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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

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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

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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



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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

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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

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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

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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

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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

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researched and  
passionate book could  
not be more timely.

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

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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. The web has to be inclusive. One in five people living in the UK have a disability.

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From Microsoft's "inclusive design" movement - creating adaptive controllers for users with a range of disabilities - to Beyoncé's site being sued for failure to be accessible, the importance of considering access needs is gaining mainstream attention.



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Recognizing and catering for a range of disabilities in our online platforms is key to achieving a truly inclusive web. You'll be guided through a broad range of access needs, the barriers users often face, and provided practical advice on how your sites can help rather

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than hinder. Going beyond advice tailored solely for developers, this book offers potential improvements for designers, developers, user experience professionals, QA and testers, so that everyone involved in building a website can engage with the

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concepts without the need to understand how to code. Learn about the very latest technology - such as natural language processing and smart home tech - and explore its application accessibly. This book comes complete with practical examples you can use in your

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own sites and, for the first time in any web accessibility book, access needs

experienced by those with mental health disorders and cognitive impairments are comprehensively covered. Applicable to both new projects and those maintaining existing sites and

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looking for achievable  
improvements on  
them, Practical Web  
Inclusion and

Accessibility gives you  
all the information  
you need to ensure  
that your sites are  
truly accessible for the  
modern, inclusive  
web. What You Will  
Learn Understand the  
vast range of

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disabilities that have  
online access needs  
Apply the practical  
steps required to cater  
for those needs Use  
new technology to  
open up exciting  
avenues for the sites  
you create and  
maintain Approach  
accessibility from a  
full spectrum of online  
disciplines Start

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thinking about users  
with specific  
disabilities and how it  
impacts your work

Who This Book Is For  
Anyone who wants to  
have a greater  
understanding of the  
inclusive web and  
considerations that  
should be made. You  
do not need to have  
coding knowledge.

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collection of bold  
essays on how  
technology is affecting  
democracy, society,  
and our future.

Featuring prominent  
national voices such  
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Cohen, Marc Benioff,  
Ellen Pao, Ken  
Auletta, Chelsea



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Clinton, Tim Wu,  
Khaled Hosseini,  
Nicholas Kristof and  
Sheryl WuDunn,

Jaron Lanier, Willow  
Bay, Sal Khan, Sherry  
Turkle, Shoshana  
Zuboff, Vivek Murthy,  
Geoffrey Canada, and  
many more. The  
essays focus on the  
extraordinary impact  
of technology on our

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privacy, kids and families, race and gender roles, democracy, climate change, and mental health. This groundbreaking book challenges opinion leaders and the broader public to take action to improve technology's effects on our lives.

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journalists, engineers,  
entrepreneurs,  
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Friedman, Kara  
Swisher, Michelle  
Alexander, Jennifer  
Siebel Newsom, Jenna  
Wortham, Cameron

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Kasky, Howard  
Gardner, and Tristan  
Harris. Explores the  
ethical behavior of

Big Tech, or the lack  
thereof Offers  
roadmaps for  
constructive change  
and thought-  
provoking  
perspectives. With the  
rise of cyberbullying  
and hate speech

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online, issues around climate change and technology, and the "move fast and break things" mentality of tech culture, Which Side of History? will urge readers to draw the line. This book will help shape the conversations we have around technology in our society and our

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future for years to come. A smart gift for anyone who approaches tech and the future with a healthy skepticism

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Internet Is Doing to  
Our Brains by  
Nicholas Carr, and  
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Surveillance  
Capitalism: The Fight  
for a Human Future at  
the New Frontier of  
Power by Shoshana

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Making Bigots of Us  
All

Top-down Network  
Design

Stories and

Storytelling in the  
Digital Age

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Breaking Up the Boys'



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*A systems analysis  
approach to  
enterprise network  
design Master  
techniques for  
checking the health  
of an existing  
network to develop  
a baseline for*

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*measuring performance of a new network design*  
*Explore solutions for meeting QoS requirements, including ATM traffic management, IETF controlled-load and guaranteed services, IP multicast, and advanced switching,*

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*queuing, and routing  
algorithms Develop  
network designs  
that provide the high  
bandwidth and low  
delay required for  
real-time*

*applications such as  
multimedia, distance  
learning, and  
videoconferencing*

*Identify the  
advantages and*

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*disadvantages of various switching and routing protocols, including transparent bridging, Inter-Switch Link (ISL), IEEE 802.1Q, IGRP, EIGRP, OSPF, and BGP4 Effectively incorporate new technologies into enterprise network*

