



- **WHAT:**  
Ethnographic Praxis in Industry Conference
- **WHO:** Sponsored by Intel, Microsoft, IBM and other companies; the American Anthropological Association; and the National Association for the Practice of Anthropology, a section of AAA
- **WHEN:** Oct. 3-6, 2007
- **WHERE:** Keystone Resort, Colorado
- **CONTACT:**  
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conference co-organizer,  
503-780-5668
- **ON THE WEB:**  
[www.epic2007.com](http://www.epic2007.com)

## FOR IMMEDIATE RELEASE

September 11, 2007

# AAA and NAPA Sponsor Ethnographic Praxis in Industry Conference

From conducting research on everything from yogurt consumers to internet café frequenters in rural India, ethnographic researchers are changing the way industry understands consumer and worker behavior and applies marketing, development and design strategies.

Yet the impact of anthropologists in industry is moving in multiples directions, and ethnographic research generated outside of anthropology departments has the potential to change not only the corporate world, but the body of knowledge available to anthropologists within academia.

To better understand the news, issues, and impact of anthropologists in industry, we invite you to attend the third-annual Ethnographic Praxis in Industry Conference (EPIC) at the beautiful Keystone Conference Center in the mountains of Keytone, Colorado.

The conference — scheduled for Oct. 3 to 6 — will bring together anthropologists, computer scientists, designers, social scientists, marketers, academics and advertisers working in business and industry to share information about current research, methods and cultural considerations for conducting ethnographic studies in the private sector.

The three-day conference focuses on the theme “being heard” and features four sessions with 26 papers, an artifacts section, an “unconference” open-discussion session, and a Saturday program of workshops.

This year’s EPIC presenters come from an especially diverse background of domestic and international business and universities including Intel, Telenor, Microsoft, IBM, PARC, Xerox, Fujitsu Laboratories, Herman Miller, U. of Southern Denmark and U. of Colorado at Boulder.

Papers from a competitive, peer-reviewed selection process include the following:

- Not Lost in Translation: Maximizing Impact in Marketing Ethnography
- Searching for the “You” in “YouTube”: An analysis of online response ability
- Getting Noticed, Showing-Off, Being Over-Heard: Amateurs, authors and artists inventing and reinventing themselves in online communities
- When politics in the field meet politics in the corporation: Conflict and contradiction in the study of PRC iCafes

Keynote addresses will be delivered on Thursday by Intel’s internationally-recognized anthropologist Genevieve Bell and on Friday by renowned designer, researcher and artist Brenda Laurel.



Other highlights for the press include a special panel discussion about ethnography in industry chaired by Elizabeth Anderson-Kempe. The panel will bring ethnographic practitioners side-by-side with clients with whom they've worked to discuss the good, the bad and the ugly of the ethnographer-client partnerships. Their presentations will provide an excellent opportunity to assess the impact of ethnography from an employer's perspective.

For a complete listing of conference programming and keynote speaker bios, visit [www.epic2007.com/program](http://www.epic2007.com/program).

EPIC's mission is to promote the use of anthropological methods and standards in studying human behavior as it applies to industry settings, including helping businesses to create better strategies, processes and products to enhance people's lives. The conference also aims to promote the integration of anthropological theory and methods into common business practices, and to advance social and cultural theory to explorations conducted as applied research in industry.

The conference is sponsored by the American Anthropological Association and its National Association for the Practice of Anthropology. Corporate sponsors include a broad range of companies including Intel, Microsoft and IBM. A complete list of corporate sponsors is available on the conference Web site, [www.epic2007.com](http://www.epic2007.com).

For more information about the conference and its sessions, or for press assistance, contact Ken Anderson, EPIC co-organizer, 503-780-5668. For more information about the American Anthropological Association or to connect with experts on anthropology and industry, contact Jennifer Steffensen, media relations assistant, 703-528-1902, ext. 3039, or [jsteffensen@aaanet.org](mailto:jsteffensen@aaanet.org).

*Founded in 1902, the American Anthropological Association is the world's largest professional organization of anthropologists and others interested in anthropology, with an average annual membership of more than 10,000. The Arlington, Va.-based association represents all specialties within anthropology — cultural anthropology, biological (or physical) anthropology, archaeology, linguistics and applied anthropology.*

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