

MARIAHL. WELLMAN

mwellman@uic.edu

Mariahwellman.com

@mariahlwellman

ACADEMIC APPOINTMENTS

University of Illinois at Chicago

Assistant Professor, Department of Communication, August 2022-present

University of Utah

Associate Graduate Instructor, Department of Communication, 2018-2022

EDUCATION

PhD in Communication, Department of Communication

University of Utah

May 2022

Dissertation: “*Social media influencers and the operationalization of credibility in the wellness industry*”

Committee: Dr. Avery E. Holton (Chair), Dr. Kimberly A. Kaphingst, Dr. Robert W. Gehl (Louisiana Tech), Dr. Shannon C. McGregor (UNC Chapel Hill), & Dr. Brooke Erin Duffy (Cornell)

MA in Journalism, School of Journalism & Mass Communication

University of Iowa

May 2018

Committee: Dr. Melissa Tully (Chair), Dr. Brian Ekdale, & Dr. Thomas Oates

BS in Journalism, *Cum Laude*, Greenlee School of Journalism

Iowa State University

December 2015

Minor: Apparel Merchandising

Area of Specialization: Dietetics

PEER-REVIEWED JOURNAL ARTICLES

10. Brown, J. & **Wellman, M.L.** (in press). Yoga as an adjunct therapy for musculoskeletal pain and burnout in orthopaedic surgery: A trainee’s perspective. *International Journal of Yoga*.

9. **Wellman, M.L.**, Holton, A.E., & Kaphingst, K.A. (2022). Previivorship posting: Why breast cancer previvors share their stories on social media. *Health Communication*. DOI: 10.1080/10410236.2022.2074780.

8. **Wellman, M.L.** (2022). Social media influencer rhetoric and the domestication of Health at Every Size on Instagram. *Rhetoric of Health & Medicine*, 5(1), 38-65. DOI: 10.5744/rhm.2022.5003.

7. **Wellman, M.L.** (2022). Black squares for Black lives? Performative allyship as credibility maintenance for social media influencers on Instagram. *Social Media & Society*. DOI: 10.1177/20563051221080473.
6. Prins, K. & **Wellman, M.L.** (2021). Dodging negativity like it's my freaking job: Marketing postfeminist positivity through Beachbody Fitness on Instagram. *Feminist Media Studies*. DOI: 10.1080/14680777.2021.1992645.
5. **Wellman, M.L.** (2020). Trans-mediated parasocial relationships: Private Facebook groups foster influencer-follower connection. *New Media & Society*. DOI: 10.1177/1461444820958719.
4. **Wellman, M.L.** (2020). What it means to be a bodybuilder: Social media influencer labor and the construction of identity in the bodybuilding subculture. *The Communication Review*. DOI: 10.1080/10714421.2020.1829303.
3. **Wellman, M.L.** Stoldt, R., Tully, M., Ekdale, B. (2020). Ethics of authenticity: Social media influencers and the production of sponsored content. *Journal of Media Ethics*. DOI: 10.1080/23736992.2020.1736078.
Ranked the second most-read article of all time for Journal of Media Ethics
2. **Wellman, M.** (2019). A Year in Cultural Studies. 1983: Stuart Hall visits Australia and North America. *Lateral: The Journal of the Cultural Studies Association*. DOI: 10.25158/L8.1.13.
1. Stoldt, R., **Wellman, M.** Ekdale, B., Tully, M. (2019). Professionalizing and profiting: The rise of intermediaries in the social media influencer industry. *Social Media & Society*, 5(1), 1-11.

BOOK CHAPTERS

Wellman, M.L. & Holton, A.E. (2022). Instagram. In Borchard, G.A. (Ed.), *Encyclopedia of Journalism: 2nd Edition*. Thousand Oaks, CA: Sage Publications. DOI: 10.4135/9781544391199.n205.

ARTICLES UNDER REVIEW

Wellman, M.L. In revisions at *New Media & Society*.

Wellman, M.L., Holton, A.E., & Kaphingst, K.A. In revisions at *PEC Innovation*.

Wellman, M.L. Under review at *Information, Communication, & Society*.

Wellman, M.L., Nibley, H.A., Brown, T.R., Francis, L.P, Gordan, A. & Huang, L.C. Under review at the *Journal of Substance Abuse Treatment*.

Brooks, K. & **Wellman, M.L.** In revisions for the edited volume *Social Media Politics: Political Disharmony, Partisan Division, & Political Discourse in the 2020 United States Presidential Election*.

WORKS IN PROGRESS

*Indicates graduate student coauthor

Wellman, M.L. Riders to followers to fans: Star Peloton instructors keep riders engaged through social media. Manuscript in progress.

