

**COS 490 Computers, Ethics and Society**  
Professor Harlan Onsrud  
**COURSE BIBLIOGRAPHY**  
**Potential Course Readings**  
2016/2017

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## **BIBLIOGRAPHY**

### **I. HISTORY OF CYBER SOCIETY**

The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution (2014)  
[Audio Available]  
Walter Isaacson

### **II. CYBERLAW / INTERNET LAW**

Bitlaw (1996 -2015)  
Daniel A. Tysver

Intellectual Property and Cyberlaw: The Office of Public Interest Advising Insider's Guide (2013) – free  
Harvard Law School (use pages 1-12)

CyberLaw: Text and Cases (2012)  
Ferrera, Reder, Bird, Darrow, Aresty, Klosek, Lichtenstein

Cyberlaw: The Law of the Internet and Information Technology (2012)  
Brian Craig

### **III. CRIME AND SECURITY**

Dark Territory: The Secret History of Cyber War (2016)  
Fred Kaplan

Cyberspies: The Secret History of Surveillance, Hacking, and Digital Espionage (2016)  
Gordon Corera

Code Warriors: NSA's Codebreakers and the Secret Intelligence War Against the Soviet Union (2016)  
Stephen Budiansky

Future Crimes: Everything Is Connected, Everyone Is Vulnerable and What We Can Do About It (2015),  
[Audio Available]  
Marc Goodman

Cybersecurity and Cyberwar (2014)  
Singer Friedman

Cyberwar will not take place (2013)  
Thomas Rid

### **IV. PRIVACY**

Privacy: A Short History (2016)  
David Vincent

Intellectual Privacy: Rethinking Civil Rights in a Digital Age (2015) 220 pages  
Neil Richards

Privacy in the Modern Age: The Search for Solutions (2015)  
Marc Rotenberg, Jeramie Scott, Julia Horwitz (Editors)

Privacy Law Fundamentals, Third Edition (2015)  
Daniel J. Solove and Paul M. Schwartz

Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World (2015) [Audio Available]  
Bruce Schneier

Information Privacy Fundamentals for Librarians and Information Professionals (2014)  
Cherie L. Givens

Technocreep: The Surrender of Privacy and the Capitalization of Intimacy (2014)  
Thomas P. Keenan

Disappear Without a Trace (2014)  
David Arthur

Age of Context: Mobile, Sensors, Data and the Future of Privacy (2013) [Audio Available]  
Robert Scoble & Shel Israel

## **V. SOCIETY: ETHICS, PSYCHOLOGY, AND U.S. POLITICAL SYSTEM**

Unstoppable: The Emerging Left-Right Alliance to Dismantle the Corporate State (2014)  
Ralph Nader

The Righteous Mind: Why Good People Are Divided by Politics and Religion (2013) 500 pages  
Jonathan Haidt

Predisposed: Liberals, Conservatives, and the Biology of Political Differences (2013)  
John R. Hibbing and Kevin B. Smith

The Little Blue Book: The Essential Guide to Thinking and Talking Democratic (2012)  
George Lakoff and Elisabeth Wehling

Yes! 50 Scientifically Proven Ways to Be Persuasive (2009)  
Noah J. Goldstein, Steve J. Martin and Robert Cialdini

## **VI. CYBER SOCIETY PERSPECTIVES ON EDUCATION AND BUSINESS**

Big Data, Little Data, No Data (2015)  
Christine L. Borgman

Big Data: A Revolution That Will Transform How We Live, Work, and Think (2014)  
Viktor Mayer-Schönberger & Kenneth Cukier

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies (2014)  
Erik Brynjolfsson

Who Owns the Future? (2014) 396 pages  
Jaron Lanier

Open: How We'll Work, Live and Learn in the Future (2013) 220 pages  
David Price

One World Schoolhouse (2013) [Audio Available] 259 pages  
Salman Khan

Alone Together: Why We Expect More from Technology and Less from Each Other (2012) [Audio Available]  
Sherry Turkle

Now You See It: How Technology and Brain Science Will Transform Schools and Business for the 21st Century (2012)  
Cathy N. Davidson

The Shallows: What the Internet is Doing to Our Brains (2011) [Audio Available]  
Nicholas Carr

How Learning Works: Seven Research-Based Principles for Smart Teaching (2010)  
Susan A. Ambrose and Michael W. Bridges

## **VII. PROJECT TEAMWORK**

Leading Project Teams: The Basics of Project Management and Team Leadership (2011)  
Anthony T. Cobb

Teamwork and Teamplay (2010)  
James Cain and Barry Jolliff

Building Team Power: How to Unleash the Collaborative Genius of Teams for Increased Engagement, Productivity, and Results (2010)  
Thomas Kayser

Virtual Team Success: A Practical Guide for Working and Leading from a Distance (2010)  
Richard Lepsinger and Darleen DeRosa

Extraordinary Groups: How Ordinary Teams Achieve Amazing Results  
Geoffrey M. Bellman and Kathleen D. Ryan (2009)

Team-Based Learning: A Transformative Use of Small Groups in College Teaching (2004)  
Larry K. Michaelsen

The Five Dysfunctions of a Team (2002) [Audio Available]  
Patrick Lencioni

Quiet: The Power of Introverts in a World That Can't Stop Talking (2013) [Audio Available]  
Susan Cain

## **VIII. COLLABORATION**

Collaborative Learning Techniques: A Handbook for College Faculty (2014)  
Elizabeth F. Barkley and Claire Howell Major

Harvard Business Review's 10 Must Reads on Collaboration (2013)  
Harvard Business Review, Daniel Goleman, Richard E. Boyatzis & Morten Hansen

Designing Together: The Collaboration and Conflict Management Handbook for Creative Professionals (2013)  
Daniel M. Brown

Creative Conspiracy: The New Rules of Breakthrough Collaboration (2013)  
Leigh Thompson

Make Space: How to Set the Stage for Creative Collaboration (2012)  
Scott Doorley, Scott Witthoft, and Hasso Plattner Institute of Design at Stanford University

## **IX. DESIGN**

The Design of Everyday Things (2013) [Audio Available]  
Donald Norman

Mobile Usability (2012)  
Jakob Nielsen and Raluca Budi

Observing the User Experience: A Practitioner's Guide to User Research (2<sup>nd</sup> Edition) (2012)  
Elizabeth Goodman and Mike Kuniavsky

Product Design and Development, 5<sup>th</sup> Edition (2011)  
Kent Ulrich and Steven Eppinger

Physical Computing: Sensing and Controlling the Physical World with Computers (2004)  
O'Sullivan and Igoe

## ANNOTATED BIBLIOGRAPHY

Note: Summaries under each resource were gathered from Amazon.com or other Internet sources.

### I. HISTORY OF CYBER SOCIETY

#### **The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution (2014)**

Walter Isaacson ([http://en.wikipedia.org/wiki/Walter\\_Isaacson](http://en.wikipedia.org/wiki/Walter_Isaacson))

##### **Summary:**

Following his blockbuster biography of Steve Jobs, *The Innovators* is Walter Isaacson's revealing story of the people who created the computer and the Internet. It is destined to be the standard history of the digital revolution and an indispensable guide to how innovation really happens.

What were the talents that allowed certain inventors and entrepreneurs to turn their visionary ideas into disruptive realities? What led to their creative leaps? Why did some succeed and others fail? In his masterly saga, Isaacson begins with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming in the 1840s. He explores the fascinating personalities that created our current digital revolution, such as Vannevar Bush, Alan Turing, John von Neumann, J.C.R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee, and Larry Page. This is the story of how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative.

For an era that seeks to foster innovation, creativity, and teamwork, *The Innovators* shows how they happen.

**Note:** Hundreds of books exist on each of the computers and society topics covered in this course. One example list from 2014 about books on the history of "computers and society" is contained in [Making Digital History: 13 Books and Articles about Computers and Society](#).

### II. CYBERLAW / INTERNET LAW

#### **Bitlaw (1996 -2015)**

Daniel A. Tysver (<http://www.bitlaw.com/>)

##### **Summary:**

Covers the basics of copyright, patent, trademark and Internet law in the U.S.

- Copyright Law in the United States - <http://www.bitlaw.com/copyright/>
- Patent Law in the United States - <http://www.bitlaw.com/patent>
- Trademark Law in the United States - <http://www.bitlaw.com/trademark>
- Internet Law - <http://www.bitlaw.com/internet>

Note: pdf compilation available in FirstClass Folder

#### **Intellectual Property and Cyberlaw: The Office of Public Interest Advising Insider's Guide (2013)**

Harvard Law School - free (use pages 1-12)

[hls.harvard.edu/content/uploads/2008/06/ip-cyberlaw-guide-final.pdf](https://hls.harvard.edu/content/uploads/2008/06/ip-cyberlaw-guide-final.pdf)

##### **Summary:**

Covers largely the same topics as Bitlaw but lacking that extent of depth.

