HOW CAN Short Attention Span Technology RESHAPE OUR LIVES



So, what is Short Attention Span Technology?

BRAIN REWIRING IN THE CURRENT AND NEXT GENERATIONS

The so-called "distractions"













STUDENTS 66% digital cameras 72% cellphone 55% digital video cameras





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



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

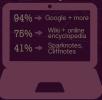


Multi-tasking - another new brain function Familiar with MULTIPLE TAB SYNDROME?



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.



long content





bite-sized content



140 words

Secure (V) **Networkers**