

Bruno Patino

La civilisation du poisson rouge

Petit traité sur le marché de l'attention



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The Goldfish Civilization

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By immersing ourselves in our screens as if we were in a fishbowl, our attention span is reduced to that of a goldfish: 8 seconds. An exciting essay on the phenomenon of attention economy that devours our lives.

We have become a goldfish society trapped within the frames of our screens, subservient to the relentless rhythm of notifications and instant messages. Attention economy, grown out of digital servitude, is about using time more productively to extract greater value from it. The general speeding up of things has replaced habit with short attention spans, and satisfaction with addiction. Attention economy is destroying our relationship with the media, public space, knowledge and news. A society affected by the attention economy is a society of fatigue.
