

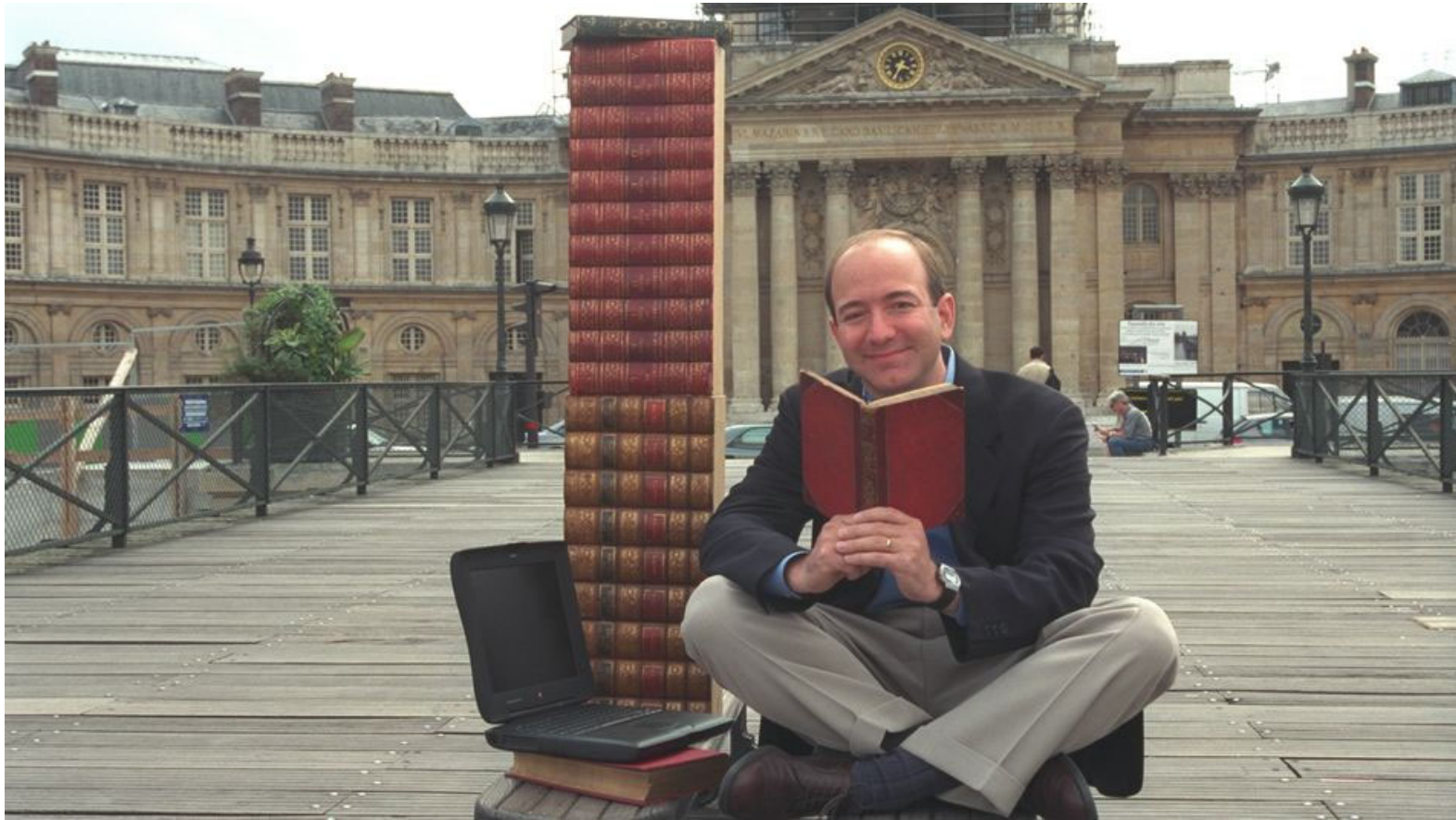
Digital Media, Society, and Culture

Angus A.A. Mol

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Entangled Economies



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Amazon is Stupid

Amazon's \$23,698,655.93 book about flies

By MICHAEL EISEN | Published: APRIL 22, 2011

A few weeks ago a postdoc in my lab logged on to Amazon to buy the lab an extra copy of Peter Lawrence's *The Making of a Fly* – a classic work in developmental biology that we – and most other *Drosophila* developmental biologists – consult regularly. The book, published in 1992, is out of print. But Amazon listed 17 copies for sale: 15 used from \$35-54, and 2 new from \$1,730,045.91 (+\$3.99 shipping).



