



WHY YOU NEED TO REWIRE YOUR SOCIAL STRATEGY:

6 NEW LEARNINGS FROM NEUROSCIENCE

Hey!Human

MarketingWeek



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New York

I Used to Be a Human Being

An endless bombardment of news and gossip and images has rendered us manic information addicts. It broke me. It might break you, too.

By Andrew Sullivan



We all understand the joys of our always-wired world –the connections, the validations, the laughs...the info...But we are only beginning to get our minds around the costs.

Andrew Sullivan, 2016



Preventive Medicine Reports

Volume 12, December 2018, Pages 271-283

open access



Associations between screen time and lower psychological well-being among children and adolescents: Evidence from a population-based study

Jean M. Twenge ^{a,*}, W. Keith Campbell ^b



Addictive Behaviors

Volume 64, January 2017, Pages 287-293



The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey ☆

Cecilie Schou Andreassen ^{a,*}, Ståle Pallesen ^a, Mark D. Griffiths ^c

Brain Drain: The Mere Presence of One's Own Smartphone Reduces Available Cognitive Capacity

ADRIAN F. WARD, KRISTEN DUKE, AYELET GNEEZY, AND MAARTEN W. BOS

ABSTRACT Our smartphones enable—and encourage—constant connection to information, entertainment, and each other. They put the world at our fingertips, and rarely leave our sides. Although these devices have immense potential to improve welfare, their persistent presence may come at a cognitive cost. In this research, we test the “brain drain” hypothesis that the mere presence of one’s own smartphone may occupy limited-capacity cognitive resources, thereby leaving fewer resources available for other tasks and undermining cognitive performance. Results from two experiments indicate that even when people are successful at maintaining sustained attention—or when avoiding the temptation to check their phones—the mere presence of these devices reduces available cognitive capacity. Moreover, these cognitive costs are highest for those highest in smartphone dependence. We conclude by discussing the practical implications of this smartphone-induced brain drain for consumer decision-making and consumer welfare.

We all understand the joys of our always-on world—the convenience, the solutions, the laughs . . . the tolls . . . But we are only beginning to get our heads around the costs.

—Andrew Huberman (2016)

Journal of Experimental Psychology:
Human Perception and Performance
2017, Vol. 43, No. 4, 695–707

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http://dx.doi.org/10.1037/xap0000100

OBSERVATION

The Attentional Cost of Receiving a Cell Phone Notification

Cary Stothart, Ainsley Mitcham, and Courtney Yehnett
Florida State University

It is well documented that interacting with a mobile phone is associated with poorer performance on concurrently performed tasks because limited attentional resources must be shared between tasks. However, mobile phones generate auditory or tactile notifications to alert users of incoming calls and messages. Although these notifications are generally short in duration, they can prompt task-irrelevant thoughts, or mind wandering, which has been shown to damage task performance. We found that mobile phone notifications alone significantly disrupted performance on an attention-demanding task, even when participants did not directly interact with a mobile device during the task. The magnitude of observed distraction effects was comparable in magnitude to those seen when users actively used a mobile phone, either for voice calls or text messaging.

Keywords: cell phones, text messaging, distraction, mind wandering, attention, prospective memory

