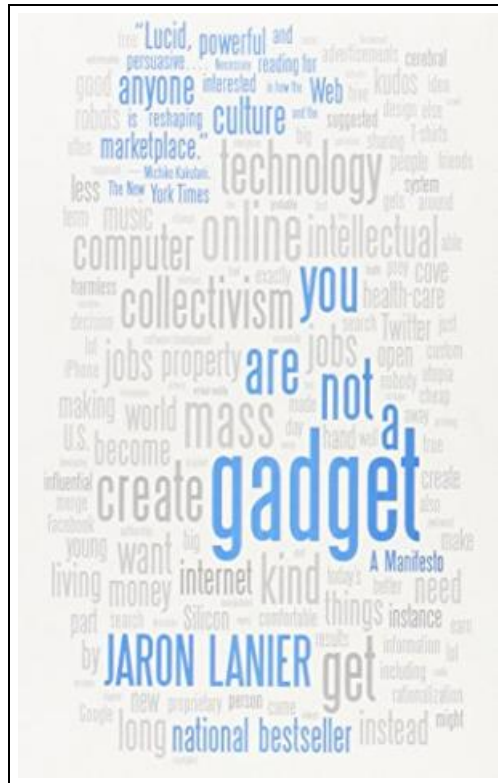


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Random House USA Inc, United States, 2011. Paperback. Book Condition: New. Reprint. 201 x 130 mm. Language: English . Brand New Book. A NATIONAL BESTSELLER A programmer, musician, and father of virtual reality technology, Jaron Lanier was a pioneer in digital media, and among the first to predict the revolutionary changes it would bring to our commerce and culture. Now, with the Web influencing virtually every aspect of our lives, he offers this provocative critique of how digital design is shaping society, for better and for worse. Informed by Lanier's experience and expertise as a computer scientist, *You Are Not a Gadget* discusses the technical and cultural problems that have unwittingly risen from programming choices--such as the nature of user identity--that were locked-in at the birth of digital media and considers what a future based on current design philosophies will bring. With the proliferation of social networks, cloud-based data storage systems, and Web 2.0 designs that elevate the wisdom of mobs and computer algorithms over the intelligence and wisdom of individuals, his message has never been more urgent.



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