

## ALORA PAULSEN MULVEY, MA, PHD (ABD)

University of Calgary

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January 2025

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### EDUCATION

- 2019-2025    **PhD in Communication and Media Studies (ABD)**  
University of Calgary, Canada  
Dissertation title: "Momfluencers: Community, Care, and Resistance in the Social Media Entertainment Industry"  
Supervisory committee: Dr Jessalynn Keller, Dr Annie Rudd, and Dr Tamara Shepherd
- 2016-2019    **MA in Communication and Media Studies**  
University of Calgary, Canada  
Thesis title: "Women Supporting Women: Lifestyle Influencers and Branded Femininity"  
Supervisory committee: Dr Jessalynn Keller, Dr Annie Rudd and Dr Tamara Shepherd  
*On maternity leave July 2017-December 2017*
- 2012-2015    **Bachelor of Communication Studies, major in Professional Communications**  
MacEwan University, Canada
- 2010-2012    **Diploma in Television Broadcasting**  
Northern Alberta Institute of Technology, Canada

### PUBLICATIONS

#### Peer-reviewed Publications

- Paulsen Mulvey, Alora** and Jessalynn Keller. (2023). "Brooms and Ballots: #WitchTheVote, the Nostalgic Internet, and Intersectional Feminist Politics on Instagram," *Social Media + Society*, 9(4). <https://doi.org/10.1177/20563051231205594>.
- Thomas, Andrew, **Alora Paulsen Mulvey**, Dana Cramer. and Amanda Zanco. (2021). "Graduate Students' Exploration of Opportunities in a Crisis: A White Paper." *Stream: Interdisciplinary Journal of Communication*, Special Issue: 2021 University of Calgary Department of Communication, Media, and Film Graduate Student Conference Proceedings.
- Paulsen Mulvey, Alora. (2019). "#Femtalk and Beauty Hauls: Selling the Self on YouTube," *Stream: Interdisciplinary Journal of Communication*, CCA/ACC Conference Proceedings 2018.

## Public Scholarship

Keller, Jessalynn. and **Alora Paulsen Mulvey**. "This Halloween, Witches Are Casting Spells to Defeat Donald Trump and #WitchTheVote in the U.S. election." *The Conversation Canada*, October 29, 2020.

## Articles in Preparation

**Paulsen Mulvey, Alora**. (TBD). "Marriage and Motherhood: Credibility Through Coupledness in Momfluencer Spaces." *Under review*.

## CONFERENCE PARTICIPATION

[Accepted] **Paulsen Mulvey, Alora**. "The Platform as a Social Safety Net: Theorizing Algorithmic Care(lessness) on TikTok," Society of Cinema and Media Studies, April 2025, Chicago, IL.

**Paulsen Mulvey, Alora**. "Scotch, Vodka and TikTok: Paying Our Child Support Through Platform Engagement," Console-ing Passions, June 2024, Bloomington, IN.

**Paulsen Mulvey, Alora**. "The Staged Mundane: Defining the Contours of Mom Influencing as Social Media Entertainment Genre," Canadian Communications Association, June 2024, Montreal, QC.  
[declined due to conflict with Console-ing Passions 2024]

**Paulsen Mulvey, Alora**. "Credibility Through Coupledness in Mom Influencer Spaces," Society of Cinema and Media Studies, March 2024, Boston, MA.

**Paulsen Mulvey, Alora**. "Mommy Bloggers on the Small Screen: Netflix's *You*, Manipulative Mothers and the American Dream," Console-ing Passions, June 2023, Calgary, AB.

**Paulsen Mulvey, Alora**. "Marriage and Motherhood: The Commodified Couple Unit in Mom Influencer Cultures," Canadian Communication Association Annual General Meeting, June 2023, Toronto, ON.

**Paulsen Mulvey, Alora**. "'Paying my Child Support': Affective Influencer Relations and the Comment Section as Crowd-sourced Social Welfare," Society of Cinema and Media Studies, April 2023, Denver, CO.

