HOW SOCIAL MEDIA NOTIFICATIONS AFFECT CONCENTRATION

(EXPLORING THE SOCIETAL / INDIVIDUAL IMPACTS OF NOTIFICATION SYSTEMS)

Final Assignment - Societal & Individual Impacts of Information Systems
BY: OSAZUWA BLESSING

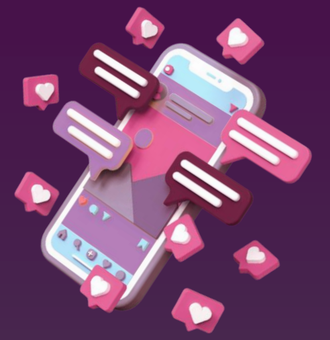
I CHOSE THIS TOPIC BECAUSE:

- Notifications are a major part of everyday digital life
- Constant alerts shape how people think, work, and study
- Fits the course focus on how IS affects human behavior and decision-making

THE INFORMATION SYSTEM: NOTIFICATION SYSTEMS INCLUDES:

- Push notifications (sounds, banners, vibrations)
- Message alerts, likes, comments, reminders
- Platforms: Instagram, TikTok, WhatsApp, Snapchat

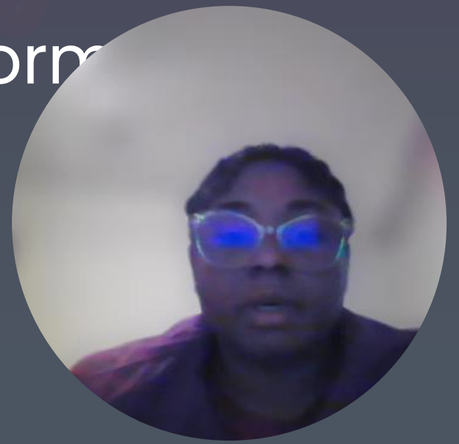
These systems collect data and are designed to bring users back into the app.



HOW NOTIFICATION SYSTEMS WORK

- Algorithms decide the timing and type of each alert
- Uses behavioral data: engagement patterns, interests, activity
- Designed as part of persuasive information systems

Aim: capture attention and increase time spent on platform



INDIVIDUAL IMPACTS ON CONCENTRATION

- Breaks focus and disrupts deep work
- Increases cognitive load
- Reduces academic performance
- Creates habit-forming checking behavior
- Can increase stress and anxiety

RESEARCH EVIDENCE

Rosen et al. (2014)

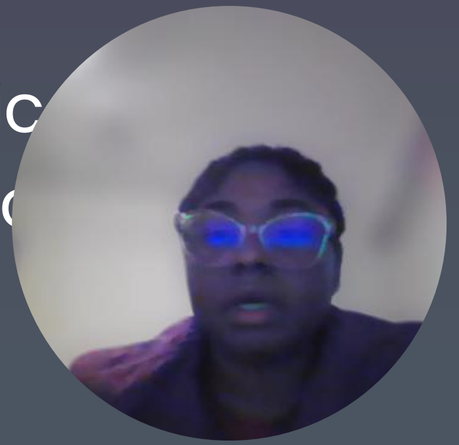
- One notification can break concentration for up to 20 minutes

Ward et al. (2017)

- Having your phone nearby reduces mental capacity

Guadagno (Lecture 2)

- Personality traits influence how often people check notific
- Neuroticism = more checking, Conscientiousness = less c



REAL-WORLD EXAMPLES:

Instagram:

- “Like batching” sends delayed likes all at once - increases reopening behavior

WhatsApp:

- “Seen” feature creates pressure to respond immediately

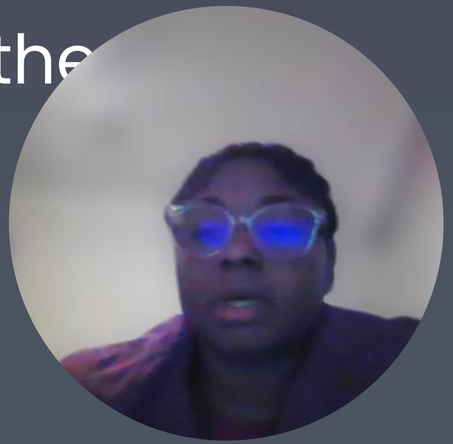
Snapchat /TikTok:

- “Streaks” and “DM alerts” encourage constant checkin

Notifications interrupt tasks even when users don’t open t
app.

WHY NOTIFICATIONS REDUCE FOCUS (CONNECTIONS)

- Designed interruptions break cognitive flow
- Dopamine-reward loops trigger habitual checking
- FOMO makes users react instantly
- Adds micro-distractions that build into larger attention problems
- Matches patterns discussed in persuasive technology the



IMPLICATIONS ON INDIVIDUALS / SOCIETAL

For Individuals:

- Poorer study habits
- Reduced productivity
- Higher stress and fatigue
- Difficulty maintaining long-term focus

For Society:

- Shorter attention spans
- Workplace inefficiency
- More distracted learning environments
- Increased reliance on digital cues

CONCLUSION

- Notification systems are powerful Information Systems
- Strong link between alerts and attention fragmentation
- Understanding these systems helps individuals regain control

THANK YOU

Work Distribution: Individual project