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Nota di contenuto	Cover; Half-title; Title; Copyright; Contents; Acknowledgements; Introduction; Structure and argument; Part I; 1. Religion and the Internet: Some Initial Concepts; Double-click on paradise; Thinking about religion; Thinking about the Internet and the Web; Religion and the Internet; 2. The Polarisation of Online Debate; Villagey globalism; Alone together with digital anomie; The echo chamber of positive feedback; Non-violent and violent engagement; 3. Interventionist Policy Strategies; CONTEST and Prevent; The online component of radicalisation; Problems with Prevent; Legitimacy Conclusion to Part I; 4. Religion as a Marketplace; From fleeing the lynch mob to running for president; What good is religion?; The market for religious ideas; Religion, moderation and socialisation; The persistence of radicalism and the radicalism of persistence; The CSC and implications for policy; Taking the market model further; 5. The Supply Side: Framing and the Construction of the Centre Ground;

Framing in action; A house built on shifting sand; Three examples;
Online cognitive restructuring; 6. The Demand Side: The Club Model;
Pascalian wagers for high stakes

The development of preferencesFive types of religious commitment; 7.
The Demand Side: The Motivations of Suicide Bombers; Taking it to the
extreme; Suicide Bombing; Specific to Islam?; Constituency costs of
violence; The lure of violence; Conclusion to Part II; Part III; 8. The Long
Tail; The long-tail thesis; Fitting the model; The democratisation of the
forces of distribution; The Devil's long tail?; 9. Echo Chambers and
Long Tails: A Critical Examination; How long was that tail again?; Echo
chambers revisited; The networked individual; Changing minds;
Conclusion; 10. The Hardest Thing
What not to doWhat to do; Conclusion: saving cyberspace; Notes; Index
