

Listeners' Choices

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Theoretical framework

Matching problems

- Marriages: brides and grooms
- Kidneys: donors and recipients
- Clerkships: clerks and judges
- Articles: authors and journals
- Speech: speakers and listeners

Speech as a matching problem

- Speakers and listeners have preferences among each other, and they act on those preferences
- History, geography, etc. structure their choices
- The state can also try to affect the process
- Result: a speaker-listener matching

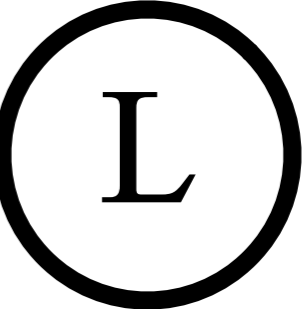
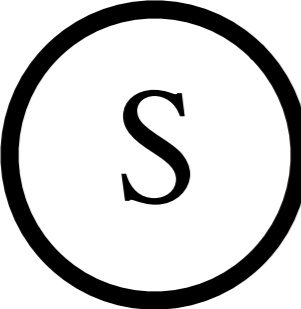
Limits on individual choice

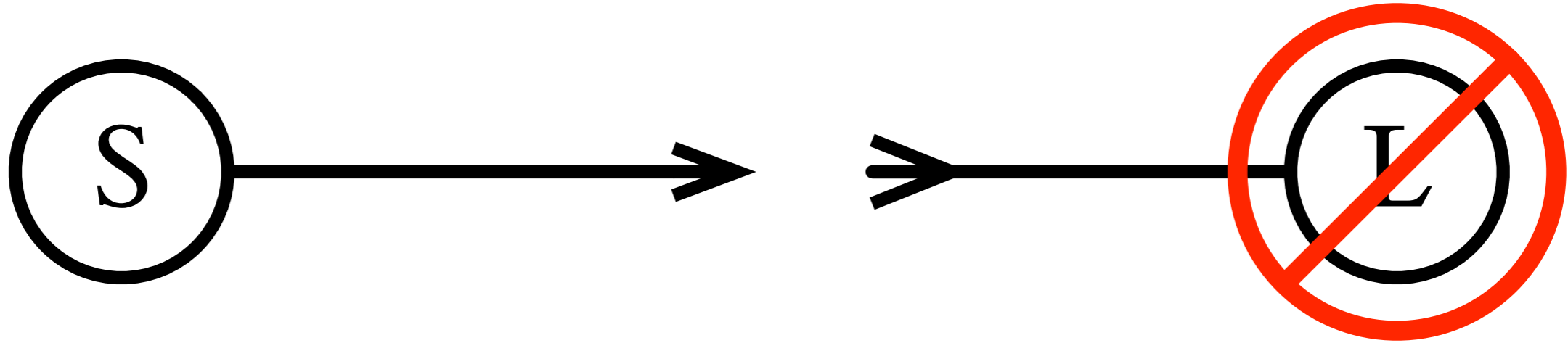
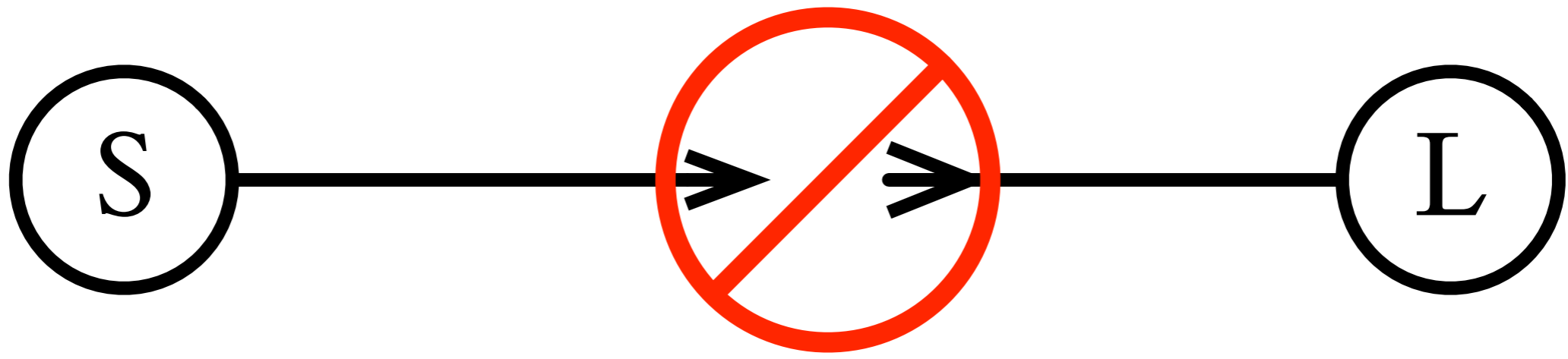
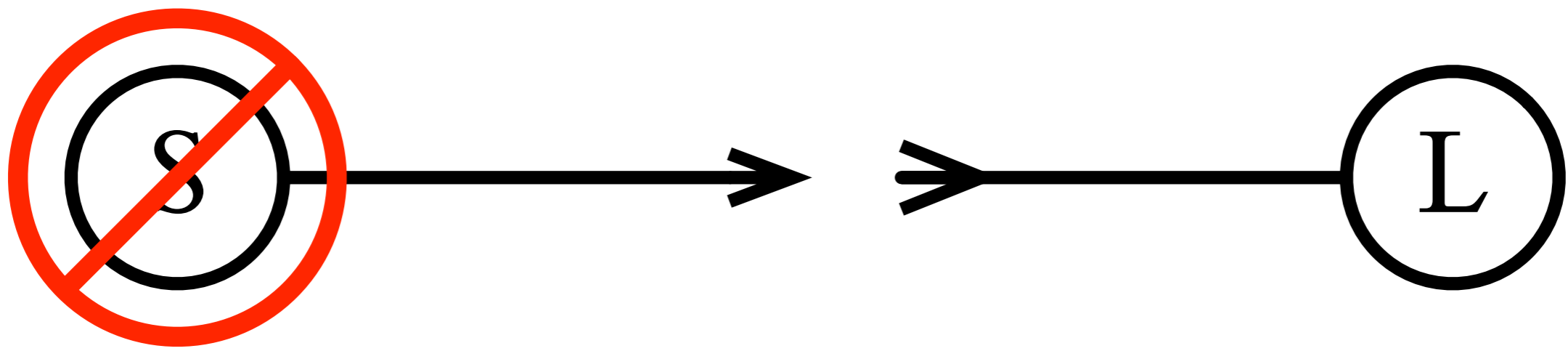
- *Structural limits*: speakers and listeners have incompatible goals
- *Internal limits*: “choice” is always a bit of a fiction
- *External limits*: honoring individual preference is not the only important value

