

# Being Digital By Nicholas Negroponte

"An excellent primer on what it means to live digitally. It should be required reading for adults trying to understand the next generation." -- Nicholas Negroponte, author of *Being Digital* The first generation of children who were born into and raised in the digital world are coming of age and reshaping the world in their image. Our economy, our politics, our culture, and even the shape of our family life are being transformed. But who are these wired young people? And what is the world they're creating going to look like? In this revised and updated edition, leading Internet and technology experts John Palfrey and Urs Gasser offer a cutting-edge sociological portrait of these young people, who can seem, even to those merely a generation older, both extraordinarily sophisticated and strangely narrow. Exploring a broad range of issues -- privacy concerns, the psychological effects of information overload, and larger ethical issues raised by the fact that young people's social interactions, friendships, and civic activities are now mediated by digital technologies -- *Born Digital* is essential reading for parents, teachers, and the myriad of confused adults who want to understand the digital present and shape the digital future.

"A must read for multimedia developers and also for parents and teachers concerned by recent bunk about the dangers of cyberspace." —Nicholas Negroponte Founder and Director, MIT Media Lab and author of *Being Digital* The demand for innovative new multimedia software for children has never been greater. Now experts Allison Druin and Cynthia Solomon help you meet that demand with an in-depth look at creating vibrant multimedia environments to enhance children's educational and play experiences. Drawing upon

## Online Library Being Digital By Nicholas Negroponte

more than thirty years of research and experimentation in children's software development, the authors show you a multimedia museum of examples that offer a framework for designing environments tailored to kids' unique needs. You'll explore the recent developments in multimedia environments for children and find out about new and emerging multimedia technologies. With this unique book you won't simply read about successful multimedia environments for children, you'll get to experience some of the best, firsthand, on the enclosed CD-ROM. Compatible with both Mac and PC operating systems, the CD includes: Sample educational and "edutainment" products Videos of successful computer environments for kids Demo versions of commercial software tools

Discusses the attempt to record an entire life digitally, an enormous undertaking requiring intense attention to detail and the development of memory-emulating technology, and the implications of this research.

A lively exploration of the mysteries of modern technology examines the realities of multimedia, virtual reality, the Internet, CD-ROM, and other innovations; speculates about technology's future; and analyzes the social implications of technology. Reprint. 125,000 first printing.

Aimed at the non-expert, this is a guide to survival on the information superhighway.

This is a book for people who want to know what the future is going to look like and for people who want to know how to create the future. Gershenfeld offers a glimpse at the brave new post-computerized world, where microchips work for us instead of against us. He argues that we waste the potential of the microchip when we confine it to a box on our desk: the real electronic revolution will come when computers have all but disappeared into the walls around us. Imagine a digital book that looks like a traditional book printed on paper and is

## Online Library Being Digital By Nicholas Negroponte

pleasant to read in bed but has all the mutability of a screen display. How about a personal fabricator that can organize digitized atoms into anything you want, or a musical keyboard that can be woven into a denim jacket? In *When Things Start to Think*, Gershenfeld tells the story of his Things that Think group at MIT's Media Lab, the group of innovative scientists and researchers dedicated to integrating digital technology into the fabric of our lives.

*Lefebvre, Love and Struggle* provides the only comprehensive guide to Lefebvre's work. It is an accessible introduction to one of the most significant European thinkers of the twentieth century. Rob Shields draws on the full range of Lefebvres writings, including many previously untranslated and unpublished works and correspondence. Topics covered include Lefebvre's early relationship with Marxism, his critique of the rise of fascism, as well as his *Critique of Everyday Life* and the significant work on urban space for which he is best known today.

Provides a look at the future as it is envisioned by the Media Lab at MIT, where scientists are retooling mass media to the desires and whims of the individual

"John Maeda deconstructs the digital world with the earned authority of an M.I.T.-trained computer scientist and a card-carrying artist. Being ambidextrous with Eastern and Western cultures, he can see things most of us overlook. The result is a humor and expression that brings out the best in computers and art."--Nicholas Negroponte John Maeda is one of the world's leading experimental graphic designers and is quickly becoming a digital culture icon. His early preoccupation with the intersection of computer programming and digital art has resulted in a fascinating, interactive, and stunningly beautiful collection of work. Maeda has pioneered many of the key expressive elements that are prevalent on the web today.