#### **CyberLaw: Text and Cases (2012) 568 pages**

Ferrera, Reder, Bird, Darrow, Aresty, Klosek, Lichtenstein

(<https://faculty.bentley.edu/details.asp?uname=gferrera>)

##### **Summary:**

This third edition guides readers through the complete business lifecycle--from idea to operation to dissolution--while examining the legal, managerial, and ethical issues affecting technology at each stage. Excerpted cases thoroughly explain the law in every chapter, while a running case about Google helps readers understand the real-world legal implications of operating a technology company today.

### **Cyberlaw: The Law of the Internet and Information Technology (2012)**

Brian Craig ([http://works.bepress.com/brian\\_craig/](http://works.bepress.com/brian_craig/))

#### **Summary:**

Featuring the most current exploration of cyberlaw, *CYBERLAW* helps students understand the legal and policy issues associated with the Internet. Tackling a full range of legal topics, it includes discussion of jurisdiction, intellectual property, contracts, taxation, torts, computer crimes, online speech, defamation and privacy. Chapters include recent, relevant cases, discussion questions and exercises at the end of each chapter. Using a consistent voice and clear explanations, the author covers the latest developments in cyberlaw--from cases to legislation to regulations.

### **Wikipedia Introduction to CyberLaw Topics**

- Copyright: <http://en.wikipedia.org/wiki/Copyright>
- Trademark: <http://en.wikipedia.org/wiki/Trademark>
- Patents: <http://en.wikipedia.org/wiki/Patent>
- Trade Secret: [http://en.wikipedia.org/wiki/Trade\\_secret](http://en.wikipedia.org/wiki/Trade_secret)
- Privacy: <http://en.wikipedia.org/wiki/Privacy>

#### **Summary:**

Short summaries of concepts. Typically not as good as Bitlaw sources above but some links raise additional topics.

## **III. CRIME AND SECURITY**

### **Dark Territory: The Secret History of Cyber War (2016)**

Fred Kaplan ([https://en.wikipedia.org/wiki/Fred\\_Kaplan\\_\(journalist\)](https://en.wikipedia.org/wiki/Fred_Kaplan_(journalist)))

#### **Summary:**

“A consistently eye-opening history...not just a page-turner but consistently surprising.” —The New York Times

“A book that grips, informs, and alarms, finely researched and lucidly related.” —John le Carré

As cyber-attacks dominate front-page news, as hackers join terrorists on the list of global threats, and as top generals warn of a coming cyber war, few books are more timely and enlightening than *Dark Territory: The Secret History of Cyber War*, by Slate columnist and Pulitzer Prize-winning journalist Fred Kaplan.

Kaplan probes the inner corridors of the National Security Agency, the beyond-top-secret cyber units in the Pentagon, the "information warfare" squads of the military services, and the national security debates in the White House, to tell this never-before-told story of the officers, policymakers, scientists, and spies who devised this new form of warfare and who have been planning—and (more often than people know) fighting—these wars for decades.

From the 1991 Gulf War to conflicts in Haiti, Serbia, Syria, the former Soviet republics, Iraq, and Iran, where cyber warfare played a significant role, *Dark Territory* chronicles, in fascinating detail, a little-known past that shines an unsettling light on our future.

### **Cyberspies: The Secret History of Surveillance, Hacking, and Digital Espionage (2016)**

Gordon Corera ([https://en.wikipedia.org/wiki/Gordon\\_Corera](https://en.wikipedia.org/wiki/Gordon_Corera))

#### **Summary:**

The previously untold—and previously highly classified—story of the conflux of espionage and technology, with a compelling narrative rich with astonishing revelations taking readers from World War II to the internet age.

As the digital era become increasingly pervasive, the intertwining forces of computers and espionage are reshaping the entire world; what was once the preserve of a few intelligence agencies now affects us all.

Corera’s compelling narrative takes us from the Second World War through the Cold War and the birth of the internet to the present era of hackers and surveillance. The book is rich with historical detail and characters, as well as astonishing revelations about espionage carried out in recent times by the UK, US, and China. Using unique access to the National Security Agency, GCHQ, Chinese officials, and senior executives from some of the most powerful global technology companies, Gordon Corera has gathered compelling stories from heads of state, hackers and spies of all stripes.

Cyberspies is a ground-breaking exploration of the new space in which the worlds of espionage, diplomacy, international business, science, and technology collide.

### **Code Warriors: NSA's Codebreakers and the Secret Intelligence War Against the Soviet Union (2016)**

Stephen Budiansky ([https://en.wikipedia.org/wiki/Stephen\\_Budiansky](https://en.wikipedia.org/wiki/Stephen_Budiansky))

#### **Summary:**

A sweeping, in-depth history of NSA, whose famous “cult of silence” has left the agency shrouded in mystery for decades

The National Security Agency was born out of the legendary codebreaking programs of World War II that cracked the famed Enigma machine and other German and Japanese codes, thereby turning the tide of Allied victory. In the postwar years, as the United States developed a new enemy in the Soviet Union, our intelligence community found itself targeting not soldiers on the battlefield, but suspected spies, foreign leaders, and even American citizens. Throughout the second half of the twentieth century, NSA played a vital, often fraught and controversial role in the major events of the Cold War, from the Korean War to the Cuban Missile Crisis to Vietnam and beyond.

In Code Warriors, Stephen Budiansky—a longtime expert in cryptology—tells the fascinating story of how NSA came to be, from its roots in World War II through the fall of the Berlin Wall. Along the way, he guides us through the fascinating challenges faced by cryptanalysts, and how they broke some of the most complicated codes of the twentieth century. With access to new documents, Budiansky shows where the agency succeeded and failed during the Cold War, but his account also offers crucial perspective for assessing NSA today in the wake of the Edward Snowden revelations. Budiansky shows how NSA’s obsession with recording every bit of data and decoding every signal is far from a new development; throughout its history the depth and breadth of the agency’s reach has resulted in both remarkable successes and destructive failures.

Featuring a series of appendixes that explain the technical details of Soviet codes and how they were broken, this is a rich and riveting history of the underbelly of the Cold War, and an essential and timely read for all who seek to understand the origins of the modern NSA.

### **Future Crimes: Everything Is Connected, Everyone Is Vulnerable and What We Can Do About It (2015)**

Marc Goodman (<http://www.marcgoodman.net/about/>)

#### **Summary:**

One of the world’s leading authorities on global security, Marc Goodman takes readers deep into the digital underground to expose the alarming ways criminals, corporations, and even countries are using new and emerging technologies against you—and how this makes everyone more vulnerable than ever imagined.

Technological advances have benefited our world in immeasurable ways, but there is an ominous flip side: our technology can be turned against us. Hackers can activate baby monitors to spy on families,

thieves are analyzing social media posts to plot home invasions, and stalkers are exploiting the GPS on smart phones to track their victims' every move. We all know today's criminals can steal identities, drain online bank accounts, and wipe out computer servers, but that's just the beginning. To date, no computer has been created that could not be hacked—a sobering fact given our radical dependence on these machines for everything from our nation's power grid to air traffic control to financial services.

Yet, as ubiquitous as technology seems today, just over the horizon is a tidal wave of scientific progress that will leave our heads spinning. If today's Internet is the size of a golf ball, tomorrow's will be the size of the sun. Welcome to the Internet of Things, a living, breathing, global information grid where every physical object will be online. But with greater connections come greater risks. Implantable medical devices such as pacemakers can be hacked to deliver a lethal jolt of electricity and a car's brakes can be disabled at high speed from miles away. Meanwhile, 3-D printers can produce AK-47s, bioterrorists can download the recipe for Spanish flu, and cartels are using fleets of drones to ferry drugs across borders.

With explosive insights based upon a career in law enforcement and counterterrorism, Marc Goodman takes readers on a vivid journey through the darkest recesses of the Internet. Reading like science fiction, but based in science fact, *Future Crimes* explores how bad actors are primed to hijack the technologies of tomorrow, including robotics, synthetic biology, nanotechnology, virtual reality, and artificial intelligence. These fields hold the power to create a world of unprecedented abundance and prosperity. But the technological bedrock upon which we are building our common future is deeply unstable and, like a house of cards, can come crashing down at any moment.

