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## D27 - ELIANNA SMITH

How is society being reshaped by the continued diffusion and increasing centrality of the Internet in everyday life and work? Society and the Internet provides key readings for students, scholars, and those interested in understanding the interactions of the Internet and society. This multidisciplinary collection of theoretically and empirically anchored chapters addresses the big questions about one of the most significant technological transformations of this century, through a diversity of data, methods, theories, and approaches. Drawing from a range of disciplinary perspectives, Internet research can address core questions about equality, voice, knowledge, participation, and power. By learning from the past and continuing to look toward the future, it can provide a better understanding of what the ever-changing configurations of technology and society mean, both for the everyday life of individuals and for the continued development of society at large. This second edition presents new and original contributions examining the escalating concerns around social media, disinformation, big data, and privacy. Following a foreword by Manuel Castells, the editors introduce some of the key issues in Internet Studies. The chapters then offer the latest research in five focused sections: The Internet in Everyday Life; Digital Rights and Human Rights; Networked Ideas, Politics, and Governance; Networked Businesses, Industries, and Economics; and Technological and Regulatory Histories and Futures. This book will be a valuable resource not only for students and researchers, but for anyone seeking a critical examination of the economic, social, and political factors shaping the Internet and its impact on society. Surveys the online social habits of American teens and analyzes the role technology and social media plays in their lives, examining common misconceptions about such topics as identity, privacy, danger, and bullying.

How is it that one can be connected to a vast worldwide network of other people

and places via digital technologies and yet also be completely alone? Kris Cohen tackles this philosophical question in *Never Alone, Except for Now* by exploring how contemporary technologies are changing group formations and affiliations within social life. He identifies a new form of collectivity that exists between publics, which are built through conscious acts, and populations, which are automatically constructed through the collection of Big Data. Finding traditional liberal concepts of the public sphere and neoliberal ideas of populations inadequate on their own to examine these new forms of sociality, Cohen places familiar features of the web—such as emoticons, trolling, and search engines—in conversation with artworks by Felix Gonzalez-Torres, William Gibson, Sharon Hayes, and Thomson & Craighead to more precisely articulate the affective and aesthetic experiences of living between publics and populations. This liminal experience—caught between existing as a set of data points and as individuals newly empowered to create their own online communities—explains, Cohen contends, how one is simultaneously alone and connected in ways never before possible.

What if all the advice we've heard about networking is wrong? What if the best way to grow your network isn't by introducing yourself to strangers at cocktail parties, handing out business cards, or signing up for the latest online tool, but by developing a better understanding of the existing network that's already around you? We know that it's essential to reach out and build a network. But did you know that it's actually your distant or former contacts who will be the most helpful to you? Or that many of our best efforts at meeting new people simply serve up the same old opportunities we already have? In this startling new look at the art and science of networking, business school professor David Burkus digs deep to find the unexpected secrets that reveal the best ways to grow your career. Based on entertaining case studies and scientific research, this

practical and revelatory guide shares what the best networkers really do. Forget the outdated advice you've already heard. Learn how to make use of the hidden networks you already have.

Consumer health websites have garnered considerable media attention, but only begin to scratch the surface of the more pervasive transformations the Internet could bring to health and health care. *Networking Health* examines ways in which the Internet may become a routine part of health care delivery and payment, public health, health education, and biomedical research. Building upon a series of site visits, this book: Weighs the role of the Internet versus private networks in uses ranging from the transfer of medical images to providing video-based medical consultations at a distance. Reviews technical challenges in the areas of quality of service, security, reliability, and access, and looks at the potential utility of the next generation of online technologies. Discusses ways health care organizations can use the Internet to support their strategic interests and explores barriers to a broader deployment of the Internet. Recommends steps that private and public sector entities can take to enhance the capabilities of the Internet for health purposes and to prepare health care organizations to adopt new Internet-based applications.

This books examines the question why ideas, news, "memes", videos etc can spread very quicly. Both technological, social practices and cultural circumstances are taken into account. "A compelling argument that viral processes are here to stay, and they are an essential feature of the online fabric" (Albert-László Barabás - Northeastern University).