**Paulsen Mulvey, Alora** and Jessalynn Keller. "Brooms, Brunch, and Ballots: Popular Feminism, Instagram, and Feminized Electoral Politics," Society of Cinema and Media Studies, April 2022, virtual due to COVID-19.

**Paulsen Mulvey, Alora**. "Containing a (Her)o: Networked Misogyny, Review bombs and *Captain Marvel's* (2019) SJW politics," Popular Culture Association Annual Conference, June 2021, virtual due to COVID-19.

**Paulsen Mulvey, Alora.** "This Is YOUR Problem": Instagram Mental Wealth Coaches and the Scarce Supply of Men's Mental Health," Department of Communication, Media, and Film Graduate Student Conference, June 2021, virtual.

**Paulsen Mulvey, Alora.** "Magic, Demons, and a Teen in Transition: Trans Embodiment in *The Chilling Adventures of Sabrina* (2019)," Rundle Summit Graduate Student Conference, June 2021, Banff AB.

**Paulsen Mulvey, Alora.** "Crystals, Femininity and the Interior Psychic Life: Problematizing Neoliberal Acts of Self-care," Canadian Communication Association Annual General Meeting, June 2019, Vancouver BC.

**Paulsen Mulvey, Alora.** "#FEMTALK and Beauty Hauls: Selling the self on YouTube," Canadian Communication Association Annual General Meeting (Graduate Sessions), June 2018, Regina SK.

**Paulsen Mulvey, Alora.** "Communicating with Coffee: Being #basic on Instagram," Rundle Summit Graduate Student Conference, February 2017, Banff AB.

### Panel Participation

June 2019      **Panel organizer and participant,** "Performing Digital Femininity on Instagram." Panel with Dr. Jessalynn Keller and Eileen Marie Holowka, PhD, at the annual general meeting of the Canadian Communication Association.

### RESEARCH ASSISTANTSHIPS

2023-2024      **Graduate Research Assistant**  
*Project: "Making the Internet Feminist"*

- Collection of textual and visual data from early 2000s feminist blogs using the Wayback Machine, summarizing blog posts from three different feminist blogs from 2005-2013, managed textual and visual data using Google Drive, and highlighted themes of interest for the lead researcher.
- Lead researcher: Dr. Jessalynn Keller, Associate Professor, Department of Communication, Media and Film, University of Calgary, *funded by the SSHRC Insight Grant.*

2022-2023      **Graduate Assistant and Conference Organizer**  
*Event: Console-ing Passions 2023*

- Liaised with Events Management regarding catering, rooms, and accommodations on campus for the Console-ing Passions 2023 Conference at the University of Calgary.
- Assisted with the development of a successful SSHRC Connections grant application for conference funding.
- Designed conference branding, merchandise, and advertising material.
- Facilitated the evaluation and distribution of conference travel grants.
- *Funded by the SSHRC Connections Grant, PI: Dr Jessalynn Keller and Dr Tamara Shepherd*

2019-2021

**Graduate Research Assistant**

*Project: "This Pussy Grabs Back: Anti-Trump Resistance Across Feminized Media Cultures"*

- Collection of textual and visual data from Instagram, scheduling and conducting interviews with research participants, leading in the development of two tangential publications (Paulsen Mulvey & Keller, 2019; Paulsen Mulvey & Keller, 2023) and conference presentation (Paulsen Mulvey & Keller, 2022)
- PI: Dr. Jessalynn Keller, Associate Professor, Department of Communication, Media and Film, University of Calgary, *funded by the SSHRC Insight Development Grant.*

