

Culture And Technology A Primer Second Edition

In the last two decades, both the conception and the practice of participatory culture have been transformed by the new affordances enabled by digital, networked, and mobile technologies. This exciting new book explores that transformation by bringing together three leading figures in conversation. Jenkins, Ito and boyd examine the ways in which our personal and professional lives are shaped by experiences interacting with and around emerging media. Stressing the social and cultural contexts of participation, the authors describe the process of diversification and mainstreaming that has transformed participatory culture. They advocate a move beyond individualized personal expression and argue for an ethos of “doing it together” in addition to “doing it yourself.”

Participatory Culture in a Networked Era will interest students and scholars of digital media and their impact on society and will engage readers in a broader dialogue and conversation about their own participatory practices in this digital age.

Like Guns, Germs, and Steel, a work of breathtaking sweep and originality that reinterprets the human story. Although we usually think of technology as something unique to modern times, our ancestors began to create the first technologies millions of years ago in the form of prehistoric tools and weapons. Over time, eight key technologies gradually freed us from the limitations of our animal origins. The fabrication of weapons,

the mastery of fire, and the technologies of clothing and shelter radically restructured the human body, enabling us to walk upright, shed our body hair, and migrate out of tropical Africa. Symbolic communication transformed human evolution from a slow biological process into a fast cultural process. The invention of agriculture revolutionized the relationship between humanity and the environment, and the technologies of interaction led to the birth of civilization. Precision machinery spawned the industrial revolution and the rise of nation-states; and in the next metamorphosis, digital technologies may well unite all of humanity for the benefit of future generations. Synthesizing the findings of primatology, paleontology, archeology, history, and anthropology, Richard Currier reinterprets and retells the modern narrative of human evolution that began with the discovery of Lucy and other Australopithecus fossils. But the same forces that allowed us to integrate technology into every aspect of our daily lives have also brought us to the brink of planetary catastrophe. Unbound explains both how we got here and how human society must be transformed again to achieve a sustainable future. Technology: “The deliberate modification of any natural object or substance with forethought to achieve a specific end or to serve a specific purpose.”

To judge from many speculative fiction films and books, the future will be full of cities that resemble Tokyo, Hong Kong, and Shanghai, and it will be populated mainly by cold, unfeeling citizens who act like robots. Techno-Orientalism investigates the phenomenon

of imagining Asia and Asians in hypo- or hyper-technological terms in literary, cinematic, and new media representations, while critically examining the stereotype of Asians as both technologically advanced and intellectually primitive, in dire need of Western consciousness-raising.

Focusing on the technoculture of everyday life, this book attempts to zero in on the simplicity and the habitual character of the interaction between humans and material objects, which is often assumed or taken for granted. Because objects are always meaningful in the pragmatic use to which they are directed, the material world of everyday life can be seen as a technoculture of its own - one made of behaviors as simple, and yet as significant, as using a lawnmower, or decorating one's body. In discussing the unique methodological components of the ethnography of the technoculture of everyday life, this book begins a dialogue on how we can examine - from the participants' perspective - the interconnections between social agents, their technological/material practices, their material objects or technics, and their social and material environment.

Sonic Technologies

Gender: Your Guide

Improved for the More Easy Attaining the True Reading of English : to which is Added The Assembly of Divines, and Mr. Cotton's Catechism

Sequence Analysis Primer

Reclaiming Relationship in a Technological World

A Primer for Students and Scholars

Getting Past the Past

Many books and courses tackle natural language processing (NLP) problems with toy use cases and well-defined datasets. But if you want to build, iterate, and scale NLP systems in a business setting and tailor them for particular industry verticals, this is your guide. Software engineers and data scientists will learn how to navigate the maze of options available at each step of the journey. Through the course of the book, authors Sowmya Vajjala, Bodhisattwa Majumder, Anuj Gupta, and Harshit Surana will guide you through the process of building real-world NLP solutions embedded in larger product setups. You'll learn how to adapt your solutions for different industry verticals such as healthcare, social media, and retail. With this book, you'll:

- Understand the wide spectrum of problem statements, tasks, and solution approaches within NLP**
- Implement and evaluate different NLP applications using machine learning and deep learning methods**
- Fine-tune your NLP solution based on your business problem and industry vertical**
- Evaluate various algorithms and approaches for NLP product tasks, datasets, and stages**
- Produce software solutions following best practices around release, deployment, and DevOps for NLP systems**
- Understand best practices, opportunities, and the roadmap for NLP from a business and product leader's perspective**

Rev. ed. of: Media and culture. 2nd ed. c2000. Includes bibliographical references (p.