Among his most well-known works are *The Reactive Square*,

## Online Library Being Digital By Nicholas Negroponte

which features a simple black square on a computer screen that changes shape if one yells at it, and Time Paint, in which paint flies across the screen. He has created innovative, interactive calendars, digital services, and advertisements for companies such as Sony, Shiseido, and Absolut Vodka. This is the first publication to present a complete overview of Maeda's work and philosophy. A glorious visual exploration of ideas and graphic form, *Maeda @ Media* takes you through Maeda's beginnings in early computerized printouts, to his reactive graphics on CD-ROM, to his dynamic experiments on the web, to his pedagogical approach to digital visual art, and finally to his overarching quest to understand the very nature of the relationship between technology and creativity. Six thematic chapters provide an overview of his entire career and research. But this is not just a catalog of older work: interspersed between each chapter is a new visual essay that has been created exclusively for this publication to underline each of the major themes. Coming together in a massive 480 pages, printed in a dazzling array of color combinations on three different kinds of paper, the result is a manifesto, a finely crafted manual and inspiration sourcebook all in one. With over 1000 illustrations.

*Vaporized* was selected as the winner of the 2016 International Book of the Year prize by getAbstract from a field of 10,000 business and strategy titles. The prize was announced at the Frankfurt Book Fair on October 19, 2016. Digital technology has upturned entire industries and irrevocably altered the way we live, work and do business. Now, it is set to transform every sector and economic system on the planet in almost unimaginable ways — even those once thought to be immune from its effects. In his groundbreaking new book *Vaporized*, digital pioneer and business futurist Robert Tercek takes us inside the world's largest cultural and economic transformation since the industrial revolution, and

## Online Library Being Digital By Nicholas Negroponte

explains what it means to consumers, employers and policy makers. Dynamic and engaging, Tercek does for digital business theory what Malcolm Gladwell has done for sociology, translating a complex, arcane subject in approachable and relevant terms. In contrast to the digital-era doomsayers and hand-wringing pundits, Tercek offers an insightful, optimistic analysis of the future and a practical blueprint for survival that no business leader, from the Fortune 500 CEO to the small startup owner, can afford to ignore.

The Second Edition of this bestselling text takes a unique approach to the study of mass communication and cultural studies by examining media as a whole - newspapers, books, magazines, radio, television, film - and its relationship with culture and society. Rather than viewing each major medium separately, authors Lawrence Grossberg, Ellen Wartella, D. Charles Whitney, and J. Macgregor Wise contend that mass communication cannot be studied apart from the other institutions in society and the other dimensions of social life - each is shaping and defining the other. *MediaMaking: Mass Media in a Popular Culture* explores the variety of ways in which the media are involved in our social lives, including the institutional, economic, social, cultural, and historical aspects. A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

The first digital turn in architecture changed our ways of making; the second changes our ways of thinking. Almost a generation ago, the early software for computer aided design and manufacturing (CAD/CAM) spawned a style of smooth and curving lines and surfaces that gave visible form to the first digital age, and left an indelible mark on contemporary

## Online Library Being Digital By Nicholas Negroponte

architecture. But today's digitally intelligent architecture no longer looks that way. In *The Second Digital Turn*, Mario Carpo explains that this is because the design professions are now coming to terms with a new kind of digital tools they have adopted—no longer tools for making but tools for thinking. In the early 1990s the design professions were the first to intuit and interpret the new technical logic of the digital age: digital mass-customization (the use of digital tools to mass-produce variations at no extra cost) has already changed the way we produce and consume almost everything, and the same technology applied to commerce at large is now heralding a new society without scale—a flat marginal cost society where bigger markets will not make anything cheaper. But today, the unprecedented power of computation also favors a new kind of science where prediction can be based on sheer information retrieval, and form finding by simulation and optimization can replace deduction from mathematical formulas. Designers have been toying with machine thinking and machine learning for some time, and the apparently unfathomable complexity of the physical shapes they are now creating already expresses a new form of artificial intelligence, outside the tradition of modern science and alien to the organic logic of our mind. Offers management strategies for creating the workplace needed to develop profitable digital innovations

