

Cybergirl! Interactive focus on women and the web**10 WOMEN WHO MAKE
A DIFFERENCE**

By FARHAN MEMON

New York City is fast becoming the world capital for multimedia production, and more often than not, it's women who are leading the digital charge.

On this page are cyber-women who count. They range from entrepreneurs and online executives to imaginative designers who have created some of the most popular sites on the World Wide Web.

The Post sought out these wired women and gave them *carte blanche* to comment on the topic of women and computers. Here's what they said:

Who: Astrida Valigorsky
Position: Web Designer, AGENCY.COM

Significance: Designed web site for HBO Home Video

On Women and Computers: You know there aren't enough women on the web yet when you find sites like "Femmes Femmes, Je Vous Aimes," and you can't find a similar listing for "Hommes." I think that

women tend to be more intimidated by new technology — and in many ways that intimidation is more about language than it is about intelligence. The technospeak of the industry can be really hard for any newcomer to understand. Get yourself some books to explain the words, and get yourself on the 'Net! Maybe together we can build that site for "Hommes..."

Who: Heidi Dangelmaier
Position: Co-founder of Hi-D, a feminist web production house

Significance: Expert on computer games and gender

On Women and Computers: Digital technology is neither male nor female. The frustrations females (and many males) are finding with computers derives not from technology but from the stylistic choices of interface, applications, diction and mode of

communication. Based on the style choices most computer companies are making, it would be as foolish for me to expect them to design an exquisite evening gown for me as it would be to expect them to interactively move.

Who: Jaime Levy
Position: Creative Director, IConNet

Significance: Top online designer in country

On Women and Computers: I think that women are being encouraged in advertizing to go online, but then again I live in New York and it may be different in other parts of the country. I know that some of the sites we're designing, one for a modelling agency for instance is targeted to women, and Word our online magazine is looking quite feminine.

Who: Cassandra Markham Nelson

Position: Interactive Editor,

SELF Magazine; Founder, Women in NewMedia
Significance: Cyber-journalist

On Women and Computers: More women are appearing in powerful positions in the new media industry — more so than in traditional computer and software companies — and I believe this new feminine influence will have a profound effect on the future of technology.

Who: Stacy Horn
Position: Owner of ECHO Communications

Significance: Builder of communities in cyberspace

On Women and Computers: Why Women Will Eventually Rule the Online World

1. Our shoes are better. (Yeah, I know. On the Internet no one can see your shoes. Please. We take them with us when we go. I am wearing 3-inch black heels

See MEMON Page 39

**ASTRIDA VALIGORSKY****HEIDI DANGELMAIER****JAIME LEVY****CASSANDRA NELSON****STACY HORN****JESSICA ADELSON****BETSY RICHTER****JOAN BONNETTE****SHARLEEN SMITH****SHANNON MCGARITY**