"Follows structured approach explaining cloud techniques, models and platforms"-- The Networked Nonprofit Connecting with Social Media to Drive Change This groundbreaking book shows nonprofits a new way of operating in our increasingly connected world: a networked approach enabled by social technologies, where connections are

leveraged to increase impact in effective ways that drive change for the betterment of our society and planet. "The Networked Nonprofit is a must-read for any nonprofit organization seeking innovative, creative techniques to improve their mission and better serve their communities." —Diana Aviv, president and CEO, Independent Sector "The Internet means never having to ask permission before trying something new. In *The Networked Nonprofit*, Kanter and Fine show nonprofits how to harness this flexibility to pursue their missions in partnership with two billion connected citizens." —Clay Shirky, author, *Here Comes Everybody: The Power of Organizing Without Organizations* "The Networked Nonprofit uniquely describes the historical context and the current challenges that compel nonprofit leaders to work in networked ways and offers easy steps to help users exploit the potential of social media and 'working wikily.'" —Stephanie McAuliffe, director, organizational effectiveness, The David and Lucile Packard Foundation "A must-read for nonprofit leaders who want to change their organizations from the inside out by embracing the power of social networks." —Charlene Li, founding partner, Altimeter Group; author, *Open Leadership*; and coauthor, *Groundswell* "This is a perfect handbook for anyone who wants to leapfrog their current limitations of understanding and find real-world applications of technology to extend their mission." —Michele Nunn, CEO, Points of Light Institute, and cofounder, HandsOn Network "Kanter and Fine provide the 'Google Maps' for nonprofits to harness social media to kick butt and change the world." —Guy Kawasaki, cofounder, Alltop.com, and former chief evangelist, Apple Inc. "URGENT! Read this book. Take notes. Take action. If you work for a nonprofit, you don't have to do every single thing these seasoned authors have to share, but you certainly have to know what you're missing." —Seth Godin Register at [www.josseybass.com/emailfor](http://www.josseybass.com/emailfor) more information on our publications, authors, and to receive special offers.

Gain an understanding of internetworking basics with this reader-friendly guide, plus learn about LANs, WANs, remote access, and security. This book is an accessible, easy-to-understand introduction to the language of the Internet, featuring clear, concise explanations.

Describes how patterns of information, knowledge, and cultural production are changing. The author shows that the way information and knowledge are made available can either limit or enlarge the ways people create and express themselves. He

describes the range of legal and policy choices that confront.

An accessible, comic book-like, illustrated introduction to how the internet works under the hood, designed to give people a basic understanding of the technical aspects of the Internet that they need in order to advocate for digital rights. The internet has profoundly changed interpersonal communication, but most of us don't really understand how it works. What enables information to travel across the internet? Can we really be anonymous and private online? Who controls the internet, and why is that important? And... what's with all the cats? How the Internet Really Works answers these questions and more. Using clear language and whimsical illustrations, the authors translate highly technical topics into accessible, engaging prose that demystifies the world's most intricately linked computer network. Alongside a feline guide named Catnip, you'll learn about: • The "How-What-Why" of nodes, packets, and internet protocols • Cryptographic techniques to ensure the secrecy and integrity of your data • Censorship, ways to monitor it, and means for circumventing it • Cybernetics, algorithms, and how computers make decisions • Centralization of internet power, its impact on democracy, and how it hurts human rights • Internet governance, and ways to get involved This book is also a call to action, laying out a roadmap for using your newfound knowledge to influence the evolution of digitally inclusive, rights-respecting internet laws and policies. Whether you're a citizen concerned about staying safe online, a civil servant seeking to address censorship, an advocate addressing worldwide freedom of expression issues, or simply someone with a cat-like curiosity about network infrastructure, you will be delighted -- and enlightened -- by Catnip's felicitously fun guide to understanding how the internet really works!

