

MELISSA AVDEEFF

EDUCATION

2011: **PhD Musicology**, School of Arts, Culture and the Environment

University of Edinburgh – Edinburgh, UK

Supervisor: Simon Frith

Thesis: *Finding Meaning in the Masses: Issues of Taste, Identity and Sociability in Digitality*

2006: **MA Music Criticism**, School of Music

McMaster University – Hamilton ON, Canada

Supervisor: Christina Baade

Thesis: *From Girl Next Door to Sex Symbol: Representations of Women in the Popular Music Press*

2004: **BMus**, Comprehensive, School of Music

University of Alberta, Augustana Faculty – Camrose AB, Canada

PROFESSIONAL EMPLOYMENT

2018: Coventry University, School of Media and Performance

- Assistant Professor

2017 – 2018: University of Victoria, Faculty of Fine Arts / School of Gender Studies

- Assistant Teaching Professor (limited term); Sessional Instructor

2016 – 2017: University of Victoria, Faculty of Fine Arts / School of Music

- Assistant Teaching Professor (limited term)

2014 – 2016: University of Victoria, Faculty of Fine Arts / School of Music / School of Gender Studies

- Sessional Instructor

2012 – 2013: University of Alberta, Augustana Faculty, School of Music

- Sessional Instructor

PUBLICATIONS

Journal Articles

[Forthcoming, requested and in preparation] 'Popular Music, Artificial Intelligence, and the Uncanny Audio Valley: A SKYGGE Case Study.' *Arts*. Special issue on Music and Machine.

[Forthcoming, under review] 'Embodied Futurisms: Björk's Technobiophilic Utopia in "The Gate."' Submitted to *Journal of Popular Culture*.

2012: 'Technological Engagement and Musical Eclecticism: An Examination of Contemporary Listening Practices.' *Participations: Journal of Audience and Reception Studies* 9.2: pp. 265-285.

Book Chapters

[Forthcoming August 2019]: 'Canadian Pop in the Digital Age: Pioneering Pathways to Stardom and Representation,' in *The Spaces and Places of Canadian Popular Culture*. Edited by Victoria Kannen and Neil Shyminsky. Canadian Scholars Press.

[Forthcoming, accepted by publisher]: 'Kim Kardashian: Postfeminism in the Digital Age of Attention Economy,' in *Celebrity for the Curious: Why Study Celebrities?* Edited by Kishor Vaidya.

[Forthcoming, with publisher]: "'Girl I'm Tryna Kick It With Ya": Tracing the Reception of "7/11"'s Embodiment of Girl/Bedroom Culture Through YouTube Reaction Videos,' in an untitled edited collected about Beyoncé. Edited by Martin Iddon and Melanie Marshall. Indiana University Press.

2016: 'The Music of Twilight: Battling for Authenticity,' in *Fan Phenomena: The Twilight Saga*. Edited by Laurena Isaker. Intellect Publishers: pp. 64 – 74.

2016: 'Beyoncé: Social Media, Authenticity, and the Presentation of Self,' in *The Beyoncé Effect: Essays on Sexuality, Race and Feminism*. Edited by Adrienne Trier-Bieniek. McFarland: pp. 109 – 123.

2014: 'Youth, Musical Engagement and Technologies of Taste' in *Mediated Youth Cultures: The Internet, Belonging and New Cultural Configurations*. Edited by Andy Bennett and Brady Robards. Palgrave, UK: pp. 130-145.

Reports

2016: 'Dynamic Career Tool: Research Report.' University of Victoria, pp. 1 – 86.

Conference Proceedings

2013: 'Challenges Facing Musical Engagement and Taste in Digitality.' *Situating Popular Music: IASPM 16th International Conference Proceedings*. IASPM: pp. 15 – 23.

Book Reviews

[Forthcoming, in preparation]: 'Consuming Music in the Digital Age: Technologies, Roles and Everyday Life.' By Raphael Nowak. Palgrave MacMillan.

2016: 'The Ringtone Dialectic: Economy and Cultural Form' By Sumanth Gopinath, *Popular Music* 35.1: pp. 144 – 146.

2015: 'Radio in the Digital Age.' By Andrew Dubber, *Popular Music and Society* 39.1: pp. 139 – 141.

2014: 'Song Means: Analysing and Interpreting Recorded Popular Song.' By Allan F. Moore, *IASPM Journal* 4.2: pp. 117 – 119.

2010: 'Pop Idols and Pirates: Mechanisms of Consumption and the Global Circulation of Popular Music.' By Charles Fairchild, *Popular Music* 29: pp. 306 – 307.

