

PAUL DUGUID

CV

Positions

- 1992– present Research Specialist, Social and Cultural Studies in Education,
University of California, Berkeley
- 2002–present Visiting Professor (part time), Organizational and Industrial Sociology,
Copenhagen Business School
- 2003 Maître de Recherche, École Polytechnique
Centre du Recherche en Gestion, Paris.
- 1988–2001 Consultant, Xerox Corporation Palo Alto Research Center
Palo Alto, California
- 1987–1990 Research Scientist, Institute for Research on Learning
Palo Alto, California
- 1981–1987 Senior Editor, Granville Publishing, London

Books

The Social Life of Information, with J.S. Brown, Boston, MA: Harvard Business School Press, 2000.

[Chapters available online at www.slofi.com]

—Italian edition: *La Vita Sociale dell'Informazione: Miti e Realit` nell'Era di Intternet*. with
preface by Carlo Formenti, (trans. Giovanni Negro) Bologna: Segretariato Europeo per le
Pubblicazioni Scientifiche (SEPS), 2001

—Brazilian edition: *A Vida Social da Informaçãõ* (trans. Celso Roberto Paschoa) São Paulo:
Makron Books Ltda, 2001

—Dutch edition: *De Waarde van Informatie*, Amsterdam: Financial Times/Prentice Hall, 2000.

—Korean edition, Seoul, South Korea: Keorum Publishing, 2001

—Chinese edition (complex characters), Taiwan: Prophet Press, 2001.

—Japanese edition, Tokyo: Nikkei Publishing, 2002.

Spanish, Turkish, Latvian editions in press.

Papers, chapters, etc.

Incentivizing Practice. Report on "Communities of practice, knowledge work, innovation, economic and
organizational theory" prepared for the Institute for Prospective Technological Studies of the
European Commission, Workshop on "ICTs and Social Capital in the Knowledge Society."
Forthcoming.

Brands and Supply Chains: Governance before and after Chandler. In H. Dumez, ed., *Contradictions e Dynamique des Organizations*. Paris: École Polytechnique. Forthcoming.

The Methuen Treaty in the English Imagination. *Historia* 2003. Forthcoming

Developing the Brand: The Case of Alcohol, 1800-1880. *Enterprise & Society* 2003 4(3): 405-441.

Links and Lugares da Memória: The Douro's Historic Distributed Commercial Archive. In F. de Sousa, ed., *Os Arquivos da Vinha e do Vinho no Douro*. CEPESE: Porto, 2003, pp. 113-123.

Communities of Practice. In Karen Christensen & David Levinson, eds., *Encyclopedia of Community: From the Village to the Virtual World*. Thousand Oaks, CA: Sage, 2003.

Changing of the Guard. To appear in G.M. Pereira, ed., *A História do Douro e do Vinho do Porto*, Edições Afrontamento. Forthcoming, 2004.

In Vinho Veritas? Introduction to M. Kenney & R. Florida, eds., *Locating Global Advantage: Industry Dynamics in a Globalizing Economy*. Palo Alto, CA: Stanford University Press. Forthcoming, 2003.

Local Knowledge: Innovation in the Networked Age, with J.S. Brown. *Management Learning* (Special issue on Knowledge-Based Perspectives on Organization, H. Tsoukas, ed.), 2002 33(4): 427-438.

The Social Life of Legal Information: First Impressions, *First Monday* 2002 7(9).

Divide and Rule: Regulation in the Port Wine Trade, 1812-1840, with Teresa Silva Lopes. In T. Gourvish, ed., *Business History Year Book 3*, Aldershot, UK: European Society for Business History, 2001: 1-24.

Tudo em Detalhas: Instantâneos sobre o Comércio de Vinho do Porto entre 1777 e 1786. *O Douro*, 2001 10: 45-72.

Knowledge and Organization: A Social Practice Perspective, with J.S. Brown. *Organization Science* 2001 12(2): 198-213.

Creativity Versus Structure: A Useful Tension, with John Seely Brown. *Sloan Management Review* 2001 42(4): 93.