*Future Crimes* provides a mind-blowing glimpse into the dark side of technological innovation and the unintended consequences of our connected world. Goodman offers a way out with clear steps we must take to survive the progress unfolding before us. Provocative, thrilling, and ultimately empowering, *Future Crimes* will serve as an urgent call to action that shows how we can take back control over our own devices and harness technology's tremendous power for the betterment of humanity—before it's too late.

### **Cybersecurity and Cyberwar (2014) 306 pgs**

PW Singer and Allan Friedman ([http://en.wikipedia.org/wiki/P. W. Singer](http://en.wikipedia.org/wiki/P._W._Singer), <http://allan.friedmans.org/>)

#### **Summary:**

A generation ago, "cyberspace" was just a term from science fiction, used to describe the nascent network of computers linking a few university labs. Today, our entire modern way of life, from communication to commerce to conflict, fundamentally depends on the Internet. And the cybersecurity issues that result challenge literally everyone: politicians wrestling with everything from cybercrime to online freedom; generals protecting the nation from new forms of attack, while planning new cyberwars; business executives defending firms from once unimaginable threats, and looking to make money off of them; lawyers and ethicists building new frameworks for right and wrong. Most of all, cybersecurity issues affect us as individuals. We face new questions in everything from our rights and responsibilities as citizens of both the online and real world to simply how to protect ourselves and our families from a new type of danger. And yet, there is perhaps no issue that has grown so important, so quickly, and that touches so many, that remains so poorly understood.

In *Cybersecurity and CyberWar: What Everyone Needs to Know®*, New York Times best-selling author P. W. Singer and noted cyber expert Allan Friedman team up to provide the kind of easy-to-read, yet deeply informative resource book that has been missing on this crucial issue of 21st century life. Written in a lively, accessible style, filled with engaging stories and illustrative anecdotes, the book is structured around the key question areas of cyberspace and its security: how it all works, why it all matters, and what can we do? Along the way, they take readers on a tour of the important (and entertaining) issues and characters of cybersecurity, from the "Anonymous" hacker group and the Stuxnet computer virus to the new cyber units of the Chinese and U.S. militaries. *Cybersecurity and CyberWar: What Everyone Needs to Know®* is the definitive account on the subject for us all, which comes not a moment too soon.

### **Cyberwar will not take place (2013)**

Thomas Rid (<http://thomasrid.org/>)

#### **Summary:**

"Cyber war is coming," announced a land-mark RAND report in 1993. In 2005, the U.S. Air Force boasted it would now fly, fight, and win in cyberspace, the "fifth domain" of warfare. This book takes stock, twenty years on: is cyber war really coming? Has war indeed entered the fifth domain? *Cyber War Will Not Take Place* cuts through the hype and takes a fresh look at cyber security. Thomas Rid argues that the focus on war and winning distracts from the real challenge of cyberspace: non-violent confrontation that may rival or even replace violence in surprising ways.

The threat consists of three different vectors: espionage, sabotage, and subversion. The author traces the most significant hacks and attacks, exploring the full spectrum of case studies from the shadowy world of computer espionage and weaponised code. With a mix of technical detail and rigorous political analysis, the book explores some key questions: What are cyber weapons? How have they changed the meaning of violence? How likely and how dangerous is crowd-sourced subversive activity? Why has there never been a lethal cyber attack against a country's critical infrastructure? How serious is the threat of "pure" cyber espionage, of exfiltrating data without infiltrating humans first? And who is most vulnerable: which countries, industries, individuals?

## **IV. PRIVACY**

### **Privacy: A Short History (2016)**

David Vincent (<http://www.open.ac.uk/people/dmv33>)

#### **Summary:**

Privacy: A Short History provides a vital historical account of an increasingly stressed sphere of human interaction. At a time when the death of privacy is widely proclaimed, distinguished historian, David Vincent, describes the evolution of the concept and practice of privacy from the Middle Ages to the present controversy over digital communication and state surveillance provoked by the revelations of Edward Snowden.

Deploying a range of vivid primary material, he discusses the management of private information in the context of housing, outdoor spaces, religious observance, reading, diaries and autobiographies, correspondence, neighbours, gossip, surveillance, the public sphere and the state. Key developments, such as the nineteenth-century celebration of the enclosed and intimate middle-class household, are placed in the context of long-term development. The book surveys and challenges the main currents in the extensive secondary literature on the subject. It seeks to strike a new balance between the built environment and world beyond the threshold, between written and face-to-face communication, between anonymity and familiarity in towns and cities, between religion and secular meditation, between the state and the private sphere and, above all, between intimacy and individualism.

Ranging from the fourteenth century to the twenty-first, this book shows that the history of privacy has been an arena of contested choices, and not simply a progression towards a settled ideal. Privacy: A Short History will be of interest to students and scholars of history, and all those interested in this topical subject.

### **Intellectual Privacy: Rethinking Civil Rights in a Digital Age (2015)**

Neil Richards (<http://law.wustl.edu/faculty/pages.aspx?id=314>)

#### **Summary:**

Most people believe that the right to privacy is inherently at odds with the right to free speech. Courts all over the world have struggled with how to reconcile the problems of media gossip with our commitment to free and open public debate for over a century. The rise of the Internet has made this problem more urgent. We live in an age of corporate and government surveillance of our lives. And our free speech culture has created an anything-goes environment on the web, where offensive and hurtful

speech about others is rife.

How should we think about the problems of privacy and free speech? In *Intellectual Privacy*, Neil Richards offers a different solution, one that ensures that our ideas and values keep pace with our technologies. Because of the importance of free speech to free and open societies, he argues that when privacy and free speech truly conflict, free speech should almost always win. Only when disclosures of truly horrible information are made (such as sex tapes) should privacy be able to trump our commitment to free expression. But in sharp contrast to conventional wisdom, Richards argues that speech and privacy are only rarely in conflict. America's obsession with celebrity culture has blinded us to more important aspects of how privacy and speech fit together. Celebrity gossip might be a price we pay for a free press, but the privacy of ordinary people need not be. True invasions of privacy like peeping toms or electronic surveillance will rarely merit protection as free speech. And critically, Richards shows how most of the law we enact to protect online privacy pose no serious burden to public debate, and how protecting the privacy of our data is not censorship.

More fundamentally, Richards shows how privacy and free speech are often essential to each other. He explains the importance of 'intellectual privacy,' protection from surveillance or interference when we are engaged in the processes of generating ideas - thinking, reading, and speaking with confidantes before our ideas are ready for public consumption. In our digital age, in which we increasingly communicate, read, and think with the help of technologies that track us, increased protection for intellectual privacy has become an imperative. What we must do, then, is to worry less about barring tabloid gossip, and worry much more about corporate and government surveillance into the minds, conversations, reading habits, and political beliefs of ordinary people.

A timely and provocative book on a subject that affects us all, *Intellectual Privacy* will radically reshape the debate about privacy and free speech in our digital age.

### **Privacy in the Modern Age: The Search for Solutions (2015)**

Marc Rotenberg, Jeramie Scott, Julia Horwitz (Editors) ([http://en.wikipedia.org/wiki/Marc\\_Rotenberg](http://en.wikipedia.org/wiki/Marc_Rotenberg), <https://www.linkedin.com/pub/jeramie-scott/2b/a86/516>, <https://www.linkedin.com/in/juliahorwitz>)

#### **Summary:**

The threats to privacy are well known: the National Security Agency tracks our phone calls; Google records where we go online and how we set our thermostats; Facebook changes our privacy settings when it wishes; Target gets hacked and loses control of our credit card information; our medical records are available for sale to strangers; our children are fingerprinted and their every test score saved for posterity; and small robots patrol our schoolyards and drones may soon fill our skies.

The contributors to this anthology don't simply describe these problems or warn about the loss of privacy—they propose solutions. They look closely at business practices, public policy, and technology design, and ask, "Should this continue? Is there a better approach?" They take seriously the dictum of Thomas Edison: "What one creates with his hand, he should control with his head." It's a new approach to the privacy debate, one that assumes privacy is worth protecting, that there are solutions to be found, and that the future is not yet known. This volume will be an essential reference for policy makers and researchers, journalists and scholars, and others looking for answers to one of the biggest challenges of our modern day. The premise is clear: there's a problem—let's find a solution.

### **Privacy Law Fundamentals, Third Edition (2015)**

Daniel J. Solove ([https://en.wikipedia.org/wiki/Daniel\\_J.\\_Solove](https://en.wikipedia.org/wiki/Daniel_J._Solove)) and Paul M. Schwartz ([https://en.wikipedia.org/wiki/Paul\\_M.\\_Schwartz](https://en.wikipedia.org/wiki/Paul_M._Schwartz))

#### **Summary:**

The third edition of the popular *Privacy Law Fundamentals* text incorporates extensive developments in privacy law and includes an introductory chapter summarizing key new laws, cases and enforcement actions. *Privacy Law Fundamentals* is no treatise—its accessible, portable format delivers vital information in a concise and digestible manner. It includes key provisions of privacy statutes; leading cases; tables summarizing the statutes (private rights of action, preemption, liquidated damages, etc.); summaries of

key state privacy laws; an overview of FTC enforcement actions; and answers to frequently asked questions, including:

What are the key points in all the HHS resolution agreements for HIPAA violations?

