



The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press)

By James G. Webster

[Download now](#)

[Read Online](#) 

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster

Feature films, television shows, homemade videos, tweets, blogs, and breaking news: digital media offer an always-accessible, apparently inexhaustible supply of entertainment and information. Although choices seems endless, public attention is not. How do digital media find the audiences they need in an era of infinite choice? In *The Marketplace of Attention*, James Webster explains how audiences take shape in the digital age.

Webster describes the factors that create audiences, including the preferences and habits of media users, the role of social networks, the resources and strategies of media providers, and the growing impact of media measures -- from ratings to user recommendations. He incorporates these factors into one comprehensive framework: the marketplace of attention. In doing so, he shows that the marketplace works in ways that belie our greatest hopes and fears about digital media.

Some observers claim that digital media empower a new participatory culture; others fear that digital media encourage users to retreat to isolated enclaves. Webster shows that public attention is at once diverse and concentrated -- that users move across a variety of outlets, producing high levels of audience overlap. So although audiences are fragmented in ways that would astonish midcentury broadcasting executives, Webster argues that this doesn't signal polarization. He questions whether our preferences are immune from media influence, and he describes how our encounters with media might change our tastes. In the digital era's marketplace of attention, Webster claims, we typically encounter ideas that cut across our predispositions. In the process, we will remake the marketplace of ideas and reshape the twenty-first century public sphere.

 [Download The Marketplace of Attention: How Audiences Take S ...pdf](#)

 [Read Online The Marketplace of Attention: How Audiences Take ...pdf](#)

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press)

By James G. Webster

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster

Feature films, television shows, homemade videos, tweets, blogs, and breaking news: digital media offer an always-accessible, apparently inexhaustible supply of entertainment and information. Although choices seems endless, public attention is not. How do digital media find the audiences they need in an era of infinite choice? In *The Marketplace of Attention*, James Webster explains how audiences take shape in the digital age.

Webster describes the factors that create audiences, including the preferences and habits of media users, the role of social networks, the resources and strategies of media providers, and the growing impact of media measures -- from ratings to user recommendations. He incorporates these factors into one comprehensive framework: the marketplace of attention. In doing so, he shows that the marketplace works in ways that belie our greatest hopes and fears about digital media.

Some observers claim that digital media empower a new participatory culture; others fear that digital media encourage users to retreat to isolated enclaves. Webster shows that public attention is at once diverse and concentrated -- that users move across a variety of outlets, producing high levels of audience overlap. So although audiences are fragmented in ways that would astonish midcentury broadcasting executives, Webster argues that this doesn't signal polarization. He questions whether our preferences are immune from media influence, and he describes how our encounters with media might change our tastes. In the digital era's marketplace of attention, Webster claims, we typically encounter ideas that cut across our predispositions. In the process, we will remake the marketplace of ideas and reshape the twenty-first century public sphere.

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster Bibliography

- Sales Rank: #599240 in Books
- Published on: 2014-08-29
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .56" w x 6.00" l, .0 pounds
- Binding: Hardcover
- 280 pages



[Download The Marketplace of Attention: How Audiences Take S ...pdf](#)



[Read Online The Marketplace of Attention: How Audiences Take ...pdf](#)

Download and Read Free Online The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster

Editorial Review

Users Review

From reader reviews:

Brenda Gregg:

Nowadays reading books be a little more than want or need but also become a life style. This reading addiction give you lot of advantages. The benefits you got of course the knowledge even the information inside the book which improve your knowledge and information. The details you get based on what kind of publication you read, if you want get more knowledge just go with schooling books but if you want feel happy read one with theme for entertaining for instance comic or novel. The The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) is kind of book which is giving the reader unstable experience.

Bernice Mignone:

This book untitled The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) to be one of several books that best seller in this year, honestly, that is because when you read this book you can get a lot of benefit onto it. You will easily to buy this kind of book in the book retail store or you can order it by using online. The publisher of the book sells the e-book too. It makes you more readily to read this book, as you can read this book in your Cell phone. So there is no reason to you personally to past this book from your list.

Hattie Robb:

As a student exactly feel bored in order to reading. If their teacher asked them to go to the library or make summary for some guide, they are complained. Just very little students that has reading's soul or real their passion. They just do what the trainer want, like asked to go to the library. They go to generally there but nothing reading seriously. Any students feel that reading through is not important, boring and also can't see colorful images on there. Yeah, it is to be complicated. Book is very important to suit your needs. As we know that on this era, many ways to get whatever you want. Likewise word says, ways to reach Chinese's country. So , this The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) can make you sense more interested to read.

Joan Munoz:

E-book is one of source of information. We can add our expertise from it. Not only for students and also native or citizen require book to know the up-date information of year in order to year. As we know those ebooks have many advantages. Beside many of us add our knowledge, can bring us to around the world.

Through the book The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) we can get more advantage. Don't someone to be creative people? Being creative person must choose to read a book. Merely choose the best book that ideal with your aim. Don't become doubt to change your life with that book The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press). You can more appealing than now.

Download and Read Online The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster #XFGUY3JVMHZ

Read The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster for online ebook

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster books to read online.

Online The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster ebook PDF download

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster Doc

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster MobiPocket

The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster EPub

XFGUY3JVMHZ: The Marketplace of Attention: How Audiences Take Shape in a Digital Age (MIT Press) By James G. Webster