JENNIFER COOL

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EDUCATION

University of Southern California, Los Angeles, California
Ph.D. Candidate, Anthropology, degree expected Fall 2007
My research examines the interconnection of place, information technology, and community in the rise of San Francisco's Web industry and emerging forms of work, life, and media.
- Dissertation Title: "Communities of Innovation: Cyborganic and the Birth of Social Media."
- Dissertation Committee: Manuel Castells (Annenberg School of Communication), Nancy Lutkehaus, Eugene Cooper (Anthropology).

University of Southern California, Los Angeles, California
Master of Arts in Visual Anthropology, 1994
Trained in film and video production, ethnography, qualitative research, and critical theories of representation. Research and coursework focused on popular culture and communications media.
- Advisors: Daniel Dayan (Annenberg School of Communication), Michael Dear (Geography), Nancy Lutkehaus, Eugene Cooper (Anthropology).
- Masters Thesis: "The Experts of Everyday Life: Cultural Reproduction & Cultural Critique in Antelope Valley" examines the American dream of home ownership and the norms of participating in contemporary consumer society.
  (**http://www.cyborganic.org/people/cool/Thesis/thesis.html**)
- Thesis Film: "Home Economics: a documentary of suburbia" was broadcast nationally on the P.B.S. Television Network POV series in July 1995.

Harvard University, Cambridge, Massachusetts
Bachelor of Arts *Magna Cum Laude* in Social Anthropology, 1987
Studied modern social theory, medical anthropology, history and philosophy of science.
- Goelet Fund Award to support field research in Hunza, Pakistan.

PUBLICATIONS

"Strange Distance: Reading Walden in Suburbia." *Etnofoor*. Antropologisch-Sociologisch Centrum. Amsterdam, The Netherlands. December 2001.

"Paradigms Lost and Found: The 'Crisis of Representation' and Visual Anthropology." by Nancy Lutkehaus and Jenny Cool, in *Collecting Visible Evidence*. Jane M. Gaines and Michael Renov (eds.). Minneapolis: University of Minnesota Press, 1999. Pp. 116-139.

"Defamiliarizing Non-Mastery: Interpreting Men's and Women's Academic Histories at the Juncture of French and American Feminism." Working Paper Series, The Institute for the Study of Women and Men in Society, University of Southern California, Los Angeles, California, 1991.

PAPERS & PRESENTATIONS

Invited Speaker, "Copyright and the Networked Computer: A Stakeholder's Congress," University of California Washington Center, Nov. 6-8, 2003.

"Place, Community & Innovation in the Growth of San Francisco's Internet Industry." "Governance, Place, and Community in a Globalizing World." Doctoral Student Conference School of Policy, Planning, and Development, University of Southern California Los Angeles, June 22, 2006.

"Utopian Socialities in an Entrepreneurial World: Cyborganic 1994-2003." American Anthropological Association Annual Meetings, Washington, DC, Nov 30, 2005.

Session Co-organizer, "Utopian Visions and their Technicalities: Social Change and the Internet," with Jay Hasbrouck. American Anthropological Association Annual Meetings, Washington, DC, Nov 30, 2005.

"Social Code: View Source as a Cultural Strategy." Society for the Social Studies of Science Conference (4S). Atlanta, Georgia, October 18, 2003.

"Using the Internet: a hands-on workshop for filmmakers." National Educational Media Network, Media Market, Oakland, CA, June 1997.

"Creating the Corporate Commons: The Intersection of Intranets and Telecommunities." co-authored with Andrea Saveri and The Outlook Project team. Institute for the Future, Menlo Park, California, March 1997.

"The Impact of the New Ethnography on Visual Representations of Culture." Second Visible Evidence Conference, School of Cinema-Television, University of Southern California, August 1994.

"Searching for South Asia: Print, Media and Electronic Resources for K-12 Librarians and Teachers." Center for South Asia Studies workshop, U.C. Berkeley, March 1995.

"Artful Truth and Truthful Art: Is Visual Anthropology in a Double Bind?" American Anthropological Association annual meetings, New Orleans, Louisiana, 1990.

