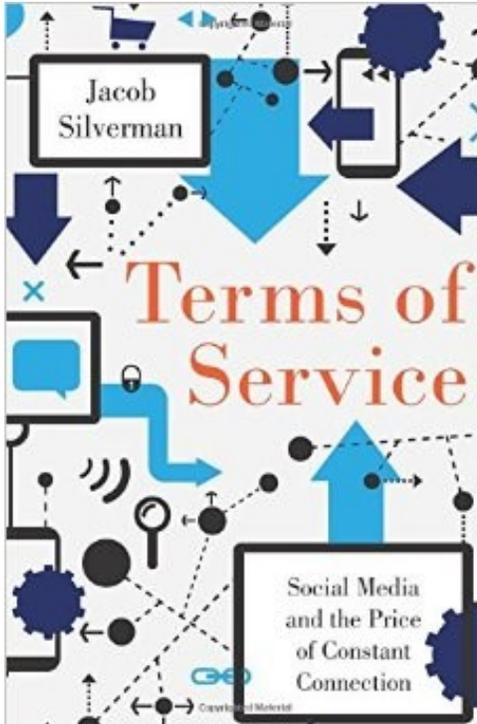


The ATA Advisor Book Club (ABC)

The Fall 2016 Advisor Book Club will feature a discussion of **Jacob Silverman's "Terms of Service: Social Media and the Price of Constant Connection."**



“Social networking has grown into a staple of modern society, but its continued evolution is becoming increasingly detrimental to our lives. Shifts in communication and privacy are affecting us more than we realize or understand. *Terms of Service* crystalizes this current moment in technology and contemplates its implications: the identity-validating pleasures and perils of online visibility; our newly adopted view of daily life through the lens of what is share-worthy; and the surveillance state operated by social media platforms—Facebook, Google, Twitter, and others—to mine our personal data for advertising revenue, an invasion of our lives that is as pervasive as government spying.

Jacob Silverman calls for social media users to take back ownership of their digital selves from the Silicon Valley corporations who claim to know what's best for them. Integrating politics, sociology, national security, pop culture, and technology, he reveals the surprising conformity at the heart of Internet culture—explaining how social media companies engineer their products to encourage shallow engagement and discourage dissent. Reflecting on the collapsed barriers between our private

and public lives, Silverman brings into focus the inner conflict we feel when deciding what to share and what to "like," and explains how we can take the steps we need to free ourselves from its grip.” (From book cover).

As required reading for the **WSU First Year Seminar (FYS) 1010** course for incoming freshmen, this book will be discussed within the context of its use within the course, its applications for incoming freshmen and higher education in general, and how advisors and others who work with students might use its lessons and strategies to further student success.

ABC Discussion of “**Terms of Service**”

will be at the December 16

Advisor Training Academy “Lunch and Learn”

Noon-1:30pm

UGL Community Room, 3rd floor

Copies of the book can be reserved by emailing

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