This book explores how digital culture is transforming museums in the 21st century. Offering a corpus of new evidence for readers to explore, the authors trace the digital evolution of the museum and that of their audiences, now fully immersed in digital life, from the Internet to home and work. In a world where life in code and digits has redefined human information behavior and dominates daily activity and communication, ubiquitous use of digital tools and technology is radically changing the social contexts and purposes of

## Online Library Being Digital By Nicholas Negroponte

museum exhibitions and collections, the work of museum professionals and the expectations of visitors, real and virtual. Moving beyond their walls, with local and global communities, museums are evolving into highly dynamic, socially aware and relevant institutions as their connections to the global digital ecosystem are strengthened. As they adopt a visitor-centered model and design visitor experiences, their priorities shift to engage audiences, convey digital collections, and tell stories through exhibitions. This is all part of crafting a dynamic and innovative museum identity of the future, made whole by seamless integration with digital culture, digital thinking, aesthetics, seeing and hearing, where visitors are welcomed participants. The international and interdisciplinary chapter contributors include digital artists, academics, and museum professionals. In themed parts the chapters present varied evidence-based research and case studies on museum theory, philosophy, collections, exhibitions, libraries, digital art and digital future, to bring new insights and perspectives, designed to inspire readers. Enjoy the journey! From the author of the New York Times bestseller *The Inevitable*— a sweeping vision of technology as a living force that can expand our individual potential In this provocative book, one of today's most respected thinkers turns the conversation about technology on its head by viewing technology as a natural system, an extension of biological evolution. By mapping the behavior of life, we paradoxically get a glimpse at where technology is headed-or "what it wants." Kevin Kelly offers a dozen trajectories in the coming decades for this near-living system. And as we align ourselves with technology's agenda, we can capture its colossal potential. This visionary and optimistic book explores how technology gives our lives greater meaning and is a must-read for anyone curious about the future.

## Online Library Being Digital By Nicholas Negroponte

A renowned business leader and irreverent futurist offers an uncensored and sometimes disturbing commentary on how today's dramatic advances in technology will alter the way we live and think. The technology is inevitable: Cochrane argues that the only question is whether we will embrace it or fear it. 24 photos.

A utopian view of the future relationship between architects and machines.

Postdigital Aesthetics is a contribution to questions raised by our newly computational everyday lives and the aesthetics which reflect both the postdigital nature of this age, but also critical perspectives of a post-internet world.

A sourcebook of historical written texts, video documentation, and working programs that form the foundation of new media. This reader collects the texts, videos, and computer programs—many of them now almost impossible to find—that chronicle the history and form the foundation of the still-emerging field of new media. General introductions by Janet Murray and Lev Manovich, along with short introductions to each of the texts, place the works in their historical context and explain their significance. The texts were originally published between World War II—when digital computing, cybernetic feedback, and early notions of hypertext and the Internet first appeared—and the emergence of the World Wide Web—when they entered the mainstream of public life. The texts are by computer scientists, artists, architects, literary writers, interface designers, cultural critics, and individuals working across disciplines. The contributors include (chronologically) Jorge Luis Borges,

## Online Library Being Digital By Nicholas Negroponte

Vannevar Bush, Alan Turing, Ivan Sutherland, William S. Burroughs, Ted Nelson, Italo Calvino, Marshall McLuhan, Jean Baudrillard, Nicholas Negroponte, Alan Kay, Bill Viola, Sherry Turkle, Richard Stallman, Brenda Laurel, Langdon Winner, Robert Coover, and Tim Berners-Lee. The CD accompanying the book contains examples of early games, digital art, independent literary efforts, software created at universities, and home-computer commercial software. Also on the CD is digitized video, documenting new media programs and artwork for which no operational version exists. One example is a video record of Douglas Engelbart's first presentation of the mouse, word processor, hyperlink, computer-supported cooperative work, video conferencing, and the dividing up of the screen we now call non-overlapping windows; another is documentation of Lynn Hershman's Lorna, the first interactive video art installation.

