

## **Curriculum Vitae – Marie Heřmanová**

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Nationality: Czech  
Date of birth: 14/06/1984

### **EDUCATION**

- 2018 Faculty of Humanities, Charles University Prague, postgraduate study program General Anthropology  
PhD Thesis: *Imagining the West: Marginality and Possible Lives at the Outskirts of a Mexican City*
- 2010 Faculty of Humanities, Charles University Prague, graduate study program General Anthropology  
MA Thesis: *Strangers at Home: In Search of Indigenous Identity at the Suburbs of a Glocal Mexican City*
- 2007 Faculty of Humanities, Charles University Prague, undergraduate study program Liberal Arts and Humanities

### **ACADEMIC EXPERIENCE**

- 2022 – 2025 associate researcher, Institute of Sociology, Czech Academy of Sciences, Department of Gender and Sociology
- 2022 – 2024 lecturer, Faculty of Arts, Charles University Prague
- 2022 – 2025 editor-in-chief, *Gender a výzkum/Gender and Research* journal, published by the Institute of Sociology, Czech Academy of Sciences
- 2019 – 2022 postdoctoral researcher, Institute of Sociology, Czech Academy of Sciences, Department of Gender and Sociology
- 2019 – 2023 researcher, Faculty of Humanities, Charles University Prague
- 2018 – 2022 lecturer, UPCES – Undergraduate Programme in Central European Studies, CERGE-EI (joint workplace of Charles University in Prague and the Czech Academy of Sciences)
- 2015 – 2016 assistant lecturer, Charles University in Prague, Faculty of Humanities, Department of General Anthropology

### **SCHOLARSHIPS, FELLOWSHIPS AND STUDY ABROAD**

- 2025 – 2027 Marie Skłodowska-Curie postdoctoral fellow, Department of Anthropology, University College London
- 2024 Fulbright Visiting Scholar, Centre for Information Technology and Public Life, q University of North Carolina – Chapel Hill, USA

- 2021 visiting scholar – School of Social Sciences and Humanities, Loughborough University, UK
- 2016 visiting fellow, Professional Fellows On Demand Capacity Building for NGOs, funded by the U.S. Department of State, Washington DC, USA
- 2008 – 2009 visiting student, Universidad Autonoma Mexicana, Mexico City, Mexico
- 2006 – 2007 Erasmus student, Université Paris 7 – Denis Diderot, France

## RESEARCH PROJECTS

- 2025 – 2027 *Content Creators on TikTok and the War in Ukraine: Authenticity and Authority in Online Communication*, HORIZON TMA MSCA Postdoctoral Fellowships - European Fellowships
- 2022 – 2025: *Systemic Risk Institute*, no LX22NPO5101, funded by European Union - Next Generation EU (Ministry of Education, Youth and Sports, NPO: EXCELES), junior researcher, member of research group 1 (Crisis, risk and communication) and 9 (Social Impact of the Pandemic)
- 2020 – 2022 *Gender stereotyping and the notion of authenticity among female influencers on Instagram*, Support of perspective human resources programme, Czech Academy of Sciences, sole investigator/ postdoctoral researcher”
- 2019 - 2021 *Cultural Capital: Legitimation Mechanisms and the Reproduction of Cultural Hierarchies* (Czech Science Foundation grant), co-investigator
- 2019 – 2020 Dynamics of Accumulated Inequalities for Seniors in Employment (DAISIE), NORFACE, postdoctoral researcher
- 2017 - 2018 *Social processes in the urban environment*, Specific Academic Research Grant, Charles University in Prague, member of the research team

## PROFESSIONAL EXPERIENCES

- 2017 - 2019 Communications & PR Manager, One World International Human Rights Documentary Film Festival, Prague
- 2015 – 2017 Project Coordinator, Open Society Fund, Prague
- 2014 – 2015 Research analyst, Ministry of Labour and Social Affairs of the Czech Republic
- 2012 – 2014 Migration Awareness Programme Coordinator, People In Need Foundation, Prague

## LANGUAGE SKILLS

- Czech native speaker
- English C2, excellent command / highly proficient user, spoken and written
- Spanish C1, proficient user, spoken and written
- French B2, independent user, spoken and written
- German B2, independent user, spoken and written

