

In The Plex: How Google Shapes Our Lives with Steven Levy

Tuesday, October 11 at 7:30pm



Steven Levy is a senior writer for *Wired* magazine. Previously, he was chief technology writer and a senior editor for *Newsweek*. Considered one of the pioneers of technology journalism, Levy has had articles published in *Harper's*, *Macworld*, *The New York Times Magazine*, *The New Yorker*, *Premiere*, and *Rolling Stone*. He is also the author of several books, including *In The Plex: How Google Thinks, Works, and Shapes Our Lives* (2011), *The Perfect Thing: How the iPod Shuffles Commerce, Culture, and Coolness* (2006) and *Insanely Great: The Life and Times of Macintosh, the Computer That Changed Everything* (1994).

Levy has won several journalism awards, including the "Computer Press Association Award" for a report he co-wrote in 1998 on the Year 2000 problem.

Levy received his bachelor's degree from Temple University and earned a Master's degree in literature from Pennsylvania State University. He lives in New York City with his wife, Pulitzer Prize winner Teresa Carpenter, and son.

Resources related to Stephen Levy's talk on Google:

In the Plex: How Google thinks, works and shapes our lives (a book by Stephen Levy, 2011, Simon & Schuster)

"Levy is America's premier technology journalist. . . . He has produced the most interesting book ever written about Google. He makes the biggest intellectual challenges of computer science seem endlessly fun and fascinating. . . . We can expect many more books about Google. But few will deliver the lively, idea-based journalism of *In the Plex*."

—Siva Vaidhyanathan, *The Washington Post*

The Google Way: How one company is revolutionizing management as we know it (a book by Bernard Girard, 2009, No Starch Press)

YouTube Videos

Stephen Levy interviewed on BookTV (about this book):

<http://www.youtube.com/watch?v=nm0Cqv4cI3s>

How Google Works (as a search tool):

<http://www.youtube.com/watch?v=RLyKLo6StLg>

Discussion questions on Google

Before the lecture

- How do you feel about Google capturing your personal information when you search the web?
- How do you define privacy? Is it different on the Internet?
- What do you think has made Google so successful?

After the lecture

- Did anything about the Google model surprise you?
- Could you see ways to apply the Google management model to your workplace?
- Will you do anything differently when using the internet after hearing this talk?