

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

Hund, E. & McGuigan, L. (2019). "A Shoppable Life: Performance, selfhood, and influence in the social media storefront." *Communication, Culture & Critique* 12(3).

Petre, C., Duffy, B.E. & Hund, E. (2019). "'Gaming the System': Platform paternalism and the politics of algorithmic visibility." *Social Media + Society* 5(4).

Duffy, B.E. & Hund, E. (2019). "Gendered visibility on social media: Navigating Instagram's authenticity bind." *International Journal of Communication* 13(20).

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).

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.

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

Guest Lectures

- 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.” Guest lecture, Temple University.

Public Scholarship

- 2019 “Wellness: What does it really mean?” Invited on-stage interview, The Atlantic Festival, Washington, D.C.
- 2015 “The invisible labor of fashion blogging” (with Brooke Erin Duffy). *The Atlantic*.

Selected Press Coverage

- 2019 *Fast Company*: “This is what it’s like to study social media influencers for a living.”
- 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

Funding

2013-2018 Full tuition plus stipend, Annenberg School for Communication.

2015, 2017 Travel funding, Scholars Program in Culture & Communication, \$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

Affiliations

Association of Internet Researchers

International Communication Association

Other Activities

Producer, *3620*

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

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.)