THE FUTURE OF THE SELF

UNDERSTANDING PERSONALIZATION
IN CHILDHOOD AND BEYOND

NATALIA KUCIRKOVA

THE FUTURE OF THE SELF

PRAISE FOR THE FUTURE OF THE SELF

'An astonishing amount of information for educators, other professionals and parents on almost every aspect of technology's impact on children's development of "self" and sense of agency. Dr Kucirkova has written a powerful book about the growing impact of technology induced personalization on children and our collective future. The book contains rich information to how children learn that is embedded in context including social science, child development, philosophy and literature. A must read!'

<p align="right">– Barry Zuckerman MD, Boston
University School of Medicine, USA</p>

'Anyone concerned about the impact of technology on their life and the lives of children should rush to read The Future of the Self, by Natalia Kucirkova.

This book captures the multiple, interacting forces shaping the sense of self in the digital age and encourages readers to reflect on the implications.

The book explores how technologies personalize our experiences using data collected by search engines documenting our activities, educational software guiding our learning, and social media monitoring our interactions.

This book will motivate teachers, parents, designers, policy makers, and users of technology to re-examine the implications of personalization in their lives. Drawing on technological advances, research findings, and theoretical insights Kucirkova identifies trade-offs, dilemmas, and paradoxes that deserve our attention.

The book gives readers tools for thinking about the interacting factors determining how experiences are personalized. In one example, Kucirkova identifies the trade-offs that ensue when balancing personalization targeted to the individual and pluralization targeted to the overall audience. This distinction arises every time teachers make decisions about whether to assign the same book to their class or to let each student select their own book.'

<p align="right">– Marcia C. Linn, Evelyn Lois Corey Professor of
Instructional Science, Graduate School
of Education, University of California, Berkeley, USA</p>

THE FUTURE OF THE SELF

Understanding Personalization in Childhood and Beyond

BY

NATALIA KUCIRKOVA

*University of Stavanger, Norway and
The Open University, UK*

Reprints and permissions service
Contact: permissions@emeraldinsight.com

ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

ISOQAR REGISTERED

Certificate Number 1985
ISO 14001

INVESTOR IN PEOPLE

CONTENTS

This page intentionally left blank

LIST OF FIGURES

This page intentionally left blank

ABOUT THE AUTHOR

Natalia Kucirkova is Professor of Early Childhood Education and Development at the University of Stavanger, Norway and Professor of Reading and Children's Development at The Open University, UK. Her research concerns innovative ways of supporting children's book reading, digital literacy and exploring the role of personalization in the early years. Her research takes place collaboratively across academia, commercial and third sectors. She is author of *Digital Personalization in Early Childhood* (Bloomsbury) and *How and Why to Read and Create Children's Digital Books* (UCL Press) and currently blogs for *Psychology Today*.