The Department of Media Studies
Welcomes
Dr. Nora Draper
Assistant Professor, University of New Hampshire

Learning from Failure: What we gain when we study unsuccessful technologies

Thursday, March 17, 2016
4:30-6:00
Monroe 116

"Fail fast, fail often" - Silicon Valley's unofficial mantra - reveals a pervasive ethos in the contemporary technology industry of progress and innovation. This forward–looking approach can result in industrial amnesia – a collective forgetting on the part of the technology industry about past projects and failed initiatives. This talk draws on a research from a larger project on the evolution of the consumer privacy industry to encourage media researchers interested in the tech industry to resist the seductive pull of the popular or new that prevails in Silicon Valley. Instead, Draper advocates for the value of studying failed industry actors. Through a case study that examines the rise, decline, and reemergence of a privacy enhancing service known as the infomediary, this talk explores the unique possibilities for a media industries agenda that attends to industrial failure.

Nora Draper is an Assistant Professor in the Department of Communication at the University of New Hampshire. Her research examines how digital media industries shape social norms around authenticity, privacy, identity, and reputation. Through frames of cultural theory, critical institutionalism, and public policy, her work also explores how identity, particularly gender, race, class, and sexuality, shape experiences of privacy, surveillance, and visibility in a digital environment. Nora's articles have been published in a number of academic journals including the International Journal of Communication, Critical Studies in Media Communication, the Journal of Children and Media, and Surveillance & Society.

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