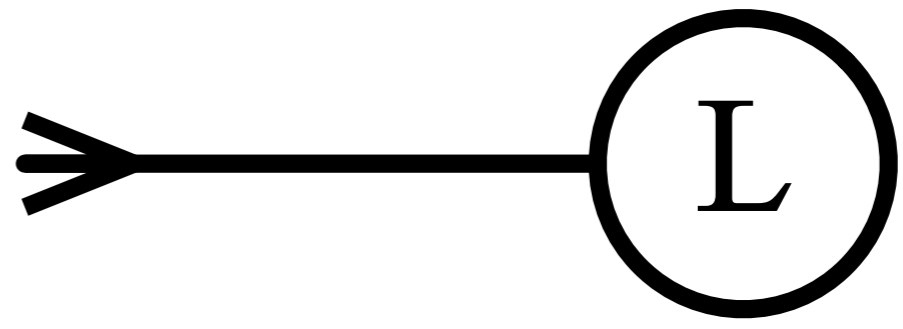
Important scarcities

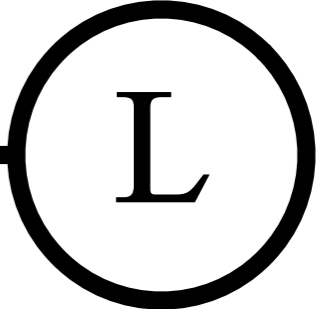
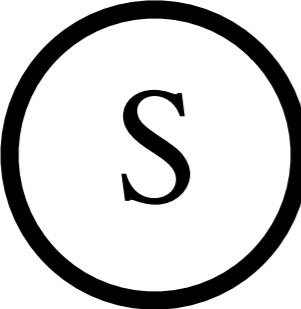
- *Bandwidth*: not all speech can reach everyone
 - Much less significant on the Internet
- *Attention*: the brain is also bandwidth-limited
 - Affects listeners much more than speakers
- *Information*: no need to listen if you already know
 - Listeners operate from comparative ignorance