Don't Count Society Out, with John Seely Brown. In Peter J. Denning, ed., *Invisible Future*, New York: McGraw-Hill 2001: 117-144.

Technology, Markets, & the New Political Economy of Higher Education, with Sheila Slaughter & Jeffrey Kittay. *Liberal Education* 2001 87(2): 6-17.

A Response to Bill Joy and the Doom-and-Gloom Technofuturists, with John Seely Brown. In Albert Teich, Stephen Nelson, Celia McEnaney, & Stephen Lita, eds., *AAAS Science and Technology Policy Yearbook 2001*, Washington DC, American Association for the Advancement of Science, 2001: 77-84.

Structure and Spontaneity: Knowledge and Organization, with J.S. Brown. In Ikujiro Nonaka & David Teece, eds., *Managing Industrial Knowledge: Creation, Transfer, and Utilization*, Thousand Oaks, CA: Sage Publications, 2001: 44-67.

republished in Portuguese as

- Estrutura e Espontaneidade: Conhecimento e Organização, trans A. Brandão. In M.T. Fleury & M. Oliveira, eds, *Gestão, Estratégica do Conhecimento: Integrando Aprendizagem, Conhecimento e Compências*. São Paulo, Brazil: Editora Atlas SA, 2001: 50-85.
- Risken der Information: Eine Gesellschaftskritik des informationszeitalters. *GDI-Impuls* 4, 2000 (November), 22-29.
- Limits to Information, with John Seely Brown. *Educause* 2000 6(35): 74-87.
- Mysteries of the Region: Knowledge Dynamics in Silicon Valley, with John Seely Brown. In Chong-Moon Lee, William Miller, Henry Rowen, & Marguerite Hancock, eds. *The Silicon Valley: A Habitat for Innovation and Entrepreneurship*. Stanford, CA: Stanford University Press, 2000: 16-39.
- Balancing Act: How to Capture Knowledge Without Killing it, with J.S. Brown. *Harvard Business Review* 2000 (May-June): 73-80.
- Re-engineering the Future: A Response to Bill Joy, with J.S. Brown. *The Industry Standard* 2000 (April 24).
- Practice Makes Process, with J.S. Brown. *CIO* 2000 (March 1).
- O Vintage antes do Vintage. *O Douro* 1999 8(2): 51-73.
- Ambiguous Company: Institutions and Organizations in the Port Wine Trade, 1814-1834, with Teresa Silva Lopes. *Scandinavian Economic History Review*, special issue on Institutional Theory and Business History, Mary Rose & Sverre Knutson eds. 1999 47(1): 83-102.
- The Company You Keep: The Port Trade and the Decline of the Wine Company, with Teresa Silva Lopes. In A. Vieira, ed., *Os Vinhos Licorosos e a História*. Funchal, Madeira: Centro de Estudos de História do Atlântico, 1999: 285-309.
- Organizing Knowledge, with J.S. Brown, *California Management Review* Spring, 1998 40(3): 90-111
republished in
Reflections: The SoL Journal, 1999 (1) 2: 28-44, (with commentaries by Wanda Orlikowski and Etienne Wenger)
Knowledge, Learning, & Routines, eds. Nathalie Lazaric & Edward Lorenz, Cheltenham, UK: Edward Elgar, 2002.
- Organizing Knowledge, with J.S. Brown. In P. Lloyd & P. Boylan, eds., *Web-Weaving: Intranets, Extranets, and Strategic Alliances*. Oxford, UK: Butterworth-Heinemann, 1998: 29-46.
- Digital Libraries: Report of the Santa Fe Planning Workshop on Distributed Knowledge Work Environments, with Dan Atkins Ann Arbor, MI: University of Michigan School of Information, 1997.
- Lavradores, Exportadores, Comissários, e Capitalistas: Os Componentes da Região do Vinho do Porto, *O Douro* 1996 1(2): 201-224.
- The University in the Digital Age, with J.S. Brown, *Times Higher Education Supplement* 1996 (May 10, Multimedia Supplement): iv-vi.

