

**USC ANNEBERG CENTER  
SPEAKER SERIES**

Thursday, November 16, 2006

**“Creating Culture through Collective Identity Performance:  
MySpace, Youth, and DIY Publics”**

DANAH BOYD

University of California, Berkeley

danah boyd investigates how youth formulate a presentation of self and negotiate socialization in mediated contexts where the audience is often unknown. She discusses the evolution of social networking sites from SixDegrees to Friendster to MySpace, and how these websites are changing the Internet.

**“Passively Multiplayer Online Games”**




JUSTIN HALL

University of Southern California

Justin Hall, a Graduate Fellow at the USC Annenberg Center, explores alternatives to text publishing online. In his talk, he discusses in “Passively Multiplayer Online Games,” including systems that track online activity and award points according to usage. In doing this, he compares the way stereotypical Multiplayer Online Games, like World of War Craft function to the way we currently use the Internet.



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### **Introduced by**

Howard Rheingold  
Stanford University

### **Biographies**

boyd is a Ph.D. candidate in the School of Information at the University of California-Berkeley and a Graduate Fellow at the USC Annenberg Center. Funded by the MacArthur Foundation, her dissertation focuses on how youth engage in networked publics like MySpace. Prior to Berkeley, boyd received an AB in computer science from Brown University and an MS in sociable media from MIT Media Lab. She has worked as an ethnographer and social media researcher for various corporations, including Intel, Tribe.net, Google and, currently, Yahoo! She also created and managed a large online community for V-Day, a non-profit organization working to end violence against women and girls worldwide. She actively blogs about social media at Apophenia.

Hall is a Graduate Fellow at the USC Annenberg Center and a graduate student in the USC Interactive Media Division. He is currently developing surveillance-based gameplay online and on mobile phones. He has taught classes and workshops at USC School of Cinema-Television encouraging the creation and distribution of short videos online. As an undergraduate at Swarthmore College in Pennsylvania, he started "Justin's Links from the Underground" ([www.links.net](http://www.links.net)) in January 1994, eventually writing 4,800 pages of hypertexted personal journalism. In the same year, he was the youngest intern at Wired Magazine, working on the first commercial web publication HotWired. In December, 2004, New York Times Magazine referred to him as "the founding father of personal blogging."