



be different . do different

12–15 Feb 2013 . Brisbane Convention and Exhibition Centre

ALIA NEWS

Registrations

Early bird registrations are now open! Register at www.information-online.com.au

Sponsorship and exhibition opportunities

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Key note Speakers

Dr Genevieve Bell announced as second keynote speaker

Dr. Genevieve Bell is an Australian-born anthropologist and researcher. As director of User Interaction and Experience in Intel Labs, Bell leads a research team of social scientists, interaction designers, human factors engineers and computer scientists. This team shapes and helps create new Intel technologies and products that are increasingly designed around people's needs and desires. In this team and her prior roles, Bell has fundamentally altered the way Intel envisions and plans its future products so that they are centered on people's needs rather than simply silicon capabilities.

In addition to leading this increasingly important area of research at Intel, Bell is an accomplished industry pundit on the intersection of culture and technology. She is a regular public speaker and panelist at technology conferences worldwide, sharing myriad insights gained from her extensive international field work

and research. Her first book, 'Divining the Digital Future: Mess and Mythology in Ubiquitous Computing,' was co-written with Prof. Paul Dourish of the University of California at Irvine and released in April 2011. In 2010, Bell was named one of Fast Company's inaugural '100 Most Creative People in Business.' She also is the recipient of several patents for consumer electronics innovations.

Moving to the United States for her undergraduate studies, she graduated from Bryn Mawr in 1990 with a bachelor's degree in anthropology. She then attended Stanford University, earning her master's degree (1993) and a doctorate (1998) in cultural anthropology, as well as acting as a lecturer in the Department of Anthropology from 1996–1998. With a father who was an engineer and a mother who was an anthropologist, perhaps Bell was fated to ultimately work for a technology company, joining Intel in 1998.

What does 'be different, do different' mean to you? Let us know by email at events@alia.org.au or stay in touch by social media.

Website: www.information-online.com.au
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New Librarians Symposium 6 – Remember that the New Librarians Symposium (NLS6) takes place just prior to Information Online in Brisbane from 10th to 11th February 2013 with workshops on the 9th of February. Like Information Online 2013, NLS6 promises to "be different" with exciting keynote speakers, a diverse program featuring expert speakers to first time presenters, and key networking opportunities. Registrations now open! Keep in touch with NLS6 at newlibrarianssymposium.com.