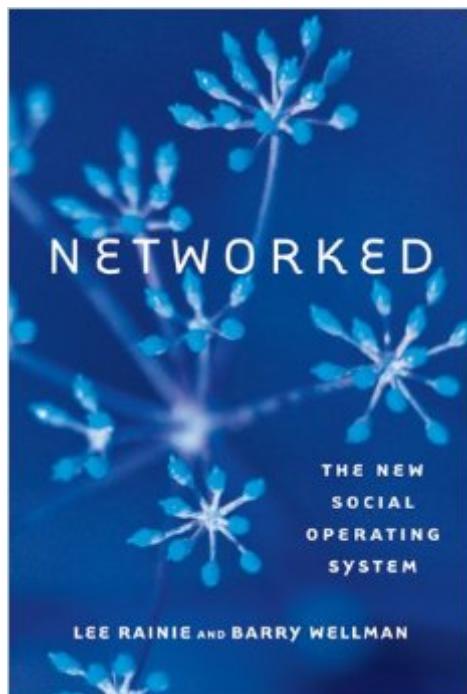


The book was found

# Networked: The New Social Operating System (MIT Press)



## Synopsis

Daily life is connected life, its rhythms driven by endless email pings and responses, the chimes and beeps of continually arriving text messages, tweets and retweets, Facebook updates, pictures and videos to post and discuss. Our perpetual connectedness gives us endless opportunities to be part of the give-and-take of networking. Some worry that this new environment makes us isolated and lonely. But in *Networked*, Lee Rainie and Barry Wellman show how the large, loosely knit social circles of networked individuals expand opportunities for learning, problem solving, decision making, and personal interaction. The new social operating system of "networked individualism" liberates us from the restrictions of tightly knit groups; it also requires us to develop networking skills and strategies, work on maintaining ties, and balance multiple overlapping networks. Rainie and Wellman outline the "triple revolution" that has brought on this transformation: the rise of social networking, the capacity of the Internet to empower individuals, and the always-on connectivity of mobile devices. Drawing on extensive evidence, they examine how the move to networked individualism has expanded personal relationships beyond households and neighborhoods; transformed work into less hierarchical, more team-driven enterprises; encouraged individuals to create and share content; and changed the way people obtain information. Rainie and Wellman guide us through the challenges and opportunities of living in the evolving world of networked individuals.

## Book Information

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## Customer Reviews

I got myself Networked by Lee Rainie and Barry Wellman as a sort of Christmas present based on its good reviews on . I expected it would be a comprehensive, informational book about contemporary social structures how consumer ICTs influence them. Having read it, I can say I wasn't disappointed, even though the content turned out to be slightly different than what I had expected. The authors explore how the shift in the structure of society from groups toward networks has been affecting how people form and maintain relationships, and how the rise of modern technologies (internet, mobile devices) comes into play. In the first part of the book, you'll find a short analysis of each of the "revolutions", as the authors call them - the network revolution, the internet revolution, and the mobile revolution. Each chapter of the second part then elaborates in more detail on how these factors influence a specific area of our everyday life (family life, work, contact with friends, etc.). In the last part, the authors imagine two rather sci-fi scenarios of possible future development, an optimistic one and a dystopian one, and analyze which way we might be heading. Most of the text refers to various surveys conducted by Pew Internet and several other similar groups, and the authors present quite a lot of data to support their analysis. The research data are generally from the US and Canada, but the conclusions are often applicable to similarly developed countries. I would personally prefer slightly less statistics in favor of a little more analytical commentary, as I sometimes found the text a little too descriptive, but the amount of research is digestible and if you're a fact-oriented reader, you may actually find it to be one of the book's strong points.

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