Wellman, M.L. “It’s harder to relate to the people that already figured it out”: Wellness influencers share personal struggles to connect with followers. Manuscript in progress.

Wellman, M.L. & Germic, E.* The Ranch Malibu: Wellness tourism and the moralization of health. Manuscript to be submitted to *International Journal of Communication*.

Wellman, M.L., Holton, A.E., & Kaphingst, K.A. Filling the gap: BRCA previvors’ content creation as a form of community and self-care. Manuscript to be submitted to *Qualitative Health Research*.

Wellman, M.L. & Prins, K. Wellness washing: How brands, organizations, and individuals shift the focus from diet culture to “wellbeing.” Manuscript in progress.

Prins, K. & **Wellman, M.L.** #FaithAndFitnessCollide: Spreading the word of multilevel marketing in Christian women’s fitness Instagram posts. Manuscript in progress.

REFEREED CONFERENCE PRESENTATIONS

19. **Wellman, M.L.** “It’s harder to relate to the people that already figured it out”: Wellness influencers share personal struggles to connect with followers. Accepted to the International Communication Association, Toronto, May 25-29.

18. **Wellman, M.L.** Riders to followers to fans: Star Peloton instructors keep riders engaged through social media. Manuscript in progress. Accepted to the International Communication Association, Toronto, May 25-29.

17. **Wellman, M.L.** (2023). Expertise is a spectrum: The spread of health misinformation within the influencer industry on Instagram. Accepted to the International Communication Association, Toronto, May 25-29.

16. **Wellman, M.L.** (2022). “I’m just a friend who knows what they’re talking about”: How source credibility theory manifests within the wellness influencer industry on Instagram. Presented at the International Communication Association, Paris, May 26-30.

Top Student Paper, Popular Media & Culture Division

15. **Wellman, M.L.** (2022). Black squares for Black lives? Performative allyship as credibility maintenance for content creators on Instagram. Presented at the Western States Communication Association, Portland, February 18-21.
14. Brooks, K. & **Wellman, M.L.** (2022). Voters-turned-political influencers: Social media users maintain popularity by building support for 2020 US presidential election candidates. Presented at the Western States Communication Association, Portland, February 18-21.
13. Prins, K. & **Wellman, M.L.** (2021). #FaithAndFitnessCollide: Spreading the word of multilevel marketing in Christian women's fitness Instagram posts. Presented at the Association of Internet Researchers (Virtual), October 13-16.
12. **Wellman, M.L.**, Holton, A.E., & Kaphingst, K.A. (2021). Preivorship: How individuals with genetic predispositions for breast cancer present their experiences across social media platforms. Presented at the Association for Education in Journalism and Mass Communication (Virtual), August 4-7.
11. **Wellman, M.L.** (2021). White women influencers as biopedagogical actors within the digital wellness industry. Presented at the International Communication Association (Virtual), Denver, May 27-31.
10. **Wellman, M.L.** (2020). Private influencer Facebook groups as self-sustaining spaces for social support and the reproduction of normative behavior. Presented at the National Communication Association (Virtual), November 19-22.
9. **Wellman, M.** (2020). Moving beyond YouTube: Using followers as a built-in consumer base for traditional entrepreneurial ventures. Presented at the Western States Communication Association, Denver, February 21-24.
8. **Wellman, M.** (2020). How social media influencers communicate health information: Analyzing the rhetoric of Sarah's Day. Presented at the Western States Communication Association, Denver, February 21-24.
7. **Wellman, M.** (2019). #MeAndWhiteSupremacy: Using Instagram to engage white women on racism. Presented at the National Communication Association, Baltimore, November 14-17.
6. **Wellman, M.** (2019). What it means to 'be a bodybuilder': Fitness influencers' definition of work, labor, and construction of identity. Presented at the International Communication Association, Washington D.C., May 24-28.
5. **Wellman, M.** (2018). Gold's Gym Venice: How fitness influencers construct authenticity in a commercial space. Presented at the National Communication Association, Salt Lake City, November 8-11.

4. **Wellman, M.** Stoldt, R., Tully, M., Ekdale, B. (2018). Travel influencers and the production of sponsored content. Presented at the Association for Education in Journalism and Mass Communication, Washington D.C., August 6-9.
3. Stoldt, R., **Wellman, M.** Ekdale, B., Tully, M. (2018). Bridging the gap: Influencers, destination marketers, and intermediaries in the changing travel and tourism media industry. Presented at the International Communication Association, Prague, May 24-28.
2. **Wellman, M.** (2018). Fit Shaming: Online bullying and celebrity in the fitness influencer community. Presented at the Popular Culture Association/American Culture Association, Indianapolis, March 28-31.
1. **Wellman, M.** (2017). Twitter as digital union: Exploring blogger reactions to corporate collapse. Presented at the Association for Education in Journalism and Mass Communication, Chicago, August 9-12.

