



ATTENTION IN DIGITAL AGE

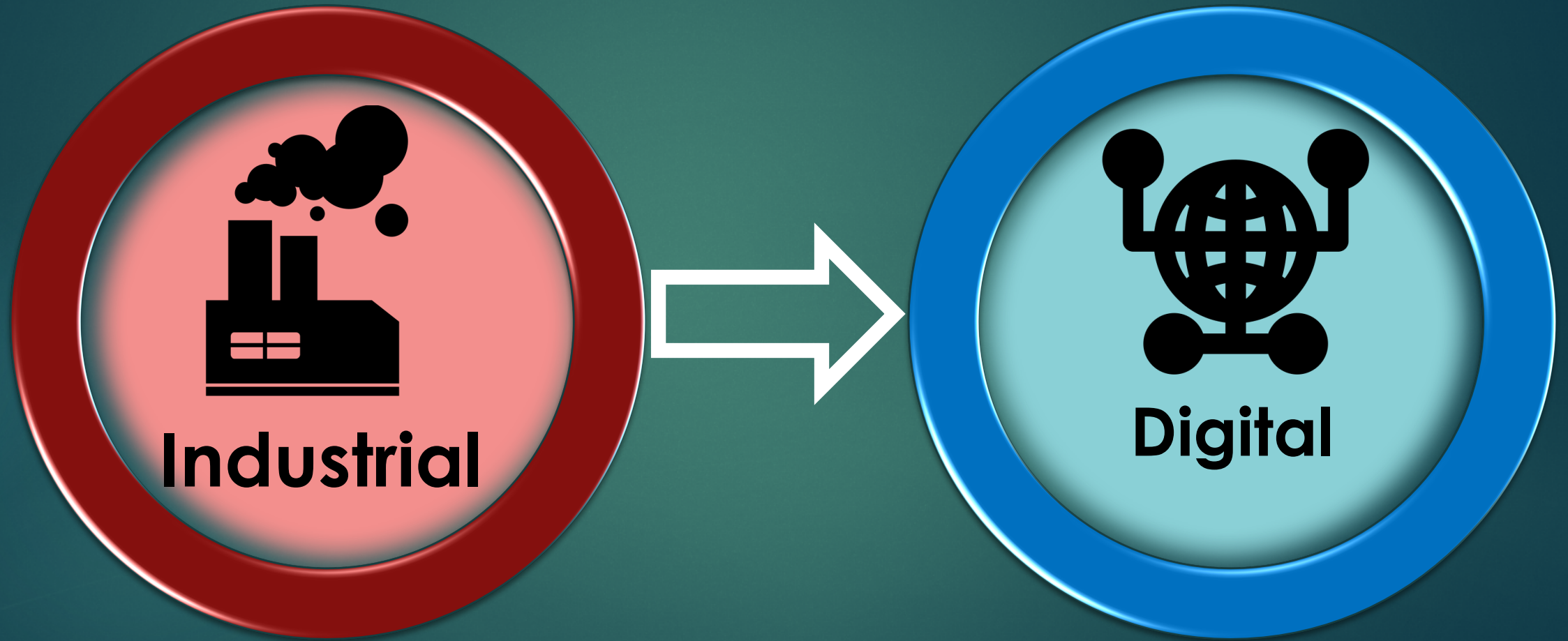
SOCIAL ASPECTS

ILYA LEVIN
School of Education

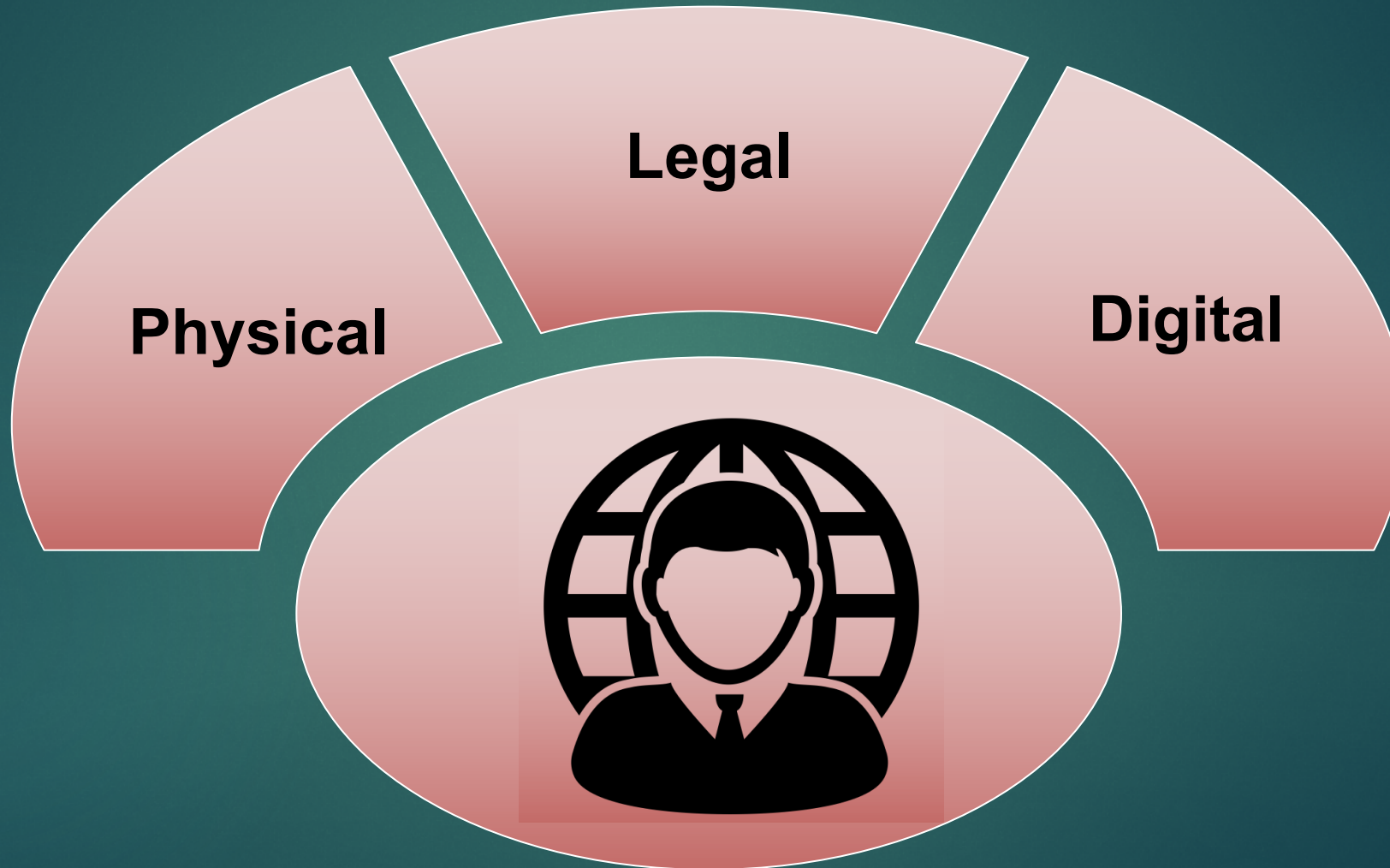
OUTLINE

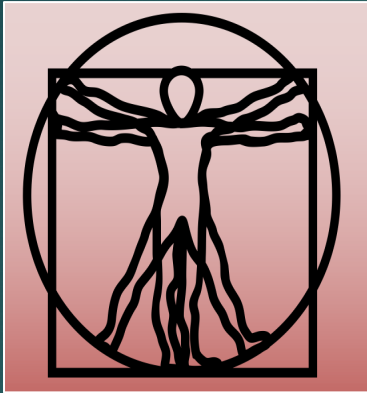
- ▶ Moving to Digital Society
- ▶ Digital Person
 - ▶ Digital Personality
 - ▶ Digital Sociality
 - ▶ Digital Gaze
- ▶ Attention Economy
 - ▶ From Forcing to Seduction
 - ▶ Joint Attention
- ▶ Conclusions