We are now standing at the precipice of the next transformative development: the Internet of Things. Soon, connected technology will be embedded in hundreds of everyday objects we already use: our cars, wallets, watches, umbrellas, even our trash cans. These objects will respond to our needs, come to know us, and learn to think on our behalf. David Rose calls these devices--which are just beginning to creep into the marketplace--Enchanted Objects. Some believe the future will look like more of the same--more smartphones, tablets, screens embedded in every conceivable surface. Rose has a different vision: technology that atomizes, combining itself with the

## Online Library Being Digital By Nicholas Negroponte

objects that make up the very fabric of daily living. Such technology will be woven into the background of our environment, enhancing human relationships and channeling desires for omniscience, long life, and creative expression. The enchanted objects of fairy tales and science fiction will enter real life. Groundbreaking, timely, and provocative, *Enchanted Objects* is a blueprint for a better future, where efficient solutions come hand in hand with technology that delights our senses.

A Silicon Valley insider offers a provocative look at the dark side of the new digital revolution, Web 2.0, and its detrimental influence on modern-day culture, society, and business, explaining the devastating repercussions of this cult of the amateur and offering concrete solutions for countering its impact on modern life. Reprint. 17,500 first printing.

Do you want to start teaching a language online, be your own boss and be able to work from anywhere that has wifi? Do you want to make a difference in the world by using your language skills to empower people and give them the confidence they need to develop? This timely book covers everything needed to set up a successful online language teaching business, from creating the right mindset, tech and marketing, to designing products and services, finding students online, growing your business and more. More than a manual, it is also a rallying call for language teachers - or language teacher rebels - to share cultural values beyond the traditional classroom and encourage integration on a worldwide scale. An accompanying *Language Teacher Rebel Toolkit*, containing a comprehensive set of editable,

## Online Library Being Digital By Nicholas Negroponte

effective and time-saving templates for all the essential documents needed to set up and run an online language teaching business, is available for sale at [library.teachyourself.com](http://library.teachyourself.com). Including planners, email scripts and financial templates, this toolkit has everything you need to get organised and get teaching.

Become a digital-first organization—and avoid disruption. If you read nothing else on the principles and practices that lead to successful digital transformation, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you reinvent your digital strategy, overcome barriers to change, and win in the continuously connected world. This book will inspire you to:

- Devise an industry-transforming business model
- Minimize risk using discovery-driven transformation
- Leverage torrents of data more strategically
- Prepare your employees for the future of work
- Prioritize the right initiatives
- Compete in the age of AI

This collection of articles includes "Discovery-Driven Digital Transformation," by Rita McGrath and Ryan McManus; "The Transformative Business Model," by Stelios Kavadias, Kostas Ladas, and Christoph Loch; "Digital Doesn't Have to Be Disruptive," by Nathan Furr and Andrew Shipilov; "What's Your Data Strategy?," by Leandro DalleMule and Thomas H. Davenport; "Competing in the Age of AI," by Marco Iansiti and Karim R. Lakhani; "Building the AI-Powered Organization," by Tim Fountaine, Brian McCarthy, and Tamim Saleh; "How Smart, Connected Products Are Transforming Companies," by Michael E. Porter and James E. Heppelmann; "The Age of

## Online Library Being Digital By Nicholas Negroponte

Continuous Connection," by Nicolaj Siggelkow and Christian Terwiesch; "The Problem with Legacy Ecosystems," by Maxwell Wessel, Aaron Levie, and Robert Siegel; "Your Workforce Is More Adaptable Than You Think," by Joseph B. Fuller, Judith K. Wallenstein, Manjari Raman, and Alice de Chalendar; "How Apple Is Organized for Innovation," by Joel M. Podolny and Morten T. Hansen; and "Digital Transformation Comes Down to Talent in Four Key Areas," by Thomas H. Davenport and Thomas C. Redman. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment. Architects who engaged with cybernetics, artificial intelligence, and other technologies poured the foundation for digital interactivity. In *Architectural Intelligence*, Molly Wright Steenson explores the work of four architects in the 1960s and 1970s who incorporated elements of interactivity into their work. Christopher Alexander, Richard Saul Wurman, Cedric Price, and Nicholas Negroponte and the MIT Architecture Machine Group all incorporated technologies—including

