

Melissa Avdeeff

Assistant Professor at Coventry University

Coventry, , GB

Popular culture, specialising in pop music; music technology and society; social media and fandom.

Biography

Melissa Avdeeff is an Assistant Professor of Communications, Culture, & Media at Coventry University. Her dissertation at the University of Edinburgh examined iPod culture and eclecticism of musical tastes, and the impacts on identity formation, and technologically-mediated sociability. Recently, she's published book chapters on: Beyoncé's Instagram use and presentation of self; the critical reception of the Twilight Saga soundtracks and trivialization of girl fandom; Beyoncé's '7/11' and the importance of the YouTube reaction videos in the evolution of girl/bedroom culture; and artificial intelligence popular music as a form of audio uncanny valley through a case study of SKYGGE's Hello World.

Areas of Expertise

Artificial Intelligence and music, Popular Music, Popular Culture, Music Technology and Society, Fandom, Social Media, Media & Culture, Gender in Media, Beyonce, computational creativity

Affiliations

Coventry University

Event Appearances

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

PCA/ACA National Conference

"Beyonce: Social Media, Authenticity, and the Presentation of Self"

IASPM Canada Conference

"A Tribe Called Red: Aboriginal Popular Music and Social Media as a Potential Site of Cultural Exchange and Preservation"

Popular Culture Association of Canada Conference

"The New Gatekeepers(?): Defining the Online Music Critic"

Studying Music: An International Conference in Honour of Simon Frith

Education

University of Edinburgh
PhD Musicology

McMaster University
MA Music Criticism

University of Alberta, Augustana Faculty
BMus Musicology

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