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***Post Truth  
The Mit  
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Series***

***A short history  
of cynicism,  
from the***

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***fearless speech  
of the ancient***

***Greeks to the  
jaded***

***negativity of  
the present.***

***Everyone's a  
cynic, yet few  
will admit it.***

***Today's cynics  
excuse***

***themselves half-  
heartedly—“I***

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***hate to be a  
cynic,  
but..."—before  
making their pr  
onouncements.  
Narrowly  
opportunistic,  
always on the  
take,  
contemporary  
cynicism has  
nothing  
positive to***

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**contribute. The  
Cynicism of the  
ancient Greeks,  
however, was  
very different.  
This Cynicism  
was a marginal  
philosophy  
practiced by a  
small band of  
eccentrics. Bold  
and shameless,  
it was**

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***committed to  
transforming  
the values on  
which  
civilization  
depends. In this  
volume of the  
MIT Press  
Essential  
Knowledge  
series, Ansgar  
Allen charts the  
long history of***

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***cynicism, from  
the “fearless  
speech” of  
Greek Cynics in  
the fourth  
century BCE to  
the  
contemporary  
cynic's lack of  
social and  
political  
convictions.  
Allen describes***

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***ancient  
Cynicism as an  
improvised  
philosophy and  
a way of life  
disposed to  
scandalize  
contemporaries  
, subjecting  
their cultural  
commitments  
to derision. He  
chronicles the***

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***subsequent  
“purification”  
of Cynicism by  
the Stoics;  
Renaissance  
and  
Enlightenment  
appropriations  
of Cynicism,  
drawing on the  
writings of  
Shakespeare,  
Rabelais,***



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***Rousseau, de  
Sade, and  
others; and the  
transition from  
Cynicism (the  
philosophy) to  
cynicism (the  
modern  
attitude),  
exploring  
contemporary  
cynicism from  
the***

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***perspectives of  
its leftist,  
liberal, and  
conservative  
critics. Finally,  
he considers  
the possibility  
of a radical  
cynicism that  
admits and  
affirms the  
danger it poses  
to***

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**contemporary  
society.**

**Why the  
prejudice  
against  
adopting a  
scientific  
attitude in the  
social sciences  
is creating a  
new 'Dark Ages'  
and preventing  
us from solving**

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***the perennial problems of crime, war, and poverty. During the Dark Ages, the progress of Western civilization virtually stopped. The knowledge gained by the scholars of the***

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***classical age  
was lost; for  
nearly 600  
years, life was  
governed by  
superstitions  
and fears  
fueled by  
ignorance. In  
this outspoken  
and forthright  
book, Lee  
McIntyre***

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***argues that  
today we are in  
a new Dark  
Age—that we  
are as ignorant  
of the causes of  
human behavior  
as people  
centuries ago  
were of the  
causes of such  
natural  
phenomena as***

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***disease,  
famine, and  
eclipses. We  
are no further  
along in our  
understanding  
of what causes  
war, crime, and  
poverty—and  
how to end  
them—than our  
ancestors. We  
need, McIntyre***

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***says, another  
scientific  
revolution; we  
need the  
courage to  
apply a more  
rigorous  
methodology to  
human  
behavior, to go  
where the  
empirical  
evidence leads***



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***us—even if it  
threatens our  
cherished  
religious or  
political beliefs  
about human  
autonomy,  
race, class, and  
gender.***

***Resistance to  
knowledge has  
always arisen  
against***

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**scientific  
advance.** Knowledge Series

***Today's academics—economists  
, psychologists,  
philosophers,  
and others in  
the social  
sciences—stand  
in the way of a  
science of  
human behavior  
just as clerics***

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***attempted to  
block the  
Copernican  
revolution in  
the 1600s. A  
scientific  
approach to  
social science  
would test  
hypotheses  
against the  
evidence rather  
than find and***

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***use evidence  
only to affirm a  
particular  
theory, as is  
often the  
practice in  
today's social  
sciences.***

***Drawing  
lessons from  
Galileo's  
conflict with  
the Catholic***

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**church and  
current debates  
over the  
teaching of  
"creation  
science,"  
McIntyre  
argues that  
what we need  
most to  
establish a  
science of  
human behavior**

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***is the scientific attitude—the willingness to hear what the evidence tells us even if it clashes with religious or political pieties—and the resolve to apply our findings to the creation of***

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**a better  
society.**

**New  
perspectives on  
the  
misinformation  
ecosystem that  
is the  
production and  
circulation of  
fake news.  
What is fake  
news? Is it an**

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***item on  
Breitbart, an  
article in The  
Onion, an  
outright  
falsehood  
disseminated  
via Russian bot,  
or a  
catchphrase  
used by a  
politician to  
discredit a***



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**story he  
doesn't like?**

***This book  
examines the  
real fake news:  
the constant  
flow of  
purposefully  
crafted,  
sensational,  
emotionally  
charged,  
misleading or***

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**totally  
fabricated  
information  
that mimics the  
form of  
mainstream  
news. Rather  
than viewing  
fake news  
through a  
single lens, the  
book maps the  
various kinds of**

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***misinformation through several different disciplinary perspectives, taking into account the overlapping contexts of politics, technology, and journalism. The contributors***

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**consider topics  
including fake  
news as  
“disorganized”  
propaganda;  
folkloric  
falsehood in the  
“Pizzagate”  
conspiracy;  
native  
advertising as  
counterfeit  
news; the**

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***limitations of  
regulatory  
reform and  
technological  
solutionism;  
Reddit's  
enabling of  
fake news; the  
psychological  
mechanisms by  
which people  
make sense of  
information;***

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***and the  
evolution of  
fake news in  
America. A  
section on  
media hoaxes  
and satire  
features an oral  
history of and  
an interview  
with prankster-  
activists the  
Yes Men,***

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***famous for  
parodies that  
reveal hidden  
truths. Finally,  
contributors  
consider  
possible  
solutions to the  
complex  
problem of fake  
news—ways to  
mitigate its  
spread, to***

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***teach students  
to find factually  
accurate  
information,  
and to go  
beyond fact-  
checking.***

***Contributors***

***Mark***

***Andrejevic,***

***Benjamin***

***Burroughs,***

***Nicholas***



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**Bowman, Mark**

**Brewin,**

**Elizabeth**

**Cohen, Colin**

**Doty, Dan**

**Faltesek, Johan**

**Farkas, Cherian**

**George,**

**Tarleton**

**Gillespie, Dawn**

**R. Gilpin, Gina**

**Giotta,**

**Theodore**

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***Glasser,  
Amanda Ann  
Klein, Paul  
Levinson,  
Adrienne  
Massanari,  
Sophia A.  
McClennen,  
Kembrew  
McLeod,  
Panagiotis  
Takis Metaxas,  
Paul Mihailidis,***

