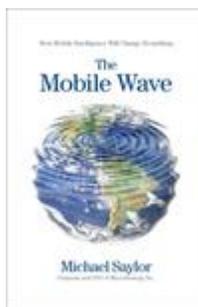


Ride the Wave or Wipe Out?

A review of



The Mobile Wave: How Mobile Intelligence Will Change Everything

by Michael Saylor

New York, NY: Vanguard Press/Perseus Books Group, 2012. 279 pp. ISBN

978-1-59315-720-3. \$25.99



Reviewed by

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How many of us have vivid memories of daily life before the Internet? Prior to the 1990s, we physically went somewhere to go to school, shop, meet, work, and socialize. Long-distance calls were expensive, and “snail mail” was the only option to exchange written communication. Now we can log on to learn, shop, work, and network, as well as communicate via Skype, text, e-mail, and talk for a minimal cost at the palm of our hands from most locations.

We are instantly updated on all types of news while it is still hot because there is no lag time to wait for the next letter or story to be printed. All the information we want is at our fingertips, whether by randomly surfing the Web or by using online university libraries. Thus, the constant availability of information and the use of smart phones and tablets are changing the world, which is exactly what author Michael Saylor means by the phrase “the mobile wave.”

In his entertaining and smart book *The Mobile Wave: How Mobile Intelligence Will Change Everything*, Saylor offers a combination of historical facts, current empirical data, and his own personal experiences to explore the past, present, and future of a range of topics related to the mobile wave. Each of the 10 chapters (“The Wave,” “Computers,” “Paper,” “Entertainment,” “Wallet,” “Social Networks,” “Medicine,” “Education,” “Developing World,” and “New World”) could satisfy the intellectual appetite of a very large and diverse audience, including scholars, practitioners, and technology buffs looking to acquire substantive knowledge.

This volume could be used as a textbook for courses in psychology (several areas), business, marketing, communication, and technology-related subjects. Practitioners who work in various roles specializing in marketing, education, technology, engineering, social media, retail, medicine, and psychology could apply the data and Saylor’s message in strategic planning.

Saylor makes several strong points about how the mobile wave will change our daily lives and redistribute human energy, such as through education, the environment, and human capital. First, he asserts that online learning will give people access to education, information, and skill development; this includes people who would otherwise not participate in a formal classroom setting, such as older people, toddlers, people in remote locations, and working groups.

Next, he predicts that paper will no longer be used because the use of tablets and smartphones will reduce the need for print and for carrying around a wallet. Finally, the middle person in business contexts will be eliminated because communication and information will be more accessible and direct.

Connections Between the Mobile Wave and Psychology

The purpose of this book is to teach people about the mobile wave so they can grasp it in order to “come out on top” (p. xi). Psychologists, counselors, intervention specialists, researchers, and educators specializing in technology, as well as professionals who are experts in anxiety, fear, addiction, depression, and social and group processes, will need to understand and help people struggling to ride the mobile wave.

On the basis of Saylor’s projections, the mobile wave could be a new and evolving subspecialty for the mental health field because this type of accessibility has implications for human behavior that could create constructs that we are unaware of at this time. For instance, in the 1980s *Internet addiction* was a foreign construct, but it is now a household term for a condition affecting 1.5 to 8.2 percent of the population, depending on the country (Weinstein & Lejoyeux, 2010). Thus, scholars and practitioners in the mental health field will need to work together to help people successfully ride the mobile wave.

Limitations

Saylor highly values education and emphasizes the importance of learning for life-long personal and professional development. That being said, the main limitation of this book is Saylor's promotion of homeschooling. Saylor advocates homeschooling so parents can facilitate their children's learning process, using tablets and relevant experiential lessons aimed to help students retain information. Parents of homeschooled and public school students do have divergent motivators and expectations of their children's educational choices (Ice & Hoover-Dempsey, 2011).

However, Saylor makes the assumption that parents can easily compromise their incomes and careers, as well as have the appropriate qualifications to homeschool their children. This could also force women who might otherwise chose not to do so to teach their own children, making the "feminine mistake" (Bennetts, 2007) when they do not maintain their career and instead stay home with their children, which may threaten the quality of their future career, marriage, finances, and self-esteem. In addition, he overlooks questions of parents' overall happiness levels if they are not responding to their own professional interests (Seligman, 2002).

The homeschooling topic is a very small part in the big picture of this book. *The Mobile Wave* is an excellent book that could be enjoyed and applied by many groups outside of the social science field. I strongly recommend it for media, technology, and business scholars and practitioners, as well as for laypeople who just want a dynamic and substantive read.

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