FROM INDUSTRIAL TO DIGITAL SOCIETY



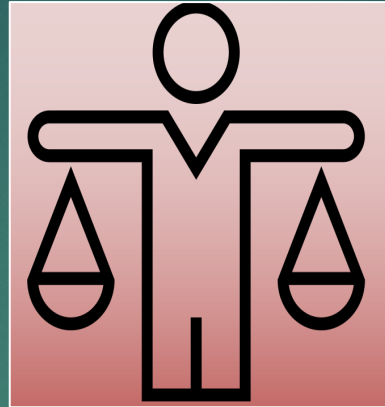
PERSON





1,000,000 years

**Physical
person**



10000 years

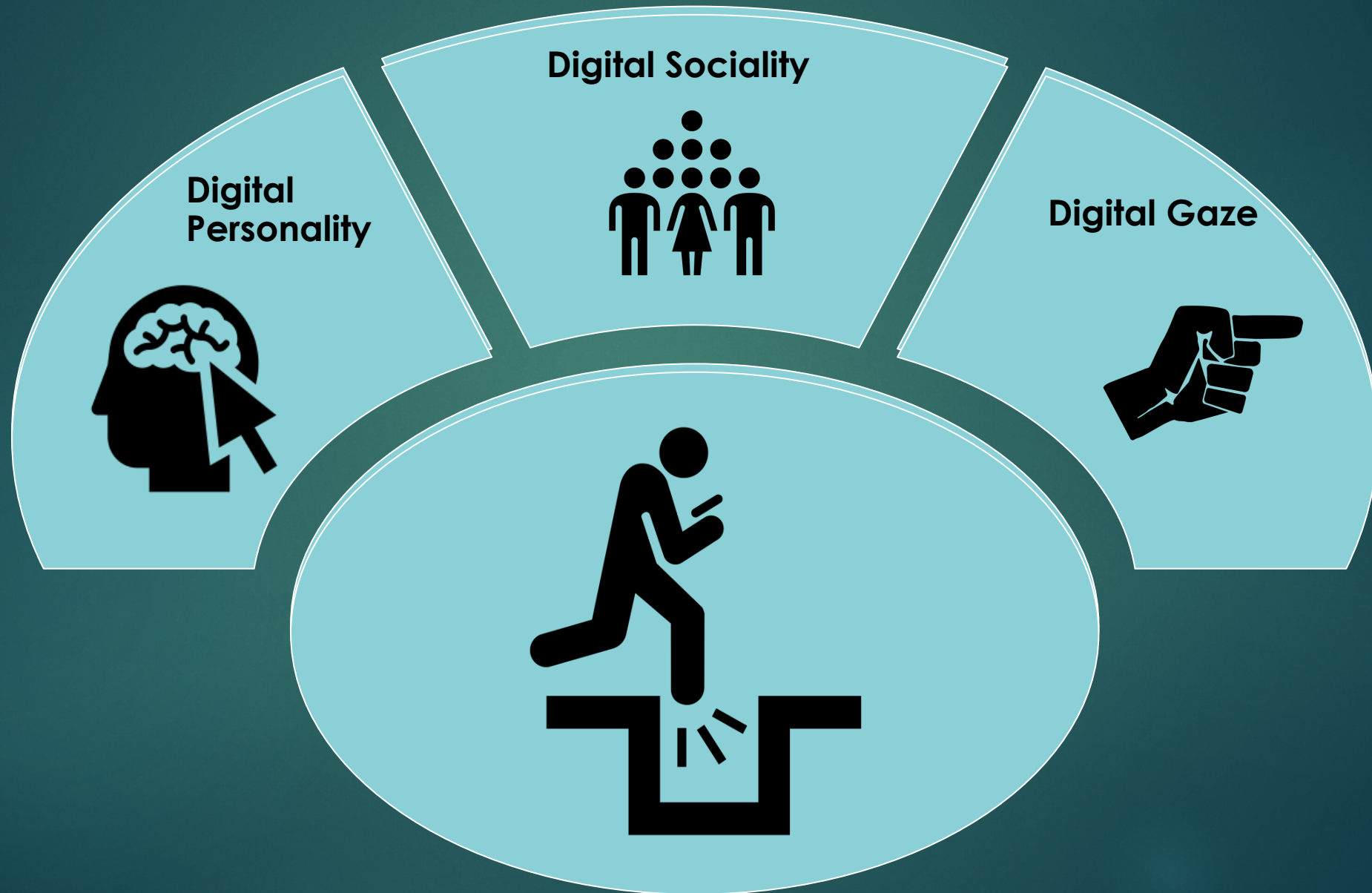
