

RAMAPO COLLEGE OF NEW JERSEY
Office of Communications and Public Affairs
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Contact: Anna Farneski

E-mail: afarnesk@ramapo.edu

Phone: 201.684.6844

Opening Convocation to Feature Author Andrew Keen on September 3

(MAHWAH, NJ) – This year's Opening Convocation will feature guest speaker Andrew Keen, author of "Digital Vertigo: How Today's Online Social Revolution Is Dividing, Diminishing and Disorienting Us" (Macmillan/ May 2012), on Tuesday, September 3 in the Bill Bradley Sports and Recreation Center at 1 p.m. The book was the assigned summer reading project for the incoming class of 2017. It looks critically at the dehumanizing effects of social media and its ability to mine personal data and use it in ways that users of social media never considered.

In addition, Keen is the author of the international hit "The Cult of the Amateur: How the Internet is Killing our Culture," which has been published in 17 different languages and was short-listed for the 2008 Higham's Business Technology Book of the Year award. He also founded Audiocafe.com in 1995 and built it into a popular first generation Internet music company. As the CEO of Audiocafe.com, Keen has been featured in many magazines including *Esquire*, *Business 2.0* and *Fast Company*.

Keen's writing has appeared in many newspapers and magazines around the world including *The Wall Street Journal*, *The New York Times*, *The Economist* and *Wired*. He is the host of the iconic TechCrunch "Keen On" chat show, writes a regular column for CNN and appears regularly on television in Europe and North America.

Open Convocation is an all-campus event held annually at the beginning of each new academic year. As a formal academic ceremony, Convocation highlights the summer reading selection and provides an experiential learning opportunity for students. The Guest Speaker is associated with the First-Year Seminar's summer reading and provides students with a hands-on opportunity to connect with the summer reading selection.

For more information about Opening Convocation, please visit <http://www.ramapo.edu/convocation/>.

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Ranked by U.S. News & World Report as sixth in the Best Regional Universities North category for public institutions, Ramapo College of New Jersey is sometimes mistaken for a private college. This is, in part, due to its unique interdisciplinary academic

structure, its size of approximately 6,008 students and its pastoral setting in the foothills of the Ramapo Mountains on the New Jersey/New York border.

Established in 1969, Ramapo College offers bachelor's degrees in the arts, business, humanities, social sciences and the sciences, as well as in professional studies, which include nursing and social work. In addition, Ramapo College offers courses leading to teacher certification at the elementary and secondary levels. The College also offers five graduate programs as well as articulated programs with the University of Medicine and Dentistry of New Jersey, New York Chiropractic College, New York University College of Dentistry, SUNY State College of Optometry and New York College of Podiatric Medicine.