- The University in the Digital Age, with J.S. Brown, *Change: Journal of the American Association of Higher Education* 1996 (July/August): 11-19.
republished in
The Mirage of Continuity: Reconfiguring Academic Information Resources for the 21st Century, ed. B. Hawkins and P. Battin, Washington D.C.: Association of American Universities and Council on Library and Information Resources, 1998: 39-60.
- A Produção de Famílias: O Comércio na História, with Jean Lave. *O Douro* 1996 1(1): 97-120.
- Keeping it Simple, with J.S. Brown. In T. Winograd, ed., *Exploring Software Design*, Addison-Wesley, 1996: 129-145.
 translated into Japanese, 1997.
- Material Matters: The Past and the Futurology of the Book. In *The Future of the Book*, G. Nunberg, ed. Brussels, Belgium: Brepols, Berkeley, CA: University of California Press, 1996: 63-102.
- The Social Life of Documents, with J.S. Brown. *Release 1.0* special issue. Available in Hungarian at the Hungarian Electronic Library (gopher://gopher.mek.iif.hu)
republished in
First Monday 1996 1(1).
Writing Materials, ed. E. Tribble and A. Trubek, New York: Longman, 2002.
- Practice at the Periphery: A reply to Steve Tripp, with J.S. Brown. *Educational Technology*, 1994 34(8): 9-11.
republished in
Perspectives on Situated Learning, ed. H. McLellan, New Jersey: Education Technology Books, 1995: 169-174.
- Borderline Issues, with J.S. Brown. *Human-Computer Interaction*, 9 (1)(1994): 3-36, invited paper for special issue on 'context in design' with 25 commentaries by scholars and critics.
- Patrolling the Border: A reply to our critics, with J.S. Brown. *Human-Computer Interaction* 1994 9(1): 137-149.
- Technology Design for Democratic Practice: Towards informed participation, with J.S. Brown and S. Haviland. Washington, D.C.: Aspen Institute Report, 1994. *Aspen Quarterly* 1994 (fall).
- Rethinking the Border in Product Design: An exploration of central and peripheral relations in practice, with J.S. Brown. In S. Yelavich, ed., *The Edge of the Millennium: An International Critique of Architecture, Urban Planning, Product, and Communication Design*. New York: Whitney Library of Design, 1993.
- Stolen Knowledge, with John Seely Brown. *Educational Technology* 33(3): 10-15, 1993.
republished in
Perspectives on Situated Learning, ed. H. McLellan, New Jersey: Education Technology Books, 1995: 47-56.

- Coming of Age in Birmingham: Cultural studies and Conceptions of Subjectivity, with Jean Lave, Eric Axel, and Nadine Fernandez. *Annual Reviews of Anthropology*, 21: 257–282, 1992.
- Enacting Design, with J.S. Brown. In P. Adler and T. Winograd, eds., *Automation for Usability*, New York: Oxford University Press, 1992: 164-197.
- Organizational Learning: Towards a Unified View of Working, Learning, and Innovation, with J.S. Brown. *Organization Science* 1991 2(1): 40-57.
republished in
Networks, ed Gernot Grabher & Walter Powell, Cheltenham (UK): Edward Elgar, 2004
Knowledge and Communities, ed. Eric Lesser, London: Butterworth-Heinemann, 2000: 99-122.
Organizational Learning, ed. Michael Cohen & Lee Sproull, Thousand Oaks, CA: Sage Publications, 1996: 58-83
New Thinking in Organizational Theory: From Social Engineering to Reflective Action, ed. Haridimos Tsoukas, London: Heinemann, 1994: 165-187
 Italian translation:
I Contesti Sociali Dell'Apprendimento: Acquisire Conoscenze a Scuola, Nel Lavoro, Nella Vita Quotidiana, ed. Clotilde Pontecorvo, Anna Ajello, Cristina Zucchermaglio, Milan, Italy: Edizioni Universitarie di Lettere Economia Diritto, 1995: 327-354 .
- Situating the Debate, with J.S. Brown and A. Collins. *Education Researcher* 1989: 18 (4): 32-42.
- Situated Cognition and the Culture of Learning, with J.S. Brown and A. Collins. *Education Researcher*, 18 [1]: 32-42 1989.
 Translated into Japanese, 1990.
republished in
Perspectives on Situated Learning, ed H. McLellan, New Jersey: Education Technology Books, 1995: 19-44.