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**Benjamin  
Peters, Whitney  
Phillips, Victor  
Pickard,  
Danielle  
Polage,  
Stephanie  
Ricker Schulte,  
Leslie-Jean  
Thornton, Anita  
Varma, Claire  
Wardle, Melissa  
Zimdars, Sheng**

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**Zou**  
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**A philosopher considers whether the scientific and philosophical arguments against free will are reason enough to give up our belief in it. In our daily life, it really**

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***seems as though we have free will, that what we do from moment to moment is determined by conscious decisions that we freely make. You get up from the couch, you go for a walk,***

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***you eat  
chocolate ice  
cream. It seems  
that we're in  
control of  
actions like  
these; if we  
are, then we  
have free will.  
But in recent  
years, some  
have argued  
that free will is***

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***an illusion. The  
neuroscientist***

***(and best-  
selling author)***

***Sam Harris and  
the late***

***Harvard***

***psychologist***

***Daniel Wegner,***

***for example,***

***claim that***

***certain***

***scientific***

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**findings**  
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**disprove free**  
**will. In this**  
**engaging and**  
**accessible**  
**volume in the**  
**Essential**  
**Knowledge**  
**series, the**  
**philosopher**  
**Mark Balaguer**  
**examines the**  
**various**



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***arguments and experiments that have been cited to support the claim that human beings don't have free will. He finds them to be overstated and misguided. Balaguer discusses***

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***determinism,  
the view that  
every physical  
event is  
predetermined,  
or completely  
caused by prior  
events. He  
describes  
several  
philosophical  
and scientific  
arguments***

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***against free  
will, including  
one based on  
Benjamin  
Libet's famous  
neuroscientific  
experiments,  
which allegedly  
show that our  
conscious  
decisions are  
caused by  
neural events***

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***that occur  
before we  
choose. He  
considers  
various  
religious and  
philosophical  
views, including  
the  
philosophical  
pro-free-will  
view known as  
compatibilism.***

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***Balaguer concludes that the anti-free-will arguments put forward by philosophers, psychologists, and neuroscientists simply don't work. They don't provide any good***

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***reason to doubt  
the existence of  
free will. But,  
he cautions,  
this doesn't  
necessarily  
mean that we  
have free will.  
The question of  
whether we  
have free will  
remains an  
open one; we***

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***simply don't  
know enough  
about the brain  
to answer it  
definitively.  
Fake News  
Paradox  
Classic and  
Contemporary  
Perspectives  
Mapping the  
Politics of  
Falsehood***

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***Social Science  
for What?*** Knowledge Series

***Defending  
Science from  
Denial, Fraud,  
and  
Pseudoscience***

' Post-truth ' was  
Oxford Dictionaries  
2016 word of the  
year. While the term  
was coined by its



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disparagers in the light of the Brexit and US presidential campaigns, the roots of post-truth lie deep in the history of Western social and political theory. Post-Truth reaches back to Plato, ranging across theology and philosophy, to focus

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on the Machiavellian tradition in classical sociology, as exemplified by Vilfredo Pareto, who offered the original modern account of post-truth in terms of the ‘ circulation of elites ’ . The defining feature of ‘ post-truth ’ is a strong

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distinction between  
appearance and  
reality which is never  
quite resolved and so  
the strongest  
appearance ends up  
passing for reality.  
The only question is  
whether more is  
gained by rapid  
changes in  
appearance or by

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stabilizing one such  
appearance. Post-

Truth plays out what  
this means for both  
politics and science.

How networked  
technology enables  
the emergence of a  
new collaborative  
society. Humans are  
hard-wired for  
collaboration, and

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new technologies of communication act as a super-amplifier of our natural collaborative mindset. This volume in the MIT Press Essential Knowledge series examines the emergence of a new kind of social collaboration enabled

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by networked technologies. This new collaborative society might be characterized as a series of services and startups that enable peer-to-peer exchanges and interactions through technology. Some believe that the

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economic aspects of the new collaboration have the potential to make society more equitable; others see collaborative communities based on sharing as a cover for social injustice and user exploitation. The book covers the “ sharing

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economy, ” and the hijacking of the term by corporations; different models of peer production, and motivations to participate; collaborative media production and consumption, the definitions of “ amateur ” and



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“professional,”  
and the power of  
memes; hactivism  
and social  
movements,  
including  
Anonymous and anti-  
ACTA protest;  
collaborative  
knowledge creation,  
including citizen  
science; collaborative

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self-tracking; and internet-mediated social relations, as seen in the use of Instagram, Snapchat, and Tinder. Finally, the book considers the future of these collaborative tendencies and the disruptions caused by fake news, bots, and

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other challenges.

Winning the

anticorruption battle:

a guide for citizens

and politicians. The

phenomenon of

corruption has

existed since

antiquity; from

ancient Mesopotamia

to our modern-day

high-level ethical

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morass, people have sought a leg up, a shortcut, or an end run to power and influence. In this volume in the MIT Press Essential Knowledge series, Robert Rotberg, a recognized authority on governance and international

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relations, offers a definitive guide to corruption and anticorruption, charting the evolution of corruption and offering recommendations on how to reduce its power and spread. The most important

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component of anticorruption efforts, he argues, is leadership that is committed to changing dominant political cultures. Rotberg explains that corruption is the conversion of a public good into personal gain—either

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by the exchange of cash for influence or by the granting of special favors even without explicit payments. He describes successful anticorruption efforts in countries ranging from Denmark and Sweden to Canada and Costa Rica, and

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discusses the roles of  
judicial systems,  
investigative  
journalism,  
multinational  
corporations, and  
technological  
advances. He shows  
how the United States  
has become more  
corrupt than before,  
and contrasts recent



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US and Canadian experiences. Without sufficient political will to eliminate corruption, it persists. Rotberg outlines thirteen practical steps for battling corruption, including removing holdover officials tainted by corruption and the

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public declaration of  
financial assets by  
elected officials and  
appointees.

A concise and  
accessible guide to  
techniques for  
detecting doctored  
and fake images in  
photographs and  
digital media. Stalin,  
Mao, Hitler,

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Mussolini, and other dictators routinely doctored

photographs so that the images aligned with their messages.

