One of the most important changes in the use of media technology has been the growth of multitasking. In 2010, we discovered, via a series of experiments, that chronic multitasking had significant effects on people's ability to pay attention. Specifically, heavy multitaskers are unable to focus on the relevant or successfully manage working memory. Heavy multitaskers are even bad at multitasking. Our new research suggests that these cognitive deficits lead to significant problems in emotional development, including difficulties in understanding and assessing the emotions of others and developing a healthy sense of belonging. This also increases a tendency to interact online rather than engage in face-to-face communication, leading to attenuated relationships and a weakened sense of belonging.

Clifford Nass, the Thomas M. Storke Professor at Stanford University

November 6, 3:30–5:00
Jesse Wrench Auditorium, S107
Memorial Union, University Ave. & Hitt St.
Free and open to the public

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