

# HOW CAN Short Attention Span Technology RESHAPE OUR LIVES?



## So, what is Short Attention Span Technology?

It is a type or platform of technology that causes a modern consumer to have a short concentrated time on a task, thereby making them unable to focus on one thing

## The so-called "distractions"



## BRAIN REWIRING IN THE CURRENT AND NEXT GENERATIONS

Good or bad, it is what it is. Our brains are getting rewired and adapting to the changes in modern technology.



**STUDENTS USE** 66% digital cameras  
72% cellphone  
55% digital video cameras to complete their school assignments.

89% of consumers will leave slow, loading sites within 1-5 seconds

32% of 290 undergrads surveyed have felt "phantom vibrations" ONCE EVERY 2 WEEKS

The physical sensation when you think your phone is vibrating but isn't

**FOMO (fear of missing out)** - The fear that we are not as connected to something better, something more exciting.

Multi-tasking - another new brain function Familiar with **MULTIPLE TAB SYNDROME?**

Inability to have only 1 tab open on the browser

87% of 2500 AP and NWP teachers think technology creates an easily distracted generation (BUT does not necessarily mean the Internet does more harm than help.)

## Comparison between platforms of research done by students



## SHIFTS IN SOCIAL MEDIA FORMAT

An example of a shift in social media formats that caters to the **short attention span generation**. Sure, Facebook & Twitter are still used by a lot of people, but quicker message sharing apps like Snapchat are gaining momentum.

