

Reality Lost: Markets of Attention, Misinformation, and Manipulation

In his new book, **Reality Lost: Markets of Attention, Misinformation, and Manipulation**, Brian Stelter takes a deep dive into the world of attention economics and its impact on our society. Stelter argues that the attention economy has created a market for misinformation and manipulation, and that this is having a corrosive effect on our democracy and our culture.

The attention economy is a term used to describe the way that companies compete for our attention. In the past, companies competed for our attention through advertising. But today, companies are increasingly using more sophisticated techniques to capture our attention, such as social media algorithms and clickbait headlines.

Stelter argues that the attention economy has created a perverse incentive for companies to produce content that is designed to be attention-grabbing, even if it is not true or accurate. This has led to a proliferation of misinformation and disinformation online.



Reality Lost: Markets of Attention, Misinformation and Manipulation by John C. Bogle

★★★★☆ 4.2 out of 5

Language : English
File size : 13828 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 148 pages



Stelter also argues that the attention economy has made it easier for foreign actors to interfere in our elections and spread propaganda. In the 2016 election, for example, Russian trolls used social media to spread fake news stories and amplify divisive content.

The attention economy is a threat to our democracy and our culture. It is eroding our trust in institutions, making it harder for us to have informed conversations, and dividing us from one another.

Stelter's book is a wake-up call. He argues that we need to take action to protect ourselves from the negative effects of the attention economy. He proposes a number of solutions, such as increasing media literacy, regulating social media companies, and supporting independent journalism.

Reality Lost is a must-read for anyone who is concerned about the future of our democracy and our culture. Stelter provides a clear-eyed analysis of the problems created by the attention economy, and he offers a number of practical solutions to address these problems.

Brian Stelter is a media critic and the host of CNN's **Reliable Sources**. He is the author of the New York Times bestseller **Hoax: Donald Trump, Fox News, and the Dangerous Distortion of Truth**.

"Reality Lost is a must-read for anyone who wants to understand the threats facing our democracy and culture." - The New York Times

"Stelter's book is a wake-up call. He provides a clear-eyed analysis of the problems created by the attention economy, and he offers a number of practical solutions to address these problems." - The Washington Post

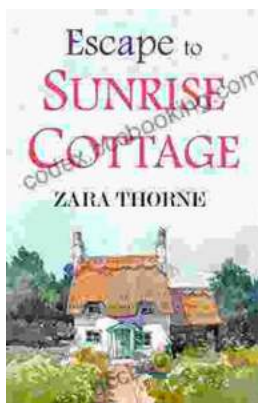
"Reality Lost is a tour de force. Stelter has written a book that is both deeply informative and deeply disturbing. He shows us how the attention economy is corroding our democracy and our culture, and he offers a number of concrete solutions to address these problems." - The Guardian



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