**RESPONSE**

**Selective Attention**

Selective attention involves focusing on a specific object or aspect of our surroundings while ignoring irrelevant information. This ability is essential due to our limited ability to process information simultaneously. It allows us to allocate our limited resources to what's important and ignore what's not.

We don't process everything equally but prioritize certain elements while allowing others to fade into the background or go unnoticed altogether. This ability is critical due to the restricted capacity and duration of our attention.

Selective attention operates like a focused spotlight with a clear view, surrounded by less distinct outer boundaries and adjusts based on context.

For example, during my daily commute on the "L" train heading to work I usually only register the name of my stop and rarely notice the other everyday things going on around me.

In summary, selective attention is the mechanism that enables us to focus on relevant information while ignoring distractions.

**Attention Spans**

Did you know 9 seconds is the attention span of a goldfish?

Goldfish now have a longer attention span than the average human, which is 8.25 seconds.

That’s not all, user visits to webpages last less than a minute leaving in 10 to 20 seconds on average. If they stay, they may read somewhere between 20% - 28% of the words on the page and watch videos for an average of 2.7 minutes. Furthermore, senior executives prefer to watch videos 59% of the time rather than read text if there’s a choice.

Our ability to focus on tasks or objects has seen a decrease of nearly 25% since 2000. Yet, there are ways to hold people’s attention.

With statistics like these its challenging to get your message out there.

However, having pages with a clear value proposition hold people’s attention much longer and here are some ways to achieve this.

1. Make sure your message is short, clear and easy to understand.
2. Tell stories that appeal to your users.
3. Make sure your site is easy to navigate.
4. Use videos and images to capture the user’s attention.

SOURCES:  
Steven Zauderer. “Average Human Attention Span By Age: 47 Statistics.” July 24th, 2023. <https://www.crossrivertherapy.com/average-human-attention-span>

Kendra Cherry, MSEd. “How We Use Selective Attention to Filter Information and Focus”. June 10, 2022. <https://www.verywellmind.com/what-is-selective-attention-2795022>

**DISCUSSION RESPONSES**

**#1**

**Emanuel Pagan**

Hi Emanuel,

Your use of the Mario game to illustrate how we enter a flow state due to factors like minimal distractions, clear goals and immediate feedback was fantastic. This was an exceptionally relatable way to explain how someone can achieve a flow state.

I love your use of Walmart and the belief that it has the lowest prices highlighting how people can selectively seek out information that confirms their existing beliefs while ignoring information that contradicts those beliefs. It truly illustrated how filtering out information can cause bias and lead to skewed perceptions even if they might not be accurate.

Overall, your explanation and examples were right on point!

**#2**

**Khaoula Azdoud Module 5 Discussion Board**

Hi Khaoula,

Pointing out that aligning activities with individuals' interests can trigger a flow state was spot on. Your description of how a game players' curiosity, exploration, and accomplishment illustrated this well.

Also, providing the link to the Lumosity website and explaining how the design aligns with a users' engagement in brain training activities reinforced your points about reducing distractions and promoting immersion. This really highlighted the importance of user experience design in creating an environment conducive to achieving a flow state.

Furthermore, your embellishment of selective attention and inattentional blindness was insightful. Your emphasis on keeping designs simple and clear to prevent users from missing important information due to excessive complexity was a valuable takeaway.

**#3**

**Darius Dinkins 38 and 41**

Hi Darius,

Your personal experiences with running and gaming was effective in illustrating the flow state. You made valid points about running leaving you refreshed and prepared even after the flow state subsided compared to gaming. This really highlighted the importance in considering the context of being in a flow state and it’s potentially lasting benefits.

Your visual example of information filtering was clever and demonstrated how our brains naturally focus on disruptions in patterns, like capitalized and bolded words.

Overall, your personal experiences and examples provided valuable insight into the flow state and our ability to filter out information effectively.

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