Supplemental materials: <http://dx.doi.org/10.1037/xap000100.supp>





MOTIVATION



HIGH ENGAGEMENT



COGNITIVE LOAD



6 NEW LEARNINGS

1: INFLUENCER FRAMING EFFECT

2: INSTAGRAM VS FACEBOOK

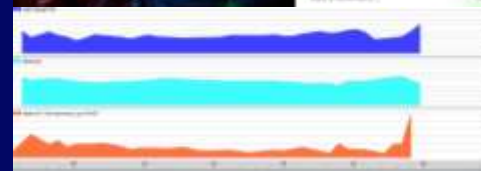
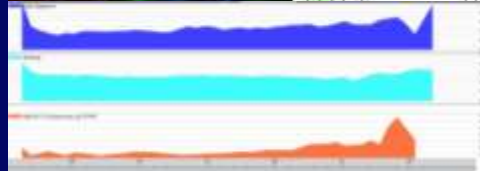
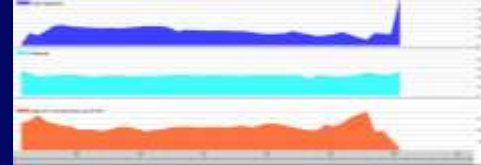
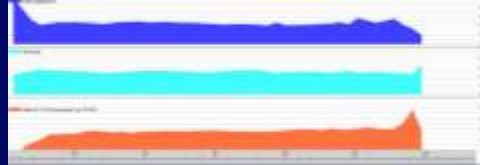
3: ARE WE IN CONTROL?

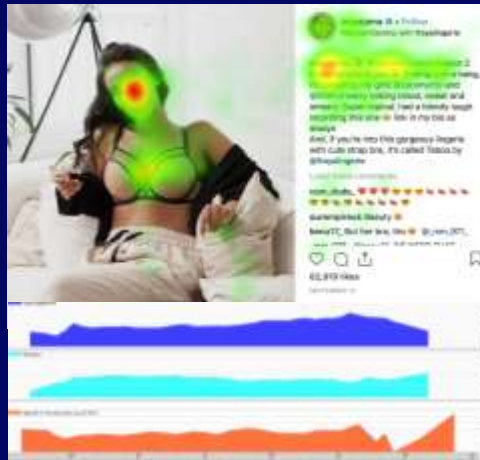
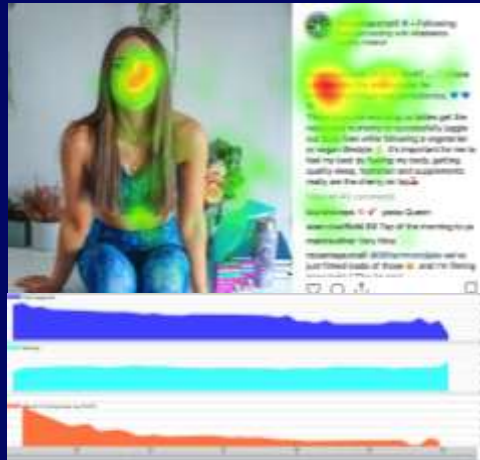
4: CONTEXT IS CRITICAL

5: ECHO EFFECTIVENESS

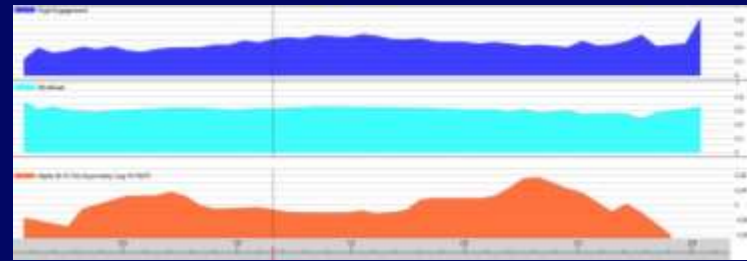
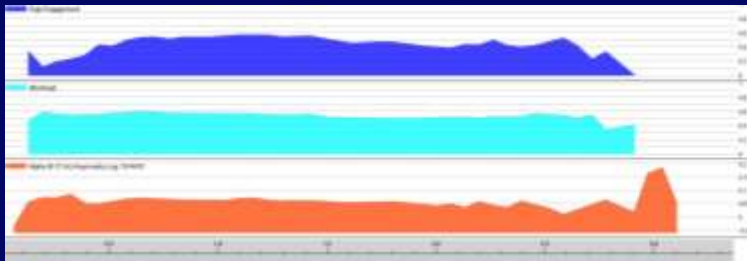
6: BOTS ARE BACK

1: INFLUENCER FRAMING EFFECT





2: INSTAGRAM VS. FACEBOOK



3: ARE WE IN CONTROL?