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*designs, including  
VPNs, wireless  
networking, and IP*

*Telephony Top-  
Down Network  
Design, Second  
Edition, is a  
practical and  
comprehensive  
guide to designing  
enterprise networks  
that are reliable,  
secure, and*

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*manageable. Using illustrations and real-world examples, it teaches a*

*systematic method for network design that can be applied to campus LANs, remote-access networks, WAN links, and large-scale internetworks.*

*You will learn to*

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*analyze business  
and technical  
requirements,  
examine traffic flow*

*and QoS*

*requirements, and  
select protocols and  
technologies based  
on performance  
goals. You will also  
develop an  
understanding of  
network*

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*performance factors such as network utilization, throughput, accuracy, efficiency, delay, and jitter.*

*Several charts and job aids will help you apply a top-down approach to network design.*

*This Second Edition has been revised to*



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*include new and  
updated material on  
wireless networks,*

*virtual private  
networks (VPNs),  
network security,*

*network  
redundancy,*

*modularity in  
network designs,*

*dynamic addressing  
for IPv4 and IPv6,*

*new network design*

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*and management tools, Ethernet scalability options (including 10-Gbps Ethernet, Metro Ethernet, and Long-Reach Ethernet), and networks that carry voice and data traffic. Top-Down Network Design, Second Edition, has a companion*

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*website at <http://www.topdownbook.com>, which includes updates to the book, links to white papers, and supplemental information about design resources.*

*This book is part of the Networking Technology Series from Cisco Press;*

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*which offers  
networking  
professionals  
valuable information  
for constructing  
efficient networks,  
understanding new  
technologies, and  
building successful  
careers.*

*From Darwin to  
"Star Trek", Evans  
offers a lively look at*

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*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.*

*“An entertaining*

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*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:*

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*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*

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*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*



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*behind them. A*

*Wired Top Tech*

*Book of the Year A*

*Fast Company Best*

*Business and*

*Leadership Book of*

*the Year*

*"In a near-future*

*London, Millie Dack*

*places her hand on*

*her belly to feel her*

*baby kick, resolute*

*in her decision to be*

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*a single parent.  
Across town, her  
closest friend--a  
hungover Toni  
Munroe--steps into  
the shower and  
places her hand on  
a medic console.  
The diagnosis is  
devastating. In this  
stunning,  
bittersweet family  
saga, Millie and*

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Sexist Apps

*Toni experience the  
aftershocks of  
human progress as  
their children and  
grandchildren*

*embrace new ways  
of making babies.*

*When infertility is a  
thing of the past, a  
man can create a  
child without a*

*woman, a woman  
can create a child*

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*without a man, and  
artificial wombs  
eliminate the  
struggles of  
pregnancy. But what  
does it mean to be a  
parent? A child? A  
family? Through a  
series of  
interconnected  
vignettes that spans  
five generations and  
three continents,*

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*this emotionally taut story explores the anxieties that arise when the science of fertility claims to deliver all the answers."--Provided by publisher.*

*How inclusive methods can build elegant design solutions that work for all. Sometimes*

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*designed objects  
reject their users: a  
computer mouse  
that doesn't work for  
left-handed people,  
for example, or a  
touchscreen  
payment system  
that only works for  
people who read  
English phrases,  
have 20/20 vision,  
and use a credit*

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*card. Something as simple as color choices can render a product unusable for millions. These mismatches are the building blocks of exclusion. In Mismatch, Kat Holmes describes how design can lead to exclusion, and how design can also*

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*remedy exclusion. Inclusive design methods—designing objects with rather than for excluded users—can create elegant solutions that work well and benefit all. Holmes tells stories of pioneers of inclusive design, many of whom were drawn*



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*to work on inclusion because of their own experiences of exclusion. A gamer and designer who depends on voice recognition shows Holmes his “Wall of Exclusion,” which displays dozens of game controllers that require two hands to operate;*

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*an architect shares her firsthand knowledge of how design can fail communities, gleaned from growing up in Detroit's housing projects; an astronomer who began to lose her eyesight adapts a technique called*

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*“sonification” so she can “listen” to the stars. Designing for inclusion is not a feel-good sideline. Holmes shows how inclusion can be a source of innovation and growth, especially for digital technologies. It can be a catalyst for creativity and a*

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*boost for the bottom  
line as a customer  
base expands. And*

*each time we*

*remedy a*

*mismatched*

*interaction, we*

*create an*

*opportunity for more*

*people to contribute*

*to society in*

*meaningful ways.*

*Salt Lick*

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*How Technology Is  
Reshaping  
Democracy and Our  
Lives*

*If Hemingway Wrote  
JavaScript*

*New Narratives*

*Human Capital and  
the Making of*

*Millennials*

*The Rise and Fall of  
Information Empires*

*Dialogues, Diversity,*

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*and Design*

Ten laws of  
simplicity for  
business, tech  
technology, and  
design that  
teach us how to  
need less but  
get more.

