

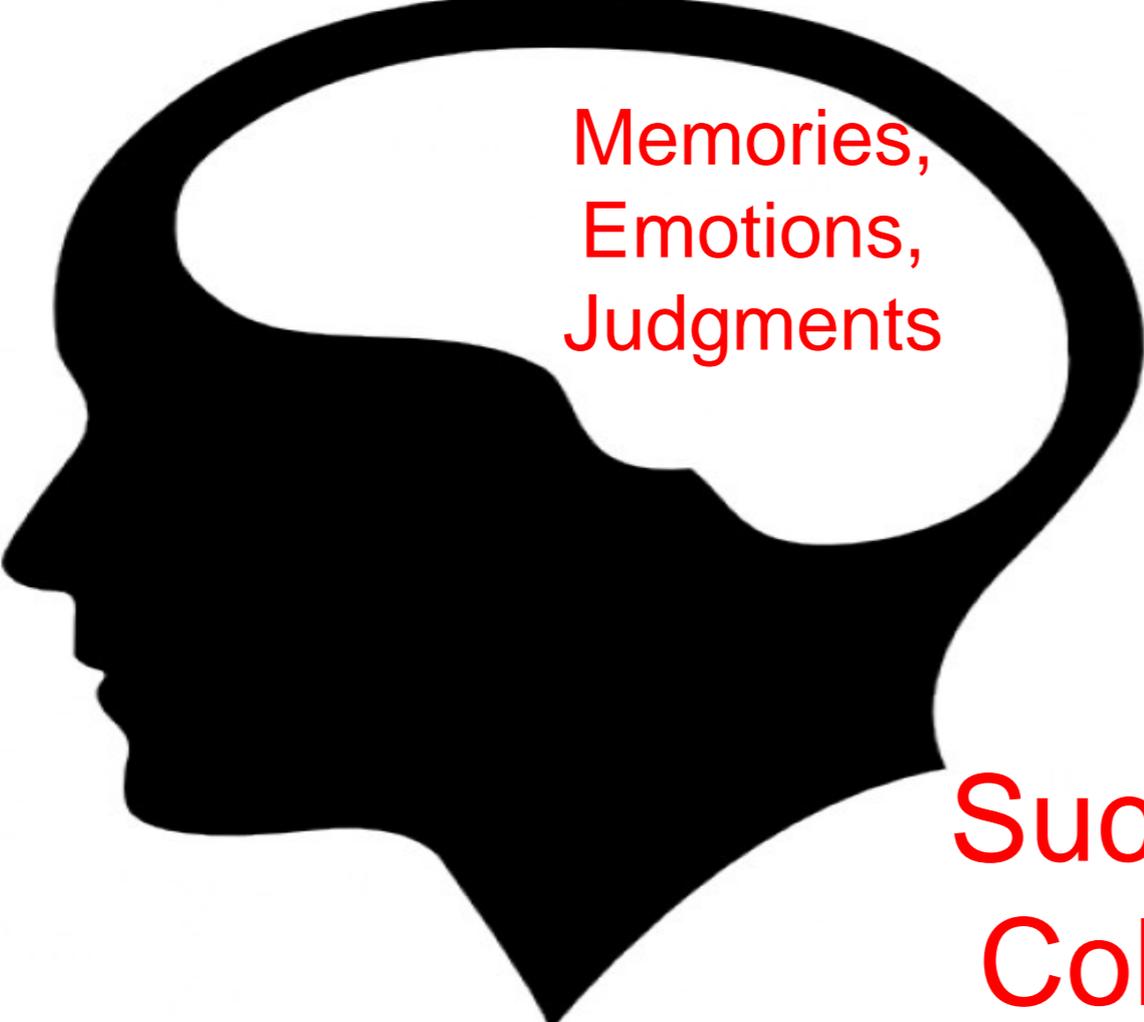
# **Shared Attention**

**Garry Shteynberg  
Department of Psychology - UTK**



Memories,  
Emotions,  
Judgments

Successful  
Individual  
Action



Memories,  
Emotions,  
Judgments



Memories,  
Emotions,  
Judgments

Successful  
Collective  
Action



Memories,  
Emotions,  
Judgments



Memories,  
Emotions,  
Judgments

# Imitative Learning

- 
- A photograph showing the silhouettes of two people running on a beach at sunset. The person on the left is in a full running stride, while the person on the right is in a more relaxed, walking-like stride. The background is a bright, hazy sky over the ocean.
- Playing catch-up
  - Focused on Individual Success

A photograph of a busy restaurant interior. In the foreground, several groups of people are seated at tables, engaged in conversation and eating. The tables are set with plates of food, glasses, and water. The background shows a bar area with shelves of bottles and a staff member behind the counter. The lighting is warm and ambient, with pendant lights hanging from the ceiling. The overall atmosphere is lively and social.