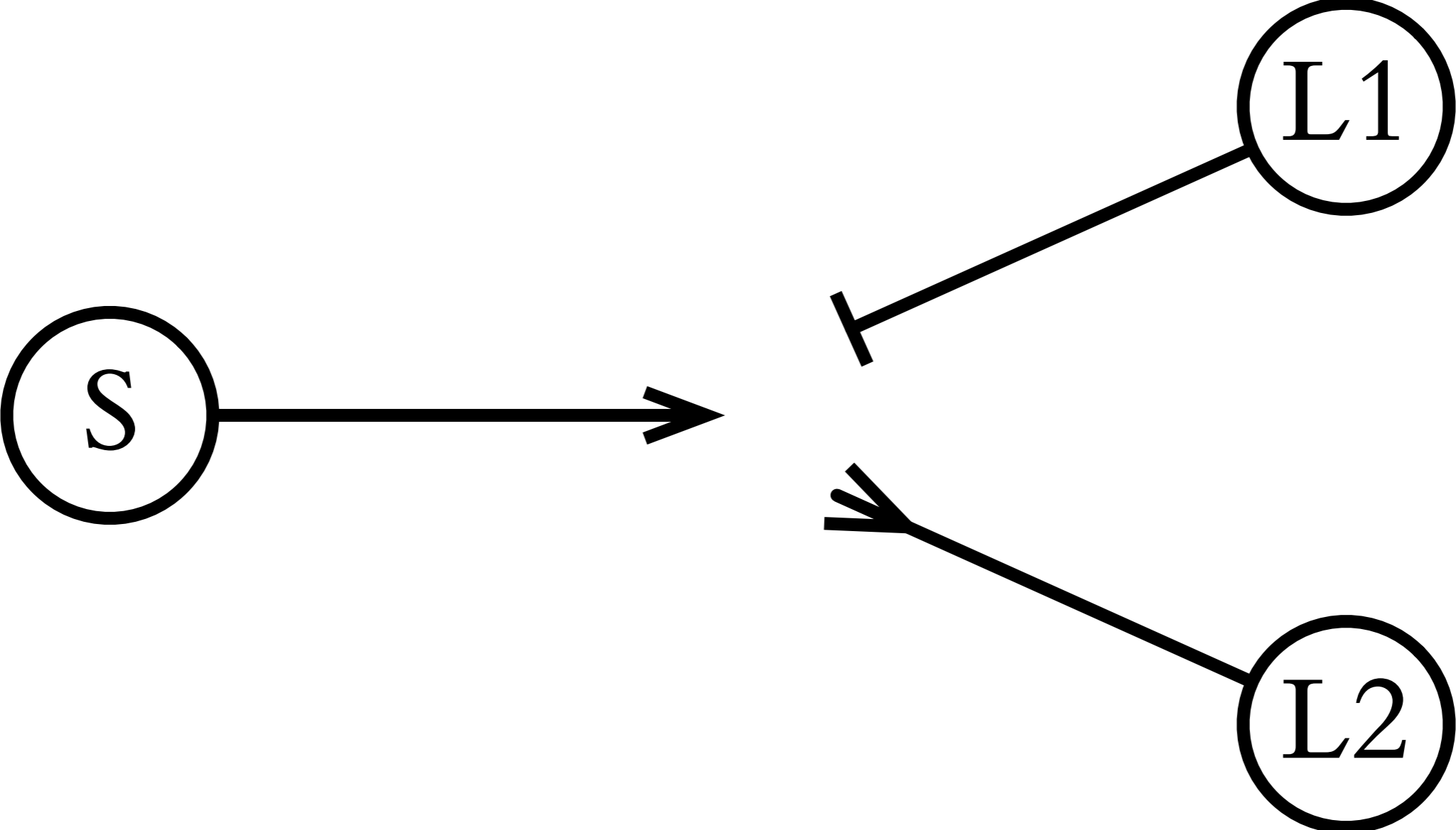
Illustrations



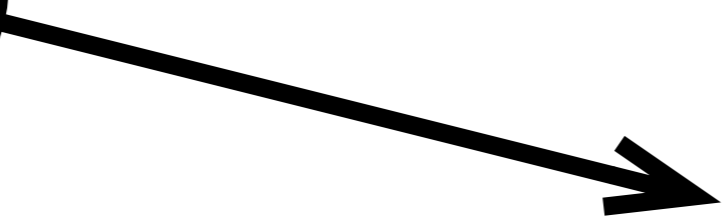




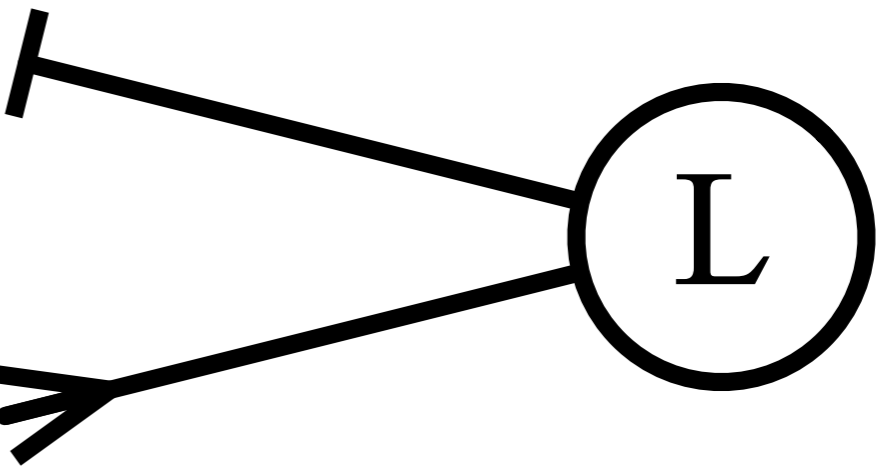
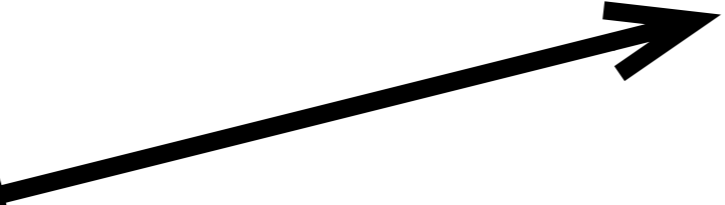