*Networks of Outrage and Hope* is an exploration of the new forms of social movements and protests that are erupting in the world today, from the Arab uprisings to the indignadas movement in Spain, from the Occupy Wall Street movement to the social protests in Turkey, Brazil and elsewhere. While these and similar social movements differ in many important ways, there is one thing they share in common: they are all interwoven inextricably with the creation of autonomous communication networks supported by the Internet and wireless communication. In this new edition of his timely and important book, Manuel Castells examines the social, cultural and political roots of these new social movements, studies their innovative forms

of self-organization, assesses the precise role of technology in the dynamics of the movements, suggests the reasons for the support they have found in large segments of society, and probes their capacity to induce political change by influencing people's minds. Two new chapters bring the analysis up-to-date and draw out the implications of these social movements and protests for understanding the new forms of social change and political democracy in the global network society.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Sabine Niederer. *Networked Content Analysis: The Case of Climate Change*. Amsterdam: Institute of Network Cultures, 2019. Today, billions of devices are Internet-connected, IoT standards and protocols are stabilizing, and technical professionals must increasingly solve real problems with IoT technologies. Now, five leading Cisco IoT experts present the first comprehensive, practical reference for making IoT

work. IoT Fundamentals brings together knowledge previously available only in white papers, standards documents, and other hard-to-find sources—or nowhere at all. The authors begin with a high-level overview of IoT and introduce key concepts needed to successfully design IoT solutions. Next, they walk through each key technology, protocol, and technical building block that combine into complete IoT solutions. Building on these essentials, they present several detailed use cases, including manufacturing, energy, utilities, smart+connected cities, transportation, mining, and public safety. Whatever your role or existing infrastructure, you'll gain deep insight what IoT applications can do, and what it takes to deliver them. Fully covers the principles and components of next-generation wireless networks built with Cisco IOT solutions such as IEEE 802.11 (Wi-Fi), IEEE 802.15.4-2015 (Mesh), and LoRaWAN Brings together real-world tips, insights, and best practices for designing and implementing next-generation wireless networks Presents start-to-finish configuration examples for common deployment scenarios Reflects the extensive first-hand experience of Cisco experts

Computer Networks: A Systems Approach, Fifth Edition, explores the key principles of computer networking, with examples drawn from the real world of network and protocol design. Using the Internet as the primary example, this best-selling and classic textbook explains various protocols and networking technologies. The systems-oriented approach encourages students to think about how individual network components fit into a larger, complex system of interactions. This book has a completely updated content with expanded coverage of the topics of utmost importance to networking professionals and students, including P2P, wireless, network security, and network applications such as e-mail and the Web, IP telephony and video streaming, and peer-to-peer file sharing. There is now increased focus on application layer issues where innovative and exciting research and design is currently the center of attention. Other topics include network design and architecture; the ways users can connect to a network; the concepts of switching, routing, and internetworking; end-to-end protocols; congestion control and resource allocation; and end-to-end data. Each chapter includes a problem statement, which introduces issues to be examined; shaded sidebars that elaborate on a topic or introduce a related advanced topic; What's Next? discussions that deal with emerging issues in research, the commercial world, or society; and exercises. This book is written for graduate or upper-

division undergraduate classes in computer networking. It will also be useful for industry professionals retraining for network-related assignments, as well as for network practitioners seeking to understand the workings of network protocols and the big picture of networking. Completely updated content with expanded coverage of the topics of utmost importance to networking professionals and students, including P2P, wireless, security, and applications Increased focus on application layer issues where innovative and exciting research and design is currently the center of attention Free downloadable network simulation software and lab experiments manual available

Set up a secure network at home or the office Fully revised to cover Windows 10 and Windows Server 2019, this new edition of the trusted Networking For Dummies helps both beginning network administrators and home users to set up and maintain a network. Updated coverage of broadband and wireless technologies, as well as storage and back-up procedures, ensures that you'll learn how to build a wired or wireless network, secure and optimize it, troubleshoot problems, and much more. From connecting to the Internet and setting up a wireless network to solving networking problems and backing up your data—this #1 bestselling guide covers it all. Build a wired or wireless network Secure and optimize your network Set up a server and manage Windows user accounts Use the cloud—safely Written by a seasoned technology author—and jam-packed with tons of helpful step-by-step instructions—this is the book network administrators and everyday computer users will turn to again and again.