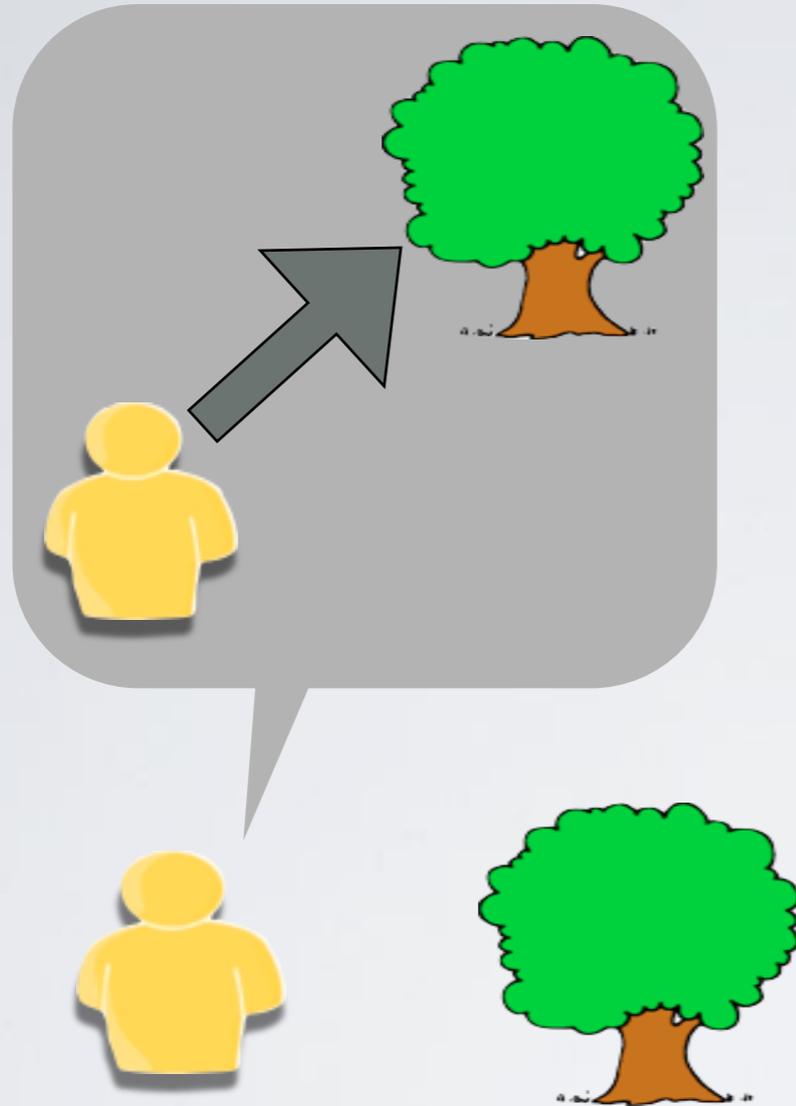
**Maintain Mutual  
Knowledge**

**Learn Novel  
Knowledge**

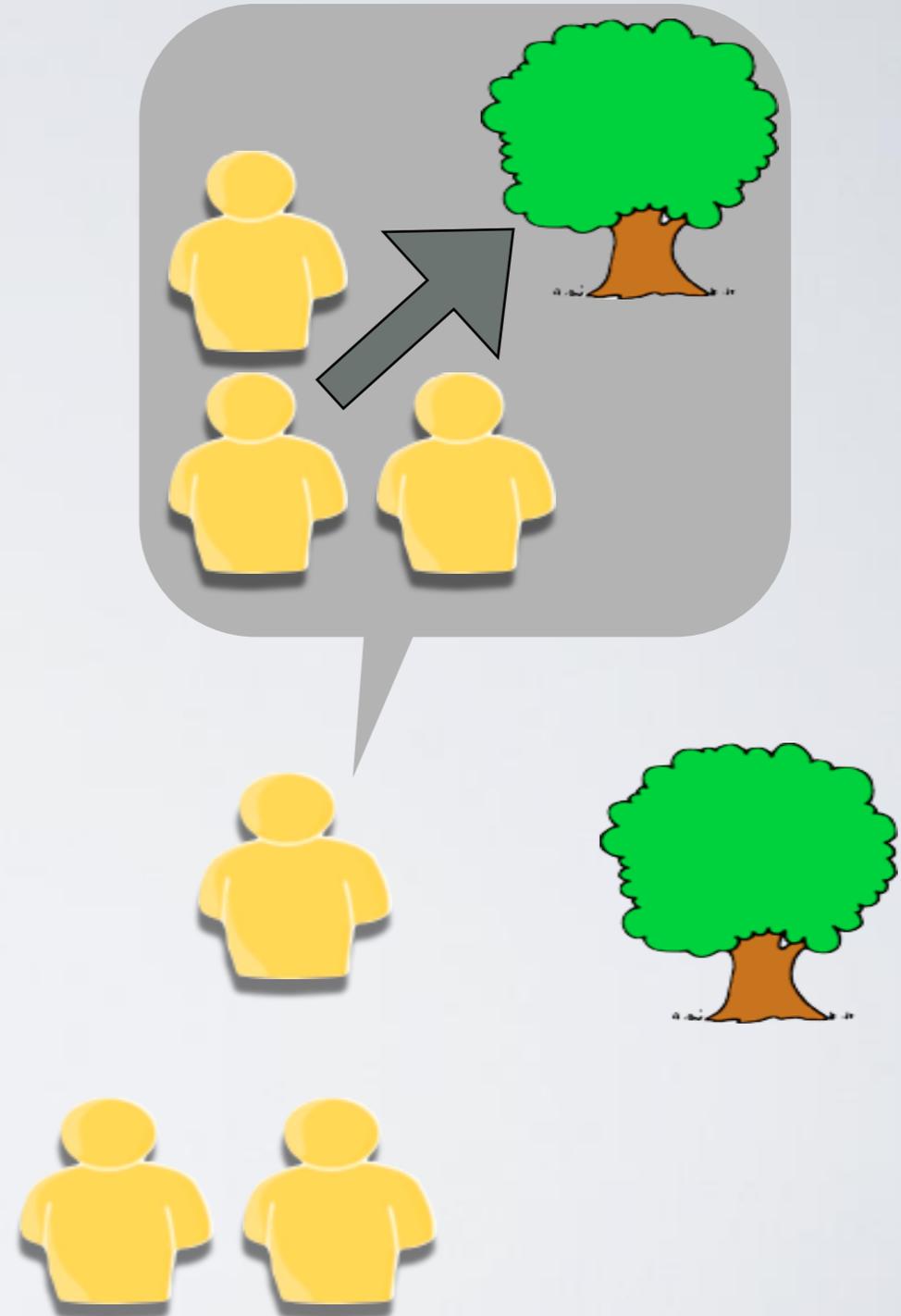


# Shared Attention

# A perception of where **I am attending**



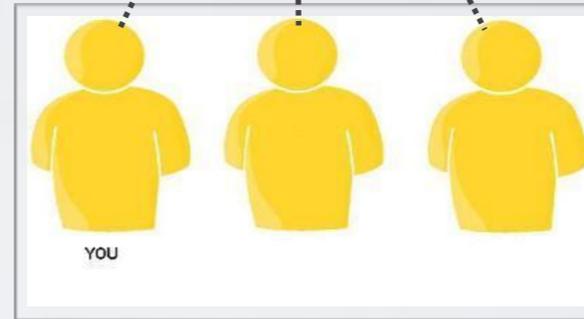
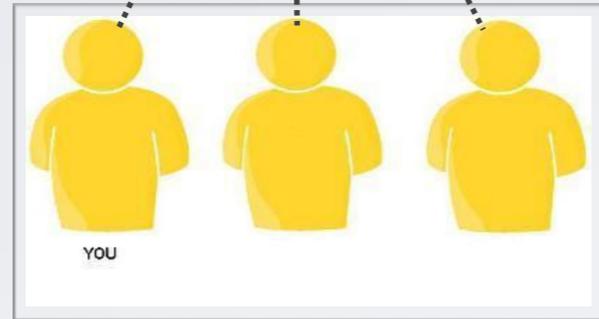
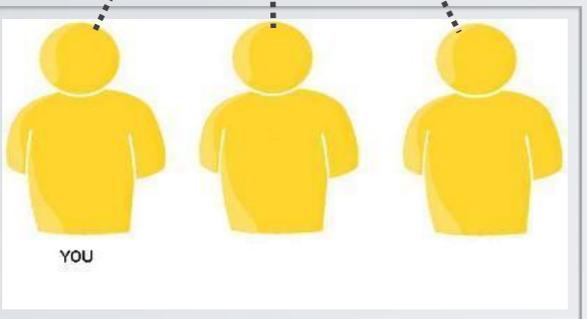
# A perception of where **We are attending**