575-582) and index.

An early American textbook for beginning readers, that includes a rhyming alphabet, Bible questions, and Shorter Catechism, with original woodcut illustrations.

Discussions of street culture exist in a variety of academic disciplines, yet a handbook that brings together the diversity of scholarship on this subject has yet to be produced. The Routledge Handbook of Street Culture integrates and reviews current scholarship regarding the history, types, and contexts of the concept of street culture. It is comprehensive and international in its treatment of the subject of street culture. Street culture includes many subtypes, situations, locations, and participants, and these are explored in the various chapters included in this book. Street culture varies based on numerous factors including capitalism, market societies, policing, ethnicity, and race but also advances in technology. The book is divided into four major sections: Actors and street culture, Activities connected to street culture, The centrality of crime to street culture, and Representations of street culture. Contributors are well respected and recognized international scholars in their fields. They draw upon contemporary scholarship produced in the social sciences, arts, and humanities in order to communicate their understanding of street culture. The book provides a comprehensive and accessible approach to the subject of street culture through the lens of an inter- and/or multidisciplinary perspective. It is also intersectional in its approach and consideration of the subject and phenomenon of street culture.

A Primer on the U.S. Use of Unmanned Aircraft Outside Conventional Battlefields

Game Design Fundamentals

How to Make Sense of the New Japan and Why It Matters

Star Power

Why Things Bite Back

Practical Poetics in Architecture

An Introduction to Mass Communication

The Internet, World Wide Web, and digital devices have fundamentally changed the way people communicate, affecting everything from business, to school, to family, to religion, to democracy. This textbook takes a well-rounded view of the evolution from media literacy to digital literacy to help students better understand the digitally filtered world in which they live. The text explores digital literacy through three lenses: - Historical: reviews snapshots of time and space to delineate how things were in order to lend context to how they are; - Cultural: explores how values and ideals are constructed and conveyed within a given cultural context - how humans absorb and share the informal rules and norms that make up a

society; - Critical: illuminates how social changes - particularly rapid ones - can put certain people at a disadvantage. All three angles are helpful for better understanding the myriad ways in which our identities and relationships are being altered by technology, and what it means to be a citizen in a society that has become individualized and is in constant flux. Written in a conversational and approachable style, the text is easy to navigate, with short chapters, short paragraphs, and bullet points. Comics and images illustrate complex topics and add visual interest. The text is ideal for media literacy, digital information literacy, and technology courses that seek to integrate human impact into the mix. It is also a good starting point for anyone wanting to know more about the impact of communication technologies on our lives.

The Digital Humanities is a comprehensive introduction and practical guide to how humanists use the digital to conduct research, organize materials, analyze, and publish findings. It summarizes the turn toward the digital that is reinventing every aspect of the humanities among scholars, libraries,

publishers, administrators, and the public. Beginning with some definitions and a brief historical survey of the humanities, the book examines how humanists work, what they study, and how humanists and their research have been impacted by the digital and how, in turn, they shape it. It surveys digital humanities tools and their functions, the digital humanists' environments, and the outcomes and reception of their work. The book pays particular attention to both theoretical underpinnings and practical considerations for embarking on digital humanities projects. It places the digital humanities firmly within the historical traditions of the humanities and in the contexts of current academic and scholarly life.

The discipline of fan studies is famously undisciplined. But that doesn't mean it isn't structured. This is the first comprehensive primer for classroom use that shows students how to do fan studies in practical terms. With contributions from a range of established and emerging scholars, coeditors Paul Booth and Rebecca Williams pull together case studies

that demonstrate the wide array of methodologies available to fan studies scholars, such as auto/ethnography, immersion, interviews, online data mining, historiography, and textual analysis. This collection also probes the ethical questions that are unique to fan studies work, such as the use of online fan content for research, interview methods, consent, and privacy. Conducting the Global War on Terrorism (GWOT) and projecting United States (US) influence worldwide has meant an increasing number of US diplomats and military forces are assigned to locations around the world, some of which have not previously had a significant US presence. In the current security environment, understanding foreign cultures and societies has become a national priority. Cultural understanding is necessary both to defeat adversaries and to work successfully with allies.

