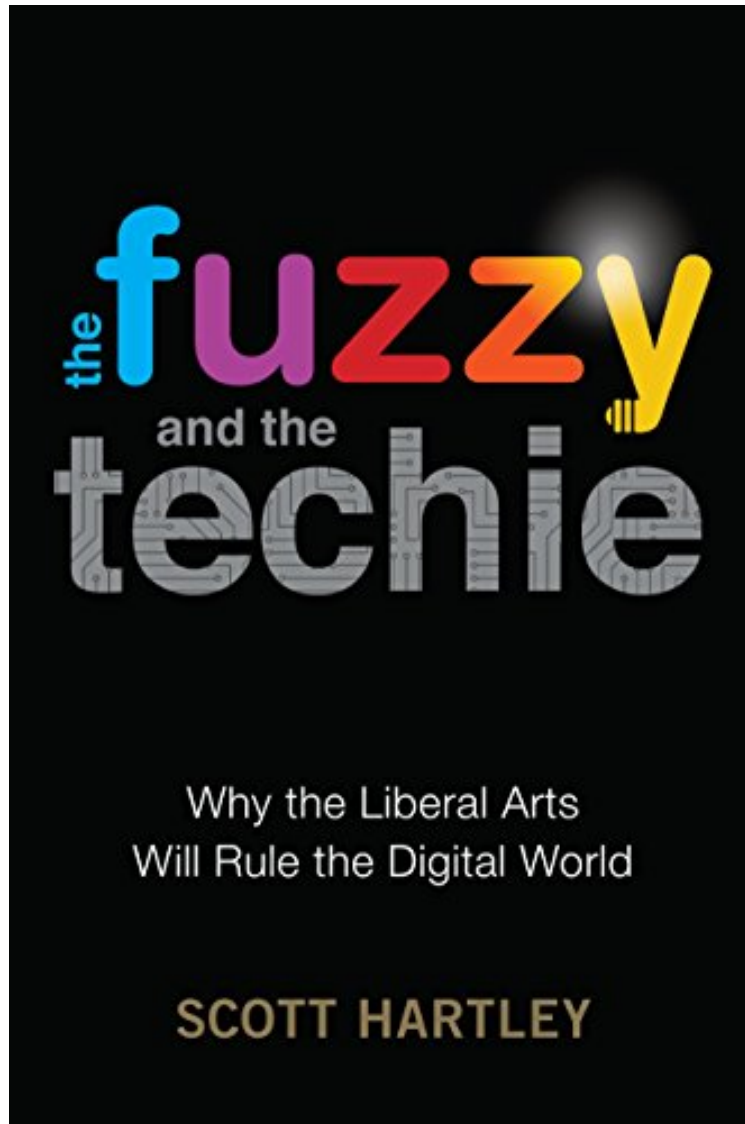


(Download) The Fuzzy and the Techie: Why the Liberal Arts Will Rule the Digital World

## The Fuzzy and the Techie: Why the Liberal Arts Will Rule the Digital World

Scott Hartley

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**Scott Hartley : The Fuzzy and the Techie: Why the Liberal Arts Will Rule the Digital World** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Fuzzy and the Techie: Why the Liberal Arts Will Rule the Digital World:

1 of 1 people found the following review helpful. Highly recommended for any of the worried and/or skeptical techies (or fuzzies!) out there about the impact of automation By Steven JRAs a techie who has obsessed, worried, and generally just been quite skeptical over the chance non-techies have in surviving the potential automation explosion