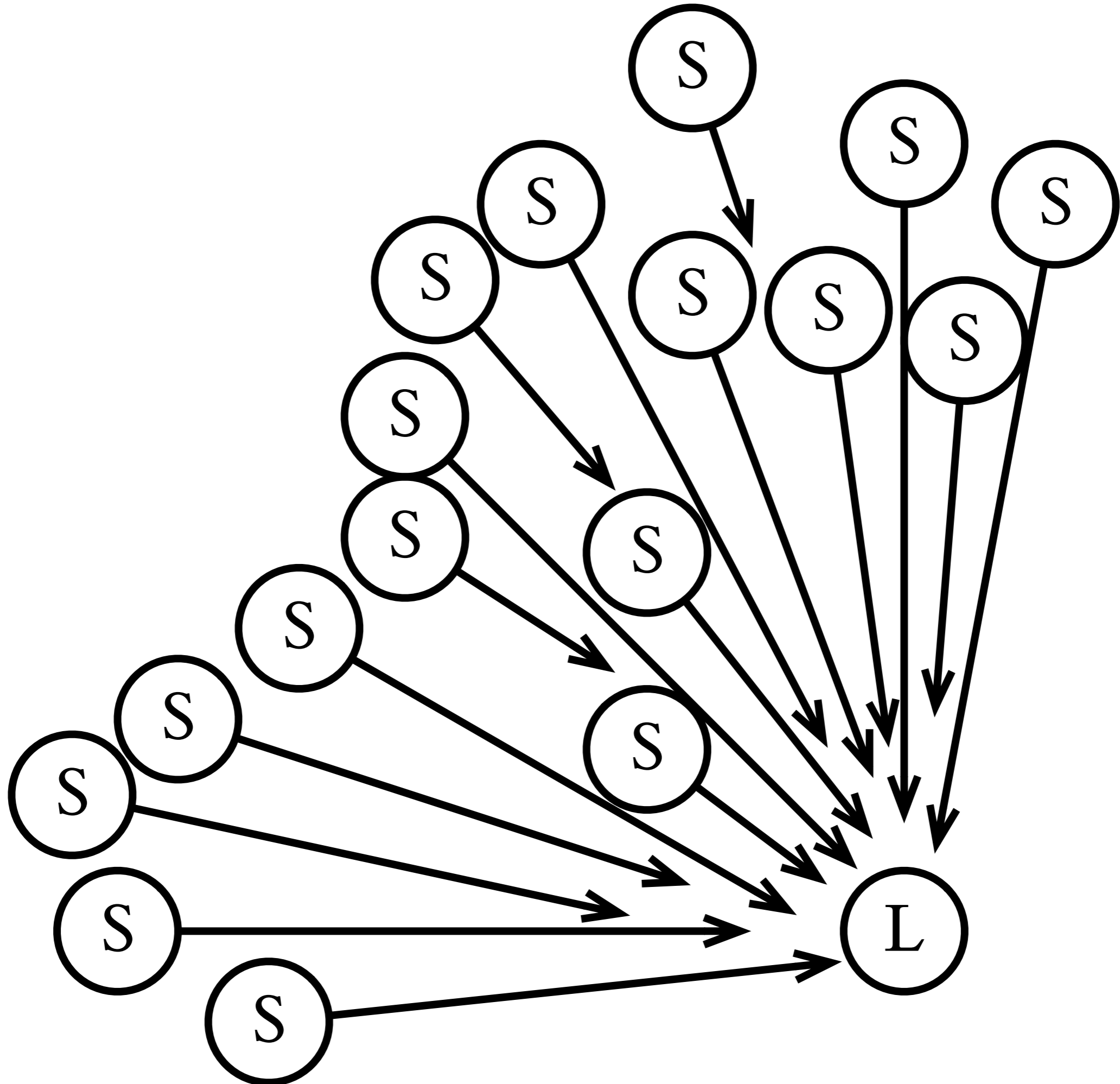


