ATTENTION SOVEREIGNTY.

Attention Economy.

1

Since the 2000s, internet companies like Google, Facebook or Twitter became the few giants having the internet in their hands. A reason for that is their perfection in hooking us to their services. By using design methods like gamification, dark pattern and taking advantage of our nature as humans, they created an environment of distraction.

Many studies have shown how this constant influence on our attention has a big impact on how we interact with each other.

Why we get hooked.

2

Why is it so easy for these companies to get our attention? They are using a few very simple weaknesses:

Social acknowledgement, FOMO, bottom-up influence & the strive for the next dopamine shot. These characteristics make us more or less addicted to our phones.

'pull to refresh' is one of example of applying design methods... we know the same mechanics from slot machines - and they make more money in the U.S. than baseball, movies, and theme parks combined.

Effect on <u>social interaction.</u>

3

All those influences, that hit us every day, lead to a change in behaviour. Undivided attention becomes more and more challenging even in an intimate personal conversation.

The length of time we are capable to focus is shortened. Studies have shown that the mere presence of a mobile phone can have negative effects on closeness, connection, and conversation quality in face-to-face interactions.

At the same time, our lack of metacognition seems to make us incapable to stop getting manipulated. We are all the pets of our smartphones.

What can we do about it?

4

We can train our brain and change our habits. To do so, we can use the same methods used by the ‚hooking‘ companies - only reversed.

We get rewarded for not being online, for not being on our phones. We should create a natural environment to shift the purpose from distraction to contribution.

//references.

book:	the distracted mind	by Adam Gazzaley & Larry D. Rosen
book:	the age of surveillance capitalism	by Shoshana Zuboff
book:	evil by design	by Chris Nodder
study:	the mere presence of a cell phone may be distracting	by Bill Thornton, Alyson Faires, Maija Robbins, & Eric Rollins
study:	how the presence of mobile communication technology influences face-to-face conversation quality	by Andrew K. Przybylski & Netta Weinstein

PHONE FARM (ING).

your phone is more powerfull than you think!

Did you know that a phone from today is as fast as 120,000,000 'Apollo 11' computers that actually brought people to the moon?

If we take Moore's law into account, this capacity doubles every two years.

So why do we use this huge amount of power only to 'distract' us? We should add a purpose: unplug yourself and plug your phone into one of the phone farms - to distribute this power to a bigger network.

In the cloud, the computing power of all farms is combined to a super-computer. These provides enough ressources for all kinds of projects.

The calculations for emerging technologies become more and more complex. This cloud helps to provide a more democratic source of computing power for households, schools, artist and labs to run their projects.
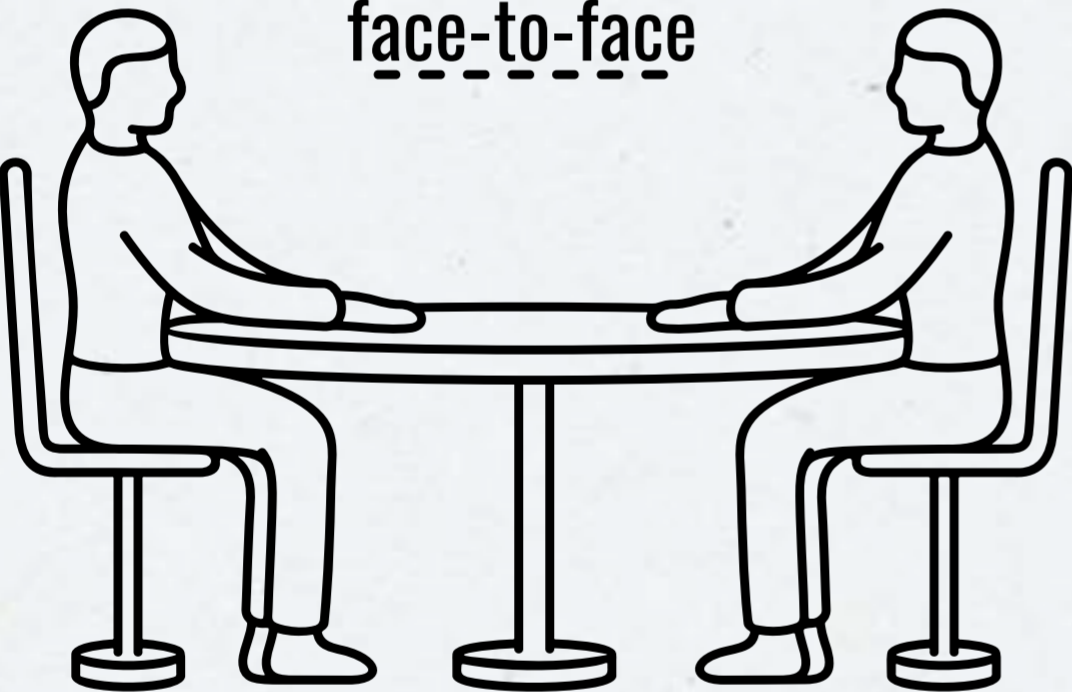
the collective & economy.