Finally, we are  
learning that  
simplicity  
equals sanity.

We're rebelling

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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

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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



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Simplicity, John  
Maeda offers ten  
laws for

balancing  
simplicity and  
complexity in  
business,  
technology, and  
design—guideline  
s for needing  
less and  
actually getting  
more. Maeda—a  
professor in

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MIT's Media Lab  
and a world-  
renowned graphic  
designer—explore  
s 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

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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

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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

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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

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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

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the power of  
algorithms -- A  
society,

searching --

Searching for

Black girls --

Searching for

people and

communities --

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protections from  
search engines

-- The future of  
knowledge in the  
public -- The  
future of  
information  
culture --

Conclusion:  
algorithms of  
oppression --  
Epilogue --  
Notes --



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the author  
Explains some of  
the ways in  
which  
technological  
advances are  
altering, for  
better or worse,  
large-scale  
human behavior,  
thought  
processes, and

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critical

thinking skills.

- Examines Threats

existing and

emerging

technologies •

Covers topics

from

technology's

effects on

critical

thinking skills

to social

interaction and

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many human jobs  
will be lost to  
robots •

Explains how  
psychology is an  
integral part of  
technologies  
reshaping our  
behavior

A revealing look  
at how tech  
industry bias

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and blind spots  
get baked into  
digital  
products—and  
harm us all.

Buying  
groceries,  
tracking our  
health, finding  
a date: whatever  
we want to do,  
odds are that we  
can now do it  
online. But few

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of us ask why  
all these  
digital products  
are designed the  
way they are.

It's time we  
change that.

Many of the  
services we rely  
on are full of  
oversights,  
biases, and  
downright  
ethical

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nightmares:  
Disped Algorithms  
Chatbots that  
harass women. Threats

Signup forms  
that fail anyone  
who's not  
straight. Social  
media sites that  
send peppy  
messages about  
dead relatives.  
Algorithms that  
put more black  
people behind

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bars. Sara Wachter  
er-Boettcher  
takes an  
unflinching look  
at the values,  
processes, and  
assumptions that  
lead to these  
and other  
problems.

Technically  
Wrong  
demystifies the  
tech industry,

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leaving those of us on the other side of the screen better prepared to make informed choices about the services we use—and demand more from the companies behind them.

A deep dive into the history of



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the illustrated  
book jacket,  
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development  
across the  
twentieth  
century,  
reflecting some  
of the most  
iconic designs  
of the era  
The Master  
Switch  
Emotion

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Level with  
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**Are algorithms friend**

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or foe? The human mind is evolutionarily designed to take shortcuts in order to survive. We jump to conclusions because our brains want to keep us safe. A majority of our biases work in our favor, such as when we feel a car speeding in our

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direction is dangerous and we instantly move, or when we decide not take a bite of food that appears to have gone bad. However, inherent bias negatively affects work environments and the decision-making surrounding

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our communities.

While the creation of algorithms and machine learning attempts to eliminate bias, they are, after all, created by human beings, and thus are susceptible to what we call algorithmic bias. In *Understand, Manage, and Prevent*

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Algorithmic Bias,  
author Tobias Baer  
helps you understand  
where algorithmic  
bias comes from, how  
to manage it as a  
business user or  
regulator, and how  
data science can  
prevent bias from  
entering statistical  
algorithms. Baer

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expertly addresses  
some of the 100+  
varieties of natural  
bias such as  
confirmation bias,  
stability bias, pattern-  
recognition bias, and  
many others.

Algorithmic bias  
mirrors—and  
originates in—these  
human tendencies.

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Baer dives into topics as diverse as anomaly detection, hybrid model structures, and self-improving machine learning.