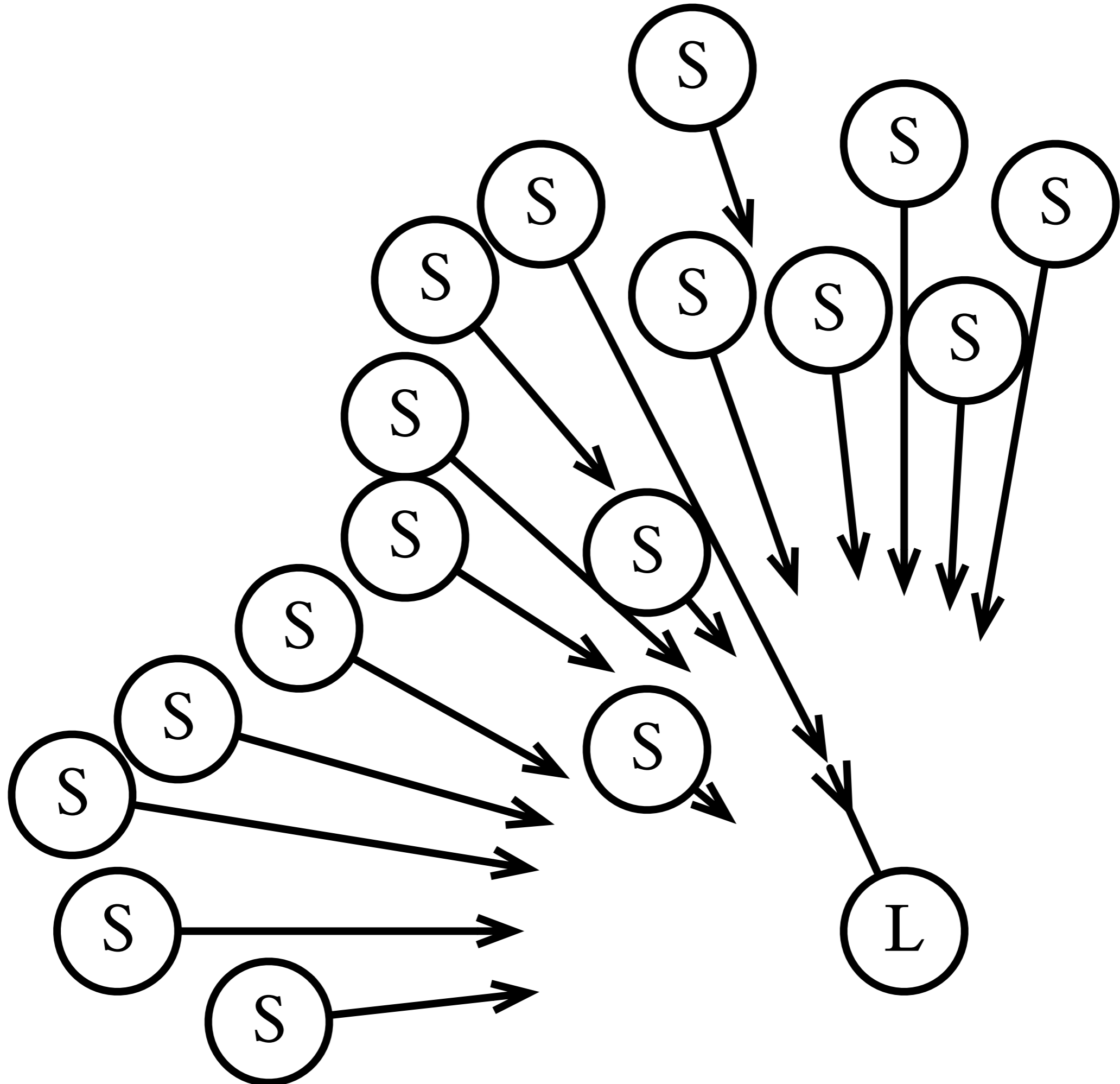
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