Digital Literacy

ITER and the International Quest for Fusion Energy

Free Culture

Techno-Orientalism

A Primer for Forgetting Material Culture and Technology in Everyday Life Cultural Origins of Sound Reproduction

The Drone Debate offers a thorough investigation of the where, why, how, and when of the U.S.'s use of UAVs. Beginning with a historical overview of the use of drones in warfare, it then addresses whether targeted killing operations are strategically wise, whether they are permissible under international law, and the related ethical issues. It also looks at the political factors behind the use of drones, including domestic and global attitudes toward their use and potential issues of proliferation and escalation. Finally, the use of drones by other countries, such as Israel and China, is examined. Each chapter features a case study that highlights particular incidents and patterns of operation in specific regions, including Yemen, Somalia, Pakistan, and Libya and strike types (signature strikes, personality strikes, etc.).

Lawrence Lessig, "the most important thinker on intellectual property in the Internet era", masterfully argues that never before in human history has the power to control creative progress been so concentrated in the hands of the powerful few, the so-called Big Media. Never before have the cultural powers- that-be been able to exert such control over what we can

and can't do with the culture around us. Our society defends free markets and free speech; why then does it permit such top-down control? To lose our long tradition of free culture, Lawrence Lessig shows us, is to lose our freedom to create, our freedom to build, and, ultimately, our freedom to imagine.

As insightful and wise today as it was when originally published in 1954, Jacques Ellul's *The Technological Society* has become a classic in its field, laying the groundwork for all other studies of technology and society that have followed. Ellul offers a penetrating analysis of our technological civilization, showing how technology—which began innocuously enough as a servant of humankind—threatens to overthrow humanity itself in its ongoing creation of an environment that meets its own ends. No conversation about the dangers of technology and its unavoidable effects on society can begin without a careful reading of this book. "A magnificent book . . . He goes through one human activity after another and shows how it has been technicized, rendered efficient, and diminished in the process."—Harper's "One of the most important books of the second half of the twentieth-century. In it, Jacques Ellul convincingly demonstrates that technology, which we continue to conceptualize as the servant of man, will overthrow everything that prevents the internal logic of its development,

including humanity itself—unless we take necessary steps to move human society out of the environment that 'technique' is creating to meet its own needs.”—The Nation “A description of the way in which technology has become completely autonomous and is in the process of taking over the traditional values of every society without exception, subverting and suppressing these values to produce at last a monolithic world culture in which all non-technological difference and variety are mere appearance.”—Los Angeles Free Press

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After two decades of reinvention, Japanese companies are re-emerging as major players in the

new digital economy. They have responded to the rise of China and new global competition by moving upstream into critical deep-tech inputs and advanced materials and components. This new "aggregate niche strategy" has made Japan the technology anchor for many global supply chains. Although the end products do not carry a "Japan Inside" label, Japan plays a pivotal role in our everyday lives across many critical industries. This book is an in-depth exploration of current Japanese business strategies that make Japan the world's third-largest economy and an economic leader in Asia. To accomplish their reinvention, Japan's largest companies are building new processes of breakthrough innovation. Central to this book is how they are addressing the necessary changes in organizational design, internal management processes, employment, and corporate governance. Because Japan values social stability and economic equality, this reinvention is happening slowly and methodically, and has gone largely unnoticed by Western observers. Yet, Japan's more balanced model of "caring capitalism" is both competitive and transformative, and more socially responsible than the unbridled growth approach of the United States.

CULTURAL DIVERSITY: A PRIMER FOR THE HUMAN SERVICES, Fifth Edition, provides the tools you need to become a successful and effective counselor. This innovative book covers a variety of topics, ranging from the general principles of cultural diversity to how to work with clients from various cultures. It's an ideal resource to prepare you for a successful career in counseling. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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 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 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.