Imagine yourself going to a concert to see one of your favourite artists. But you can't see the stage anymore. An ocean of smartphones are blocking the sight - according to the principle: **'If you don't Instagram it, you haven't done it'**.

distraction free zones.

Imagine a dinner where your companions lose themselves into their digital 2nd life rather than keeping up with the conversion.

We all know these situations.
We are distracted. All the time.
Let us create some distraction free zones together!

face-to-face

The farms combine the power of every connected device to create more powerful computer.

together we are strong!

The farm is a cabinet with drawers for each phone. Every drawer is equipped with a charging option and is lockable to keep the phones safely stored.

The cabinet is scalable for different purposes.

in share we trust!

The farmer will be rewarded for letting the phone work and distribute the power to the collective.

The system will give attention coins which can be redeemed for discounts or free drinks at participating partners.

Additionally, the provider of the farm can reward the farmer with some exclusive media content, like photos or exclusive goodies of its services.

**Attention Coin.
Media.
Discounts.
Goodies.**

noumerous of possibilities.

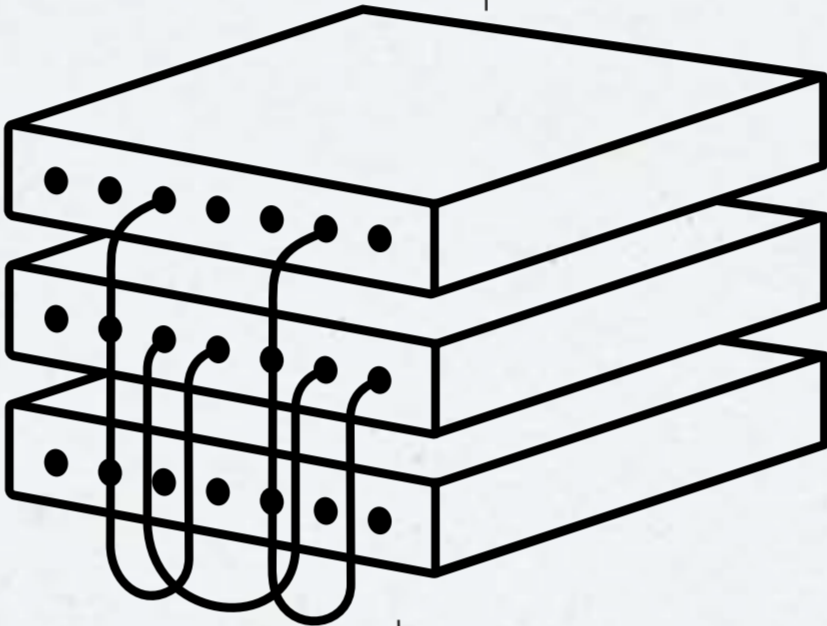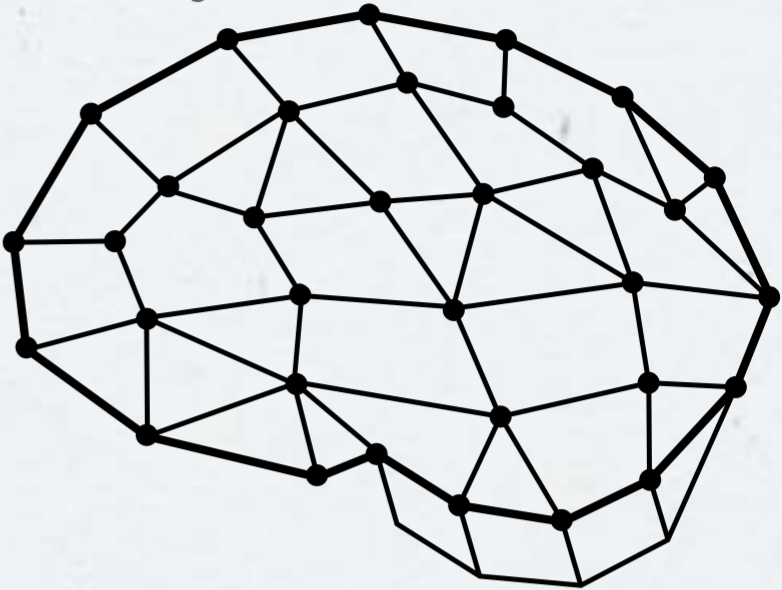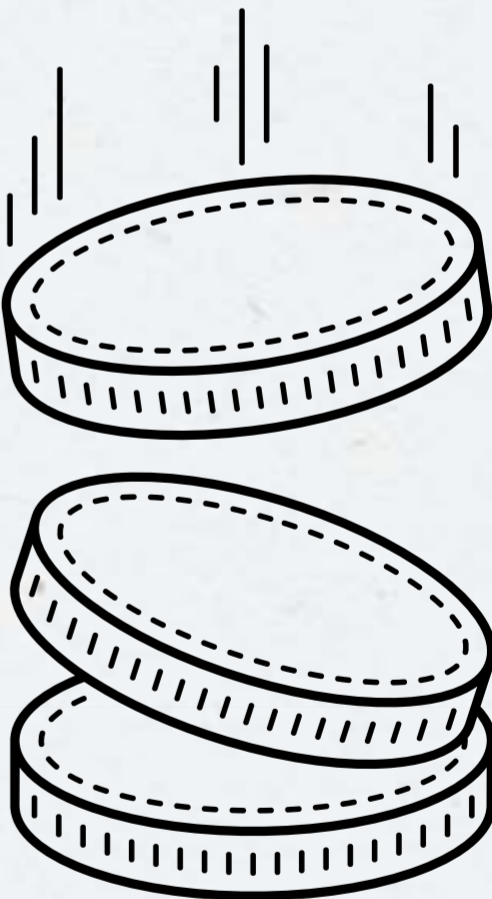This system is applicable to all sorts of public or semi-public interaction environments.

Clubs, bars and restaurants can place the cabinets right next to there cloakroom while schools or universities can place the cabinets in their classrooms and also use the computing power for their own purposes.

Restaurants. Bars. Cinemas. Concerts. Clubs. Festivals. Schools. Universities. Work. Hospitals.

APPLICATION.

live concerts & clubs.

Concerts & clubs are spots for some of our most emotional memories. Of course, we want to keep them and remember them. But instead of living the moment and dive deep into the atmosphere, we often hide behind our black mirror to catch every moment for later. What if we could experience concerts the best possible way and still get enough material to recall the memories of this night?

If you unplug, PhoneFarm(ing) will provide you with **exclusive pictures & videos** from the event. So you don't have to worry about missing the chance to take a memory home or to share it with your friends.