While most writings on algorithmic bias focus on the dangers, the core of this positive, fun book points toward a path



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where bias is kept at bay and even eliminated. You'll come away with managerial techniques to develop unbiased algorithms, the ability to detect bias more quickly, and knowledge to create unbiased data. Understand, Manage,

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and Prevent

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Algorithmic Bias is an innovative, timely, and important book that belongs on your shelf. Whether you are a seasoned business executive, a data scientist, or simply an enthusiast, now is a crucial time to be educated about

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the impact of  
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the impact of  
algorithmic bias on  
society and take an  
active role in fighting  
bias. What You'll  
Learn Study the many  
sources of  
algorithmic bias,  
including cognitive  
biases in the real  
world, biased data,  
and statistical artifact

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Understand the risks  
of algorithmic biases,  
how to detect them,  
and managerial  
techniques to prevent  
or manage them

Appreciate how  
machine learning  
both introduces new  
sources of  
algorithmic bias and  
can be a part of a

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solution Be familiar  
with specific statistical  
techniques a data  
scientist can use to  
detect and overcome  
algorithmic bias Who  
This Book is For  
Business executives of  
companies using  
algorithms in daily  
operations; data  
scientists (from

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students to seasoned practitioners) developing algorithms; compliance officials concerned about algorithmic bias; politicians, journalists, and philosophers thinking about algorithmic bias in terms of its

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impact on society and possible regulatory responses; and consumers

concerned about how they might be affected by algorithmic bias

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Norton & Company  
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,



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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.

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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,

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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

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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

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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

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our self-esteem and well-being. And he examines how comment is puzzling—short and asynchronous, these messages can be slapdash, confusing, amusing, revealing, and weird, shedding context in their passage through the

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Internet, prompting readers to comment in turn, “WTF?!?”

From everyday apps to complex algorithms, Ruha Benjamin cuts through tech-industry hype to understand how emerging technologies can

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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



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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

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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

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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

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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.

You can't always

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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

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time.--Back cover.

Digital Sociologies

Gamer Nation

Dreams Before the

Start of Time

Practical Web

Inclusion and

Accessibility

How Design Makes  
the World

We Are Not Users

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“Jam packed with insights from women in the field,” this is an invaluable career guide for the aspiring or experienced female tech professional

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(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



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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

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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

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(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

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focused career  
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will learn: ·  
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tech interview ·

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both contracting  
(W-9) and

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time work · The  
secrets of  
mentorship · How  
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audience of  
hackers and

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coders, Women in  
Tech also

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contains puzzles  
and codes throug

hout—created by  
Mike Selinker

(Lone Shark  
Games), Gabby

Weidling (Lone  
Shark Games),

and

cryptographer

Ryan “LostboY”

Clarke—that are

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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

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Lovelace. Run  
the code to see  
what it does!

This handbook  
offers a much-  
needed overview  
of the rapidly  
growing field of  
digital  
sociology.  
Rooted in a  
critical  
understanding of  
inequality as



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foundational to  
digital  
sociology, it

connects digital  
media

technologies to  
traditional  
areas of study  
in sociology,  
such as labor,  
culture,  
education, race,  
class, and  
gender. It

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covers a wide  
variety of  
topics,

including web

analytics,

wearable

technologies,

social media

analysis, and

digital labor.

The result is a

benchmark volume

that places the

digital squarely

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Britain is  
awash, the sea  
creeps into the  
land, brambles  
and forest swamp  
derelict towns.  
Food production  
has moved  
overseas and  
people are

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forced to move  
to the cities  
for work. The  
countryside is  
empty. A chorus,  
the herd voice  
of feral cows,  
wander this  
newly wild land  
watching over  
changing times,  
speaking with  
love and  
exasperation.

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Jesse and his  
puppy Mister  
Maliks roam the  
woods until his

family are  
forced to leave  
for London. Lee  
runs from the  
terrible  
restrictions of  
the White Town  
where he grew  
up. Isolde  
leaves London on

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the truth about  
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"Excellent."

–San Francisco  
Chronicle

Silicon Valley

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is a modern  
utopia where  
anyone can  
change the  
world. Unless  
you're a woman.  
It's time to  
break up the  
boys' club.  
Incisive,  
powerful, and a  
fierce rallying  
cry, Emily Chang  
shows us how to

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fix Silicon  
Valley's toxic  
culture—to  
bring down  
Brotopia, once  
and for all.  
Silicon Valley  
is not a  
fantasyland of  
unicorns,  
virtual reality  
rainbows, and 3D-  
printed  
lollipops for



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women in tech.

# Biased Algorithms And Other Threats

Of Toxic Tech

where men hold

the cards and  
make the rules.

