

JENNIFER C. COOL

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EDUCATION

University of Southern California (USC), Los Angeles, California

December 2008 *Ph.D. in Anthropology*
Doctoral dissertation, "Communities of Innovation: Cyborganic and the Birth of Networked Social Media," examines the interplay of place, technology, and community in the growth of the Web industry and new genres and practices of media production and consumption. Committee: Nancy Lutkehaus (Chair) and Eugene Cooper, Anthropology; Manuel Castells, Annenberg School for Communication.

University of Southern California (USC), Los Angeles, California

May 1994 *M.A. in Visual Anthropology*
Trained in film/video production, critical theories of representation, qualitative research methods and ethnography. Research: urbanism, media, popular culture. M.A. thesis: *The Experts of Everyday Life: Cultural Reproduction and Cultural Critique in Antelope Valley* examines the "American Dream" of homeownership. M.A. film: *Home Economics: a documentary of suburbia*, broadcast nationally on the P.B.S. Television Network POV series.

Harvard University, Cambridge, Massachusetts

June 1987 *B.A. Magna Cum Laude in Social Anthropology*
Coursework in modern social theory, medical anthropology, history and philosophy of science. Senior thesis fieldwork in Pakistan supported by Goelet Fund Award.

AWARDS & FELLOWSHIPS

2010-2011 Postdoctoral Research Fellow, Anthropology Department, University of Southern California
2007-2008 Final Year Dissertation Fellowship, College of Letters, Arts and Sciences, USC
2007 Award for Excellence in Teaching, Center for Excellence in Teaching, USC
2007 Summer Graduate Fellowship, Anthropology Department, USC
1999 Computing & Commerce Producers MVP Award, Netscape Communications
1992 Apple Computer Vivarium Program Video Project Grant
1986 Goelet Fund Award for field research
1985-1987 Harvard College, John Harvard, and Elizabeth Cary Agassiz Scholarships

FIELDS

New media and technology, ethnographic film, critical theories of representation, urban and community studies, feminist social theory

PUBLICATIONS

2010, forthcoming Cool, Jennifer. **Co-location: Reconfigurations of Place and Embodiment from Cyborganic to Facebook**, in *Human No More*, Michael Wesch and Neil Whitehead, Eds. University of Colorado Press. Under contract.

2004 Lutkehaus, Nancy and Jenny Cool. **Paradigms Lost and Found: The "Crisis of Representation" and Visual Anthropology**, in *Visual Rhetoric in a Digital World*, Carolyn Handa, ed. Pp. 434-454. Boston: Bedford/St. Martin's. Originally published in *Collecting Visible Evidence*. Jane M. Gaines and Michael Renov, eds. Pp. 116-139. Minneapolis: University of Minnesota Press, 1999.

2001 Cool, Jenny. **Strange Distance: Reading Walden in Suburbia**, in *Etnofoor* (Amsterdam) 14(1), special issue on suburbia. Pp. 61-74.

1991 Cool, Jennifer C. **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.

INVITED TALKS

- 2008 **More Than Just a Picture: Using Images in Social Science Research**, Geography Department, University of Southern California.
- 2003 **Copyright in the Age of Digital Reproduction**, Copyright and the Networked Computer: A Stakeholders' Congress, The Digital Cultures Project, University of California, University of California Washington Center, Washington, D.C.
- 1997 **Using the Internet: A Hands-on Workshop for Filmmakers**. National Educational Media Network, Oakland, California.

CONFERENCE PAPERS

- 2009 **Co-location: Reconfigurations of Place and Embodiment from Cyborganic to Facebook**. Presented at American Anthropological Association Annual Meetings.
- 2007 **Walking the River: Fieldwork in the Information Age**. Presented at the Society for Social Studies of Science (4S) Annual Meeting.
- 2006 **Place, Community, and Innovation in the Growth of San Francisco's Internet Industry in the 1990s: The Case of Cyborganic**. Presented at Governance, Place and Community in a Globalizing World, Doctoral Student Conference, School of Policy, Planning and Development, University of Southern California.
- 2005 **Utopian Socialities in an Entrepreneurial World: Cyborganic 1994-2003**. Paper presented at the American Anthropological Association Annual Meetings.
- 2003 **Social Code: View Source as a Cultural Strategy**. Presented at the Society for the Social Studies of Science (4S) Annual Meeting.
- 1995 **Searching for South Asia: Print, Media and Electronic Resources for K-12 Librarians and Teachers**. Center for South Asia Studies, UC Berkeley.
- 1994 **The Impact of the New Ethnography on Visual Representations of Culture**. Presented at the Second Visible Evidence Conference, School of Cinema-Television, University of Southern California.
- 1990 **Artful Truth and Truthful Art: Is Visual Anthropology in a Double Bind?** Presented at the American Anthropological Association Annual Meeting.

