for Media and Communication Research. Eugene, OR.
- Hund, E. “Social Media & the Industrialization of Influence.” *Theorizing the Web*. Queens, NY.
- 2017 Hund, E. “Measured Beauty: Exploring the aesthetics of Instagram’s fashion influencers.” International Conference for Social Media + Society. Toronto, Canada.
- 2016 Hund, E. “Your Creativity Must be Quantified: Tensions in social media’s influencer economy.” National Communication Association, Philadelphia, PA.
- Hund, E. “‘Artists, Brands, Billions of Consumers’: The allure of the influencer economy.” Cultural Studies Association annual meeting, Villanova, PA.
- Hund, E. “Audience Metrics and Creative Labor.” *Theorizing the Web*. Queens, NY.
- 2015 Hund, E. “Instagram and the discipline of female cultural producers.” *Consuming/Culture: Women and Girls in Print and Pixels*. Oxford, UK.
- Hund, E. & Duffy, B.E. “‘Having it All’ on Social Media: Entrepreneurial femininity and self-branding among fashion bloggers.” International Communication Association. San Juan, PR.

## Guest Lectures & Invited Talks

- October 2018 “Stay-at-home mom/full-time worker: Exploring the possibilities and limitations of making life shoppable on social media.” Gender, Sexuality, and Women’s Studies Colloquium, University of Pennsylvania.

- January 2017 “The Frankfurt School.” Guest lecture in COMM 123: Critical Approaches to Popular Culture.
- March 2016 “History of Magazines.” Guest lecture in COMM 130: Mass Media & Society.
- October 2014 “Celebrity.” Guest lecture in COMM 123: Critical Approaches to Popular Culture.
- March 2014 “Celebrity & Labor.” Invited class lecture, Temple University.

## Research Fellowships

- 2013-2017 Assisted **Dr. Joseph Turow** with:
- Research for *The Aisles Have Eyes: How retailers track your shopping, strip your privacy, and define your power* (Yale University Press, 2017)
  - Survey construction for privacy study: "The Trade-off Fallacy: How marketers are misrepresenting American consumers and opening them up to exploitation."
  - Editing for 6th edition of *Media Today* textbook
  - Administration for the Working Group in Media Industries and Public Policy
- 2014 Assisted **Dr. Barbie Zelizer** with archival research for forthcoming book project

## Teaching

- 2016 Instructor, COMM 123: Critical Approaches to Popular Culture
- Teaching Assistant, COMM 130: Mass Media & Society
- 2014 Teaching Assistant, COMM 123: Critical Approaches to Pop Culture
- 2007 Teaching Assistant (undergraduate), SOC 030: Sociology of the Family

## Funding

- 2013-2018 Full tuition plus stipend, Annenberg School for Communication.
- 2015, 2017 Scholars Program in Culture & Communication travel funding, \$750.

## Additional Training

- 2018 Graduate Certificate in University Teaching, University of Pennsylvania Center for Teaching and Learning
- 2014 Annenberg Summer Institute in Methods, University of Southern California

## Service

### Reviewer

*International Journal of Communication  
Television & New Media*

International Communication Association

2015 Planning committee, Digital Culture Symposium, Annenberg School for Communication

2015-2016 Planning committee, Annenberg Wellness Workshops

## **Other Activities**

Producer, *3620*

- Produced two episodes for the Annenberg School's podcast, including research/reporting, recording, and editing

## **Work Experience**

2012-2013 Social Media Coordinator, The Wharton School, University of Pennsylvania

2010-2011 Assistant Editor, Rodale Inc.

2009 Features Intern, *Harper's Bazaar*

2008-2009 Contributing Writer, The Patriot-News (Harrisburg, PA.)

## **Community Involvement**

2011-2012 SAT tutor, New York Cares