



The Social Design of Technical Systems: Building technologies for communities. 2nd Edition

Brian Whitworth

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Hundreds of millions of people use social technologies like Wikipedia, Facebook and YouTube every day, but what makes them work? And what is the next step? The Social Design of Technical Systems explores the path from computing revolution to social evolution. Based on the assumption that it is essential to consider social as well as technological requirements, as we move to create the systems of the future, this book explores the ways in which technology fits, or fails to fit, into the social reality of the modern world. Important performance criteria for social systems, such as fairness, synergy, transparency, order and freedom, are clearly explained for the first time from within a comprehensive systems framework, making this book invaluable for anyone interested in socio-technical systems, especially those planning to build social software. This book reveals the social dilemmas that destroy communities, exposes the myth that computers are smart, analyses social errors like the credit meltdown, proposes online rights standards and suggests community-based business models. If you believe that our future depends on merging social virtue and technology power, you should read this book.

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