

Media Capture

HOW MONEY, DIGITAL PLATFORMS, AND
GOVERNMENTS CONTROL THE NEWS

Edited by
Anya Schiffrin



Columbia University Press
New York

CONTENTS

Part I. Overview

Introduction

ANYA SCHIFFRIN 3

Chapter One

How Silicon Valley Copied Wall Street's Media Capture Playbook

RANA FOROZHAR 23

Chapter Two

From Media Capture to Platform Capture

NIKKI USHER 30

Chapter Three

Media Capture and the Crisis in Local Journalism

PHILIP M. NAPOLI 46

Chapter Four

Nobody Home

NOAM COHEN 67

Part II. Examples of Problems

Chapter Five

A Serf on Google's Farm

JOSH MARSHALL 83

Chapter Six

The Rise and Fall of Blogging in the 2000s

FELIX SALMON 92

Chapter Seven

Digital Payola: Policing the Open Contributor Network

JAMES LEDBETTER 104

Chapter Eight

Media Capture and the Corporate Education-Reform Philanthropies

ANDREA GABOR 117

Chapter Nine

Using Old Media to Capture New in Turkey

ANDREW FINKEL 141

Chapter Ten

A Loud Silence

RAJU NARISETTI 160

Chapter Eleven

The Capture of Britain's Feral Beast

MARY FITZGERALD, JAMES CUSICK, AND PETER GEOGHEGAN 188

Part III. Solutions

Chapter Twelve

A Global Strategy for Combating Media Capture

MARK M. NELSON 213

Chapter Thirteen

The Hamster Wheel, Triumphant: Commercial Models for
Journalism Are Not Working; Let's Try Something Else

DEAN STARKMAN AND RYAN CHITTUM 232

Chapter Fourteen

Building Trust (and a Trust)

ANDREW SULLIVAN 259

Chapter Fifteen

Defending Vanguard Journalists

JOEL SIMON 277

Chapter Sixteen

Do Technology Companies Care About Journalism?

EMILY BELL 291

LIST OF CONTRIBUTORS 297

INDEX 301