Media Consumption and Public Engagement: Beyond the Presumption of Attention (Consumption and Public Life). Nick Couldry. Paperback. Johnson’s model of using information as being akin to a true diet is prescient. The comparisons between obesity in physical form and the problems we have socially making decisions is outlandish at first blush, but more insightful with every page you read. At times, the comparison gets so detailed that it gets a little overwhelming and sometimes sidetracks the narrative a bit. Parents are especially concerned with how media exposure and content may influence the healthy development of their children. Yet efforts to restrict the content of media influences have raised important questions about the types of features or interactions that warrant attention, the extent to which media choices should be restricted for certain age groups, and the need for policy interventions as well as parental and professional guidance. The advent of digital technology in particular has expanded the possibilities for the use of different media technologies simultaneously (the multitasking phenomenon) and in new settings. An association has also been demonstrated between media consumption and sexual activity among teenagers (L’Engle, Brown, and Kenneavy, 2006).