## Online Library Being Digital By Nicholas Negroponte

cybernetics and artificial intelligence—into their work and influenced digital design practices from the late 1980s to the present day. Alexander, long before his famous 1977 book *A Pattern Language*, used computation and structure to visualize design problems; Wurman popularized the notion of “information architecture”; Price designed some of the first intelligent buildings; and Negroponte experimented with the ways people experience artificial intelligence, even at architectural scale. Steenson investigates how these architects pushed the boundaries of architecture—and how their technological experiments pushed the boundaries of technology. What did computational, cybernetic, and artificial intelligence researchers have to gain by engaging with architects and architectural problems? And what was this new space that emerged within these collaborations? At times, Steenson writes, the architects in this book characterized themselves as anti-architects and their work as anti-architecture. The projects Steenson examines mostly did not result in constructed buildings, but rather in design processes and tools, computer programs, interfaces, digital environments. Alexander, Wurman, Price, and Negroponte laid the foundation for many of our contemporary interactive practices, from information architecture to interaction design, from machine learning to smart cities. A fascinating examination of technological utopianism and its complicated consequences. In *The Charisma Machine*, Morgan Ames chronicles the life and legacy of the One Laptop per Child project and explains why—despite its failures—the same utopian visions that

## Online Library Being Digital By Nicholas Negroponte

inspired OLPC still motivate other projects trying to use technology to “disrupt” education and development. Announced in 2005 by MIT Media Lab cofounder Nicholas Negroponte, One Laptop per Child promised to transform the lives of children across the Global South with a small, sturdy, and cheap laptop computer, powered by a hand crank. In reality, the project fell short in many ways—starting with the hand crank, which never materialized. Yet the project remained charismatic to many who were captivated by its claims of access to educational opportunities previously out of reach. Behind its promises, OLPC, like many technology projects that make similarly grand claims, had a fundamentally flawed vision of who the computer was made for and what role technology should play in learning. Drawing on fifty years of history and a seven-month study of a model OLPC project in Paraguay, Ames reveals that the laptops were not only frustrating to use, easy to break, and hard to repair, they were designed for “technically precocious boys”—idealized younger versions of the developers themselves—rather than the children who were actually using them. The Charisma Machine offers a cautionary tale about the allure of technology hype and the problems that result when utopian dreams drive technology development.

The rise of digital media has been widely regarded as transforming the nature of our social experience in the twenty-first century. The speed with which new forms of connectivity and communication are being incorporated into our everyday lives often gives us little time to stop and consider the social implications of those practices.

## Online Library Being Digital By Nicholas Negroponte

Nonetheless, it is critically important that we do so, and this sociological introduction to the field of digital technologies is intended to enable a deeper understanding of their prominent role in everyday life. The fundamental theoretical and ethical debates on the sociology of the digital media are presented in accessible summaries, ranging from economy and technology to criminology and sexuality. Key theoretical paradigms are explored through a broad range of contemporary social phenomena – from social networking and virtual lives to the rise of cybercrime and identity theft, from the utopian ideals of virtual democracy to the Orwellian nightmare of the surveillance society, from the free software movement to the implications of online shopping. As an entry-level pathway for students in sociology, media, communications and cultural studies, the aim of this work is to situate the rise of digital media within the context of a complex and rapidly changing world.

An essential guide for parents navigating the new frontier of hyper-connected kids. Today's teenagers spend about nine hours per day online. Parents of this ultra-connected generation struggle with decisions completely new to parenting: Should an eight-year-old be allowed to go on social media? How can parents help their children gain the most from the best aspects of the digital age? How can we keep kids safe from digital harm? John Palfrey and Urs Gasser bring together over a decade of research at Harvard to tackle parents' most urgent concerns. *The Connected Parent* is required reading for anyone trying to help their kids flourish in the fast-changing, uncharted territory of the digital age.

## Online Library Being Digital By Nicholas Negroponte

Top media studies scholars discuss the evolution of media

This text shows us how to approach the Internet as responsible people. Democracy, it maintains, depends on shared experiences and requires people to be exposed to topics and ideas that they would not have chosen in advance.

