is pleased to present:

Michael Chibnik
University of Iowa Professor Emeritus

Friday, October 19
2:30 pm
27 Macbride Hall

*Early Anthropological Research in Silicon Valley*

In the summer of 1977 Carole Browner and I co-supervised three graduate students at the University of California, Berkeley conducting ethnographic research about offices for the Palo Alto Research Center (PARC) of the Xerox Corporation. This research was related to the development of the Alto, a remarkable early personal computer that Xerox never commercialized. One group at PARC was concerned with the possible introduction of the Alto into offices. This was often phrased in terms of creating a “paperless office” or “the office of the future.” Our project was quite novel for the anthropology of the time. We were one of the first anthropological groups conducting ethnographic studies for tech firms in Silicon Valley. Our examination of ordinary clerical work remains to this day an unusual research topic in anthropology.

*Individuals with disabilities are encouraged to attend all University of Iowa sponsored events. If you are a person with a disability who requires a reasonable accommodation in order to participate in this program, please contact the Anthropology office in advance at 319-335-0522.*