What are the theories of harm in litigation for privacy and security cases and how well has each fared?

What are the most significant FTC privacy and data security cases of the past decade?

### **Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World (2015)**

Bruce Schneier ([http://en.wikipedia.org/wiki/Bruce\\_Schneier](http://en.wikipedia.org/wiki/Bruce_Schneier))

#### **Summary:**

You are under surveillance right now. Your cell phone provider tracks your location and knows who's with you. Your online and in-store purchasing patterns are recorded, and reveal if you're unemployed, sick, or pregnant. Your e-mails and texts expose your intimate and casual friends. Google knows what you're thinking because it saves your private searches. Facebook can determine your sexual orientation without you ever mentioning it.

The powers that surveil us do more than simply store this information. Corporations use surveillance to manipulate not only the news articles and advertisements we each see, but also the prices we're offered. Governments use surveillance to discriminate, censor, chill free speech, and put people in danger worldwide. And both sides share this information with each other or, even worse, lose it to cybercriminals in huge data breaches.

Much of this is voluntary: we cooperate with corporate surveillance because it promises us convenience, and we submit to government surveillance because it promises us protection. The result is a mass surveillance society of our own making. But have we given up more than we've gained? In *Data and Goliath*, security expert Bruce Schneier offers another path, one that values both security and privacy. He shows us exactly what we can do to reform our government surveillance programs and shake up surveillance-based business models, while also providing tips for you to protect your privacy every day. You'll never look at your phone, your computer, your credit cards, or even your car in the same way again.

### **Information Privacy Fundamentals for Librarians and Information Professionals (2014)**

Cherie L. Givens (<https://www.linkedin.com/in/cheriegivens>)

#### **Summary:**

As more information is collected, shared, and mined, the need to understand and manage information privacy has become a necessity for information professionals. Governments across the globe have enacted information privacy laws. These laws continue to evolve and the information privacy protections that have been established differ by country. A basic understanding of privacy law, information privacy approaches, and information security controls is essential for information professionals to properly manage private/personally identifiable information (PII) in differing capacities in libraries, academic institutions, corporations, hospitals, and state and federal agencies.

Understanding and knowledge of applicable privacy laws and the ability to write privacy policies and procedures for the proper handling of PII are crucial skills for librarians and other information managers.

Information Privacy Fundamentals for Librarians and Information Professionals is tailored to the needs of librarians and information professionals. It introduces library and information professionals to information privacy, provides an overview of information privacy in the library and information science context, U.S. privacy laws by sector, information privacy policy, and key considerations when planning and creating a privacy program.

### **Technocreep: The Surrender of Privacy and the Capitalization of Intimacy (2014)**

Thomas P. Keenan (no obvious website showing credentials)

#### **Summary:**

“Technology is rapidly moving into our bodies,” writes cyber expert Keenan, “and this book gives a chilling look ahead into where that road may lead us – on a one way trip to the total surrender of privacy and the commoditization of intimacy.” Here is the definitive dissection of privacy-eroding and life-invading technologies, coming at you from governments, corporations, and the person next door.

Take, for example, “Girls Around Me”: a Russian-made iPhone App that allowed anyone to scan the immediate vicinity for girls and women who checked in on Foursquare and had poorly secured Facebook profiles. It combined this information in a way never intended by the original poster. Going to a Disney theme park? Your creepy new “MagicBand” will alert Minnie Mouse that you’re on the way and she’ll know your kid’s name when you approach her. Thinking about sending your DNA off to Ancestry.com for some “genetic genealogy”? Perhaps you should think again: your genetic information could be used against you.

With security scares like the Heartbleed bug (which compromised even supposedly safe internet behemoths like Google and Yahoo!) becoming more commonplace, this book is a must-read for anybody who values their privacy in a wired world.

### **Disappear Without a Trace (2014)**

David Author

#### **Summary:**

A Concisely Written and Information Rich How To Book and Self-Help Guide, No Nonsense - No Fluff - No Mindless Filler, Everything You Need To Obtain an Anonymous New Name To Use As You See Fit, an Alternate Identity, New Credit, and an Anonymous Unlimited Future, Legally Disappear, Hide Your Digital Trail, Be Hidden, Protected, Safe, and become the Person You Always Wanted To Be, Inexpensive, Easy, Fast, and Legal Process Anyone Can Do

Note: There are many similar books available and this is just a sample. Others include: *How to Be Invisible: Protect Your Home, Your Children, Your Assets, and Your Life* (2012), J. J. Luna, and *How to Disappear: Erase Your Digital Footprint, Leave False Trails, and Vanish Without a Trace* (2010), [Audio Available], 204 pgs., Frank M. Ahearn and Eileen C. Horan.

### **Age of Context: Mobile, Sensors, Data and the Future of Privacy (2013) 225 pgs**

Robert Scoble & Shel Israel ([http://en.wikipedia.org/wiki/Robert\\_Scoble](http://en.wikipedia.org/wiki/Robert_Scoble),  
[http://en.wikipedia.org/wiki/Shel\\_Israel](http://en.wikipedia.org/wiki/Shel_Israel))

#### **Summary:**

In 2006, co-authors Robert Scoble and Shel Israel wrote *Naked Conversations*, a book that persuaded businesses to embrace what we now call social media. Six years later they have teamed up again to report that social media is but one of five converging forces that promise to change virtually every aspect of our lives. You know these other forces already: mobile, data, sensors and location-based technology. Combined with social media they form a new generation of personalized technology that knows us better than our closest friends. Armed with that knowledge our personal devices can anticipate what we’ll need next and serve us better than a butler or an executive assistant. The resulting convergent superforce is so powerful that it is ushering in a era the authors call the Age of Context. In this new era, our devices know when to wake us up early because it snowed last night; they contact the people we are supposed to meet with to warn them we’re running late. They even find content worth watching on television. They also promise to cure cancer and make it harder for terrorists to do their damage. Astoundingly, in the coming age you may only receive ads you want to see. Scoble and Israel have spent more than a year researching this book. They report what they have learned from interviewing more than a hundred pioneers of the new technology and by examining hundreds of contextual products. What does it all mean? How will it change society in the future? The authors are unabashed tech enthusiasts, but as they write, an elephant sits in the living room of our book and it is called privacy. We are entering a time when our technology serves us best because it watches us; collecting data on what we do, who we speak with, what we look at. There is no doubt about it: Big Data is watching you. The time to lament the loss of privacy is over. The authors argue that the time is right to demand options that enable people to reclaim some portions of that privacy.

## V. SOCIETY: ETHICS, PSYCHOLOGY, AND U.S. POLITICAL SYSTEM

### **Unstoppable: The Emerging Left-Right Alliance to Dismantle the Corporate State (2014)**

Ralph Nader ([http://en.wikipedia.org/wiki/Ralph\\_Nader](http://en.wikipedia.org/wiki/Ralph_Nader))

#### **Summary:**

Ralph Nader has fought for over fifty years on behalf of American citizens against the reckless influence of corporations and their government patrons on our society. Now he ramps up the fight and makes a persuasive case that Americans are not powerless. In *Unstoppable*, he explores the emerging political alignment of the Left and the Right against converging corporate-government tyranny.

Large segments from the progressive, conservative, and libertarian political camps find themselves aligned in opposition to the destruction of civil liberties, the economically draining corporate welfare state, the relentless perpetuation of America's wars, sovereignty-shredding trade agreements, and the unpunished crimes of Wall Street against Main Street. Nader shows how Left-Right coalitions can prevail over the corporate state and crony capitalism.

He draws on his extensive experience working with grassroots organizations in Washington and reveals the many surprising victories by united progressive and conservative forces. As a participator in, and keen observer of, these budding alliances, he breaks new ground in showing how such coalitions can overcome specific obstacles that divide them, and how they can expand their power on Capitol Hill, in the courts, and in the decisive arena of public opinion.

Americans can reclaim their right to consume safe foods and drugs, live in healthy environments, receive fair rewards for their work, resist empire, regain control of taxpayer assets, strengthen investor rights, and make bureaucrats more efficient and accountable. Nader argues it is in the interest of citizens of different political labels to join in the struggle against the corporate state that will, if left unchecked, ruin the Republic, override our constitution, and shred the basic rights of the American people.

