

Stand Out of Our Light

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Former Google advertising strategist, now Oxford-trained philosopher James Williams launches a plea to society and to the tech industry to help ensure that the technology we all carry with us every day does not distract us from pursuing our true goals in life. As information becomes ever more plentiful, the resource that is becoming more scarce is our attention. In this 'attention economy', we need to recognise the fundamental impacts of our new information environment on our lives in order to take back control. Drawing on insights ranging from Diogenes to contemporary tech leaders, Williams's thoughtful and impassioned analysis is sure to provoke discussion and debate. Williams is the inaugural winner of the Nine Dots Prize, a new Prize for creative thinking that tackles contemporary social issues. This title is also available as Open Access.

Are the systems of intelligent persuasion developed by today's tech giants a threat to human freedom? Drawing on insights from Ancient Greece through to Silicon Valley, Williams argues that liberating human attention may be the defining moral and political task of the Information Age. This title is also available as Open Access. James Williams is currently a doctoral candidate at the Oxford Internet Institute and Balliol College, University of Oxford, where he researches the philosophy and ethics of attention and persuasion as they relate to technology design. Prior to that he worked for over ten years at Google, where he received the Founders' Award - the company's highest honour - for his work on advertising products and tools.

Other Books

Gone Girl - Yang Hilang, Nick Dunne Istriku menghilang. Tepat pada hari ulang tahun pernikahan kami yang kelima. Ketika pulang hari itu, aku mendapati sisa-sisa pergumulan di ruang duduk. Polisi mencurigaku. Banyak kejanggalan muncul dari hasil penyelidikan. Parahnya, semua bukti mengarah kepadaku. Apa yang istriku lakukan kepadaku? Amy Dunne Dalam buku harian, aku menulis dia mungkin akan membunuhku. Kalau suatu hari aku ditemukan mati... yah, itu bukan lelucon yang lucu. Setahun belakangan aku sudah mempersiapkan diri. Agar suamiku tak macam-macam denganku. Nick harus mengerahkan segala upaya untuk lepas dari penghukuman media dan publik, menghindari dari penjara dan bahkan hukuman mati. Menyelami isi kepala istrinya yang rumit dan perfeksionis, hanya itu satu-satunya cara.

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