

Technically Wrong Sexist Apps Biased Algorithms And Other Threats Of Toxic Tech

A growing number of young men today say they are "mostly straight" and yet feel a slight but enduring desire for men. Ritch Savin-Williams explores the stories of 40 mostly straight young men to help us understand the biological, psychological, and cultural forces that are loosening the sexual bind many boys and young men experience.

How Britain lost its early dominance in computing by systematically discriminating against its most qualified workers: women. In 1944, Britain led the world in electronic computing. By 1974, the British computer industry was all but extinct. What happened in the intervening thirty years holds lessons for all postindustrial superpowers. As Britain struggled to use technology to retain its global power, the nation's inability to manage its technical labor force hobbled its transition into the information age. In *Programmed Inequality*, Mar Hicks explores the story of labor feminization and gendered technocracy that undercut British efforts to computerize. That failure sprang from the government's systematic neglect of its largest trained technical workforce simply because they were women. Women were a hidden engine of growth in high technology from World War II to the 1960s. As computing experienced a gender flip, becoming male-identified in the 1960s and 1970s, labor problems grew into structural ones and gender discrimination caused the nation's largest computer user—the civil service and sprawling public sector—to make decisions that were disastrous for the British computer industry and the nation as a whole. Drawing on recently opened government files, personal interviews, and the archives of major British computer companies, *Programmed Inequality* takes aim at the fiction of technological meritocracy. Hicks explains why, even today, possessing technical skill is not enough to ensure that women will rise to the top in science and technology fields. *Programmed Inequality* shows how the disappearance of women from the field had grave macroeconomic consequences for Britain, and why the United States risks repeating those errors in the twenty-first century.

An updated and revised edition of the controversial classic--now more relevant than ever--argues that boys are the ones languishing socially and academically, resulting in staggering social and economic costs. Girls and women were once second-class citizens in the nation's schools. Americans responded with concerted efforts to give girls and women the attention and assistance that was long overdue. Now, after two major waves of feminism and decades of policy reform, women have made massive strides in education. Today they outperform men in nearly every measure of social, academic, and vocational well-being. Christina Hoff Sommers contends that it's time to take a hard look at present-day

realities and recognize that boys need help. Called "provocative and controversial . . . impassioned and articulate" ("The Christian Science M"onitor), this edition of "The War Against Boys" offers a new preface and six radically revised chapters, plus updates on the current status of boys throughout the book. Sommers argues that the problem of male underachievement is persistent and worsening. Among the new topics Sommers tackles: how the war against boys is harming our economic future, and how boy-averse trends such as the decline of recess and zero-tolerance disciplinary policies have turned our schools into hostile environments for boys. As our schools become more feelings-centered, risk-averse, competition-free, and sedentary, they move further and further from the characteristic needs of boys. She offers realistic, achievable solutions to these problems that include boy-friendly pedagogy, character and vocational education, and the choice of single-sex classrooms. "The War Against Boys" is an incisive, rigorous, and heartfelt argument in favor of recognizing and confronting a new reality: boys are languishing in education and the price of continued neglect is economically and socially prohibitive.

"An entertaining romp that tells us where and why the tech industry, once America's darling, went wrong, and what it might do to recover its good graces." —Tim Wu, author of *The Master Switch* Buying groceries, tracking our health, finding a date: whatever we want to do, odds are that we can now do it online. But few of us realize just how many oversights, biases, and downright ethical nightmares are baked inside the tech products we use every day. It's time we change that. In *Technically Wrong*, Sara Wachter-Boettcher demystifies the tech industry, leaving those of us on the other side of the screen better prepared to make informed choices about the services we use—and to demand more from the companies behind them. A *Wired* Top Tech Book of the Year A *Fast Company* Best Business and Leadership Book of the Year

From Darwin to "Star Trek", Evans offers a lively look at the science of emotions and finds that whether we live in the shadow of Times Square or in the depths of the rain forest, all humans feel disgust, joy, surprise, anger, fear, and distress. 20 halftones.

