MISSION
The Berkeley Center for New Media (BCNM) is an interdisciplinary research center that studies and shapes media transition and emergence from diverse perspectives. Through critical thinking and making, we cultivate technological equity and fairness in our classrooms, in our communities, and on the internet.

PROGRAMS
BCNM offers both a Designated Emphasis and Masters Certificate for UC Berkeley graduate students. Between these vibrant academic programs and the Center’s engaging series of lectures, colloquia, and partnerships, BCNM provides a space for cutting-edge ideas to gain traction amidst strong research networks. The Center itself acts as a medium between people, technologies and ideas.

Designated Emphasis
The Designated Emphasis program offers selected UC Berkeley Ph.D. students an opportunity to deepen their exploration of new media, by providing enhanced skills in the analysis and/or design of future media through an interdisciplinary awareness of historical, social, and cultural perspectives.

To achieve a Designated Emphasis, candidates complete three core classes: NWMEDIA 200, History and Theory of New Media, which provides a broad historical and theoretical background for new media production and practice; NWMEDIA 201, Questioning New Media, which interrogates the field in part through the annual Art, Technology, and Culture Colloquium; and either NWMEDIA C203, 204, C262, C263, or C265, which inform students of the fundamental issues, methods, and practices of selected technical aspects of new media. In addition, students must identify and complete two graduate-level elective courses with a substantial focus on new media. Interested students are encouraged to apply as early as possible, and should aim to be accepted into the program at least three months before their qualifying exams.

Certificate
The Masters certificate emphasizes the critical understanding of the nature and implications of new media, drawing on theories and methodologies from across the disciplinary spectrum to offer students a competitive edge in industry and academia through collaborative research. Students complete one seminar from BCNM’s core offerings, and exhibit breadth in their scholarship by taking a class in at least two of the following fields: Humanities, Technology, and Art/Design. To apply for the program, candidates should submit an application for review prior to their final year of study.

Applications for both the Designated Emphasis and Certificate are accepted twice yearly on March 1 and November 1.
COURSES

BCNM offers the following core academic curriculum every year:

**NWMEDIA 201: Questioning New Media**
*Instructor: Jill Miller and Asma Kazmi*

Questioning New Media is a hybrid studio/lecture course that explores issues and practices in contemporary new media culture. Students will research, present and make creative works that critically examine new media. The course will focus on the issues addressed in select campus lectures, local art exhibitions, and course readings. In class, students will enhance their skills in “questioning” new media: how to think critically about advanced topics, how to look at new media art work with a discerning eye, and how to transform their “questions” into an engaging creative work of art or performance.

Students will attend campus lectures, art shows and events, in addition to doing selected readings. There will be a final presentation/performance night open to the public. This course is open to graduate students from any department and upper-level undergraduates (upon instructor approval). This course fulfills one of the core course requirements for the Designated Emphasis in New Media.

**NWMEDIA C203: Critical Making: Materials, Protocols, and Culture**
*Instructor: Eric Paulos*

Critical Making operationalizes and critiques the practice of “making” through both foundational literature and hands on studio culture. As hybrid practitioners, students develop fluency in readily collaging and incorporating a variety of physical materials and protocols into their practice. With design research as a lens, students envision and create future computational experiences that critically explore social and culturally relevant technological themes such as community, privacy, environment, education, economics, energy, food, biology, democracy, activism, healthcare, social justice, etc.

**NWMEDIA 290: Locative Media**
*Instructor: Clancy Wilmott*

From postcards and maps to mobile phones, this course considers the history and future of locative media, as technological, situated and navigational ways of expressing and understanding space, place and mobility. Combining theory and praxis, students partake in a series of lectures and discussion-based seminars as well as research, design and production workshops where they will learn to make a critical locative media project of their own.

**NWMEDIA 200: History and Theory of New Media**
*Instructor: Abigail De Kosnik*

This course will provide participants with a foundation in new media studies (major works, authors, historical events, objects, and schools of thought), such that they will be able to compile reading lists for their qualifying exams, bibliographies for their dissertations, and syllabi for their courses on topics related to new media. It will develop participants’ skills in analyzing new media text and artifacts, articulating their insights in speech and writing, and developing individual new media research projects.
RESEARCH

BCNM is a magnet for rigorous scholars at UC Berkeley who challenge conventional thinking through collaboration. We catalyze this research by offering a dynamic environment that exposes participants to diverse values, objectives and methodologies. Our researchers make, break, and recreate media objects, processes and ideas to grapple with the question of what makes us real. Here are just two of the exciting research projects our students are currently undertaking:

**Kevin CK Lo**
*Music Composition*

Kevin CK Lo reappplies LiDAR technology for artistic use. Building on Richard Mosse’s use of military grade technology in his exhibit at SFMOMA, in a multimedia solo show for DROUGHT SPA (with alex cruse), Kevin uses LiDAR to activate a sound-based work, able to be modulated by audience movement through the gallery space.