How Technology Shapes Our Spiritual and Social Lives

The Drone Debate

A Primer for Clinical and Basic Scientists

Technology and the Revenge of Unintended Consequences

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Through the Lens of Cultural Awareness

Integrate poetics into real-world spaces by bringing theory down to earth Practical Poetics in Architecture takes poetics out of the theory class and into the design studio, showing

architects how the atmospheric and experiential qualities of built structures can be intentionally considered and planned. With an emphasis on analysing and explaining the sensibility of poetics at work in designing and constructing architecture, this book features projects from architects around the world that demonstrate the principles of poetics come to life. The rich illustration of two hundred colour images, including analytical diagrams, plans, sections, and photos, make this insightful guide a highly visual foray into a topic that has thus far remained more theoretical than practical. The text is matter-of-fact and concrete, yet remains richly connected to its forbears and the writings of William Leach, Gaston Bachelard, and Steen Eiler Rasmussen. The perspective is contemporary in its examples and its connections to the evolving science of perception. An established seminar topic in theory classes around the world, poetics tends to rely heavily on classic philosophic texts – until now. *Practical Poetics in Architecture* brings theory down to earth to show architects how to invoke poetics

whendesigning real projects. Integrate poetics principles into real-world designs Consider atmosphere in terms of form, space, and acoustics Study actual projects that bring poetics into real spaces Take cues from analytical diagrams of projects accounting for context Poetics – the accumulated experience of place, space, and culture – has become more critical in recent years as the atmospheric and experiential qualities of built spaces have become more elusive in the virtual age. Practical Poetics in Architecture provides real guidance for real projects, and brings poetics out of the mind and onto the plans.

A collection of writing about design from the influential, eclectic, and adventurous Design Observer. Founded in 2003, Design Observer inscribes its mission on its homepage: Writings about Design and Culture. Since its inception, the site has consistently embraced a broader, more interdisciplinary, and circumspect view of design's value in the world—one not limited by materialism, trends, or the slipperiness of style. Dedicated to the pursuit of

originality, imagination, and close cultural analysis, Design Observer quickly became a lively forum for readers in the international design community. Fifteen years, 6,700 articles, 900 authors, and nearly 30,000 comments later, this book is a combination primer, celebration, survey, and salute to a certain moment in online culture. This collection includes reassessments that sharpen the lens or dislocate it; investigations into the power of design idioms; off-topic gems; discussions of design ethics; and experimental writing, new voices, hybrid observations, and other idiosyncratic texts. Since its founding, Design Observer has hosted conferences, launched a publishing imprint, hosted three podcasts, and attracted more than a million followers on social media. All of these enterprises are rooted in the original mission to engage a broader community by sharing ideas on ways that design shapes—and is shaped by—our lives. Contributors include Sean Adams, Allison Arieff, Ashleigh Axios, Eric Baker, Rachel Berger, Andrew Blauvelt, Liz Brown, John Cantwell, Mark Dery,

Michael Erard, Stephen Eskilson, Bryan Finoki, Kenneth FitzGerald, John Foster, Steven Heller, Karrie Jacobs, Meena Kadri, Mark Lamster, Alexandra Lange, Francisco Laranjo, Adam Harrison Levy, Mimi Lipson, KT Meaney, Thomas de Monchaux, Randy Nakamura, Phil Patton, Maria Popova, Rick Poynor, Louise Sandhaus, Dmitri Siegel, Martha Scotford, Adrian Shaughnessy, Andrew Shea, John Thackara, Dori Tunstall, Alice Twemlow, Tom Vanderbilt, Véronique Vienne, Alissa Walker, Rob Walker, Lorraine Wild, Timothy Young