While millions  
of dollars may  
seem to grow on  
trees in this  
land of

innovation,  
tech's

aggressive,

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misogynistic,  
work-at-all  
costs culture  
has shut women  
out of the  
greatest wealth  
creation in the  
history of the  
world. Brotopia  
reveals how  
Silicon Valley  
got so sexist  
despite its  
utopian ideals,

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why bro culture endures even as its companies claim the moral high ground, and how women are speaking out and fighting back. Drawing on her deep network of Silicon Valley insiders, Chang opens the boardroom doors

# Download Free Technically Wrong Sexist Apps of male- Biased Algorithms dominated And Other Threats 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

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lower their  
standards" just  
to hire women.

## Exposing the

flawed logic in  
common excuses  
for why tech has  
long suffered  
the "pipeline"  
problem and  
invests in the  
delusion of  
meritocracy,  
Brotopia also

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shows how bias  
coded into AI,  
internet troll  
culture, and the

reliance on  
pattern  
recognition  
harms not just  
women in tech  
but us all, and  
at unprecedented  
scale.

Black women and  
girls in the

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tech field face battles that often extend beyond academic performance or professional experience.

Unapologetically Dope provides the lessons necessary to be successful yet still remain your most

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authentic self  
in a field where  
less than 1% of  
all graduates

are Black women.

(And Why We  
Should Worry)

Writing Is

Designing

A Comprehensive

Guide to Access

Needs

The Rise of

Modern Gaming



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and the  
Biased Algorithms  
Compulsion to  
Play Again Threats  
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Lessons for  
Black Women and  
Girls on  
Surviving and  
Thriving in the  
Tech Field  
Unapologetically  
Dope  
Strategy and  
Structure For  
Future-Ready

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Content

What if William

Shakespeare

were asked to

generate the

Fibonacci

series or Jane

Austen had to

write a

factorial

program? In If

Hemingway Wrote

JavaScript,

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author Angus  
Croll imagines  
short

JavaScript

programs as  
written by  
famous

wordsmiths. The  
result is a  
peculiar and  
charming  
combination of  
prose, poetry,

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and  
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programming.  
The best  
authors are

those who  
obsess about  
language—and  
the same goes  
for JavaScript  
developers. To  
master either  
craft, you must  
experiment with

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language to  
develop your  
own style, your  
own idioms, and

your own  
expressions. To  
that end, If  
Hemingway Wrote  
JavaScript  
playfully  
bridges the  
worlds of  
programming and

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literature for  
the literary  
geek in all of  
us. Featuring  
original  
artwork by  
Miran Lipova?a.  
A tech-industry  
insider takes a  
critical look  
at the effect  
games are  
having on our

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short- and long-  
term happiness  
and assesses  
the cultural  
prospects of a  
society  
increasingly  
obsessed with  
gaming. The  
American "game  
economy" has  
become an  
enormous

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enterprise,  
devouring  
roughly one-  
ninth of  
America's  
entire economic  
output. This  
overview of  
arguably the  
most  
influential  
segment of the  
entertainment



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industry  
examines the  
perspectives of  
gaming  
enthusiasts,  
addicts,  
designers,  
arcade owners,  
psychologists,  
philosophers,  
and more.

Weighing the  
positive and

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negative aspects of games, the author considers their effect not only upon the players but upon culture and society. What trade-offs are being made when people

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play games for  
twenty-plus  
hours a  
week? The author  
puts particular  
emphasis on  
Candy Crush,  
whose enormous  
popularity has  
left all other  
games far  
behind. Since  
2013 it has

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been installed  
over a billion  
times and its  
simplicity has  
disrupted  
previous game-  
design  
assumptions,  
proving new  
games don't  
have to be  
sophisticated  
and graphically

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immersive. He also offers insights from interviews with experts on the mechanics of manipulation. Sophisticated psychological tools are used to design games that are compelling,

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irresistible,  
and possibly  
addicting. In a  
few case,  
obsessive game-  
playing has  
been the cause  
of  
death. Whether  
you enjoy games  
as a harmless  
pastime or are  
suspicious of

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their effects  
Biased Algorithms  
on the quality  
And Other Threats  
of your  
Of Toxic Tech  
family's life,

you'll want to  
read this wide-  
ranching  
exploration of  
the growing  
game  
phenomenon.

Data is  
fundamental to

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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



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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.

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And women pay tremendous costs for this bias, in time, money, and often with their lives.

Celebrated feminist advocate

Caroline Criado Perez

investigates

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shocking root  
cause of gender  
inequality and  
research in

Invisible

Women's, diving  
into women's  
lives at home,  
the workplace,  
the public  
square, the  
doctor's  
office, and

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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

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exposé that  
will change the  
way you look at  
the world.

