

Information Inundation

- ▶ The **average American** consumes **34GB** worth of content a day, including **100,000 words** of information.
- ▶ The **average professional** receives **304 e-mails** per week
- ▶ The **average person** checks their smart phone **150** times per day.

- <http://hmi.ucsd.edu/howmuchinfo.php>
- <https://www.atlassian.com/time-wasting-at-work-infographic>
- <http://www.kpcb.com/insights/2013-internet-trends>

Interruptions

- ▶ The **average professional** experiences one interruption roughly every **8 minutes**, or **6 to 7 times per hour**, totaling **50 to 60 interruptions** per work day.
- ▶ Once interrupted, a worker won't immediately return to their task **40% of the time**.
- ▶ The **estimated cost of interruptions** to the American economy is **\$650 billion per year**.

- <http://interruptions.net/literature/CubeSmart-productivity-wp1.pdf>
- <http://research.microsoft.com/en-us/um/people/horvitz/taskdiary.pdf>
- [http://www.basex.com/web/tbghome.f/23e5e39594c064ee852564ae004fa010/ea4eae828bd411be8525742f0006cde3/\\$FILE/CostOfNotPayingAttention](http://www.basex.com/web/tbghome.f/23e5e39594c064ee852564ae004fa010/ea4eae828bd411be8525742f0006cde3/$FILE/CostOfNotPayingAttention)

Inattention

- ▶ **50% of American employees** say they work for only **15 minutes** before becoming distracted.
- ▶ According to the **NeuroLeadership Institute**, people only truly focus **six hours** per week.
- ▶ In **2000**, the **average attention span** was **12 seconds**. In **2012**, it was **8 seconds**.

- <http://healthland.time.com/2012/07/23/13-ways-to-beat-distractions-and-stay-focused-at-work/>
- <http://www.entrepreneur.com/blog/225321>
- <http://www.statisticbrain.com/attention-span-statistics/>

Impatience

- ▶ Nearly **75% of professionals** will tune out of a presentation after **one minute** if it doesn't have a clear point.
- ▶ More than **43% of professionals** abandon complicated or lengthy e-mails in the first **30 seconds**.
- ▶ Nearly a third of co-workers (**32.2%**) will tune each other out if they can't get to the point in **15 seconds or less**.

- The BRIEF lab Survey, 2013
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