“One of our true superstars of nonfiction” (David Foster Wallace), Lewis Hyde offers a playful and inspiring defense of forgetfulness by exploring the healing effect it can have on the human psyche. We live in a culture that prizes memory—how much we can store, the quality of what’s preserved, how we might better document and retain the moments of our life while fighting off the nightmare of losing all that we have experienced. But what if forgetfulness were seen not as something to fear—be it in the form of illness or simple absentmindedness—but rather as

a blessing, a balm, a path to peace and rebirth? A Primer for Forgetting is a remarkable experiment in scholarship, autobiography, and social criticism by the author of the classics The Gift and Trickster Makes This World. It forges a new vision of forgetfulness by assembling fragments of art and writing from the ancient world to the modern, weighing the potential boons forgetfulness might offer the present moment as a creative and political force. It also turns inward, using the author's own life and memory as a canvas upon which to extol the virtues of a concept too long taken as an evil. Drawing material from Hesiod to Jorge Luis Borges to Elizabeth Bishop to Archbishop Desmond Tutu, from myths and legends to very real and recent traumas both personal and historical, A Primer for Forgetting is a unique and remarkable synthesis that only Lewis Hyde could have produced.

"An invaluable resource for both new and veteran allies...obvious and necessary" (Library Journal, starred review) information for everyone who wants to learn more

about how to navigate gender diversity in today's families, communities, and workplaces. The days of two genders—male, female; boy, girl; blue, pink—are over, if they ever existed at all. Gender is now a global conversation, and one that is constantly evolving. More people than ever before are openly living their lives as transgender men or women, and many transgender people are coming out as neither men nor women, instead living outside of the binary. Gender is changing, and this change is gaining momentum. We all want to do and say the right things in relation to gender diversity—whether at a job interview, at parent/teacher night, and around the table at family dinners. But where do we begin? From the differences among gender identity, gender expression, and sex, to the use of gender-neutral pronouns like singular they/them, to thinking about your own participation in gender, Gender: Your Guide serves as “a warm, inviting guide to a complicated area” (The Globe and Mail, Toronto). Professor and gender diversity advocate Lee Airton, PhD, explains how gender works in everyday life; how to use

accurate terminology to refer to transgender, non-binary, and/or gender non-conforming individuals; and how to ask when you aren't sure what to do or say. It provides the information you need to talk confidently and compassionately about gender diversity, whether simply having a conversation or going to bat as an advocate. Just like gender itself, being gender-friendly is a process for all of us. As revolutionary a resource as Our Bodies, Ourselves, Gender: Your Guide is "greatly needed...an impactful tool for creating a world more supportive of people of all genders" (INTO! Magazine).

Ethics, Culture, and Relationships

Participatory Culture in a Networked Era

A Comprehensive Guide to Building Real-World NLP Systems

The Audible Past

Cultural Competence: A Primer for Educators

Psychiatric Genetics

*Is Technology Making Us Sick?: A Primer for the 21st Century
(The Big Idea Series)*

"Management challenges faced by IT leaders in Silicon Valley will eventually be encountered by IT leaders everywhere. Successful Silicon Valley firms operate in radically different ways when compared with their conventional Fortune 500 counterparts. Valley firms rely almost exclusively on cloud-based business applications and cloud-computing resources to conduct daily business. In addition, they are increasingly relying on artificial intelligence and machine-learning tools to extract business information from vast quantities of data. Valley firms are operating on the leading edge of the changes taking place within the IT industry. In some cases, they are literally defining the leading edge of such changes! Truth from the Valley provides insight into ways in which people, process, and technology management challenges have been addressed by IT leaders in Silicon Valley. This book provides a comprehensive portrayal of the trends that will shape IT management practices in the next decade, and it challenges its readers to find ways of converting these challenges into opportunities that will enable their organizations to become more efficient, more impactful, and more business relevant in the future"--

Feminist legal theory is one of the most dynamic fields in the law, and it affects issues ranging from child custody to sexual harassment. Since its initial publication in 2006, *Feminist Legal Theory: A Primer* has received rave reviews. Now, in the completely updated second edition of this outstanding primer, Nancy Levit and Robert R.M. Verchick introduce the diverse strands of feminist legal theory and discuss an array of

substantive legal topics, pulling in recent court decisions, new laws, and important shifts in culture and technology. The book centers on feminist legal theories, including equal treatment theory, cultural feminism, dominance theory, critical race feminism, lesbian feminism, postmodern feminism, and ecofeminism. Readers will find new material on women in politics, gender and globalization, and the promise and danger of expanding social media. Updated statistics and empirical analysis appear throughout. The authors, prominent experts in the field, also address feminist legal methods, such as consciousness-raising and storytelling. The primer offers an accessible and pragmatic approach to feminist legal theory. It demonstrates the ways feminist legal theory operates in real-life contexts, including domestic violence, reproductive rights, workplace discrimination, education, sports, pornography, and global issues of gender. The authors highlight a sweeping range of cutting-edge topics at the intersection of law and gender, such as single-sex schools, abortion, same-sex marriage, rape on college campuses, and international trafficking in women and girls. At its core, *Feminist Legal Theory* shows the importance of the roles of law and feminist legal theory in shaping contemporary gender issues.

