From Counterculture to Cyberculture: How *The Whole Earth Catalog* Brought Us Virtual Community

**and**

**Be the Ball**

Tuesday, November 14, 2006
7:00 to 9:30 p.m.
http://www.baychi.org/program/

PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
   Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:

**From Counterculture to Cyberculture: How *The Whole Earth Catalog* Brought Us Virtual Community**

Fred Turner, Assistant Professor, Stanford Department of Communication

In 1993, journalist Howard Rheingold brought a new phrase to public discussions of computer-mediated communication: *virtual community*. Within months, the phrase had spread from researchers to programmers to corporate CEOs, and virtual communities seemed poised to become one of the defining social formations of the Internet age.

Yet, the notion of virtual community substantially predates the advent of networked computing. This presentation will trace the origins of the concept within the Whole Earth network of publications and people.

Fred Turner is an Assistant Professor and the Director of Undergraduate Studies in the Department of Communication at Stanford University. He is the author of *From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism* (University of Chicago Press, 2006).

**Be the Ball**

Greg Niemeyer and Joe McKay, UC Berkeley

Greg and Joe will be discussing their current thinking, some of which is related to the course *Foundations of American Cyberculture*, presently being taught at UC Berkeley.

Joe McKay is an artist who makes work with and about digital culture. McKay grew up in Ontario, Canada and went to school at Nova Scotia College of Art and Design in Halifax. Currently Joe is pursuing his MFA at UC Berkeley.

Greg Niemeyer was born in Switzerland in 1967. He studied Classics and Photography. He started working with new media when he arrived in the Bay Area in 1992 and he received his MFA from Stanford University in New Media in 1997. At the same time, he founded the Stanford University Digital Art Center, which he directed until 2001, when he was appointed at UC Berkeley as Assistant Professor for New Media. At UC Berkeley, he is involved in the development of the Center for New Media, focusing on the critical analysis of the impact of new media on human experiences.

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Directions: www.baychi.org

Complete abstracts and bios: http://www.baychi.org/program/