**Legal
person**



30 years

**Digital
person**

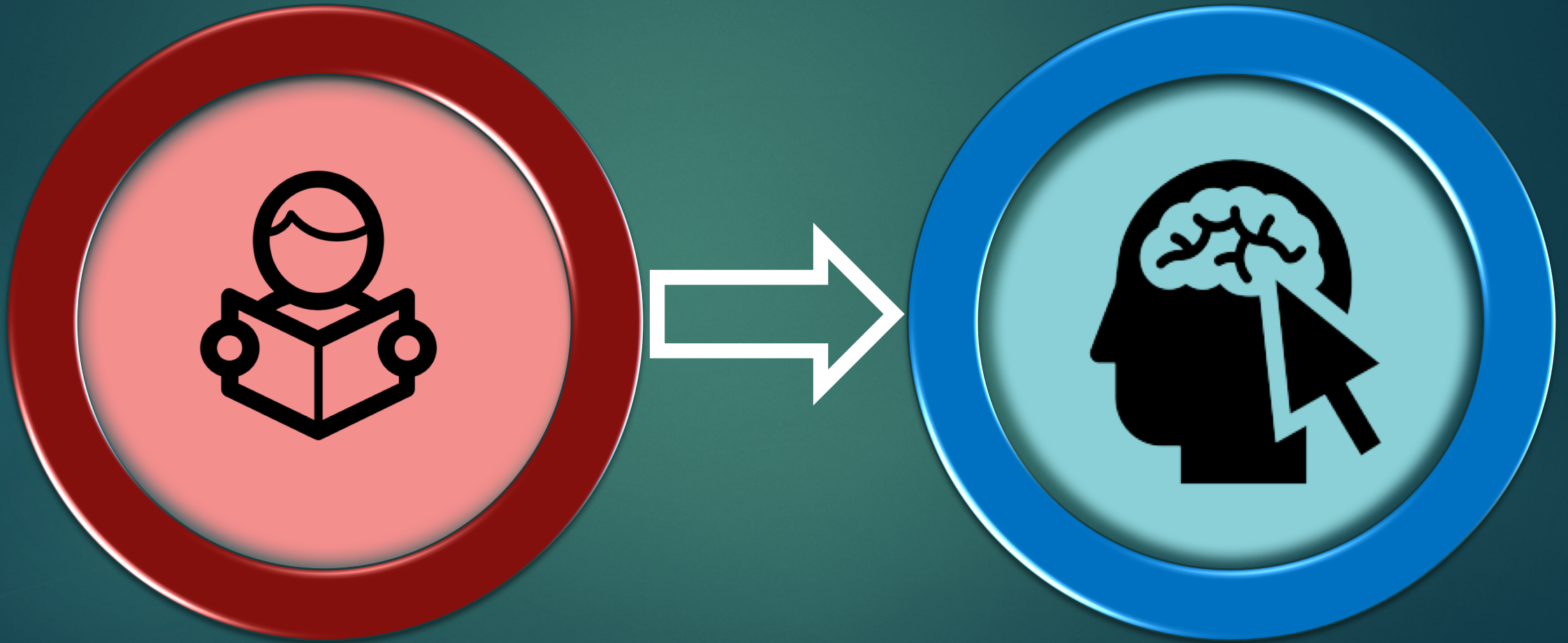
DIGITAL PERSON

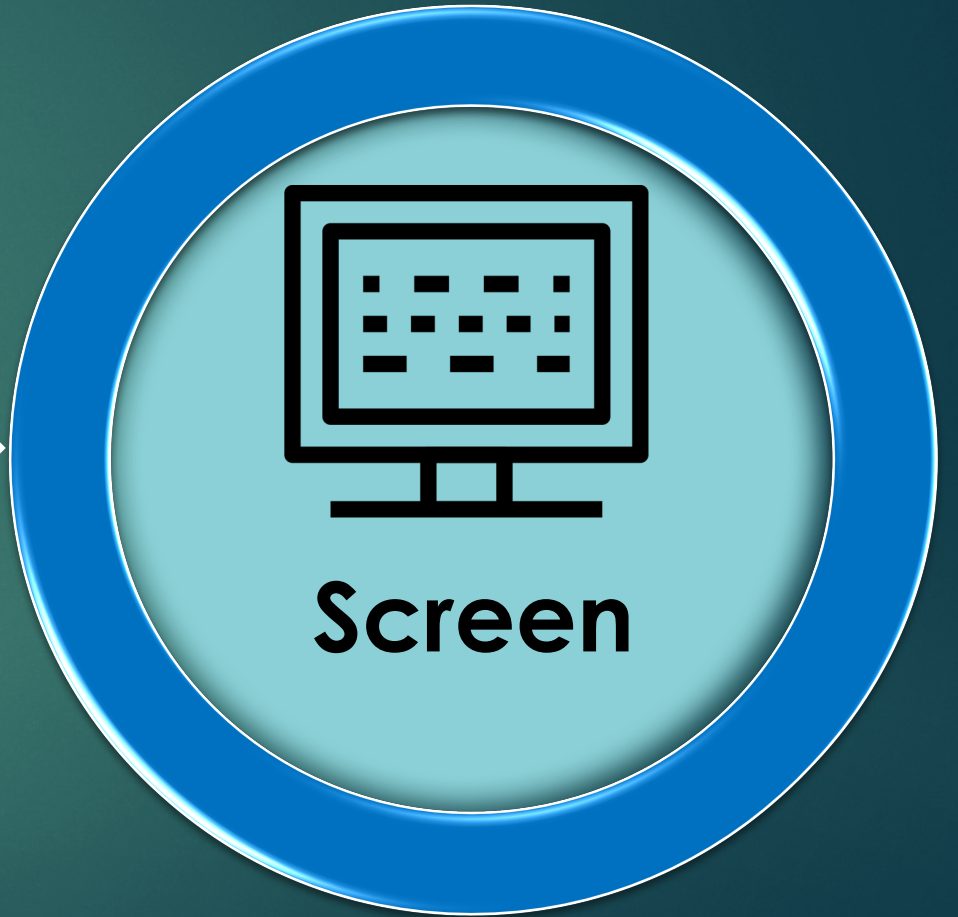
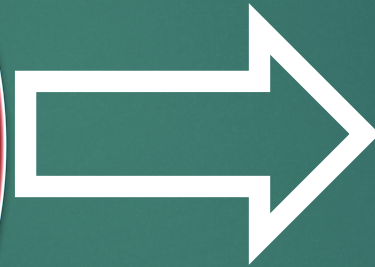