Your Happiness Was Hacked Why Tech Is Winning the Battle to Control Your Brain—and How to Fight Back Do you feel in control of your life or enslaved by your devices? Have you risked your life texting and driving? Do you sympathize with a test group of students who endured painful shocks rather than be separated from their phones? Digital technology is wonderful, but it's making us miserable, say former tech executives Vivek Wadhwa and Alex Salkever. There's a reason Apple CEO Tim Cook told the *Guardian* he won't let his nephew on social networks. We've become a nation of tech addicts—although it's not entirely our fault, and it is possible to enjoy the benefits of technology while taking our happiness back from the bots. Wadhwa and Salkever describe the applied neuroscience techniques developers are using to make

their products so insidiously habit-forming and, drawing on the latest research, detail the negative impact of technology in four key areas: love, work, play, and life. There are dozens of vivid examples. Online dating apps like Tinder encourage users to evaluate people like products, leading to superficial, unsatisfying relationships. Workers check their email an average of seventy-seven times a day, wreaking havoc on productivity. Children now spend nearly twice as much time playing inside with their screens as they do outside in the natural world—it is any wonder childhood obesity is a problem? The light from the devices so many of us look at right before we go to sleep suppresses the production of melatonin, a hormone vital for sleep and healthy organ functioning. But there's a way out. Wadhwa and Salkever lay out simple, common-sense ways to disrupt developers' efforts to get you hooked, including six simple questions to help you decide what role any given technology should play in your life. Ironically, they even describe some emerging technologies designed to give users more control. Get back to making technology serve you, not the other way around!

Technically Wrong: Sexist Apps, Biased Algorithms, and Other Threats of Toxic Tech W. W. Norton & Company

“If online dating can blunt the emotional pain of separation, if adults can afford to be increasingly demanding about what they want from a relationship, the effect of online dating seems positive. But what if it’s also the case that the prospect of finding an ever more compatible mate with the click of a mouse means a future of relationship instability, a paradox of choice that keeps us chasing the illusive bunny around the dating track?” It’s the mother of all search problems: how to find a spouse, a mate, a date. The escalating marriage age and declining marriage rate mean we’re spending a greater portion of our lives unattached, searching for love well into our thirties and forties. It’s no wonder that a third of America’s 90 million singles are turning to dating Web sites. Once considered the realm of the lonely and desperate, sites like eHarmony, Match, OkCupid, and Plenty of Fish have been embraced by pretty much every demographic. Thanks to the increasingly efficient algorithms that power these sites, dating has been transformed from a daunting transaction based on scarcity to one in which the possibilities are almost endless. Now anyone—young, old, straight, gay, and even married—can search for exactly what they want, connect with more people, and get more information about those people than ever before. As journalist Dan Slater shows, online dating is changing society in more profound ways than we imagine. He explores how these new technologies, by altering our perception of what’s possible, are reconditioning our feelings about commitment and challenging the traditional paradigm of adult life. Like the sexual revolution of the 1960s and ’70s, the digital revolution is forcing us to ask new questions about what constitutes “normal”: Why should we settle for someone who falls short of our expectations if there are thousands of other options just a click away? Can commitment thrive in a world of unlimited choice? Can chemistry really be quantified by math geeks? As one of Slater’s subjects wonders, “What’s the etiquette here?” Blending history, psychology, and interviews

with site creators and users, Slater takes readers behind the scenes of a fascinating business. Dating sites capitalize on our quest for love, but how do their creators' ideas about profits, morality, and the nature of desire shape the virtual worlds they've created for us? Should we trust an industry whose revenue model benefits from our avoiding monogamy? Documenting the untold story of the online-dating industry's rise from ignominy to ubiquity—beginning with its early days as “computer dating” at Harvard in 1965—Slater offers a lively, entertaining, and thought provoking account of how we have, for better and worse, embraced technology in the most intimate aspect of our lives.

Book and CD-ROM. This teach-yourself CD-ROM and book enables students to learn the basics on their own. These new teaching tools put students to work, but let them proceed at their own pace. And let them run or stroll through a series of exercises on screen. They can take these exercises whenever and as often as they wish. Each round of exercises is a learning experience. Students learn the Dos and Don'ts, Cans and Cant's, Musts and Mustn'ts. They learn them and learn how to apply them with a relaxed approach. Contents: Getting Started; Words to Watch Out For; The Lead Writer's Deadly Dont's; Fine Points/Fine Pointers; Putting it all Together; Lead-ins, Lead-outs, Voice-overs; All Else.

