



Lee McGuigan

DLI Research Fellow

Biography

Lee McGuigan is a Research Fellow at Cornell Tech's Digital Life Initiative. He is interested in various entanglements of information, technology, markets, and culture. His ongoing work looks at knowledge infrastructures and logistical processes in advertising and media industries. This research helps make sense of today's "attention merchants" and "choice architects" by examining how related efforts to predict and influence consumer habits and to package and sell audience attention have collectively channeled and amplified currents in surveillance, data processing, and behavioral science. Lee's scholarship appears in a variety of books and journals, including *New Media & Society*, *Critical Studies in Media Communication*, the *Journal of Consumer Culture*, *Media, Culture, & Society*, and *Television & New Media*. He is also co-editor (with Vincent Manzerolle) of *The Audience Commodity in a Digital Age*, published in 2014 by Peter Lang.