This new volume in *The Big Idea* series evaluates the impact of the increased use of 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 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 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 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. Today the world is literally at our fingertips. We can call, text, email, or post our status to friends and family on the go. We can carry countless games, music, and apps in our pocket. Yet it's easy to feel overwhelmed by access to so much information and exhausted from managing our online relationships and selves. Craig Detweiler, a nationally known writer and speaker on media issues, provides needed Christian perspective on navigating today's social media culture. He interacts with major symbols, or "iGods," of our distracted age--Google, Facebook, Amazon, Apple, Pixar, YouTube, and Twitter--to investigate the impact of the technologies and cultural phenomena that drive us. Detweiler offers a historic look at where we've been and a

prophetic look at where we're headed, helping us sort out the immediate from the eternal, the digital from the divine.

A Gender-Friendly Primer on What to Know, What to Say, and What to Do in the New Gender Culture

Fifteen Years of Design Observer

The Life We're Looking For

Popular Culture Primer

An Illustrated Book of Bad Arguments

A Practical Primer on Future IT Management Trends

Routledge Handbook of Street Culture

A concise and accessible explanation of the science and technology behind the domestication of nuclear fusion energy.

Nuclear fusion research tells us that the Sun uses one gram of hydrogen to make as much energy as can be obtained by burning eight tons of petroleum. If nuclear fusion—the process that makes the stars shine—could be domesticated for commercial energy production, the world would gain an inexhaustible source of energy that neither depletes natural resources nor produces greenhouse gases. In *Star Power*, Alan Bécoulet offers a concise and accessible primer on fusion energy, explaining the science

and technology of nuclear fusion and describing the massive international scientific effort to achieve commercially viable fusion energy. Bécoulet draws on his work as Head of Engineering at ITER (International Thermonuclear Experimental Reactor) to explain how scientists are trying to “put the sun in a box.” He surveys the history of nuclear power, beginning with post-World War II efforts to use atoms for peaceful purposes and describes how energy is derived from fusion, explaining that the essential principle of fusion is based on the capacity of nucleons (protons and neutrons) to assemble and form structures (atomic nuclei) in spite of electrical repulsion between protons, which all have a positive charge. He traces the evolution of fusion research and development, mapping the generation of electric current through fusion. The ITER project marks a giant step in the development of fusion energy, with the potential to demonstrate the feasibility of a nuclear fusion reactor. Star Power offers an introduction to what may be the future of energy production.

The COVID-19 pandemic underscored longstanding fissures in China’s business relationships with the West. If the West is

going to develop a relationship of mutual trust and improve business relations with China in the coming decades, it is imperative to understand how to engage with Chinese thinking on ethics in business—this book explains how. Government officials, businesspeople, and business-ethicists have trouble communicating about issues in ethics, policy, and business across the China-West divide. This book shows how to overcome the us-versus-them mindset plaguing China-West relations by presenting to Western audiences an easy-to-understand yet deeply informed primer on core ideas and perspectives in Chinese cultural and philosophical thought. The book considers original texts of Chinese philosophy and religion, and applies principles from those writings to three business-ethics topics of enduring interest to business executives, government officials, and academics, namely, the protection of intellectual property, assurance of product safety and quality in the pharmaceutical supply chain, and human rights. This book is a must-read for those who want to forge constructive relationships with their Chinese counterparts based on mutual trust and understanding. The book is specifically relevant to business executives, but it

should also be of interest to policymakers, educators, and students who seek to communicate more effectively with their Chinese counterparts, in particular about difficult and contentious business, policy, and ethical issues.

