



The Geek's Chihuahua: Living with Apple (Forerunners: Ideas First)

Ian Bogost

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At dinnertime: check. At a traffic light: check. In bed at the end of the day: check. In line at the coffee shop: check. In *The Geek's Chihuahua*, Ian Bogost addresses the modern love affair of “living with Apple” during the height of the company’s market influence and technology dominance.

The ubiquitous iPhone and its kin saturate our lives, changing everything from our communication to our posture. Bogost contrasts the values of Apple’s massive success in the twenty-first century with those of its rise in the twentieth. And he connects living with Apple with the phenomenon of “hyperemployment”—the constant overwork of today’s technological life that all of us now experience. Bogost also reflects on the new potential function—as well as anxiety and anguish—of devices like the Apple Watch. We are tethered to our devices, and, as Bogost says: that’s just life—anxious, overworked, and utterly networked life.

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