

CONTENTS

Introduction 1

- 1 The Race for Relevance 21
- 2 The User Is the Content 47
- 3 The Adderall Society 77
- 4 The You Loop 109
- 5 The Public Is Irrelevant 137
- 6 Hello, World! 165
- 7 What You Want, Whether You Want It or Not 189
- 8 Escape from the City of Ghettos 217

Acknowledgments 245

Further Reading 251

Notes 253

Index 287