**TEACHING EXPERIENCE**

**Instructor of Record at the University of Calgary (Calgary, AB, CAN)**

Winter 2025

**Popular Culture**

*Senior undergraduate course*

Winter 2023

**Influencers and Content Creator Cultures**

*Senior undergraduate course*

Summer 2022

**Critical Media Studies**

*Introductory undergraduate course*

**Sessional Instructor at Mount Royal University (Calgary, AB, CAN)**

Winter 2024

**Computer Mediated Communication**

*Senior undergraduate course*

**Teaching Assistantships at the University of Calgary**

Fall 2024

**Communication Research Methods**

Winter 2024

**Visual Communication and Culture (grading only)**

Winter 2023

**Popular Culture**

Winter 2024

**Critical Media Studies**

Fall 2021

Fall 2020

Fall 2019

Fall 2018

Winter 2017  
Fall 2016

Winter 2021      **Feminist Media Studies**

Winter 2021      **Visual Communication and Culture**

Winter 2020      **Popular Culture** (hired to support transition online due to COVID-19)

Winter 2020      **New Media**

Winter 2019      **Introduction to Communication Studies**

Fall 2018          **Communication History**

#### **Invited Class Lectures and Research Talks**

January 2025      “Influencer Economies and Cultures of Care”  
Course: *Contemporary Media Cultures (undergraduate)*  
University of Alberta

October 2024      “Scotch, Vodka, and TikTok: Momfluencers and the Attention Economy”  
Course: *Contemporary Media Cultures (undergraduate)*  
University of Alberta

November 2023    “The Staged Mundane: Defining the Momfluencer”  
Course: *Research Methods (graduate-level)*  
University of Calgary

July 2023          “Influencer and Content Creator Industries”  
Course: *Contemporary Media Cultures (undergraduate)*  
University of Alberta

March 2022        "Influencer Cultures"  
Course: *Feminist Media Studies (undergraduate)*  
University of Calgary

## AWARDS AND FUNDING

2024	<p><b>[Nominee] University of Calgary Teaching Award for Graduate Assistants (Teaching)</b> <i>University of Calgary</i> This institution-wide competition recognizes individual teaching assistants' teaching excellence and contribution to undergraduate learning at the University of Calgary. Results TBA early 2025.</p>
2024	<p><b>Department of Communication, Media and Film Graduate Travel Funding</b> <i>University of Calgary</i> Awarded to graduate researchers participating in international conferences. Value: \$500</p>
2022-2023	<p><b>Alberta Graduate Excellence Scholarship</b> <i>The Government of Alberta issued by the University of Calgary</i> This scholarship recognizes nominees with outstanding achievements in research and academic contributions. Value: \$11,000</p>
2021-2022	<p><b>Doctoral Scholarship</b> <i>University of Calgary</i> Institutional award for academic excellence. Value: \$15,000</p>
2021	<p><b>PhD Student Scholarship</b> <i>University of Calgary</i> Awarded for contributions to the Department of Communication, Media and Film including graduate conference organization. Value: \$875</p>
2020-2021	<p><b>Doctoral Scholarship</b> <i>University of Calgary</i> Institutional award for academic excellence. Value: \$10,000</p>
2020-2021	<p><b>[Nominee] Barbara Schneider Best Student Paper Prize</b> <i>University of Calgary</i> This is a Departmental award in CMF. Nominated for "'Doll Divine' and 'Japanese Genius': Early 20th Century Celebrity in Vachel Lindsay's <i>The Art of the Moving Picture</i>."</p>

2020-2021	<b>Alberta Graduate Excellence Scholarship</b> <i>The Government of Alberta, issued by the University of Calgary</i> This scholarship recognizes nominees with outstanding achievements in research and academic contributions. Value: \$15,000
2019-2020	<b>Alberta Graduate Excellence Scholarship</b> <i>The Government of Alberta, issued by the University of Calgary</i> This scholarship recognizes nominees with outstanding achievements in research and academic contributions. Value: \$15,000
2018	<b>Queen Elizabeth II Graduate Scholarship</b> This is a provincial award recognizing academic excellence. Value: \$7,400