ACADEMIC WORKSHOPS

- 2006 **Teaching Research Literacy**, Multimedia in the USC Core, Institute for Multimedia Literacy, University of Southern California, Los Angeles, California.
- 2005 **Doing Digital History**, Center for History & New Media, George Mason University.

TEACHING

- 2009 - 2010 **Lecturer, Anthropology Department**, University of Southern California
Anthropological Media Seminar (ANTH 576L)
Lab-based, project course in production techniques for ethnographic media
Introduction to Social Anthropology (ANTH 201)
- 2009 - present **Lecturer, Department of Studio Art**, University of California, Irvine
Visual Culture (SA 1C)
Temporal arts in post-WWII Western culture: solving visual problems, understanding relations of identity, race, power, and history in cultural production
Interdisciplinary Digital (SA110)
Projects course focused on the art-making affordances, imaginaries, and practices of networked, digital media.
Digital Art Aesthetics (SA 175)
Current theory and politics of digital media: ethics of algorithmic and telematic art; identity, gender, race online; access to computing; post-structuralist aesthetics.
Foundations in Media Design (SA 65A)
Foundations in Internet Art and Design (SA 65B)
- 2002 - 2008 **Lecturer, Information & Computer Science**, University of California, Irvine
Technical Writing (ICS 139w)
Basic principles of technical communication from writing specifications to oral presentations and effective visualizations for scientific/technical arguments.
Social Analysis of Computerization (ICS 131 / Informatics 161)
Introduction to computerization as a social process.
- 2003 – 2007 **Teaching Assistant, Exploring Culture through Film**
Anthropology Department, University of Southern California.
Recipient, 2007 Award for Excellence in Teaching from the Center for Excellence in Teaching, University of Southern California.
- 1994 - 1996 **Lecturer, Cinema Department**, San Francisco State University
Workshop in Film Production (Cinema 310)
Advanced Film Production (Cinema 412)
- 1990 - 1993 **Assistant Lecturer, Freshman Writing**, University of Southern California.
Taught expository writing for 3 years. Participated in honors Freshman Only Program, teaching writing with an introductory course in Social Anthropology.
- 1989 - 1990 **Teaching Assistant, University of Southern California**
American Studies and Ethnicity, Introduction to Social Anthropology

RESEARCH

- 1993 - 1999 **Primary Investigator, San Francisco, California**
Dissertation fieldwork on the social imaginaries and practices of media production and consumption in a community of Internet “geeks.”
- 1996 - 1997 **Research Analyst, Institute for the Future, Menlo Park, California**
Ethnographic study of intranets and telecommunications in large corporations, public institutions, and voluntary associations for the Emerging Technologies Group. Wrote research instrument, conducted interviews, co-authored “Creating the Corporate Commons: The Intersection of Intranets and Telecommunities.”
- 1990 - 1993 **Primary Investigator, Antelope Valley, California**
Masters thesis fieldwork: conducted ethnographic study of the discourses of supply and demand in the marketing and buying of tract homes.
- 1986 **Research Fellow, Aga Khan Rural Support Programme, Hunza, Pakistan**
Conducted an eight-week field study of the health and status of elderly women in Passu, a village in Pakistan’s Northern Areas.

PROFESSIONAL EXPERIENCE

- 2002 - 2003 **Programmer/Analyst III, SPIDER Project**, University of California, Irvine
Worked with instructors, faculty, and librarians to design and build a functional prototype for SPIDER—Shared Pedagogical Initiative: A Database of Electronic Resources (eee.uci.edu/programs/spider/). The project collaboratively developed web-based instructional materials to support writing-across-the-curriculum.
- 1999 - 2001 **Director, New Media, Disney/ABC Cable Networks**, Burbank, California
Responsible for strategy, design, and production of Web and convergent media for Disney's cable television networks. Hired, managed, and mentored a thirty-person New Media team. Introduced standard design and development processes.
- 1998 - 1999 **Senior Producer, Netscape Communications**, Mountain View, California
Led redesign of Download, Netcenter's highest-traffic area. Managed drafting of specifications across multiple marketing, business, and engineering teams. Produced daily updates, Communicator 4.5, 4.51 and SmartDownload releases.
- 1997 - 1998 **Senior Producer, Computer Curriculum Corporation** Sunnyvale, California
Responsible for online student projects and teacher activities for Silver Burdett Ginn (SBG), the largest publisher of elementary textbooks in the U.S. Produced online curriculum for SBGMath.com, led redesign of SBG website for eDscope, Simon & Schuster's K-12 education network.
- 1997 **Media Ethnographer**, Institute for the Future, Menlo Park, California
Interviews, audio-visual documentation, and webcasting for Institute workshop *Images and Stories of a New Silicon Valley: Transformation of Consumers, Communities, and Public Space through New Media Technologies*.
- 1994 – 1995 **Program Representative, Center for South Asia Studies**, University of California, Berkeley. Senior administrator for the Center. Coordinated seminar series, colloquia, annual conference and outreach workshops; edited the Center's newsletter, handled day-to-day grant accounting and systems administration.
- 1993 **Visual Ethnographer**, Apple Vivarium Video Project, Los Angeles, California
Observational video of student computer-use at the Vivarium magnet school.
- 1992 - 1993 **Producer, Synapse Technologies**, Los Angeles, California
Wrote, edited, and produced human and natural science chapters for *Evolution/Revolution*, part of the *Columbus* project, an educational multimedia title on permanent display at the Library of Congress, National Demonstration Laboratories for Interactive Information Technology.

