

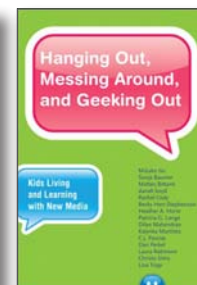
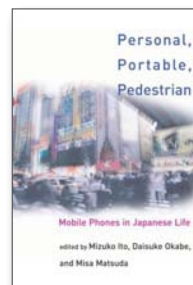
What does consumerism mean to the more than half of U.S. teens who are creating online content?

Mimi Ito

□ *International expert on mobile technologies and new digital media in everyday life.* □

International expert on how people use new digital media in their everyday lives: the impact of social network technologies; how people use portable communications technologies to build their identities and mediate relationships; also amateur cultural production, and peer-to-peer culture and learning.

Research Scientist, Department of Informatics, University of California, Irvine.



Ahead of the Curve

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Highlights

Mimi Ito is an international expert on how people use **mobile technologies** and **new digital media** in their everyday lives. A cultural anthropologist of technology use, she also is a leading authority on how **social network technologies** are shaping society.

Research.

Dr. Ito co-led the Digital Youth Project, a landmark study of **the ways youth use new media** funded by the MacArthur Foundation, and is coauthor of the book based on the study, *Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media*.

She authored the recently published, *Engineeing Play: A Cultural History of Children's Software*. She also co-edited *Personal, Portable, Pedestrian: Mobile Phones in Japanese Life* and co-edited the forthcoming book *Technologies of the Imagination: New Media In Everyday Life*.

Mimi has researched a wide range of other **digitally-augmented social practices**, including online gaming and social communities, the production and consumption of children's software, and children's play with new media.

She also specializes in **amateur culture production**, Do-It-Yourself (DIY) media cultures, and **peer-to-peer learning**.

Mizuko Ito is a Research Scientist, Department of Informatics, University of California, Irvine. She also is a Visiting Associate Professor at Keio University's Graduate School of Media and Governance in Kanagawa, Japan. She has two doctorates from Stanford University, in education and anthropology. She is a cultural anthropologist.

She has worked at the Institute for Research and Learning, Xerox PARC, Tokyo University, the National Institute for Educational Research in Japan, and Apple Computer.

Projects on New Media

Mimi Ito has recently completed a three-year project on Kids' Informal Learning with Digital Media funded by the MacArthur Foundation. The study explores **how kids engage** with and play with **new media** in their everyday lives and how digital technologies are changing the way young people learn, play, socialize and participate in civic life.

She is one of the organizers of 24/7: A DIY Video Summit, a conference that showcases **current developments in digital video production**, focusing on amateur production, remix, and Internet distribution.

Mimi is an expert on the content of children's **educational games and software**, their production, distribution, and marketing, and how children use them in play.

• Credentials

- Research Scientist, Department of Informatics, University of California, Irvine
- Visiting Associate Professor, Keio University, Graduate School of Media and Governance, Kanagawa, Japan
- Director, Champon.org
- Co-editor, *Personal, Portable, Pedestrian: Mobile Phones in Japanese Life*
- Co-editor, *Technologies of the Imagination: New Media In Everyday Life*
- Ph.D.s from Stanford University in education and anthropology