

# Genevieve Bell, PhD

INTEL Corporation

*JUST LIKE MAGIC:  
AN ANTHROPOLOGICAL ACCOUNT OF  
WIRELESS TECHNOLOGIES*

Thursday, April 5, 2007 at 3:30 p.m.

Purdue University

Fowler Hall in Stewart Center

## ABSTRACT

In 1840, Maori elders from New Zealand's north island agreed to a British treaty in which they retained rights in land and treasures. In 2005, NextScribe.org declared that the "network is the church" and set out an ambitious agenda for research into the role that technology might play in spiritual lives.

What do these events have in common, and why might they be relevant to our contemporary discussions about wireless technologies? Based on nearly a decade of ethnographic research, this talk re-examines the notion of "wirelessness" from an anthropological perspective. It locates this emergent technology in a broader historical and cultural context, and suggests a different way of thinking and talking about one of the dominant technology infrastructures of the decade.

## ABOUT THE SPEAKER

Genevieve Bell is an internationally recognized ethnographer with a special interest in issues of cultural difference as they are expressed around technology adoption and use. At Intel, Bell manages a team of social scientists, designers, and human factors engineers who are bringing a research-driven, end-user focus to Intel.

A recipient of the prestigious Intel Achievement Award, Bell's work has been widely published and cited, and she is active in the fields of anthropology, computer-human interaction, and ubiquitous computing. She received a BA/MA in anthropology from Bryn Mawr College in 1991 and a PhD in cultural anthropology from Stanford University in 1998.

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