Girlboss. Wonder woman. Perfect mother. Feminist go-getter. If you thought misogynist marketing ended with #MeToo, think again. 'It's high time we expose and remedy the pseudo-feminist marketing malarkey holding women back under the guise of empowerment' Amanda Montell, author of *Wordslut* _____ Brands profit by telling women who they are and how to be. Now they've discovered feminism and are hell bent on selling 'fempowerment' back to us. But behind the go-girl slogans and the viral hash-tags has anything really changed? In *Brandspanning*, Jane Cunningham and Philippa Roberts expose the monumental gap that exists between the women that appear in the media around us and the women we really are. Their research reveals how our experiences, wants and needs - in all forms - are ignored and misrepresented by an industry that fails to understand us. They propose a radical solution to resolve this once and for all: an innovative framework for marketing that is fresh, exciting, and - at last - sexism-free. _____ 'If you think we've moved on from 'Good Girl' to 'Go Girl', think again!' Professor Gina Rippon, author of *The Gendered Brain* 'An outrageously important book. Erudite, funny, and deeply engaging -- with no condescension or bullshit' Dr Aarathi Prasad, author of *Like A Virgin* 'This book has the power to change the way we see the world' Sophie Devonshire, CEO, The Marketing Society and author of *Superfast*

We live in a world increasingly ruled by technology; we seem as governed by technology as we do by laws and regulations. Frighteningly often, the influence of technology in and on our lives goes completely unchallenged by citizens and governments. We comfort ourselves with the soothing refrain that technology has no morals and can display no prejudice, and it's only the users of technology who distort certain aspects of it. But is this statement actually true? Dr Robert Smith thinks it is dangerously untrue in the modern era. Having worked in the field of artificial intelligence for over 30 years, Smith reveals the mounting evidence that the mechanical actors in our lives do indeed have, or at least express, morals: they're just not the morals of the progressive modern society that we imagined we were moving towards. Instead, as we are just beginning to see – in the US elections and Brexit to name but a few – there are increasing incidences of machine bigotry, greed and the crass manipulation of our basest instincts. It is easy to assume that these are the result of programmer prejudices or the product of dark forces manipulating the masses through the network of the Internet. But what if there is something more fundamental and explicitly mechanical at play, something inherent within technology itself? This book demonstrates how non-scientific ideas have been encoded deep

into our technological infrastructure. Offering a rigorous, fresh perspective on how technology has brought us to this place, *Rage Inside the Machine* challenges the long-held assumption that technology is an apolitical and amoral force. Shedding light on little-known historical stories and investigating the complex connections between scientific philosophy, institutional prejudice and new technology, this book offers a new, honest and more truly scientific vision of ourselves.

"Imagine a world in which every single person on the planet is given free access to the sum of all human knowledge. That's what we're doing." --Jimmy Wales With more than 2,000,000 individual articles on everything from Aa! (a Japanese pop group) to Zzyzx, California, written by an army of volunteer contributors, Wikipedia is the #8 site on the World Wide Web. Created (and corrected) by anyone with access to a computer, this impressive assemblage of knowledge is growing at an astonishing rate of more than 30,000,000 words a month. Now for the first time, a Wikipedia insider tells the story of how it all happened--from the first glimmer of an idea to the global phenomenon it's become. Andrew Lih has been an administrator (a trusted user who is granted access to technical features) at Wikipedia for more than four years, as well as a regular host of the weekly Wikipedia podcast. In *The Wikipedia Revolution*, he details the site's inception in 2001, its evolution, and its remarkable growth, while also explaining its larger cultural repercussions. Wikipedia is not just a website; it's a global community of contributors who have banded together out of a shared passion for making knowledge free. Featuring a Foreword by Wikipedia founder Jimmy Wales and an Afterword that is itself a Wikipedia creation.

A dead vet tech...an activist group bent on destruction...and an adorable little dog that proves moxie has nothing at all to do with size. For Blaise Runa, a job working the front desk at the local veterinary clinic is a fun but temporary diversion...a chance to spend every day with Miss Ivy, her adorable fur baby, while she continues to search for a career. Unfortunately, the fun is soon sucked right out of the job when Blaise discovers one of the veterinary technicians poisoned in the kennel. The attack is quickly labeled the work of an activist group that resents the medical and financial resources "squandered" on pets. But is there something less obvious...and possibly more sinister...at work? Working alone and swimming against the tide of general opinion, Blaise soon suspects that she and her yummy fiancée, Dolfe Honeybun, might be fighting for more than justice for the vet tech. They might actually be battling to save a whole clinic full of beloved pets from someone who would be happy to see them dead. And if they're not very careful, sweet little Miss Ivy might take her place at the top of a killer's list.

