



University of  
Zurich<sup>UZH</sup>

IPMZ – Institute of Mass Communication and Media Research

The IPMZ Speaker Series presents:

## Three Myths of Digital Media

James Webster

Northwestern University

Monday, December 4, 2017

16:30-17:30

Andreasstrasse 15, Room 3.02

Accounts of our digital future, both optimistic and dystopian, are often founded on three myths, that; users are in charge, big data are neutral, and people will opt to live in media enclaves. In this talk, I describe and challenge those myths. As an alternative, I offer a structural model of the “marketplace of attention” in which users, media, and metrics affect one another through constant interaction.

James G. Webster is a Professor of Communication Studies at Northwestern University, Evanston, Illinois. His research focuses on media audiences. Recent publications include *The Marketplace of Attention: How Audiences Take Shape in a Digital Age* (2014, MIT Press) and the fourth edition of *Ratings Analysis: Audience Measurement and Analytics* (2014, Routledge). He’s received University of Amsterdam’s Denis McQuail award and the Broadcast Education Association’s Lifetime Achievement in Scholarship award. For more information and copies of his work see:

<http://webster.soc.northwestern.edu>

