## **Research Interests and Methodologies**

My work centers around how people sort through their identity and perceptions of authenticity on social media. More specifically, I’m interested in the new forms of sociality that are emerging on these platforms and how offline social dynamics are being reshaped and recreated online. My work is informed by Science and Technology Studies (STS) as a framework - I see social media platforms as a sociotechnical assemblage that both shapes us and is shaped by us. Most of my research concerns Instagram and/or TikTok.

Plus, lots of fun stuff: memes, online humor, and niche Instagram pages.

I’m a mixed-methods researcher with experience in a wide range of advanced quantitative methods. I primarily work in R and use Python for some of my data wrangling and API interactions. Qualitatively, I primarily use (multimodal) critical discourse analysis, case studies, and interviews.

**Ongoing Work**

(Last updated 5/3/2023)

Potholes and Power: A Multimodal Critical Discourse Analysis of ‘Look At This F\*ckin’ Street’ on Instagram (currently under review)

Co-authored paper with Dr. Crystal Abidin, “KidTok: ‘TikTok famous’ children, Community norms, and Deviance” (in progress)

Critical Discourse Analysis of TikTok Policies Concerning Minors (in progress)

During the Summer of 2023, I’ll be engaged in a fellowship with Curtin University working on TikTok-related research

PhD Qualifying Exam 1: Negotiating Identity and Authenticity on Social Media

PhD Qualifying Exam 2: Enacting Identity via Memes and Everyday Politics on Instagram and TikTok

**Publications**

# Turvy A. (2022). State-Level COVID-19 Symptom Searches and Case Data: Quantitative Analysis of Political Affiliation as a Predictor for Lag Time Using Google Trends and Centers for Disease Control and Prevention Data. JMIR formative research, 6(12), e40825. <https://doi.org/10.2196/40825> (https://pubmed.ncbi.nlm.nih.gov/36446048/)

## **Presentations**

AoIR 2023 National Conference: Potholes and Power

TikTok Cultures Research Network: TikTok & Children Symposium (Early Career Researchers Panel)

ASA 2023 Communication, Information Technologies, and Media Sociology section of the [American Sociological Association](http://www.asanet.org/) Roundtable

LePage ‘Counting the Costs’ Presentation and Community Roundtable: Identifying and Describing Racial Disparities in New Orleans Cultural Funding: Consistent Disparities and COVID-Related Changes (https://sph.tulane.edu/news/lepage-center-announces-recipients-count-costs-research-grants)

Tulane CCC 2020 Symposium

## **Media**

Digital Void Podcast (<https://www.digitalvoid.media/podcast/how-does-an-instagram-accounts-digitial-activism-help-nola-roads-alex-turvy>)

Washington Post: @Dril Speaks on Musk and Twitter (https://www.washingtonpost.com/technology/2022/11/22/dril-musk-twitter-future/)

Fast Company: [MrBeast’s Feastables’ tidy-up campaign shows the power of social media celebrity](https://www.fastcompany.com/90861936/mrbeasts-feastables-tidy-up-campaign-shows-the-power-of-social-media-celebrity) (<https://www.fastcompany.com/90861936/mrbeasts-feastables-tidy-up-campaign-shows-the-power-of-social-media-celebrity>)

Wired: Why Adam Levine’s Cringe DMs Are Perfect for the Meme Machine (<https://www.wired.com/story/adam-levine-dms-internet-meme/>)

Gizmodo: Thousands of People Are Tweeting the Exact Same Joke About Elon's Twitter Fiasco

(https://gizmodo.com/elon-musk-twitter-tweet-same-joke-closest-donate-money-1849787973)

## **Experience**

All of the nitty-gritty is documented on my LinkedIn page (<https://www.linkedin.com/in/alexturvy/>), but prior to my academic career I worked in K-12 education and operations. I have lots of experience with community-engaged work and with large-scale operations, financial and facilities management, project management, and event planning and execution.