Reality Lost: Markets of Attention, Misinformation, and Manipulation

By Michael J. Paul

In the digital age, our attention has become a commodity. We are constantly bombarded with information, and it can be difficult to know what is true and what is not. This problem is exacerbated by the rise of misinformation and manipulation, which can lead us to make decisions that are not in our best interests.

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

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In his new book, *Reality Lost: Markets of Attention, Misinformation, and Manipulation*, Michael J. Paul examines the dark side of the digital age. Paul argues that we need to reclaim our attention and rebuild our democracy in the face of these challenges.

Paul begins by exploring the attention economy. He shows how our attention is being captured and sold to the highest bidder. This has led to a

situation where we are constantly being bombarded with information, much of which is irrelevant or even harmful.

Paul then turns his attention to misinformation and manipulation. He shows how these tactics are being used to spread false information and to manipulate our behavior. This is a serious threat to our democracy, as it can lead us to make decisions that are not in our best interests.

Paul concludes by offering a number of ways that we can reclaim our attention and rebuild our democracy. He argues that we need to be more mindful of how we spend our time online. We also need to be more critical of the information that we consume. Finally, we need to support independent journalism and other sources of reliable information.

Reality Lost is a timely and important book. It provides a clear-eyed look at the challenges that we face in the digital age. Paul offers a number of practical solutions that we can use to reclaim our attention and rebuild our democracy.

Reviews

"*Reality Lost* is a must-read for anyone who wants to understand the challenges of the digital age. Paul provides a clear-eyed look at the attention economy, misinformation, and manipulation. He also offers a number of practical solutions that we can use to reclaim our attention and rebuild our democracy." - **Cass Sunstein, author of *The Ethics of Influence: Autonomy, Manipulation, and Behavior Change***

"*Reality Lost* is a powerful and important book. Paul shows how the attention economy, misinformation, and manipulation are eroding our

democracy. He also offers a number of ways that we can fight back. This book is a must-read for anyone who cares about the future of our democracy." - **Elizabeth Warren, U.S. Senator from Massachusetts**

"*Reality Lost* is a wake-up call. Paul shows how the digital age is undermining our attention, spreading misinformation, and manipulating our behavior. He offers a number of practical solutions that we can use to fight back. This book is essential reading for anyone who wants to protect our democracy." - **Eric Schmidt, former CEO of Google**

About the Author

Michael J. Paul is a professor of law at the University of California, Berkeley. He is the author of several books, including *The Attention Merchants: The Epic Scramble to Get Inside Our Heads* and *The Secret Life of Law*.
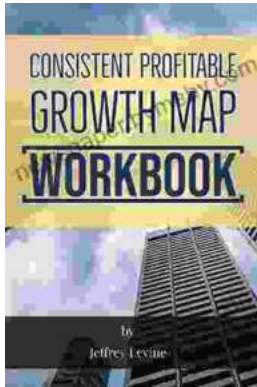
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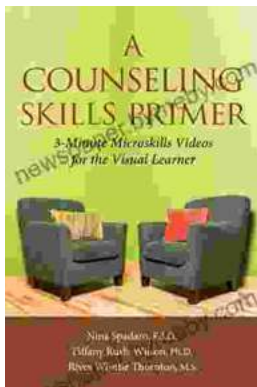
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