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

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The Attention Economy. If you’ve ever spent time in a really poor country or with people who grew up in awful poverty, you’ll notice how much they talk about food — their favorite foods, what they’re going to eat this weekend, how they like this and don’t like that, and so on. Much of these people’s lives and conversations revolves around food for the simple reason that the scarcity of food makes it appear incredibly important.