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Graphic Design 3  
Problem Defined  
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### **PROBLEM:**

Americans pay attention to the wrong things in the wrong amounts, and feel awkward if they're not paying attention to something, because we live in a culture that surrounds us with things and encourages us to live surrounded by things. Being constantly surrounded by things causes people to have short attention spans on any one thing, causing them to lead fast lives void of true mental relaxation.

### **GOAL:**

Make Americans pay attention to the "right" things in the "right" amounts to protect/improve their mental and physical health and foster clear thinking that leads to good ideas and good decisions that benefit individual lives and whole communities.

### **PROCESS:**

- *Determine the pattern of Americans' attention:*  
Who succeeds in capturing people's attention? What do people pay attention to? When do they pay attention? Where are they when they pay attention in what ways? Why do they pay attention to things the way they do?
- *Determine the consequences of this pattern of attention:*  
How does this pattern of attention affect the quality of people's mental processes? How do their mental processes affect the quality of their lives, the way they work, their health, their happiness/satisfaction, and their communities?
- *Define the "right" pattern of attention:*  
What amount/direction of attention most benefits individual lives and communities?
- *Spread the "right" pattern of attention:*  
How can we make people live/think with the "right" pattern of attention?

### **QUESTIONS TO RESEARCH:**

- Who wants Americans' attention? Why?
- What makes someone pay attention to something instead of something else?
- What happens when we try to capture people's attention?
- What happens when we try to deflect people's attention?
- What sort of affect on people's attention is "better"? Healthier?
- How long is the average attention span?
- Do different conditions/atmospheres change a person's attention span?
- Is it people's fault for living distracted, or the culture's fault for distracting them?

- How do people define what it means to live “fast” (lots of things to pay attention to) and “slow” (not lots of things to pay attention to)?
- What is the “best” speed to live at? (How much attention should we give to what and when and where?)
- What causes Americans to live fast?
- What are the differences between people living slower and the community as a whole living slower?
- When (if ever) did Americans live slow?
- What was the speed of American life a decade ago compared to now?
- Have any modern Americans succeeded to live slow in the midst of fast American culture?
- What cultures live slower than ours? Why? How?
- Why is it important to live slow? Does pace of life have medical consequences?
- Does technology make us live fast, or do we use technology to live fast?
- Do personality types affect the speed at which people live?
- How does speed of life affect the way people think?
- Do people come up with more ideas/more quality ideas when living at different speeds?
- How do people define “relaxing”?
- Are people actually paying less attention to things or attention to less things when they’re “relaxing”?
- Why do people work hard? Do people who work harder have more to pay attention to? Do people choose to pay attention to more to work harder?
- What makes people feel accomplished? Is there a connection between what they pay attention to and how accomplished they feel?
- What makes people happy? Do they choose to pay attention to certain things to achieve happiness?