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and the producer of the best women's resource site online, Korenman is an unparalleled expert on women's relationship with and to the Net. She's gregarious, witty, and self-deprecating in an era when that's about as rare as VC funding. And as of last week, she's a *bona fide* 2001 Web Woman of the Year.

"This year, there was a little more focus on education, on Web content, on the quality of information that people find on the Web," she says. "I think that's where I fit in."

I think so, too.

Korenman spends her professional life working to ensure that the diversity of women's lives and roles is accurately depicted online.

But in a world of optimized, commercialized search engines, the universe of Web content can be reduced to a short list of its largest constellations. Type "women" into a search engine, Korenman suggests, and you'll still get one of two things: pornography or iVillage and Women.com — "the 1950s vision of what it means to be a woman."

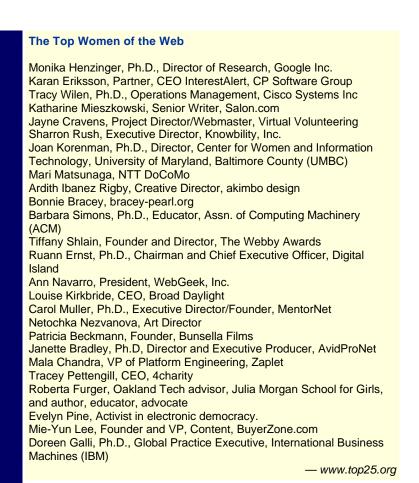
"I'm not trying to banish iVillage," she says. "Some women find that kind of thing helpful. But let's not reduce all women to our horoscopes and the 10 ways to hang on to your man."

Women in Real Life have moved beyond that kind of stereotypical silliness, and "it would be a tragic irony if technology actually results in the narrowing of our perceptions of women's roles and women's lives," Korenman says.

Here's an expansive suggestion:

Skip Google, AltaVista, iVillage and Women.com altogether. Log on instead to Korenman's CWIT (see Web link) and let her introduce you to a universe of women who look and sound like somebody you might recognize — women who can figure out how to keep their men (or not) all on their own.

A teacher and a journalist, Dianne Lynch is the author of Virtual Ethics. Wired Women appears on alternate Wednesdays.



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