“Accessible and  
authoritative .

. . While we  
may not have  
much power to  
eradicate our  
own prejudices,  
we can  
counteract

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them. The first step is to turn a hidden bias into a visible one. . . . What if we're not the magnanimous people we think we are?"—The Washington Post  
I know my own mind. I am able to assess

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others in a  
fair and  
accurate way.  
These self-  
perceptions are  
challenged by  
leading  
psychologists  
Mahzarin R.  
Banaji and  
Anthony G.  
Greenwald as  
they explore

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the hidden  
biases we all  
carry from a  
lifetime of  
exposure to  
cultural  
attitudes about  
age, gender,  
race,  
ethnicity,  
religion,  
social class,  
sexuality,



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disability  
status, and  
nationality.

“Blindspot” is  
the authors’  
metaphor for  
the portion of  
the mind that  
houses hidden  
biases. Writing  
with simplicity  
and verve,  
Banaji and

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question the  
extent to which  
our perceptions  
of social  
groups—without  
our awareness  
or conscious  
control—shape  
our likes and  
dislikes and  
our judgments  
about people's

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Of Toxic Tech  
Blindspot, the authors reveal hidden biases based on their experience with the Implicit Association Test, a method that has revolutionized

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the way  
scientists  
learn about the  
human mind and  
that gives us a  
glimpse into  
what lies  
within the  
metaphoric  
blindspot. The  
title's "good  
people" are  
those of us who

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strive to align  
our behavior  
with our  
intentions. The  
aim of  
Blindspot is to  
explain the  
science in  
plain enough  
language to  
help well-  
intentioned  
people achieve

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that alignment.  
By gaining  
awareness, we  
can adapt  
beliefs and  
behavior and  
“outsmart the  
machine” in our  
heads so we can  
be fairer to  
those around  
us. Venturing  
into this book

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is an

invitation to

understand our

own minds.

Brilliant,

authoritative,

and utterly

accessible,

Blindspot is a

book that will

challenge and

change readers

for years to

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come. Praise  
for Blindspot  
“Conversational  
. . . easy to  
read, and best  
of all, it has  
the potential,  
at least, to  
change the way  
you think about  
yourself.”—Leon  
ard Mlodinow,  
The New York



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Review of Books  
"Banaji and  
Greenwald  
deserve a major  
award for  
writing such a  
lively and  
engaging book  
that conveys an  
important  
message: Mental  
processes that  
we are not

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aware of can  
affect what we  
think and what  
we do.

Blindspot is  
one of the most  
illuminating  
books ever  
written on this  
topic."—Elizabe  
th F. Loftus,  
Ph.D.,  
distinguished

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professor,  
University of  
California,  
Irvine; past  
president,  
Association for  
Psychological  
Science; author  
of Eyewitness  
Testimony  
Living in a  
"perfect" world  
without social

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ills, a boy approaches the time when he will receive a life assignment from the Elders, but his selection leads him to a mysterious man known as the Giver, who reveals the

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dark secrets  
Biased Algorithms  
behind the  
And Other Threats  
utopian facade.

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Words and the  
User Experience  
Which Side of  
History?

The Giver  
Abolitionist  
Tools for the  
New Jim Code  
The Unintended  
Consequences of

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Understand,  
Manage, and  
Prevent  
Algorithmic  
Bias

**We live in a world  
increasingly ruled  
by technology; we  
seem as governed  
by technology as**

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**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**

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And Other Threats  
to Privacy  
and Security

**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**



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modern era.

Biased Algorithms  
And Other Threats  
artificial Tech  
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

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**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,**

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**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**

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And Other Threats  
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**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**

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Sexist Apps,  
Biased Algorithms

**technological  
infrastructure.**

**Offering a Threats**

**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**

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**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**

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Sexist Apps,  
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and Other Threats  
to Truly Scientific  
Vision of Ourselves.

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

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And Other Threats  
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**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**



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Of Toxic Tech  
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  
Everything we use,

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And Other Threats  
Of Privacy Tech

**from social media,  
to our homes, to  
our highways, was  
designed by  
someone. But how  
did they decide on  
what was good for  
the rest of us?  
What did they get  
right and where  
have they let us  
down? And what  
can we learn from  
the way these**

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**experts think that  
can help us in how  
we make decisions  
in our own lives? In  
How Design Makes  
The World,  
bestselling author  
and designer Scott  
Berkun takes  
readers on a  
journey exploring  
how designers of  
all kinds, from  
software**

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and Other Threats  
to Equity  
in the Tech World

**engineers, to  
urban planners,  
have succeeded  
and failed us. By  
examining daily  
experiences like  
going to work,  
shopping for food,  
or even just using  
social media on  
their phones,  
readers will learn  
to see the world in  
a new and**

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powerful way.