## PUBLICATIONS

### Peer-reviewed articles:

- Heřmanová, Marie. 2024. "Hands Labouring for Safety: Mediated Intimacy in Instagram Influencer Communities." *Anthropology of Consciousness* 35(2): 186–200. <https://doi.org/10.1111/anoc.12238>
- Kuřík, B., Heřmanová, M. & Charvát, J. (2024). Living hated: Everyday experiences of hate speech across online and offline contexts. *Communications*, 49(3), 378-399. <https://doi.org/10.1515/commun-2023-0110>
- Heřmanová, M. (2024). Authentic cult: media representations of cultural consumption and legitimization of cultural hierarchies. *Media, Culture & Society*, 46(3), 518-533. <https://doi.org/10.1177/01634437231203880>
- Heřmanová, M. (2022). Politicisation of the Domestic - Populist Narratives About Covid-19 Among Influencers. *Media and Communication* 10(4), 180 - 190, <https://doi.org/10.17645/mac.v10i4.5736>
- Heřmanová, M. (2022). Sisterhood in 5D: Conspirituality and Instagram Aesthetics. *M/C Journal* , 25 (1). <https://doi.org/10.5204/mcj.2875>
- Heřmanová, M. (2022). "We Are in Control": Instagram Influencers and the Proliferation of Conspiracy Narratives in Digital Spaces. *Slovenský národopis / Slovak Ethnology* , 70(3), 349-368. 1339-9357. <https://doi.org/10.31577/SN.2022.3.29>
- Heřmanová, M. (2018): The Invisible City: Three Stories About Urban Marginality from San Cristóbal de Las Casas, México, *Urban People* 2(20)
- Heřmanová, M. (2016): Imagining the West: (Im)mobility, Social Media and Indigenous Youth in Chiapas, *Cargo – The Journal for Social and Cultural Anthropology*, 1-2(14): 55-79

### Books:

- Špaček, O., Heřmanová, M., Lehečka, M. and L. Władyniak. (2024) *Pravidla vkusu*. Host Brno
- Heřmanová, M, M. Skey and T. Thurnell-Read (eds.) (2022). *Cultures of Authenticity*. Emerald Publishing Limited, Bingley

### Book chapters:

- Heřmanová, M. (2022), "'I'm Always Telling You My Honest Opinion': Influencers and Gendered Authenticity Strategies on Instagram", in Heřmanová, M., Skey, M. and Thurnell-Read, T. (eds.) *Cultures of Authenticity*, Emerald Publishing Limited, Bingley, pp. 231-245. <https://doi.org/10.1108/978-1-80117-936-220221017>

### Conference papers:

- Heřmanová, M. (2022). From Fringe to Mainstream: QAnon Narratives in Central European Digital Spaces. *AoIR Selected Papers of Internet Research 2022*, <https://doi.org/10.5210/spir.v2022i0.13020>
- Heřmanová, M. (2021). "Do Your Research": Covid-19, Post-socialist Experience And The Narrative Of Information Independence Among Czech Instagram Influencers. *AoIR Selected Papers of Internet Research*, 2021. <https://doi.org/10.5210/spir.v2021i0.11938>

### Essays and reviews:

- Heřmanová, M. (2023). Sdílím s vámi svojí cestu: Influencerství a wellness spiritualita v online komunitách. /I Share My Journey With You: Influencers and Wellness Spirituality in Online Communities. *Dingir* 2(2023), 57-59.
- Heřmanová, M. (2022). HandsOn Screen – Influencers and Digital Intimacy on Instagram, *Fieldsights, Theorising the Contemporary series*, Society for Cultural Anthropology, <https://culanth.org/fieldsights/series/handson-touching-the-digital-planet>
- Heřmanová, M. (2021). Authenticity and digital intimacy between influencers and researchers. *Digital Ethnography Initiative Blog*. <https://digitaletnography.at/2021/02/15/authenticity-and-digital-intimacy-between-influencers-and-researchers/>
- Heřmanová, M. (2020). Neviditelná práce v první linii. Dopady proti-pandemických opatření na oblast genderu a migrace/ Invisible work at the frontline: the impact of anti-pandemic restrictions on gender and migration. *Gender a výzkum / Gender and Research*. 21/1 (2020), s. 199-203.
- Heřmanová, M. (2019). Mobilita jako akt radikálního kosmopolitismu: poznámky k výzkumu migrantských protestních hnutí/ Mobility as an Act of Radical Cosmpolitism: notes on researching migration protest movements. *Gender a výzkum/Gender and Research*. 20 (1): 149 - 154.

