



Program or Be Programmed: Ten Commands for a Digital Age

By Douglas Rushkoff

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Program or Be Programmed: Ten Commands for a Digital Age By Douglas Rushkoff

The debate over whether the Net is good or bad for us fills the airwaves and the blogosphere. But for all the heat of claim and counter-claim, the argument is essentially beside the point: It's here; it's everywhere. The real question is, do we direct technology, or do we let ourselves be directed by it and those who have mastered it? "Choose the former," writes Rushkoff, "and you gain access to the control panel of civilization. Choose the latter, and it could be the last real choice you get to make."

In ten chapters, composed of ten "commands" accompanied by original illustrations from comic artist Leland Purvis, Rushkoff provides cyber enthusiasts and technophobes alike with the guidelines to navigate this new universe.

In this spirited, accessible poetics of new media, Rushkoff picks up where Marshall McLuhan left off, helping readers come to recognize programming as the new literacy of the digital age—and as a template through which to see beyond social conventions and power structures that have vexed us for centuries. This is a friendly little book with a big and actionable message.

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Editorial Review

Review

Praise for *Program or Be Programmed*

"Now that much of what Rushkoff has predicted over the years has come to pass, he is uniquely qualified to write what may be one of the most important and instructive books of our times: *Program or be Programmed: Ten Commands for a Digital Age*. In it, he outlines ten different ideas that information technology is biased towards; biases that can cause discord in our lives. However, rather than predicting that the sky is falling, Rushkoff gives practical and actionable advice on how to turn those biases into advantages." —*Wired*

"Lucid and consequential . . . a subtle and substantiated call for (missing) humanity in networked daily life." —*Neural.it*

"Thinking twice about our use of digital media, what our practices are doing to us, and what we are doing to each other, is one of the most important priorities people have today—and Douglas Rushkoff gives us great guidelines for doing that thinking. Read this before and after you Tweet, Facebook, email or YouTube." —Howard Rheingold

"Douglas Rushkoff is one of the great thinkers—and writers—of our time." —Timothy Leary

"Rushkoff is damn smart. As someone who understood the digital revolution faster and better than almost anyone, he shows how the internet is a social transformer that should change the way your business culture operates." —Walter Isaacson

"What's the difference between being able to operate in the web, and being able to thrive there? The difference is in being able to understand the how and why of this new world. In ten chapters or commands, Douglas Rushkoff lays out how to live in this new world. Some of this advice will seem straightforward, some of it will need explanation, and some of it will seem more than a little counterintuitive. But all of it is delivered with verve and insight that makes you rethink your interactions on the web. Are you driving your life here, or only a passenger? If you want to get your hands on the wheel, this book is a good place to start." —Daily Kos

"Rushkoff presents ten succinct commands for choosing our own destiny in the online era, ranging from Do Not Be Always On to Do Not Sell Your Friends. In the process, he presents a way we can actively leverage these technologies to build a more shareable world similar to the one we envision in our report *The New Sharing Economy*, as opposed to allowing our tools and those who create them to define the social constructs of the current era." —Shareable.net

About the Author

World-renowned media theorist and counterculture figure Douglas Rushkoff is the originator of ideas such as "viral media," "social currency" and "screenagers." He has been at the forefront of digital society from its beginning, correctly predicting the rise of the net, the dotcom boom and bust, as well as today's financial

crisis. He is a familiar voice on NPR, face on PBS, and writer in publications from Discover Magazine to the New York Times.

Users Review

From reader reviews:

Nancy Baumgardner:

The book Program or Be Programmed: Ten Commands for a Digital Age will bring you to the new experience of reading the book. The author style to clarify the idea is very unique. If you try to find new book to read, this book very ideal to you. The book Program or Be Programmed: Ten Commands for a Digital Age is much recommended to you to study. You can also get the e-book from your official web site, so you can more readily to read the book.

Sheldon Downs:

Reading a guide tends to be new life style within this era globalization. With looking at you can get a lot of information which will give you benefit in your life. Using book everyone in this world could share their idea. Textbooks can also inspire a lot of people. Lots of author can inspire their own reader with their story or even their experience. Not only situation that share in the ebooks. But also they write about advantage about something that you need illustration. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors in this world always try to improve their skill in writing, they also doing some exploration before they write to their book. One of them is this Program or Be Programmed: Ten Commands for a Digital Age.

Annis Blank:

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Sam Dickson:

With this era which is the greater man or woman or who has ability to do something more are more special than other. Do you want to become certainly one of it? It is just simple approach to have that. What you should do is just spending your time very little but quite enough to experience a look at some books. One of several books in the top listing in your reading list will be Program or Be Programmed: Ten Commands for a Digital Age. This book that is qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking way up and review this publication you can get many advantages.

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