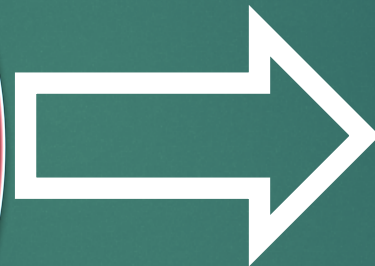


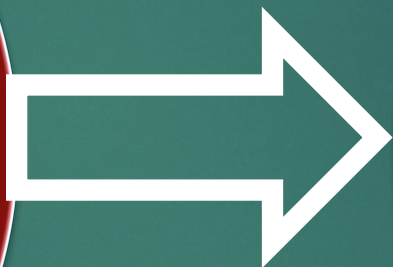
PERSONALITY FROM INDUSTRIAL TO DIGITAL

PERSONALITY FROM INDUSTRIAL TO DIGITAL





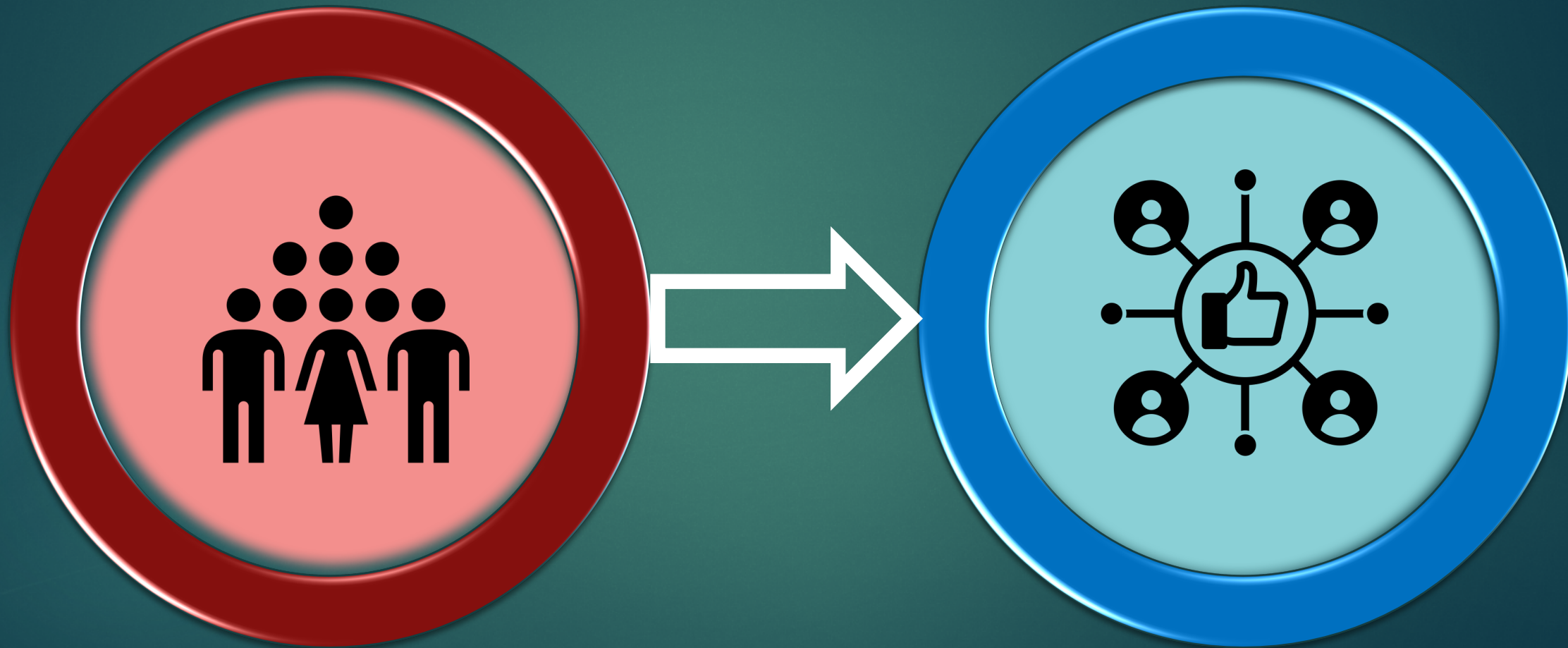




