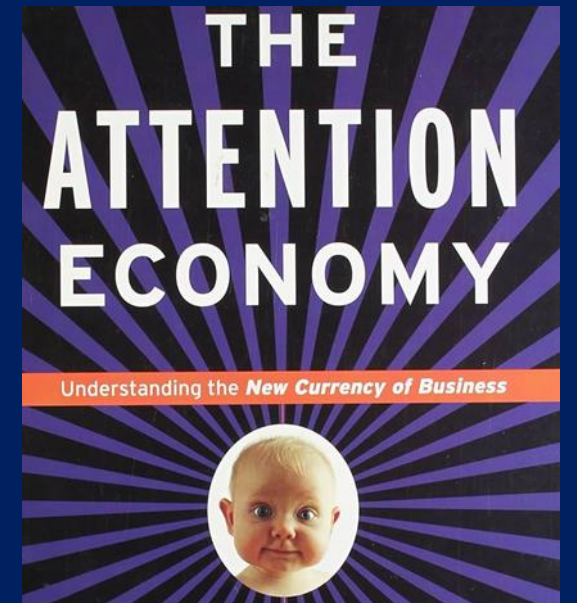


# The Attention Economy

Surveillance Capitalism

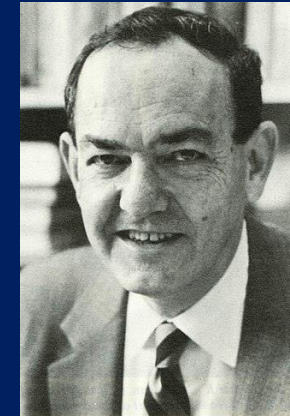


# Herbert A. Simon

- Psychologist (neuro-cognition) and Economist
- **Pioneer** in the field of human cognitive behavior and artificial intelligence
- **Nobel Memorial Prize in Economic Sciences in 1978**
- **BOOKS/RESEARCH: Administrative Behavior (1947)**

## ☀ ARGUMENTS:

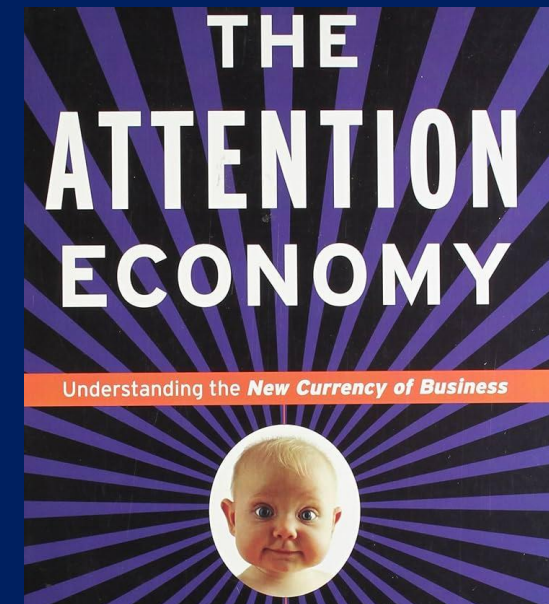
1. Designers of information systems incorrectly represented their design problem as “information scarcity” rather than “attention scarcity.”
2. MOST INFO systems that excelled at providing more and more information to people, BUT what they needed was **filtering out unimportant or irrelevant information**
3. **Information overload** (also known as infobesity ,infoxication, or information anxiety)
  - The difficulty in understanding an issue and effectively making decisions when one has too much information.
  - Excessive quantity (over the **quality**) of daily information
4. **MENTAL HEALTH DISORDERS!**



# The Attention Economy

▷ **Research Studies in:** psychology-media-cognitive science- neuroscience and economics

1. **ATTENTION** is a cognitive process → selective concentration.
2. **IT IS A RESOURCE!** But a **LIMITED ONE.**
  - Humans have limited cognitive resources that can be used at any given time.
3. **EVOLUTION: NEURAL** resources are most often allocated to one task. **SO,** the resources available for other tasks will be limited.
4. **Exclusion of other perceivable information**
5. **IN-ATTENTION BLINDNESS**



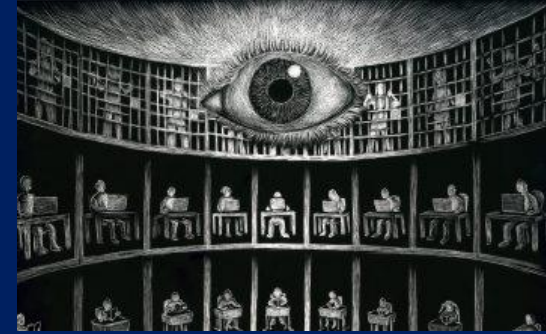
# Surveillance Capitalism

▷ **The systematic practice of companies collecting personal data to buy and sell for profit.**

- To capture user attention, companies collect data — such as demographics and behavioral patterns —
- Use it to create so-called “personalized user experiences” that align with their vested corporate interests based on the obtained data.
- Companies also sell this data to third parties (including governments), often without the user's informed consent.

▷ **NEGATIVE SOCIAL and INDIVIDUAL CONSEQUENCES**

- These practices raise MASSIVE ethical concerns about privacy, misuse of data, and misrepresentation of communities.
- One negative externality of the attention economy is social media addictions.



# But I thought AI Toys for Children would all be safe...and educational...

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## AI toys for children misread emotions and respond inappropriately, researchers warn

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**Zoe Kleinman**, Technology editor and **Emma Calder**, Technology reporter



Screenshot


**BBC**

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## Campaigners welcome Meta and YouTube's defeat in landmark social media addiction trial

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**Kali Hays**, Technology reporter, **Nardine Saad** and **Regan Morris**, Los Angeles



1:10

Watch: Plaintiff's lawyer calls social media ruling a "righteous moment"

Parents and campaign groups seeking tighter restrictions on social media have welcomed a Los Angeles jury handing down an unprecedented win for a young woman who sued Meta and YouTube over her childhood addiction to social media.

Jurors found that Meta, which owns Instagram, Facebook and WhatsApp, and Google, owner of YouTube, intentionally built addictive social media platforms that harmed the 20-year old's mental health.

The woman, known as Kaley, was awarded \$6m (£4.5m) in damages, a result likely to have implications for hundreds of similar cases now

To be continued...