Data is fundamental to the modern world. From economic development, to healthcare, to education and public policy, we rely on numbers to allocate resources and make crucial decisions. But because so much data fails to take into account gender, because it treats men as the default and women as atypical, bias and discrimination are baked into our systems. And women pay tremendous costs for this bias, in time, money, and often with their lives. Celebrated feminist advocate Caroline Criado Perez investigates shocking root cause of gender inequality and research in *Invisible Women*†, diving into women's lives at home, the workplace, the public square, the doctor's office, and more. Built on hundreds of studies in the US, the UK, and around the world, and written with energy, wit, and sparkling intelligence, this is a groundbreaking, unforgettable exposé that will change the way you look at the world.

"Sarah Kaufman offers an old-fashioned cure for a modern-day ailment. The remedy for our culture of coarseness is grace...This is an elegant, compelling, and, yes, graceful book." —Daniel H. Pink, author of *Drive* In this joyful exploration of grace's many forms, Pulitzer Prize-winning critic Sarah L. Kaufman celebrates a too-often-forgotten philosophy of living that promotes human connection and fulfillment. Drawing on the arts, sports, the humanities, and everyday life—as well as the latest findings in neuroscience and health research—Kaufman illuminates how our bodies and our brains are designed for grace. She promotes a holistic appreciation and practice of grace, as the joining of

body, mind, and spirit, and as a way to nurture ourselves and others.

All humans have bias, and as a result, so do the institutions we build. Internationally sought-after diversity consultant Tiffany Jana empowers readers to work against institutional bias no matter what their position is in an organization. Building upon the revelatory power of her book *Overcoming Bias*, which addressed managing individual and interpersonal bias, *Erasing Institutional Bias* scales up the framework to impact systemic change in organizations. Jana and coauthor Ashley Diaz Mejias bring together in-depth research on how biases become embedded into workplace cultures with practical and engaging tools that will mobilize readers toward action. They confront specific topics such as racism, sexism, hiring and advancement bias and retribution bias, meaning when organizations develop a culture of aggression, and offer solutions for identifying and controlling them. This book urges readers to ask questions such as, “Are we attempting to create systems in which all people can thrive? What kind of world and what kind of workplaces are we cultivating?” These questions, the authors say, must first be answered by ourselves, recognizing our own role in perpetuating harmful biases that come to define institutions. In a world divided, *Erasing Institutional Bias* is designed to raise awareness about imbalances and help us hold ourselves accountable for creating a world that works for everyone. Each of us can evaluate our own current role in perpetuating systemic bias and define our new role in breaking it down. Jana and Mejias inspire and equip us so that we can all affect organizational change, together.

What we can learn about human nature from the informative, manipulative, confusing, and amusing messages at the bottom of the web. Online comment can be informative or misleading, entertaining or maddening. Haters and manipulators often seem to monopolize the conversation. Some comments are off-topic, or even topic-less. In this book, Joseph Reagle urges us to read the comments. Conversations “on the bottom half of the Internet,” he argues, can tell us much about human nature and social behavior. Reagle visits communities of Amazon reviewers, fan fiction authors, online learners, scammers, freethinkers, and mean kids. He shows how comment can inform us (through reviews), improve us (through feedback), manipulate us (through fakery), alienate us (through hate), shape us (through social comparison), and perplex us. He finds pre-Internet historical antecedents of online comment in Michelin stars, professional criticism, and the wisdom of crowds. He discusses the techniques of online fakery (distinguishing makers, fakers, and takers), describes the emotional work of receiving and giving feedback, and examines the culture of trolls and haters, bullying, and misogyny. He considers the way comment—a nonstop stream of social quantification and ranking—affects our self-esteem and well-being. And he examines how comment is puzzling—short and asynchronous, these messages can be slap-dash, confusing, amusing, revealing, and weird, shedding context in their passage through the Internet, prompting readers to comment in turn, “WTF?!?”

Examines the Numerati, a global cadre of mathematicians and computer scientists, and how their analyses and predictions are transforming the way people live, work, buy, and vote.

In *Kids These Days*, early Wall Street occupier Malcolm Harris gets real about why the Millennial generation has been wrongly stereotyped, and dares us to confront and take charge of the consequences now that we are grown up.