Recent newspaper articles and reviews:

- A Suitcase Heading for Mars, Review of Francis Spufford, *Backroom Boys*. *TLS* 2003 (November 7).
- Swiss Roles and Megabytes, Review of Georgina Ferry, *A Computer Called LEO*. *TLS* 2003 (April 11).
- Getting and Spending, Review of Paul Delaney, *Literature, Money, and the Market: From Trollope to Amis*. *TLS* 2002 (December 20).
- Mind the Gap, Review of Yvonne Dittrich, Christiane Floyd, and Ralf Klischewski (eds.), *Social Thinking—Software Practice, Ubiquity*—the ACM's Magazine and Forum 2002 (August).
- Journey's End, Review of Colin Thubron, *To the Last City*. *TLS* 2002 (July 5).
- An Adventuress, Review of Eça de Queiroz, *The Tragedy of the Street of Flowers*. *TLS* 2000 (November 20).
- After All the Shouting, a Napster Compromise Seems Likely, Opinion page article, *San José Mercury* 2000 (July 24).

Englishman's Wine No Longer, Review of R. Mayson, *Port and the Douro* and H. Oldenburg, *Port, TLS*, 2000 (May 26).

Net or Spider's Web, Review of L. Lessig, *Code and Other Laws of Cyberspace*. *TLS* 2000 (March 24).

Nameless Virtues, Review of José Saramago, *Todos os Nomes*, *TLS* 1999 (October 15).

Letter from Rio, *TLS* 1999 (October 1).

Computers and translation, *Threepenny Review* 1997 (June).

Missing, Review of Fred Inglis, *Raymond Williams*, *Nation* 1996 (March 11).

Other articles and reviews in *San Francisco Chronicle*, *San Francisco Review of Books*, *TLS*

Recent Talks, Interviews, Presentations

Brands and Supply Chains: Governance before and after Chandler. CONDOR (Contradictions e Dynamique des Organisations) Series of GDR, CNRS, Fédération des Recherches sur les Organisations et leur Gestion. École Polytechnique, Paris, November 6, 2003.

Incentivizing Practice. Report on "Communities of practice, knowledge work, innovation, economic and organizational theory" prepared for the Institute for Prospective Technological Studies of the European Commission, Workshop on "ICTs and Social Capital in the Knowledge Society." Seville, November 4, 2003.

Mysteries of the Region. INFOBALT. Vilnius, Lithuania. October 24, 2003.

Socializing Information: Archives in the Digital Age. Opening Keynote, Society of American Archivist, Annual Conference, Spotlight on Archives, Los Angeles, CA, August 21, 2003

The Devil is in the Context: Modernization, Transformation, and Legal Information. Opening Keynote, Conference for Law School Computing, Annual Conference, The Devil is in the Details, Duke Law School, June 19, 2003

Socializing Information: Research Libraries from Print to Packets. Opening Keynote, Association of College and Research Librarians, Annual Conference, Charlotte, North Carolina, April 10, 2003

Communities of Practice. Invited Talk, École des Hautes Études, Paris, May 15, 2003

Balancing Acts. Invited Talk for the Faculty of Industrial and Organizational Sociology, Copenhagen Business School, November 5, 2002

Developing the Douro Digital Archive. Invited talk, CEPESSE, Vila Real, Portugal, September 26, 2002

Developing the Brand. Association of Business Historians Annual Conference, Reading UK, Thursday June 27, 2002

The Social Place of Information. Invited Talk, SSRC workshop Information Technology & Social Research: Setting the Agenda, Columbia University, New York, June 5, 2002

The Social Life of Information. Public Lecture, Copenhagen Business School, May 23, 2002.

Internet, Location, Communities: The Social Life of Knowledge Revisited. Invited talks presented at the workshop Internet & the 21st Century, Wharton School, University of Pennsylvania, April 11, 2002

The Social Life of Liberal Education. Presidential Convocation Series Address, Oberlin College, April 9, 2002.

