

The Denice D. Denton Distinguished Lecture Series

Presents

Dr. Genevieve Bell

Director, Interaction & Experience Research, Intel Corporation

“After the Electric Fairies: Women, technology, and the myth of the early adopter”



Dr. Genevieve Bell joined Intel in 1998 as a researcher in Corporate Technology Group's People and Practices Research team — Intel's first social science oriented research team. She helped drive the company's first non-U.S. field studies to inform business group strategy and products and conducted groundbreaking work in urban Asia in the early 2000s. Bell currently leads an R&D team of social scientists, interaction designers, human factors engineers, and a range of technology researchers to create the next generation of compelling user experiences across a range of internet-connected devices, platforms, and services. Prior to joining Intel, Bell was a

lecturer in the Department of Anthropology at Stanford University. She has written more than 25 journal articles and book chapters on a range of subjects focused on the intersection of technology and society. Her book "Divining the Digital Future" is co-authored with Prof. Paul Dourish and published by the MIT Press.

Monday, October 24th, 2011

H.F. DeLuca Forum, Wisconsin Institutes for Discovery
330 North Orchard Street
Madison, WI 53715

2:00-3:00pm ~ Lecture 3:00-4:00pm ~ Reception

<http://wiseli.engr.wisc.edu/denton/denton-lecture2011.php>

Denice Dee Denton (1959-2006) began her career as the only woman in the department of Electrical & Computer Engineering at the University of Wisconsin-Madison. During her meteoric career, she went on to become Dean of Engineering at the University of Washington, and Chancellor of the University of California, Santa Cruz, and was a leader in the areas of research, education, professional development, and diversity.

“She was bigger than life. She opened doors and stood in them to let others through. She mentored young scholars and students. Her enthusiasm for science was clear and infectious. She was a force—a magnificent force. She pushed the institutions she inhabited to be better than they wanted to be.”