

Watch “Tristan Harris: How better tech could protect us from distraction” on TED  
and  
“The Attention Economy - How They Addict Us” on Youtube

Name: \_\_\_\_\_



Which video was more interesting?

Summarize the theoretical underpinnings of the “attention economy” concept.

What difficulties are there in shifting from measuring **time spent** to measuring **time well spent**?

What suggestions do you have for people who want to spend their less distracted?

Write example sentences of the words you learned.


How can a company turn this demand for **time well spent** into a product that will make money?

If you watched the first time with subtitles, watch it again without them.