

# Attention | Screen | Attention

Professor Noel Fitzpatrick

# Screen

- Screen – unveiling, hiding
- Screen- captivates, distracts
- Screen as pharmakon (cure and poison)
- Screen as *anamnesis* and *hypnomnesis*

# Pharmakon

- The fact is that this invention [writing] will produce forgetfulness in the souls of those who have learned it because they will not need to exercise their memories [...], being able to rely on what is written, using the stimulus of external marks that are alien to themselves [...] rather than, from within, their own unaided powers to call things to mind [...]. So it's not a remedy {pharmakon} for memory, but for reminding, that you discovered (oukoun mnēmēs, alla hupomnēseōs, pharmakon hēures). And as for wisdom [...], you're equipping your pupils with only a semblance [...] of it, not with truth. (Plato, 370 BC/1985, 274e-275b, (cited in Derrida, 1981, pp. 104–105, emphasis in original).

Catherine Hayles (2007)

## Attention: The Generational Divide in Cognitive modes

Deep attention, the cognitive style traditionally associated with the humanities, is characterized by concentrating on a single object for long periods (say, a novel by Dickens), ignoring outside stimuli while so engaged, preferring a single information stream, and having a high tolerance for long focus times. Hyper-attention is characterized by switching focus rapidly among different tasks, preferring multiple information streams, seeking a high level of stimulation, and having a low tolerance for boredom (Hayles, 2007, p. 187).

# Surface reading / attention

As opposed to the relative linearity of printed text, the very appearance of digital information at once presents both new richness and new challenges for the online reader. The fluid, multimodal nature of digital information enables online readers to become immersed in a subject, both visually and verbally. Even as this presentation of material in several different modes provides the reader with multiple points of entry into a subject, it also opens the door to great distraction. It further requires that the reader understand how to evaluate visual information and make meaning in and across several different modalities (Wolf & Barzillai, 2009, p. 135).

# Deep Attention

...the mission of universities is to reconstruct deep attention. It is to reconstruct deep attention in an age in which a global mnemotechnical system is placing psycho-technologies under the hegemonic control of marketing, the effects of which are highly toxic (effects that the manifesto on the digital humanities referred to previously does not seem to take sufficiently into account), even if some curative effects also occur (In The Disruption, p. 171).

# Tele-Scientific Products

*Les phénomènes d'ignorance, d'irrationalité ou d'obscurantisme qu'on relève ou dénonce si souvent et à juste titre dans ces fondamentalismes sont des effets de surface d'une structure plus profonde, une réaction contre cela même avec quoi on a partie liée, à savoir la dislocation, l'expropriation, la délocalisation, le déracinement, la désidiomatisation et la dépossession que la machine télé-technoscientifique produit.*

J. Derrida, Foi et savoir. Paris: Seuil, 2001

# New Screen Deal

Naomi Klein

The problems with the big switch

What cannot happen online – interlocution, attention,

<https://theintercept.com/2020/05/08/andrew-cuomo-eric-schmidt-coronavirus-tech-shock-doctrine/>



# Therapeutics

*Anthropocene = Entropocene*

*Entropic – Thermodynamics, Biology, Information Theory*

*Counter-Entropy, Negative Entropy, Negentropy*

# References

Noel Fitzpatrick, THE DATA CITY, THE IDIOM AND QUESTIONS OF LOCALITY

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Fitzpatrick, N., Kelleher, J. (2018) On the Exactitude of Big Data: La Bêtise and Artificial Intelligence. La Deluziana, Dec. 2018. doi.org/10.21427/dfw8-m918.

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Stielger, Bifuquer, Il n'y pas alternative, LLL, paris 2020.

Mary Ann Wolf, *Proust and the Squid*

Katherine Hayles, *Attention: The Generational Divide in Cognitive modes*, 2007.

Therapeutic Projects

Real Smart Cities, Realsms.eu

Digital Studies <https://digital-studies.org/wp/en/>

Inter|nation <https://internation.world/about/>