"This book offers concepts of the teaching and learning of computer networking and hardware by offering fundamental theoretical concepts illustrated with the use of interactive practical exercises"--Provided by publisher.

The Go Programming Language is the authoritative resource for any programmer who wants to learn Go. It shows how to write clear and idiomatic Go to solve real-world problems. The book does not assume prior knowledge of Go nor experience with any specific language, so you'll find it accessible whether you're most comfortable with JavaScript, Ruby, Python, Java, or C++. The first chapter is a tutorial on the basic concepts of Go, introduced through programs for file I/O and text processing, simple graphics, and web clients and servers. Early chapters cover the structural elements of Go programs: syntax, control flow, data types, and the organiza-

tion of a program into packages, files, and functions. The examples illustrate many packages from the standard library and show how to create new ones of your own. Later chapters explain the package mechanism in more detail, and how to build, test, and maintain projects using the go tool. The chapters on methods and interfaces introduce Go's unconventional approach to object-oriented programming, in which methods can be declared on any type and interfaces are implicitly satisfied. They explain the key principles of encapsulation, composition, and substitutability using realistic examples. Two chapters on concurrency present in-depth approaches to this increasingly important topic. The first, which covers the basic mechanisms of goroutines and channels, illustrates the style known as communicating sequential processes for which Go is renowned. The second covers more traditional aspects of concurrency with shared variables. These chapters provide a solid foundation for programmers encountering concurrency for the first time. The final two chapters explore lower-level features of Go. One covers the art of metaprogramming using reflection. The other shows how to use the unsafe package to step outside the type system for special situations, and how to use the cgo tool to create Go bindings for C libraries. The book features hundreds of interesting and practical examples of well-written Go code that cover the whole language, its most important packages, and a wide range of applications. Each chapter has exercises to test your understanding and explore extensions and alternatives. Source code is freely available for download from <http://gopl.io/> and may be conveniently fetched, built, and installed using the go get command.

The emerging field of network science represents a new style of research that can unify such traditionally-diverse fields as sociology, economics, physics, biology, and computer science. It is a powerful tool in analyzing both natural and man-made systems, using the relationships between players within these networks and between the networks themselves to gain insight into the nature of each field. Until now, studies in network science have been focused on particular relationships that require varied and sometimes-incompatible datasets, which has kept it from being a truly universal discipline. Computational Network Science seeks to unify the methods used to analyze these diverse fields. This book provides an introduction to the field of Network Science and provides the groundwork for a computational, algorithm-based approach to network and system analysis in a new and important way. This

new approach would remove the need for tedious human-based analysis of different datasets and help researchers spend more time on the qualitative aspects of network science research. Demystifies media hype regarding Network Science and serves as a fast-paced introduction to state-of-the-art concepts and systems related to network science. Comprehensive coverage of Network Science algorithms, methodologies, and common problems. Includes references to formative and updated developments in the field. Coverage spans mathematical sociology, economics, political science, and biological networks.

"Spreadable Media" maps fundamental changes taking place in the contemporary media environment, a space where corporations no longer tightly control media distribution. This book challenges some of the prevailing frameworks used to describe contemporary media.

