

# CONTENTS

*List of Figures and Tables* ix

*Acknowledgments* xi

- 1** Rethinking the Attention Economy 1
- 2** A Tilted Playing Field 15
- 3** The Political Economy of Personalization 38
- 4** The Economic Geography of Cyberspace 62
- 5** The Dynamics of Web Traffic 82
- 6** Less of the Same: Online Local News 102
- 7** Making News Stickier 132
- 8** The “Nature” of the Internet 162

*Appendix on Data, Methodology, and Models* 181

*Notes* 193

*Bibliography* 205

*Index* 225