The Social Life of Education. Invited talk presented at the workshop How Universities Think, UCLA, April 4, 2002

Children's Books and the Digital World. Invited talk presented at the Internet Children's Digital Library Opening Workshop, Oakland CA, February 14, 2002.

Organizing Knowledge: The Social Life of Learning, Work, and Innovation. Keynote. Managing Organizational Knowledge, University of Melbourne, Melbourne Australia, January 23, 2002.

The Social Space of Information. Opening Keynote. Rethinking Teaching and Learning Spaces for Liberal Arts Colleges: Libraries, Classrooms, Computing and Media Centers. Inaugural Conference of the National Institute for Technology & Library Education. Emory University, Atlanta, GA, January 11, 2002.

The Cult of Information. Invited Presentation, Voices of the Commons Workshop, Center for the Public Domain, Marshall, Ca, December 7, 2001.

The Social Life of Learning. Invited presentation, Hewlett-Packard Research Center, Palo Alto, CA, December 4, 2001.

What Lies Beyond: Education Beyond Information. Invited Keynote, What Lies Beyond, 26th Annual Conference of the California Association for Institutional Research (CAIR), Sacramento, CA, November 15, 2001.

Material Matters: Communities of Practice, Knowledge Generation, Material Constraints, and Actor Network Theory. Invited Lecture, Copenhagen Business School, Copenhagen, Denmark, November 9, 2001.

The Social Space of Information. Invited paper presented at the First Monday conference FM 1 New Definitions: Value, Community Space, Maastricht, The Netherlands, November 5, 2001.

Partners in Time. Opening Keynote, Forging Library Partnerships in the Networked Age, University of California, Berkeley, November 2, 2001.

Informing the Port Wine Systems: 1640-1890. Paper presented on the panel Historical Development of Information Systems for Managing Complex Organizations before 1950. Academy of Management, Washington, DC, August 7, 2001

The Social Space of Information: Special Collections and the Lure of the Local. Invited paper presented at the 42d Annual Rare Books and Manuscripts Conference, American Library Association, San Francisco, CA, June 15, 2001.

A Vida Social de Informação e o Vale do Silício, Opening address, Grandes Esperanças: Economia, Tecnologia e Felicidade: Como os Avanços Económicos e Tecnológicos Podem Melhorar Nossas Vidas e das Empresas, Instituto Fernand Braudel de Economia Munidal/Fundação Armando Álvares, Penteado, São Paulo, Brazil, April 23-24, 2001.

What Do We Know about How People Learn? Opening Keynote, Online Learning: Serving People, Not Technology. Cambridge University, UK, March 27-28, 2001.

The Social Life of Legal Information? Law Schools and the Law Library, Opening Keynote, Not A Box but a Window: Law Libraries and Legal Education in a Virtual World, Faculty of Law, University of Toronto, February 22-24, 2001.

Radical Rupture, Keynote, annual meeting of the American Association of Colleges and Universities, New Orleans, LA, January 17-19, 2000.

The Portuguese in the Port Trade: A Preliminary Investigation, presented at the biennial meetings of the Associação Portuguesa de História Económica e Social, Porto, Portugal, November 23, 2000.

The Social Life of Distance Education, Keynote, Telelearning 2000, Toronto, Canada, October 5, 2000.

The Future of the Family Firm, Keynote, Annual Meeting of the Family Firm Institute, Washington DC, October 26, 2000.

Organizing Knowledge, Sloan School of Management, October 13, 2000.

Invited participant, Rand Conference on the Book and New Technology, Santa Monica, CA, October 5-6, 2000.

The Place of Knowledge, invited paper, Berkeley Knowledge Forum, Haas School of Business, University of California, Berkeley, September 28, 2000.

Developing the Brand: Notes towards a Prehistory of Branding in Wine, presented at the annual meetings of the European Business History Conference, Bordeaux, September 14-16, 2000.

The Social Life of Education, Keynote, SUNY (Brockport) faculty retreat, August 24, 2000.

