

Emily Hund, Ph.D.

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Education

- 2019 **Annenberg School for Communication, University of Pennsylvania**, Philadelphia, PA
Ph.D. in Communication + Graduate Certificate in University Teaching
Dissertation Title: *The Influencer Industry: Constructing and commodifying authenticity on social media*
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

Petre, C., Duffy, B.E. & Hund, E. (forthcoming). "Gaming the System: The Politics of Algorithmic Visibility in Digital Cultural Production." *Social Media + Society*.

Duffy, B.E. & Hund, E. (forthcoming). "Gendered visibility on social media: Navigating Instagram's authenticity bind." *International Journal of Communication*.

Hund, E. & McGuigan, L. (2019). "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

Hund, E. & Duffy, B.E. "Do it for the 'gram: Platform vernacular in the age of influencers."

Conferences

Panels Organized

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

Papers Presented

- 2019 Hund, E. "Imagining the Influencer Industry." International Communication Association. Washington, D.C.
- Petre, C., Duffy, B.E. & Hund, E. "Gaming the System: The Politics of Algorithmic Manipulation in Digital Cultural Production." International Communication Association. Washington, D.C.
- 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

- January 2017 "The Frankfurt School." Guest lecture, Critical Approaches to Popular Culture, University of Pennsylvania.
- March 2016 "History of Magazines." Guest lecture, Mass Media & Society, University of Pennsylvania.
- October 2014 "Celebrity Then and Now." Guest lecture, Critical Approaches to Popular Culture, University of Pennsylvania.
- March 2014 "The Labor of Celebrity." Invited class lecture, Temple University.

Public Scholarship

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

Selected Press Coverage & Interviews

2019 *The New York Times*: Those silly chairs you keep seeing in the park? They’re Lamzacs.

Quartz: “The rise of the microinfluencer”

The Atlantic: “I gave up and let Instagram shop for me.”

Quartz: “Today’s influencer economy can be explained by a 19th century theory”

The Atlantic: “Why dental veneers are so popular on Instagram”

2018 *Quartz*: “JCPenney wants made-for-Instagram clothing to save it”

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”

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 Undergraduate Teaching Assistant, 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

Social Media + Society
International Journal of Communication
Communication, Culture & Critique
Journal of Marketing Communications
Television & New Media
International Communication Association

- 2016 Planning committee, Annenberg Annual Graduate Student Symposium
Planning committee, Annenberg Wellness Workshops
2015 Planning committee, Digital Culture Symposium, Annenberg School for Communication

Other Activities

- Producer, *3620*
- Produced two episodes for the Annenberg School's podcast, including research/reporting, recording, and editing

Other Professional Experience

- 2012-2013 Social Media Coordinator, The Wharton School, University of Pennsylvania
2010-2011 Assistant Editor, Rodale Inc.
2009 Features Department Intern, *Harper's Bazaar*
2008-2009 Contributing Writer, The Patriot-News (Harrisburg, PA.)