The Making of a Fly: The Genetics of Animal Design (Paperback)
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Price:
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New 1-2 of 2 offers

Price + Shipping	Condition	Seller Information	Buying Options
\$1,730,045.91 + \$3.99 shipping	New	Seller: profmath Seller Rating: ★★★★★ 93% positive over the past 12 months. (8,193 total ratings) In Stock. Ships from NJ, United States. Domestic shipping rates and return policy . Brand new, Perfect condition, Satisfaction Guaranteed.	Add to Cart or Sign in to turn on 1-Click ordering.
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The Making of a Fly: The Genetics of Animal Design (Paperback)
by Peter A. Lawrence

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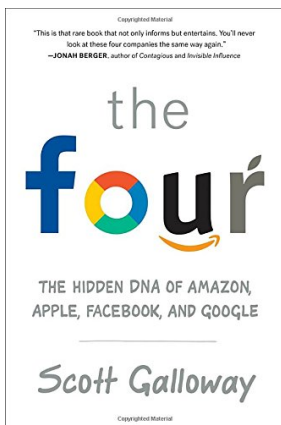
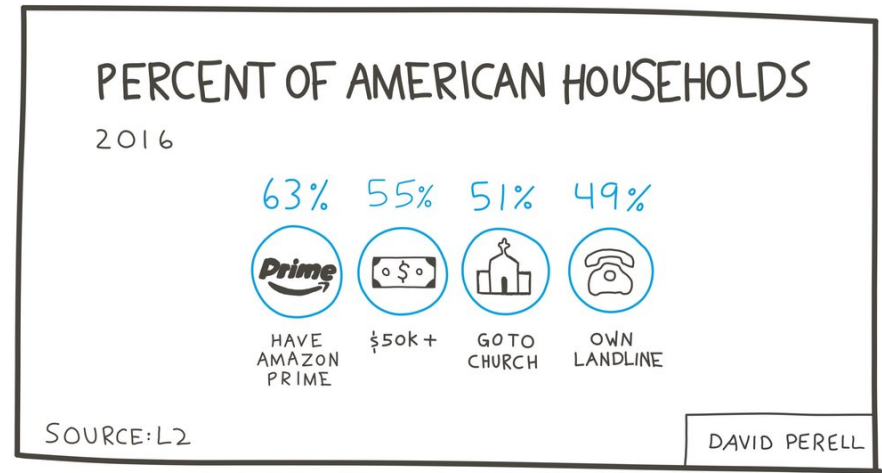
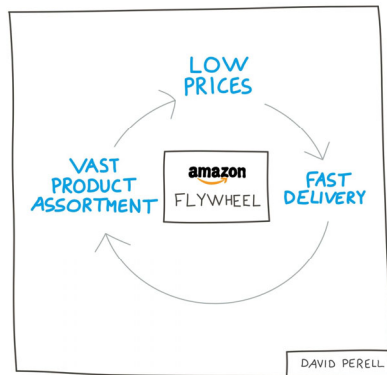
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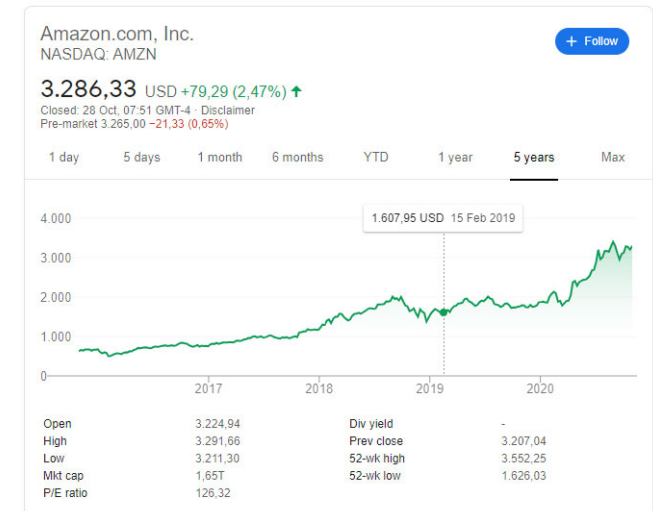
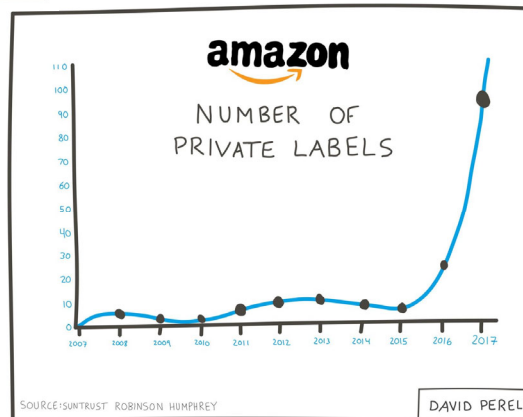
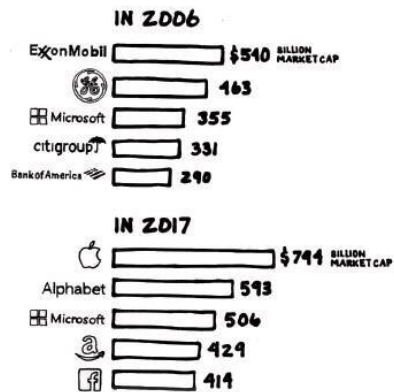
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\$23,698,655.93 + \$3.99 shipping	New	Seller: bordeebok Seller Rating: ★★★★★ 93% positive over the past 12 months. (127,332 total ratings) In Stock. Ships from United States. Domestic shipping rates and return policy . New item in excellent condition. Not used. May be a publisher overstock or have slight shelf wear. Satisfaction guaranteed!	Add to Cart or Sign in to turn on 1-Click ordering.