They erased people who were there, added people who were not, and manipulated backgrounds. They

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knew if they changed the visual record, they could change history. Once, altering images required hours in the darkroom; today, it can be done with a keyboard and mouse. Because photographs are so easily faked, fake photos are everywhere—supermarket

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tabloids, fashion  
magazines, political  
ads, and social media.  
How can we tell if an  
image is real or false?  
In this volume in the  
MIT Press Essential  
Knowledge series,  
Hany Farid offers a  
concise and  
accessible guide to  
techniques for

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detecting doctored  
and fake images in  
photographs and  
digital media. Farid,  
an expert in photo  
forensics, has spent  
two decades  
developing  
techniques for  
authenticating digital  
images. These  
techniques model the

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entire image-creation process in order to find the digital disruption introduced by manipulation of the image. Each section of the book describes a different technique for analyzing an image, beginning with those requiring

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minimal technical expertise and advancing to those at intermediate and higher levels. There are techniques for, among other things, reverse image searches, metadata analysis, finding image imperfections introduced by JPEG



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compression, image  
cloning, tracing pixel  
patterns, and  
detecting images that  
are computer  
generated. In each  
section, Farid  
describes the  
techniques, explains  
when they should be  
applied, and offers  
examples of image

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analysis.  
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Collaborative Society

Free Will

Making Parents

A Comparative Study  
of Political Symbols

Extremism

Information and the  
Modern Corporation

*An investigation of  
the future of various  
media industries and*

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*technologies that  
considers how media  
shape our future.*

*How do we combat  
post-truth in the  
news? Are social  
media influencers the  
journalists of today?  
What is it like to live  
in a smart city? Does  
AI really change  
"everything"? The*

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*Future of Media*  
*investigates the future*  
*of media industries*  
*and technologies*  
*(journalism, TV,*  
*film, photography,*  
*radio, publishing,*  
*social media), while*  
*exploring how media*  
*shape our future—on*  
*a political, economic,*  
*cultural and*

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*individual level.  
Issues of diversity,  
media reform,  
labour, activism and  
art take the discussion  
into a wider social  
context. Through this,  
the book celebrates  
the importance and  
vitality of media in  
the modern world.*

*The Future of Media*

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*is also an experiment  
Knowledge Series  
in collaborative*

*modes of thinking*

*and working. Co-*

*authored by theorists*

*and practitioners*

*from one of the*

*world's most*

*established media*

*departments, it offers*

*a radical, creative*

*and critical take on*

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*media*  
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*industries—and on*  
*world affairs.*

*An argument that  
what makes science  
distinctive is its  
emphasis on evidence  
and scientists'  
willingness to change  
theories on the basis  
of new evidence.*

*Attacks on science*

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*have become*

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*commonplace. Claims*

*that climate change*

*isn't settled science,*

*that evolution is “only*

*a theory,” and that*

*scientists are*

*conspiring to keep the*

*truth about vaccines*

*from the public are*

*staples of some*

*politicians' rhetorical*



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*repertoire. Defenders  
of science often point  
to its discoveries*

*(penicillin! relativity!)*

*without explaining*

*exactly why scientific*

*claims are superior.*

*In this book, Lee*

*McIntyre argues that*

*what distinguishes*

*science from its rivals*

*is what he calls “the*

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*scientific attitude”—caring about evidence and being willing to change theories on the basis of new evidence. The history of science is littered with theories that were scientific but turned out to be wrong; the scientific*

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*attitude reveals why  
even a failed theory  
can help us to  
understand what is  
special about science.*

*McIntyre offers  
examples that  
illustrate both  
scientific success (a  
reduction in childbed  
fever in the  
nineteenth century)*

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*and failure (the flawed “discovery” of cold fusion in the twentieth century). He describes the transformation of medicine from a practice based largely on hunches into a science based on evidence; considers scientific fraud;*

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*examines the*

*positions of ideology-*

*driven denialists,*

*pseudoscientists, and*

*“skeptics” who reject*

*scientific findings;*

*and argues that social*

*science, no less than*

*natural science,*

*should embrace the*

*scientific attitude.*

*McIntyre argues that*

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*the scientific*  
Knowledge Series  
*attitude—the*

*grounding of science  
in evidence—offers a  
uniquely powerful  
tool in the defense of  
science.*

*Why gender is  
strange, even when  
it's played straight,  
and how race and  
money are two of its*

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*most dramatic ingredients. In this volume in the MIT Press Essential Knowledge series, Kathryn Bond Stockton explores the fascinating, fraught, intimate, morphing matter of gender. Stockton argues for gender's strangeness,*

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*no matter how  
"normal" the concept  
seems; gender is  
queer for everyone,  
she claims, even  
when it's played quite  
straight. And she  
explains how race  
and money  
dramatically shape  
everybody's gender,  
even in sometimes*



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*surprising ways.*  
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*Playful but serious,  
erudite and witty,  
Stockton marshals an  
impressive array of  
exhibits to consider,  
including dolls and  
their new gendering,  
the thrust of Jane  
Austen and Lil Nas  
X, gender identities  
according to women's*

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*colleges, gay and  
transgender ballroom*

*scenes, and much*

*more. Stockton also*

*examines gender in*

*light of biology's own*

*strange ways, its out-*

*of-syncness with*

*"male" and "female,"*

*explaining attempts to*

*fortify gender with*

*clothing, language,*

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*labor, and hair. She  
investigates gender as*

*a concept--its*

*concerning history, its*

*bewitching pleasures*

*and falsifications--by*

*meeting the moment*

*of where we are,*

*with its many genders*

*and counters-to-*

*gender. This*

*compelling*

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*background propels  
the question that  
drives this book and  
foregrounds race:  
what is "the opposite  
sex," after all? If  
there is no opposite,  
doesn't the  
male/female duo  
undergirding gender  
come undone?*

*A comprehensive*

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*political and design  
theory of planetary-  
scale computation  
proposing that The  
Stack—an accidental  
megastructure—is  
both a technological  
apparatus and a  
model for a new  
geopolitical  
architecture. What  
has planetary-scale*

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*computation done to  
our geopolitical*

*realities? It takes*

*different forms at*

*different*

*scales—from energy*

*and mineral sourcing*

*and subterranean*

*cloud infrastructure*

*to urban software*

*and massive*

*universal addressing*

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*systems; from  
interfaces drawn by  
the augmentation of  
the hand and eye to  
users identified by  
self—quantification  
and the arrival of  
legions of sensors,  
algorithms, and  
robots. Together, how  
do these distort and  
deform modern*