### CONFERENCES (selected)

- 2024 - “You just have to guess what the algorithm thinks“: negotiating the value of labour on algorithmically ordered platforms, EASA biennial conference, Barcelona, Spain
- 2024 - Hands labouring for safe space: mediated intimacy in influencer communities on Instagram, Global Digital Intimacies, University of Amsterdam, Netherlands
- 2023 - War in 30 seconds: influencers and political communication in times of crisis, ASA2023 – Annual Conference of the Association of Social Anthropologists of the UK, London, UK
- 2022 - From Fringe To Mainstream: QAnon Narratives In Central European Digital Spaces. AoIR2022 – The 23rd annual conference of the Association of Internet Researchers, Dublin, Ireland
- 2022 - Living with and on social media – an (auto)ethnography of becoming an online person. Vienna Anthropology Days, Vienna, Austria
- 2022 - Influencers as curators of taste – authenticity strategies on Instagram, EASA2022 – European Association of Social Anthropologists biannual conference, Belfast, UK
- 2021 Do Your Research: COVID-19 and The Narrative of Information Independence Among Czech Instagram Influencers, The 22nd annual conference of the Association of Internet Researchers, (online)
- 2021 - Politicization of the domestic: The proliferation of populist narratives among Czech influencers, Prague Populism Conference (online)
- 2020 –Authenticity and taste: the role of social media influencers in the reproduction of cultural hierarchies among Czech students. Cultures of Authenticity webinar series, Loughborough University, UK (online)
- 2020 - Too real is fake: authenticity and digital intimacy between influencers and researchers. Vienna Anthropology Days, Vienna, Austria (online)
- 2017 – New Wave: student conference of the Faculty of Science, Charles University in Prague, keynote speaker
- 2015 – Czech Anthropological Association conference in Prague, Czech Republic, organization of the panel *Anthropology in Action*.

## **INVITED LECTURES**

- 2024 *Experience vs. Expertise: Authenticity, Authority, and Gender in Social Media Communication*, Centre for Information Technology and Public Life, University of North Carolina – Chapel Hill, USA
- 2023 *Misinformation and Marginalisation* symposium, panel leader/invited speaker, Centre for Information Technology and Public Life, University of North Carolina – Chapel Hill, USA (October 2023)
- 2023 - *Influencer culture in the Czech Republic*, University of Ostrava, Department of Philology, Ostrava, Czech Republic (in Czech)
- 2022 - *Ethics in Netnography – Ethical and Methodological Challenges of Doing Research on Social Media*. Young Scholars Forum, International Society for Ethnology and Folklore (online)
- 2021 –*The Good, Authentic Life: Gendered normativity of Instagram*. Institute of Advanced Studies, Loughborough University, UK.

## **ORGANISATION OF CONFERENCES AND WORKSHOPS**

- 2022 – *Transnational feminist solidarity with Ukraine’s resistance and recovery*, organization of a debate and workshop with Ukrainian scholars, Prague, Czech Republic
- 2020 – *Why The World Needs Anthropologists: Mobilizing the Planet Digitally*, member of the organisational team, conference organized by the Applied Anthropology Network of European Association of Social Anthropologists, online event

## **PUBLIC APPEARANCES (selected)**

- 2023 – *Experience against authority: Influencers and conspiracy theories in Czech digital spaces*, public lecture organised by the Faculty of Science, Charles University in Prague, within the regular ‘Friday lectures’ programme
- 2023 – *A Break with Young Researchers*, public roundtable discussion, Czech Science Fair, organised by Czech Academy of Sciences
- 2022 – *Disinformation and social media*, public lecture at the Meltingpot Forum, Colours of Ostrava music festival
- 2022 – *Going Online*, participation in a public debate, Inspiration Forum, Ji.hlava International Documentary Film Festival

## **MEMBERSHIPS**

- EASA – European Association of Social Anthropologists, regular member, member of the Media Anthropology Network
- AoIR – Association of Internet Researchers, regular member
- Gender Expert Chamber of the Czech Republic, member
- Gender and Research journal, member of the editorial board