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## Research

I am a Postdoctoral researcher in Media and Communication Studies at Lund University. My research is situated in the fields of Media, Culture, Gender, and Affect studies, with particular focus on sad affects and mental health/illness in popular culture and on social media.

My book, *21st Century Media and Female Mental Health: Profitable Vulnerability and Sad Girl Culture* is out now with Palgrave MacMillan. The open access book traces the mid-2010s turn to sadness in women's media culture and explores how contemporary mental health discourse is exemplified by both a profitable vulnerability and a more radical sad girl culture.

Currently I am primarily working within the research project Demography and democracy - Healthy Ageing in a Digital World, an international effort done in collaboration with colleagues from University of Southern Denmark and University of Eastern Finland. I am also in charge of the research project "Är det konstigt att man blir sjuk i en värld som är galen?" which is generously funded by Wahlgrenska Stiftelsen.

## Employment

**Teaching staff, Postdoctoral fellow**

Media and Communication Studies  
Lund University  
Lund, Sweden  
2020 Oct 15 → present

**Profile area member**

LU Profile Area: Proactive Ageing  
Lund University  
Sweden  
2023 Mar 17 → present

## Qualifications

Media Studies, PhD, Sad Affects and Contemporary Women's Media: Depression, Anxiety, and Neoliberal Postfeminism in the Post-Recessionary West, Rutgers University: The State University of New Jersey  
Award Date: 2020 Oct 1