Millennials have been stereotyped as lazy, entitled, narcissistic, and immature. We've gotten so used to sloppy generational analysis filled with dumb clichés about young people that we've lost sight of what really unites Millennials. Namely: We are the most educated and hardworking generation in American history. We poured historic and insane amounts of time and money into preparing ourselves for the 21st-century labor market. We have been taught to consider working for free (homework, internships) a privilege for our own benefit. We are poorer, more medicated, and more precariously employed than our parents, grandparents, even our great grandparents, with less of a social safety net to boot. Kids These Days is about why. In brilliant, crackling prose, early Wall Street occupier Malcolm Harris gets mercilessly real about our maligned birth cohort. Examining trends like runaway student debt, the rise of the intern, mass incarceration, social media, and more, Harris gives us a portrait of what it means to be young in America today that will wake you up and piss you off. Millennials were the first generation raised explicitly as investments, Harris argues, and in Kids These Days he dares us to confront and take charge of the consequences now that we are grown up.

Ten laws of simplicity for business, technology, and design that teach us how to need less but get more. Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In The Laws of Simplicity, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding the meaningful."

Why are some organizations more innovative than others? How can we tap into, empower, and leverage the natural innovation within our organizations that is so vital to our future success? Now more than ever, companies and institutions

of all types and sizes are determined to create more innovative organizations. In study after study, leaders say that fostering innovation and the need for transformational change are among their top priorities. But they also report struggling with how to engage their cultures to implement the changes necessary to maximize their innovative targets. In *Innovation by Design*, authors Thomas Lockwood and Edgar Papke share the results of their study of some of the world's most innovative organizations, including: The 10 attributes leaders can use to create and develop effective cultures of innovation. How to use design thinking as a powerful method to drive employee creativity and innovation. How to leverage the natural influence of the collective imagination to produce the "pull effect" of creativity and risk taking. How leaders can take the "Fifth Step of Design" and create their ideal culture. *Innovation by Design* offers a powerful set of insights and practical solutions to the most important challenge for today's businesses—the need for relevant innovation.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort resumes, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

Instant National Bestseller "Excellent." --San Francisco Chronicle "Brotopia is more than a business book. Silicon Valley holds extraordinary power over our present lives as well as whatever utopia (or nightmare) might come next." --New York Times Silicon Valley is a modern utopia where anyone can change the world. Unless you're a woman. For women in tech, Silicon Valley is not a fantasyland of unicorns, virtual reality rainbows, and 3D-printed lollipops, where millions of dollars grow on trees. It's a "Brotopia," where men hold all the cards and make all the rules. Vastly outnumbered, women face toxic workplaces rife with discrimination and sexual harassment, where investors take meetings in hot tubs and network at sex parties. In this powerful exposé, Bloomberg TV journalist Emily Chang reveals how Silicon Valley got so sexist despite its utopian ideals, why bro culture endures despite decades of companies claiming the moral high ground (Don't Be Evil! Connect the World!)--and how women are finally starting to speak out and fight back. Drawing on her deep network of Silicon Valley insiders, Chang opens the boardroom doors of male-dominated venture capital firms like Kleiner Perkins, the subject of Ellen Pao's high-profile gender discrimination lawsuit, and Sequoia, where a partner once famously said they "won't lower their standards" just to hire women. Interviews with Facebook COO Sheryl Sandberg, YouTube CEO Susan Wojcicki, and former Yahoo! CEO Marissa Mayer--who got their start at Google, where just one in five engineers is a woman--reveal just how hard it is to crack the Silicon Ceiling. And Chang shows how women such as former Uber engineer Susan Fowler, entrepreneur Niniane Wang, and game developer Brianna Wu, have risked their careers and sometimes their lives to pave a way for other women. Silicon Valley's aggressive, misogynistic, work-at-all costs culture has shut women out of the greatest wealth creation in the history of the world. It's time to break up the boys' club. Emily Chang shows us how to fix this toxic culture--to bring down Brotopia, once and for all.