Academic Commentary

2018: 'AI Pop Album Ushers in a New Musical Era,' *The Conversation*, https://theconversation.com/ais-first-pop-album-ushers-in-a-new-musical-era-100876#comment_1739694

2010: Conference Reports. International Association for the Study of Popular Music (IASPM), 15th Biennial International Conference, 13–17 July 2009: Popular Music Worlds, Popular Music Histories, Liverpool, UK. *Popular Music* 29: pp. 149 – 153.

2009: 'Bill Drummond's "The 17" Project at IASPM Glasgow: Some Feedback on the Experience and What Happened.' *Popular Music* 28: pp. 109 – 111.

Other Publications

2018: 'Andy Everson: Resistance and Defiance in Indigenous Digital Art,' *In Media Res*. Dec 5.

<http://mediacommons.org/imr/content/andy-everson-resistance-and-defiance-indigenous-digital-art>

2018: 'A Reason to Believe: Wilson Phillips and 90s Poptimism.' *IASPM Canada: AutoMusicologies*. Nov 28.

<https://www.iaspm.ca/automusicologies/2018/11/27/a-reason-to-believe-wilson-phillips-and-90s-poptimism-MWZiw>

SELECTED MEDIA COVERAGE

2018:

- Radio commentary: AI Pop music. **1310 NEWS Ottawa: The Rick Gibbons Show**. October 4.
- Radio commentary: AI Pop music. **The Alberta Morning News**. December 27.

2017:

- 'Beyoncé's Pregnancy Announcement.' **Global News Toronto**. TV. Feb 2.

2016:

- Vass, Keith. 'One day before Tragically Hip Victoria show, ticket clamour continues.' **Chek News**. TV. July 16.
- Porter, Ryan. 'Professors from the School of Beyoncé talk Lemonade.' **The Toronto Star**. May 24.
- Devlin, Mike. 'Nelly Furtado's singing of O Canada defended.' **Times Colonist**. February 14.
- Brennae, Matthew. 'Nelly Furtado National Anthem.' **CFAX 1070 radio**. Guest speaker, February 16.
- Stirling, Adam. 'Men's Rights Activists' **CFAX 1070 radio**. Guest speaker, February 15.
- Lin, Jess. 'More to Beyoncé than just music, says instructor.' **The Martlet**. February 4.

2015:

- Watts, Richard. 'University of Victoria offers course on Beyoncé.' **Times Colonist**. September 4.
- La Rose, Lauren. 'Beyoncé 101: Canadian researchers offer university courses studying pop superstar.' **The Canadian Press**. August 27.
- Yadeta, Jasmine. 'Melissa Avdeeff: Pop Culture Aficionado.' **Her Campus: University of Victoria**. March 15.

2014:

- Russell, Peter. 'UVic dedicates course to study of Beyoncé.' **the charlatan**. July 28.
- Saltman, Jennifer. 'Beyoncé added to University of Victoria curriculum.' **The Province**. July 9.
- Turner, Alex. 'Get your Bhd? B.C. university to offer course on Beyoncé.' **CTV Vancouver**. July 5.

- Dehaas, Josh. 'Victoria to offer course on Beyoncé.' **MACLEANS**. July 4.
- Fletcher, Thandi. 'Think you could survive the University of Victoria's course on Beyoncé?' **metro**. July 4.
- Bailey, Ian. 'University of Victoria to offer course on Beyoncé.' **The Globe and Mail**. July 3.

2013:

- Morris, Harvey. 'Monkey Business on Bieber Tour. Is he the Rolling Stones?' **International Herald Tribune**. April 4.

INVITED TALKS

Plenary Speaker

2011: 'Challenges Facing Musical Engagement and Taste Within Digitality

- IASPM International Biennial Conference, Grahamstown, South Africa

2017: 'Beyoncé's *Lemonade* as Transmedia Storytelling'

- University of Victoria, Faculty of Fine Arts, guest lecture

2008: 'Rural users of iPod culture: a case study of Burns Lake, Canada.'

- SPAN (Scottish Popular Music Academic Network), Glasgow Caledonian University

CONFERENCE ACTIVITY

2019 (upcoming): 'Embodied Futurisms, Popular Music, and the Anthropocene: Biophilic Design for an Interconnected Future,'

- WorldCon 2019 Science Fiction Convention, Dublin

2019: 'Popular Music Fandom in Postdigital Culture: A TikTok Case Study'

- Fan Studies Network, Portsmouth UK

2019: 'AI Pop Music, SKYGGE, and the Sonic Uncanny Valley'

- IASPM Canada Annual Conference, Montreal ON

2018: 'Virtual Bodies' Roundtable

- FLOW Conference, Austin, TX

2018: 'Bjork's Future Femininity: Technophilia Meets Biophilia in "The Gate"'

- IASPM Canada Annual Conference, Regina, SK

2017: 'Beyoncé's *Lemonade* as a Site of Culture Memory.'