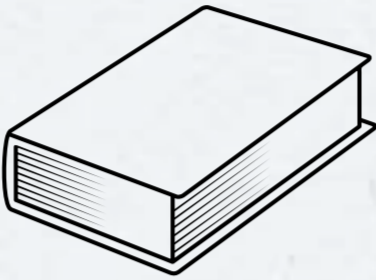## universities & schools.

Schools & universities are highly affected by the presence of phones. Studies have shown, that students get distracted very easy and that the time to refocus increases disproportionately.

The farm could be installed in the classroom to motivate the students to unplug for the time of studying.

At the same time, schools & universities could use the farm for their own projects.

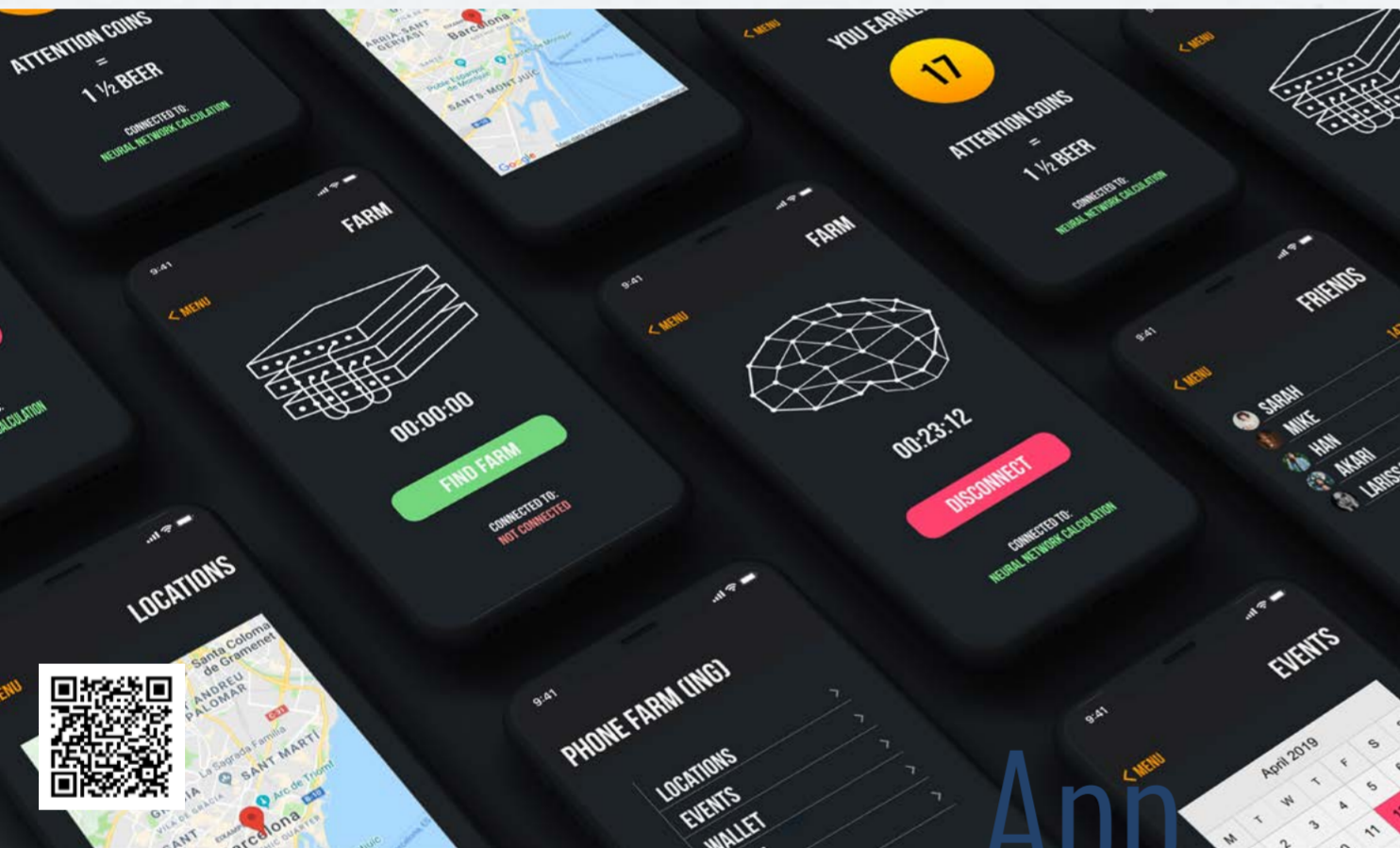Additional rewards could be discounts in the cafeteria.