# Emotion

Participants saw a 32 second video of cute puppies



Shared Attention

Others see it first

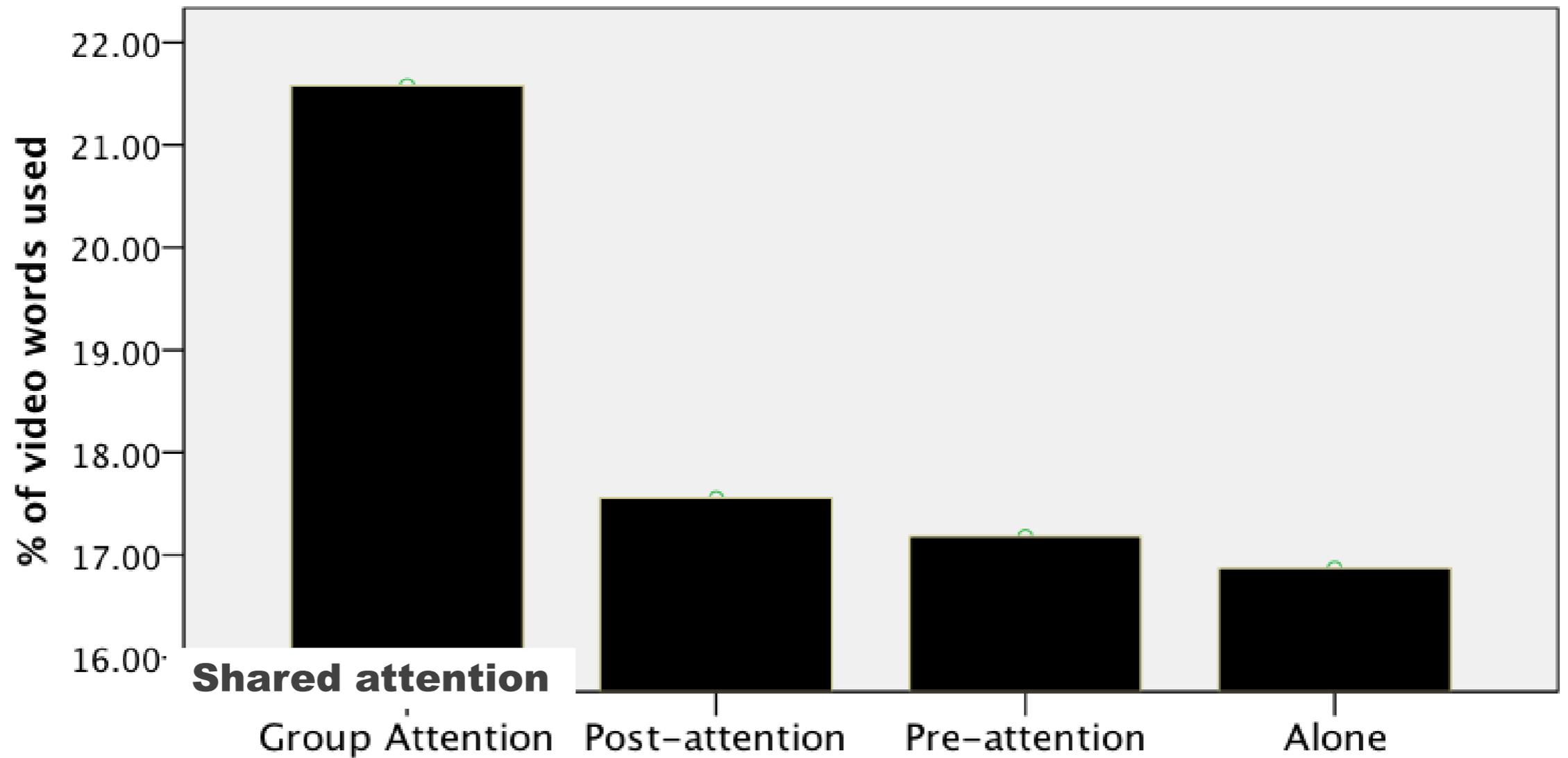
You see it first

Alone

List 12 thoughts that you had during the video (2 minutes)

How happy did the video make you feel?

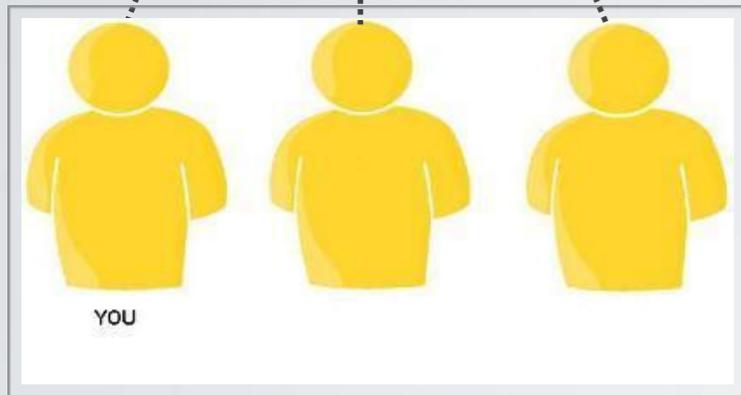
# Emotion



# GOALS

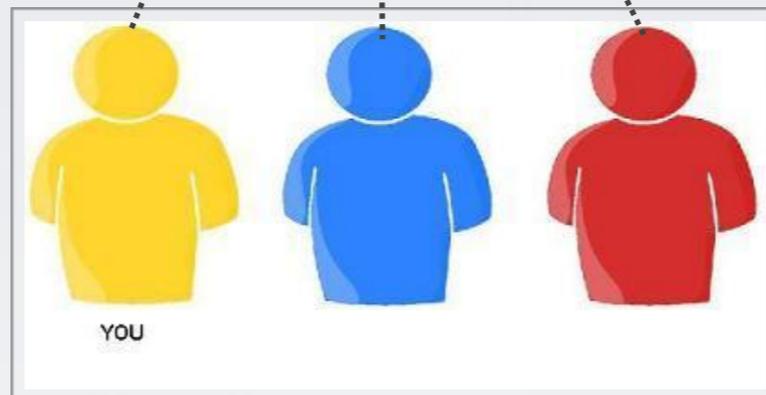
Participants given a prevention goal within a word recognition task:

...avoid being incorrect more than 20% of the time...