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*political geographies  
and produce new  
territories in their  
own image? In The  
Stack, Benjamin  
Bratton proposes that  
these different genres  
of  
computation—smart  
grids, cloud  
platforms, mobile  
apps, smart cities, the*



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*Internet of Things,  
automation—can be  
seen not as so many  
species evolving on  
their own, but as  
forming a coherent  
whole: an accidental  
megastructure called  
The Stack that is both  
a computational  
apparatus and a new  
governing*

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Knowledge Series

*architecture. We are  
inside The Stack and  
it is inside of us. In  
an account that is  
both theoretical and  
technical, drawing on  
political philosophy,  
architectural theory,  
and software studies,  
Bratton explores six  
layers of The Stack:  
Earth, Cloud, City,*

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*Address, Interface,  
User. Each is mapped*

*on its own terms and*

*understood as a*

*component within the*

*larger whole built*

*from hard and soft*

*systems*

*intermingling—not*

*only computational*

*forms but also social,*

*human, and physical*

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*forces. This model, informed by the logic of the multilayered structure of protocol “stacks,” in which network technologies operate within a modular and vertical order, offers a comprehensive image of our emerging infrastructure and a*

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*platform for its  
ongoing reinvention.*

*The Stack is an  
interdisciplinary  
design brief for a  
new geopolitics that  
works with and for  
planetary-scale  
computation.*

*Interweaving the  
continental, urban,  
and perceptual scales,*

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*it shows how we can  
better build, dwell*

*within, communicate*

*with, and govern our*

*worlds. [thestack.org](http://thestack.org)*

*Gender(s)*

*Critical Thinking*

*The Nature of Truth,*

*second edition*

*Conversations with*

*Flat Earthers,*

*Climate Deniers, and*

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*Others Who Defy  
Reason*  
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*Battles over Public  
Funding for the  
"Other Sciences" at  
the National Science  
Foundation*

*Content*

***The process of  
user-centered  
innovation: how it  
can benefit both***

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***users and  
manufacturers and  
how its emergence  
will bring changes  
in business  
models and in  
public policy.  
Innovation is  
rapidly becoming  
democratized.  
Users, aided by  
improvements in  
computer and***



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***communications technology, increasingly can develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with others, creating***

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***user-innovation communities and a rich intellectual commons. In Democratizing Innovation, Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it***

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***profitable to  
develop new  
products and  
services for  
themselves, and  
why it often pays  
users to reveal  
their innovations  
freely for the use  
of all. The trend  
toward  
democratized  
innovation can be***

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***seen in software  
and information  
products—most  
notably in the free  
and open-source  
software  
movement—but  
also in physical  
products. Von  
Hippel's many  
examples of user  
innovation in  
action range from***

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***surgical  
equipment to  
surfboards to  
software security  
features. He shows  
that product and  
service  
development is  
concentrated  
among "lead  
users," who are  
ahead on  
marketplace***

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***trends and whose  
innovations are  
often commercially  
attractive. Von  
Hippel argues that  
manufacturers  
should redesign  
their innovation  
processes and that  
they should  
systematically  
seek out  
innovations***

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***developed by users. He points to businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new***

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***products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal***



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***of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license. 2016 marked the birth of the post-truth era.***

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***Sophistry and spin  
have coloured  
politics since the  
dawn of time, but  
two shock events -  
the Brexit vote and  
Donald Trump's  
elevation to US  
President -  
heralded a  
departure into  
murkier territory.  
From Trump***

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***denying video  
evidence of his  
own words, to the  
infamous Leave  
claims of £350  
million for the  
NHS, politics has  
rarely seen so  
many stretching  
the truth with such  
impunity. Bullshit  
gets you noticed.  
Bullshit makes you***

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***rich. Bullshit can even pave your way to the Oval Office. This is bigger than fake news and bigger than social media. It's about the slow rise of a political, media and online infrastructure that has devalued truth. This is the***

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***story of bullshit:  
what's being  
spread, who's  
spreading it, why it  
works - and what  
we can do to  
tackle it.***

***Continuing William  
Mitchell's  
investigations of  
how we  
understand,  
reason about, and***

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***use images, The Reconfigured Eye provides the first systematic, critical analysis of the digital imaging revolution. "An intelligent and readable approach to the digitization of images.... A useful overview of a critical***

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***subject."—New  
York Times Book  
Review Enhanced?  
Or faked? Today  
the very idea of  
photographic  
veracity is being  
radically  
challenged by the  
emerging  
technology of  
digital image  
manipulation and***

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***synthesis:  
photographs can  
now be altered at  
will in ways that  
are virtually  
undetectable, and  
photorealistic  
synthesized  
images are  
becoming  
increasingly  
difficult to  
distinguish from***



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**actual**

**photographs.**

**Continuing William**

**Mitchell's**

**investigations of**

**how we**

**understand,**

**reason about, and**

**use images, The**

**Reconfigured Eye**

**provides the first**

**systematic, critical**

**analysis of the**

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***digital imaging  
revolution. It  
describes the  
technology of the  
digital image in  
detail and looks  
closely at how it is  
changing the way  
we explore ideas,  
at its aesthetic  
potential, and at  
the ethical  
questions it raises.***

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***Why we don't live in a post-truth society but rather a myside society: what science tells us about the bias that poisons our politics. In The Bias That Divides Us, psychologist Keith Stanovich argues provocatively that***

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***we don't live in a  
post-truth society,  
as has been  
claimed, but rather  
a myside society.  
Our problem is not  
that we are unable  
to value and  
respect truth and  
facts, but that we  
are unable to  
agree on  
commonly***

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***accepted truth and facts. We believe that our side knows the truth. Post-truth? That describes the other side. The inevitable result is political polarization. Stanovich shows what science can tell us about***

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***myside bias: how common it is, how to avoid it, and what purposes it serves. Stanovich explains that although myside bias is ubiquitous, it is an outlier among cognitive biases. It is unpredictable. Intelligence does***

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***not inoculate  
against it, and  
myside bias in one  
domain is not a  
good indicator of  
bias shown in any  
other domain.***

***Stanovich argues  
that because of its  
outlier status,  
myside bias  
creates a true  
blind spot among***

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***the cognitive elite--those who are high in intelligence, executive functioning, or other valued psychological dispositions. They may consider themselves unbiased and purely rational in***



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***their thinking, but  
in fact they are just  
as biased as  
everyone else.***

***Stanovich***

***investigates how  
this bias blind spot  
contributes to our  
current***

***ideologically  
polarized politics,  
connecting it to  
another recent***

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***trend: the decline  
of trust in  
university  
research as a  
disinterested  
arbiter.***

***The Bias That  
Divides Us***

***The Stack***

***The Divide***

***The Scientific  
Attitude***

***Visual Truth in the***

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***Post-Photographic  
Era*** Knowledge Series

## ***Phenomenology***

An exploration of the  
scientific

mindset—such

character virtues as

curiosity, veracity,

attentiveness, and

humility to

evidence—and its

importance for

science, democracy,

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and human  
flourishing.

