**[MSUE Professional Development Library](http://web2.canr.msu.edu/leadnet/order/index.cfm)**

***Social Media & the Internet—New Acquisitions***

July 2012

Bauerlein, Mark. 2011. [**The Digital Divide: Arguments for and against Facebook, Google, texting, and the age of social networking**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2310). New York, NY: the Penguin Group. 338 pp .

“Twitter, Facebook, e-publishing, blogs, distance-learning and other social media raise some of the most divisive cultural questions of our time. Some see the technological breakthroughs we live with as hopeful and democratic new steps in education, information gathering, and human progress. But others are deeply concerned by the eroding of civility online, declining reading habits, withering attention spans, and the treacherous effects of 24/7 peer pressure on our young. …leading voices from across the spectrum, supporters and detractors alike, have the opportunity to weigh in on the profound issues raised by the new media-from questions of reading skills and attention span, to cyber-bullying and the digital playground…

The book includes essays by Steven Johnson, Nicholas Carr, Don Tapscott, Douglas Rushkoff, Maggie Jackson, Clay Shirky, Todd Gitlin, and many more. Rather than dividing the book into ‘pro’ and ‘con’ sections, the essays are arranged by subject-’The Brain, the Senses,’ ‘Learning in and out of the Classroom,’ ‘Social and Personal Life,’ ‘The Millennials,’ ‘The Fate of Culture,’ and ‘The Human (and Political) Impact.’ Bauerlein also provides a new introduction that traces the development of the debate, from the initial Digital Age zeal, to a wave of skepticism, and to a third stage of reflection that wavers between criticism and endorsement.”

(From Amazon.com)

Carr, Nicholas. 2011. [**The Shallows: What the internet is doing to our brains**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2311)**.** New York, NY: W. W. Norton & Company, Inc. 261 pp.

“Now, Carr expands his argument into the …exploration of the Internet’s intellectual and cultural consequences… As he describes how human thought has been shaped through the centuries by “tools of the mind”—from the alphabet to maps, to the printing press, the clock, and the computer—Carr interweaves a[n] account of recent discoveries in neuroscience by such pioneers as Michael Merzenich and Eric Kandel. Our brains, the historical and scientific evidence reveals, change in response to our experiences. The technologies we use to find, store, and share information can literally reroute our neural pathways.

Building on the insights of thinkers from Plato to McLuhan, Carr makes a…case that every information technology carries an intellectual ethic—a set of assumptions about the nature of knowledge and intelligence. He explains how the printed book served to focus our attention, promoting deep and creative thought. In stark contrast, the Internet encourages the rapid, distracted sampling of small bits of information from many sources. Its ethic is that of the industrialist, an ethic of speed and efficiency, of optimized production and consumption—and now the Net is remaking us in its own image. We are becoming ever more adept at scanning and skimming, but what we are losing is our capacity for concentration, contemplation, and reflection. “

(From Amazon.com)

Davidson, Cathy N. 2011. [**Now You See It: How the brain science of attention will transform the way we live, work, and learn**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2315)**.** New York, NY: the Penguin Group. 330 pp.

“When Cathy Davidson and Duke University gave free iPods to the freshman class in 2003, critics said they were wasting their money. Yet when students in practically every discipline invented academic uses for their music players, suddenly the idea could be seen in a new light-as an innovative way to turn learning on its head.

This radical experiment is at the heart of Davidson's new book. Using cutting-edge research on the brain, she shows how "attention blindness" has produced one of our society's greatest challenges: while we've all acknowledged the great changes of the digital age, most of us still toil in schools and workplaces designed for the last century. Davidson introduces us to visionaries whose groundbreaking ideas-from schools with curriculums built around video games to companies that train workers using virtual environments-will open the doors to new ways of working and learning.”

(From Amazon.com)

Kerpen, Dave. 2011. [**Likeable Social Media: How to delight your customers, create an irresistible brand, and be generally amazing on Facebook (and other social networks)**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2316). McGraw Hill. 249 pp.

The secret to successful word-of-mouth marketing on the social web is easy: BE LIKEABLE.

A friend’s recommendation is more powerful than any advertisement. In the world of Facebook, Twitter, and beyond, that recommendation can travel farther—and faster—than ever before.

LIkeable Social Media helps you harness the power of word-of-mouth marketing to transform your business. Listen to your customers and prospects. Deliver value, excitement, and surprise. And most important, learn how to truly engage your customers and help them spread the word.

(From Amazon.com)

Qualman, Erik. 2011. [**Socialnomics: How social media transforms the way we live and do business**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2317). Hoboken, NJ: John Wiley & Sons, Inc. 282 pp.

The newly revised and updated guide to the social media revolution!

Welcome to the world of Socialnomics—where consumers and the societies they create online have profound effects on our economy and the businesses that operate within it. Online word of mouth, social search, social commerce, and the influence of peer groups are making traditional marketing strategies obsolete. As a result, we no longer have a choice on whether we do social media; the question is how well we do it.