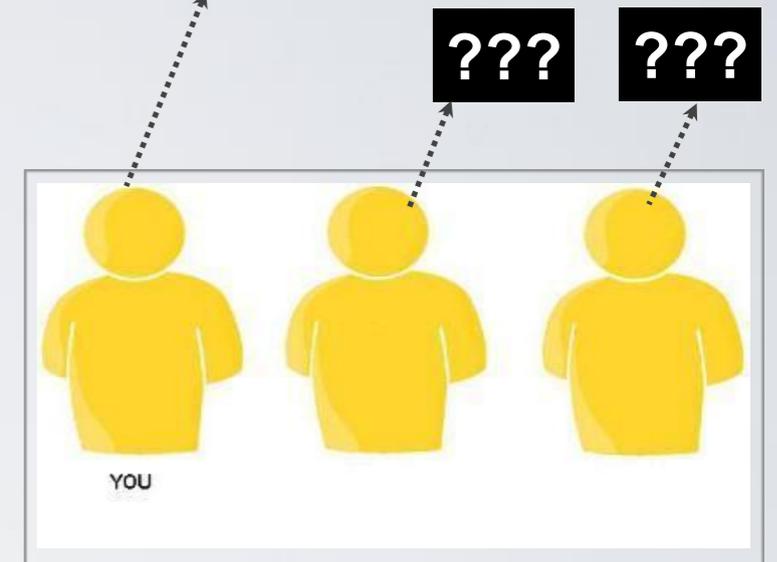
Shared w/ Similar Others

...avoid being incorrect more than 20% of the time...



Shared w/ Different Others

...avoid being incorrect more than 20% of the time...



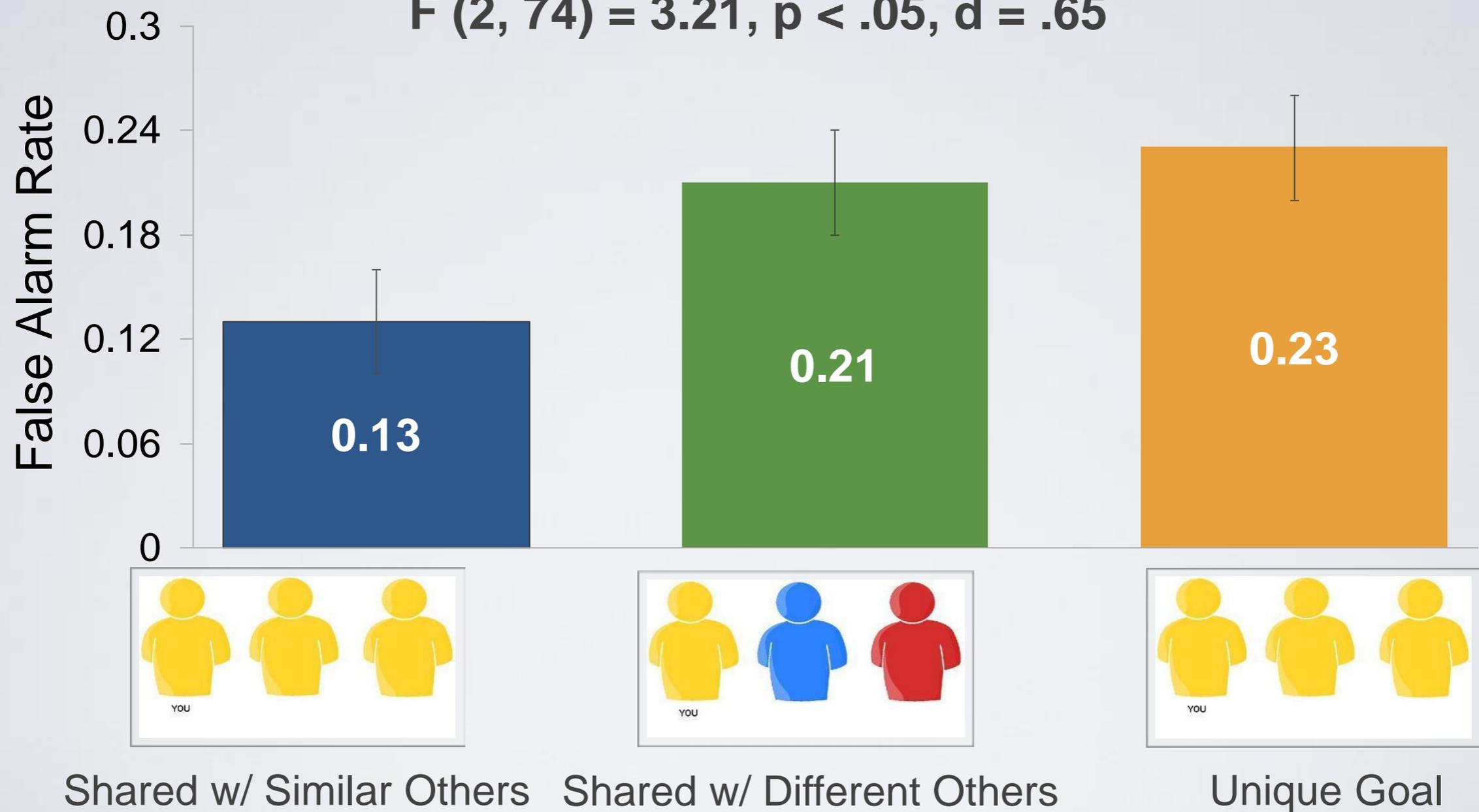
Unique goal

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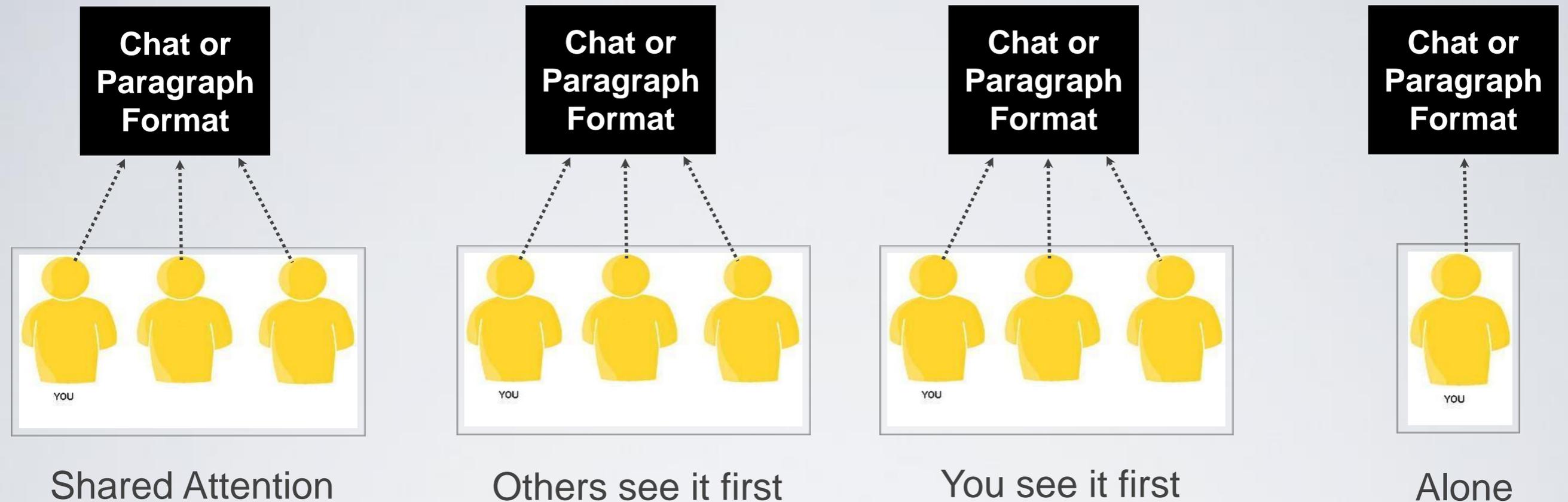
DV: False Alarm Rate

