The Attention Economy

- What is the attention economy?
  A business model to try to capture the attention of users and treating it like a scarce resource

- What are ethical issues that have emerged with the attention economy?
  - Addiction
  - Short attention spans
  - Deception and fraud

- What are Tech hijacks that the attention economy uses to hijack users’ minds?
  - If You Control the Menu, You Control the Choices
  - Put a Slot Machine In a Billion Pockets
  - Fear of Missing Something Important (FOMSI)
  - Social Approval
  - Social Reciprocity (Tit-for-tat)
  - Bottomless bowls, Infinite Feeds, and Autoplay
  - Instant Interruption vs. “Respectful” Delivery
  - Bundling Your Reasons with Their Reasons
  - Inconvenient Choices
  - Forecasting Errors, “Foot in the Door” strategies

- If you know your mind is being hijacked, why are you still using it?
  - Need it to be informed
  - Communication convenience
  - Need for approval
- perceived low risk
- entertainment/distraction
- sense of community
- sense of official announcement
- default mode of communication for some organizations

- Is the value greater than the potential downsides?
  - It’s hopeless we’re all addicts(?)
  - A lot of other issues we don’t know about yet so the true costs are to be determined
  - Social media is not the “real world” and you need to be constantly aware of that
  - Echo chamber effect is very real and dangerous
  - There is some value but you need moderation in usage

- What can you do about this?
  - Use apps to track your usage
  - Hang out with people in real life (have consequences for interacting with social media during this time)
  - Find a real-life activity that you like to do with other people