Auditing Attention TOPIC









- Forbes, 2012



Eight Second Attention Span - NYT, 2016



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



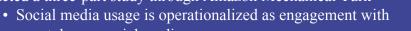
Previously only explored Microsoft in 2015

Draws from cognitive science, neuropsychology



Conducted a three-part study through Amazon Mechanical Turk

- 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

Findings & Next Steps

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



Limitations

• Small sample size