# Goal Pursuit

$F(2, 74) = 3.21, p < .05, d = .65$



# BEHAVIOR

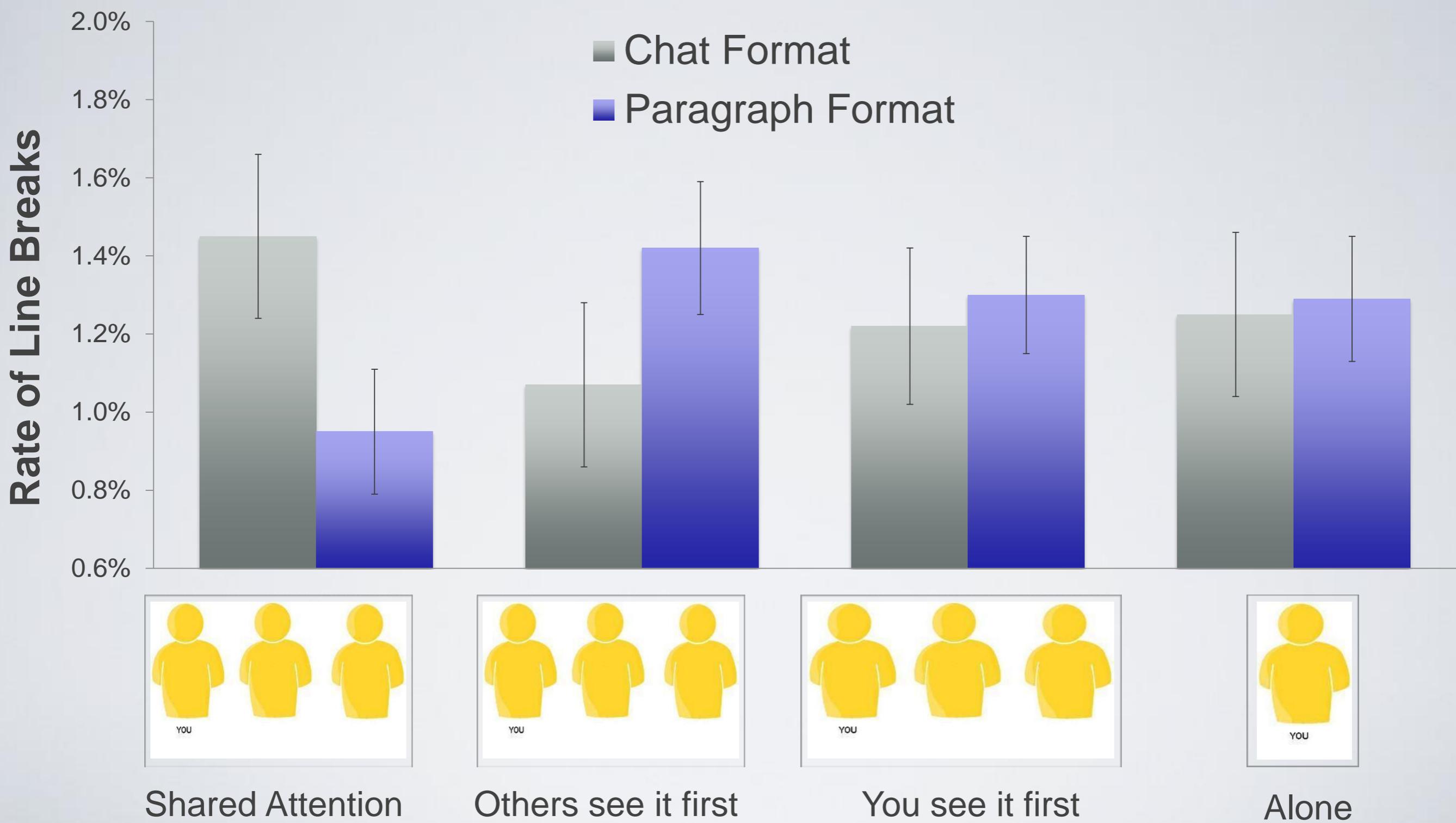


Task: Write about ways in which a common shopping cart can be improved

Measure Prevalence of Chat vs. Paragraph Format in Writing  
(% of line breaks in total text)