Before the Internet became widely known as a global tool for terrorists, one perceptive U.S. citizen recognized its ominous potential. Armed with clear evidence of computer espionage, he began a highly personal quest to expose a hidden network of spies that threatened national security. But would the authorities back him up? Cliff Stoll's dramatic firsthand account is "a computer-age detective story, instantly fascinating [and] astonishingly gripping" (Smithsonian). Cliff Stoll was an astronomer turned systems manager at Lawrence Berkeley Lab when a 75-cent accounting error alerted him to the presence of an unauthorized user on his system. The hacker's code name was "Hunter"—a mysterious invader who managed to break into U.S. computer systems and steal sensitive military and security information. Stoll began a one-man hunt of his own: spying on the spy. It was a dangerous game of deception, broken codes, satellites, and missile bases—a one-man sting operation that finally gained the attention of the CIA . . . and ultimately trapped an international spy ring fueled by cash, cocaine, and the KGB.

Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make

software human-centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

"Examines library discovery systems to show how the algorithms that power them are not the neutral and unbiased systems that they are claimed to be, but are affected by the human biases of programmers and the commercial influences of their production"--

Have you ever . . . Invested time in something that, in hindsight, just wasn't worth it? Paid too much in an eBay auction? Continued to do something you knew was bad for you? Sold stocks too late, or too early? Taken credit for success, but blamed failure on external circumstances? Backed the wrong horse? These are examples of what the author calls cognitive biases, simple errors all of us make in day-to-day thinking. But by knowing what they are and how to identify them, we can avoid them and make better choices: whether in dealing with personal problems or business negotiations, trying to save money or earn profits, or merely working out what we really want in life—and strategizing the best way to get it. Already an international bestseller, *The Art of Thinking Clearly* distills cutting-edge research from behavioral economics, psychology, and neuroscience into a clever, practical guide for anyone who's ever wanted to be wiser and make better decisions. A novelist, thinker, and entrepreneur, Rolf Dobelli deftly shows that in order to lead happier, more prosperous lives, we don't need extra cunning, new ideas, shiny gadgets, or more frantic hyperactivity—all we need is less irrationality. Simple, clear, and always surprising, this indispensable book will change the way you think and transform your decision making—at work, at home, every day. From why you shouldn't accept a free drink to why you should walk out of a movie you don't like, from why it's so hard to predict the future to why you shouldn't watch the news, *The Art of Thinking Clearly* helps solve the puzzle of human reasoning.

A deconstruction of gender through the voices of Siri, HAL 9000, and other computers that talk Although computer-based personal assistants like Siri are increasingly ubiquitous, few users stop to ask what it means that some assistants are gendered female, others male. Why is Star Trek's computer coded as female, while HAL 9000 in *2001: A Space Odyssey* is heard as male? By examining how gender is built into these devices, author Liz W. Faber explores contentious questions around gender: its fundamental constructedness, the rigidity of the gender binary, and culturally situated attitudes on male and female embodiment. Faber begins by considering talking spaceships like those in *Star Trek*, the film *Dark Star*, and the TV series *Quark*, revealing the ideologies that underlie space-age progress. She then moves on to an intrepid decade-by-decade investigation of computer voices, tracing the evolution from the masculine voices of the '70s and '80s to the feminine ones of the '90s and '00s. Faber ends her account in the present, with incisive looks at the film *Her* and Siri herself. Going beyond current scholarship on robots and AI to focus on voice-interactive computers, *The Computer's Voice* breaks new ground in questions surrounding media, technology, and gender. It makes important contributions to conversations around the gender gap and the increasing acceptance of transgender people.

"Jam packed with insights from women in the field," this is an invaluable career guide for the aspiring or experienced female tech professional (*Forbes*) As the CEO of a startup, Tarah Wheeler is all too familiar with the challenges female tech professionals face on a daily basis. That's why she's teamed up with other high-achieving women within the field—from entrepreneurs and analysts to elite hackers and gamers—to provide a roadmap for women looking to jump-start, or further develop, their tech career. In an effort to dismantle the unconscious social bias against women in the industry, Wheeler interviews professionals like Brianna Wu (founder, Giant Spacekat), Angie Chang (founder, Women 2.0), Keren Elazari (TED speaker and cybersecurity expert), Katie Cunningham (Python educator and developer), and Miah Johnson (senior systems administrator) about the obstacles they have overcome to do what they love. Their inspiring personal stories are

interspersed with tech-focused career advice. Readers will learn: · The secrets of salary negotiation · The best format for tech resumes · How to ace a tech interview · The perks of both contracting (W-9) and salaried full-time work · The secrets of mentorship · How to start your own company · And much more **BONUS CONTENT:** Perfect for its audience of hackers and coders, *Women in Tech* also contains puzzles and codes throughout—created by Mike Selinker (Lone Shark Games), Gabby Weidling (Lone Shark Games), and cryptographer Ryan “LostboY” Clarke—that are love letters to women in the industry. A distinguished anonymous contributor created the Python code for the cover of the book, which references the mother of computer science, Ada Lovelace. Run the code to see what it does!