### **The Righteous Mind: Why Good People Are Divided by Politics and Religion (2013) 385 pgs**

Jonathan Haidt ([http://en.wikipedia.org/wiki/Jonathan\\_Haidt](http://en.wikipedia.org/wiki/Jonathan_Haidt))

#### **Summary:**

As America descends deeper into polarization and paralysis, social psychologist Jonathan Haidt has done the seemingly impossible—challenged conventional thinking about morality, politics, and religion in a way that speaks to everyone on the political spectrum. Drawing on his twenty five years of groundbreaking research on moral psychology, he shows how moral judgments arise not from reason but from gut feelings. He shows why liberals, conservatives, and libertarians have such different intuitions about right and wrong, and he shows why each side is actually right about many of its central concerns. In this subtle yet accessible book, Haidt gives you the key to understanding the miracle of human cooperation, as well as the curse of our eternal divisions and conflicts. If you're ready to trade in anger for understanding, read *The Righteous Mind*.

### **Predisposed: Liberals, Conservatives, and the Biology of Political Differences (2013)**

John R. Hibbing and Kevin B. Smith

#### **Summary:**

Buried in many people and operating largely outside the realm of conscious thought are forces inclining us toward liberal or conservative political convictions. Our biology predisposes us to see and understand the world in different ways, not always reason and the careful consideration of facts. These predispositions are in turn responsible for a significant portion of the political and ideological conflict that marks human history.

With verve and wit, renowned social scientists John Hibbing, Kevin Smith, and John Alford—pioneers in the field of biopolitics—present overwhelming evidence that people differ politically not just because they grew up in different cultures or were presented with different information. Despite the oft-

heard longing for consensus, unity, and peace, the universal rift between conservatives and liberals endures because people have diverse psychological, physiological, and genetic traits. These biological differences influence much of what makes people who they are, including their orientations to politics.

Political disputes typically spring from the assumption that those who do not agree with us are shallow, misguided, uninformed, and ignorant. Predisposed suggests instead that political opponents simply experience, process, and respond to the world differently. It follows, then, that the key to getting along politically is not the ability of one side to persuade the other side to see the error of its ways but rather the ability of each side to see that the other is different, not just politically, but physically. Predisposed will change the way you think about politics and partisan conflict.

As a bonus, the book includes a "Left/Right 20 Questions" game to test whether your predispositions lean liberal or conservative.

### **The Little Blue Book: The Essential Guide to Thinking and Talking Democratic (2012)**

George Lakoff and Elisabeth Wehling ([http://en.wikipedia.org/wiki/George\\_Lakoff](http://en.wikipedia.org/wiki/George_Lakoff), <http://linguistics.berkeley.edu/person/156>)

#### **Summary:**

“The essential handbook for thinking and talking Democratic—must reading not only for every Democrat but for every responsible citizen” (Robert B. Reich, former Secretary of Labor and author of *Beyond Outrage*).

Voters cast their ballots for what they believe is right, for the things that make moral sense. Yet Democrats have too often failed to use language linking their moral values with their policies. The Little Blue Book demonstrates how to make that connection clearly and forcefully, with hands-on advice for discussing the most pressing issues of our time: the economy, health care, women’s issues, energy and environmental policy, education, food policy, and more. Dissecting the ways that extreme conservative positions have permeated political discourse, Lakoff and Wehling show how to fight back on moral grounds and in concrete terms. Revelatory, passionate, and deeply practical, The Little Blue Book will forever alter the way Democrats and progressives think and talk about politics.

### **Yes! 50 Scientifically Proven Ways to Be Persuasive (2009) 258 pgs**

Noah J. Goldstein, Steve J. Martin and Robert Cialdini ([http://en.wikipedia.org/wiki/Robert\\_Cialdini](http://en.wikipedia.org/wiki/Robert_Cialdini), <http://www.anderson.ucla.edu/faculty/management-and-organizations/faculty/goldstein>, <http://www.influenceatwork.co.uk/steve.php>,

#### **Summary:**

*New York Times* bestselling introduction of fifty scientifically proven techniques for increasing your persuasive powers in business and life.

Small changes can make a big difference in your powers of persuasion. What one word can you start using today to increase your persuasiveness by more than fifty percent? Which item of stationery can dramatically increase people's responses to your requests? How can you win over your rivals by inconveniencing them? Why does knowing that so many dentists are named Dennis improve your persuasive prowess?

Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, *Yes!* reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too.

Co-written by the world's most quoted expert on influence, Professor Robert Cialdini, *Yes!* presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Why did a sign pointing out the problem of vandalism in the Petrified Forest National Park actually *increase* the theft of pieces of petrified wood? Why did sales of jam multiply tenfold when consumers were offered many *fewer* flavors? Why did people prefer a Mercedes immediately after giving reasons why they prefer a BMW? What

simple message on cards left in hotel rooms greatly increased the number of people who behaved in environmentally friendly ways?

Often counterintuitive, the findings presented in *Yes!* will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, *Yes!* shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

## VI. CYBER SOCIETY PERSPECTIVES ON EDUCATION AND BUSINESS

### **Big Data, Little Data, No Data (2015)**

Christine L. Borgman (<http://christineborgman.info/>)

#### **Summary:**

"Big Data" is on the covers of *Science*, *Nature*, the *Economist*, and *Wired* magazines, on the front pages of the *Wall Street Journal* and the *New York Times*. But despite the media hyperbole, as Christine Borgman points out in this examination of data and scholarly research, having the right data is usually better than having more data; little data can be just as valuable as big data. In many cases, there are no data -- because relevant data don't exist, cannot be found, or are not available. Moreover, data sharing is difficult, incentives to do so are minimal, and data practices vary widely across disciplines. Borgman, an often-cited authority on scholarly communication, argues that data have no value or meaning in isolation; they exist within a knowledge infrastructure -- an ecology of people, practices, technologies, institutions, material objects, and relationships. After laying out the premises of her investigation -- six "provocations" meant to inspire discussion about the uses of data in scholarship -- Borgman offers case studies of data practices in the sciences, the social sciences, and the humanities, and then considers the implications of her findings for scholarly practice and research policy. To manage and exploit data over the long term, Borgman argues, requires massive investment in knowledge infrastructures; at stake is the future of scholarship.

### **Big Data: A Revolution That Will Transform How We Live, Work, and Think (2014)**

Viktor Mayer-Schönberger (<http://www.keble.ox.ac.uk/academics/about/prof-viktor-mayer-schonberger>) & Kenneth Cukier (<http://www.cukier.com/> or <http://mediadirectory.economist.com/people/kenneth-cukier/>)

#### **Summary:**

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large.

Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak?

The key to answering these questions, and many more, is big data. "Big data" refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior.

In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. *Big Data* is the first big book about the next big thing.

## **The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies (2014)**

Erik Brynjolfsson (<http://mitsloan.mit.edu/faculty-and-research/faculty-directory/detail/?id=22672>)

### **Summary:**

A New York Times Bestseller. A “fascinating” (Thomas L. Friedman, New York Times) look at how digital technology is transforming our work and our lives.

In recent years, Google’s autonomous cars have logged thousands of miles on American highways and IBM’s Watson trounced the best human Jeopardy! players. Digital technologies— with hardware, software, and networks at their core— will in the near future diagnose diseases more accurately than doctors can, apply enormous data sets to transform retailing, and accomplish many tasks once considered uniquely human.

In *The Second Machine Age* MIT’s Erik Brynjolfsson and Andrew McAfee— two thinkers at the forefront of their field— reveal the forces driving the reinvention of our lives and our economy. As the full impact of digital technologies is felt, we will realize immense bounty in the form of dazzling personal technology, advanced infrastructure, and near-boundless access to the cultural items that enrich our lives.

Amid this bounty will also be wrenching change. Professions of all kinds— from lawyers to truck drivers— will be forever upended. Companies will be forced to transform or die. Recent economic indicators reflect this shift: fewer people are working, and wages are falling even as productivity and profits soar.

Drawing on years of research and up-to-the-minute trends, Brynjolfsson and McAfee identify the best strategies for survival and offer a new path to prosperity. These include revamping education so that it prepares people for the next economy instead of the last one, designing new collaborations that pair brute processing power with human ingenuity, and embracing policies that make sense in a radically transformed landscape.

A fundamentally optimistic book, *The Second Machine Age* alters how we think about issues of technological, societal, and economic progress.

