

Auditing Attention

TOPIC

Is Social Media Shortening Our Attention Span?

- Forbes, 2012

You Now Have a Shorter Attention Span than a Goldfish

- TIME, 2015

Eight Second Attention Span

- NYT, 2016

Ideas

Is there a correlation between social media usage and attentional capacity?

- Focused attention - detection
- Sustained attention - concentration
- Selective attention - filtering
- Alternating attention - switching
- Divided attention - multitasking

Previously only explored Microsoft in 2015

Draws from cognitive science, neuropsychology

Findings & Next Steps

- TBD!
- Please visit auditingattention.tumblr.com for updates and more info

Limitations

- Small sample size

Methodology

Conducted a three-part study through Amazon Mechanical Turk

- Social media usage is operationalized as engagement with smartphones social media apps
- Attentional capacity is operationalized as performance on CNS Vital Signs

Obstacles

- Transitioning from an in-person study to online format
 - More efficiency, less control
 - Disjointed study experience