Lauded by Fortune 500 and international business leaders around the world, The 20-Minute Networking Meeting is a carefully constructed job-search model designed to break into the "Invisible Job Market," where the U.S. Bureau of Labor Statistics states that over 70% of all jobs are obtained. Using the best elements of networkers from a wide array of businesses and industries, and combined with 40 years of the authors' professional networking experience from a hiring perspective, The 20-Minute Networking Meeting takes the 5 most important parts of networking meeting and culminates in an efficient, concise and highly productive networking model. Chock full of real-world scenarios, short stories, meeting examples, and dozens of tips and observations from hiring authorities and recruiting experts, The 20-Minute Networking Meeting shares the wisdom of senior executives who have been in transition (looking for work), and the perspectives of those who are most asked to network. Constructed to simplify and clarify networking for job-search, The 20-Minute Networking Meeting also contains fully written networking scenarios that show the entire 20MNM model in action, ending with a complete set of "readiness worksheets" that guide the reader through actual networking preparation. Founded on the premises of gratitude, positivity, and reciprocity, The 20-Minute Networking Meeting has found great success in the hands of executives, career coaches, outplacement firms, college graduates, and sales professionals around the globe.

How does the internet really work? This book explains the technology behind it all, in simple question and answer format.

This two-volume set LNICST 335 and 336

constitutes the post-conference proceedings of the 16th International Conference on Security and Privacy in Communication Networks, SecureComm 2020, held in Washington, DC, USA, in October 2020. The conference was held virtually due to COVID-19 pandemic. The 60 full papers were carefully reviewed and selected from 120 submissions. The papers focus on the latest scientific research results in security and privacy in wired, mobile, hybrid and ad hoc networks, in IoT technologies, in cyber-physical systems, in next-generation communication systems in web and systems security and in pervasive and ubiquitous computing.

The legal and technical rules governing flows of information are out of balance, argues Julie E. Cohen in this original analysis of information law and policy. Flows of cultural and technical information are overly restricted, while flows of personal information often are not restricted at all. The author investigates the institutional forces shaping the emerging information society and the contradictions between those forces and the ways that people use information and information technologies in their everyday lives. She then proposes legal principles to ensure that people have ample room for cultural and material participation as well as greater control over the boundary conditions that govern flows of information to, from, and about them.

"Reinventing Discovery argues that we are in the early days of the most dramatic change in how science is done in more than 300 years. This change is being driven by new online tools, which are transforming and radically accelerating scientific discovery"--

How social networks, the personalized Internet, and always-on mobile connectivity are transforming—and expanding—social life. 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.

An accessible illustrated introduction to the networks we use every day, from Facebook and Google to WiFi and the Internet. What makes WiFi faster at home than at a coffee shop? How does Google order search results? Is it really true that everyone on Facebook is connected by six steps or less? The *Power of Networks* answers questions like these for the first time in a way that all of us can understand. Using simple language, analogies, stories, hundreds of illustrations, and no more math than simple addition and multiplication, Christopher Brinton and Mung Chiang provide a smart and accessible introduction to the handful of big ideas that drive the computer networks we use every day. The *Power of Networks* unifies these ideas through six fundamental principles of networking. These principles explain the difficulties in sharing network resources efficiently, how crowds can be wise or not so wise depending on the nature of their connections, why there are many layers in a network, and more. Along the way, the authors also talk with and share the special insights of renowned experts such as Google's Eric Schmidt, former Verizon Wireless CEO Dennis Strigl, and "fathers of the Internet" Vint Cerf and Bob Kahn.

How does Google sell ad space and rank webpages? How does Netflix recommend movies and Amazon rank products? How can you influence people on Facebook and Twitter and can you really reach anyone in six steps? Why doesn't the Internet collapse under congestion and does it have an Achilles' heel? Why are you charged per gigabyte for mobile data and how can Skype and BitTorrent be free? How are cloud services so scalable and why is WiFi slower at hotspots than at home? Driven by twenty real-world questions about our networked lives, this book explores the technology behind the multi-trillion dollar

Internet and wireless industries. Providing easily understandable answers for the casually curious, alongside detailed explanations for those looking for in-depth discussion, this thought-provoking book is essential reading for students in engineering, science and economics, for network industry professionals and anyone curious about how technological and social networks really work.