Exemplary scientists have a characteristic way of viewing the world and their work: their mindset and methods all aim at discovering truths about nature. In *An Instinct for Truth*, Robert Pennock explores this

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scientific mindset  
and argues that what  
Charles Darwin  
called “an instinct for  
truth, knowledge,  
and discovery” has a  
tacit moral  
structure—that it is  
important not only for  
scientific excellence  
and integrity but also  
for democracy and  
human flourishing. In

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an era of “post-truth,” the scientific drive to discover empirical truths has a special value. Taking a virtue-theoretic perspective, Pennock explores curiosity, veracity, skepticism, humility to evidence, and other scientific

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virtues and vices. He explains that curiosity is the most distinctive element of the scientific character, by which other norms are shaped; discusses the passionate nature of scientific attentiveness; and calls for science education not only to

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teach scientific findings and methods but also to nurture the scientific mindset and its core values. Drawing on historical sources as well as a sociological study of more than a thousand scientists, Pennock's philosophical account is grounded



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in values that  
scientists  
themselves  
recognize they  
should aspire to.

Pennock argues that  
epistemic and ethical  
values are  
normatively  
interconnected, and  
that for science and  
society to flourish,  
we need not just a

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philosophy of  
science, but a  
philosophy of the  
scientist.

A visionary report on  
the revitalization of  
the liberal arts  
tradition in the  
electronically  
inflected, design-  
driven, multimedia  
language of the  
twenty-first century.

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authored and  
visually compelling  
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techniques  
unfamiliar to  
traditional modes of  
humanistic  
inquiry—including  
geospatial analysis,  
data mining, corpus  
linguistics,

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visualization, and simulation—to show their relevance for contemporary culture. Written by five leading practitioner-theorists whose varied backgrounds embody the intellectual and creative diversity of the field,

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Digital Humanities is a vision statement for the future, an invitation to engage, and a critical tool for understanding the shape of new scholarship.

Reproductive technologies, says Thompson, are part of the increasing tendency to turn

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social problems into  
biomedical questions  
and can be used as  
a lens to see the  
resulting changes in  
the relations  
between science  
and society."--BOOK  
JACKET.

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evaluate public-  
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in a broad range of

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policy areas.

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The Ontological

Choreography of

Reproductive

Technologies

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The Future of Media

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Innovation

The New War on

Truth and How to

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**Western societies are under siege, as fake news, post-truth and alternative facts are undermining the very core of democracy. This dystopian narrative is currently circulated by**

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*intellectuals,  
journalists and  
policy makers  
worldwide. In  
this book, Johan  
Farkas and  
Jannick Schou  
deliver a  
comprehensive  
study of post-  
truth  
discourses. They  
critically map  
the normative*

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*ideas contained  
in these and  
present a  
forceful call  
for deepening  
democracy. The  
dominant  
narrative of our  
time is that  
democracy is in  
a state of  
emergency caused  
by social media,  
changes to*

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*journalism and  
misinformed  
masses. This  
crisis needs to  
be resolved by  
reinstating  
truth at the  
heart of  
democracy, even  
if this means  
curtailing civic  
participation  
and popular  
sovereignty.*

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*Engaging with  
critical  
political  
philosophy,  
Farkas and Schou  
argue that these  
solutions  
neglect the fact  
that democracy  
has never been  
about truth  
alone: it is  
equally about  
the voice of the*

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*democratic  
people. Post-  
Truth, Fake News  
and Democracy  
delivers a  
sobering  
diagnosis of our  
times. It maps  
contemporary  
discourses on  
truth and  
democracy,  
foregrounds  
their normative*

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*foundations and connects these to historical changes within liberal democracies. The book will be of interest to students and scholars studying the current state and future of democracy, as*

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well as to a  
politically  
informed  
readership.  
What extremism  
is, how  
extremist  
ideologies are  
constructed, and  
why extremism  
can escalate  
into violence. A  
rising tide of  
extremist



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movements  
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threaten to  
destabilize  
civil societies  
around the  
globe. It has  
never been more  
important to  
understand  
extremism, yet  
the dictionary  
definition—a  
logical starting  
point in a

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search for understanding—tells us only that extremism is “the quality or state of being extreme.” In this volume in the MIT Press Essential Knowledge series, J. M. Berger offers a nuanced

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*introduction to  
extremist  
movements,  
explaining what  
extremism is,  
how extremist  
ideologies are  
constructed, and  
why extremism  
can escalate  
into violence.  
Berger shows  
that although  
the ideological*

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*content of  
extremist  
movements varies  
widely, there  
are common  
structural  
elements.  
Berger, an  
expert on  
extremist  
movements and  
terrorism,  
explains that  
extremism arises*

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*from a  
perception of  
"us versus  
them,"  
intensified by  
the conviction  
that the success  
of "us" is  
inseparable from  
hostile acts  
against "them."*

*Extremism  
differs from  
ordinary unpleas*

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*antness—run-of-  
the-mill hatred  
and racism—by  
its sweeping  
rationalization  
of an insistence  
on violence.*

*Berger*

*illustrates his  
argument with  
case studies and  
examples from  
around the world  
and throughout*

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*history, from  
the destruction  
of Carthage by  
the Romans—often  
called “the  
first  
genocide”—to the  
apocalyptic  
jihadism of Al  
Qaeda, America's  
new “alt-right,”  
and the anti-  
Semitic  
conspiracy tract*

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*The Protocols of  
the Elders of  
Zion. He  
describes the  
evolution of  
identity  
movements,  
individual and  
group  
radicalization,  
and more. If we  
understand the  
causes of  
extremism, and*



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*the common  
elements of  
extremist  
movements,  
Berger says, we  
will be more  
effective in  
countering it.  
Case studies,  
personal  
accounts, and  
analysis show  
how to recognize  
and combat*

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*pseudoscience in  
a post-truth*

*world. In a post-  
truth, fake news  
world, we are  
particularly  
susceptible to  
the claims of  
pseudoscience.*

