

## Infinite distraction : paying attention to social media

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### Abstrak

This book examines the deliberate deployment of what the author calls "hypermodulation", as a key strategy encoded into the contemporary media environment. This account challenges the various narratives that portray social media as a sinister space of synchronized attention, in which we are busily "clicking ourselves to death". This critical reflection on the unprecedented power of the Internet requires us to rethink the potential for infinite distraction that our latest technologies now allow.