

“The Corporate Cultivation of Digital Resignation”

Presented by Joseph Turow

Abstract:

A “resignation industry” is developing in tandem with—and overlapping with—the growth of the digital interactive media system. The resignation industry carries out pervasive and purposeful corporate activities that encourage people to give up thinking they can change data collection by businesses. These undertakings have the potential of corroding political and cultural democracy.

We need systematic research on digital resignation from a variety of perspectives with an eye toward understanding this industry and the public policies that ought to be implemented in response to it.

Bio:

Joseph Turow's research focuses on digital cultural industries, especially at the intersection of the internet, marketing, and society, as well as studies on database marketing, media and privacy, digital out-of-home media, the process of innovation in the mass media, and the relationship between media and the medical system.