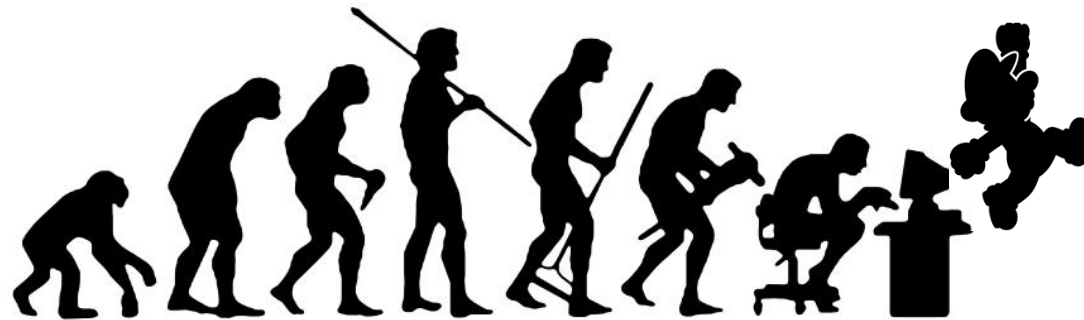
Amazon is Unavoidable?



THE FIVE LARGEST COMPANIES

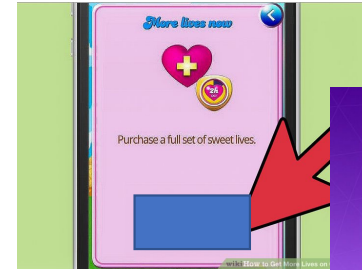


Playful Economies



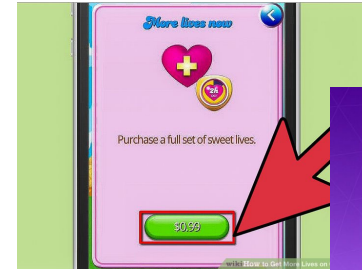
Play Money

- 5 extra lives on Candy Crush: ?
- Fortnite candy axe: ?
- CounterStrike: Go's Weapon Skins: ?
- Most Expensive Eve-Online Battle: ?
- Entropia's [Club NEVERDIE](#): ?
- WoW Gold Farming (2009): ?
- Size of the virtual item economy: ?



