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## **K-STATE ONLINE ETHNOGRAPHER IS NAMED TO BRITANNICA EDITORIAL BOARD**

MANHATTAN — A Kansas State University professor's widely watched work in new media has won him a post with an organization best known for dominating a dusty old media. The Encyclopedia Britannica has named Michael Wesch to its editorial board of advisers.

Britannica has gone online in a big way, and Wesch, an assistant professor of cultural anthropology, joins two other nationally prominent digerati on the board this year: Nicholas Carr, author of "The Big Switch: Rewiring the World from Edison to Google," and David Gelernter, a professor of computer science at Yale University.

"It is an amazing group of scholars to be associated with," said Wesch, whose video "The Machine is Us/ing Us" was widely circulated on the Internet last year. That and his other new-media scholarship brought Wesch, who explores the impact of new media on human interaction, to Britannica's attention.

The three men join a 12-member board whose members in the encyclopedia's ink-on-paper past included Albert Einstein, George Bernard Shaw, Marie Curie and Sigmund Freud.

"New modes of online collaboration are challenging our most basic assumptions about knowledge and information production," Wesch said. "I'm excited to be part of such an insightful team of scholars that will help shape Britannica for this rapidly changing mediascape."

According to Britannica, editorial board members "meet regularly to share ideas, to debate, and to argue in a unique collegium whose purpose is to understand today's world." The first meeting for the new members will be Feb. 20 in New York.

"When you really think about the possibilities for the organization of knowledge in a networked, digital world, it is overwhelming," Wesch said. "We can't even see the limits."

"Britannica has been a leader in the quality and organization of knowledge for over 239 years," he said, "and I think these years of experience will prove valuable to all of us as they reshape their online presence."