that could soon come, I found myself relieved to FINALLY find such a convincing argument that the future may be bright after all for both "fuzzies" and techies alike. Prior to reading this, I had come across the Oxford study (that is also discussed in the book) which estimated some 47% of jobs would be automated in the next one to two decades. This study initially rang true to my intuition, as I had been involved in programming several products which were responsible for automating away many manual, repetitive jobs. Having done these jobs, I really couldn't see any end in sight to the potential automation wave that could really create a dire future for any non-techies. But, Hartley presents many studies in the book which contradict these findings - the most prominent of which I found to be the McKinsey study - which states the number is probably closer to about 5%. More importantly, though, throughout the book he gives several explanatory models explaining WHY many jobs will survive automation, as well as why many "fuzzy" jobs will need to be created and even why these fuzzy jobs will be complex, high skilled and high value jobs. These models further \*qualitatively\* distinguish what jobs are ripe for automation, and what jobs (or potential jobs) are best served by "fuzzy" skills. The core concept that governs these models is complexity. By looking at a given job, these models highlight both the \*magnitude\* of complexity, as well as the \*type\* of complexity. For example, Hartley uses the Cynefin framework to distinguish between tasks that are simple, complicated, complex, chaotic, or disordered. Each of these categories are governed by the structure of the cause and effect relationships which dictate the required action of the person (or job/role) in effectively carrying out a required task. I found models like this to give me an incredibly simple and useful way for organizing and making sense of this topic, where previously I could feel myself floundering to pull together the essential governing laws of the debate. Besides this, the book is filled with a really nice blend of hard data and entertaining stories, that allows for a convincing argument in an entertaining way. I had one or two disagreements, where I thought the role of a "fuzzie" was slightly over-exaggerated - or at the very least was likely to be more valuable supplementally rather than critically. But, on the whole, I found myself mostly nodding in agreement with my own experience, where I have personally found many of the tech claims - especially those involving machine learning, AI, neural nets, etc - to be highly over-exaggerated, as well as the many times in my own work-life experience I have seen just how invaluable fuzzies can be in the right domains. The one benefit I did not expect to get from this book was just how much it could help me to not only appreciate more what "fuzzies" do in the current workplace, but also how to help and support their future in the workplace as we create more meaningful, cooperative, and fun environments where more people feel valued and important in these collective, creative engagements (that we so boringly call jobs) as we humans march forward into the totally unknown and exciting future that lays ahead of us.

2 of 2 people found the following review helpful. Great read for those just getting started in their career.

By PowerThere is a principle coined by Raymond Loewy in the world of industrial design called most advanced, yet acceptable. This concept explains the tension between the exponential advancement in technological capabilities and the linear growth in human capabilities to comprehend these advances. The difference between these two points is only increasing as technological capabilities build on one another. This widening gap means that fuzzies (aka liberal art majors and generally people who understand the social science) become even more critical in solving problems. Scott Hartley provides a unique perspective when many in media build the perception of the 'lone genius' technologist. His book includes many examples highlighting that the combination of art and science really do create better solutions to complex problems. This book is an important read for people just getting started in their career as well as others who are interested in the technology industry in general.

0 of 0 people found the following review helpful. Inspiring read full of compelling stories and ideas about the rapidly evolving world around us.

By Jason Y. ShenThe central thesis of the book is that instead pushing every last student to major in a STEM field, we need to recognize that the liberal arts provide a crucial human perspective in a world increasingly governed by machine algorithms. As a venture capitalist who has served as a Presidential Innovation Fellow (we were part of the same round) and is a term member of the Council of Foreign Affairs, Hartley really covers the gamut in his book. From a founder who taught himself how to code and runs a law enforcement tech company to a charter school teacher using technology in novel ways to improve student outcomes to a military strategist applying human psychology to augment a threat warning system, we meet a cast of characters with degrees in philosophy, economics, political science, and other liberal arts majors, who are building or leveraging technology in important ways. Ultimately, I found *The Fuzzy and the Techie* to be a grand tour of thoughtful people trying to use technology to improve human life. Hartley has seemingly crossed the globe to get first-hand interviews with key players in his book and is just as comfortable explaining international ocean disputes in Asia as he is describing the approach that Google engineers took to program AlphaGo. It will encourage those who might feel that "the tech world" is out of their reach and compiles a wealth of meaningful people, ideas, stories, and statistics for those concerned that our world is being overrun by computers.

Financial Times Business Book of the Month Finalist for the 2016 Financial Times/McKinsey Bracken Bower Prize

A leading venture capitalist offers surprising revelations on who is going to be driving innovation in the years to come.

Scott Hartley first heard the terms fuzzy and techie while studying political science at Stanford University. If you majored in the humanities or social sciences, you were a fuzzy. If you majored in the computer sciences, you were a techie. This informal division has quietly found its way into a default assumption that has misled the business world

for decades: that it's the techies who drive innovation. But in this brilliantly contrarian book, Hartley reveals the counterintuitive reality of business today: it's actually the fuzzies - not the techies - who are playing the key roles in developing the most creative and successful new business ideas. They are often the ones who understand the life issues that need solving and offer the best approaches for doing so. It is they who are bringing context to code, and ethics to algorithms. They also bring the management and communication skills, the soft skills that are so vital to spurring growth. Hartley looks inside some of today's most dynamic new companies, reveals breakthrough fuzzy-techie collaborations, and explores how such collaborations are at the center of innovation in business, education, and government, and why liberal arts are still relevant in our techie world. nbsp;

