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Abstract
This article is a reflection on Astra Taylor’s book “The People’s Platform: Taking Back Power and Culture in the Digital Age”. It especially focuses on the media reform suggestions the book makes and provides further thoughts and data that go beyond Taylor’s book on the question of how feasible an advertising tax and a participatory media fee are.

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Section
Reflections (Non Peer-Reviewed)
Astra Taylor. From a cutting-edge cultural commentator, a bold and brilliant challenge to cherished notions of the Internet as the great leveler of our age. The Internet has been hailed as an unprecedented democratizing force, a place where everyone can be heard and all can participate equally. But how true is this claim? In a seminal dismantling of techno-utopian visions, The People's Platform argues that for all that we "tweet" and "like" and "share," the Internet in fact reflects and amplifies real-world inequities at least as much as it ameliorates them. And the worst habits of the old media model--the pressure to seek easy celebrity, to be quick and sensational above all--have proliferated on the web, where "aggregating" the work of others is the surest way to attract eyeballs and ad revenue.