Play Money

- 5 extra lives on Candy Crush: \$0.99
- Fortnite candy axe: \$15,-
- CounterStrike: Go's Weapon Skins: \$3600
- Most Expensive Eve-Online Battle: \$300.000
- Entropia's [Club NEVERDIE](#): \$635.000
- WoW Gold Farming (2009): \$2 billion
 - [Play Money](#)
- Size of the virtual item economy: estimated to be more than \$52 billion



The Weird History of Solitaire (Bogost)



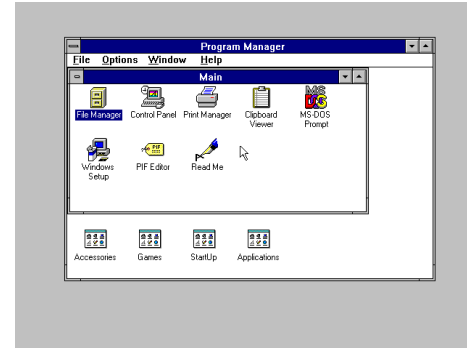
Girl playing Solitaire
(1809, Frank Benson)



Card depicting and
used by miners in the Klondike

REVENUES FROM DIFFERENT CITIES							
	A	B	C	D	E	F	G
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
SAN FRANCISCO	259,000	265,000	325,000	329,000	334,000	395,000	
LOS ANGELES	140,000	198,000	258,000	262,000	265,000	269,000	
BOSTON	140,000	198,000	258,000	261,000	265,000	269,000	
CHICAGO	140,000	198,000	258,000	262,000	266,000	270,000	
NEW YORK	140,000	198,000	258,000	262,000	266,000	270,000	
DENVER	140,000	198,000	258,000	262,000	266,000	270,000	
HOUSTON	140,000	198,000	258,000	262,000	266,000	270,000	
SAN DIEGO	140,000	198,000	258,000	262,000	266,000	270,000	
OAKLAND	140,000	198,000	258,000	262,000	266,000	270,000	
SAN JOSE	140,000	198,000	258,000	262,000	266,000	270,000	
RENO	140,000	198,000	258,000	262,000	266,000	270,000	
LAS VEGAS	140,000	198,000	258,000	262,000	266,000	270,000	

Boss key-screen



Windows [3.10](#)



Wes Cherry



80ties Office



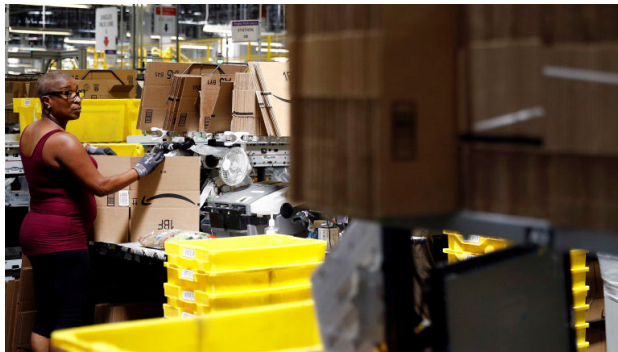
Wes Cherry now grows cider apples



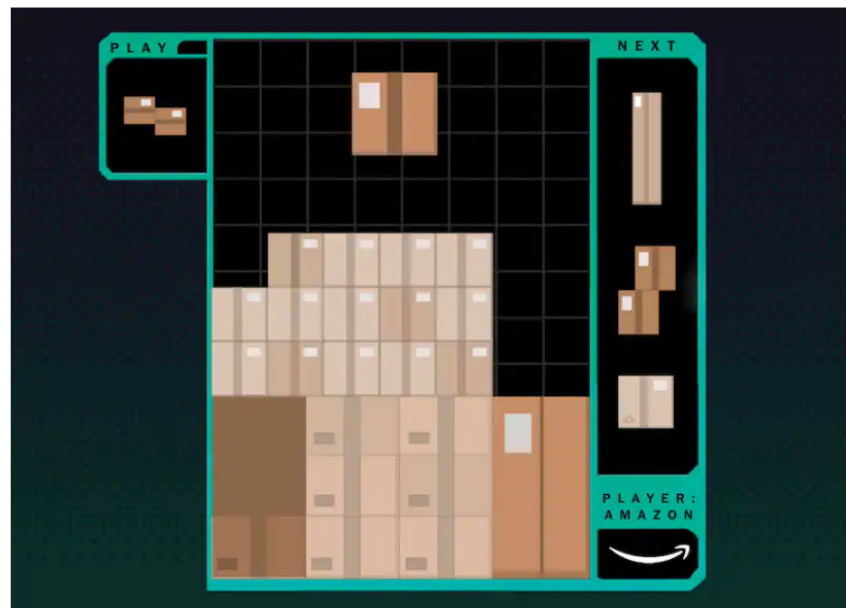
Idle Games



What happens when work becomes play and when play becomes work?



‘MissionRacer’: How Amazon turned the tedium of warehouse work into a game



(Washington Post illustration/iStock)

The Washington Post