## **Who Owns the Future? (2014)**

Jaron Lanier ([http://en.wikipedia.org/wiki/Jaron\\_Lanier](http://en.wikipedia.org/wiki/Jaron_Lanier))

### **Summary:**

Jaron Lanier is the father of virtual reality and one of the world’s most brilliant thinkers. *Who Owns the Future?* is his visionary reckoning with the most urgent economic and social trend of our age: the poisonous concentration of money and power in our digital networks.

Lanier has predicted how technology will transform our humanity for decades, and his insight has never been more urgently needed. He shows how Siren Servers, which exploit big data and the free sharing of information, led our economy into recession, imperiled personal privacy, and hollowed out the middle class. The networks that define our world— including social media, financial institutions, and intelligence agencies— now threaten to destroy it.

But there is an alternative. In this provocative, poetic, and deeply humane book, Lanier charts a path toward a brighter future: an information economy that rewards ordinary people for what they do and share on the web.

## **Open: How We'll Work, Live and Learn in the Future (2013)**

David A. Price (<http://www.pixartouchbook.com/about/>)

### **Summary:**

What makes a global corporation give away its prized intellectual property? Why are Ivy League universities allowing anyone to take their courses for free? What drives a farmer in rural Africa to share his secrets with his competitors?

A collection of hactivists, hobbyists, forum-users and maverick leaders are leading a quiet but unstoppable revolution. They are sharing everything they know, and turning knowledge into action in

ways that were unimaginable even a decade ago. Driven by technology, and shaped by common values, going 'open' has transformed the way we live. It's not so much a question of if our workplaces, schools and colleges go open, but when.

Packed with illustration and advice, this entertaining read by learning futurist, David Price, argues that 'open' is not only affecting how we are choosing to live, but that it's going to be the difference between success and failure in the future.

**One World Schoolhouse (2013) 259 pgs**

Salman Khan ([http://en.wikipedia.org/wiki/Salman\\_Khan\\_%28educator%29](http://en.wikipedia.org/wiki/Salman_Khan_%28educator%29))

**Summary:**

A free, world-class education for anyone, anywhere: this is the goal of the Khan Academy, a passion project that grew from an ex-engineer and hedge funder's online tutoring sessions with his niece, who was struggling with algebra, into a worldwide phenomenon. Today millions of students, parents, and teachers use the Khan Academy's free videos and software, which have expanded to encompass nearly every conceivable subject; and Academy techniques are being employed with exciting results in a growing number of classrooms around the globe.

Like many innovators, Khan rethinks existing assumptions and imagines what education could be if freed from them. And his core idea-liberating teachers from lecturing and state-mandated calendars and opening up class time for truly human interaction-has become his life's passion. Schools seek his advice about connecting to students in a digital age, and people of all ages and backgrounds flock to the site to utilize this fresh approach to learning.

In *THE ONE WORLD SCHOOLHOUSE*, Khan presents his radical vision for the future of education, as well as his own remarkable story, for the first time. In these pages, you will discover, among other things:

- How both students and teachers are being bound by a broken top-down model invented in Prussia two centuries ago
- Why technology will make classrooms more human and teachers more important
- How and why we can afford to pay educators the same as other professionals
- How we can bring creativity and true human interactivity back to learning
- Why we should be very optimistic about the future of learning.

Parents and politicians routinely bemoan the state of our education system. Statistics suggest we've fallen behind the rest of the world in literacy, math, and sciences. With a shrewd reading of history, Khan explains how this crisis presented itself, and why a return to "mastery learning," abandoned in the twentieth century and ingeniously revived by tools like the Khan Academy, could offer the best opportunity to level the playing field, and to give all of our children a world-class education now.

More than just a solution, *THE ONE WORLD SCHOOLHOUSE* serves as a call for free, universal, global education, and an explanation of how Khan's simple yet revolutionary thinking can help achieve this inspiring goal.

**Alone Together: Why We Expect More from Technology and Less from Each Other (2012) 360 pgs**

Sherry Turkle (<http://www.mit.edu/~sturkle/>)

**Summary:**

Technology has become the architect of our intimacies. Online, we fall prey to the illusion of companionship, gathering thousands of Twitter and Facebook friends and confusing tweets and wall posts with authentic communication. But, as MIT technology and society specialist Sherry Turkle argues, this relentless connection leads to a new solitude. As technology ramps up, our emotional lives ramp down.

*Alone Together* is the result of Turkle's nearly fifteen-year exploration of our lives on the digital terrain. Based on hundreds of interviews, it describes new unsettling relationships between friends, lovers, parents, and children, and new instabilities in how we understand privacy and community, intimacy, and solitude.

## **Now You See It: How Technology and Brain Science Will Transform Schools and Business for the 21st Century (2012)**

Cathy N. Davidson (<http://www.cathydavidson.com/about/>)

### **Summary:**

"As scholarly as [it] is . . . this book about education happens to double as an optimistic, even thrilling, summer read." —*The New York Times*

A brilliant combination of science and its real-world application, *Now You See It* sheds light on one of the greatest problems of our historical moment: our schools and businesses are designed for the last century, not for a world in which technology has reshaped the way we think and learn. In this informed and optimistic work, Cathy N. Davidson takes us on a tour of the future of work and education, introducing us to visionaries whose groundbreaking ideas will soon affect every arena of our lives, from schools with curriculums built around video games to workplaces that use virtual environments to train employees.

## **The Shallows: What the Internet is Doing to Our Brains (2011) 280 pgs**

Nicholas G. Carr ([http://en.wikipedia.org/wiki/Nicholas\\_G.\\_Carr](http://en.wikipedia.org/wiki/Nicholas_G._Carr))

### **Summary:**

Finalist for the 2011 Pulitzer Prize in General Nonfiction: "Nicholas Carr has written a *Silent Spring* for the literary mind." —Michael Agger, *Slate*

"Is Google making us stupid?" When Nicholas Carr posed that question, in a celebrated *Atlantic Monthly* cover story, he tapped into a well of anxiety about how the Internet is changing us. He also crystallized one of the most important debates of our time: As we enjoy the Net's bounties, are we sacrificing our ability to read and think deeply?

Now, Carr expands his argument into the most compelling exploration of the Internet's intellectual and cultural consequences yet published. As he describes how human thought has been shaped through the centuries by "tools of the mind"—from the alphabet to maps, to the printing press, the clock, and the computer—Carr interweaves a fascinating account of recent discoveries in neuroscience by such pioneers as Michael Merzenich and Eric Kandel. Our brains, the historical and scientific evidence reveals, change in response to our experiences. The technologies we use to find, store, and share information can literally reroute our neural pathways.

Building on the insights of thinkers from Plato to McLuhan, Carr makes a convincing case that every information technology carries an intellectual ethic—a set of assumptions about the nature of knowledge and intelligence. He explains how the printed book served to focus our attention, promoting deep and creative thought. In stark contrast, the Internet encourages the rapid, distracted sampling of small bits of information from many sources. Its ethic is that of the industrialist, an ethic of speed and efficiency, of optimized production and consumption—and now the Net is remaking us in its own image. We are becoming ever more adept at scanning and skimming, but what we are losing is our capacity for concentration, contemplation, and reflection.

Part intellectual history, part popular science, and part cultural criticism, *The Shallows* sparkles with memorable vignettes—Friedrich Nietzsche wrestling with a typewriter, Sigmund Freud dissecting the brains of sea creatures, Nathaniel Hawthorne contemplating the thunderous approach of a steam locomotive—even as it plumbs profound questions about the state of our modern psyche. This is a book that will forever alter the way we think about media and our minds.

## **How Learning Works: Seven Research-Based Principles for Smart Teaching (2010)**

Susan A. Ambrose and Michael W. Bridges

### **Summary:**

"How Learning Works is the perfect title for this excellent book. Drawing upon new research in psychology, education, and cognitive science, the authors have demystified a complex topic into clear explanations of seven powerful learning principles. Full of great ideas and practical suggestions, all based

on solid research evidence, this book is essential reading for instructors at all levels who wish to improve their students' learning."

—Barbara Gross Davis, assistant vice chancellor for educational development, University of California, Berkeley, and author, *Tools for Teaching*

"This book is a must-read for every instructor, new or experienced. Although I have been teaching for almost thirty years, as I read this book I found myself resonating with many of its ideas, and I discovered new ways of thinking about teaching."

—Eugenia T. Paulus, professor of chemistry, North Hennepin Community College, and 2008 U.S. Community Colleges Professor of the Year from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education

"Thank you Carnegie Mellon for making accessible what has previously been inaccessible to those of us who are not learning scientists. Your focus on the essence of learning combined with concrete examples of the daily challenges of teaching and clear tactical strategies for faculty to consider is a welcome work. I will recommend this book to all my colleagues."

—Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching

"As you read about each of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book."

