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H. Oinas-Kukkonen

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H. Oinas-Kukkonen : Humanizing the Web: Change and Social Innovation (Technology, Work and Globalization) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Humanizing the Web: Change and Social Innovation (Technology, Work and Globalization):

2 of 2 people found the following review helpful. Do you really know the web?By Fahri YetimThis book, written by

Harri Oinas-Kukkonen and Henry Oinas-Kukkonen, both from the university of Oulu, Finland, provides a very good historical overview of the evolution of the web towards a socially extremely powerful and useful technology. Moreover, the authors provide also future development perspective, including core business values needed to create social web innovations. The book is very nicely written and well organized in a hypertext fashion, which allowed me to select and read some concepts that I have mostly interested in. Its content and the writing style make it valuable for students, academics and practitioners, who are interested in economic, social and technological aspects of the web. I myself would use this book in my own classes dealing with the Web and with its role for the innovation and humanizing in modern society. In addition, master and doctoral students can find research topics and learn the challenges in relation to many concepts, including human and business values. In particular, the Paradox and Innovation chapters enable the interested readers to learn more of the research behind some concepts /values (e.g., innovation, privacy). Generally, advanced researchers are well familiarized with their own research topic and usually do not expect books to provide them with the latest information. Yet, this book can help advanced researchers to see their own research as part of a larger picture among the web's key concepts and development. All in all, I would highly recommend this book.

2 of 2 people found the following review helpful. Take a deeper look at the web you think you know

By Terri L. Griffith

The authors, both on the faculty at the University of Oulu, Finland, start with an informative history of the social web. We are part of the social web where end-users jointly create much of the content and companies work to engage in this process. "[T]he most essential change that has taken place is not about particular technology but it is rather a shift in thinking about how the web may be and is being used" (pp. 4-5).

LEARN MORE ABOUT THE SOCIAL ERA

If you liked Nilofer Merchant's 11 Rules for Creating Value in the Social Era, you'll appreciate this deep treatment of how the social era came to be. Beyond history and concepts, Harri Oinas-Kukkonen Henry Oinas-Kukkonen also offer concrete direction on the core business values that are needed to create social web innovations:

- Watchfulness for technological shifts
- Thinking outside the box
- Interpreneurial spirit
- Appetite to fail fast.

Look too for how they explicitly take on differences between Silicon Valley approaches and the "Nordic Way."

Take your time with Humanizing the Web. The Paradox and Innovation chapters especially deserve careful attention. Though you may be familiar with the issues from the popular press, this is an opportunity to learn more of the research behind how we think about privacy and changing forms of innovation, for example.

3 of 3 people found the following review helpful. This is a top notch book!

By S U Langrial

A very nicely written text book that could be used by students, academics as well as entrepreneurs. The book provides a richer understanding of social media and business innovation strategies for opportunist businessmen. I would highly recommend the book as it provides an admirable mix of socio-economic, socio-psychological and technological perspective of how social web has significantly influenced our daily lives and in a way gives a rational viewpoint of what is "coming" next. Great piece of work indeed.

Offers a vivid description of the ongoing transformation of the web into something that is widely recognized and that will have an enormous impact on how people work and live their lives in the future. Presents concepts that will help readers understand why the web evolved as it did, what is going on right now, and what will happen next.

About the Author

HARRI OINAS-KUKKONEN is Professor of Information Systems at the University of Oulu, Finland. He has been listed among the hundred most influential ICT experts in the country, and a key person to whom companies should talk to when developing their strategies for web-based services. In 2005, he was awarded The Outstanding Young Person of Finland award by the Junior Chamber of Commerce for his achievements in helping industrial companies to improve their Web usability. His current research interests include human-computer interaction, persuasive design and behavior change.

HENRY OINAS-KUKKONEN is a Senior Lecturer in History and an Adjunct Professor of History of International Relations and Information Networks at the University of Oulu, Finland. His current research interests include the history of computing, social web and innovation. He has also worked on the history of the Occupation of Japan, US- Finnish relations, and American plans to resettle Finnish World War II refugees into Alaska. He has many years of experience in carrying out original research in American, Scandinavian and Japanese archives.