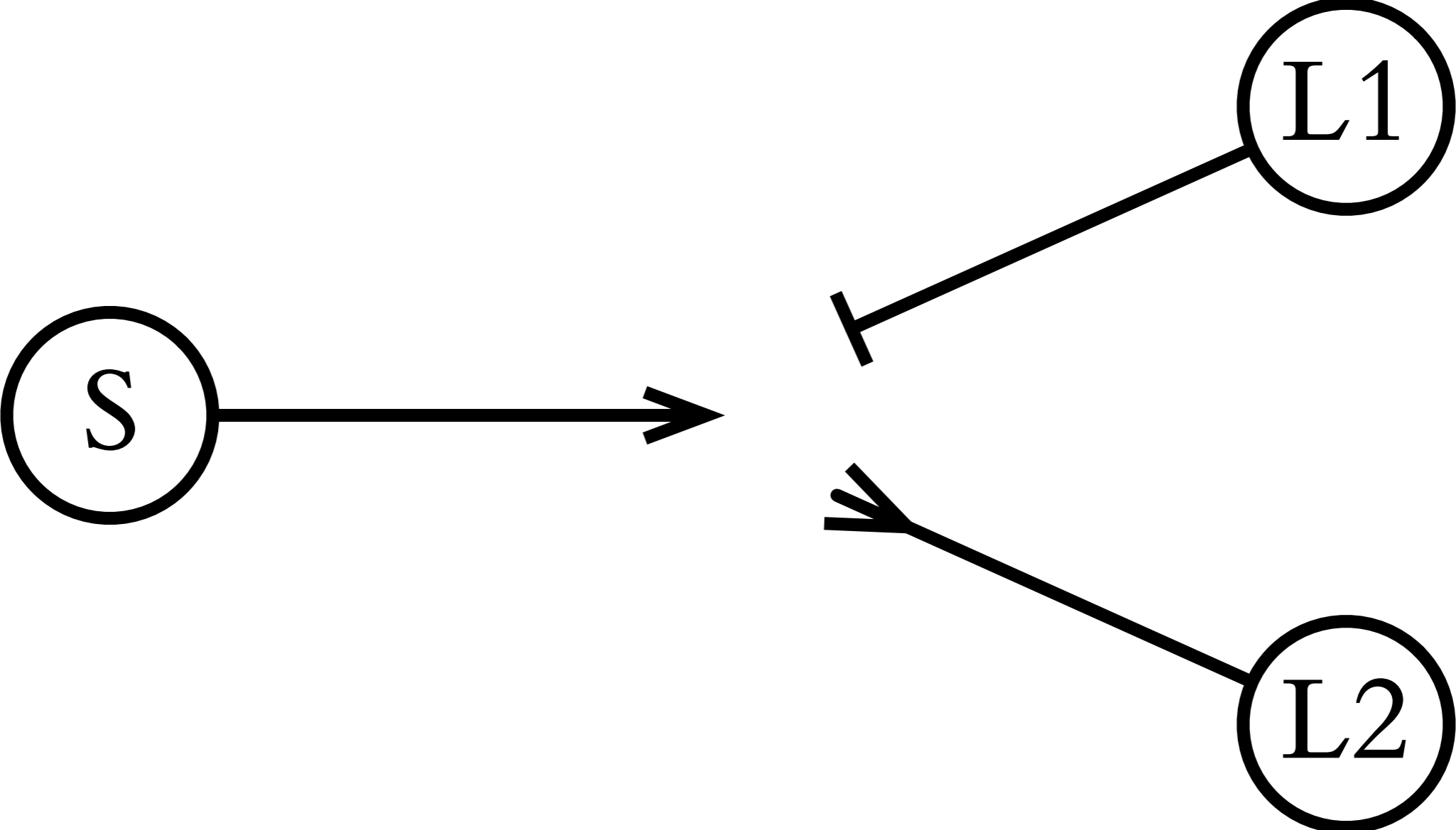


