

SPRING 2025 **FACULTY RESEARCH LUNCH SERIES**



**chloe hechter** she/her

**157** posts   **34.6K** followers   **1,806** following

Digital creator  
the people's (jewish american) princess



**Excuse My Grandma**

**1,621** posts   **473K** followers   **639** following

@kimmurstein and Grandma Gail talk  
generational differences of dating



**Miriam Malnik-Ezagui**

**1,775** posts   **1.3M** followers   **1,119** following

Personal blog  
Orthodox Jewish mom, wife, and L&D nurse.

**ECONOMIES OF INFLUENCE:**  
*JEWISH WOMEN, SOCIAL MEDIA AND  
THE MARKETPLACE OF IDENTITY*



**TUESDAY, APRIL 22**  
**NOON–1 P.M. | STERN GREAT ROOM**

**PRESENTER:** Andrea Lieber, Ph.D.,  
*Sophia Ava Asbell Chair of Judaic Studies and Professor of Religion*

This presentation examines how Jewish female social media influencers curate Jewish identity online, blending personal expression, digital entrepreneurship, and cultural representation amid historical and contemporary tensions around Jewish consumerism.

**LUNCH WILL BE PROVIDED.**