

The Attention Merchants The Epic Struggle To Get Inside Our Heads

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The Attention Merchants The Epic

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The Attention Merchants: The Epic Scramble to Get Inside Our Heads by Tim Wu (Alfred A Knopf, New York, 2016 \$2895) At a recent small college basketball game I was in the stands with perhaps twenty or thirty other fans, most, unlike me, parents of players, or friends of coaches, along with a few teachers and academic administrators

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Book Excerpt: "The Attention Merchants: The Epic Scramble to Get Inside Our Heads" A professor at Columbia Law School, Tim Wu examines how industries increasingly vie for and commodify our attention Winter 2016-17

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The Attention Merchants: The Epic Scramble to Get Inside Our Heads By Tim Wu Alfred A Knopf, 2017 HF5811 W82 2017 A Century of

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Jul 05, 2017 · The Attention Merchants: The Epic Scramble to Get Inside Our Heads, by Tim Wu Mr Wu examines how our time and attention are harvested and monetized There's nothing new about the phenomenon - it goes back to the birth of advertising - but industries that feed on human attention are growing faster than ever There are, however, signs of revolt

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4 T Wu, The Attention Merchants: The Epic Scramble to Get Inside our Heads (2016), at 6 not only prevalent in the private sector, but it is also applicable in what I call the 'global justice sector', shaping, in particular, the idea of an 'ideal' victim

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social media in terms of harvesting users' attention (Wu, 2017), or even of imposing the shackles of surveillance capitalism (Zuboff, 2015) A third reason to ask questions of social media now is the changing attitude and use by many of those entering higher education as students There is a growing body of evidence that among those

Wu Attention Brokers - NYU Law

Attention is often referred to as a resource³ Whether it bears all of the indicia of a resource is an interesting question that might be debated at some length But at a minimum, attention - access to the public's mind -- bears some of them: it is both scarce (possibly because information is now not scarce)⁴ and viewed as necessary to various

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Recommended: The Attention Merchants: The Epic Scramble to Get Inside our Heads, Tim Wu Alfred Knopf, 2016 Monetizing Innovation: How smart companies design the product around the price Madhavan Ramanujam and Georg Tacke, Wiley, 2016 Hooked: How to Build Habit Forming Products, Nir Eyal (with Ryan Hoover), Penguin Group USA, 2014

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