

# Procrastination Economy - The Big Business Of Downtime

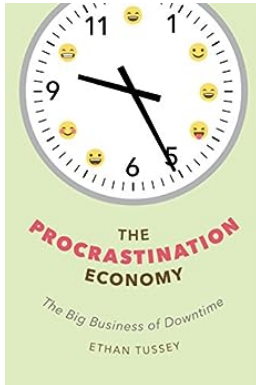


In today's fast-paced world, finding moments of downtime can be a rarity. With busy work schedules, endless to-do lists, and constant connectivity, it seems like there's always something demanding our attention. However, a surprising trend has emerged in recent years - the rise of the procrastination economy.

At first glance, it may seem counterintuitive that procrastination could be a lucrative business. After all, procrastination is often associated with laziness and lack of productivity. But as the saying goes, necessity is the mother of invention, and entrepreneurs have found a way to capitalize on our desire for a break.

**Procrastination Economy, The: The Big Business of Downtime** by Ethan Tussey (Kindle Edition)

★★★★★ 5 out of 5



Language	: English
File size	: 2798 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
X-Ray for textbooks	: Enabled
Word Wise	: Enabled
Print length	: 242 pages
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One of the driving forces behind the procrastination economy is our insatiable need for entertainment. From streaming services like Netflix and Hulu to mobile gaming apps, countless businesses have sprung up to provide us with ways to escape the pressures of our daily lives. These industries have tapped into our desire for instant gratification and created a market worth billions of dollars.



But it's not just entertainment that fuels the procrastination economy. The self-care movement has also played a significant role. As more people recognize the importance of taking care of their mental and emotional well-being, businesses have emerged to help them do just that. From meditation and mindfulness apps to wellness retreats and spa experiences, the self-care industry has exploded in recent years.

Another key aspect of the procrastination economy is the rise of freelance and gig work. With more people seeking flexible working arrangements and the ability to be their own boss, platforms like Upwork and Fiverr have become thriving marketplaces for freelancers to find gigs. This shift in the traditional 9-to-5 work model has allowed individuals to have more control over their time and has opened up new opportunities for procrastination.

But what about the negative consequences of indulging in procrastination? While it's true that spending excessive amounts of time on non-productive activities can harm our productivity and mental well-being, the procrastination economy isn't solely responsible for these negative outcomes. It's up to individuals to find a healthy balance and use their downtime wisely.

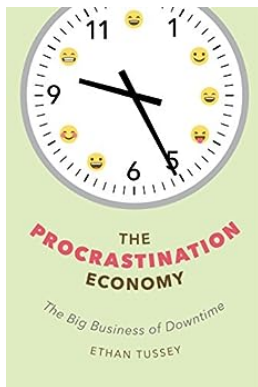
While some may argue that the procrastination economy is enabling our tendency to avoid responsibilities and delay important tasks, others see it as a necessary escape valve in our high-stress society. Finding moments of relaxation and enjoyment can help prevent burnout and improve overall well-being.

In , the procrastination economy is a fascinating and complex phenomenon that reflects our evolving relationship with time and work. It highlights the human need for downtime and the innovative ways in which entrepreneurs have capitalized on it. While it's essential to be mindful of our procrastination habits, indulging in

moments of leisure and self-care can be beneficial for our overall well-being. So the next time you find yourself caught up in the procrastination economy, remember to embrace it with intention and use it to recharge and rejuvenate.

"Procrastination is opportunity's natural assassin."

- Victor Kiam



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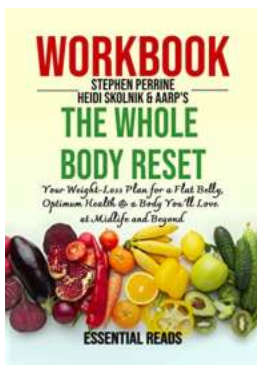
How mobile devices make our in-between moments valuable to media companies while also providing a sense of control and connection

In moments of downtime – waiting for a friend to arrive or commuting to work – we pull out our phones for a few minutes of distraction. Just as television reoriented the way we think about living rooms, mobile devices have taken over the interstitial spaces of our everyday lives. Ethan Tussey argues that these in-between moments have created a procrastination economy, an opportunity for entertainment companies to create products, apps, platforms, subscription

services, micropayments, and interactive opportunities that can colonize our everyday lives.

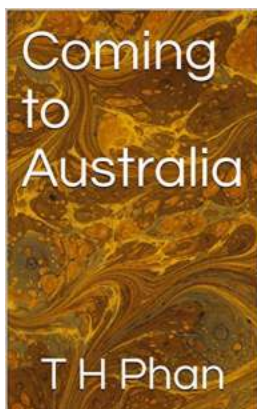
But as businesses commoditize our free time, and mobile devices become essential tools for promotion, branding and distribution, consumers are using these devices as a means of navigating public and private space. These devices are not just changing the way we spend and value our time, but also how we interact with others and transform our sense of the politics of space.

By examining the four main locations of the procrastination economy—the workplace, the commute, the waiting room, and the “connected” living room—Ethan Tussey illuminates the relationship between the entertainment industry and the digitally empowered public.



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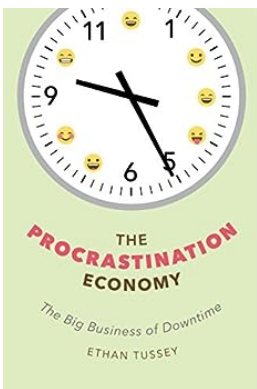
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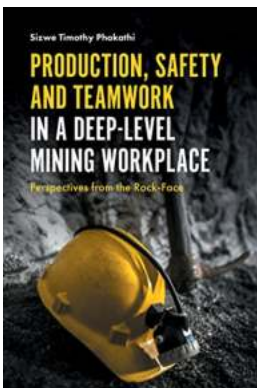
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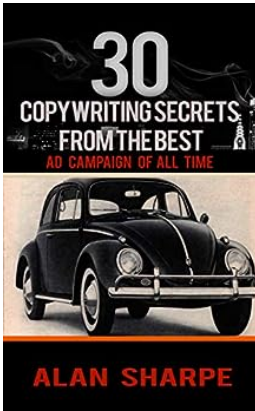
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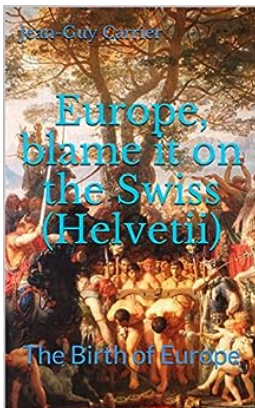
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