Join Erik Qualman in Socialnomics for a fascinating look at the business implications of social media, and tap its considerable power to increase sales, cut marketing costs, and communicate directly with consumers.

(From Amazon.com)

Robinson, Ken. 2011. [**Out of Our Minds: Learning to be creative**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2312). Westford, MA: Courier Westford, Inc. 305 pp.

“There is a paradox. As children, most of us think we are highly creative; as adults many of us think we are not. What changes as children grow up? Organizations across the globe are competing in a world that is changing faster than ever. They say they need people who can think creatively, who are flexible and quick to adapt. Too often they say they can’t find them. Why not? … Ken Robinson addresses three vital questions:

* Why is it essential to promote creativity? Business leaders, politicians and educators emphasize the vital importance of promoting creativity and innovation. Why does this matter so much?
* What is the problem? Why do so many people think they’re not creative? Young children are buzzing with ideas. What happens as we grow up and go through school to make us think we are not creative?
* What can be done about it? What is creativity? What can companies, schools and organizations do to develop creativity and innovation in a deliberate and systematic way?

…*Out of Our Minds* offers a groundbreaking approach to understanding creativity in education and in business. He argues that people and organizations everywhere are dealing with problems that originate in schools and universities and that many people leave education with no idea at all of their real creative abilities. *Out of Our Minds* is a … call for radically different approaches to leadership, teaching and professional development to help us all to meet the extraordinary challenges of living and working in the 21st century.”

(From the inside cover)

Rheingold, Howard. 2012. [**Net Smart: How to thrive online**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2314). Cambridge, MA: MIT Press books. 287 pp.

“Like it or not, knowing how to make use of online tools without being overloaded with too much information is an essential ingredient to personal success in the twenty-first century. But how can we use digital media so that they make us empowered participants rather than passive receivers, grounded, well-rounded people rather than multitasking basket cases? In Net Smart, cyberculture expert Howard Rheingold shows us how to use social media intelligently, humanely, and, above all, mindfully.

Mindful use of digital media means thinking about what we are doing, cultivating an ongoing inner inquiry into how we want to spend our time. Rheingold outlines five fundamental digital literacies, online skills that will help us do this: attention, participation, collaboration, critical consumption of information (or "crap detection"), and network smarts. He explains how attention works, and how we can use our attention to focus on the tiny relevant portion of the incoming tsunami of information. He describes the quality of participation that empowers the best of the bloggers, netizens, tweeters, and other online community participants; he examines how successful online collaborative enterprises contribute new knowledge to the world in new ways; and he teaches us a lesson on networks and network building.

Rheingold points out that there is a bigger social issue at work in digital literacy, one that goes beyond personal empowerment. If we combine our individual efforts wisely, it could produce a more thoughtful society: countless small acts like publishing a Web page or sharing a link could add up to a public good that enriches everybody.”

(From Amazon.com)

Stratten, Scott. 2012. [**UnMarketing: Stop marketing. Start Engaging**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2318)**.** Hoboken, NJ: John Wiley & Sons, Inc. 239 pp.

No one likes cold calls at dinnertime, junk mail overflowing your mailbox, and advertisements that interrupt your favorite shows. If this is “marketing”, then the world would probably prefer whatever is the opposite of that.

If you’re ready to stop marketing and start engaging, then welcome to *UnMarketing*. The landscape of business-customer relationships is changing, and *UnMarketing* gives you innovative ways out of the old “Push and Pray” rut. Instead, draw the right customers to you through listening and engagement, enabling you to build trust and position yourself as their logical choice when they need you.

This updated and revised edition includes new information on building relationships through Twitter, Facebook, LinkedIn, and Google+.

(From the back cover)

Thomas, Douglas; Brown, John Seely. 2011[. **A New Culture of Learning: Cultivating the imagination for a world of constant change**](http://web2.canr.msu.edu/leadnet/order/descStory.cfm?id=2313)**.** CreateSpace. 121pp.

“The twenty-first century is a world in constant change.  In A New Culture of Learning, Doug Thomas and John Seely Brown pursue an understanding of how the forces of change, and emerging waves of interest associated with these forces, inspire and invite us to imagine a future of learning that is as powerful as it is optimistic.

Typically, when we think of culture, we think of an existing, stable entity that changes and evolves over long periods of time. In A New Culture, Thomas and Brown explore a second sense of culture, one that responds to its surroundings organically. It not only adapts, it integrates change into its process as one of its environmental variables. By exploring play, innovation, and the cultivation of the imagination as cornerstones of learning, the authors create a vision of learning for the future that is achievable, scalable and one that grows along with the technology that fosters it and the people who engage with it. The result is a new form of culture in which knowledge is seen as fluid and evolving, the personal is both enhanced and refined in relation to the collective, and the ability to manage, negotiate and participate in the world is governed by the play of the imagination.”

(From Amazon.com)