The attention economy and the Net

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Abstract

If the Web and the Net can be viewed as spaces in which we will increasingly live our lives, the economic laws we will live under have to be natural to this new space.

Keywords

attention economy; economics of digital information; digital economics; new economy; natural economy; illusory attention; full attention economy; attention as wealth; attention as property; article

Full Text:

HTML

DOI: https://doi.org/10.5210/fm.v2i4.519

"Attention Economy" is a great conversation starter, and a book that will force you to re-think many implicit assumptions - what is attention, how do we harness it, how do you get it, how do you keep it? Definitely a thought provoking read, and highly recommended. Read more. This is a good book, and the first five chapters are especially good. Some of the last chapters sound more like the revolutions we heard so much about during the dotcom era. The revolutionaries then told us to completely forget the "old economy", and singularly embrace the "new economy". Such predictions turned out to be hoity-toity, mainly because revolutions rarely succeed; they are generally too destructive even for their own good.