For Kevin’s live multimedia performances, combining spatialized audio, projections, movement, and text, sensor technologies have always been an integral component. In detourning LiDAR technologies and bringing them from industrial contexts to the highly embodied realm of performance, Kevin hopes to demonstrate new artistic possibilities and facilitate critical conversations around the contexts that these technologies typically inhabit. LiDAR’s ubiquity in automation, surveillance, industry and global supply chains have particular resonance as they are all frequent subjects of his practice.

**Haripriya Sathyanarayanan**
*Architecture*

Priya is a third year PhD student in Architecture (Building Science & Sustainability) whose research focus is on Patient-Centric Design and Spatial Perception. Healthcare experiences of a patient are largely driven by clinical outcomes, their interactions with healthcare providers, and their perceptions of care. An emerging trend in healthcare design and delivery is the new way of listening to all stakeholders in a healthcare system including clinicians and patients, also known as ‘human centered design’. The research adopts a mixed methods approach using immersive technology for collaborative design of patient spaces in a paediatric setting for enhanced patient experience. The research builds on the significant role of the built environment on patient/staff experience, stress and healing process, and the need for user engagement in the process of co-creating solutions through an evidence-based design approach.
FELLOWSHIPS

The Berkeley Center for New Media offers a variety of fellowships to support its students’ research. Here is a sample of the awards we have offered this year:

Lyman Fellowship

The Peter Lyman Fellowship in new media was established in memory of esteemed UC Berkeley Professor Peter Lyman. The Fellowship seeks to support a Ph.D. candidate in the writing of his or her dissertation on a topic related to new media through a summer stipend.

Anushah Hossain

Anushah Hossain, Ph.D. graduate in & Energy and Resources, received the 2020 Lyman Fellowship for her dissertation on a multi-lingual internet. Anushah asks how we came to have a multi-lingual internet and seeks to answer the question through a historical and ethnographic study of the tools and peoples that helped construct it in South Asia. Beginning in the mid-1990s, a group of Bangladeshi activists formed, whose mission it was to “bring Bangla into the digital age.” Their fervor for their language from the liberation war fought in 1971 over the right to speak Bangla in what used to be Pakistan translated directly into a vision for a digital environment in their own language. Anushah’s dissertation traces how the twin motivations of nationalism and techno-optimism in the hands of this Bangladeshi community laid the foundation for a Bangla computing stack. With the Lyman Fellowship, Anushah will be able to collect additional oral histories and review archival materials from Bangla computing mailing lists, regional conferences, code repositories, and social media platforms, to complete her research.

Summer Research Awards

The BCNM offers five summer research awards of $1,000 each to its students. Below are two of the projects funded in the summer of 2020:

Tina Piracci

Architecture

Tina Piracci’s research is centralized around natural paste deposition 3D printing and how programming creative tool paths can yield specific desired results. In Summer 2020, she 3D printed a series of terracotta water filter vessels which are based off analytical research gathered at the Berkeley National Laboratory, of which she is a research affiliate. Tina is currently collaborating with Potters for Peace for this project, in hopes of creating a more efficient design for those in need.

Chris Chan

Anthropology

Chris’ project aims to explore from within the design process a series of artistic urban interventions to the transformations of a contemporary urban space. This summer fieldwork
Conference Grants
Each semester, the BCNM is able to offer a small subsidy for students attending the premiere conferences in their fields. Check out a few of many awards we gave out in 2020:

Sarah Sterman
@ CHI Conference on Human Factors in Computing Systems | Honolulu, Hawaii

Tina Piracci
@ National Council on Education for the Ceramic Arts | Richmond, Virginia

William Morgan
@ Encountering the Social | New Delhi, India

Lashon Daley
@ American Literature Association | San Diego, California

Rebecca Levitan
@ Mediterranean Studies Association | Gibraltar

Nicholaus Gutierrez
@ Society of Cinema and Media Studies Annual Conference | Denver, Colorado

Béllica del Río
@ Bodies as Archives Symposium | Chumash Territory, California

Miyoko Conley
Association for Asian American Studies Annual Conference | Washington, D.C.

Undergraduate Research Assistant Awards
In Spring 2021, BCNM awarded its sixth cohort of undergraduate research fellowships, matching new media undergraduates with research projects being undertaken by our graduate students. Jahara and Choyang were two of the four recipients.

Jahara Cayablab
Jahara is an Integrative Biology Major. Jahara has previously worked at dNaga as an admin support and chaperone. There, she interviewed dancers with Parkinson’s Disease and transcribed them to be added to a published book on Parkinson’s Disease.