## SERVICE TO THE PROFESSION

June 2024	<b>Panel moderator</b> , “Social Media and Digital (Self-)Representation,” Digital Power and Justice: 2024 UCalgary Communication, Media and Film Graduate Student Conference, University of Calgary.
June 2023	<b>Panel moderator</b> , "Sovereign Storytelling & Agential Representations," Console-ing Passions 2023, University of Calgary.
January 2023- June 2023	<b>Reviewer and programming committee member</b> , Console-ing Passions 2023, University of Calgary.
Summer 2021	<b>Reviewer</b> , “Special Issue: 2021 University of Calgary Department of Communication, Media and Film Graduate Student Conference Proceedings.” <i>Stream: Interdisciplinary Journal of Communication</i>

## INSTITUTIONAL SERVICE

November 2024 – January 2025	<b>Graduate Assistant (non-teaching)</b> , Faculty of Arts, University of Calgary.
January – September 2023	<b>Past President/Advisor</b> , Department of Communication, Media and Film Graduate Student Association, University of Calgary.
June 2023	<b>Undergraduate Honours Defence Committee Member</b> , “The Real Racism within <i>The Real Housewives</i> : How Reality TV conventions operate to foster racial conflict”, A. Sara. University of Calgary.
April 2021-April 2022	<b>President</b> , Department of Communication, Media and Film Graduate Student Association, University of Calgary.

September 2020-2024 (annual)	<b>Co-facilitator</b> , Department of Communication, Media, and Film Teaching Assistant Orientation at the University of Calgary (annual in September).
April 2020-April 2021	<b>President</b> , Department of Communication, Media and Film Graduate Student Association, University of Calgary.
October 2020-May 2021	<b>Programming Committee Lead</b> , Department of Communication, Media and Film Graduate Student Conference, University of Calgary
September 2019-February 2020	<b>Co-chair</b> , Rundle Summit Graduate Student Conference, University of Calgary/University of Alberta.
September 2018-February 2019	<b>Programming Committee Lead</b> , Rundle Summit Graduate Student Conference, University of Calgary/University of Alberta.

## PROFESSIONAL DEVELOPMENT

### Certifications and Badges

February 2024	<b>Graduate Student Certificate in University Teaching and Learning</b> (48 hrs.) Certification issued by the Taylor Institute for Teaching and Learning, University of Calgary
October 2023	<b>Equity, Diversity, and Inclusion</b> (12 hrs.) Badge issued by the Taylor Institute for Teaching and Learning, University of Calgary
September 2023	<b>Theories and Practice</b> (12 hrs.) Badge issued by the Taylor Institute for Teaching and Learning, University of Calgary
August 2022	<b>Blended and Online Learning Pedagogy and Practice</b> (12 hrs.) Badge issued by the Taylor Institute for Teaching and Learning, University of Calgary

### Scholarship of Teaching and Learning Workshops

*Attended the Taylor Institute for Teaching and Learning at the University of Calgary*

Developing Critical Reflection Rubrics (1 hr.)  
 Student Assessment and Feedback Strategies for TAs (1.5 hrs.)  
 Classroom Management Strategies for TAs (1.5 hrs.)  
 Resilience: The Art and Science of Thriving (1.5 hrs.)  
 UDL and Inclusive Course Design (1 hr.)  
 Enhancing Visual Thinking in the Classroom (1.5 hrs.)  
 Designing and Facilitating Group Work in Online Courses (1 hr.)



Handling Challenges in the Zoom Classroom (1.5 hrs)  
Flipping Your Online Course (1 hr.)  
Promoting Student Engagement & Active Learning on Discussion Boards (1 hr.)  
Engaging Students Online (1 hr.)

## **PROFESSIONAL AFFILIATIONS**

2025 (ongoing)	Member of the Teaching Academy at the Taylor Institute for Teaching and Learning (University of Calgary)
2019–present	Canadian Communication Association
2022–present	Society of Cinema and Media Studies
2022	Association of Internet Researchers