CAMBRIDGE

Cambridge University Press
978-1-108-42909-2 — Stand out of our Light
James Williams
Index
More Information

# Index

Abilene Paradox, 48
Abilene, Texas, 69
ad blocking, 111–112
addiction, 113–114
  viewing or not viewing technology as, 99
advertising, 28, 79
  artificial intelligence, 90–92
  digital, 29–32
  ethics of digital advertising, 121
  internet, 28
  native advertising, 32
  reassessment of nature and purpose, 108–112
  search queries as signals of user intent, 122
Aesop, 26–27
Age of Attention, 16, 23
  challenges of, 20
  enforcing boundaries, 24
*akrasia* (weakness of will), 64
Alexa, 117
Alexander the Great, 2–3
Amazon Inc., 90, 117
analytics systems, 32
Andreessen, Marc, 90
*Anger and Forgiveness*, 74–75
Apple Inc., 90
Arendt, Hannah, 71
Aristotle, 27, 70, 74
artificial intelligence
  games, 91
  persuasion, 90–92
attention, 10, 29
  capacities for prediction, 69
  competition over, 88–89
  defining, 44–47
  offsets, 116
  spotlight of, 45
attention economy, 33–34, 58, 62
  adversarial nature of technology, 97
  as akin to DDoS attack, 88
  conceptualizing, 88–89
  democracy, 68, 80, 89
  elements in previous eras, 97
  increasing intrusiveness, 90
  listening devices, 92
  media literacy, 101
  monetization of users, 123
  moral outrage, 71–77, 80, 100
  necessity of action, 98
  predigital, 97–98
  reassessment of advertising, 108
  rewiring human relationship to, 89
  technology and reasoning, 79
  voluntary reform, 104
*Attention Merchants, The*, 104
Aurelius, Marcus, 117

Blue State Digital, 63
Bose, 23
boundaries, 21–24
Braudy, Leo, 59
*Brave New World*, 10
Brexit, 78
browser "cookie", 31–32

Cecil the Lion, 72–73, 75
China, 52
choice architect, 21
Churchill, Winston, 28, 36
clickbait, 33–34, 43, 52
competence, benefit of, 107
consent, 115
Coremetrics, 32
Crawford, Matthew, 21, 51
cybernetics, 48

*Daily You, The*, 31
DeepMind, 90
Deming, W. Edwards, 102
democracy, 80, 94, 102
  distractions of the attention economy, 68
  values of, 61
design
  and distraction, 56
  goals of, 8, 19



© in this web service Cambridge University Press www.cambridge.org

CAMBRIDGE

Cambridge University Press
978-1-108-42909-2 — Stand out of our Light
James Williams
Index
More Information



lack of user representation in process, 123
persuasion, 27–29, 34–35, 51
Designer's Oath, 118–121
digital advertising, 28, 31, 53, 92
ethics, 121
growth, 29
Diogenes, 1–3, 21–22, 43–44, 110
*Discourse on Political Economy, A*, 89
distraction, 10, 18, 45, 55, 65, 88
appetite for, 46, 89
effect of, 50–51
epistemic, 68–69
existential, 56
functional, 50–51
IQ scores, 69
obscured "starlight", 56
protection against, 116
technological, 44
Dugan, Regina, 92
Dylan, Bob, 50

education, 101
electoral college system, 78
engagement metrics, 32
English, 36
European Union, 115
Eyal, Nir, 34

Facebook, 36, 53, 57, 73, 92, 117
emotional contagion experiment, 62–63
Secret Mood Manipulation Experiment (*The Atlantic*), 63
Fadell, Tony, 102
fake news, 69, 87, 102, 115
Floridi, Luciano, 104
Franck, Georg, 46
Frankfurt, Harry, 20, 68
freedom, 46
*Frenzy of Renown, The*, 59
Fricker, Miranda, 68

games, 92
as well positioned for application of AI, 90
Ghonim, Wael, 79
"Gift of a Common Tongue, The", 36
goals
engagement, 8–9
human, 7
of technology designers, 10
Google, 7, 29, 32, 36, 90, 101, 119
Gmail, 51
Google Analytics, 32
*Grapes of Wrath, The*, 102