Biased Algorithms

And Other Threats

Of Toxic Tech

to

use, and make,

and discover how

easy it is to use

ideas from great

designers to

improve their

everyday lives.

In the beginning,

the World Wide

Web was exciting

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Biased Algorithms  
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**and open to the  
point of anarchy, a  
vast and  
intimidating  
repository of  
unindexed  
confusion. Into this  
creative chaos  
came Google with  
its dazzling  
mission—"To  
organize the  
world's  
information and**

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**make it universally  
accessible"—and**

**its much-quoted  
motto, "Don't be**

**evil." In this**

**provocative book,**

**Siva**

**Vaidhyanathan**

**examines the ways**

**we have used and**

**embraced**

**Google—and the**

**growing resistance**

**to its expansion**

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to Privacy and  
Freedom

**across the globe.  
He exposes the  
dark side of our  
Google fantasies,  
raising red flags  
about issues of  
intellectual  
property and the  
much-touted  
Google Book  
Search. He  
assesses Google's  
global impact,  
particularly in**



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**China, and  
explains the  
insidious effect of  
Googlization on  
the way we think.  
Finally,  
Vaidhyanathan  
proposes the  
construction of an  
Internet ecosystem  
designed to  
benefit the whole  
world and keep  
one brilliant and**

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**powerful company  
from falling into  
the "evil" it  
pledged to avoid.**

**Discover the  
technologies and  
trends that  
threaten humanity  
and our planet---  
and how we can  
rein them back in,  
together In The  
Unintended  
Consequences of**

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Breakthroughs and  
the Restart We  
Need,  
accomplished tech  
entrepreneur Chris  
Ategeka delivers  
an insightful and  
eye-opening  
exploration of the  
challenges and the  
opportunities at  
the intersection of

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**technology, society  
and our planet.**

**Detailing both  
positive and  
negative  
technology use  
cases that on one  
hand have made  
humanity better,  
but on the other  
hand pose a  
serious threat to  
individuals and  
groups across the**

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Of Tech  
To Your Tech  
Technologies to  
overcome our  
better natures. In  
this book, you'll:  
Discover how the  
forces of  
capitalism, greed  
and the myths that  
surround  
meritocracy when

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**combined with  
exponential  
technology pose an  
existential risk for  
humanity. Explore  
the many  
exponential  
technologies such  
as gene editing,  
5G, behavior  
modification,  
cyberspace... that  
have lots of  
promise but also**

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**uncertainty.  
Consider the  
future of humanity  
we wish to  
collectively build,  
and whether we  
can rebuild a  
capacity for  
empathy at scale  
in our tech tools  
Perfect for  
founders, business  
leaders,  
executives,**

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**managers, Chief  
Technology  
Officers, and  
anyone else [i.e.  
all human beings]  
responsible for the  
use and  
proliferation of  
advanced  
technologies. The  
Unintended  
Consequences of  
Technology is a  
thought-provoking,**



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must-read  
Biased Algorithms  
resource for those  
at the forefront of  
our new  
Tech  
technological  
reality.

**The Illustrated  
Dust Jacket,  
1920-1970  
Rage Inside the  
Machine  
Why Digital  
Products Are  
Designed to Fail**

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**You**  
**Baised Algorithms**  
**Kids These Days**  
**Hidden Biases of**  
**Good People**  
**Race After**  
**Technology**  
**Women in Tech**

"Examines library discovery systems to show how the algorithms that power them are not the neutral and

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unbiased systems  
that they are  
claimed to be, but  
are affected by the  
human biases of  
programmers and  
the commercial  
influences of their  
production"--

A New Yorker and  
Fortune Best Book  
of the Year "A must-  
read for all

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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

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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

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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.

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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

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shows how a battle royale for the Internet's future is brewing, and this is one war we dare not tune out.

An exploration of the diverse experiments in digital futures as they advance far from the celebrated centers of



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technological  
innovation and  
entrepreneurship. In  
Networking

Peripheries, Anita  
Chan shows how  
digital cultures  
flourish beyond  
Silicon Valley and  
other celebrated  
centers of  
technological  
innovation and

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entrepreneurship. The evolving digital cultures in the Global South vividly demonstrate that there are more ways than one to imagine what digital practice and global connection could look like. To explore these alternative developments,

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Chan investigates the diverse initiatives being undertaken to “network” the nation in contemporary Peru, from attempts to promote the intellectual property of indigenous artisans to the national distribution

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of digital education  
technologies to  
open technology  
activism in rural and  
urban zones.

