

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 Performing Arts

- Senior Lecturer / 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, invited by journal] 'Artificial Intelligence, Popular Music, and Issues of Copyright: A Perspective.' *Patterns*.

[Forthcoming November 2020]: '#YouNeedToCalmDown: TikTok, Twitter, and Platform-Dependent Response to a Pop Music Text.' *Contemporary Music Review*. Special issue on Taylor Swift, edited by Mary Fogarty Woehrel and Gina Arnold.

2019. 'Popular Music, Artificial Intelligence, and the Uncanny Audio Valley: A SKYGGE Case Study.' *Arts* 8.4. Special issue on Music and Machine, edited by Kirk McNally and Brecht De Man.

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

Books: Edited Collection

[Forthcoming, currently soliciting abstracts] *If You Could Read My Mind: Essays on Gordon Lightfoot*. Edited by Melissa Avdeeff and Scott Henderson.

Book Chapters

2021: "'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 *Beyoncé: As Work, On Screen, and Online*. Edited by Martin Iddon and Melanie Marshall. Indiana University Press.

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.

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

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/ai-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>

INVITED TALKS

2020: Theorizing Computational Popular Music

- University of Chester, Popular Music Research Seminar Series

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

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

2011: **Plenary Speaker:** 'Challenges Facing Musical Engagement and Taste Within Digitality

- IASPM International Biennial Conference, Grahamstown, South Africa

2009: 'Finding Meaning in the Masses: iPod Culture and Sociability.'

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

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

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

Public Engagement Invited Talks:

2020: 'What's Your Favourite Plant?'

- PechaKucha Leamington Spa, Leamington UK

2020: AI and Popular Music, podcast interview

- Pop En Stock, Montreal Canada

2019: AI and Popular Music

- BrumAI, Aston University, Birmingham

2019: 'Rethinking Creativity.'

- PechaKucha Leamington Spa, Leamington UK

2019: AI and Popular Music, podcast interview:

- <https://brumai.podbean.com/e/dr-melissa-avdeef-ai-in-music/>
- BrumAI, Birmingham UK

CONFERENCE ACTIVITY

2020: 'Artificial Intelligence, Popular Music, and Copyright: A Perspective.'

- IASPM UK/Ir, Virtual Conference

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

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.

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, Winter 2020)
Senses and Digital Methods (MA)	(Spring 2019, 2020, Fall 2019)
Final Projects Supervision (MA)	(Spring 2019, 2020)
Thinking Media Configurations (BA)	(Fall 2019)
Postdigital Nations: Systems and Networks** (BA)	(Winter 2020)

University of Victoria: School of Music

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

Media and Popular Culture*	(Winter 2018)
Contemporary Media Fandom*	(Winter 2017)
Creative Being**	(Fall 2016, 2017, 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

Gender, Power, Difference	(Winter 2016, 2018, Fall, 2017)
---------------------------	---------------------------------

University of Alberta, Augustana Faculty, School of Music

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

Music and Technology (Mobile Music, Part I and II)*	(Spring 2011)
---	---------------

TEACHING ASSISTANT

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

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

McMaster University, School of Music

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

PROFESSIONAL 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)

SERVICE TO PROFESSION

Appointments:

2019 – 2022: IASPM (International Association for the Study of Popular Music) Journal Editorial Board Member

2019 – 2022: Communications Coordinator, IASPM Journal

2017 – 2022: 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

Journal Article Blind Reviewer

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

Conference Organization

2019 – 2021: Program Committee Chair: IASPM Canada Annual Conference – Cape Breton, Canada

- 'Big Sounds from Small Places'

2006: University of Edinburgh Postgraduate Research Methods Conference

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

DEPARTMENTAL/UNIVERSITY SERVICE – COVENTRY UNIVERSITY

Committee/Service: Coventry University

2019 – 2020: Women in Research Network

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

MA Dissertation Supervision

2020: Supervision of four final major projects. MA in Media, Communications, and Culture.

2019: Supervision of ten final major 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

2019 – 2021: PG Cert, Coventry University

2020: Coventry University Learning and Teaching Conference

2020: Mental Health First Aid Training

2019: Research Ethics Training

2019: Coventry University Learning and Teaching Conference

2019: Field Trip Risk Assessment

2017: Indigenous Cultural Acumen Training

2014 – 2017: Learning, Teaching and Indigeneity Workshops, Faculty of Humanities and Social Sciences (various workshops undertaken during my employment at UVic)

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 – 2020: 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