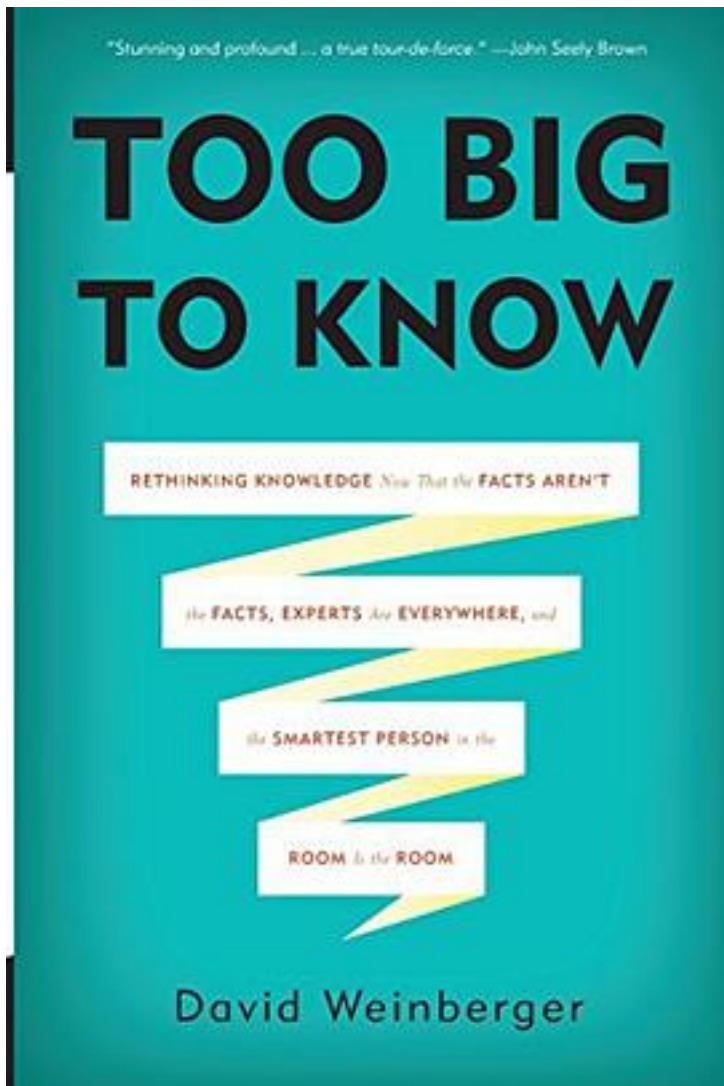


Too Big to Know



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In this title, a leading philosopher of the internet explains how knowledge and expertise can still work - and even grow stronger - in an age when the internet has made topics simply Too Big to Know. Knowing used to be so straightforward. If we wanted to know something we looked it up, asked an expert, gathered the facts, weighted the possibilities, and honed in on the best answer ourselves. But, ironically, with the advent of the internet and the limitless information it contains, we're less sure about what we know, who knows what, or even what it means to know at all. Knowledge, it would appear, is in crisis. And yet, while its very foundations seem to be collapsing, human knowledge has grown in previously unimaginable ways, and in inconceivable directions, in the Internet age. We fact-check the news media more closely and publicly than ever before. Science is advancing at an unheard of pace thanks to new collaborative techniques and new ways to find patterns in vast amounts of data. Businesses are finding expertise in every corner of their organization, and across the broad swath of their stakeholders. We are in a crisis of knowledge at the same time that we are in an epochal exaltation of knowledge. In "Too Big to Know", Internet philosopher David Weinberger explains that, rather than a systemic collapse, the Internet era represents a fundamental change in the methods we have for understanding the world around us. Weinberger argues that our notions of expertise - what it is, how it works, and how it is cultivated - are out of date, rooted in our pre-networked culture and assumptions. For thousands of years, we've relied upon a reductionist process of filtering, winnowing, and otherwise reducing the complex world to something more manageable in order to understand it. Back then, an expert was someone who had mastered a particular, well-defined domain. Now, we live in an age when topics are blown apart and stitched together by momentary interests, diverse points of view, and connections ranging from the insightful to the perverse. Weinberger shows that, while the limits of our own paper-based tools have historically prevented us from achieving our full capacity of knowledge, we can now be as smart as our new medium allows - but we will be smart differently. For the new medium is a network, and that network changes our oldest, most basic strategy of knowing. Rather than knowing-by-reducing, we are now knowing-by-including. Indeed, knowledge now is best thought of not as the content of books or even of minds, but as the way the network works. Knowledge will never be the same - not for science, not for business, not for education, not for government, not for any of us. As Weinberger makes clear, to make sense of this new system of knowledge, we need - and smart companies are developing - networks that are themselves experts. Full of rich and sometimes surprising examples from history, politics, business, philosophy, and science, "Too Big to Know" describes how the very foundations of knowledge have been overturned, and what this revolution means for our future.

作者介绍:

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标签

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书写得有点儿碎，光读简介差不多就可以了。典型畅销书。

普林斯顿大学教授的一本“哲学”著作。很多老生常谈，但偶有卓见。顺便弄明白了什么叫“后现代主义哲学”。

没事翻翻也行

EconTalk Podcast

未来的科研方式，知识发现方式可能完全不是“古代互联网”的方式运作的，作者的预测只能算幻想。

比较普通。其实最有感的还是那四个字“更新换代”，在这么个时代，几年前的书本，就已觉陈旧无新意，手指走过，厚厚的都是旧灰了。

第一，一切知识和体验都只是主观的解释。每个人看到的都是自己的视角，都只是世界的一部分，你想的可能和别人想的不一样。
第二，你对世界的解释会受到你所处的历史文化的影响。
第三，没有一个视角优于其他视角。
第四，视角决定了“语境”，每个解释都是在某个语境之下成立。人的语言其实是一个非常无效的沟通工具。有太多默认的东西是不明说的，所以你很难分辨对方说这句话用的是什么语境。第五，同一个语境之下，不同的解释有高低优劣之分。
后现代主义并不是没有对错，而是先定视角，再在一个特定语境之中分辨，哪个更可能对。人的认知分等级：第一级是古典，讲信仰、讲忠诚。
第二级是现代，讲理性，讲真理。
第三级是后现代，后现代认为并不存在绝对的真理，讲多元。
第四级是在后现代的基础之上，讲语境。

互联网很轻易的改变了人类的思维习惯，还有做法，使得习以为常的内容变得不再重要，本书前面挺无聊，或者说是写给老人去适应互联网的，但是最后一章很有趣，互联网的思维也在改变企业，使用了韦尔奇和wikipedia的不同管理模式，有深度了

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书评

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