

Biographical Sketch

PETER BIELLA (Ph.D. Temple University, 1984) Positions held: Independent ethnographic media-maker - photography, 16mm, video, multimedia (1984-present); Visiting Professor - Anthropology (1995-7) University of Southern California; Assistant Professor - Film (1997-1999) Hofstra University; Assistant Professor - Anthropology (1999-present) San Francisco State University. Interest and Activities: applied visual anthropology; ethnographic epistemology; media design strategies. Editor of the SVA column in *Anthropology News* (1995-1998); Member of the SVA Board of Directors (1992-) and Secretary of the Board (1998-); Program Chair for SVA sessions at the AAA (current); Co-chair, SVA Visual Research Conference (2000-); Editor-elect of *Visual Anthropology Review* (2003-2007). Significant Publications: "Beyond ethnographic film," in *Anthropological Filmmaking in the 1990s* (Jack R. Rollwagen, ed., 1993), *Yanomamö Interactive: The Ax Fight on CD-ROM* (with Napoleon Chagnon and Gary Seaman), Harcourt Brace 1997; "Ur-List: The Web's Most Complete Listing of Sites on Visual Anthropology" (1998-present); "Visual anthropology in the plague year [the Tierney scandal]," *Anthropology News* (2001); "[Hiring, Retention and Tenure Committee] Guidelines for the Evaluation of Ethnographic Visual Media," (with Jeff Himpele, et al.) *American Anthropologist*, forthcoming.

Platform statement

I have spent twenty years exploring ethnographic uses of visual media and their integration into contemporary anthropological research and theory. As president of the SVA I will continue to develop intra-disciplinary links with Visual Anthropology, especially applied, urban and medical (on which many of my visual works have focused), as well as museum anthropology and the anthropology of art. I will ask the Board to address what I believe is the most pressing problem for Visual Anthropology, its need for theoretical formulations by which visual documentation can integrate with social theory. I will also encourage the Board to pursue the directions I am taking my new Program in Visual Anthropology at San Francisco State University: there, I have developed classes in visual ethnographic media for the web, CD and DVD. A crucial agenda for the future is to explore how new technological breakthroughs that have made interactivity possible can lead to innovations in visual education and provide more stringent standards of accountability in ethnographic representation. I want to advance the professionalization of Visual Anthropology, sustaining a high ethical standard (and countering unjust detractors, as I did with Tierney's fabrications about ethnographic films), increasing its articulation with the rest of the discipline, and developing its theoretical foundations.

Applied uses of visual anthropology - many of my own works have applied goals - racism, spread of HIV among mainland Puerto Ricans, integration of urban and inner-city courses with visual media production

Maintain and improve professional standards in Visual Anthropology - in terms of ethical responsibility (in Fall 2000 I published and presented a number of essays refuting Tierney's disparaging allegations about the Asch/Chagnon films) and theoretical presence (many publications on means to increase the impact and overt presence of theoretical concerns in visual media, primarily through the integration of written text and visual documents in computer-based multimedia)

Increased use and experimentation interactive media

Integration of theory and production in my new program at SFSU
Increase the involvement of students in the AAA and SVA (founding member of GAVA [née VAVA]; fought successfully to include student representatives on the SVA Board of Directors; guaranteed presence of student presenters in Visual Research Conference)