

The Attention Merchants The Epic Struggle To Get Inside Our Heads

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Book Excerpt: "The Attention Merchants: The Epic Scramble ...

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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Mar 17, 2017 · 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

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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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

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attention to advertisements in exchange for access to desired products and services This symposium contribution contends that attention markets represent the largest sector of the modern economy to have gone unnoticed by antitrust regulators If it is to fulfill its congressional mandate, the antitrust enterprise must begin paying attention to

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