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Penn Libraries Announces Seltzer Family Digital Media Awards 2014

PHILADELPHIA, PA, July 15, 2014 - Thanks to the generosity of alumnus Jeff Seltzer W'78 and his wife Annie, the University of Pennsylvania Libraries is proud to announce the six winners of the 2014 Seltzer Family Digital Media Awards: Leah Davidson, Kerry Huang, Rafiat Kasumu, Nilesh Kavthekar, Jose Romero and Andre Rosario.

The annual Seltzer Awards recognize and support creative use of new media technologies by Penn undergraduate students for academic research projects. Each student will have exclusive use of \$1,000 of technology for one year to cover equipment such as video cameras, still cameras, and audio recorders.

This is the seventh year that the Seltzer Family Digital Media Awards have supported specific student projects. The awards are managed by the Penn Libraries in collaboration with the Center for Undergraduate Research and Fellowships (CURF). Below are details about the five funded projects.

Leah Davidson W'16 will explore social entrepreneurship in Peru and India under the guidance of Ian MacMillan, the Dhirubhai Ambani Professor of Innovation and Entrepreneurship and the Director of the Sol N. Snider Entrepreneurial Research Center. In Huancayo, Peru, she will collaborate with Blue Sparrow, a non-governmental organization that provides low-interest loans and free consulting services to entrepreneurs. In Chennai, Bangalore, and Delhi, she will explore various models of making finance accessible to rural populations. She plans to use a digital SLR camera to document the similarities and differences between the small business landscapes in these two countries.

Under the direction of Saikat Chaudhuri, Adjunct Associate Professor of Management and Executive Director of the Mack Institute for Innovation Management, Kerry Huang W'16 and Nilesh Kavthekar W'16 E'16 will document the lives of Penn graduates involved in startups. Nilesh and Kerry will visit office headquarters of several start-ups to conduct audio and video interviews for a blog that will reveal insights into the graduates' experiences with entrepreneurship.

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Rafiat Kasumu C'15 will create a photo-documentary and short film focused on the internal development of 21 undergraduates throughout the community-based impact service learning program called Penn's International Development Summer Institute (IDSI), under the guidance of Marton Markovits, Fellow in African Political Economy and Lecturer in African Politics at Joseph H. Lauder Institute of Management & International Studies. While traveling throughout Ghana, she will hold a series of interviews with program participants to gauge their perspective of what "international development" means, what they believe their role is in it, and how the IDSI program has shaped their idea of it.

With supervision from John Jackson, Jr., Dean of the School of Social Policy and Practice, Jose Romero C'15 will capture GPS tagged oral histories and footage of Latin@ farm workers working in Eastern Washington State for his thesis research. He will interweave this material with relevant indigenous and diaspora scholarship to unsettle the presumed legibility of place in mass standardized maps and will offer multimedia and embodied alternatives to food reforms that essentialize a particular food or diet.

Working under the direction of Julie Fairman, Nightingale Professor of Nursing and Director of the Barbara Bates Center for the Study of the History of Nursing, Andre Rosario N'16 will conduct oral history interviews with Filipino nurses who immigrated to the U.S. and also advanced their education to become nurse practitioners. Andre will capture audio recordings to contribute to his senior research inquiry.

Jeff Seltzer W'78 serves on the Libraries' Board of Overseers, the Advisory Board of the Huntsman Program in International Studies and Business, and the Alumni Advisory Committee for the Wharton Sports Business Initiative. The Seltzer Family Digital Media Awards Committee consists of David Barnes (Associate Professor, History and Sociology of Science), Inge Herman (Executive Director, Huntsman Program in International Studies & Business), John MacDermott (Director for Instructional Technology, SAS Computing), Ian Seltzer C'09 and Anu Vedantham (Director, Penn Libraries' Weigle Information Commons). Award details are available at <http://wic.library.upenn.edu/wicideas/seltzeraward.html>

The Penn Libraries serve the world-class faculty and students of Penn's 12 schools. The collections comprise more than 7 million volumes, over 1 million of which are in electronic form; over 100,000 journals; and extraordinary rare and unique materials that document the intellectual and cultural experience of ancient and modern civilizations. Today, the Libraries play an instrumental role in developing new technologies for information discovery and dissemination and are noted for groundbreaking work in digital library design. To learn more about the Penn Libraries, visit www.library.upenn.edu.

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