restaurants & bars.

UK pub chain Samuel Smith Old Brewery banned phones from their pubs and treat them the same way as cigarettes. The customers have to go out to use their phone.

The aim is to encourage conversation.

Before starting to treat phones that way, phone-farms could be installed in restaurant & bars, while promoting a phone free time with some discounts or free beer for attention coins.

how can the distributed power be used?

Nowadays phones already have 25% of the capacity of an average computer according to BOINC (Berkeley University). A network of many phones could fire up a serious amount of computing power for all types of calculations.

The golem project is a decentralized, open-source computer power network working exactly on that principle – besides that they are focused on classical computers rather than phones.

The phone farm network could be accessible for any cultural & communal project that has no capacity to do the math by themselves or to test on a higher variety of devices.

Machine Learning, experiments, big data calculations, app development and film renderings – just to name a few.

The options are endless and allow to build a collective economy for real-time collaboration.

PhoneFarm.

App.

attention sovereignty in the year 2050: I/O

In 2050, phones will be a relic of the past. Devices will be more integrated into our bodies and clothes. This makes it even more difficult to escape from attention catching influences.

But one thing changed. We are aware of this. We are aware that we have to operate a switch that is integrated into every application to change the purpose.

We will actively decide if we want to be distracted or if we want to channel the power of the gear into another direction.

PhoneFarm(ing) is just the beginning of this aspiration.

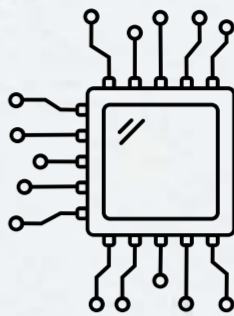**'switchable by design'** will be the approach for the devices in 2050.

//inspiration.

the golem project.
golem.network

the light phone.
thelightphone.com

moment.
inthemoment.io

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Jordan Greenhall.
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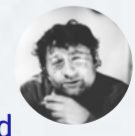
PHONE USAGE OF A MDEF STUDENT.

