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Topic:

The Attention Economy and the Productivity Crisis

Outline

I. INTRODUCTION

- a) Hook
- b) General Statement
- c) Thesis Statement

II. EVOLUTION OF ATTENTION ECONOMY

- a) Industrial labor to information labor
 - "If you are not paying for the product, you are the product."

III. How ATTENTION ECONOMY GENERATES a PRODUCTIVITY CRISIS.

- a) Attention Economy fragments Cognitive focus
 - Research of Gloria Mark: After an interruption it takes 23 minutes and 15 seconds to return to the original task.
- b) Attention Economy breaks deep work capacity and focus

- b) Attention Economy forces the brain into constant task-switching
 - Every switch has a mental reset cost that reduces efficiency upto 40% - Stanford study
- c) Attention Economy increases Procrastination by offering instant pleasure
- d) Attention Economy destroys ^{long-}reading and thinking habits
 - From newspapers to 9-sec videos - TikTok has normalized extreme brevity
- e) Attention economy creates digital stress that lowers work performance
 - FOMO - Fear of missing out causes more stress and anxiety according to 2022 study.
- f) Attention Economy reduces creativity by eliminating boredom and quiet time

IV. WAY FORWARD TO RECLAIM PRODUCTIVITY

- a) Strategic Habits such as scheduling screen time, optimization of environment,

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digital boundaries, leveraging the
power of habit, and others.

V. CONCLUSION