What it means when media moves from the new to the habitual—when our bodies become archives of supposedly obsolescent media, streaming, updating, sharing, saving. New media—we are told—exist at the bleeding edge of obsolescence. We thus forever try to catch up, updating to remain the same. Meanwhile, analytic, creative, and commercial efforts focus exclusively on the next big thing: figuring out what will spread and who will spread it the fastest. But what do we miss in this constant push to the future? In *Updating to Remain the Same*, Wendy Hui Kyong Chun suggests another approach, arguing that our media matter most when they seem not to matter at all—when they have moved from “new” to habitual. Smart phones, for example, no longer amaze, but they increasingly structure and monitor our lives. Through habits, Chun says, new media become embedded in our lives—indeed, we become our machines: we stream, update, capture, upload, link, save, trash, and troll. Chun links habits to the rise of networks as the defining concept of our era. Networks have been central to the emergence of neoliberalism, replacing “society” with groupings of individuals and connectable “YOU.S.” (For isn’t “new media” actually “NYOU media”?) Habit is central to the inversion of privacy and publicity that drives neoliberalism and networks. Why do we view our networked devices as “personal” when they are so chatty and promiscuous? What would happen, Chun asks, if, rather than pushing for privacy that is no privacy, we demanded public rights—the right to be exposed, to take risks and to be in public and not be attacked?

**Annotation** After an overview of how today’s Internet works and a discussion of the main principles behind its architecture, this text discusses the key ideas behind Ethernet, WiFi networks, routing, internet-working and TCP.

Take an in-depth tour of core Internet protocols and learn how they work together to move data packets from one network to another. With this concise book, you’ll delve into the aspects of each protocol, including operation basics and security risks, and learn the function of network hardware such as switches and routers. Ideal

for beginning network engineers, each chapter in this book includes a set of review questions, as well as practical, hands-on lab exercises. Understand basic network architecture, and how protocols and functions fit together. Learn the structure and operation of the Eth.

This book demystifies the amazing architecture and protocols of computers as they communicate over the Internet. While very complex, the Internet operates on a few relatively simple concepts that anyone can understand. Networks and networked applications are embedded in our lives. Understanding how these technologies work is invaluable. This book was written for everyone - no technical knowledge is required! While this book is not specifically about the Network+ or CCNA certifications, it as a way to give students interested in these certifications a starting point. *Splintering Urbanism* makes an international and interdisciplinary analysis of the complex interactions between infrastructure networks and urban spaces. It delivers a new and powerful way of understanding contemporary urban change, bringing together discussions about: \*globalization and the city \*technology and society \*urban space and urban networks \*infrastructure and the built environment \*developed, developing and post-communist worlds. With a range of case studies, illustrations and boxed examples, from New York to Jakarta, Johannesburg to Manila and Sao Paulo to Melbourne, *Splintering Urbanism* demonstrates the latest social, urban and technological theories, which give us an understanding of our contemporary metropolis.

The New York Times Bestselling guide for managers and executives. Introducing the new, realistic loyalty pact between employer and employee. The employer-employee relationship is broken, and managers face a seemingly impossible dilemma: the old model of guaranteed long-term employment no longer works in a business environment defined by continuous change, but neither does a system in which every employee acts like a free agent. The solution? Stop thinking of employees as either family or as free agents. Think of them instead as allies. As a manager you want your employees to help transform the company for the future. And your employees want the company to help transform their careers for the long term. But this win-win scenario will happen only if both sides trust each other enough to commit to mutual investment and mutual benefit. Sadly, trust in the business world is hovering at an all-time low. We can rebuild that lost trust with straight talk that recognizes the

realities of the modern economy. So, paradoxically, the alliance begins with managers acknowledging that great employees might leave the company, and with employees being honest about their own career aspirations. By putting this new alliance at the heart of your talent management strategy, you’ll not only bring back trust, you’ll be able to recruit and retain the entrepreneurial individuals you need to adapt to a fast-changing world. These individuals, flexible, creative, and with a bias toward action, thrive when they’re on a specific “tour of duty”—when they have a mission that’s mutually beneficial to employee and company that can be completed in a realistic period of time. Coauthored by the founder of LinkedIn, this bold but practical guide for managers and executives will give you the tools you need to recruit, manage, and retain the kind of employees who will make your company thrive in today’s world of constant innovation and fast-paced change.

