

## Attention Span

- ▶ The average attention span at present is just **5 seconds long**.
- ▶ Ten years ago, it was **12 minutes**.



**THAT'S A PRETTY  
DRASTIC CHANGE**

- ▶ Younger people have **shorter attention spans** than the elderly.



**THIS INDICATES THAT SOCIAL MEDIA AND TECHNOLOGY  
HAVE AN EFFECT, AS OPPOSED TO AGE.**