share of over all usage

- 1 %
- 1 %
- 1 %
- 2 %
- 2 %
- 3 %
- 4 %
- 5 %
- 5 %
- 6 %
- 7 %
- 33 %
- 31 %

Legend:
- ● Telephone
- ● News
- ● Creativity (Photos etc.)
- ● Browser
- ● Social Media
- ● Education
- ● Productivity
- ● TV (News, Netflix etc.)
- ● Lifestyle (cooking, navigation, clock)
- ● Music
- ● Email
- ● Games
- ● Messenger
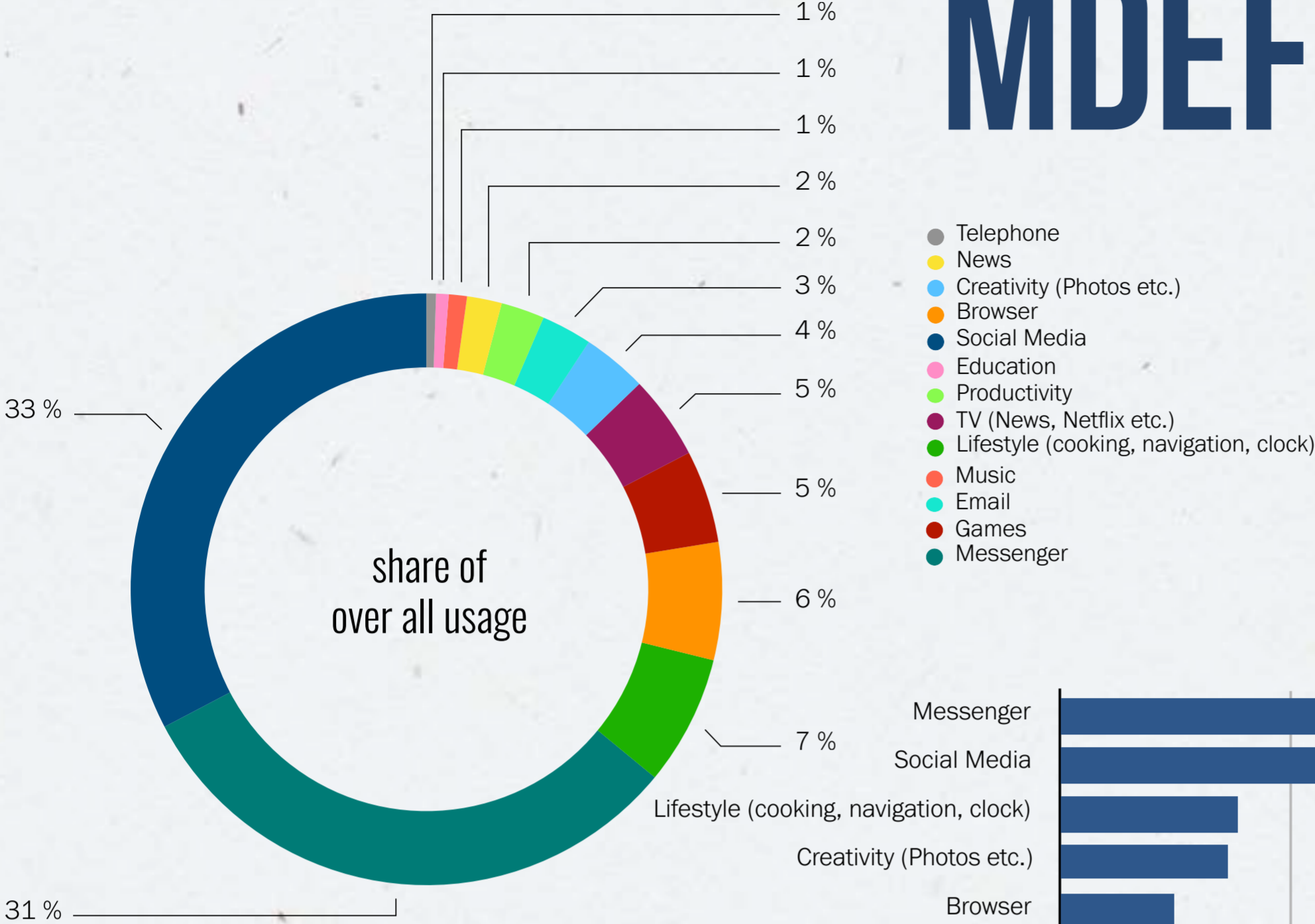
about 12hours per week for social media & messenger.

apps used the most after activation.

App	
Messenger	(≈160)
Social Media	
Lifestyle (cooking, navigation, clock)	
Creativity (Photos etc.)	
Browser	
Email	
Music	
Games	
Productivity	
News	
Telephone	
TV (News, Netflix etc.)	
Education	

(axis: 0, 40, 80, 120, 160)

more than 700 notifications per week.

hours of usage per phone

total hours of use: 18h 18m

App	
Social Media	
Messenger	
Lifestyle (cooking, navigation, clock)	
Browser	
Games	
TV (News, Netflix etc.)	
Creativity (Photos etc.)	
Email	
Productivity	
News	
Music	
Education	
Telephone	