—From the Foreword by Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, *e-Learning and the Science of Instruction*; and author, *Multimedia Learning*

## VII. PROJECT TEAMWORK

### **Leading Project Teams: The Basics of Project Management and Team Leadership (2011)**

Anthony T. Cobb (<http://www.management.pamplin.vt.edu/directory/cobb-profile.html>)

#### **Summary:**

This practical book provides entry-level project tools and skills for newcomers to project management. It helps student teams become more effective at doing course projects by learning and applying project management tools and techniques. It also provides invaluable skills that students can utilize when they enter the workplace. Chapters focusing on project initiation and planning are followed by coverage of the human resource issues involved in project leadership and how to write up project reports. Appendices introduce the use of earned value analysis and show how critical paths are calculated.

### **Teamwork and Teamplay (2010)**

James Cain and Barry Jolliff (<http://www.teamworkandteamplay.com/>,

<https://www.linkedin.com/pub/barry-jolliff/b/247/736>)

#### **Summary:**

Possibly a key choice for those looking for an experiential-adventure type resource book. This book is well-laid out and clearly written with many visual aids. In addition, the authors focus a great deal on assisting the reader in identifying and locating the resources and tools necessary for each activity and initiative that they describe. The book features a whole range of teamwork and teambuilding activities from the short and the simple (and possible to run with little props or resources) to the longer, more complicated activities which clearly need more time, resources and planning to get the most from them.

### **Building Team Power: How to Unleash the Collaborative Genius of Teams for Increased Engagement, Productivity, and Results (2010)**

Thomas Kayser (<http://www.amazon.com/Building-Team-Power-Collaborative-Productivity/dp/0071746749>)

#### **Summary:**

Building Team Power is a hands-on, how-to book. It is a roll-up-your-sleeves-and-get-your-hands-dirty book. It is applications oriented all the way. Don't look for complex psychological, sociological or academic group theory models here. You won't find any. This book digs into the crucial behaviors you need to understand and practice to be a collaborative leader. It takes you into the "how-tos" for building collaborative partnerships and facilitating teamwork within your own work group, across work groups, or in task forces, committees, problem-solving teams, executive councils, and the like. It is one thing to say, "We need more and better collaboration around here;" it is another thing to do it. This book fills a void because it shows you how to do it in terms you can understand, with skills you can actually put into practice!

### **Virtual Team Success: A Practical Guide for Working and Leading from a Distance (2010)**

Richard Lepsinger and Darleen DeRosa (<https://www.linkedin.com/in/ricklepsinger>,  
<http://www.amazon.com/Virtual-Team-Success-Practical-Distance/dp/0470532963>)

#### **Summary:**

This book leverages robust research studies and provides a practical resource for virtual team members and leaders. Based on a research study which is one of the most comprehensive studies ever conducted on virtual teams, this book offers a wealth of solid recommendations. To help organizations and leaders enhance virtual team performance, the book includes information on: key challenges, factors for success, characteristics of effective virtual teams, a model for success, effective practices, enhancing performance of low performing teams. The book also includes sections on future challenges and issues.

### **Extraordinary Groups: How Ordinary Teams Achieve Amazing Results (2009)**

Geoffrey M. Bellman and Kathleen D. Ryan (<https://www.linkedin.com/in/geoffbellman>,  
<http://www.amazon.com/Kathleen-D.-Ryan/e/B002VYDUWI>)

#### **Summary:**

Two leading experts present a new approach to help teams nurture extraordinary experiences and excel. Bellman and Ryan argue that an extraordinary group emerges when a group experience satisfies two or more core needs that members intuitively bring to any group they join. Based on extensive research, the book presents the Group Needs Model to help anyone nurture extraordinary experiences in their groups and achieve outstanding results. This book is written for anyone who leads groups including HR and OD professionals, managers, executives, nonprofit managers and directors, virtual teams leaders, and trainers.

### **Team-Based Learning: A Transformative Use of Small Groups in College Teaching (2004)**

Larry K. Michaelsen (<http://www.teambasedlearning.org/larry-michaelsen/>)

#### **Summary:**

This book describes team-based learning (TBL), an unusually powerful and versatile teaching strategy that enables teachers to take small group learning to a whole new level of effectiveness. It is the only pedagogical use of small groups that is based on a recognition of the critical difference between "groups" and "teams", and intentionally employs specific procedures to transform newly-formed groups into high performance learning teams.

This book is a complete guide to implementing TBL in a way that will promote the deep learning all teachers strive for. This is a teaching strategy that promotes critical thinking, collaboration, mastery of discipline knowledge, and the ability to apply it.

Part I covers the basics, beginning with an analysis of the relative merits and limitations of small groups and teams. It then sets out the processes, with much practical advice, for transforming small groups into cohesive teams, for creating effective assignments and thinking through the implications of team-based learning.

In Part II teachers from disciplines as varied as accounting, biology, business, ecology, chemistry, health education and law describe their use of team-based learning. They also demonstrate how this teaching

strategy can be applied equally effectively in environments such as large classes, mixed traditional and on-line classes, and with highly diverse student populations.

Part III offers a synopsis of the major lessons to be learned from the experiences of the teachers who have used TBL, as described in Part II. For teachers contemplating the use of TBL, this section provides answers to key questions, e.g., whether to use team-based learning, what it takes to make it work effectively, and what benefits one can expect from it—for the teacher as well as for the learners.

The appendices answer frequently asked questions, include useful forms and exercises, and offer advice on peer evaluations and grading. A related Web site that allows readers to “continue the conversation,” view video material, access indexed descriptions of applications in various disciplines and post questions further enriches the book. The editors’ claim that team-based instruction can transform the quality of student learning is fully supported by the empirical evidence and examples they present. An important book for all teachers in higher education.

### **The Five Dysfunctions of a Team (2002) 229 pgs**

Patrick Lencioni (<http://www.tablegroup.com/pat/>)

#### **Summary:**

In *The Five Dysfunctions of a Team* Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, *The Five Temptations of a CEO* and *The Four Obsessions of an Extraordinary Executive*. This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams.

Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight.

Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones—often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.

### **Quiet: The Power of Introverts in a World That Can't Stop Talking (2013)**

Susan Cain ([http://en.wikipedia.org/wiki/Susan\\_Cain](http://en.wikipedia.org/wiki/Susan_Cain),

[http://www.ted.com/talks/susan\\_cain\\_the\\_power\\_of\\_introverts?language=en](http://www.ted.com/talks/susan_cain_the_power_of_introverts?language=en))

#### **Summary:**

At least one-third of the people we know are introverts. They are the ones who prefer listening to speaking; who innovate and create but dislike self-promotion; who favor working on their own over working in teams. It is to introverts—Rosa Parks, Chopin, Dr. Seuss, Steve Wozniak—that we owe many of the great contributions to society. In *Quiet*, Susan Cain argues that we dramatically undervalue introverts and shows how much we lose in doing so. She charts the rise of the Extrovert Ideal throughout the twentieth century and explores how deeply it has come to permeate our culture. She also introduces us to successful introverts—from a witty, high-octane public speaker who recharges in solitude after his talks, to a record-breaking salesman who quietly taps into the power of questions. Passionately argued, superbly researched, and filled with indelible stories of real people, *Quiet* has the power to permanently change how we see introverts and, equally important, how they see themselves.

## **VIII. COLLABORATION**

### **Collaborative Learning Techniques: A Handbook for College Faculty (2014)**

Elizabeth F. Barkley and Claire Howell Major (<https://www.kendallhunt.com/Author.aspx?id=34486>,  
<http://education.ua.edu/people/claire-major/>)

#### **Summary:**

A guide to thirty-five creative assignments for pairs and groups. *Collaborative Learning Techniques* is the bestseller that college and university faculty around the world have used to help them make the most of small group learning.

A mountain of evidence shows that students who learn in small groups together exhibit higher academic achievement, motivation, and satisfaction than those who don't. Collaborative learning puts into practice the major conclusion from learning theory: that students must be actively engaged in building their own minds. In this book, the authors synthesize the relevant research and theory to support thirty-five collaborative learning activities for use in both traditional and online classrooms.