The Black Book of Quantum Chromodynamics is an in-depth introduction to the particle physics of current and future experiments at particle accelerators. The book offers the reader an overview of practically all aspects of the strong interaction necessary to understand and appreciate modern particle phenomenology at the energy frontier. It assumes a working knowledge of quantum field theory at the level of introductory textbooks used for advanced undergraduate or in standard postgraduate lectures. The book expands this knowledge with an intuitive understanding of relevant physical concepts, an introduction to modern techniques, and their application to the phenomenology of the strong interaction at the highest energies. Aimed at graduate students and researchers, it also serves as a comprehensive reference for LHC experimenters and theorists. This book offers an exhaustive presentation of the technologies developed and used by practitioners in the field of fixed-order

perturbation theory and an overview of results relevant for the ongoing research programme at the LHC. It includes an in-depth description of various analytic resummation techniques, which form the basis for our understanding of the QCD radiation pattern and how strong production processes manifest themselves in data, and a concise discussion of numerical resummation through parton showers, which form the basis of event generators for the simulation of LHC physics, and their matching and merging with fixed-order matrix elements. It also gives a detailed presentation of the physics behind the parton distribution functions, which are a necessary ingredient for every calculation relevant for physics at hadron colliders such as the LHC, and an introduction to non-perturbative aspects of the strong interaction, including inclusive observables such as total and elastic cross sections, and non-trivial effects such as multiple parton interactions and hadronization. The book concludes with a useful overview contextualising data from previous experiments such as the Tevatron and the Run I of the LHC which have shaped our understanding of QCD at hadron colliders.

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 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 importance of the subject.

Cultural Diversity: A Primer for the Human Services

A Primer for the LHC Era

Rules of Play

A Primer of Key Concepts

Popular Music, Digital Culture and the Creative Process

A Primer

Practical Natural Language Processing

Computerized sequence analysis is an integral part of biotechnological research,

many biologists have received no formal training in this important technology. Sequence Analysis Primer offers the beginner the necessary background to enter this vital field and helps more seasoned researchers to fine-tune their approach. It covers basic data manipulation such as homology searches, stem-loop identification, and protein secondary structure prediction, and is compatible with most sequence analysis programs. A detailed example giving steps for characterizing a new gene sequence provides users with hands-on experience when combined with their current software. The book will be invaluable to researchers and students in molecular biology, genetics, biochemistry, microbiology, and biotechnology.

Awarded a Certificate of Merit at the ARSC Awards for Excellence 2018 In the past two decades digital technologies have fundamentally changed the way we think, make and use popular music. From the production of multimillion selling pop records to the ubiquitous remix that has become a marker of Web 2.0, the emergence of new music production technologies have had a transformative effect upon 21st Century digital culture. Sonic Technologies examines these issues with a specific focus upon the impact of digitization upon creativity; that is, what musicians, cultural producers and prosumers do. For many, music production has moved out of the professional recording studio and into the home. Using a broad range of examples ranging from experimental electronic music to more mainstream genres, the book examines how

contemporary creative practice is shaped by the visual and sonic look and feel of recording technologies such as Digital Audio Workstations.

“A flawless compendium of flaws.” —Alice Roberts, PhD, anatomist, writer, and presenter of *The Incredible Human Journey* The antidote to fuzzy thinking, with animals! Have you read (or stumbled into) one too many irrational online debates? Almossawi certainly had, so he wrote *An Illustrated Book of Bad Arguments!* This handy guide is here to bring the internet age a much-needed dose of old-school (really old-school, a la Aristotle). Here are cogent explanations of the straw man fallacy, the slippery slope argument, the ad hominem attack, and other common attempts at reasoning that actually fall short—plus a beautifully drawn menagerie of animals who (adorably) commit every logical faux pas. Rabbit thinks a strange light in the sky must be a UFO because no one can prove otherwise (the appeal to ignorance). And Lion doesn’t believe that gas emissions harm the planet because, if that were true, he wouldn’t like the result (the argument from consequences). Once you learn to recognize these abuses of reason, they start to crop up everywhere from congressional debate to YouTube comments—which makes this geek-chic book a must for anyone with the habit of holding opinions.