ldquo;You can't build a wall to keep the robots out. That doesn't mean we're doomed. Scott Hartley does a masterful job going beyond the headlines to explain why the future needs engineers as much as it does philosophers, and why the two need each other. rdquo;mdash; Ian Bremmer, president of Eurasia Group and author of Superpower nbsp; ldquo;This terrific book clearly articulates the importance of the liberal arts in our technocentric world, a view I have long supported. In the end, technology is about making the lives of humans better, and, as the author argues, it is the humanities and social sciences that teach us about the human condition and how it might be improved. A delightful read! rdquo;mdash; John Hennessy, president emeritus and professor of computer science and electrical engineering, Stanford University nbsp; ldquo;Scott Hartley artfully explains why it is time for us to get over the false division between the human and the technical. If received and acted upon nbsp; with the seriousness it deserves, we can anticipate real benefits for business and society. rdquo;mdash; Tim Brown, CEO of IDEO and author of Change by Design nbsp; ldquo;Scott Hartley's timely and thought-provoking book is a refreshing and important voice in the era of major technological transformation and advances in our world, led by Big Data, AI, Cloud, genomics, etc. As nature has evolved our brain to be capable of logical reasoning as well as emotional feelings, artistic expressions, and remarkable intuitions, human civilization has always evolved and benefited from the coevolution of arts, literature, engineering, and sciences. Humanity has begun the era of intelligent machines and genomic wonder tools. It has become more urgent and imperative that humanistic thinking and values can help guide the way technologies are designed, experimented, deployed, and communicated. From digital humanities to humanistic technologies, human wisdom should be all in when it comes to designing and defining our collective future. Students, parents, educators, policymakers, CEOs, and entrepreneurs should all read this book. rdquo; mdash; Fei-Fei Li, director of the Stanford Artificial Intelligence Lab nbsp; ldquo;For generations, leadership has been viewed as an art form, refined and perfected by a healthy dose of 'fuzzy' liberal arts education. But in the tech-heavy world of the twenty-first century, traditional leadership preparation needs to be leavened by STEM. As Scott Hartley brilliantly nbsp; illustrates, a 'fuzzy-techies' partnership is a prerequisite nbsp; not just as a guide for governments nbsp; businesses nbsp; meeting existential nbsp; challenges but also as a foundation for emerging nbsp; leaders; they, not nbsp; machines, will be the keys to nbsp; solving the nbsp; greatest problems of the new century. rdquo;mdash; Daniel W. Christman, lieutenant general (ret.) and 55th superintendent, U.S. Military Academy, West Point nbsp; nbsp; ldquo;Great book for all. Blows up the false dichotomy in education between tech and liberal arts. nbsp; This book shows that not only can both coexist; it is dangerous if they don't both exist side by side in an integrated manner. nbsp; They make each other more effective. nbsp; Scott has done an excellent job of making his argument with facts, illustrative case studies, and well-reasoned solutions. An important and enjoyable read. rdquo;mdash; Bill Aulet, author of Disciplined Entrepreneurship and managing director of the Martin Trust Center for MIT Entrepreneurship nbsp; ldquo;Silicon Valley is founded on strong engineering cultures, but the biggest challenges of the coming decades will lead Silicon Valley to partner nbsp; with those who best understand our humanity. Many of the greatest companies are built by fuzzies and techies working together nbsp; Scott makes a compelling case that important data and information are increasingly generated by machines, but the wisdom of humans is required to build this nbsp; data into the knowledge that runs our civilization. rdquo;mdash; Joe Lonsdale, cofounder of Palantir nbsp; ldquo;In this book Scott Hartley succeeds better than anyone I know in articulating the indispensable role a liberal arts education plays nbsp; One of the nbsp; impacts of technology has been to democratize freedom scholarship and passion. Scott Hartley lays this out in plain language that a liberal arts nbsp; education trumps early specialization in STEM subjects. rdquo;mdash; Temba Maqubela, headmaster of Groton School nbsp; ldquo;I am a 'fuzzy' venture capitalist who owes a successful life in Silicon Valley to the 'techies.' nbsp; Scott Hartley has brilliantly described the magic that is created when these two tribes work together. His insightful book shines a bright light on this rarely analyzed but highly productive relationship. rdquo;mdash; Bill Draper, co-chair of the Draper Richards Kaplan Foundation and author of The Startup Game: Inside the Partnership Between Venture Capitalists and Entrepreneurs