The Faculty of Management
The Department of Knowledge and Information Management
Invites you to attend a seminar

Towards better understanding of individuals' attention online

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Monday, January 9th at 15:00 pm
Jacobs Building, room no. 506

Abstract

We live in an exciting era where technology is offering us almost unlimited access to information, wherever we are. At the same time, the increasing presence of technology in our lives is demanding more of our attention and challenging our ability to focus on any single task. In order to advance our understanding of the impact of technology on human attention and build the next generation of technologies we must gain better understanding of human attention as it occurs in the real world. In this talk, I will describe the methodologies and computational tools I developed for studying individuals' attention through large-scale datasets of online behavior in news and social media. I will present my work on two fundamental aspects of attention: allocation and sustainment. First, I will present studies examining how posting content on social media changes the way people allocate their attention, and the factors mediating the expectation of receiving attention of peers. Second, I will describe my use of a large-scale news reading data — scroll information on individual articles — to understand the determinants of sustained attention in news and develop better measures of sustained attention. I will conclude the talk by identifying areas where theory is still missing, and highlighting ways for systems to not only provide information but also adapt to the dynamic needs and preferences of people.

All Are Welcome

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