- IASPM Canada Annual Conference, Toronto, ON

2016: 'We're So Much More Than Pointless Fixtures, Instagram Pictures': Beyoncé and Pop Music Authenticity Through Social Media.'

- PCA/ACA National Conference, Seattle, US

- 2015: 'Beyoncé: Social Media, Authenticity, and the Presentation of Self.'
- IASPM Canada Annual Conference, Ottawa, ON
- 2014: 'A Tribe Called Red: Aboriginal Popular Music and Social Media as a Potential Site of Cultural Exchange and Preservation.'
- Popular Culture Association of Canada, Calgary, AB
- 2014: 'The New Gatekeepers(?): Defining the Online Music Critic.'
- Studying Music: An International Conference in Honour of Simon Frith, Edinburgh, UK
- 2013: 'Justin Bieber: A Case Study in Social Media, Sexuality and the Destruction of the Fan/Audience Delineation.'
- Popular Culture Association of Canada, Niagara Falls, ON
- 2011: 'Fragments of the Whole: Perceptions of Identity Formation and Information Acquisition Online.'
- BSA Annual Conference, London, UK
- 2010: 'OMG i <3 that song!: Digital Youths and Musical Engagement.'
- IASPM UK/Ireland Biennial Conference, Cardiff University
- 2010: 'From iPods to Facebook: Issues of Taste and Identity in Digital Youth.'
- BSA Youth Study Group, University of Surrey
- 2009: 'iPod Culture Issues of Sociability and Democratisation in the Musical Experience.'
- IASPM International Biennial Conference, University of Liverpool
- 2008: 'iDentity in iPod Culture: Issues of Sociability and Democratization.'
- IASPM UK/Ireland Biennial Conference, Glasgow University
- 2008: 'iPod Culture and the Potential for Gender Differences.'
- IASPM Canada Annual Conference, Brock University
- 2008: 'The Effects of iPod Culture on Music Taste in a Rural Setting.'
- IASPM US Annual Conference, Iowa University
- 2007: 'The iPod: A Study of the Portability of Identity and the Ramifications for Taste.'
- University of Edinburgh Musicology Conference

DEPARTMENT TALKS

- 2009: 'Finding Meaning in the Masses: iPod Culture and Sociability.'
- University of Edinburgh, School of Arts, Culture, and the Environment
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TEACHING EXPERIENCE

(DENOTES COURSES *DESIGNED/**SIGNIFICANTLY REDEVELOPED)

Coventry University

| | |
|---------------------------------|---------------|
| Nations in Crisis (MA) | (Winter 2018) |
| Digital Culture Research** (MA) | (Winter 2018) |
| Placing Popular Culture (BA) | (Winter 2018) |
| Senses and Digital Methods (MA) | (Spring 2019) |
| Final Projects Supervision (MA) | (Spring 2019) |

University of Victoria: School of Music

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|---|--------------------------------|
| Music in Canada* | (Winter 2017) |
| Music and Technology: Innovation, Use, and Reception* | (Fall 2015) |
| Beyoncé* | (Winter 2015, 2016, Fall 2016) |
| Music Appreciation* | (Summer 2015, 2016) |
| Popular Music and You* | (Fall 2014) |

University of Victoria: Faculty of Fine Arts

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| Media and Popular Culture* | (Winter 2018) |
| Contemporary Media Fandom* | (Winter 2017) |
| Creative Being** | (Fall 2016, Winter 2017) |
| Art and Technology: Man vs. Machine* | (Fall 2016) |
| Introduction to Hip Hop* | (Winter 2015) |
| Live Music and Popular Culture* | (Fall 2015, Summer 2016) |

University of Victoria: Department of Gender Studies

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| Gender, Power, Difference | (Winter 2016, 2018, Fall, 2017) |
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University of Alberta, Augustana Faculty, School of Music

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| From Mozart to Madonna: Rethinking Music* | (Winter 2013) |
| Popular Music, Technology, Discourse, and Meaning* | (Winter 2013) |
| Introduction to Music** | (Fall 2012) |
| Medieval and Renaissance Music History** | (Fall 2012) |

University of Edinburgh, School of Arts, Culture and the Environment: Team Teaching

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| Music and Technology (Mobile Music, Part I and II)* | (Spring 2011) |
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TEACHING ASSISTANT

University of Edinburgh, School of Arts, Culture and the Environment

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| Music and Technologies | (2009 – 2010) |
| Music and Social Contexts | (2006 – 2008) |

