

## Notifications and Distractions

Everything in today's world is all about grabbing someone's attention. Everyone has constant access to phones, screens, and other devices that are made solely to grab our attention for some reason. Many of these products have benefits in our everyday lives, but sometimes they can be too distracting. There is situation in life where we need our full attention, and our phones are always there to distract us.

The main problem that we face is the amount of stimulus that people are constantly bombarded with daily. We have become so numb to it that products must be over engaging than the other guys to keep us drawn to it. The problem with this is they are becoming too distracting. A study back in 2012 found that in a sample of over 250 college students, over ninety percent of them reported to using their phone during class lectures. This has led to a decline in the productivity of students (Henry 2021). That was almost ten years ago, and phones have become even more engaging since then. There is a very fine line that were walking on towards too many distractions and competing to sell products that users will continuously use.

There are many solutions that could be used to help minimize the problem with distractions. The most obvious one is the ability to turn off notifications. Users would have to be proactive about using this type of feature, but it gives users the option to be responsible about their phone usage during important times. Users could link the app to their calendar and have scheduled times when the app would be dormant with notifications. I feel that Pokémon Go had a very creative solution to this problem when it came to driving while using the app and sending notifications. They would use the GPS tracking system that was associated with the app. When the user was traveling at a speed that was too fast for walking the app would not allow users to use it. This solution would only force users to not use the app or receive notification while

driving, and that is one of the most important times when our phones should be limited. Now, it would not allow passengers to use the app while riding in the car, but that is a small price to pay for safety. I would not fully allow users to turn off notification features. This would effectively kill the app and make the product easy to forget. It would be the safest option but would not allow us to compete with other products on the market.

I would use a combination of the linking the app with the calendar and disabling notifications while the user's GPS is tracking a speed faster than human travel. Anytime a user had an appointment scheduled in their calendar, the app would disable all notifications until the event would be over. Then after the event is over, the notifications would be able to freely send while the user has no scheduled events. No one is going to schedule their time driving, so using the GPS to disable notifications until traveling has stopped would eliminate the distractions to drivers. Colossians 3:23 tells us to be fully involved in what we are doing, as working for the Lord. A combination of these two would allow users to focus on important times in their life and allow notifications to be sent at times that are safe and where users usually check their phones anyways. Luke 6:31 tells us to treat others how we want to be treated. I do not want a driving checking their phone on the same road as me. Over 2,500 were killed from it in 2018 alone, but it is hard when phones go off while driving. Forcing people into better habits can be beneficial to everyone.

Phone companies have a very hard time finding the line between too many distractions and keeping their users interested. Sometimes, we need to think more about the ethics behind the product rather than the money. God does not measure a man by his wealth but by his actions. We need to keep this in mind when developing our products.

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