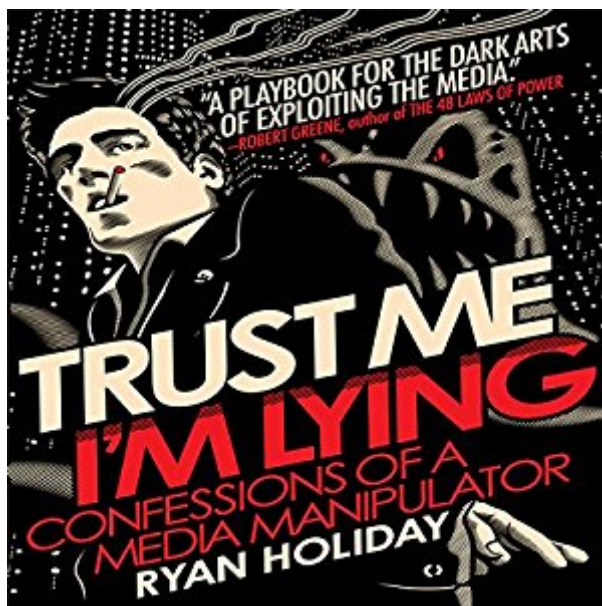


The book was found

Trust Me, I'm Lying: Confessions Of A Media Manipulator



Synopsis

"You've seen it all before. A malicious online rumor costs a company millions. A political sideshow derails the national news cycle and destroys a candidate. Some product or celebrity zooms from total obscurity to viral sensation. What you don't know is that someone is responsible for all this. Usually, someone like me. I'm a media manipulator. In a world where blogs control and distort the news, my job is to control blogs-as much as any one person can. In today's culture...1) Blogs like Gawker, BuzzFeed, and the Huffington Post drive the media agenda. 2) Bloggers are slaves to money, technology, and deadlines. 3) Manipulators wield these levers to shape everything you read, see and watch-online and off. "Why am I giving away these secrets? Because I'm tired of a world where blogs take indirect bribes, marketers help write the news, reckless journalists spread lies, and no one is accountable for any of it. I'm pulling back the curtain because I don't want anyone else to get blindsided. I'm going to explain exactly how the media really works. What you choose to do with this information is up to you."

Book Information

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Customer Reviews

Holiday uses as example his own media manipulations as foundation for his thesis: modern blogo-journalism is hopelessly broken. When content is dictated by expected clicks rather than insistence on accuracy, the stories on sweatshop blogs cannot help but be fake news. Natural selection insures that the stories with the greatest lurid appeal are the ones most likely to rise to the top; even ultimately to appear as seemingly legitimate stories on the mainstream media. Please read this. Learn to distrust everything you read online. I plan to try to fall for fewer clickbaits. Maybe

I'll succeed.

This is, in my opinion, a must read book. You can see just how the "fake news" gets promulgated throughout media, how money and click bait is preferred to accuracy, how reputations are ruined in nearly the blink of an eye, and how people are duped into accepting news stories that lead to the wrong conclusions because they are geared to create anger. Anger or outrage is the key to readership, so misleading headlines draw in viewers. In the end accuracy, truth, and many people and businesses are ruined because corrections or updates are buried or lost in the rush to get out more titillating "news."

As disheartening as it is enlightening. Holiday lets loose his real journalist inside to reveal just how toxic the blogging firmament has become. Citing names, dates and what were once called facts, Holiday shows that giving everyone the power to be his/her own mass medium can be tantamount to putting toddlers on bullet bikes.

There are very few books I read that are so powerful I have to take breaks from reading and think about what's been said. This is absolutely a fantastic book. I'd put this on my top 3. Next to ; The tipping Point by Malcolm Gladwell and the lean start up by Eric Ries

Updated version is needed, but concepts are still very applicable

Few ideas change my daily perception of things as the ploy in this book. Ryan meticulously deconstructs the why, how, and when of those pesky click-baits we're such suckers for. To such a depth actually that I no longer click them, but rather recoil in disgust.

Look I'm gonna be honest with you. This book creeped me out a little. Why? Well once you read it you will be able to spot all the ways we are manipulated by the media. If you want to stay asleep then don't read this book. Some parts made my skin crawl, but these are things we need to know if we want to really understand how we ended up in our current situation in America.

This book is good for all on the path of awareness as well as those considering the path. Since the world in which we live is based on physicality, it shows us how we are in many ways persuaded by media.

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