➔ *Book Review – NS*

"The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies"
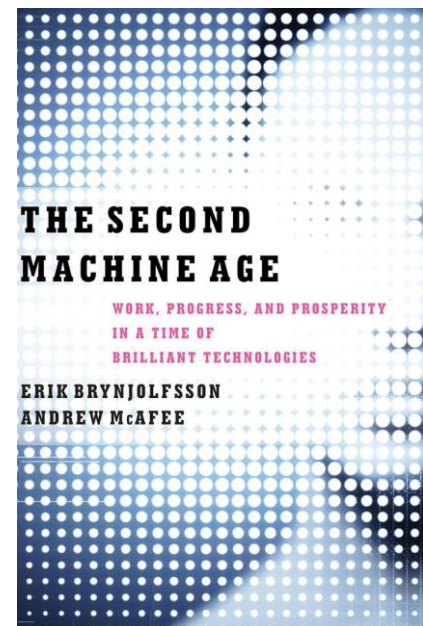## (E. Brynjolfsson & A. McAfee)

Utku Kose
Usak University,
Computer Sciences App. & Res. Center, Turkey
utku.kose@usak.edu.tr

As a result of rapid technological developments, new actors shaping the future have started to take active part in humankind's modern life. In this context, improvements regarding to computer, electronics and communication technologies had affected the way of technology and enabled us to experience a more practical life style. It is also important to mention that changes in not only life style but also in using the information have caused new approaches, methods, and techniques benefiting from the digital world to be appeared and transform the society to the 'informatics society'. The informatics society requires individuals to obtain new information rapidly, share it with other individuals, and finally use their knowledge to derive new information that will be usable for the humankind. Of course, all of these roles direct us to have effective and efficient solutions for real-world based problems.

Since the society has a new form with the support by advanced technologies, role of machines in achieving the task of having effective and efficient solutions for real-world based problems has been often discussed in the literature. Regarding to this discussion, many different articles, books, reports…etc. have been introduced in especially last decade. As one of remarkable books focused on that subject, "The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies" provides a wide view on the life influenced greatly by digital technologies. As published in 2014, the books have discussions by two valuable scientists of Massachusetts Institute of Technology (MIT) Center for Digital Business, as Erik Brynjolfsson and Andrew McAfee. As general, the book is continuation of the first book titled as "Race against the Machine" and this book focused on role changes between humans and machines. In detail, the authors explains how the tasks performed with human power are now performed by automated systems – machines and support their explanations in a multidisciplinary approach including many different examples from fields like economy, politics, and even just daily life. The key idea by the authors is that form of society is still in a transformation and currently we can call the current form – age as the "Second Machine Age". The book covers lots of examples and information from the associated literature and provides them to objective readers with an easy-to-flow and read content, which is a remarkable point to make such a reference work attractive for readers. It can be expressed that everyone interested in technological improvements and role of technology in the society and life style should read this book and think about what is going on the life and what type of future is waiting for us.

In detail, the book covers a total of 15 chapters, which are described briefly as follows:

Chapter 1 briefly introduces the role of the book and starts a discussion on the concept of second machine age. In this context, it focuses on a brief history explaining what was happened till today in the sense of technological developments leading to rise of digital technologies and so machines. After that, the authors focuses on essential features of the second machine age and provides lots of examples till the end of Chapter 6, in order to explain effects of computer technology in our life and discuss about positive innovations regarding to computer systems, robotics and digital technologies. They briefly think that the innovation in this manner will be always in an increasing trend and not will be slow down or back. According to the authors the first six chapters of the book is the first part of this work.

As the second part of the book, the authors focus on two concepts explained by them as "bounty" and "spread" in Chapter 7 till the Chapter 11. Bounty is the increase in amount of many products and services with the decrease in costs. On the other hand, the concept of spread is defined as increased inequality between people after technological improvements – developments. Through the related five chapters of the second part, the authors explains these concepts and enable readers to think about taking precautions to eliminate disadvantages like spread, which is thought will be alive with an increasing speed in even the second machine age.

After the Chapter 11, the book continues with the third part till end of the work with Chapter 15. Along these chapters, the authors discuss about possible policies that can be considered to benefit more from advantages of technological improvements by eliminating possible disadvantages that may cause harmless results in the humankind's modern life and the future.

REFERENCES

Brynjolfsson, E., & McAfee, A. (2014). The Second Machine age: Work, Progress, and Prosperity in a Time of Brilliant Technologies. New York, NY: WW Norton & Company.

Details regarding to the book:

Type	: Authored Book
Authors	: Brynjolfsson, E., & McAfee, A.
Language	: English
Total Pages	: 320
Edition	: 1st
ISBN	: 978-0393239355
Publishing Location	: New York, NY: USA
Published in	: 2014
Publisher	: WW Norton & Company