

LEFT TO THEIR OWN DEVICES

Dr. Julie Albright

is a digital sociologist, author and keynote speaker who looks at the digital transformation of society.



LEFT TO THEIR OWN DEVICES: HOW DIGITAL NATIVES ARE RESHAPING THE AMERICAN DREAM
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“Easily one of the best plenary keynotes I've ever presented to any audience.

– Bruce Armstrong,
Data Center Dynamics

Dr. Albright was the Behavioral Lead of a \$121 million Smart Grid Demonstration Grant funded by the U.S. Dept. of Energy, and managing director of the USC Energy Institute. She is a digital sociologist and media commentator who also teaches a class on the psychology of interactive media at USC, and courses on infrastructure in the Viterbi School of Engineering. She is a sought-after keynote speaker on these issues. Her focus is on the impact of digital technologies on society.

Dr. Albright has given keynotes and has consulted for companies ranging from Lexus to eHarmony, SAP, IBM Global, Distributech, CS Week, Oncor Energy, Data Center Dynamics, and has appeared on or in CNN, NBC Nightly News, The Today Show, NPR Radio, the Wall Street Journal, the NY Times, Time Magazine, and many others.

In this illuminating book, a sociologist explores the many ways that young people's enchantment with digital devices is weakening their ties to people, places, jobs, and other stabilizing structures, and what that means for all of us.

Digital natives are hacking the American Dream. The Internet, smartphones, and social media are quickly rendering old habits and norms a distant memory, creating the greatest generation gap in history. In this eye-opening book, digital sociologist Julie M. Albright looks our device-obsessed society, and the many ways in which the Post World War II American Dream is waning for the Millennial generation. As contemporary "untethered" adults, they no longer adhere to traditional norms of marriage, parenting, buying a home and car, working in one place, going to church or temple, or being a member of a political party. The only constant is digital connectivity: The vast majority sleep with their cellphones, so as to never miss a message. This desire for connectivity changes everything.

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