



1st ed. 2019, XII, 222 p. 9 illus. in color.

Printed book

Softcover

22,99 € | £19.99 | \$27.99

^[1]24,60 € (D) | 25,29 € (A) | CHF 27,50

eBook

18,18 € | £15.99 | \$19.99

^[2]18,18 € (D) | 18,18 € (A) | CHF 22,00

Available from your library or
springer.com/shop

MyCopy ^[3]

Printed eBook for just

€ | \$ 24.99

springer.com/mycopy

Dirk Helbing (Ed.)

Towards Digital Enlightenment

Essays on the Dark and Light Sides of the Digital Revolution

- A new collection of essays by the author of the successful volume **Thinking Ahead - Essays on Big Data, Digital Revolution, and Participatory Market Society**
- Examines the dangers of a world in which algorithms and social bots aim to control both the societal dynamics and individual behaviors.
- Introduces novel approaches on how to redefine collective trust and build platforms to support core societal values

This new collection of essays follows in the footsteps of the successful volume *Thinking Ahead - Essays on Big Data, Digital Revolution, and Participatory Market Society*, published at a time when our societies were on a path to technological totalitarianism, as exemplified by mass surveillance reported by Edward Snowden and others. Meanwhile the threats have diversified and tech companies have gathered enough data to create detailed profiles about almost everyone living in the modern world - profiles that can predict our behavior better than our friends, families, or even partners. This is not only used to manipulate peoples' opinions and voting behaviors, but more generally to influence consumer behavior at all levels. It is becoming increasingly clear that we are rapidly heading towards a cybernetic society, in which algorithms and social bots aim to control both the societal dynamics and individual behaviors.

Order online at springer.com / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