TEACHING EXPERIENCE

Lecturer, Information & Computer Science, University of California, Irvine
2002 – present
Courses: Technical Writing (http://eee.uci.edu/06y/36365/); Social Analysis of Computerization (http://eee.uci.edu/06y/36360/)

Lecturer, Cinema Department, San Francisco State University
1994-1996
Instructed cinema majors in the technical, narrative and aesthetic techniques of Super-8 and 16mm film production. Courses: Introduction to Film Production; Advanced Film Production

Assistant Lecturer, Freshman Writing Program, University of Southern California
1990-1993
Taught expository writing for 6 semesters. Developed curriculum to build writing skills and motivate students. Participated for two years in the honors Freshman Only Program, teaching writing in conjunction with an introductory course in Social Anthropology.

Teaching Assistant, Anthropology Department, University of Southern California
2003-present
Courses: Exploring Culture Through Film; Introduction to Anthropology; Anthropology of Religion; Ethnic Studies

PROFESSIONAL EXPERIENCE

Programmer/Analyst III, SPIDER Project, UC Irvine, Irvine, California
2002 - 2003
Worked with instructors, faculty, and librarians to develop design specifications and a functional prototype for SPIDER—Shared Pedagogical Initiative: A Database of Electronic Resources (eee.uci.edu/programs/spider/). Based at U.C. Irvine and funded by the University of California's Center for Teaching, Learning, and Technology, the SPIDER project collaboratively developed web-based instructional materials for students in lower division, general education courses, with the goal of enriching writing-across-the-curriculum initiatives in all academic disciplines.
- Led student and instructor focus groups to document user needs
- Conducted usability tests of existing course web sites
- Developed functional specifications
- Designed and built functional prototype for meta data searches

Director, New Media, Disney/ABC Cable Networks, Burbank, California
1999 - 2001
Hired, managed, and mentored a thirty-person New Media team. Introduced standard design, development and documentation processes. Responsible for managing strategy, design, and production of web sites and convergent media for Disney's cable television networks, including:
- ZoogDisney (www.zoogdisney.com)
- Disney Channel (www.disney.com/channel)
- Playhouse Disney (http://disney.go.com/playhouse/)
- Toon Disney (www.toondisney.com)
- SoapNet (www.soapnet.com)

Education and Community Director, Cyborganic Corporation, San Francisco, California
1993 – 1995
Co-founded the community-based Internet start-up where I conducted the participant-observation fieldwork on which my dissertation is based.
- Started Thursday Night Dinners (TND), a weekly face-to-face community event
  http://www.wired.com/news/culture/0,1284,52239,00.html
- Wrote membership guidelines and support tutorials
- Developed curriculum for Cyborganic's computer and Internet classes
- Set-up administrative systems and member support services
- Recruited paid and volunteer labor

HONORS & AWARDS

- Outstanding Teaching Assistant, Anthropology, University of Southern California and the Center for Excellence in Teaching, 2007
- Grant to attend "Doing Digital History," a workshop at the Center for History and New Media, George Mason University, 2005
- Computing & Commerce Producers MVP Award, Netscape Netcenter, 1999
- Apple Computer Vivarium Program Video Project Grant, 1992
- Goelet Fund Award to support field research in Hunza, Pakistan, 1986
- Harvard College and John Harvard Scholarships, Harvard College, 1987
- Elizabeth Cary Aggassiz Scholar, Radcliffe College, 1986

ORGANIZATIONS

Member, New Day Films
1994 - present
New Day is a national cooperative of social issue filmmakers who work together to distribute their films to high schools, colleges, libraries, and community organizations.
- Futures Committee Chair, 2000 - 2003
- Webmaster and Online Chair, 1994 - 1996

President, Anthropology Student Association, University of Southern California,
1991 - 1993
Organized and programmed weekly *Wednesday Night Seminar* series for five semesters. Series featured screenings, lectures and presentations in visual anthropology, ethnographic and experimental films and photography, as well as informal workshops. Guest speakers included: Alan Sekula, Jean-Pierre Gorin, George Marcus, Jean Rouch, Daniel Dayan, Terence Turner, Jay Ruby, David MacDougall and Tim and Patsy Asch.

REFERENCES

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