You can't always predict who will use your products, or what emotional state they'll be in when they do. But by identifying stress cases and designing with compassion, you'll create experiences that support more of your users, more of the time.--Back cover.

WINNER: The 2018 McGannon Center Book Prize and shortlisted for the Goddard Riverside Stephan Russo Book Prize for Social Justice
The New York Times Book Review: "Riveting." Naomi Klein: "This book is downright scary." Ethan Zuckerman, MIT: "Should be required reading." Dorothy Roberts, author of *Killing the Black Body*: "A must-read." Astra Taylor, author of *The People's Platform*: "The single most important book about technology you will read this year." Cory Doctorow: "Indispensable." A powerful investigative look at data-based discrimination—and how technology affects civil and human rights and economic equity
The State of Indiana denies one million applications for healthcare, foodstamps and cash benefits in three years—because a new computer system interprets any mistake as “failure to cooperate.” In Los Angeles, an algorithm calculates the comparative vulnerability of tens of thousands of homeless people in order to prioritize them for an inadequate pool of housing resources. In Pittsburgh, a child welfare agency uses a statistical model to try to predict which children might be future victims of abuse or neglect. Since the dawn of the digital age, decision-making in finance, employment, politics, health and human services has undergone revolutionary change. Today, automated systems—rather than humans—control which neighborhoods get policed, which families attain needed resources, and who is investigated for fraud. While we all live under this new regime of data, the most invasive and punitive systems are aimed at the poor. In *Automating Inequality*, Virginia Eubanks systematically investigates the impacts of data mining, policy algorithms, and predictive risk models on poor and working-class people in America. The book is full of heart-wrenching and eye-opening stories, from a woman in Indiana whose benefits are literally cut off as she lays dying to a family in Pennsylvania in daily fear of losing their daughter because they fit a certain statistical profile. The U.S. has always used its most cutting-edge science and technology to contain, investigate, discipline and punish the destitute. Like the county poorhouse and scientific charity before them, digital tracking and automated decision-making hide poverty from the middle-class public and give the nation the ethical distance it needs to make inhumane choices: which families get food and which starve, who has housing and who remains homeless, and which families are broken up by the state. In the process, they weaken democracy and betray our most cherished national values. This deeply researched and passionate book could not be more timely.

A revealing look at how negative biases against women of color are embedded in search engine results and algorithms Run a Google search for “black girls”—what will you find? “Big Booty” and other sexually explicit terms are likely to come up as top search terms. But, if you type in “white girls,” the results are radically different. The suggested porn sites and un-moderated discussions about “why black women are so sassy” or “why black women are so angry” presents a disturbing portrait of black womanhood in modern society. In *Algorithms of Oppression*, Safiya Umoja Noble challenges the idea that search engines like Google offer an equal playing field for all forms of ideas, identities, and activities. Data discrimination is a real social problem; Noble argues that the combination of private interests in promoting

certain sites, along with the monopoly status of a relatively small number of Internet search engines, leads to a biased set of search algorithms that privilege whiteness and discriminate against people of color, specifically women of color. Through an analysis of textual and media searches as well as extensive research on paid online advertising, Noble exposes a culture of racism and sexism in the way discoverability is created online. As search engines and their related companies grow in importance—operating as a source for email, a major vehicle for primary and secondary school learning, and beyond—understanding and reversing these disquieting trends and discriminatory practices is of utmost importance. An original, surprising and, at times, disturbing account of bias on the internet, *Algorithms of Oppression* contributes to our understanding of how racism is created, maintained, and disseminated in the 21st century.

A compelling and troubling exploration of a generation raised on antidepressants, and a book that combines expansive interviews with substantive research-based reporting, *Coming of Age on Zoloft* is a vitally important and immediately engrossing study of one of America's most pressing and omnipresent issues: our growing reliance on prescription drugs. Katherine Sharpe, the former editor of *Seed* magazine's *ScienceBlogs.com*, addresses the questions that millions of young men and women are struggling with. "Where does my personality end and my prescription begin?" "Do I have a disease?" "Can I get better on my own?" Combining stout scientific acumen with first-person experience gained through her own struggle with antidepressants, Sharpe leads the reader through a complex subject, a guide towards a clearer future for all.

