

## Why attention span is dropping?

The market has priced our attention by competing in an “attention economy” that’s influencing the internet, social networks and our lifestyles, according to D. Graham Burnett, the founder and director of a nonprofit dedicated to attention activism, the Institute for Sustained Attention, and cocreator of the Strother School of Radical Attention in Brooklyn, New York, who calls this the “commodification of our attention.

“Our attention is being monetized as never before,” said Burnett, who is also the HenryCharles Lea Professor of History at Princeton University in New Jersey. “We are living through a kind of gold rush, a gigantic technologically intensive and heavily capitalized program of financial exploitation of our most intimate and fundamental attentional capacities.”

» LEARN MORE



## How to regain your power?

Deleting all forms of media from your phone may not be necessary, but maintaining balance is crucial. “We are social creatures,” which is why we respond to messages and turn to media to connect and communicate.

- Become aware of your automatic device use through “meta-awareness.”
- Plan regular breaks to prevent burnout and mental fatigue—meditate, walk, or read.
- Understand your chronotype to optimize tasks based on your natural energy peaks and valleys. Track this with a diary.
- Protect focus by locking your phone away for set periods and using apps to limit social media usage. Regularly switching tasks drains attention, so take breaks to recharge.

Lumer, R. (2024), “Conserving your superpower, which is your attention span”, CNN Health

» LEARN MORE