# Behavioral Learning

$F(1, 310) = 5.56, p < .05$



Shared Attention

Others see it first

You see it first

Alone

Shteynberg & Apfelbaum, *SPSS*, 2013

# Mass! Shared Attention



House Hearing  
Recorded 10/1/2015

Current  
LIVE  
Connected  
Viewers

97



U.S. HOUSE 2015 FEDERAL BUDGET

REP. ROSA DeLAURO  
D-Connecticut, 3rd District  
New Haven

C-SPAN  
c-span.org

HD

WATCH SUPREME COURT HEALTH CARE ARGUMENT: SEVERABILITY NOW C-SPAN3

# Study 1, 116 participants

- **Conditions:**

- a) Live 100

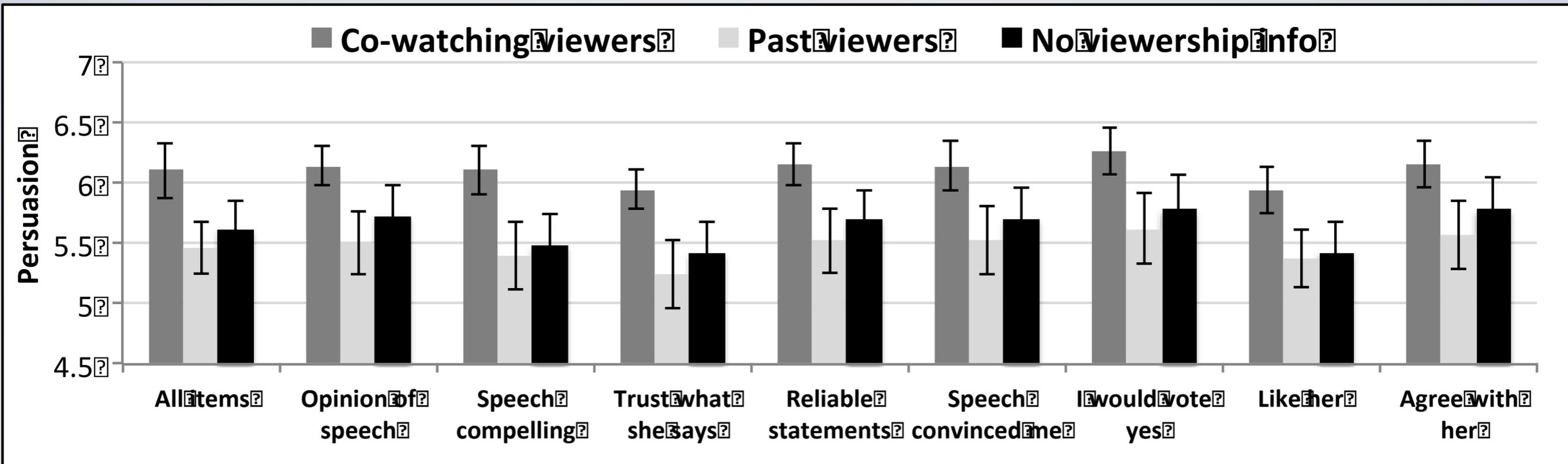
- b) Recorded 100

- c) Recorded

- **DV: Persuasion**

The screenshot displays the C-SPAN website interface. At the top, there are navigation tabs for "VIDEOS" and "RADIO", a "MYC-SPAN LOGIN" button, and social media icons. The C-SPAN logo is prominently displayed with the tagline "Created by Cable". Below the logo is a search bar with a dropdown menu set to "ALL" and a search button. To the right of the search bar are links for "Schedule", "Series", and "Congress". The main content area features a video player titled "U.S. House: Legislative Business". The video shows a woman with glasses and a scarf speaking at a podium. In the top right corner of the video player, it says "Current LIVE Connected Viewers 98". The C-SPAN logo and "HD" indicator are visible in the bottom right corner of the video player. A red "WATCH" button is overlaid on the video, with the text "SUPREME COURT HEALTH CARE ARGUMENT: SEVERABILITY NOW C-SPAN3". The footer of the page is divided into four columns: "ABOUT C-SPAN" with links for Mission, History, Leadership, Jobs, and In The Community; "RESOURCES" with links for C-SPAN Classroom, Blog, Series A-Z, Radio Specials, and Press Center; "MyC-SPAN Login" with a "C-SPAN Radio App" download link; and "FOLLOW C-SPAN" with social media icons for Twitter, Facebook, Google+, Pinterest, and YouTube.

# Study 1 Results



$t(113) = -2.00, p = .05$

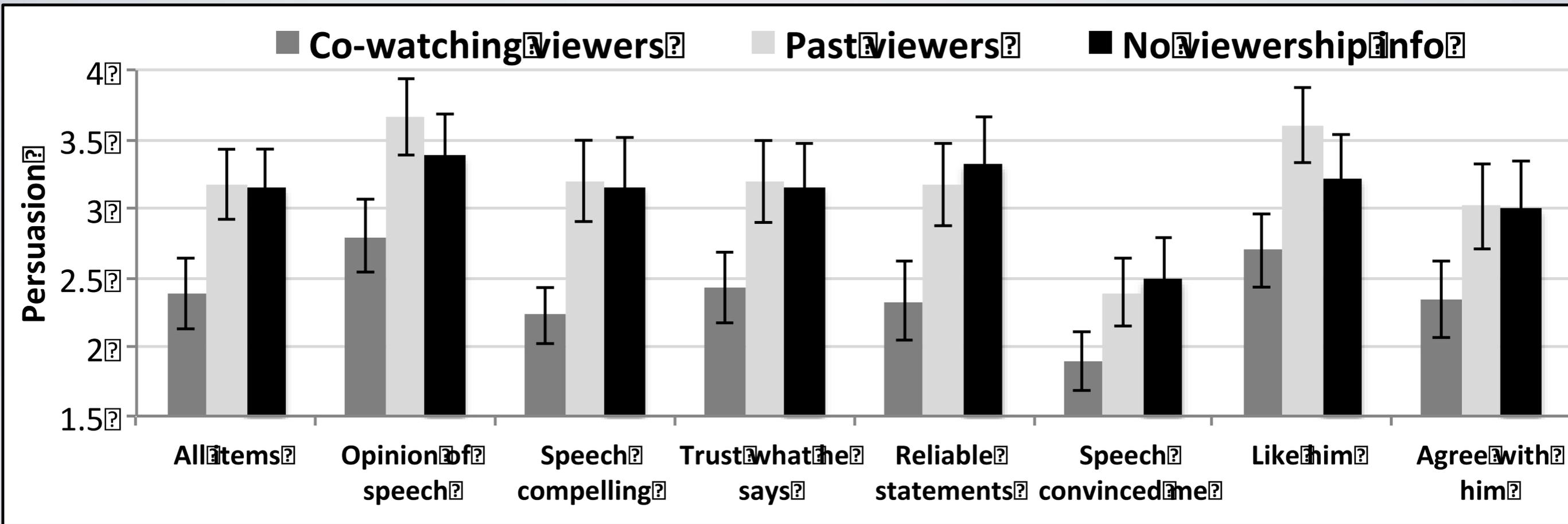
# Study 4, 118 participants

- **Conditions:**
  - a) Live 100 (rec. stream)
  - b) Recorded 100
  - c) Recorded

- **DV: Persuasion**

The screenshot displays the C-SPAN website interface. At the top, there are navigation tabs for 'VIDEOS' and 'RADIO', a 'MYC-SPAN LOGIN' button, and social media icons. The main header features the 'C-SPAN' logo with the tagline 'Created by Cable', a search bar with the placeholder 'Search the Video Library', and links for 'Schedule', 'Series', and 'Congress'. Below the header, the page title is 'U.S. House: Legislative Business'. The central video player shows a man in a suit speaking at a podium in a legislative chamber. A 'Current LIVE Connected Viewers 98' badge is overlaid on the top right of the video. A 'C-SPAN2' logo is visible in the bottom right corner of the video frame. A news ticker at the bottom of the video reads 'NEWS SENATE VOTE TO ADVANCE HOMELAND SECURITY SPENDING BILL BY 9:15pm ET'. The footer contains four columns of links: 'ABOUT C-SPAN' (Misson, History, Leadership, Jobs, >In The Community), 'RESOURCES' (C-SPAN Classroom, Blog, Series A-Z, Radio Specials, Press Center), 'MyC-SPAN Login' (C-SPAN Radio App, Download), and 'FOLLOW C-SPAN' (Twitter, Facebook, Google+, Pinterest, YouTube).