Jahara will work with Haripriya Sathyanarayanan on Immersive Virtual Environments. Jahara will work on data collection and analysis to help understand the experiences and needs of children within the inpatient department of a children’s hospital as it relates to the built environment and patient spaces. These (now online!) interviews will take place in partnership with the Oakland Benioff children’s hospital.
Choyang Ponsar

Choyang is an Interdisciplinary Studies major, interested in the intersection between design, new media technologies, and creative coding. In addition to being a recipient of BCNM’s 2021 Undergraduate Certificate program, Choyang has worked at The HUB as a newspaper section editor. She will be working with Tory Jeffay on The Forensic Imaginary, a project that investigates the role of photography and film as tools of evidence within policing and the law. Choyang will help build and manage an archive of newspaper research on police departments’ decades-long held desires to produce a “motion picture rogues’ gallery”.

A COMMITTED COMMUNITY

BCNM supports a vibrant and thriving new media community through its rich public programming. Here are some of the events we support:

The Art, Technology, and Culture Colloquium

Founded by Prof. Ken Goldberg in 1997, the ATC lecture series is an internationally respected forum for creative ideas. Always free of charge and open to the public, the series is coordinated by the Berkeley Center for New Media and has presented over 200 leading artists, writers, and critical thinkers who question assumptions and push boundaries at the forefront of art, technology, and culture including: Vito Acconci, Laurie Anderson, Sophie Calle, Bruno Latour, Maya Lin, Doug Aitken, Pierre Huyghe, Miranda July, Billy Kluver, David Byrne, Gary Hill, and Charles Ray. For more information, visit atc.berkeley.edu

The History and Theory of New Media Lecture Series

The History and Theory of New Media Lecture Series brings to campus leading humanities scholars working on issues of media transition and technological emergence. The series promotes new, interdisciplinary approaches to questions about the uses, meanings, causes, and effects of rapid or dramatic shifts in techno-infrastructure, information management, and forms of mediated expression. In 2020, the HTNM program launched our Indigenous Technologies Initiative.

Symposia

The Berkeley Center for New Media hold regular symposia on a variety of new media topics. In the spring of 2021, we will be hosting a virtual mini-series on fandom and piracy. In this mini-series, we will hear from scholars whose work enables us to understand how fandom and piracy have played a part in the evolution of the internet, how they have attracted millions of participants and become akin to social movements, how they have given rise to digital platforms that both augment and defy the corporatization of media production and the web, and how race/ethnicity, gender, and sexuality operate within fan and pirate communities.
Hackathons, Workshops, Performances, Art Installations & More

We’re thrilled to be involved in a variety of programs. BCNM has successfully hosted art and technology hackathons featuring mentors such as Casey Reas. We’ve also performed interactive carillon concerts for over 2,000 people, and hosted digital humanities and online learning workshops, Wikipedia Edit-a-thons, and new media art projects. Our offerings are diverse and we welcome participation!

Where do our students go from here?

Our students find positions in a range of organizations, and credit the New Media component to their education for much of their success. Take a look at just a sample of recent placements:

**Divya Anand** (Information)
Senior Product Manager at Amazon

**danah boyd** (Information)
Principal Researcher at Microsoft, Founder of Data & Society

**Naomi Bragin** (TDPS)
Assistant Professor at the University of Washington at Bothell

**Kate Chandler** (Rhetoric)
Assistant Professor at the School of Foreign Service at Georgetown University

**Alenda Chang** (Rhetoric)
Associate Professor in Film & Media Studies at UC Santa Barbara

**Tom McEnaney** (Comparative Literature)
Associate Professor at UC Berkeley

**Jen DiZio** (Education)
Drop Box Research Lead

**Kris Fallon** (Film & Media)
Associate Professor at UC Davis

**Ashley Ferro-Murray** (TDPS)
Curator of Theater and Dance at EMPAC, Rensselaer Polytechnic Institute

**Chris Goetz** (Film & Media)
Assistant Professor at the University of Iowa

**Jenni Higgs** (Education)
Assistant Professor at UC Davis

**David Humphrey** (EALC)
Assistant Professor at Michigan State University

**Kate Mattingly** (TDPS)
Assistant Professor at the University of Utah

**Tiffany Ng** (Music)
University carillonist and Assistant Professor at University of Michigan, Ann Arbor

**Trevor Paglen** (Geography)
Author and artist in New York

**Dan Perkel** (Information)
Design Researcher at IDEO

**Reginold Royston** (African American Studies)
Assistant Professor at University of Wisconsin-Madison

**Bonnie Ruberg** (Comparative Literature)
Assistant Professor, UC Irvine

**Ryan Shaw** (Information)
Associate Professor at the University of North Carolina, Chapel Hill

**Jen Schradie** (Sociology)
Assistant Professor at OSC in Paris, France
Below is a small sample of the papers our students and faculty have published these past few years:


GET INVOLVED!
You can reach BCNM Director Abigail De Kosnik at adekosnik@berkeley.edu, Graduate Advisor Kimiko Ryokai at kimiko@ischool.berkeley.edu, and Associate Director Lara Wolfe at lara@berkeley.edu. We’d love to hear from you.