A *New Yorker* and *Fortune* Best Book of the Year "A must-read for all Americans who want to remain the ones deciding what they can read, watch, and listen to." —Arianna Huffington Analyzing the strategic maneuvers of today's great information powers—Apple, Google, and an eerily resurgent AT&T—Tim Wu uncovers a time-honored pattern in which invention begets industry and industry begets empire. It is easy to forget that every development in the history of the American information industry—from the telephone to radio to film—once existed in an open and chaotic marketplace inhabited by entrepreneurs and utopians, just as the Internet does today. Each of these, however, grew to be dominated by a monopolist or cartel. In this pathbreaking book, Tim Wu asks: will the Internet follow the same fate? Could the Web—the entire flow of American information—come to be ruled by a corporate leviathan in possession of "the master switch"? Here, Tim Wu shows how a battle royale for the Internet's future is brewing, and this is one war we dare not tune out.

Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest—or even as small as a tiny app—you need to know more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again. In other words, you have to stop thinking like a web designer or a visual designer or a UX designer or an interaction designer and start thinking like a product designer. In this breakthrough introduction to modern product design, Etsy Creative Director Randy Hunt explains the skills, processes, types of tools, and recommended workflows for creating world-class web products. After reading this book, you'll have a complete understanding of what product design really is and you'll be equipped with the best practices necessary for building your own successful online products.

Care about content? Better copy isn't enough. As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. *Content Everywhere* will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

From everyday apps to complex algorithms, Ruha Benjamin cuts through tech-industry hype to understand how emerging technologies can reinforce White supremacy and deepen social inequity. Benjamin argues that automation, far from being a sinister story of racist

programmers scheming on the dark web, has the potential to hide, speed up, and deepen discrimination while appearing neutral and even benevolent when compared to the racism of a previous era. Presenting the concept of the “New Jim Code,” she shows how a range of discriminatory designs encode inequity by explicitly amplifying racial hierarchies; by ignoring but thereby replicating social divisions; or by aiming to fix racial bias but ultimately doing quite the opposite. Moreover, she makes a compelling case for race itself as a kind of technology, designed to stratify and sanctify social injustice in the architecture of everyday life. This illuminating guide provides conceptual tools for decoding tech promises with sociologically informed skepticism. In doing so, it challenges us to question not only the technologies we are sold but also the ones we ourselves manufacture. Visit the book's free Discussion Guide [here](#).

A groundbreaking guide to caring for children who live outside binary gender boxes.

Incorporating anecdotes from today's headlines alongside case studies from the author's 30+ years as a nationally prominent diversity consultant, this book helps readers understand how unconscious bias impacts our day-to-day lives and particularly our daily work lives. -- Included in Backchannel's (WIRED.com) “Top Tech Books of 2017” An “important” book on the “pervasive influence of Silicon Valley on our economy, culture and politics.” —New York Times How the titans of tech's embrace of economic disruption and a rampant libertarian ideology is fracturing America and making it a meaner place In *The Know-It-Alls* former New York Times technology columnist Noam Cohen chronicles the rise of Silicon Valley as a political and intellectual force in American life. Beginning nearly a century ago and showcasing the role of Stanford University as the incubator of this new class of super geeks, Cohen shows how smart guys like Jeff Bezos, Peter Thiel, Sergey Brin, Larry Page, and Mark Zuckerberg fell in love with a radically individualistic ideal and then mainstreamed it. With these very rich men leading the way, unions, libraries, public schools, common courtesy, and even government itself have been pushed aside to make way for supposedly efficient market-based encounters via the Internet. Donald Trump's election victory was an inadvertent triumph of the “disruption” that Silicon Valley has been pushing: Facebook and Twitter, eager to entertain their users, turned a blind eye to the fake news and the hateful ideas proliferating there. The Rust Belt states that shifted to Trump are the ones being left behind by a “meritocratic” Silicon Valley ideology that promotes an economy where, in the words of LinkedIn founder Reid Hoffman, each of us is our own start-up. A society that belittles civility, empathy, and collaboration can easily be led astray. *The Know-It-Alls* explains how these self-proclaimed geniuses failed this most important test of democracy.

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