RESEARCH

ONGOING PROJECTS

Algorithmic lore versus analytical data: What drives creatives? October 2022 – Present
With Dr. Ryan Stoldt (Drake University) interviewing content creators on how they determine long-term success through the application of algorithmic lore and analytics.

Breast cancer ‘previvorship’ on social media January 2021 – Present
With Dr. Kim Kaphingst and Dr. Avery Holton (University of Utah) exploring the social media activities of women who are genetically predisposed to breast cancer.

Wellness coaching in times of COVID-19 May 2020 – Present
With Kai Prins (graduate student, University of Wisconsin) critiquing the strategic social media presence of women wellness coaches.

RESEARCH ASSISTANT

Paid Research Assistant; Department of Surgery January 2021 – March 2022
Anti-discrimination law, stigma, and treatment for people with opioid use disorders
Dr. Lyen C. Huang, Dr. Teneille R. Brown, Dr. Leslie P. Francis, & Dr. Adam Gordon

Paid Research Assistant; Department of Communication May – August 2019
Information seeking & vaccinations among the Utah refugee population
Dr. Tae Kyoung Lee

Paid Research Assistant; Department of Communication January – May 2019
Exploring presidential rhetoric surrounding marginalization on Twitter
Dr. Kevin Coe & Dr. Rachel Alicia Griffin

FELLOWSHIPS AND GRANTS

Utah Center for Excellence in ELSI (Ethical, Legal, & Social Implications) Research 2021-2022
(\$12,400.75)

Principal Investigator. *Project funded by a \$4 million NIH grant focusing on issues relevant to population screening for genetic conditions in the health care of women and children. Project entitled “Investigating BRCA previvors’ utilization of social media for health decision making and social support.”*

Jay W. and Sharlene B. Glasmann Family Endowed Graduate Fellowship 2021-2022
(\$3,000)

Selected by the Department of Communication fellowship committee. This fellowship is awarded to a graduate student who excels academically and teaches reporting and writing courses.

Jay W. and Sharlene B. Glasmann Family Endowed Graduate Fellowship 2020-2021
(\$2,000)

Selected by the Department of Communication fellowship committee. This fellowship is awarded to a graduate student who excels academically and teaches reporting and writing courses.

University Teaching Assistant Fellowship 2019-2020
(\$18,700 plus tuition & insurance)

Selected by the University of Utah Graduate College fellowship committee. Fellows design and implement an undergraduate course of their choosing within their home department.

Murray Graduate Student Research Grant 2017-2018
(\$1,000)

Selected by University of Iowa School of Journalism & Mass Communication to support thesis research and travel expenses.

HONORS AND AWARDS

Top Student Paper, Popular Media & Culture Division May 2022
International Communication Association

Outstanding Graduate Researcher Award May 2022
University of Utah, Department of Communication

Outstanding Graduate Researcher Award May 2021
University of Utah, Department of Communication

Outstanding Graduate Researcher Award May 2020
University of Utah, Department of Communication

Graduate Student Publishing Award May 2019
University of Utah, Department of Communication

Award for Excellence in Teaching; University of Iowa Representative May 2018

Midwestern Association of Graduate Schools

TEACHING

INSTRUCTOR OF RECORD – UNIVERSITY OF ILLINOIS AT CHICAGO

Digital Influencers Communication; Spring 2023

Wellness Communication on Social Media; Spring 2023, Fall 2022

INSTRUCTOR OF RECORD - UNIVERSITY OF UTAH

Social Media Journalism; Summer 2022 (Online), Summer 2021 (Online)

Writing for Strategic Communication; Summer 2022 (Online), Spring 2021 (Online)

Media Writing; Fall 2020, Summer 2020 (Online)

Constructing Journalism (UTA Fellow); Spring 2020

Introduction to News Writing; Summer 2020, Summer 2019

Magazine Writing; Spring 2022, Summer 2021 (Hybrid), Summer 2019

Digital Journalism; Spring 2019 (Hybrid)

Visual Editing: Introduction to Photoshop; Summer 2020 (Online), Spring 2019, Fall 2018

TEACHING ASSISTANT - UNIVERSITY OF UTAH

Making Brands Stick; Spring 2021 (Online)

Mass Communication History; Fall 2021 (Online), Fall 2020 (Online)

Social Media Journalism; Fall 2018 (Online)

