WEEKEND UNIVERSITY
SAT., NOV. 2, 2019 | 9 A.M. - 1 P.M.

A Day of Media Scholarship in the Digital Age

The Osher Lifelong Learning Institute at William & Mary brings together three outstanding speakers for a one-day event. This event is open to the public. No Osher membership required.

Lectures will be held at William & Mary School of Education, 301 Monticello Avenue, Matoaka Woods Room. Free Parking.

Frenemies: How Social Media Polarizes America
Jaime Settle
The David and Carolyn Wakefield Term Distinguished Associate Professor of Government, William & Mary

#Hashtag: Activism, Advertising, and Information Warfare
Elizabeth Losh
Associate Professor of English and American Studies, William & Mary

The Glory and Romance of Our History: The Role of the National Archives in the Digital Age
David S. Ferriero
10th Archivist of the United States

Register at www.wm.edu/usher | 757-221-1506 @OsherAtWM
Social media have radically changed the way that people communicate with each other about politics. In particular, Facebook interlaces political content into a broader web of information about the lives and values of our social ties. This radical change to the way that people express their political identities, access information, and communicate with each other about politics fosters the development of increasingly negative feelings toward people who hold different political opinions. Facebook users judge other users with whom they disagree to be less politically knowledgeable and to use less reliable news sources.

Hashtags like #MeToo are often in the news. But where do hashtags come from, who created them, and why does one hashtag trend while another tanks? This talk provides background for understanding how today’s Internet popularity operates and how both celebrities and people behind the scenes try to optimize social media platforms. Dr. Losh is an expert on digital politics, computer literacy, and fake news who brings a traditional humanities perspective to the latest technologies.

Created in 1934, the National Archives and Records Administration (NARA) is responsible for preserving and providing access to the records of the U.S. Government. NARA has 44 facilities across the country, including 14 Presidential Libraries. Previously, Mr. Ferriero served as the Andrew W. Mellon Director of the New York Public Libraries and held top library positions at the Massachusetts Institute of Technology. Mr. Ferriero will discuss the challenges of capturing, preserving and researching digital information for the nation’s history.