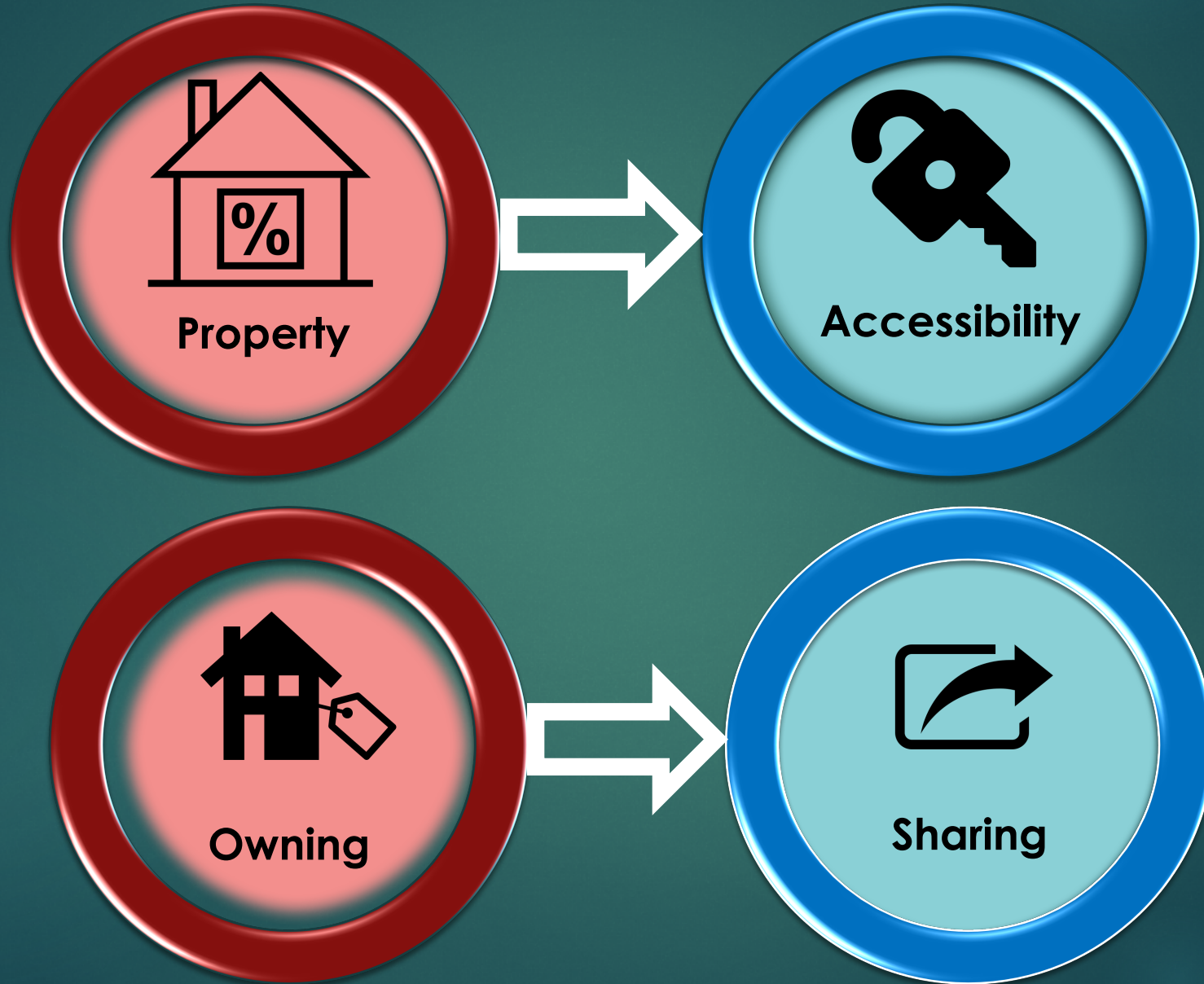


SOCIALITY

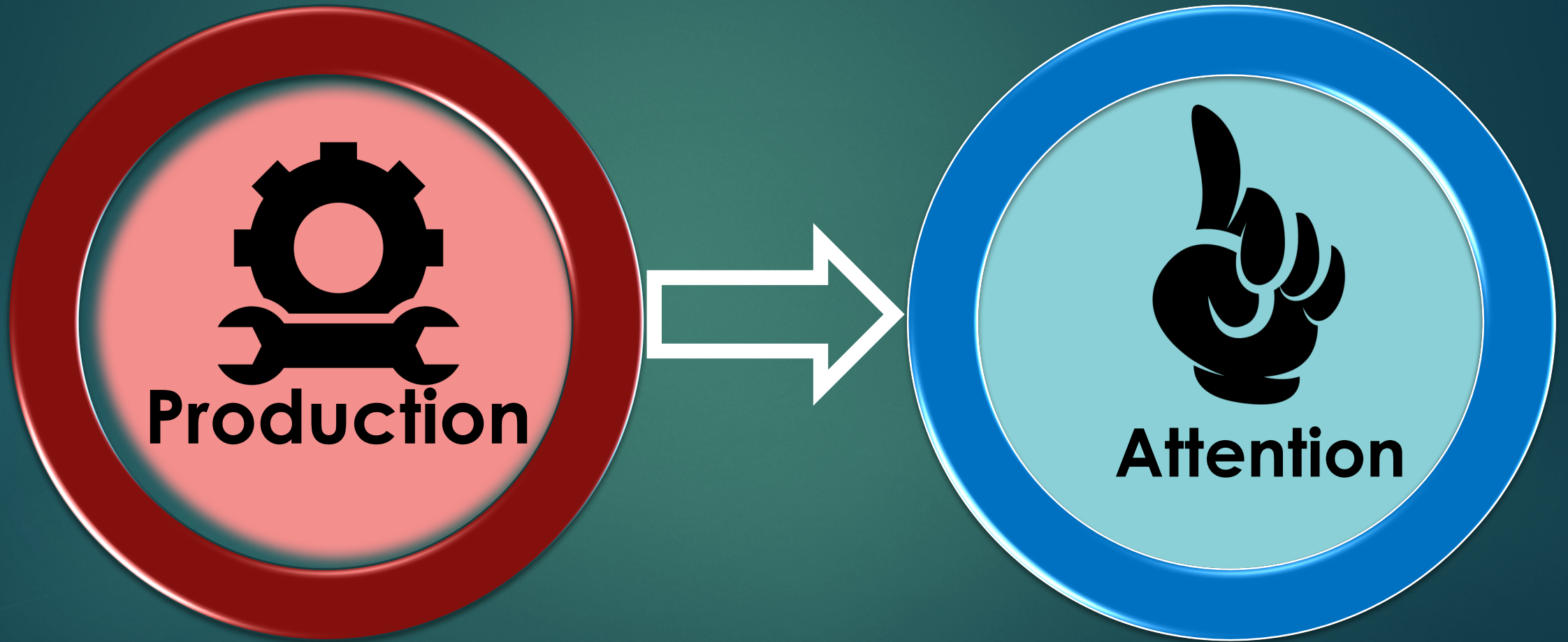
FROM INDUSTRIAL TO DIGITAL



IDEOLOGY

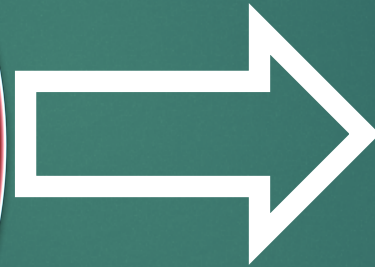


ECONOMY





ATTENTION ECONOMY



FORCING ATTENTION