*When emotions  
and opinions are  
more widely  
disseminated  
than scientific*

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*findings, and self-proclaimed experts get their expertise from Google, how can the average person distinguish real science from fake? This book examines pseudoscience from a variety of perspectives,*

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*through case  
studies,  
analysis, and  
personal  
accounts that  
show how to  
recognize  
pseudoscience,  
why it is so  
widely accepted,  
and how to  
advocate for  
real science.*

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*examine the  
basics of  
pseudoscience,  
including issues  
of cognitive  
bias; the costs  
of  
pseudoscience,  
with accounts of  
naturopathy and  
logical  
fallacies in the  
anti-vaccination  
movement;*

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*perceptions of  
scientific  
soundness; the  
mainstream  
presence of  
"integrative  
medicine,"  
hypnosis, and  
parapsychology;  
and the use of  
case studies and  
new media in  
science  
advocacy.*

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*in a post-truth  
era, when  
"alternative  
facts" replace  
actual facts,  
and feelings  
have more weight  
than evidence.  
The Conspiracy  
Against Science  
Citizenship  
The Case for a  
Science of Human  
Behavior*

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*Knowledge As A  
Power Game*

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*On Software and  
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How the NSF  
became an  
important yet  
controversial  
patron for the  
social sciences,  
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debates over their scientific status and social relevance. In the early Cold War years, the U.S. government established the National Science Foundation (NSF), a civilian agency that soon

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became widely known for its dedication to supporting first-rate science. The agency's 1950 enabling legislation made no mention of the social sciences, although it included a vague

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reference to  
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"other sciences."

Nevertheless, as Mark Solovey shows in this book, the NSF also soon became a major—albeit controversial—source of public funding for them.

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Solovey's  
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analysis

underscores the long-term impact of early developments, when the NSF embraced a "scientistic" strategy wherein the natural sciences

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represented the gold standard, and created a social science program limited to "hard-core" studies. Along the way, Solovey shows how the NSF's efforts to support scholarship,



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advanced  
training, and  
educational  
programs were  
shaped by  
landmark  
scientific and  
political  
developments,  
including  
McCarthyism,  
Sputnik, reform

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liberalism during the 1960s, and a newly energized conservative movement during the 1970s and 1980s. Finally, he assesses the NSF's relevance in a "post-truth" era, questions the legacy of its

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scientific  
strategy, and  
calls for a  
separate social  
science agency—a  
National Social  
Science  
Foundation.

Solovey's study  
of the battles  
over public  
funding is crucial

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for  
understanding  
the recent history  
of the social  
sciences as well  
as ongoing  
debates over  
their scientific  
status and social  
value.

The story of  
citizenship as a

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tale not of  
liberation,  
dignity, and  
nationhood but of  
complacency,  
hypocrisy, and  
domination. The  
glorification of  
citizenship is a  
given in today's  
world, part of a  
civic narrative

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that invokes  
liberation,  
dignity, and  
nationhood. In  
reality, explains  
Dimitry  
Kochenov,  
citizenship is a  
story of  
complacency,  
hypocrisy, and  
domination,

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flattering to  
citizens and  
demeaning for  
noncitizens. In  
this volume in the  
MIT Press  
Essential  
Knowledge  
series, Kochenov  
explains the state  
of citizenship in  
the modern

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Knowledge Series

world. Kochenov offers a critical introduction to a subject most often regarded uncritically, describing what citizenship is, what it entails, how it came about, and how its role in the



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world has been  
changing. He  
examines four  
key elements of  
the concept:  
status,  
considering how  
and why the  
status of  
citizenship is  
extended, what  
function it

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serves, and who  
is left behind;  
rights,  
particularly the  
right to live and  
work in a state;  
duties, and what  
it means to be a  
"good citizen";  
and politics, as  
enacted in the  
granting and

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enjoyment of  
citizenship.

Citizenship  
promises to  
apply the  
attractive ideas of  
dignity, equality,  
and human  
worth—but to  
strictly separated  
groups of  
individuals.

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Those outside  
the separation  
aren't citizens as  
currently  
understood, and  
they do not  
belong.

Citizenship,  
Kochenov warns,  
is too often a  
legal tool that  
justifies violence,

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Knowledge Series

humiliation, and  
exclusion.

Can we change  
the minds of  
science deniers?  
Encounters with  
flat earthers, anti-  
vaxxers,  
coronavirus  
truthers, and  
others. "Climate  
change is a

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hoax--and so is  
coronavirus."

"Vaccines are  
bad for you."

These days,  
many of our  
fellow citizens  
reject scientific  
expertise and  
prefer ideology to  
facts. They are  
not merely

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uninformed--they  
are misinformed.

They cite cherry-  
picked evidence,

rely on fake

experts, and

believe

conspiracy

theories. How

can we convince

such people

otherwise? How

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can we get them to change their minds and accept the facts when they don't believe in facts? In this book, Lee McIntyre shows that anyone can fight back against science deniers, and argues that



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it's important to  
do so. Science  
denial can kill.

Drawing on his  
own experience--i  
ncluding a visit to  
a Flat Earth  
convention--as  
well as academic  
research,  
McIntyre outlines  
the common

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themes of  
science  
denialism,  
present in  
misinformation  
campaigns  
ranging from  
tobacco  
companies'  
denial in the  
1950s that  
smoking causes

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lung cancer to  
today's anti-  
vaxxers. He  
describes  
attempts to use  
his persuasive  
powers as a  
philosopher to  
convert Flat  
Earthers;  
surprising  
discussions with

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coal miners; and  
conversations  
with a scientist  
friend about  
genetically  
modified  
organisms in  
food. McIntyre  
offers tools and  
techniques for  
communicating  
the truth and

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values of  
science,  
emphasizing that  
the most  
important way to  
reach science  
deniers is to talk  
to them calmly  
and  
respectfully--to  
put ourselves out  
there, and meet

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them face to face.

"A highly  
readable and  
punchy roadmap  
that ordinary  
citizens and  
policymakers  
alike can use to  
begin rethinking  
and refashioning  
their political  
interactions to be

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more  
Knowledge Series  
productive" --  
Fake Photos  
Ketamine  
The Reconfigured  
Eye  
How Bullshit  
Conquered the  
World  
Digital\_Humanitie  
s  
Pseudoscience

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A guide to information as the transformative tool of modern business. While we have been preoccupied with the latest i-gadget from Apple and with Google's ongoing expansion, we



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may have missed something: the fundamental transformation of whole firms and industries into giant information-processing machines. Today, more than eighty percent of workers collect and

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analyze  
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information (often  
in digital form) in  
the course of  
doing their jobs.

