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to technology

"Culture + Technology is an essential guide  
to the fascinating history of these debates,  
and offers new perspectives that give readers



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the tools they need to make informed decisions about the role of technology in our lives. In clear and compelling language, Slack and Wise untangle and expose the cultural assumptions that underlie our thinking about technology, stories so deeply held we often don't recognize their influence. The book considers the perceived

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inevitability of technological advance and our myths about progress. It also looks at sources of resistance to these stories from the Luddites of the 19th century to the Unabomber in our own time. Slack and Wise help readers sift through the confusions about culture and technology that arise in their own everyday

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Arthur Asa Berger's unique ability to translate difficult theories into accessible language makes this book an ideal introduction to cultural criticism. Berger covers the key theorists, concepts, and subject areas, from literary, sociological and psychoanalytical theories to semiotics and Marxism. Cultural Criticism breathes new

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life into the discipline by making these theories relevant to students' lives. The author illustrates his explanations with excerpts from classic works giving readers a sense of the important thinkers' styles and helping place them in their context. Berger also provides a comprehensive bibliography on cultural criticism for those who wish to

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explore the topics at greater length. Cultural Criticism is the perfect undergraduate supplemental text for such courses as media studies, literary criticism, and popular culture.

This new volume in The Big Idea series evaluates the impact of the increased use of

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technology in everyday life on society.

Modern technology has undoubtedly enhanced our lives in numerous, powerful ways—we can now communicate in real time with friends and colleagues around the world, and do mundane tasks such as shopping or banking at a touch. But has there been a detrimental effect on our health

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and happiness? Is Technology Making Us Sick? assesses the impact of our increased screen time and everyday interactions with modern technology, the ways we relate to others, and on our mental and physical health. In Is Technology Making Us Sick?, expert Ian Douglas traces the development of human interaction with technology over



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the last thirty years. His in-depth analysis dissects the key issues, including the consequences of social media and gaming on self-esteem, brain development, anxiety levels, loneliness, depression, and personal relationships; and the impact on our stress levels of always being plugged into the internet. Ultimately, Is Technology Making

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*Us Sick?* offers strategies to combat habit-forming products and presents ways to take advantage of revolutionary technology without falling victim to its negative impacts.

This is the first textbook of its kind to offer students an introduction to best practices for using technology in health promotion

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programs. Integrating detailed case studies and interactive skill-building exercises throughout, this succinct and practical text teaches students to identify the most appropriate technology to meet their goals.

CULTURAL COMPETENCE: A PRIMER  
FOR EDUCATORS, 2nd Edition, covers

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the basics of multicultural education,  
making it easy for instructors to assign as a  
main text or use in conjunction with other  
books. The author gives special attention to  
the psycho-social dimensions of teaching  
culturally diverse populations. Important  
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not be available in the ebook version.

Language in all its modes—oral, written, print, electronic—claims the central role in Walter J. Ong ' s acclaimed speculations on human culture. After his death, his archives were found to contain unpublished drafts of a final book manuscript that Ong envisioned

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as a distillation of his life ' s work. This first publication of *Language as Hermeneutic*, reconstructed from Ong ' s various drafts by Thomas D. Zlatich and Sara van den Berg, is more than a summation of his thinking. It develops new arguments around issues of cognition, interpretation, and language. Digitization, he writes, is inherent in all

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forms of "writing," from its early beginnings in clay tablets. As digitization increases in print and now electronic culture, there is a corresponding need to counter the fractioning of digitization with the unitive attempts of hermeneutics, particularly hermeneutics that are modeled on oral rather than written paradigms. In addition to

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the edited text of *Language as Hermeneutic, Second Edition*, this volume includes essays on the reconstruction of Ong ' s work and its significance within Ong ' s intellectual project, as well as a previously unpublished article by Ong, "Time, Digitization, and Dal í ' s Memory," which further explores language ' s role in preserving and



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enhancing our humanity in the digital age.

**WANT A NON-CODING JOB AT A  
TECH COMPANY?** Interested in product management, marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their

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engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, *Swipe to Unlock* gives you a breakdown of the

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concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market

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segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you

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to explain this. But if someone asks you to come up with a new monetization strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired

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LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that Outlook

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use LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're

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sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your interviews!



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This revised edition of the Popular Culture Primer is an introductory text that traces the history of popular culture and cultural studies. Besides covering the traditional subjects such as the influence of the Frankfurt School and the Centre for Contemporary Cultural Studies, this book covers the cultural studies of science and

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technology, the biosciences, drugs, and sports as well as other often-ignored topics such as science fiction, fan cultures, and childhood studies. It looks at the impact these topics have on our understanding of education and popular culture. The Popular Culture Primer is an essential text for any class devoted to teaching the history and

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importance of the subject.

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