Hammerbacher, Jeff, 30
Harris, Tristan, 33
Hearphones, 23
Hegel, G. W. F., 99
Hewlett-Packard, 69
*Hidden Persuaders, The*, 110
*Hooked: How to Build Habit Forming Products*, 34
human-as-computer metaphor, 88
Huxley, Aldous, 10–11, 23, 99

*Idiocracy*, 61
information, 12–16
abundance of, 15–16
Information Age, 12
information management
vs attention management, 115
information technologies, 93
assessing the design logic, 117
dependency, 19
effects of, 87
persuasive design of, 87, 93–94
infraethics, 104
injustice, epistemic, 68
Innis, Harold, 10
internet
advertising, 28
attention management, 35–36
Internet Engineering Task Force (IETF), 32
*Island*, 99
"iTrainer", 18–20, 22

James, William, 44, 47, 56, 64
Johnson, Clay, 63
Judge, Mike, 61

Kahneman, Daniel, 30
Korsgaard, Christine, 70

Lakoff, George, 77–78
language, humanizing of, 112
leisure, 70–71
Levy, Neil, 24, 56
Lincoln, Abraham, 75
List of Cognitive Biases, 101

© in this web service Cambridge University Press www.cambridge.org

CAMBRIDGE

Cambridge University Press
978-1-108-42909-2 — Stand out of our Light
James Williams
Index
More Information



MacManus, Theodore, 109
Mayer, Milton, 94
McLuhan, Marshall, 91–92
*Meditations*, 117
military rule, approval of, 61
Mill, John Stuart, 46
mindfulness, 101
mob justice, 75–76
moral outrage, 71–77
  personal anxiety, 76
Müller, Jan-Werner, 77–79

Nadir of Nothingness, the, 109
native advertisements, 32
*Neuroethics*, 24, 56
Nielsen surveys, 31
*Nineteen Eighty-Four*, 10
Nussbaum, Martha, 74–75, 79

oaths, 117–121
Onlife Manifesto, the, 89
Orwell, George, 10
*Our Master's Voice: Advertising*, 109

Packard, Vance, 110
Pask, Gordon, 48
perception
  shift in due to overview effect, 125–126
persuasion, 27–29, 37, 87, 112–114
  artificial intelligence, 90–92
  information technology, 93–94
pettiness, 57–58
  narcissism, 59
Pieper, Joseph, 70
polarization, political
  as erosion of shared identity, 64
*Political Economy*, 62
political information, 51–53
populism, 78–79
Postman, Neil, 10–11
*Principles of Psychology, The*, 64
propaganda, 52

"Regrets of the Dying", 8
remnant inventory, 109
*Republic, The*, 76
rhetoric, 27
Roberts, Margaret, 52
Roethke, Theodore, 71
Rorty, James, 109–111
Rousseau, Jean-Jacques, 20, 47–48, 62, 64–65, 77, 89

safe spaces, 2
self-regulation, 21–24
shared identity, 64–65
Simon, Herbert, 13
slot machine effect, 35
Sloterdijk, Peter, 21
Smith, Adam, 57, 60
*Social Contract, The*, 21, 77
Socrates, 76
Steinbeck, John, 102

Taylor, Charles, 64, 106
technology
  aligning design goals with human goals, 106
  blame for effects of, 102–104
  critiquing the comparison to drugs, 100
  debating the benefits of, 97–98
  reason for existence of, 7
Tesla, Nikola, 23
*Tetris*, 15, 17–18, 56
*Theory of Moral Sentiments, The*, 57
*They Thought They Were Free*, 94
Trump, Donald J., 52–53, 58
Turow, Joseph, 31
Tversky, Amos, 30
Twitch, 60
Twitter, 52, 58, 73

*Understanding Media*, 91
United Kingdom, 61, 63, 78
United States, 35, 52–53, 61, 71, 78
Universal Basic Income, 90
*Universal Declaration of Human Rights*
  Article 21, 47

wantonness, 68
*Wealth of Nations*, 60
Weibo, 60
Weinstein, Lauren, 63, 74
*What is Populism?*, 77
will, 47–48
  weakness of (*akrasia*), 64
Wu, Tim, 104, 115

*You Must Change Your Life*, 22
YouTube, 59–60, 90, 117, 125

Zuckerberg, Mark, 36

© in this web service Cambridge University Press www.cambridge.org