This book explores how data about our everyday online behaviour are collected and how they are processed in various ways by algorithms powered by Artificial Intelligence (AI) and Machine Learning (ML). The book investigates the socioeconomic effects of these technologies, and the evolving regulatory landscape that is aiming to nurture the positive effects of these technology evolutions while at the same time curbing possible negative practices. The volume scrutinizes growing concerns on how algorithmic decisions can sometimes be biased and discriminative; how autonomous systems can possibly disrupt and impact the labour markets, resulting in job losses in several traditional sectors while creating unprecedented opportunities in others; the rapid evolution of social media that can be addictive at times resulting in associated mental health issues; and the way digital Identities are evolving around the world and their impact on provisioning of government services. The book also provides an in-depth understanding of regulations around the world to protect privacy of data subjects in the online world; a glimpse of how data is used as a digital public good in combating Covid pandemic; and how ethical standards in autonomous systems are evolving in the digital world. A timely intervention in this fast-evolving field, this book will be useful for scholars and researchers of digital humanities, business and management, internet studies, data sciences, political studies, urban sociology, law, media and cultural studies, sociology, cultural anthropology, and science and technology studies. It will also be of immense interest to the general readers seeking insights on daily digital lives.

Go beyond layer 2 broadcast domains with this in-depth tour of advanced link and internetwork layer protocols, and learn how they enable you to expand to larger topologies. An ideal follow-up to *Packet Guide to Core Network Protocols*, this concise guide dissects several of these protocols to explain their structure and operation. This isn't a book on packet theory. Author Bruce Hartpence built topologies in a lab as he wrote this guide, and each chapter includes several packet captures. You'll learn about protocol classification, static vs. dynamic topologies, and reasons for installing a particular route. This guide covers: Host routing—Process a routing table and learn how traffic starts out across a network Static routing—Build router routing tables and understand how forwarding decisions are made and processed Spanning Tree Protocol—Learn how this protocol is an integral part of every network containing switches Virtual Local Area Networks—Use VLANs to address the limitations of layer 2 networks Trunking—Get an indepth look at VLAN tagging and the 802.1Q protocol Routing Information Protocol—Understand how this distance vector

protocol works in small, modern communication networks Open Shortest Path First—Discover why convergence times of OSPF and other link state protocols are improved over distance vectors

Step into picture-perfect Wilshire, home to some of the most privileged people in the world, where one woman's desperate act could bring the precariously balanced social order crashing down... Wilshire, Connecticut, the gilded enclave of Manhattan's prosperous elite, appears to be a vision of suburban tranquility: the mansions are tastefully designed, the lawns are expertly manicured, and the streets are as hushed as the complexities in the residents' lives. While Wilshire's husbands battle each other in the financial world, their wives manage their estates and raise the next elite generation. Some women are envied, some respected, and others simply tolerated. But regardless of where they stand, each woman is defined by the world she inhabits and bound by the unyielding social structure that surrounds her. Rosalyn Barlow, the most envied woman in Wilshire, is waging a battle of social manipula-

tion to silence the scandalous gossip that threatens her daughter's reputation while her self-made billionaire husband grows more and more distant in his young retirement. But for fourteen year-old Caitlin Barlow, navigating life as a teenager in a culture of wealth and sexual promiscuity has become far more perilous than either of her parents knows. Newcomer Sarah Livingston has nothing but disdain for everyone and everything around her and a growing terror at having another child in a world she's come to resent. As she is pulled into the Barlow family's storm, the walls begin to close in around her marriage and the life she once thought she wanted. And for Jacqueline Halstead, who's just discovered her husband is under investigation for fraud surrounding his hedge fund, saving her family from total ruin means doing the unthinkable - and shaking the Barlow family, Wilshire's insular community, and herself to the core.

Introduction to the digital street -- Girls and boys -- Code switching -- Pastor -- Going to jail because of the internet -- Conclusion -- Appendix in digital urban ethnography -- References -- Index