# Research on Declining Attention Spans and Strategies for Improvement



**Declining Attention Spans and Strategies for Improvement**

Research conducted by Dr. Gloria Mark, a professor of informatics at the University of California, Irvine, reveals that attention spans are shrinking significantly. Back in 2004, the average attention span on a screen was 2½ minutes. This has now decreased to only 47 seconds. When people divert their attention from a work task, they take about 25 minutes to refocus.

Dr. Mark's studies indicate that continuous interruptions lead to stress due to the effort required to switch contexts. The frequent use of digital media, particularly email, exacerbates this issue. Eliminating email for a week led to less stress and improved focus among participants.

To cope, Dr. Mark suggests mindful use of technology, such as scheduling distractive tasks at less productive times and taking breaks with activities like walks in nature. This approach can help mitigate the effects of fragmented attention.