This book offers a  
guide to the role of  
information in  
modern business,  
mapping the use  
of information  
within work

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processes and  
tracing flows of  
information across  
supply-chain  
management,  
product  
development,  
customer relations,  
and sales. The  
emphasis is on  
information itself,  
not on information

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technology.  
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Information,  
overshadowed for  
a while by the  
glamour and  
novelty of IT, is the  
fundamental  
component of the  
modern  
corporation. In  
Information and  
the Modern

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Corporation,  
longtime IBM  
manager and  
consultant James  
Cortada clarifies  
the differences  
among data, facts,  
information, and  
knowledge and  
describes how the  
art of analytics has  
all but eliminated

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decision making based on gut feeling, replacing it with fact-based decisions. He describes the working style of “ road warriors, ” whose offices are anywhere their laptops and cell phones are and

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whose deep  
knowledge of a  
given topic  
becomes their  
medium of  
exchange.

Information is the  
core of the modern  
enterprise, and the  
use of information  
defines the  
activities of a firm.

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This essential guide shows managers and employees better ways to leverage information—by design and not by accident.

The definitive and essential collection of classic and new essays on analytic



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theories of truth,  
revised and  
updated, with  
seventeen new  
chapters. The  
question "What is  
truth?" is so  
philosophical that  
it can seem  
rhetorical. Yet truth  
matters, especially  
in a "post-truth"

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society in which  
lies are tolerated  
and facts are  
ignored. If we want  
to understand why  
truth matters, we  
first need to  
understand what it  
is. The Nature of  
Truth offers the  
definitive collection  
of classic and

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contemporary  
essays on analytic  
theories of truth.

This second  
edition has been  
extensively revised  
and updated,  
incorporating both  
historically central  
readings on truth's  
nature as well as  
up-to-the-moment

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contemporary  
essays. Seventeen

new chapters

reflect the current

trajectory of

research on truth.

The emergence of

ketamine--previous

ly known as a

combat anesthetic

and club drug--as

a treatment for

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depression.

Ketamine,

approved in 2019

by the Food and

Drug

Administration for

the treatment of

depression, has

been touted by

scientists and

media reports as

something

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approaching a  
miracle cure. This  
volume in the MIT  
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Knowledge series  
chronicles the  
ascent of a drug  
that has been  
around for fifty  
years--in previous  
incarnations, a  
Vietnam-era

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combat anesthetic  
and a popular club  
drug--that has now  
been reinvented  
as a treatment for  
depression. Bitu  
Moghaddam, a  
leading researcher  
in neuropharmacol  
ogy, explains the  
scientific history  
and the biology of

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ketamine, its  
clinical use, and its  
recently  
discovered  
antidepressant  
effects, for the  
nonspecialist  
reader.

An introduction to  
paradoxes  
showing that they  
are more than



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mere puzzles but  
can prompt new  
ways of thinking.

Thinkers have  
been fascinated by  
paradox since long  
before Aristotle  
grappled with  
Zeno's. In this  
volume in The MIT  
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Knowledge series,

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Margaret Cuonzo  
explores

paradoxes and the  
strategies used to  
solve them. She  
finds that

paradoxes are  
more than mere  
puzzles but can  
prompt new ways  
of thinking. A  
paradox can be

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defined as a set of mutually

inconsistent

claims, each of

which seems true.

Paradoxes emerge

not just in salons

and ivory towers

but in everyday

life. (An Internet

search for

“ paradox ” brings

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forth a picture of an ashtray with a “no smoking” symbol inscribed on it.) Proposing solutions, Cuonzo writes, is a natural response to paradoxes. She invites us to rethink paradoxes by focusing on

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strategies for solving them, arguing that there is much to be learned from this, regardless of whether any of the more powerful paradoxes is even capable of solution. Cuonzo offers a catalog of

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paradox-solving strategies—including

the Preemptive-

Strike (questioning

the paradox itself),

the Odd-Guy-Out

(calling one of the

assumptions into

question), and the

You-Can't-Get-

There-from-Here

(denying the

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validity of the reasoning). She argues that certain types of solutions work better in some contexts than others, and that as paradoxicality increases, the success of certain strategies grows

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more unlikely.

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Cuonzo shows

that the processes

of paradox

generation and

solution proposal

are interesting and

important ones.

Discovering a

paradox leads to

advances in

knowledge: new



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science often stems from attempts to solve paradoxes, and the concepts used in the new sciences lead to new paradoxes. As Niels Bohr wrote, “ How wonderful that we have met with a

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paradox. Now we  
have some hope  
of making  
progress. ”

Public-private

Policy

Partnerships

The Science and

Politics of Myside

Thinking

How Fanatical

Certitude is

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Destroying  
Democracy

Post-Truth, Fake  
News and  
Democracy

Post-Truth  
Understanding  
Media and  
Misinformation in  
the Digital Age

A concise and  
accessible

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introduction to  
phenomenology,  
which investigates  
the experience of  
experience. This  
volume in the MIT  
Press Essential  
Knowledge series  
offers a concise and  
accessible  
introduction to  
phenomenology, a  
philosophical  
movement that

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investigates the  
experience of  
experience.

Founded by  
Edmund Husserl  
(1859–1938) and  
expounded by Max  
Scheler, Martin  
Heidegger, Maurice  
Merleau-Ponty, and  
others,  
phenomenology  
ventures forth into  
the field of

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experience so that truth might be met in the flesh. It investigates everything as experienced. It does not study mere appearance but the true appearances of things, holding that the unfolding of experience allows us to sort true appearances from

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mere appearance.

The book unpacks a series of

terms—world, flesh, speech, life, truth,

love, and wonder—all of which are bound

up with each other in experience. For

example, world is where experience

takes place; flesh

names the way our

experiential

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exploration is  
inscribed into the  
bearings of our  
bodily being;  
speech is instituted  
in bodily presence;  
truth concerns the  
way our claims  
about things are  
confirmed by our  
experience. A  
chapter on the  
phenomenological  
method describes it



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as a means of clarifying the modality of experience that is written into its very fabric; and a chapter on the phenomenological movement bridges its divisions while responding to criticisms from analytic philosophy and postmodernism.

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An investigation of hate speech: legal approaches, current controversies, and suggestions for limiting its spread.