(axis: per week, 3 hours, 6 hours)
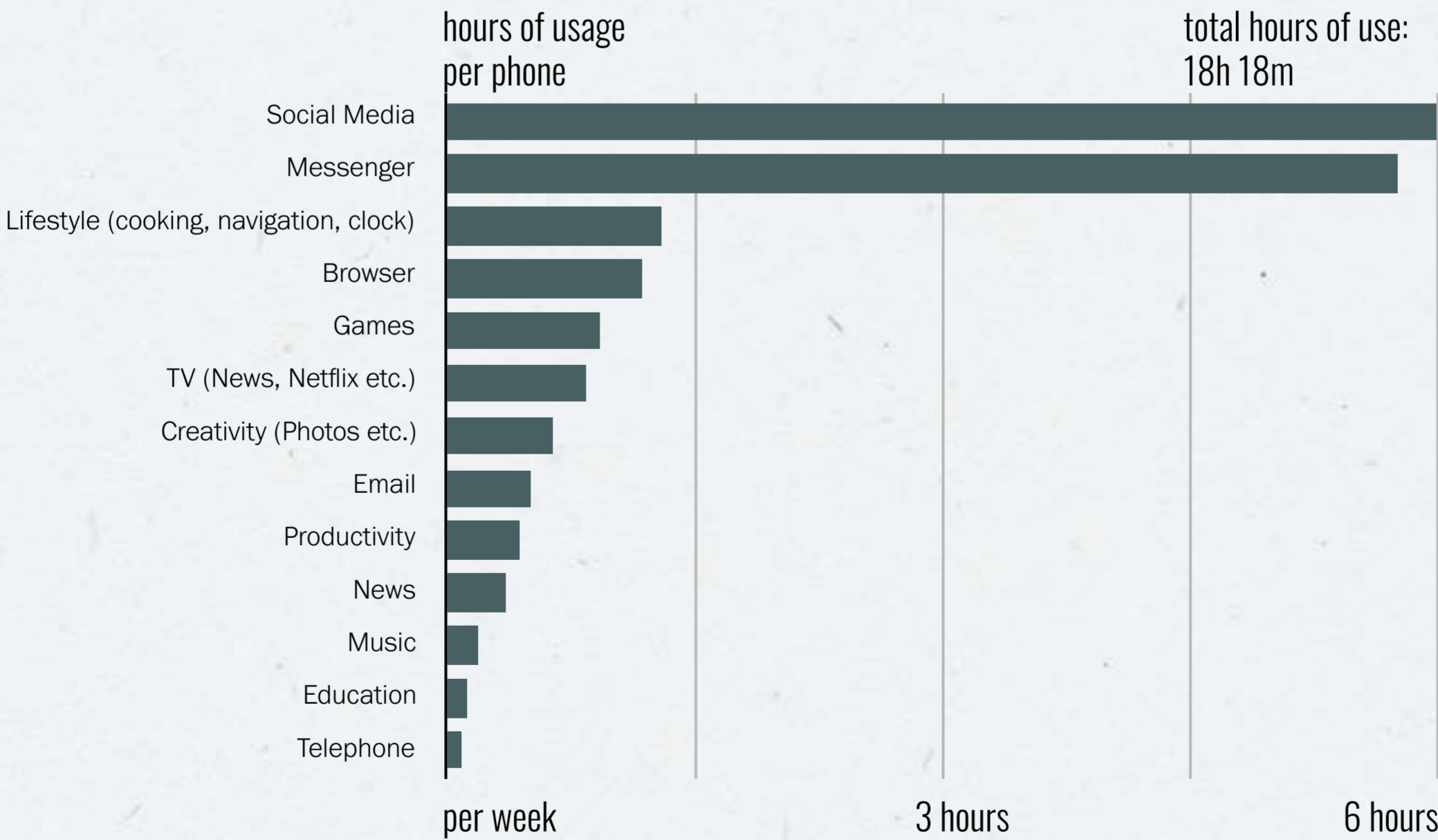