

NOTES

CHAPTER 1

1. To preserve the anonymity of the people who shared their experiences with me, I have altered their names and professions and intentionally omitted geographic details about where they live.
2. SEO is an acronym for search engine optimization, which helps websites rank higher in a user's search results on web search engines, making the user more likely to click through to the website.

CHAPTER 2

1. According to Hurst and McConnell (2010), Amish unemployment is generally unheard of.
2. Amish bishops, ministers, and business owners significantly train sociotechnical change to evolve in certain directions. They are not autocratic leaders, however. They curate conversations within their small communities, cultivate the opinions of others, and enforce (church leaders) or test the limits (business leaders) of formal, democratically established rules.

CHAPTER 3

1. There is some evidence to suggest that this could be changing in some communities. I received a text message from a particularly tech-savvy participant in which he reported that his son-in-law had been ordained as a minister. He wondered whether I had learned in my research that more progressive members of the church had started being selected as church leaders. This was not the case. The question is instructive and worthy of future consideration, however. It could be that in the future more and more progressive young men will be nominated by their church to enter the lottery when it is time for church leaders to be chosen. Perhaps it will be presumed that someone with a handle on the current state of the economy and familiar with technology will help the community maintain balance as it navigates changes in profession and technology while remaining true to the Amish religious values and heritage. Also, from an Amish viewpoint, the ultimate selection of a progressive individual in the lottery would indicate God's preference for a more progressive person, should he be chosen.

CHAPTER 4

1. In this case, the verb *convict* is used to explain one's conviction in belief, not a criminal, for example.
2. *English* is the term used by the Amish to identify any non-Amish person.

CHAPTER 5

1. The name of the company has been changed to protect the identity of participants.
2. The Amish refer to their language as German, though as a fluent German speaker, I can confirm that it bears little resemblance to the language spoken in Germany today.

CHAPTER 7

1. Buggies typically do not have heaters or air conditioners. One woman, however, described heating a bowl of hot water and keeping it between her legs on long winter rides.

APPENDIX A

1. Goshen College is a small liberal arts college located in Elkhart County in the northern Indiana settlement. It was founded on, and remains tied to, an Anabaptist mission.