# Study 4 Results



$t(115) = 2.43, p = .02$

Shteynberg, Bramlett, Fles, Cameron,  
*JPSP*, 2016

# Study 5, 280 participants

- **Conditions:**

a) Live 100

b) Live 10

c) Live 3

d) Live 0

- **DVs:**

a) Recall Memory

b) Persuasion

VIDEOS RADIO MYC-SPAN LOGIN

**C-SPAN** ALL Search the Video Library Schedule Series Congress

U.S. House: Legislative Business

Current LIVE Connected Viewers 98

C-SPAN HD

WATCH SUPREME COURT HEALTH CARE ARGUMENT: SEVERABILITY NOW C-SPAN3

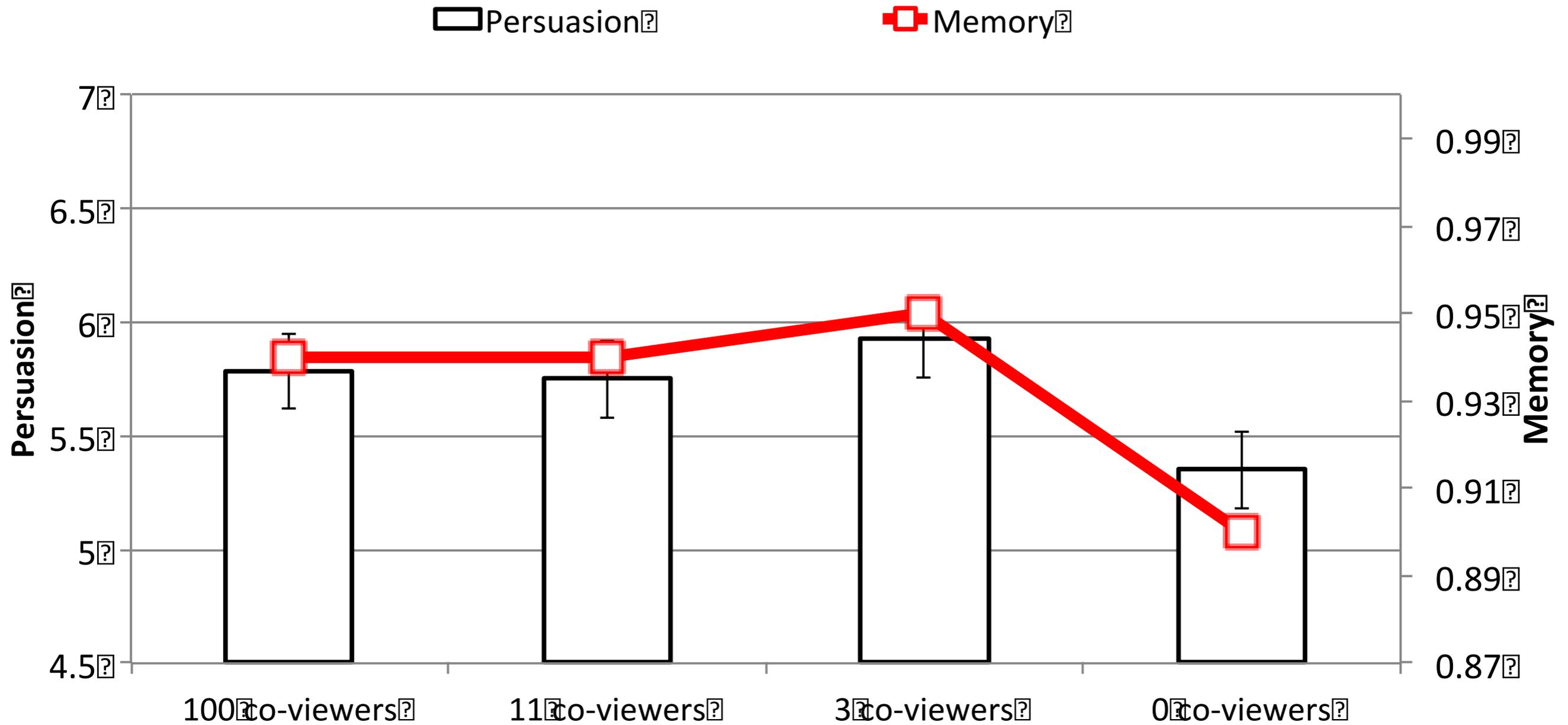
ABOUT C-SPAN: Misson, History, Leadership, Jobs, >In The Community

RESOURCES: C-SPAN Classroom, Blog, Series A-Z, Radio Specials, Press Center

MyC-SPAN Login: C-SPAN Radio App, Download

FOLLOW C-SPAN: Twitter, Facebook, Google+, Pinterest, YouTube

# Study 5 Results



Persuasion:  $t(276) = -2.43, p = .02$

Memory:  $t(276) = -2.51, p = .01$

Shteynberg, Bramlett, Fles, Cameron, *JPSP*,  
2016

VIDEOS RADIO MY C-SPAN LOGIN

**C-SPAN** Created by Cable ALL  Schedule Series Congress

U.S. House: Legislative Business

**LIVE FEED**

**Currently Connected 100 Viewers**

**U.S. HOUSE 2017 FEDERAL BUDGET**  
**REP. ROSA DeLAURO**  
 D-Connecticut, 3rd District  
 New Haven

**C-SPAN** c-span.org **HD**

**WATCH** SUPREME COURT HEALTH CARE ARGUMENT: SEVERABILITY NOW C-SPAN3

**ABOUT C-SPAN**

- [Watch](#)
- [History](#)
- [Leadership](#)
- [Join](#)
- [Win The Community](#)

**RESOURCES**

- [C-SPAN Classroom](#)
- [Blog](#)
- [Series A-Z](#)
- [Radio Specials](#)
- [Press Center](#)

**My C-SPAN Logos**

- [C-SPAN Classroom](#)
- [C-SPAN Radio App](#)

**FOLLOW C-SPAN**

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [LinkedIn](#)



# The Pursuit of Shared Attention

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- Do people **seek out** shared attention?
- Are people more likely to attend if others are **currently attending** vs. attended in the **near past**?
- How does **the number** of attending others moderate this relationship?

# SHARED ATTENTION as a GOAL

Please take this 5-minute survey so that we may learn about your future experiences

Thank you,  
Tennessee Theatre

 **133** RESPONDERS THIS WEEK

CONTINUE ►

Please take this 5-minute survey so that we may learn about ways to improve your future experiences at the Theatre.

