

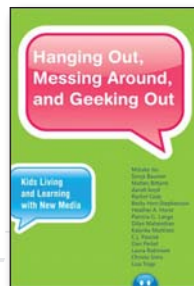
Social networks profoundly affect the way people work, the opportunities they have, and the structure of their daily lives.

danah boyd

□ *Expert on online social network sites. Interdisciplinary research related to technology, communication, identity and social behavior.* □

Dubbed the “high priestess” of networked social media. Internationally recognized authority on the ways people use these new media—who inhabits the world of online social network sites, what they do there, and why. Specialist in the roles these sites play in teen interactions and social relations. Researcher and advisor to a wide range of companies.

Researcher, Microsoft Research New England. Fellow, Harvard University’s Berkman Center for Internet & Society. Contributing author of *Hanging Out, Messing Around, and Geeking Out*.



Ahead of the Curve

Researcher, Microsoft Research New England.
Fellow, Berkman Center for Internet & Society,
Harvard University.

Highlights

danah boyd is an internationally recognized authority on the ways people use **networked social media** as a context for social interaction—who inhabits the world of online social network sites, what they do there, and why. She has been called the “high priestess” of online social network sites by the *Financial Times*.

danah’s research focuses especially on how **American youth** engage in **networked publics** like MySpace, YouTube, Facebook, and Xanga. She was one of the researchers in a major, recently published 3-year study of digital youth funded by the MacArthur Foundation, “Living and Learning with New Media.”

She also studies **blogging, tagging and social media** more broadly.

danah boyd is a researcher at Microsoft Research New England and a Fellow at the Berkman Center for Internet and Society at Harvard University.

She has worked as an ethnographer and social media researcher for various corporations, including Intel, Tribe.net, Google and Yahoo! She has advised and consulted for dozens of other companies. She serves on the advisory board for LiveJournal, Technorati, Youth Media Exchange, O’Reilly’s Emerging Technology Conference, SXSW-Interactive, and Blogger.

danah maintains a blog called **Apophenia**, a valuable resource for anyone interested in social media.

She also regularly writes academic publications and mainstream essays, published in a range of venues. danah was named one of the Most Influential Women in Technology by *Fast Company*.

danah is a contributing author of the recently published, **Hanging Out, Messing Around, and Geeking Out**, a collaborative effort by members of the digital youth project spearheaded by Mimi Ito and Peter Lyman.

Networked Social Media

The **technologies that enable sociable media** are changing how we interact, get information and do business. danah boyd studies how society and identity work in this new networked world:

- ✧ How we perceive other people on-line.
- ✧ What a virtual crowd looks like.
- ✧ How social conventions develop in the networked world.

Definition—*networked social media*: virtual meeting places where people can meet, talk and share. Examples:

- ✧ Social network sites—e.g. MySpace, Facebook, LinkedIn
- ✧ Media sharing platforms - e.g., YouTube, Flickr
- ✧ Blogging and online journaling
- ✧ Tagging and social bookmarking

• Credentials

- Researcher, Microsoft Research New England.
- Fellow at Harvard University’s Berkman Center for Internet & Society
- Former fellow, University of Southern California Annenberg Center for Communications
- Funded by the MacArthur Foundation
- Formerly a researcher for: Yahoo!, Google, Tribe.et, Intel.
- Co-director, Internet Safety Technical Task Force
- Intel Fellow, 2000-2002
- MIT Presidential Fellow
- One of the Most Influential Women in Technology, *Fast Company*

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