McMaster University, School of Music

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| History of Popular Music | (2004 – 2006) |
| Keyboard Skills | (2005 – 2006) |
| Medieval/Renaissance Music | (2004) |

RESEARCH EXPERIENCE

University of Victoria, TIL: Technology Integrated Learning

Research Lead: 'Dynamic Career Tool: Research Report' (2016)

University of Edinburgh, School of Arts, Culture, and the Environment

Research Assistant: Tovey Professor Simon Frith (2011)

Audio Transcriptionist, Various Research Studies (2010 – 2011)

University of Alberta, Augustana Faculty, School of Music

Research Assistant: Dr. Anna Hoefnagels (2003 – 2004)

AWARDS/FUNDING

1,500 GBP: 2007 – 2010: University of Edinburgh Postgraduate Conference Travel Grant

10,000 CAD: 2006: Bursary for Women in Doctoral Programs, Government of Canada

20,000 CAD: 2004 – 2006: McMaster University Entrance Scholarship

15,000 CAD: 2000 – 2004: Augustana University College, performance-based internal scholarships

SERVICE TO PROFESSION

Executive Member

2017 - 2020: Communications Coordinator, IASPM Canada

Community Engagement

2017 – 2019: Committee Member, Strategic Grants Review, City of Victoria

2016 – 2018: Jury Member, City of Victoria: Summer Music Concert Series

Manuscript Reviewer

- New Media & Society
- Culture Unbound
- Networking Knowledge
- Celebrity Studies
- BC Studies

Conference Organisation

2006: University of Edinburgh Postgraduate Research Methods Conference

2005: Over the Waves Music in/and Broadcasting – Hamilton, Canada

Conference Assistant

2008: IASPM UK/Ireland Biennial Conference, Glasgow UK

DEPARTMENTAL/UNIVERSITY SERVICE – COVENTRY UNIVERSITY

Committee/Service: Coventry University

2019: Academic Conduct Officer, School of Media and Performing Arts

2019: Committee Member: Assistant Lecturer Search, School of Media and Performing Arts

Professional Development

2019: Coventry University Annual Staff Development Conference
 2018 – 2019: Pedagogy Workshops, Centre for Academic Development

Graduate Thesis Supervision

2019: Supervision of ten final projects. MA in Media, Communications, and Culture.

DEPARTMENTAL/UNIVERSITY SERVICE – UNIVERSITY OF VICTORIA

Community/Campus Engagement

2016: Recruitment Talk: Faculty of Fine Arts, DiscoverUVic
 2016, 2017: Welcome Week Presentation: Faculty of Fine Arts.
 2016: ‘Popular Music, Music Videos, and Society.’ Lecture. UVic Welcome Centre
 2016, 2017: ‘The Illuminating World of Music Videos.’ Lecture. Fresh Minds Symposium
 2015: ‘Testing 1,2,3: new approaches to music courses in the 21st century.’ Presentation. IdeaFest

Undergraduate Student Supervision

2016 – 2017: School of Music, Honours Thesis: Emmett Robinson Smith
 2016: School of Music, Directed Studies: Emily McCallum

Committee/Service: University of Victoria

2017 - 2018: Core Member, TICMA: Taskforce on Institute for Culture & Media Analysis
 2017: Working Group: New Instructors’ Guide, Learning and Teaching Centre
 2017: SSHRC Graduate Funding Application Reviewer
 2017: Committee Member: Indigeneity Committee, Faculty of Fine Arts
 2016 – 2017: Committee Member: Director Search, School of Music
 2016 - 2017: Working Group: UVic First Year Instructors
 2016: Committee Member: SWAAC Nominations Reviewer, School of Music
 2015 – 2016: Sessional Representative: School of Music

Professional Development

2017: Indigenous Cultural Acumen Training
 2017: Learning, Teaching and Indigeneity Workshops, Faculty of Humanities and Social Sciences
 2014 – 2018: Let’s Talk About Teaching. Annual Pedagogy Conference
 2014 – 2018: Learning and Teaching Centre, Various Workshops
 2015, 2017: ConnectU. Professional Development Conference.

ACADEMIC MEMBERSHIPS

2008 – 2019: IASPM: International Association for the Study of Popular Music
 2016 – 2017: PCA/ACA: Popular Culture Association of America, American Culture Association
 2015 – 2016: Canadian Association of Cultural Studies
 2013 – 2016: PCAC: Popular Culture Association of Canada
 2008 – 2011: BSA: British Sociological Association
 2008 – 2011: BSA Youth Study Group
 2006 – 2011: SPAN: Scottish Popular Music Academic Network