

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."

Based on 6 years ethnographic field research of a San Francisco techno-commune, my dissertation examines the interplay of place, technology, and community in the growth of the Web industry and development of 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 and norms of participating in modern consumer society.

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 on the health and status of elderly women based on two months fieldwork in Passu, a village in Pakistan's Northern Areas, supported by Goelet Fund Award.

FIELDS

Digital media, Internet culture, visual anthropology, social documentary, critical theories of representation, science and technology studies, feminist social theory

CURRENT PROJECTS

Researching the way users of the micro-blogging service Twitter imagine the public they address, their conceptions of their collectivity and of publics.
Developing a book proposal and journal articles from my dissertation.

AWARDS & FELLOWSHIPS

2007 Award for Excellence in Teaching, Center for Excellence in Teaching, USC
2007 Final Year Dissertation Fellowship, College of Letters, Arts and Sciences, 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 to support field research
1985-1987 Harvard College and John Harvard Scholarships, Harvard College
1986 Elizabeth Cary Agassiz Scholar, Radcliffe College

TEACHING

- 2009 **Lecturer, Department of Studio Art**, University of California, Irvine.
Introduction to Digital Imaging (SA 65A)
Introduction to theories and techniques for producing art using digital media.
Digital Art Aesthetics (SA 175)
Current theoretical and political research related to digital imaging, including ethical implications of artificial life (algorithmic art), identity politics, gender/race in cyberspace, access to computing systems, issues of post-structuralist aesthetics.
- 2002 - 2008 **Lecturer, Information & Computer Science**, University of California, Irvine.
Technical Writing (ICS 139w)
Basic principles of technical communication from writing specifications and proposals to making oral presentations and developing effective graphics and visualizations for scientific/technical arguments.
Social Analysis of Computerization (ICS 131 / Informatics 161)
Introduction to computerization as a social process, builds awareness of the social context and implications of information technologies.
- 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)
Introduction to Super-8 and 16mm film production for Cinema majors.
Advanced Film Production (Cinema 412)
Senior thesis film workshop in 16mm production and post-production.
- 1990 - 1993 **Assistant Lecturer, Freshman Writing Program**, University of Southern California. Taught expository writing for 6 semesters. Developed curriculum, participated in the honors Freshman Only Program, teaching writing in conjunction with an introductory course in Social Anthropology.
- 1990 **Teaching Assistant, Introduction to Ethnic Studies**
American Studies and Ethnicity, University of Southern California
- 1989 **Teaching Assistant, Introduction to Social Anthropology**
Anthropology Department, University of Southern California.

RESEARCH

- 1993 - 1999 **Primary Investigator, San Francisco, California**
Dissertation fieldwork: conducted participant-observation research of 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 telecommunities 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.

PUBLICATIONS

- 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. First 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.

CONFERENCE PAPERS

- 2007 **Walking the River: Reflections on Fieldwork in the Information Age**. Paper presented at the Society for Social Studies of Science (4S), Annual Meeting, Montreal, Canada.
- 2006 **Place, Community, and Innovation in the Growth of San Francisco’s Internet Industry in the 1990s: The Case of Cyborganic**. Paper 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, Washington, D.C.
- 2003 **Social Code: View Source as a Cultural Strategy**. Paper presented at the Society for the Social Studies of Science Conference (4S), Atlanta, Georgia.
- 1995 **Searching for South Asia: Print, Media and Electronic Resources for K-12 Librarians and Teachers**. Presentation at the Center for South Asia Studies Outreach Conference, University of California, Berkeley.
- 1994 **The Impact of the New Ethnography on Visual Representations of Culture**. Paper 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?** Paper presented at the American Anthropological Association, Annual Meetings, New Orleans, Louisiana.

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.

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 and New Media, George Mason University, Fairfax, Virginia.

PROFESSIONAL SERVICE

- 2008 **Session Recorder**, “Education, Innovation and Discovery: The Distinctive Promise of the American Research University,” The Reinvention Center 2008 Conference, Washington, D.C.
- 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.

VISUAL ANTHROPOLOGY EXPERIENCE

- 1997 **Visual 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*.
- 1995 **Researcher/Filmmaker**, *Home Economics: a documentary of suburbia*, produced at the Center for Visual Anthropology, University of Southern California. Film premiered nationally on PBS Television Network, POV series.
- 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 funded by IBM and on permanent display at the Library of Congress, National Demonstration Laboratories for Interactive Information Technology.

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 in lower-division, general education courses with the goal of enriching writing-across-the-curriculum initiatives.
- 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 eDscape, Simon & Schuster's K-12 education network.
- 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. Responsible for systems and network administration of the Center's computer network.

PROFESSIONAL MEMBERSHIPS

American Anthropological Association

Member: Society for Visual Anthropology, Committee on the Anthropology of Science, Technology and Computing (CASTAC)

Society for Social Studies of Science (4s)

New Day Films, a national cooperative of social issue filmmakers

Futures Committee Chair (2000–2003), Webmaster & Online Chair (1994-1996)

STUDENT ORGANIZATIONS

1991 - 1993

President, Anthropology Student Association, University of Southern California
Organized weekly *Wednesday Night Seminars* for five semesters that featured presentations of and about ethnographic and 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

- Project management and documentation
- Product requirements research, analysis, and specification
- User needs 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.

Internet Development: FTP, CVS, telnet/ssh, PERL, SQL, JSP, PHP, other template systems, XML, HTML, JavaScript, Vignette StoryServer, Remedy, BBedit, Dreamweaver, Adobe GoLive.

Graphics & Multimedia: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Final Cut Pro, Media Cleaner Pro, DVD Studio Pro, Adobe Premiere, Sound Designer, Pro Tools, Adobe PageMaker, QuarkXpress.

Office Applications: MS Project, MS Office, Adobe Acrobat, Filemaker Pro.

Film & Video

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

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 media.

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

REFERENCES

Nancy Lutkehaus
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WEBSITES

- Portfolio: <http://www.cool.org/portfolio/>
- Current Documentary Video Project: <http://www.coolstudios.com/>