SELECTED FILM & VIDEO WORK

- Current ***Pirates, Treasure, the Shoulders of Giants*** (Producer/Director/Writer)
Documentary about copyright in the digital age: www.coolstudios.com/
- 2001 ***Age of Elegance*** (Production Sound Coordinator).
Documentary about the Ms Senior America Pageant. Directed by Cooper Layne, premiered at the San Jose Film Festival in March, 2001.
- 1995 ***Home Economics: a documentary of suburbia*** (Producer/Director)
An ethnographic look at the American Dream of homeownership and social costs of suburban sprawl. Broadcast nationally on P.B.S. Television, POV series.
- 1995 ***One Night Stand*** (Assistant Sound Editor/Mix Assistant).
Produced by Roger Corman. directed by Talia Shire for Concorde-New Horizons.
- 1993 ***Rhino Skin*** (Sound Editor)
Feature documentary about aspiring movie star. Palm Springs Film Festival, 1993.
- 1989 ***Today's Implosion*** (Director/Cinematographer/Editor)
A short experimental film about urban renewal in Boston. Broadcast on Boston's WBCN Television, Channel 5, 1989.

PROFESSIONAL MEMBERSHIPS & SERVICE

- Current** **External Assessor**, M.A. Documentaries, Film, Television & Media Studies
University of Auckland, New Zealand
Co-chair, Committee on Anthropology of Science, Technology & Computing;
American Anthropological Association,
Member, Society for Visual Anthropology, American Anthropological
Association,
Member, Society for Social Studies of Science (4s)
Member, New Day Films, cooperative of social issue filmmakers
(www.newday.com). **Futures Chair** (2000–2003), **Webmaster** (1994-1996)
- 2007 **Session Organizer and Chair**, “Field Science and Embodied Knowing in an Era
of Virtuality,” Society for Social Studies of Science (4S) Annual Meeting.
- 2005 **Session Co-organizer**, “Utopian Visions and their Technicalities: Social Change
and the Internet,” American Anthropological Association, Annual Meetings.
- 1991 - 1993 **President, Anthropology Student Association**, University of Southern California
Organized weekly seminars on ethnographic/experimental film and photography.
Guest speakers included: Alan Sekula, Jean-Pierre Gorin, George Marcus, Jean
Rouch, Daniel Dayan, Terence Turner, Jay Ruby, David MacDougall, Tim Asch.

LANGUAGES

French — speak, read, and write with basic proficiency
Hindi — speak with basic proficiency, read and write at an introductory level
English — native language

SKILLS

Design & Production

- Software/multimedia product development processes and project management
- Project requirements research, analysis, and specification
- Information design and architecture
- Groupware and workflow design
- Publishing and community tools
- User-experience, user-interface, and interaction design
- Use cases and prototyping
- Design specifications, site diagrams, process and user-flows
- Functional requirements specification
- End-user and site administration documentation
- Alpha, beta, quality assurance and usability testing

Computing & New Media

Operating Systems: UNIX, Mac OS, Windows, DOS.

Applications: FTP, CVS, PERL, SQL, JSP, PHP, other template systems, XML, HTML, CSS, JavaScript, Vignette StoryServer, BBEdit, Adobe CS4 (Photoshop, Illustrator, InDesign, Dreamweaver), Final Cut Pro, Media Cleaner Pro, DVD Studio Pro, Sound Designer, Pro Tools, QuarkXpress.

Film & Video

Camera: (Film) Aaton XTR, Arriflex 16BL, Arriflex 16SR-2, Bolex H-16s, Beaulieu R-16, CP-16. (Video) Betacam, DVCAM, mini-DV, HD-video

Sound: Fully conversant with techniques and equipment of film and video sound capture, re-recording, editing, and mixing for a variety of formats from Super-8 and 16mm film to digital video and networked multimedia.

Editing: (Digital) Final Cut Pro, Adobe Premiere, Pro Tools. (Analog) 16mm Steenbeck and Moviola flatbeds, 1/2" and 3/4" offline video systems.

WEBSITES

Portfolio: www.cool.org/portfolio
Current Documentary Video Project: www.coolstudios.com