Drawing on  
ethnographic  
accounts from  
government  
planners, regional  
free-software  
advocates,  
traditional artisans,

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rural educators, and  
others, Chan  
demonstrates how  
such developments  
unsettle dominant  
conceptions of  
information classes  
and innovations  
zones. Government  
efforts to turn rural  
artisans into a new  
creative class  
progress alongside

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technology activists' efforts to promote indigenous rights through information tactics; plans pressing for the state wide adoption of open source-based technologies advance while the One Laptop Per Child initiative aims

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to network rural  
classrooms by  
distributing laptops.

As these cases  
show, the digital  
cultures and  
network politics  
emerging on the  
periphery do more  
than replicate the  
technological future  
imagined as  
universal from the

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center.

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A call to reclaim and  
rethink the field of  
designing as a  
liberal art where  
diverse voices come  
together to shape  
the material world.  
We live in a material  
world of designed  
artifacts, both digital  
and analog. We  
think of ourselves as



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users; the platforms, devices, or objects provide a service that we can use. But is this really the case? We Are Not Users argues that people cannot be reduced to the entity called "user"; we are not homogenous but diverse. That buzz

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of dissonance that we hear reflects the difficulty of condensing our diversity into "one size fits all." This book proposes that a new understanding of design could resolve that dissonance, and issues a call to reclaim and rethink

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the field of  
designing as a  
liberal art where  
diverse voices come  
together to shape  
the material world.  
The authors  
envision designing  
as a dialogue,  
simultaneously  
about the individual  
and the social—an  
act enriched by

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diversity of both disciplines and perspectives. The book presents the building blocks of a language that can conceive designing in all its richness, with relevance for both theory and practice. It introduces a theoretical model,

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terminology,  
examples, and a  
framework for  
bringing together  
the social, cultural,  
and political aspects  
of designing. It will  
be essential reading  
for design theorists  
and for designers in  
areas ranging from  
architecture to  
software design and

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policymaking.

Just as the explosive growth of digital media has led to ever-expanding narrative possibilities and practices, so these new electronic modes of storytelling have, in their own turn, demanded a rapid

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and radical  
Biased Algorithms  
rethinking of  
And Other Threats  
narrative theory.

This timely volume  
Of Toxic Tech  
takes up the  
challenge, deeply  
and broadly  
considering the  
relationship  
between digital  
technology and  
narrative theory in  
the face of the

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changing landscape  
of computer-  
mediated  
communication.

New Narratives  
reflects the diversity  
of its subject by  
bringing together  
some of the  
foremost  
practitioners and  
theorists of digital  
narratives. It



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extends the range of digital subgenres examined by narrative theorists to include forms that have become increasingly prominent, new examples of experimental hypertext, and contemporary video games. The

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collection also explicitly draws connections between the development of narrative theory, technological innovation, and the use of narratives in particular social and cultural contexts.

Finally, *New Narratives* focuses

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on how the tools  
provided by new  
technologies may  
be harnessed to  
provide new ways of  
both producing and  
theorizing narrative.

Truly  
interdisciplinary, the  
book offers broad  
coverage of  
contemporary  
narrative theory,

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including  
Biased Algorithms  
frameworks that  
And Other Threats  
draw from classical  
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and postclassical  
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linguistics, and  
media studies.  
How Inclusion  
Shapes Design  
How Technology is  
Changing Human  
Behavior: Issues  
and Benefits

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Myth of Digital  
Universalism  
Algorithms of  
Oppression  
How High-Tech  
Tools Profile, Police,  
and Punish the Poor  
The Science of  
Sentiment  
Automating  
Inequality

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*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,*

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Biased Algorithms

*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*

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Of 21st-century

*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,*



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Of Tech Today

*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*

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*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*

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*to confront and take  
charge of the  
consequences now that  
we are grown up.*

*Technically Wrong:  
Sexist Apps, Biased  
Algorithms, and Other  
Threats of Toxic Tech  
A Guide for Business  
Users and Data  
Scientists  
Solutions,  
Breakthroughs, and the  
Restart We Need*

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*Reading the Comments*  
And Other Threats  
*Networking Peripheries*  
*Likers, Haters, and*  
*Manipulators at the*  
*Bottom of the Web*