TEACHING ASSISTANT - UNIVERSITY OF IOWA

Principles of Strategic Communication; Spring 2017

Introduction to Multimedia Storytelling; Spring 2018, Spring 2017, Fall 2017, Fall 2016

ENGAGED SCHOLARSHIP

INVITED TALKS

Media professionalism: Social media and branding skills. August 2021

Student Media; University of Utah

Marketing your business online: A talk on social media etiquette. January 2020

Paul Mitchell The School; Ogden, UT

Social media, body image dissatisfaction, and addictive behaviors. November 2019

Screen Addiction: A Conversation; Salt Lake City Community Engagement Panel

Building a personal brand and disseminating information online. October 2019

Digital Journalism; University of Utah

Monetizing Instagram for personal and commercial brands. March 2018

Principles of Journalism; University of Iowa

Self-branding and influencer marketing: What is sponsored content? March 2018
Principles of Strategic Communication; University of Iowa

Instagram analytics for business: New ways to quantify engagement. September 2017
Digital Storytelling; University of Iowa

Creating and monetizing influencer videos. February 2017
Producing Video for Mobile & Social; University of Iowa

MEDIA COVERAGE

Kraus, R. (2022). When it comes to celebrity workouts, the real move is ‘a lot of money and a lot of time.’ *Well + Good*, August 25. <https://tinyurl.com/y6a9hz2d>.

Petersen, J. & Porter, C. (2022). Why are so many social media influencers from Utah? *Salt Lake Magazine*, June 22. <https://tinyurl.com/58ctxeet>.

Kantor, J. (2022). How the rise of the celebrity instructor transformed our relationship with fitness. *The Ringer*, January 6. <https://tinyurl.com/2m2rzyzu>.

Hazlehurst, B. (2021). How influencers evolved past their use-by date. *Coveteur*, September. <https://tinyurl.com/2pam32sf>.

Hazlehurst, B. (2021). How COVID turned small beauty brands into luxury status symbols. *Allure Magazine*, July 15. <https://tinyurl.com/2p82sdbj>.

Rogers, J. (2021). The truth about Clubhouse’s self-improvement groups for men. *Men’s Health*, June 2. <https://tinyurl.com/yc4yj6fp>.

Csernyik, R. (2020). The problem with the rise of the LinkedIn influencer. *The Globe and Mail*, November 16. <https://tinyurl.com/yxdpftmp>.

Dominguez, M. (2020). Why are there so many fashion photoshoots in downtown Phoenix? *The Arizona Republic Valley 101 Podcast*, October 5. <https://tinyurl.com/y8ytr6bx>.

Petersen, J. (2018). Check your social media influencers. *The Daily Utah Chronicle*, October 11. <https://tinyurl.com/3k2eskhf>.

SERVICE

ADVISING

Eloise Germic, Dissertation Committee Member, University of Illinois at Chicago

Krysten Stein, Dissertation Committee Member, University of Illinois at Chicago

Maddie Salunga, Senior Project Mentor, School Without Walls High School; 2022-2023

AD HOC JOURNAL REVIEWER

International Journal of Communication
New Media & Society
Social Media & Society
Media, Culture & Society
Journal of Media Ethics
Journal of Communication Inquiry

EXTERNAL GRANT REVIEWER

Social Sciences and Humanities Research Council of Canada

CONFERENCE REVIEWER

Association of Internet Researchers
International Communication Association
National Communication Association
Association for Education in Journalism and Mass Communication

UNIVERSITY SERVICE

| | |
|---|------------------------|
| University of Illinois at Chicago, Quorum Committee | August 2022 – May 2023 |
| University of Utah, Student Media Graduate Advisor | July 2021 – June 2022 |
| University of Utah, Undergraduate Research Symposium, Reviewer | April 2021 |
| University of Utah, New Student TA Orientation, Panelist <i>“Using Canvas in the classroom during COVID-19”</i> | August 2020 |
| University of Utah, Teaching Workshop, Panelist <i>“Sparkling engagement in the online classroom”</i> | August 2020 |
| University of Utah, New Student TA Orientation, Panelist <i>“Tips and tricks for your first semester as a graduate instructor or TA”</i> | August 2019 |
| University of Iowa, SJMC Graduate Student Association, Treasurer | 2017 – 2018 |

PROFESSIONAL SERVICE

| | |
|--|------|
| George Foster Peabody Awards Committee, Reviewer | 2018 |
| George Foster Peabody Awards Committee, Reviewer | 2017 |

AFFILIATIONS

Member, Association of Internet Researchers

Member, Association for Education in Journalism & Mass Communication

Member, International Communication Association

Member, National Communication Association