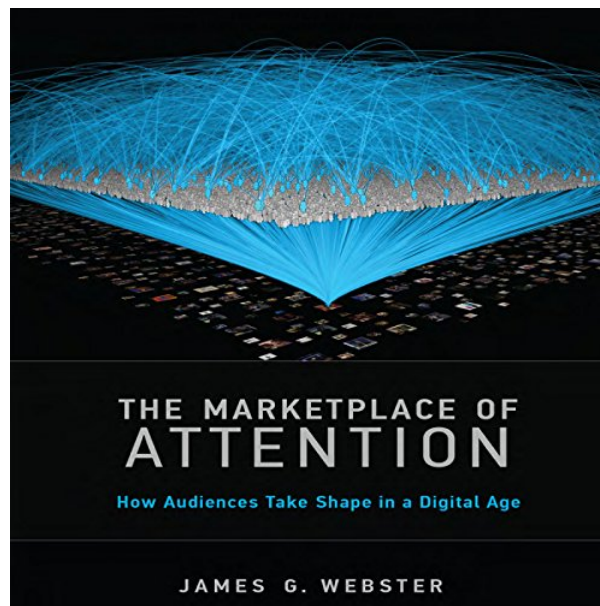
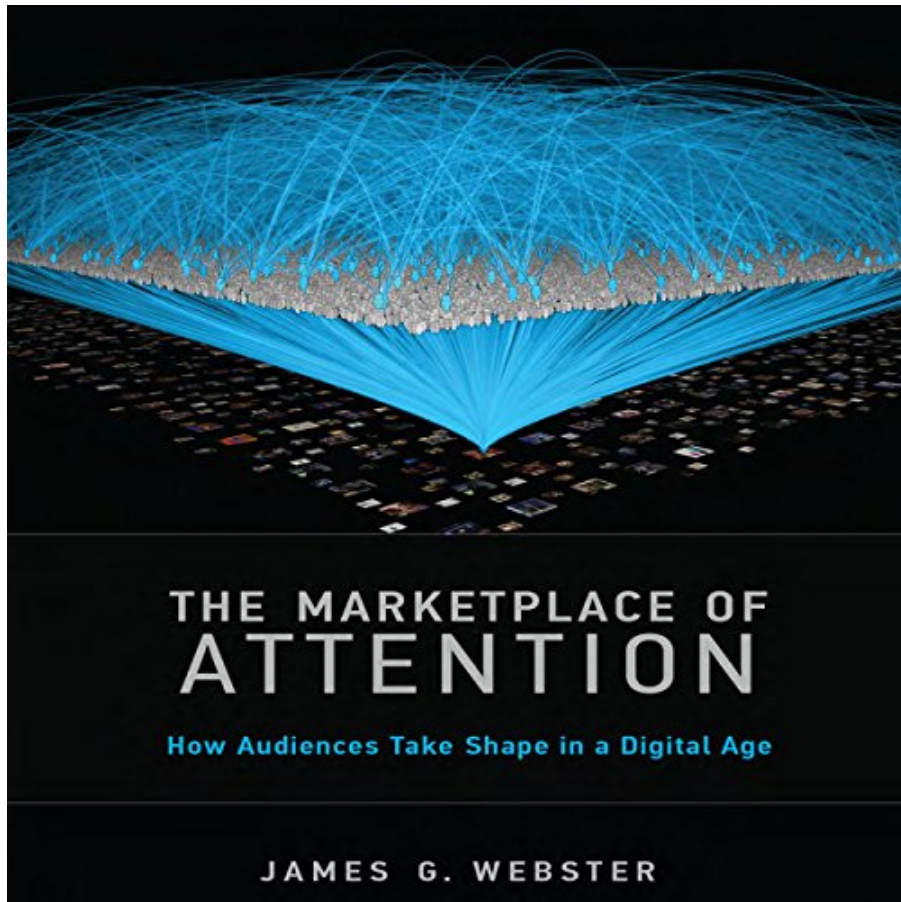


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## **PDF**

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 seem 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 21st-century public sphere.

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- Original language: English
- Running time: 421 minutes

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Highly recommended for professionals and scholars interested in audience studies

By lilly

This book provides a comprehensive, yet nuanced, description of the media audience (including new, digital, audience formations) and the forces shaping its behavior and choice. It is well organized and clearly written. The structure-agency model suggested by the author is especially compelling. Highly recommended for professionals and scholars interested in audience studies.

1 of 1 people found the following review helpful.

This book is equally useful for those who are interested in media studies

By Elena

This book is equally useful for those who are interested in media studies, political science, sociology, journalism, as well as for people outside of academia. Unlike some academic prose, the text is well-written, lucid, and a pleasure to read. Webster, who has an impressive academic background, and is a go-to person when it comes to media audiences, offers a comprehensive analysis of relations between the viewers/consumers and the mass media in the digital era. He discusses a variety of factors that affect the way we choose what to watch and read, and formulates the concept of the "marketplace of attention:" in today's world of limitless choices of media products, the only thing that is truly limited is our attention. Who, how, and why is going to get it? If these are the questions that you are interested in, the book offers some very convincing answers.

0 of 0 people found the following review helpful.

A Well-Written and Convincing Take on the Way Media Works

By JLN

This is a well-balanced and well-written book for anyone interested in the world of media. It argues very convincingly that media, media users, and media metrics all play a role in shaping the way people produce and consume news and entertainment (as a former journalist, I found myself nodding my head throughout). The focus on metrics is especially prescient considering that people increasingly get their media through digital outlets. There are a lot of books out there that talk about how the Internet either means utopia or the end of the world -- this book takes a more measured approach, and is all the more persuasive as a result.

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