Hate speech can happen

anywhere--in

Charlottesville,

Virginia, where

young men in khakis shouted, "Jews will

not replace us"; in

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Myanmar, where the military used Facebook to target the Muslim Rohingya; in Capetown, South Africa, where a pastor called on ISIS to rid South Africa of the "homosexual curse." In person or online, people wield language to attack others for their race,

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national origin,  
religion, gender,  
gender identity,  
sexual orientation,  
age, disability, or  
other aspects of  
identity. This  
volume in the MIT  
Press Essential  
Knowledge series  
examines hate  
speech: what it is,  
and is not; its  
history; and efforts

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to address it.

How we arrived in a post-truth era, when “alternative facts” replace actual facts, and feelings have more weight than evidence. Are we living in a post-truth world, where “alternative facts” replace actual facts and feelings have more weight than

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evidence? How did we get here? In this volume in the MIT Press Essential Knowledge series, Lee McIntyre traces the development of the post-truth phenomenon from science denial through the rise of "fake news," from our psychological blind spots to the

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Knowledge Series  
public's retreat into  
"information silos."

What, exactly, is post-truth? Is it wishful thinking, political spin, mass delusion, bold-faced lying? McIntyre analyzes recent examples—claims about inauguration crowd size, crime statistics, and the popular vote—and

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finds that post-truth is an assertion of ideological supremacy by which its practitioners try to compel someone to believe something regardless of the evidence. Yet post-truth didn't begin with the 2016 election; the denial of scientific facts



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about smoking,  
evolution, vaccines,  
and climate change  
offers a road map  
for more widespread  
fact denial. Add to  
this the wired-in  
cognitive biases that  
make us feel that  
our conclusions are  
based on good  
reasoning even  
when they are not,  
the decline of

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traditional media and the rise of social media, and the emergence of fake news as a political tool, and we have the ideal conditions for post-truth. McIntyre also argues provocatively that the right wing borrowed from post modernism—specific

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ally, the idea that there is no such thing as objective truth—in its attacks on science and facts. McIntyre argues that we can fight post-truth, and that the first step in fighting post-truth is to understand it. How the concept of critical thinking emerged, how it has

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been defined, and how critical thinking skills can be taught. Critical thinking is regularly cited as an essential twenty-first century skill, the key to success in school and work. Given our propensity to believe fake news, draw incorrect conclusions, and

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make decisions  
based on emotion  
rather than reason,  
it might even be said  
that critical thinking  
is vital to the  
survival of a  
democratic society.  
But what, exactly, is  
critical thinking? In  
this volume in the  
MIT Press Essential  
Knowledge series,  
Jonathan Haber

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explains how the concept of critical thinking emerged, how it has been defined, and how critical thinking skills can be taught and assessed.

Haber describes the term's origins in such disciplines as philosophy, psychology, and science. He

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examines the components of critical thinking, including structured thinking, language skills, background knowledge, and information literacy, along with such necessary intellectual traits as intellectual humility, empathy, and open-mindedness. He

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discusses how research has defined critical thinking, how elements of critical thinking have been taught for centuries, and how educators can teach critical thinking skills now. Haber argues that the most important critical thinking issue today is that



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not enough people  
are doing enough of  
it. Fortunately,  
critical thinking can  
be taught, practiced,  
and evaluated. This  
book offers a guide  
for teachers,  
students, and  
aspiring critical  
thinkers  
everywhere,  
including advice for  
educational leaders

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and policy makers  
on how to make the  
teaching and  
learning of critical  
thinking an  
educational priority  
and practical reality.

Curiosity and the  
Moral Character of  
Science

Dark Ages

How to Talk to a  
Science Denier

Cynicism

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Knowledge Series

The Prestige Press

*Welcome to the*

*Post-Truth*

*era— a time in*

*which the art*

*of the lie is*

*shaking the*

*very*

*foundations of*

*democracy and*

*the world as*

*we know it.*

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Knowledge Series

*The Brexit  
vote; Donald  
Trump's  
victory; the  
rejection of  
climate change  
science; the  
vilification  
of immigrants;  
all have been  
based on the  
power to evoke*

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Knowledge Series

*feelings and  
not facts. So  
what does it  
all mean and  
how can we  
champion truth  
in in a time  
of lies and  
'alternative  
facts'? In  
this eye-  
opening and*

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*timely book,  
Post-Truth is  
distinguished  
from a long  
tradition of  
political  
lies,  
exaggeration  
and spin. What  
is new is not  
the mendacity  
of politicians*

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Knowledge Series  
*but the  
public's  
response to it  
and the  
ability of new  
technologies  
and social  
media to  
manipulate,  
polarise and  
entrench  
opinion. Where*

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*trust has  
evaporated,  
conspiracy  
theories  
thrive, the  
authority of  
the media wilt  
and emotions  
matter more  
than facts .  
Now, one of  
the UK's most*



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*respected*  
*political*  
*journalists,*  
*Matthew*  
*d' Ancona*  
*investigates*  
*how we got*  
*here, why*  
*quiet*  
*resignation is*  
*not an option*  
*and how we can*

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Knowledge Series  
*and must fight  
back.*

*A concise  
introduction  
to content and  
the content  
industry, from  
the early  
internet to  
the Instagram  
egg. From the  
time we roll*

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Knowledge Series  
*out of bed to  
check*

*overnight  
updates to our  
last posts,  
likes, and  
views of the  
previous day,  
we're  
consuming and  
producing  
content. But*

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*what does the  
term "content"*

*even mean?*

*When did it*

*become*

*ubiquitous?*

*And at what*

*cost? In this*

*volume in the*

*MIT Press*

*Essential*

*Knowledge*

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*series, Kate  
Eichhorn*

*offers a  
concise  
introduction  
to content and  
the content  
industry,  
examining the  
far-reaching  
effects  
content has on*

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*culture,*  
Knowledge Series  
*politics, and*  
*labor in a*  
*digital age.*  
*Eichhorn*  
*traces the*  
*evolution of*  
*our current*  
*understanding*  
*of content*  
*from the early*  
*internet to*

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Press Essential  
*the current  
social  
mediaverse.*

*The  
quintessential  
example of  
content, she  
says, is the  
Instagram  
egg—an image  
that imparted  
no information*

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*or knowledge  
Knowledge Series*

*and circulated*

*simply for the*

*sake of*

*circulation.*

*Eichhorn*

*explores what*

*differentiates*

*user-generated*

*content from*

*content*

*produced by*



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*compensated  
(although  
often undercom  
pensated)  
workers;  
examines how  
fields from  
art and  
literature to  
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*performers to  
produce  
content not  
about their  
work but about  
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