Attention Span

A Groundbreaking Way to
Restore Balance,
Happiness and Productivity

Gloria Mark, PhD

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Part I:

The Anatomy of Attention

CHAPTER THREE:

Types of Attention

A theoretical framework of attentional states
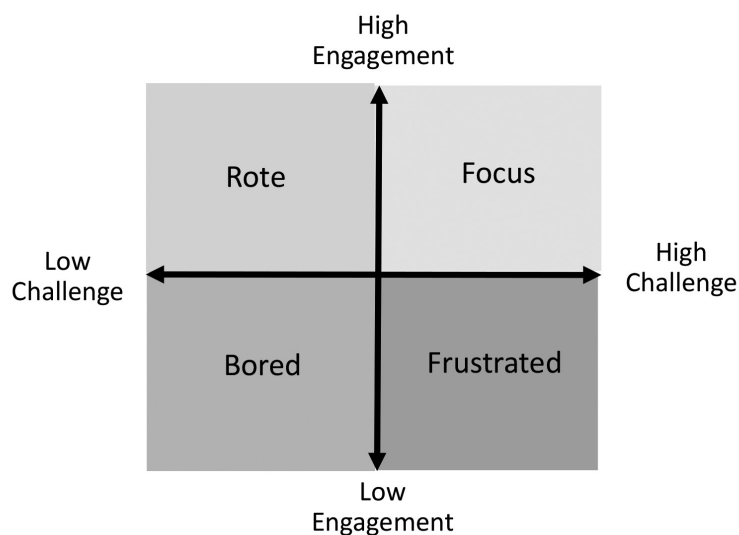
Figure 1. A theoretical framework of four quadrants representing different attentional states.

The rhythms of focused attention
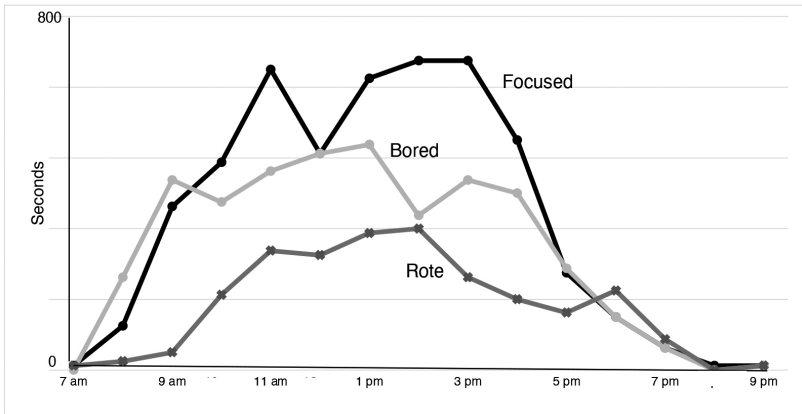
Figure 2. How different types of attention vary over the workday.
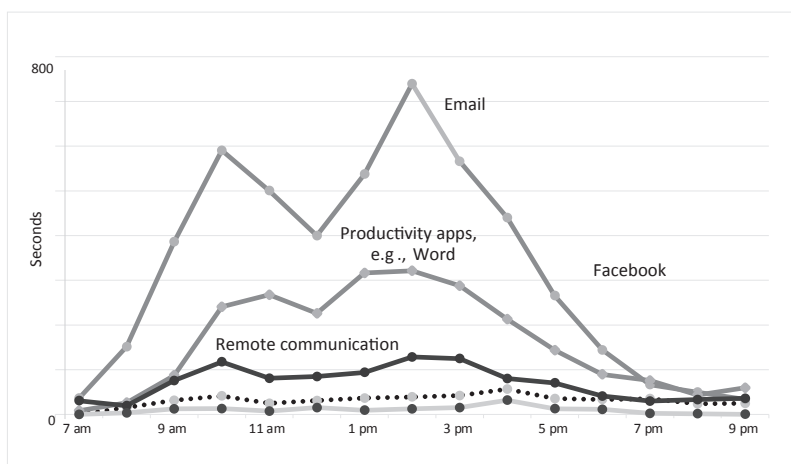
Figure 3. *How people's computer activity varies over the day, based on logging.*

CHAPTER FOUR:

Why, How and How Much We Multitask

Forty-seven seconds of attention
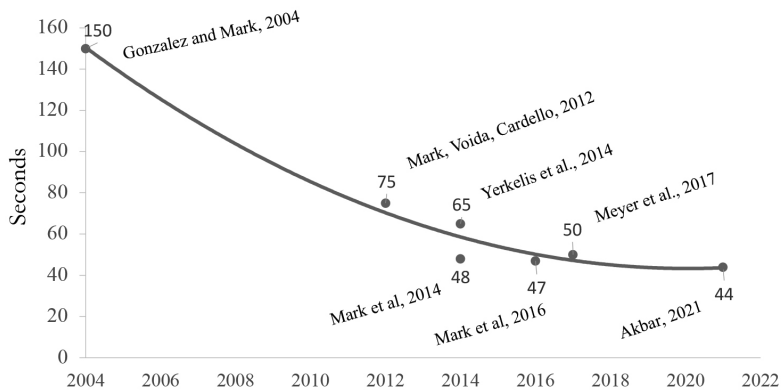
Figure 1. *Average attention duration on a computer screen, 2004–2021.[12]*

Declining attention spans and increasing sedentary behavior
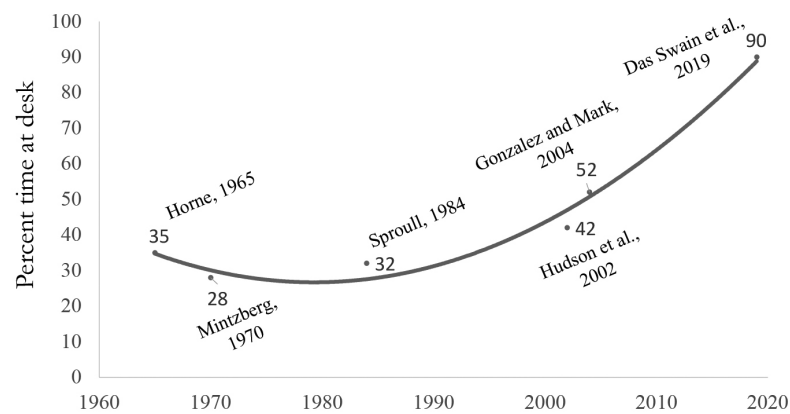
Figure 2. *Percent of time spent at the desk, 1965–2019. Desk work in the González and Mark (2004) study includes both desk phone and cell phone use. Studies 1965–1984 were done prior to email in these workplaces.*[19]

Resuming interrupted work
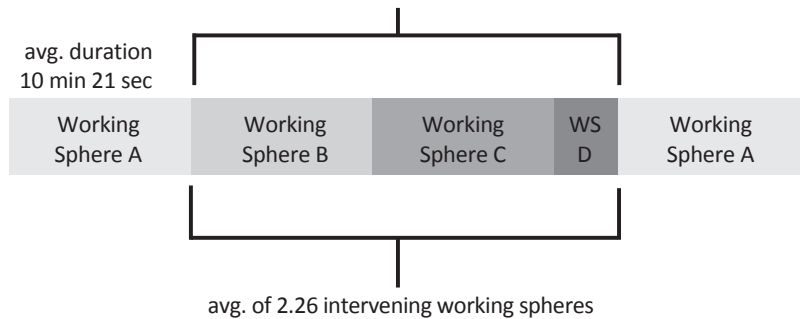
Figure 3. *Patterns of switching between working spheres for information workers throughout the day.*

Part Two:

The Underlying Forces of Distraction

CHAPTER TEN:

Happiness and Our Devices

Happiness during the workday

State of Arousal: High

Negative Affect   Positive Affect

State of Arousal: Not at all
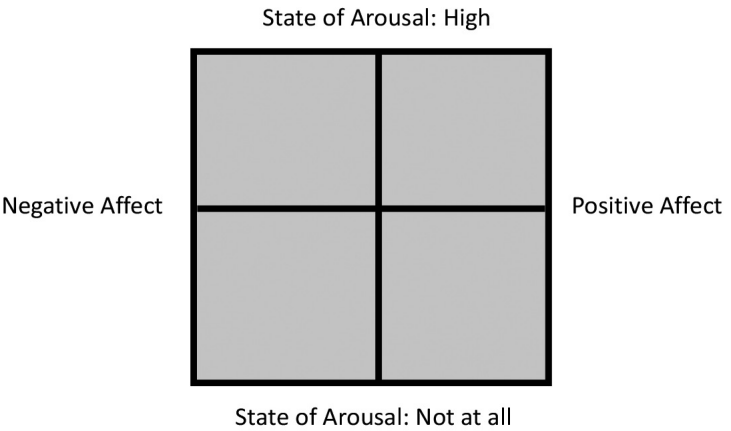
Figure 1. *The experience sampling probes that were presented to participants to measure their emotions throughout the day. Participants were asked to click on that part of the grid that best reflects their emotions at that moment.*

State of Arousal: High

Negative Affect   Positive Affect

Stressed	Happy
Sad	Content

State of Arousal: Not at all
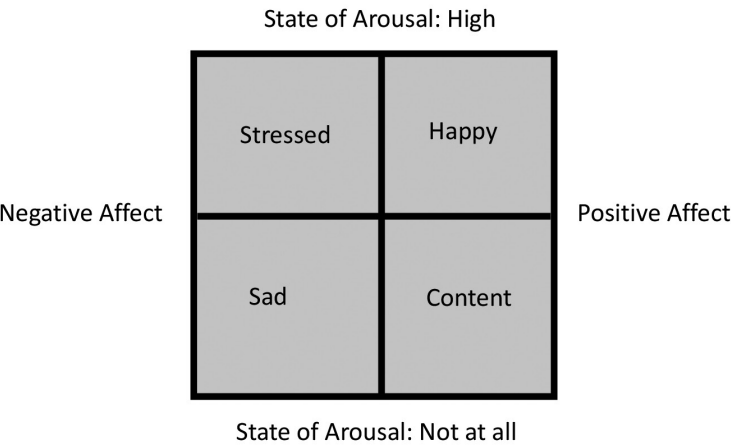
Figure 2. *The interpretation of moods for the four quadrants of Russell's model.*[21]

Negative emotions when multitasking
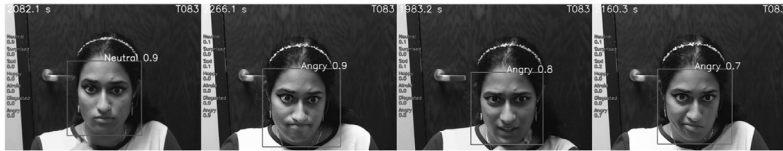
Figure 3. *The image on the left is a person performing a task without interruptions, showing a neutral emotion. The three images on the right show the same person while multitasking and continually being interrupted, showing angry expressions.*[28]

CHAPTER ELEVEN:

How the Media Conditions Our Attention

Influences by the broader media landscape
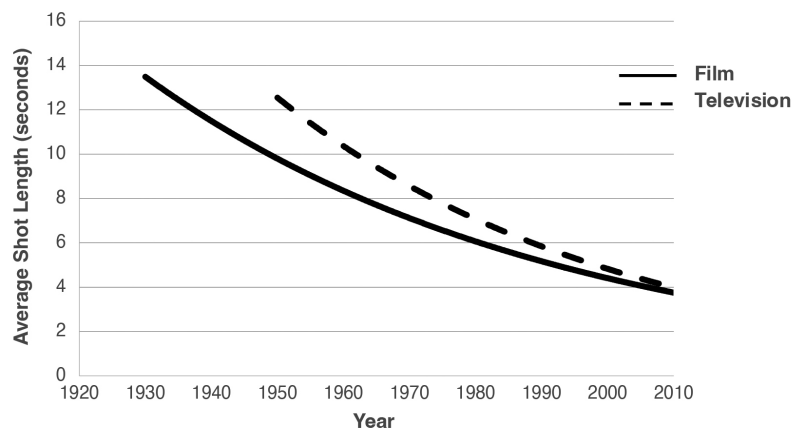
Figure 1. *Trends of average shot lengths of films and TV programs over the decades (data from Cutting et al.[12] and Jeremy Butler[14]).*

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This book was written during the pandemic, and I would have loved nothing more than to sit down in person and discuss ideas. Instead, these conversations were relegated to Zoom calls and sometimes email threads. And so it was with Zoom as my window to the world that I got company along the way in writing this book.

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