Explorations of the many ways of being material in the digital age. In his oracular 1995 book *Being Digital*, Nicholas Negroponte predicted that social relations, media, and commerce would move from the realm of “atoms to bits”—that human affairs would be increasingly untethered from the material world. And yet in 2019, an age dominated by the digital, we have not quite left the material world behind. In *Being Material*, artists and technologists explore the relationship of the digital to the material, demonstrating that processes that seem wholly immaterial function within material constraints. Digital technologies themselves, they remind us, are material things—constituted by atoms of gold, silver, silicon, copper, tin, tungsten, and more. The contributors explore five modes of being material: programmable, wearable, livable, invisible, and audible. Their contributions take the form of reports, manifestos, philosophical essays, and artist portfolios, among other configurations. The book's cover merges the possibilities of paper with those of the digital, featuring a bookmark-like card that, when “seen” by a smartphone, generates graphic arrangements that unlock films, music, and other dynamic content on the book's website. At once artist's book, digitally activated object, and collection of scholarship, this book both

## Online Library Being Digital By Nicholas Negroponte

demonstrates and chronicles the many ways of being material. Contributors Christina Agapakis, Azra Akšamija, Sandy Alexandre, Dewa Alit, George Barbastathis, Maya Beiser, Marie-Pier Boucher, Benjamin H. Bratton, Hussein Chalayan, Jim Cybulski, Tal Danino, Deborah G. Douglas, Arnold Dreyblatt, M. Amah Edoh, Michelle Tolini Finamore, Team Foldscope and Global Foldscope community, Ben Fry, Victor Gama, Stefan Helmreich, Hyphen-Labs, Leila Kinney, Rebecca Konte, Winona LaDuke, Brendan Landis, Grace Leslie, Bill Maurer, Lucy McRae, Tom Özden-Schilling, Trevor Paglen, Lisa Parks, Nadya Peek, Claire Pentecost, Manu Prakash, Casey Reas, Paweł Romańczuk, Natasha D. Schüll, Nick Shapiro, Skylar Tibbits, Rebecca Uchill, Evan Ziporyn Book Design: E Roon Kang Electronics, interactions, and product designer: Marcelo Coelho

In this new technological era in which modern companies must develop highly agile business ecosystems, digital transformations are changing the way companies confront the challenges of a globalized digital world. The Post-Cloud era has already begun. A powerful wave of new technologies—machine learning, smart products, software agents, wearables, blockchains, speech/facial recognition, robotics, augmented realities, algorithms, and 5G wireless bandwidth—is creating a digital world that is pervasive, embedded, aware, and autonomous. Seeing Digital uses a unique visual format to illustrate how these exciting innovations will transform the industries, organizations, and careers of the 2020s. Insight-

## Online Library Being Digital By Nicholas Negroponte

packed chapters assess the myths and realities of industry disruption, the necessity of machine intelligence, the importance of platform business models, and the challenges of digital transformation, leadership, and risk. This wide-ranging book also forecasts the coming battle between Silicon Valley and China, how innovation is shifting to the Human Platform, the future of the Enterprise IT function, and technology's overall impact on jobs, skills, and society. With its easy to read, picture-per-page design, Seeing Digital will help you literally see our technology driven future.

Offers predictions about the shift from private computer systems to Internet-based networks for computer-based businesses, and how the change will impact economics, culture, and society.

The Internet is often hyped as a means to enhanced consumer power: a hypercustomized media world where individuals exercise unprecedented control over what they see and do. That is the scenario media guru Nicholas Negroponte predicted in the 1990s, with his hypothetical online newspaper The Daily Me—and it is one we experience now in daily ways. But, as media expert Joseph Turow shows, the customized media environment we inhabit today reflects diminished consumer power. Not only ads and discounts but even news and entertainment are being customized by newly powerful media agencies on the basis of data we don't know they are

## Online Library Being Digital By Nicholas Negroponte

collecting and individualized profiles we don't know we have. Little is known about this new industry: how is this data being collected and analyzed? And how are our profiles created and used? How do you know if you have been identified as a "target" or "waste" or placed in one of the industry's finer-grained marketing niches? Are you, for example, a Socially Liberal Organic Eater, a Diabetic Individual in the Household, or Single City Struggler? And, if so, how does that affect what you see and do online? Drawing on groundbreaking research, including interviews with industry insiders, this important book shows how advertisers have come to wield such power over individuals and media outlets—and what can be done to stop it. In lively, mordantly witty prose, Negroponte decodes the mysteries--and debunks the hype--surrounding bandwidth, multimedia, virtual reality, and the Internet, and explains why such touted innovations as the fax and the CD-ROM are likely to go the way of the BetaMax. "Succinct and readable. . . . If you suffer from digital anxiety . . . here is a book that lays it all out for you."--Newsday.

[Copyright: 938c7a9eb52a63362f251d356fb1b430](https://www.amazon.com/dp/B000000000)