

**USC ANNEBERG CENTER
SPEAKER SERIES**

Thursday, September 14, 2006

“Amateur Cultural Production in the New Networked Age”

MIMI ITO

University of Southern California

Mimi Ito's talk deals with new media use particularly among young people in Japan and in the U.S. She discusses case studies of anime fandoms in Japan and the English-speaking online world.

“Participatory Media Literacy and Civic Engagement”

HOWARD RHEINGOLD

Stanford University


Howard Rheingold's talk is entitled “Participatory Media Literacy and Civic Engagement.” His 2002 book, *Smart Mobs*, was widely acclaimed as a prescient forecast of the always-on era. The weblog associated with the book (<http://www.smartmobs.com/>) has become one of the top 200 of the 8 million blogs tracked by Technorati, and won Utne Magazine's Independent Press Award in 2003.



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Biographies

Mimi Ito is a cultural anthropologist who holds a Ph.D. in Anthropology and a Ph.D. in Education from Stanford. Ito is a senior fellow at the USC Annenberg Center and a Visiting Associate Professor at Keio University, Graduate School of Media and Governance. She has led research efforts at the Institute for Research on Learning, Xerox PARC, Tokyo University, the National Institute for Educational Research in Japan and Apple Computer.

Howard Rheingold attended Reed College and has had a lifelong fascination with mind altering and its methods. He was editor of *The Whole Earth review* and editor-in-chief of *The Millennium Whole Earth Catalog*. He was one of the principal architects and the first Executive Editor of *Hotwired*. In 1996, he helped found and launch *Electric Minds* --- named one of the ten best websites of 1996 by *Time Magazine*. Rheingold taught "Digital Journalism" at Stanford, "Participatory Media and Collective Action" at UC Berkeley and "Digital Journalism" at Stanford in Winter, 2007.