

# Cultural Daily

Independent Voices, New Perspectives

## Is Attention the New Currency? Why It Matters in the Digital Age

Our Friends · Friday, May 22nd, 2026

More recently, there has been a lot of talk about how distracted people have become in the digital age. After all, with people spending hours scrolling on their devices and constantly reacting to 10-second clips, newer studies have shown that many people are paying less attention to other things that also matter to their lives. Why is this happening, and how can we, as a society, ensure that not all our energy goes into the virtual world?

### What's Stealing Our Attention?

Given how costly distractions can be, we have always had measures in place to ensure that people pay attention. Take airline operations, for example. If technicians fail to perform all necessary checks before takeoff, the consequences can be devastating. That is why many airlines partner with **Magnetic Group**, which not only offers training services but also helps these same technicians with their MRO requirements. Similar checks are available in many other organisations, such as restaurants, offices, and transport services, where a lapse in attention carries financial and reputational costs.

But when it comes to our personal lives, many of us do not have someone looking over our shoulders to ensure we are focused on the right things. As a result, it is easy to get pulled in every which way. In fact, studies now show that the average person spends about 8 to 40 seconds on one task before getting distracted and switching to another one. But why are we so distracted?

Based on recent findings, we can chalk up our poor attention to several factors. To start with, we are overloaded with information. Regardless of what you want to look up or enjoy, you get so many choices competing for your attention that it is hard to focus on just one thing. To add to this, we have constant notifications that require our attention. It also does not help that we have normalised multitasking in our lives, so people often have several tabs or devices open at the same time.

### The Impact of Distractions in Our Lives

At the end of the day, do we suffer a loss when we fail to pay attention to the goings-on around us? Why, yes! Here are the main concerns to date:

#### Poor Productivity

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When you are handling several tasks at once, not only do you take longer to complete each task, but you are also likely to produce low-quality work. That is why many people who look and feel busy end up frustrated when they see the results of all their efforts.

## Strained Relationships

If we are being honest, many people are so engrossed in their phones that they barely pay full attention to the people around them. But by prioritising their devices, they end up making the people around them feel unseen and unheard. And the more this happens, the harder it is for people to bond, creating rifts in their relationships.

## High Stress Levels

While being connected to the world offers many benefits, it can also be overstimulating. From bad news to FOMO to upcoming deadlines, there is so much beyond our control that we can end up feeling stressed or anxious about the future. And the more immersed you are in the digital world, the more likely you are to feel disconnected, overwhelmed, and restless, all of which can affect the **quality of your life**.

Our reduced attention is also hurting our ability to retain information, as most people skim content rather than engaging with it and reflecting on what they have learned. Luckily, studies have found that we can improve our attention spans by setting digital boundaries, learning how to focus on one task at a time, switching off from our screens, and making time to bond with the people in our lives.

*Photo: Hanna Auramenka via Pexels*

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