

Social Media... Does it Affect Attention Span?



Pre-Social Media
2000

Post Social Media
2013

Yes!... Since the year 2000 our attention span has dropped by 40%.

Why?

Every time we start a new task, the brain has to reorient itself.

Interruption can be deadly to production, yet the internet is designed to distract.



Tips for Interpreters adapting to shorter attention spans:

- Relate to your audience
- Get straight to the point when talking to your audience
- Keep the audience engaged during interpretive talks
- Provide thought provoking feedback

For more information visit:
www.statisticbrain.com/attention-span-statistics