



Superconnected: The Internet, Digital Media, and Techno-Social Life (SAGE Sociological Essentials Series)

By Mary Chayko

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What does it mean to live in a superconnected society?

Superconnected: The Internet, Digital Media, and Techno-Social Life brings together insights about digital technology and society from the many literatures in which author Mary Chayko is immersed: sociology, communication, psychology, media and technology studies. The result is a groundbreaking analysis of contemporary social life as it is influenced by the internet, social media, and mobile devices. Individual chapters explore topics such as how digital technology helped to shape the modern information age; information sharing and surveillance; digital socialization and development of the self; digital inequalities; global impacts; and the impact of the internet and digital media across social institutions. The author's interdisciplinary synthesis makes **Superconnected** an essential text for courses in all departments that examine how social life is affected when information and communication technology enter the picture. Her clear, non-technical prose also makes **Superconnected** a great choice for general readers who are interested in this topic as well.

Dr. Mary Chayko is a sociologist, professor of communication and information, and director of undergraduate interdisciplinary studies at Rutgers University's School of Communication and Information. For more on the author, visit her blog at <http://marychayko.com/>

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Editorial Review

Review

Don't let anybody tell you otherwise. From kids to seniors, we are the greatest generations: communicating, networking, and creating information and media constantly and collaboratively. In this lively, wide-ranging book, Mary Chayko tells you how and why we are the most superconnected society ever.

(Barry Wellman, Professor of Sociology, University of Toronto (retired), co-director, NetLab Network, and author (with Lee Rainie), *Networked*)

Dr. Mary Chayko provides a splendid tour of how social media came to be, what they are used for today, and what they are doing for and to us. Clearly written, *Superconnected* makes a fine introduction to the subject for students and general readers alike.

(James E. Katz, Feld Family Professor of Emerging Media, Boston University, and author (with Michael Barris and Anshul Jane), *The Social Media President*)

Mary Chayko has crafted a most remarkable work in *Superconnected*. Rarely have I seen a writer at such ease in identifying and explaining both the essential techno-social building blocks of information and communication technologies and the rich, fascinating behaviors associated with them. Sharing and surveillance, emotion and presence, hacking and activism, crowdsourcing and accountability, friending and dating, multitasking and stress -- these are just a few of Chayko's inspired and informed topics. The work of a topnotch scholar and master teacher, *Superconnected* is inviting and compelling, friendly and challenging, unique and vital. It is the book I have been waiting for -- perfect for any undergraduate class on information and communication technologies.

(Christena Nippert-Eng, Professor of Informatics, Indiana University, and author, *Islands of Privacy*)

Superconnected is a provocative, thoughtful and thorough examination of the contemporary digital state of affairs. It will educate, provoke and inspire readers to form new perspectives on the consequences of new media in everyday life.

(Steve Jones, UIC Professor of Communication, University of Illinois - Chicago, and editor, *New Media and Society*)

Mary Chayko's *Superconnected* is an indispensable, interdisciplinary guide to the complexities of life in the digital age. Engagingly written and masterfully covering a wide range of essential and nuanced topics, it is a unique text that is ideal for any reader who wants to know how our current techno-social condition emerged and the promises and pitfalls of living in it. An outstanding text that deserves to be adopted across the disciplines.

(Evan Selinger, Professor of Philosophy, Rochester Institute of Technology, and author (with Brett Frischmann) of the forthcoming *Being Human in the 21st Century*)

In *Superconnected*, Mary Chayko gives the reader a grand tour of the digital world. From history to hypertext, from the web to wireless, from cognition to community, from proxemics to participation to power, from the self to sharing to surveillance, from romance to rights and from group to globalization...it is all here to be enjoyed in her insightful work.

(Rich Ling, Shaw Foundation Professor of Media Technology, Nanyang Technological University, and author, *Taken For Grantedness*)

Superconnected is captivating in its approach as it dispels old myths and provides new insights into the functioning of a digital society. No other text provides such in-depth and thought-provoking coverage of such a wide range of issues, weaving together theory and on-the-ground examples, and local and global understandings, of how the internet and digital media/technologies have radically transformed many aspects of modern life.

(Anabel Quan-Haase, Associate Professor of Sociology and Information and Media Studies, University of Western Ontario, and author, *Technology and Society*)

Writing in a clear and lucid style, Mary Chayko explores the impact of internet and digital media on many aspects of our lives, examining issues ranging from friending and liking to surveillance and global inequalities. The book is highly readable, an ideal text for undergraduate students as well as the general public who are interested in such topics.

(Shanyang Zhao, Professor of Sociology, Temple University)

Users Review

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Brenda Schweiger:

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