Fresh Air (NPR), July 11, 2000

Going Digital, University Business, May 2000.

The Social Life of Accreditation. Keynote speech, WASC Annual Conference, San Diego, April 22, 2000.

Virtual Communities. Wharton School, University of Pennsylvania. April 7-8, 2000.

The Social Life of Information. Cooper-Hewitt Museum, New York, April 5, 2000.

Restoring Community. Saguaro Seminar: Civic Engagement in America. John F. Kennedy School of Government, Harvard University, April 1-2, 2000.

The Bark of the Bourgeoisie. Paper presented at the annual meetings of the American Anthropological Association, Chicago, November 17, 1999.

Changing of the Guard. Paper presented at the conference on A História do Douro e do Vinho do Porto, Porto, 20-21 September, 1999.

Protecting the Marque--from whom? Paper presented at the Santa Marinha conference on the Port Wine Marqu, Vila Nova de Gaia, 16-18 September, 1999.

Structure and Spontaneity: Knowledge and Organization. Conference on Knowledge-Based Competition: Corporate Education and Knowledge Management, University of São Paulo, Brazil, August 12-13, 1999.

Institutional Asymmetries: Economics and Culture in the Development of the Port Wine Market.
Symposion de la Asociación Internacional de Historia y Civilización de la Vid y el Vino. El
Puerto de Santa María, Spain, 18-20 March, 1999.

Technology Transfer & Stolen Knowledge. US Department of Transport, Technology Transfer Workshop,
Salt Lake City, Utah, August 26, 1998

Institutions and Organizations, with Teresa Silva Lopes, Business History and New Institutional Theory,
Reading, UK, May, 1998.

Institutions and Information. UC Riverside Library Symposium, April 14, 1998

Organizing Knowledge, with J.S. Brown, invited paper, Knowledge Dynamics and Innovation: First UC
Berkeley Forum on Knowledge and the Firm. University of California, Berkeley, September 29,
1997

Learning from Oz. Keynote address, UC Berkeley Information Futures Conference, San Francisco,
September 7, 1997

Institutions and Education. Invited presentation to the American Association of Higher Education,
Washington, D.C., March, 1997.

University in the Digital Age. Keynote address, U.C. Berkeley faculty workshop on the Future of the
University, January, 1997.

Stealing Knowledge and Legitimizing Theft. Invited paper for the conference The University in the 21st
Century: Education in a Borderless World, Singapore, August 13-14, 1996.

The Lie of the Land: Considerations of Location in the Régua Fair. Invited paper for the conference
História da Vinha e do Vinho no Vale do Douro, Regua & Porto, Portugal. March 22-24, 1996.

Negotiating Change: Relations between Town and Country in the Twilight of Portugal's Mercantile
System. Paper presented at the Annual Conference of the International Conference Group on
Portugal, Manchester, NH, September 28-30, 1995.

Looking at the Country from the Town. Paper presented at the conference A História Acolá: Identidades e
diferenças na Vida Social do Portugal do Norte, Porto, Portugal, 8-10, December, 1994

Material Matters. Invited paper presented at the conference The Future of the Book, Centro Internazionale
di Studi Semiotici e Cognitivi, at the Università degli Studi, San Marino, July 28-30, 1994

Speculations on 'Change: An Anglo-Portuguese Relation. Paper presented at the conference The Anglo-
Portuguese Alliance in History (1373-1993), Cambridge, U.K., September, 1993

Dialectics of Design, with J.S. Brown. Invited paper given at the conference Technology and the Future of
Work, Stanford University, April, 1990

Research awards

2003 Maitre de Recherche, Ecole Polytechnique, Paris

2001-2002 Fellow, Center for the Public Domain

1995—1998 National Endowment for the Humanities, Washington D.C. Collaborative Grants Division

Producing Families: Trading in History, with Jean C. Lave

1995—1998 Fundação Luso-American, Portugal

Producing Families: Trading in History, with Jean C. Lave

Education

MA, English Literature, Washington University, St Louis, Missouri, 1980

BA, English Literature and Philosophy, Bristol University, Bristol, England, 1972