CULTURAL COMPETENCE: A PRIMER FOR EDUCATORS, 2nd Edition, covers the basics of multicultural education, making it easy for instructors to assign as

text or use in conjunction with other books. The author gives special attention to the psycho-social dimensions of teaching culturally diverse populations. Important New Media content referenced within the product description or the product text may not be available in the ebook version.

Method, Research, Ethics

The Business Reinvention of Japan

Imagining Asia in Speculative Fiction, History, and Media

The New-England Primer

A Conversation on Youth, Learning, Commerce, and Politics

Media & Culture

How Eight Technologies Made Us Human and Brought Our World to the Brink

An impassioned look at games and game design that offers the most ambitious framework for understanding them to date. As pop culture, games are as important as film or television—but game design has yet to develop a theoretical framework or critical vocabulary. In Rules of Play Katie Salen and Eric Zimmerman present a much-needed primer for this emerging field. They offer a unified model for looking at all kinds of games, from board games and sports to computer and video games. As active participants in game culture, the authors have written Rules of Play as a catalyst for innovation, filled with new concepts, strategies, and methodologies for creating and understanding games. Building an aesthetics of interactive systems, Salen and Zimmerman define core concepts like "play," "design," and "interactivity." They look at games through a series of

eighteen "game design schemas," or conceptual frameworks, including games as systems of emergence and information, as contexts for social play, as a storytelling medium, and as sites of cultural resistance. Written for game scholars, game developers, and interactive designers, Rules of Play is a textbook, reference book, and theoretical guide. It is the first comprehensive attempt to establish a solid theoretical framework for the emerging discipline of game design.

Psychiatrists and other mental health professionals are increasingly confronted with questions about the genetics of psychiatric illness, and the clinical applications of new genetic findings. Psychiatric Genetics: A Primer for Clinical and Basic Scientists addresses these questions through a straightforward introduction to the essentials of psychiatric genetics, complementing more comprehensive textbooks that may seem overwhelming for those new to the field. Written and edited by leaders in the field and the International Society of Psychiatric Genetics (ISPG), the book covers basic epidemiology, recruitment for human studies, phenotyping strategies, formal genetic and molecular genetic studies, statistical genetics, bioinformatics and genomics, pharmacogenetics, the most relevant animal models, and biobanking. Each chapter begins with a list of "take home" points that summarizes content, followed by a brief overview of current knowledge and suggestions for further reading. This Primer is ideal for medical students, psychiatric residents, psychiatrists, and basic neuroscience researchers who are interested in learning about the key concepts and recent advances in the exciting field of psychiatric genetics. A deeply reflective primer on creating meaningful connections, rebuilding abundant communities, and living in a way that engages our full humanity in an age of unprecedented anxiety and loneliness—from the author of The Tech-Wise Family “Andy Crouch shows the path to reclaiming a life that restores the heart of what it means to thrive.”—Arthur C. Brooks, #1 New

York Times bestselling author of *From Strength to Strength* Our greatest need is to be recognized—to be seen, loved, and embedded in rich relationships with those around us. But for the last century, we’ve displaced that need with the ease of technology. We’ve dreamed of mastery without relationship (what the premodern world called magic) and abundance without dependence (what Jesus called Mammon). Yet even before a pandemic disrupted that quest, we felt threatened and strangely out of place: lonely, anxious, bored amid endless options, oddly disconnected amid infinite connections. In *The Life We’re Looking For*, bestselling author Andy Crouch shows how we have been seduced by a false vision of human flourishing—and how each of us can fight back. From the social innovations of the early Christian movement to the efforts of entrepreneurs working to create more humane technology, Crouch shows how we can restore true community and put people first in a world dominated by money, power, and devices. There is a way out of our impersonal world, into a world where knowing and being known are the heartbeat of our days, our households, and our economies. Where our vulnerabilities are seen not as something to be escaped but as the key to our becoming who we were made to be together. Where technology serves us rather than masters us—and helps us become more human, not less.

Examines the influence of culture on the newest studies of history, and presents several models for modern cultural history

Truth from the Valley

The New Cultural History

A Primer for US Armed Forces Deploying to Arab and Middle Eastern Countries

A China Business Primer

Cultural Criticism

The Technological Society