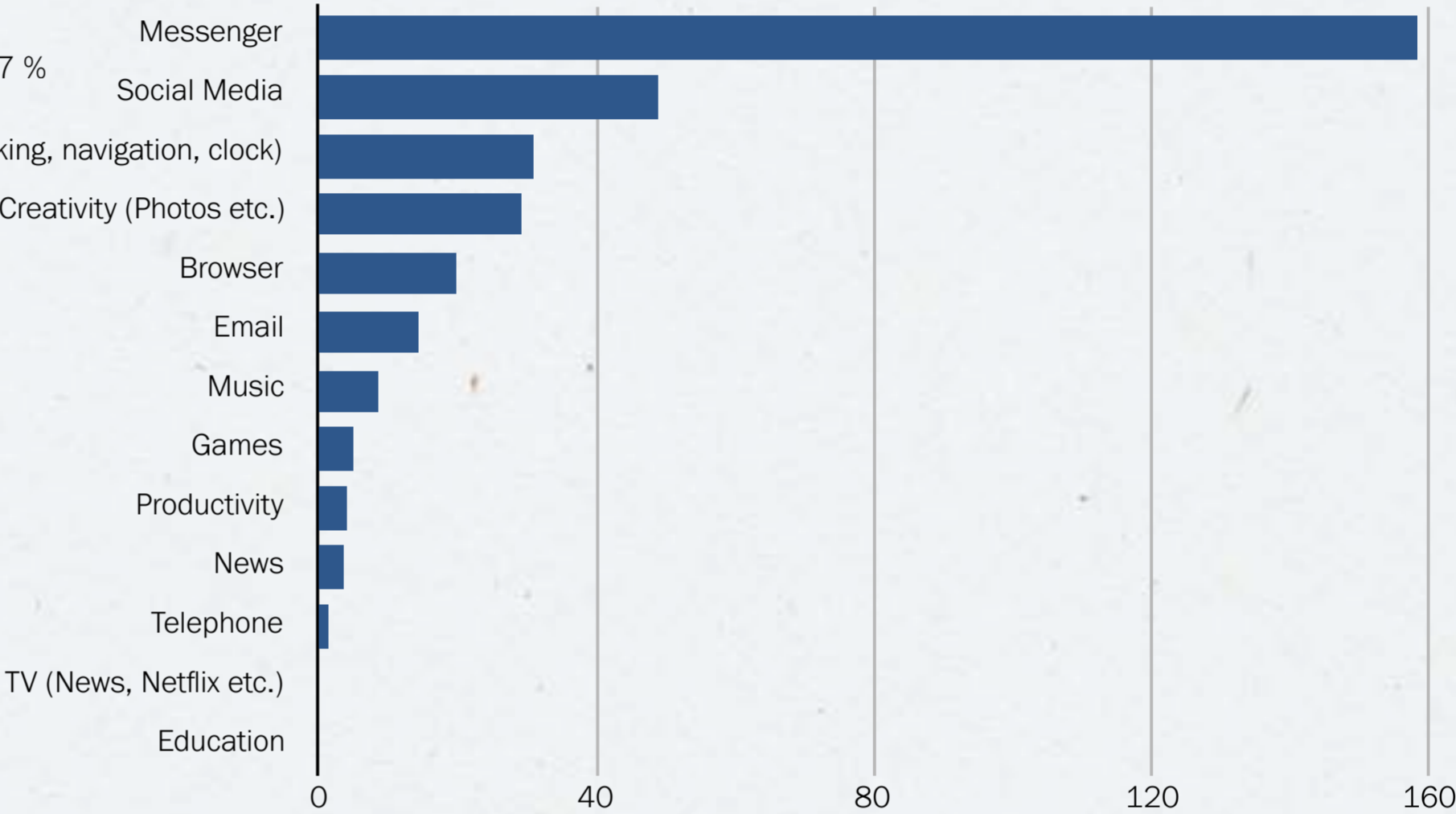
more than 15% of awake time* spent on phone.