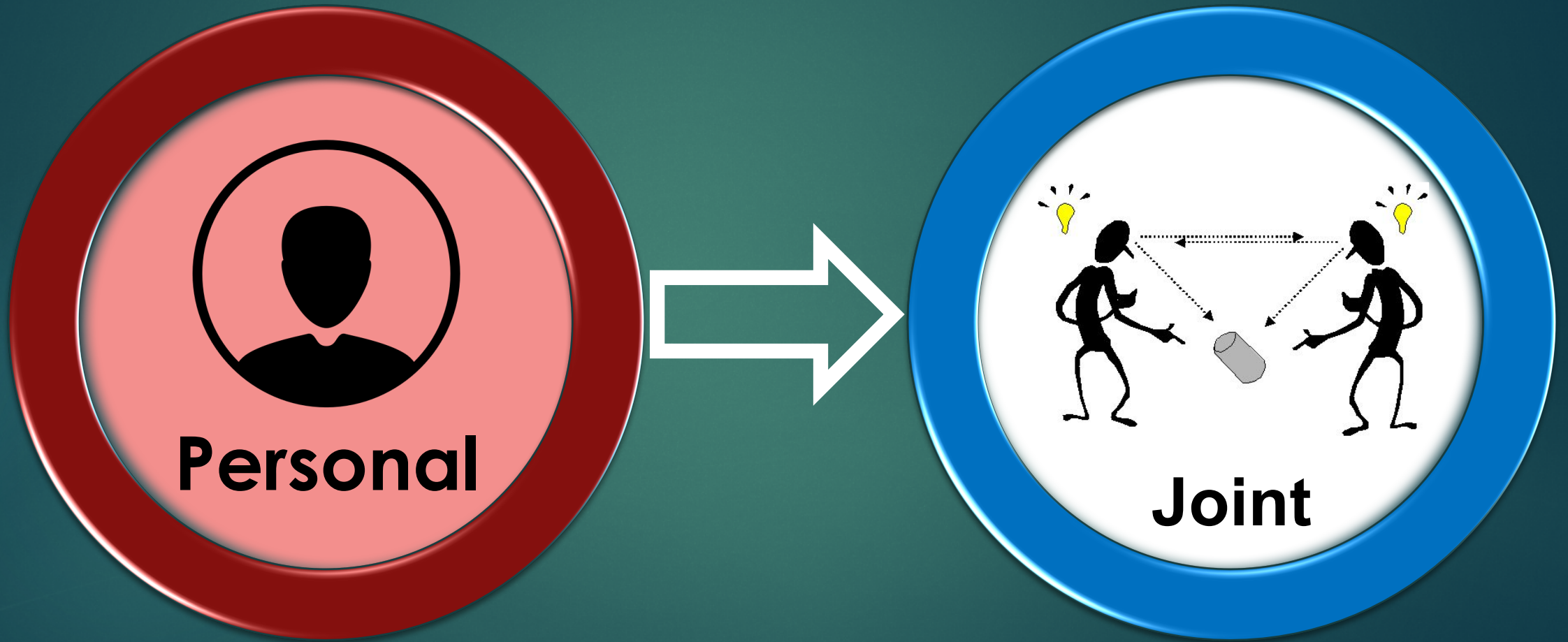
In the industrial age, attention must be
controlled

SEDUCTION OF ATTENTION



In the digital age, human attention is being taken by **seduction**

ATTENTION



JOINT ATTENTION



CONCLUSIONS



- Society is moving from Industrial to Digital Age
- It is the moving:
 - From book to screen
 - From owing to sharing
 - From production to attention
- The Digital Person and the Attentional Economy are emerging research topics