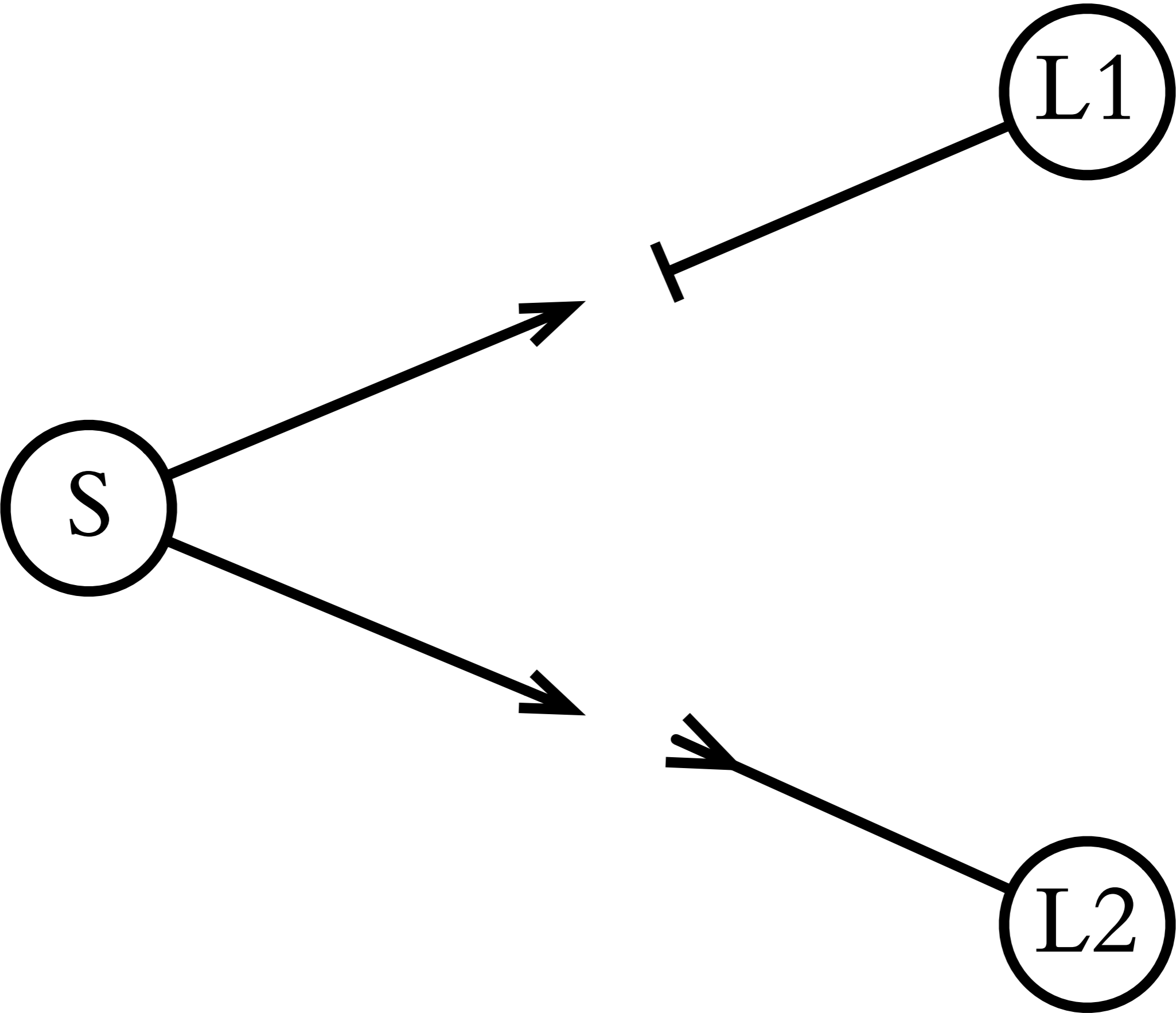
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Lessons

General takeaways

- Pay more attention to the structure of conflicts among speakers and listeners
- Pay more attention to listeners' agency
- Attention is the new bandwidth

Questions?