**Attention**

I just saw a video by CGPGrey where he goes on to talk soberly about the state our attention as a whole. The video started off somewhat predictable, talking about how we as a society have become an instant ramen-esque generation where we are constantly feeding off of social media to fill our attention needs. He brings up all good points about how we are covered from the moment we wake up to the time sleep with content, always inputting information into our brains giving us no space to be idle. The portion that hit me was when he started to talk about how even podcasts have become one of those attention whores, where every idle moment (cooking, eating, driving, showering) has become an opportunity to fill the empty space. I previously thought podcasts was an exception to all the social media craze but his points are valid, it is still something that keeps our minds busy and something our brains can chew on. We scroll through our feed, close the app and unconsciously we reopen the app as if we forgot we just looked at it. Why?

We no longer have time to just sit and be still, to let our ~~creative~~ minds think. And what’s funny is that we try to cover it up by saying we want to be productive with every part of our day, trying to milk our 24 hours dry so we can go to bed satisfied with the day’s work.

How often do we go through a day where we are left by ourselves? Maybe it’s cause we are afraid of being alone. But being alone is completely different from being lonely, and I think we tend to group the two into one quite often. FOMO also plays a huge role, seeing the highlights of everyone else’s day while we sit by our lonesome self in the living room doing nothing. Social media has created an enormous appetite where we constantly consume material after material. Like the scene from Spirited Away where the main character’s parents turn into giant hogs and eat and eat until they eat themselves to death. We are in a never ending cycle where we consume digital material and and constantly seeking more to fill *—* what is that exactly?

I wonder how this will affect the next 10 years. I know we are the generation to speak in hyperboles, but I genuinely believe that his problem will rear its ugly head very shortly. I mean there’s a whole generation of kids growing up right now that is a test case for all this newfound attention. I’m scared to see how this will reengineer society in the coming years.