

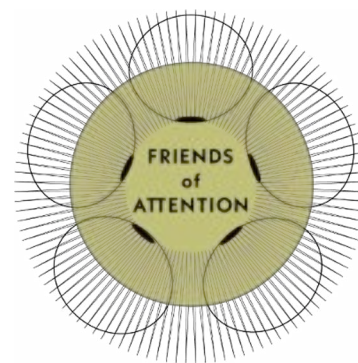
# Politics of Attention VI

## Attention and the Law

August 5-10 2024

Eugene O'Neill Center • Waterford, CT

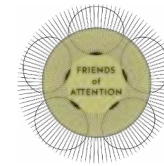
Alyssa Loh (co-organizer) • Amalia Mayorga • Brooke Holmes • Christine Chi • D. Graham Burnett (co-organizer) • David Landes • Evie Mitchell • Jonah Ginsburg • Mihir Kshirsagar • Peter Schmidt (co-organizer) • Vitória Oliveira





NEW LONDON →





# Politics of Attention

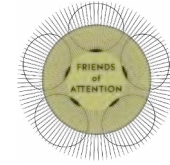
How to create attention  
as a political issue?

How should/can our  
attention activism engage  
with the policy space?

# Policies for Attention



# When we gain a vocabulary in law, we can imagine new legal futures



- Nationalize Data
- Federal wants to slow fees - Adding friction
  - IRL spaces (privacy)
- Attention as a component of "free speech" → Disclosure, etc
- Regulate data the way we regulate commodities/assets
- Legally define slate of "attention capture technologies"
- Terms of service agreements have to specify this Attention Capture Tech
- Attention Sanctuaries - "ZONING" Laws / Regs
- Digital Health (Privacy Licenses)
- "Dark Patterns" should be illegal
- Digital sample PE is required in schools
- Break up tech monopolies

## **The Kids Online Safety Act of 2022**

*Senator Richard Blumenthal (D-CT) & Senator Marsha Blackburn (R-TN)*

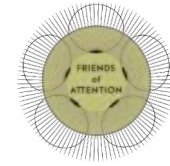
**The Kids Online Safety Act (KOSA) empowers kids and parents to take control over kids' online experiences to better protect their health and well-being.**

### **The Problem**

Over the past decade, we have witnessed a teenage mental health crisis in America—skyrocketing suicide rates, hospitalizations for self-harm, and depression among children and teens. This decade alone, suicide and hospital admissions for self-harm have doubled among younger teen girls.

As five hearings in the Subcommittee on Consumer Protection, extensive academic research, media reporting, and heartbreaking stories from families have shown, social media platforms play a role in the mental health crisis for children and teens. Social media can foster body image issues, create addiction-like patterns of use, promote products that are harmful or illegal for young audiences, and fuel destructive bullying. The vital importance of mitigating the harmful effects of social media has been made all the more urgent by the pandemic as more educational and social activities have moved online.