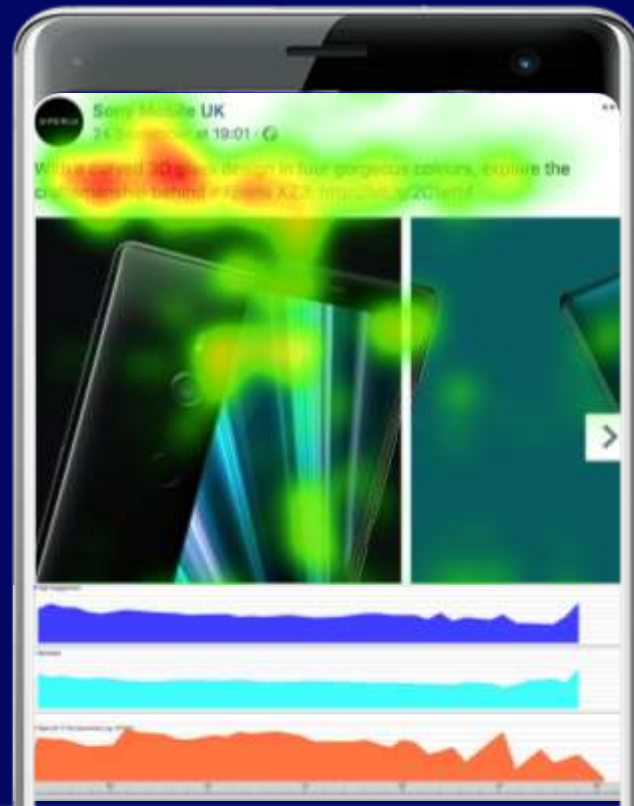
M&S

@marksandspencer · Oct 13

Planning a roast this weekend? Cue this irresistible lamb joint from our Slow Cook range. Simply heat through for succulent, slow-cooked meat in half the time! There's enough for six people, so pick one up in store then gather your nearest and dearest for a fuss-free feast.



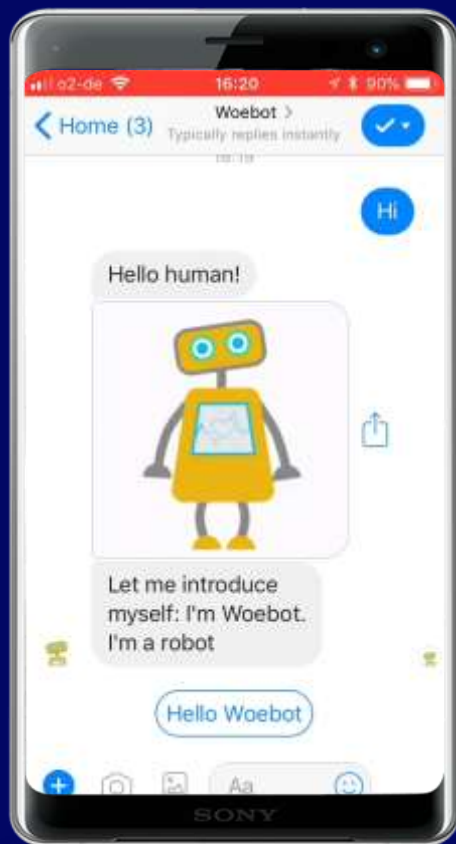
4: CONTEXT IS CRITICAL



5: ECHO EFFECTIVENESS



6: BOTS ARE BACK



**WHAT DOES IT MEAN
FOR BRANDS?**

1: INFLUENCER FRAMING EFFECT

2: INSTAGRAM VS FACEBOOK

3: ARE WE IN CONTROL?

4: CONTEXT IS CRITICAL

5: ECHO EFFECTIVENESS

6: BOTS ARE BACK

THANK YOU

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