Thank you,  
Tennessee Theatre

 **36** CURRENTLY RESPONDING

CONTINUE ►

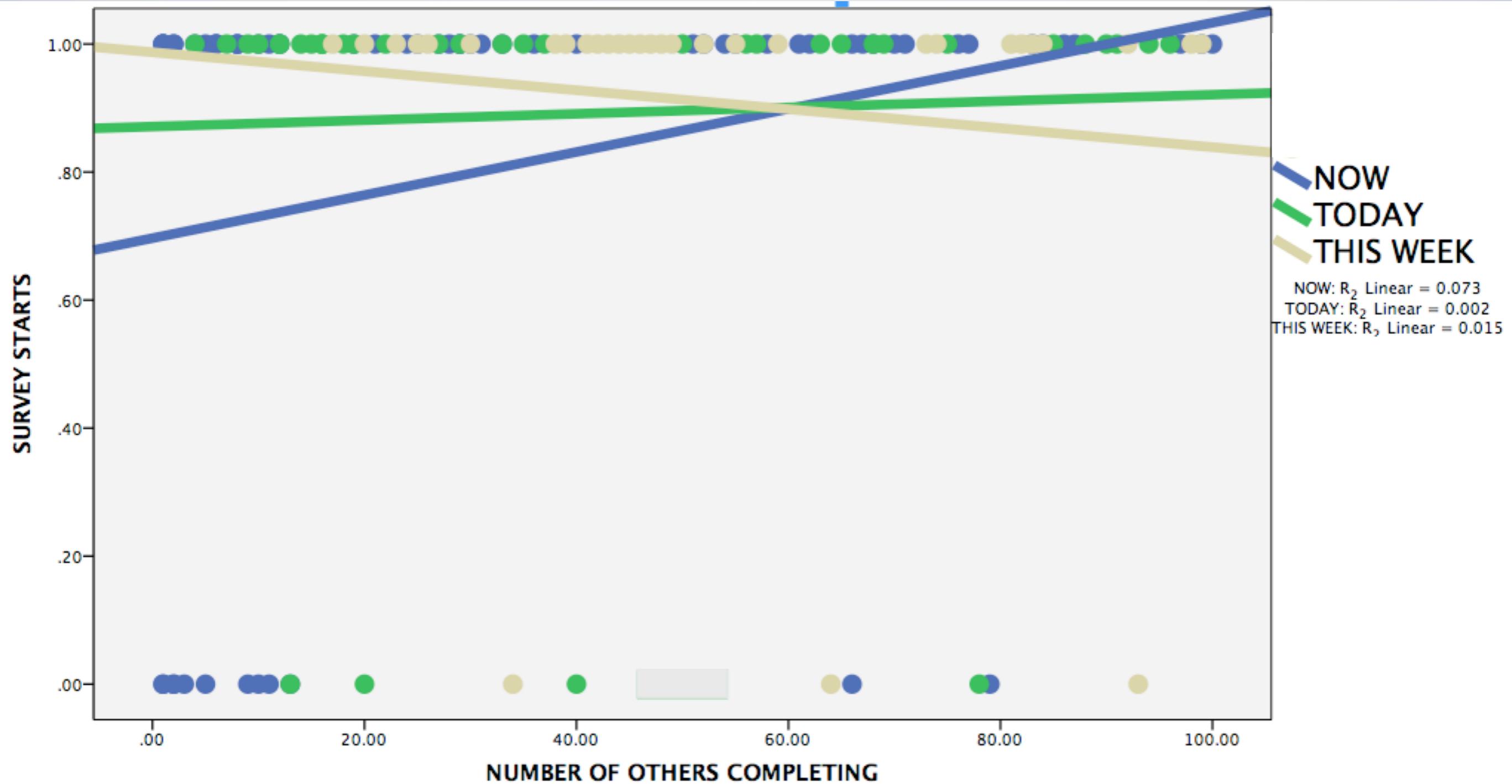
Please take this 5-minute survey so that we may learn about ways to improve your future experiences at the Theatre.

Thank you,  
Tennessee Theatre

 **36** RESPONDERS TODAY

CONTINUE ►

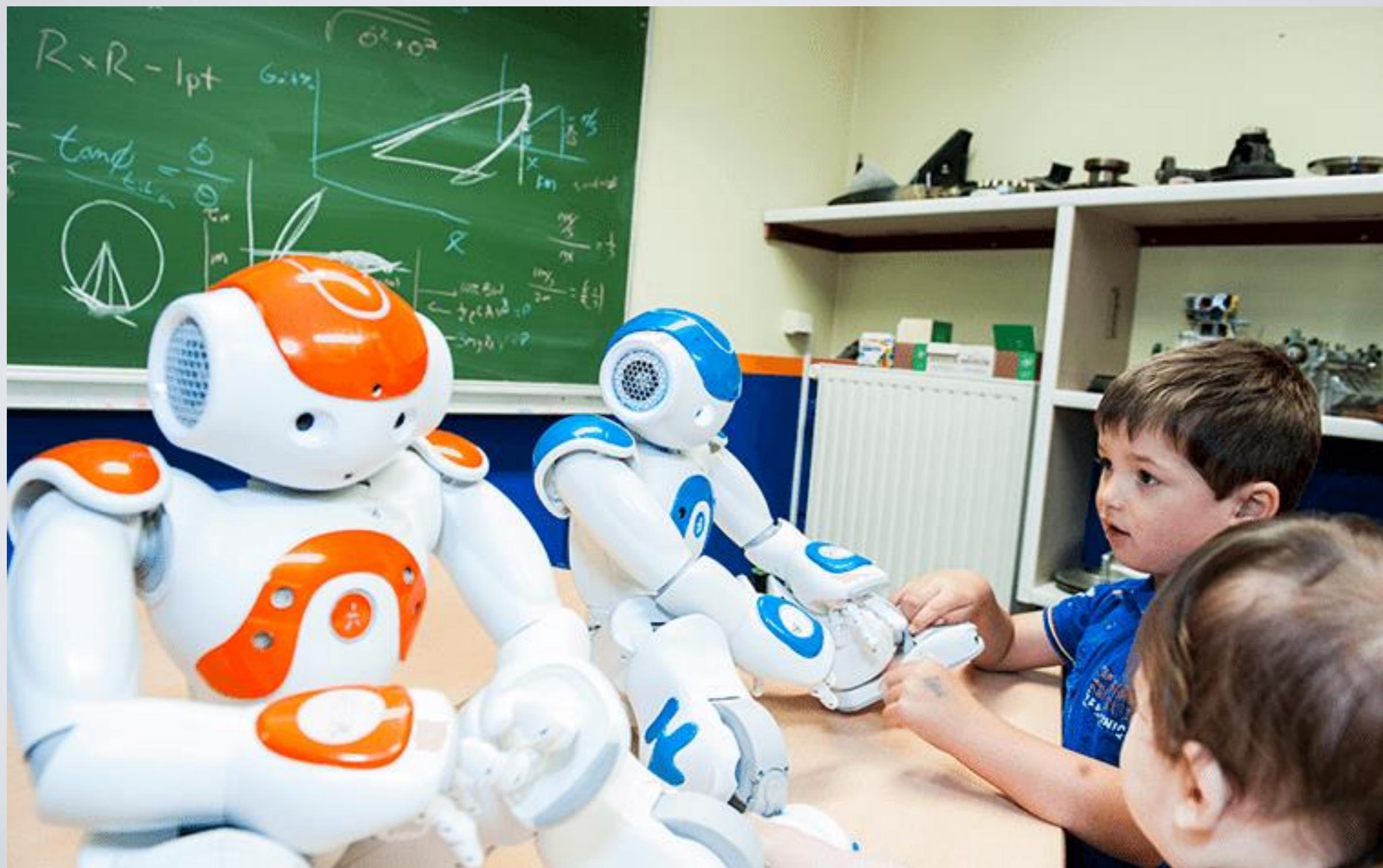
# DATA SO FAR



# A Better Online Class



# A More Human Robot



# Understanding Online Distraction



**THANK YOU!**