This second edition reflects the changed world of higher education. New technologies have opened up endless possibilities for college teaching, but it's not always easy to use these technologies effectively. Updated to address the challenges of today's new teaching environments, including online, "flipped," and large lectures, *Collaborative Learning Techniques* is a wonderful reference for educators who want to make the most of any course environment. This revised and expanded edition includes:

- Additional techniques, with an all-new chapter on using games to provide exciting, current, technologically-sophisticated curricula
- A section on effective online implementation for each of the thirty-five techniques
- Significantly expanded pedagogical rationale and updates on the latest research showing how and why collaborative learning works
- Examples for implementing collaborative learning techniques in a variety of learning environments, including large lecture classes and "flipped" classes
- Expanded guidance on how to solve common problems associated with group work

The authors guide instructors through all aspects of group work, providing a solid grounding in what to do, how to do it, and why it is important for student learning. The detailed procedures in *Collaborative Learning Techniques* will help teachers make sure group activities go smoothly, no matter the size or delivery method of their classes. With practical advice on how to form student groups, assign roles, build team spirit, address unexpected problems, and evaluate and grade student participation, this new edition of the international classic makes incorporating effective group work easy.

### **Harvard Business Review's 10 Must Reads on Collaboration (2013)**

Harvard Business Review, Daniel Goleman, Richard E. Boyatzis & Morten Hansen

(<http://www.danielgoleman.info/biography/>)

#### **Summary:**

If you read nothing else on collaborating effectively, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you work more productively with people on your team, in other departments, and in other organizations.

Leading experts such as Daniel Goleman, Herminia Ibarra, and Morten Hansen provide the insights and advice you need to:

- Forge strong relationships up, down, and across the organization
- Build a collaborative culture
- Bust silos
- Harness informal knowledge sharing
- Pick the right type of collaboration for your business
- Manage conflict wisely
- Know when not to collaborate

### **Designing Together: The Collaboration and Conflict Management Handbook for Creative Professionals (2013)**

Daniel M. Brown (<http://eightshapes.com/aboutus/dan-brown/>)

#### **Summary:**

What is the one thing not taught in design school, but is an essential survival skill for practicing designers? Working with other people. And yet, in every project, collaboration with other people is often the most difficult part.

The increasing complexity of design projects, the greater reliance on remote team members, and the evolution of design techniques demands professionals who can cooperate effectively. *Designing Together* is a book for cultivating collaborative behaviors and dealing with the inevitable difficult conversations.

*Designing Together* features:

- 28 collaboration techniques
- 46 conflict management techniques
- 31 difficult situation diagnoses
- 17 designer personality traits

This book is for designers:

- On teams large or small
- Co-located, remote, or both
- Working in multidisciplinary groups
- Within an organization or consulting from outside

You'll also find sidebar contributions from David Belman (Threespot), Mandy Brown (Editorially, A Book Apart), Erika Hall (Mule Design Studio), Denise Jacobs (author), Jonathan Knoll (InfinityPlusOne), Marc Rettig (Fit Associates), and Jeanine Turner (Georgetown University).

### **Creative Conspiracy: The New Rules of Breakthrough Collaboration (2013)**

Leigh Thompson (<http://www.leighthompson.com/index.php/about/biography>)

#### **Summary:**

Think of your to-do list at work. Chances are the most important tasks require you to work with others—and the success of those endeavors depends on the effectiveness of your collaboration.

According to management expert Leigh Thompson, collaboration that is conscious, planned, and focused on generating new ideas builds excitement and produces what she calls a “creative conspiracy.” Teams that conspire to organize themselves, motivate one another, and combine their talents to meet creative challenges are the hallmark of the most successful organizations.

In this book, Thompson reveals the keys to the kind of collaboration that allows teams to reach their full creative potential and maximize their results. She also reveals a host of surprising findings; for example:

- Left to their own devices, teams are less creative than individuals
- Providing “rules” to teams actually increases inventiveness
- Striving for quality results in less creativity than striving for quantity
- Fluctuating membership enhances a team’s innovation
- Most leaders cannot articulate the four basic rules of brainstorming

Thompson combines broad-ranging research with real-life examples to offer strategies and practices designed to help teams and their leaders capitalize on what actually works when it comes to creative collaboration. *Creative Conspiracy* challenges managers to adopt an unconventional approach to leading teams that, done right, will lead to the creative success of every team—and every organization.

### **Make Space: How to Set the Stage for Creative Collaboration (2012)**

Scott Doorley, Scott Witthoft, and Hasso Plattner Institute of Design at Stanford University

(<http://dschool.stanford.edu/>)

"If you are determined to encourage creativity and provide a collaborative environment that will bring out the best in people, you will want this book by your side at all times." --Bill Moggridge, Director of the Smithsonian's Cooper-Hewitt National Design Museum

"Make Space is an articulate account about the importance of space; how we think about it, build it and thrive in it." --James P. Hackett, President and CEO, Steelcase

An inspiring guidebook filled with ways to alter space to fuel creative work and foster collaboration. Based on the work at the Stanford University d.school and its Environments Collaborative Initiative, *Make Space* is a tool that shows how space can be intentionally manipulated to ignite creativity. Appropriate for designers charged with creating new spaces or anyone interested in revamping an existing space, this guide offers novel and non-obvious strategies for changing surroundings specifically to enhance the ways in which teams and individuals communicate, work, play--and innovate.

Inside are:

- Tools--tips on how to build everything from furniture, to wall treatments, and rigging
- Situations--scenarios, and layouts for sparking creative activities
- Insights--bite-sized lessons designed to shortcut your learning curve
- Space Studies--candid stories with lessons on creating spaces for making, learning, imagining, and connecting
- Design Template--a framework for understanding, planning, and building collaborative environments

*Make Space* is a new and dynamic resource for activating creativity, communication and innovation across institutions, corporations, teams, and schools alike. Filled with tips and instructions that can be approached from a wide variety of angles, *Make Space* is a ready resource for empowering anyone to take control of an environment.

## IX. DESIGN

### **The Design of Everyday Things (2013)** 257 pgs

Donald Norman (<http://www.jnd.org/about.html>)

#### **Summary:**

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. *The Design of Everyday Things* shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time.

In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, *The Design of Everyday Things* is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

### **Mobile Usability (2012)**

Jakob Nielsen and Raluca Budiu (<http://www.nngroup.com/articles/author/jakob-nielsen/>,  
<http://www.nngroup.com/articles/author/raluca-budiu/>)

#### **Summary:**

How do we create a satisfactory user experience when limited to a small device? This new guide focuses on usability for mobile devices, primarily smartphones and touchphones, and covers such topics as developing a mobile strategy, designing for small screens, writing for mobile, usability comparisons, and looking toward the future. The book includes 228 full-color illustrations to demonstrate the points. Based on expert reviews and international studies with participants ranging from students to early technology adopters and business people using websites on a variety of mobile devices, this guide offers a complete look at the landscape for a mobile world.

Author Jakob Nielsen is considered one of the world's leading experts on Web usability. He is the

author of numerous best-selling books, including *Prioritizing Web Usability* and the groundbreaking *Designing Web Usability*, which has sold more than 250,000 copies and has been translated in 22 languages.

**Observing the User Experience: A Practitioner's Guide to User Research (2<sup>nd</sup> Ed) (2012)** 560 pgs  
Elizabeth Goodman and Mike Kuniavsky

(<http://www.ischool.berkeley.edu/newsandevents/news/20120921observingtheuserexperience>,  
<https://www.linkedin.com/in/mikek>)

**Summary:**

The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. *Observing the User Experience* will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created.

Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience research techniques that will provide a basis for developing better products, whether they're Web, software or mobile based. In addition, it's written with an understanding of product development in the real world, taking tight budgets, short schedules, and existing processes into account.

Since the publication of the first edition, the business of user research has exploded with new technologies and new techniques. This second edition takes those changes into account with extensive revisions to existing topics. It also adds entirely new material on observational research, mobile usability, diary studies, remote research, and cross-cultural and multilingual projects.

**Product Design and Development, 5<sup>th</sup> Edition (2011)** 289 pgs

Kent Ulrich and Steven Eppinger (<http://www.ktulrich.com/>,  
[http://en.wikipedia.org/wiki/Steven\\_D.\\_Eppinger](http://en.wikipedia.org/wiki/Steven_D._Eppinger))

**Summary:**

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, *Product Design and Development* by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry toward designing and developing products in cross-functional teams.

**Physical Computing: Sensing and Controlling the Physical World with Computers (2004)** 464 pgs

Dan O'Sullivan and Tom Igoe (<http://itp.tisch.nyu.edu/object/OsullivanD.html>,  
<http://www.digi.com/blog/community/tom-igoe/>)

**Summary:**

Physical computing is all around us—from interactive displays at museums to "puff sensors" that aid the physically challenged. With a multiple book buying audience, this book doesn't require a specific background or technical experience. It is designed to help make a more interesting connection between the physical world and the computer world. The audience size is comparable to that of the Robot builder market. In addition to this audience, physical computing is also taught at several universities across the US. This book is a great source of information and knowledge for anyone interested in bridging the gap between the physical and the virtual.