# Policy can have multiple tools for multiple goals



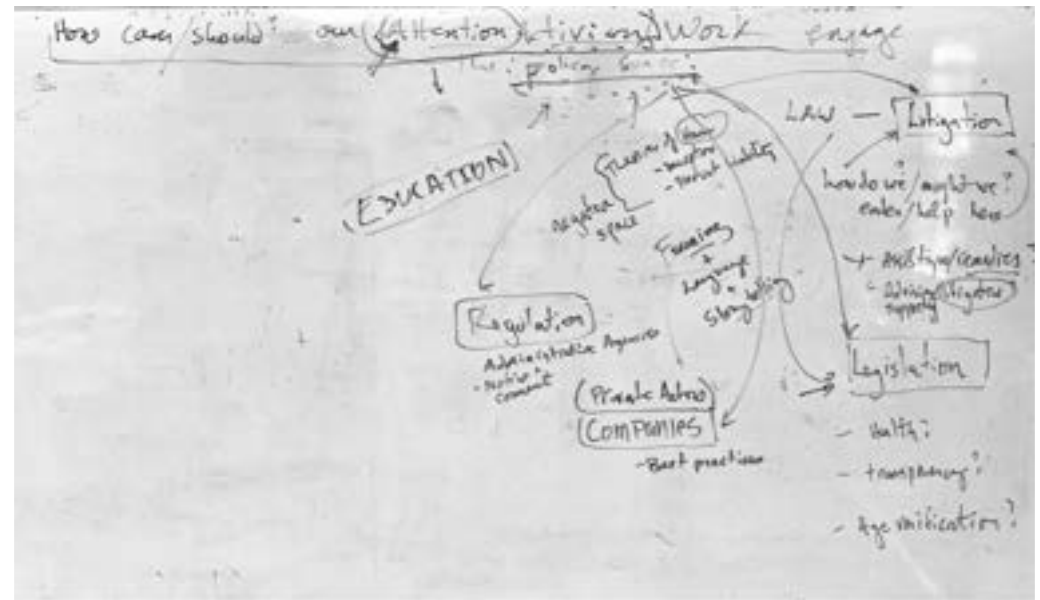
Regulation

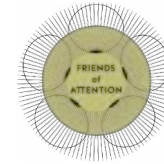
Litigation

Legislation

Private enforcement

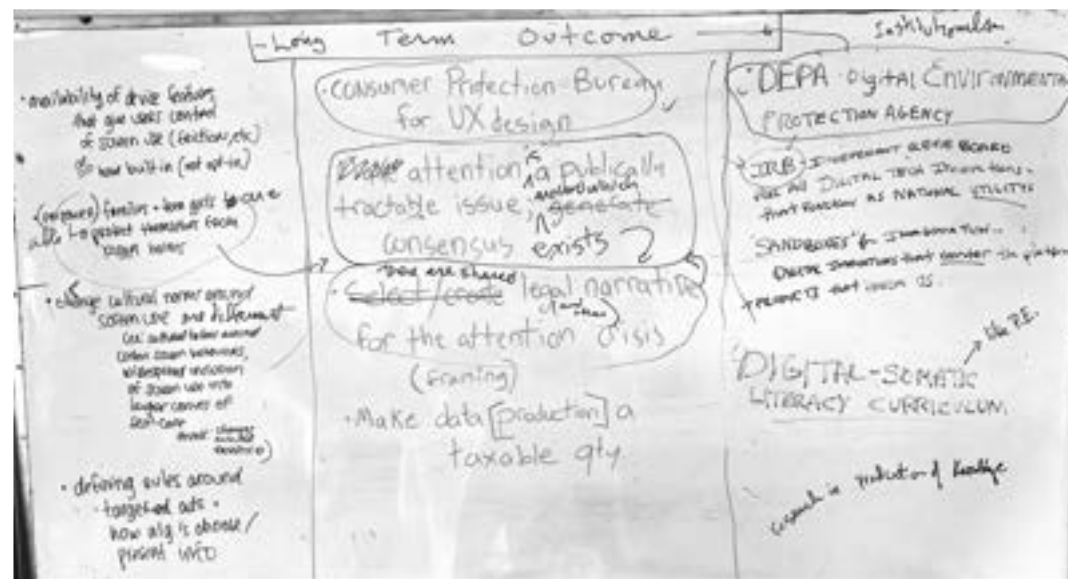
Education

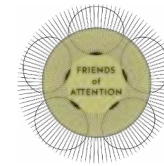




# What could be our goal(s)?

Attention is (becomes) a publicly tractable issue around which broad consensus exists





# Past

Regulation in other industries

Social movements for other causes

# Present

Digital platforms that advocate for self-regulation and personal responsibility of users

Interaction with privacy issues

Attention activism with a positive agenda and strong framing and educational skills

# Future

Attention is (becomes) a publicly tractable issue around which broad consensus exists

Theories of change

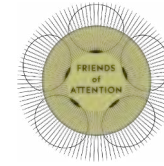
Tools  
Obituary Exercise

Power Mapping

Strategic Planning Process



# A look into our exercises



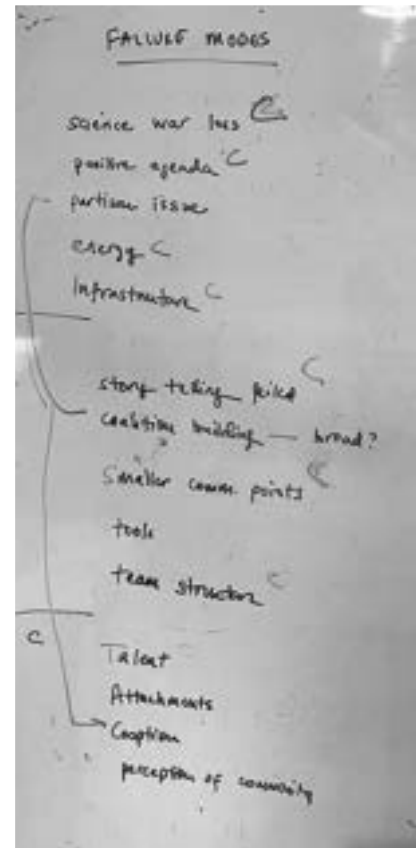
Matrix of Theories

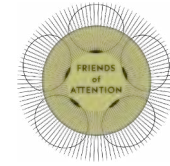
HOW CHANGE HAPPENS WHICH THEORETICAL FRAMEWORKS

THEORETICAL FRAMEWORK	HOW CHANGE HAPPENS	WHICH THEORETICAL FRAMEWORKS
1. Rational choice theory	Individuals act in a rational way to maximize their utility.	1. Rational choice theory
2. Social network theory	Individuals act in a rational way to maximize their utility, but their utility is affected by the actions of others in their social network.	2. Social network theory
3. Institutional theory	Individuals act in a rational way to maximize their utility, but their utility is affected by the institutional environment.	3. Institutional theory
4. Resource dependence theory	Individuals act in a rational way to maximize their utility, but their utility is affected by their dependence on resources from other organizations.	4. Resource dependence theory
5. Stakeholder theory	Individuals act in a rational way to maximize their utility, but their utility is affected by the interests of their stakeholders.	5. Stakeholder theory
6. Diffusion of innovation theory	Individuals act in a rational way to maximize their utility, but their utility is affected by the diffusion of innovation from other individuals.	6. Diffusion of innovation theory
7. Diffusion of innovation theory (continued)	Individuals act in a rational way to maximize their utility, but their utility is affected by the diffusion of innovation from other individuals.	7. Diffusion of innovation theory (continued)
8. Diffusion of innovation theory (continued)	Individuals act in a rational way to maximize their utility, but their utility is affected by the diffusion of innovation from other individuals.	8. Diffusion of innovation theory (continued)
9. Diffusion of innovation theory (continued)	Individuals act in a rational way to maximize their utility, but their utility is affected by the diffusion of innovation from other individuals.	9. Diffusion of innovation theory (continued)
10. Diffusion of innovation theory (continued)	Individuals act in a rational way to maximize their utility, but their utility is affected by the diffusion of innovation from other individuals.	10. Diffusion of innovation theory (continued)

*Handwritten notes on the right side of the table:*

- Higher level is "membership"





**Politics of no** can be effective in getting people together, but **politics of yes** can help us grow hope and focus towards an agenda

what we are good at/theories of change

How could we "train" someone to start a community of ATTENTION ACTIVISTS in their city?

What would you put in a "starter kit" for these prospective ATTENTION ACTIVIST community leaders?