

Public talking is different from private talking.

- Coffeehouses changed public talking; “from zero to one”
- Social networks/media have changed public talking again; “from one to n”
- Need a new notion of Public Opinion.
- Let’s call it Networked Public Opinion and its primary aim is to study public attention.



Moment by moment,
where is the public's attention focused?

1. **Who** is talking, today?
2. **What** are they talking about?
3. **How** are they talking about it?

Don't ask why.