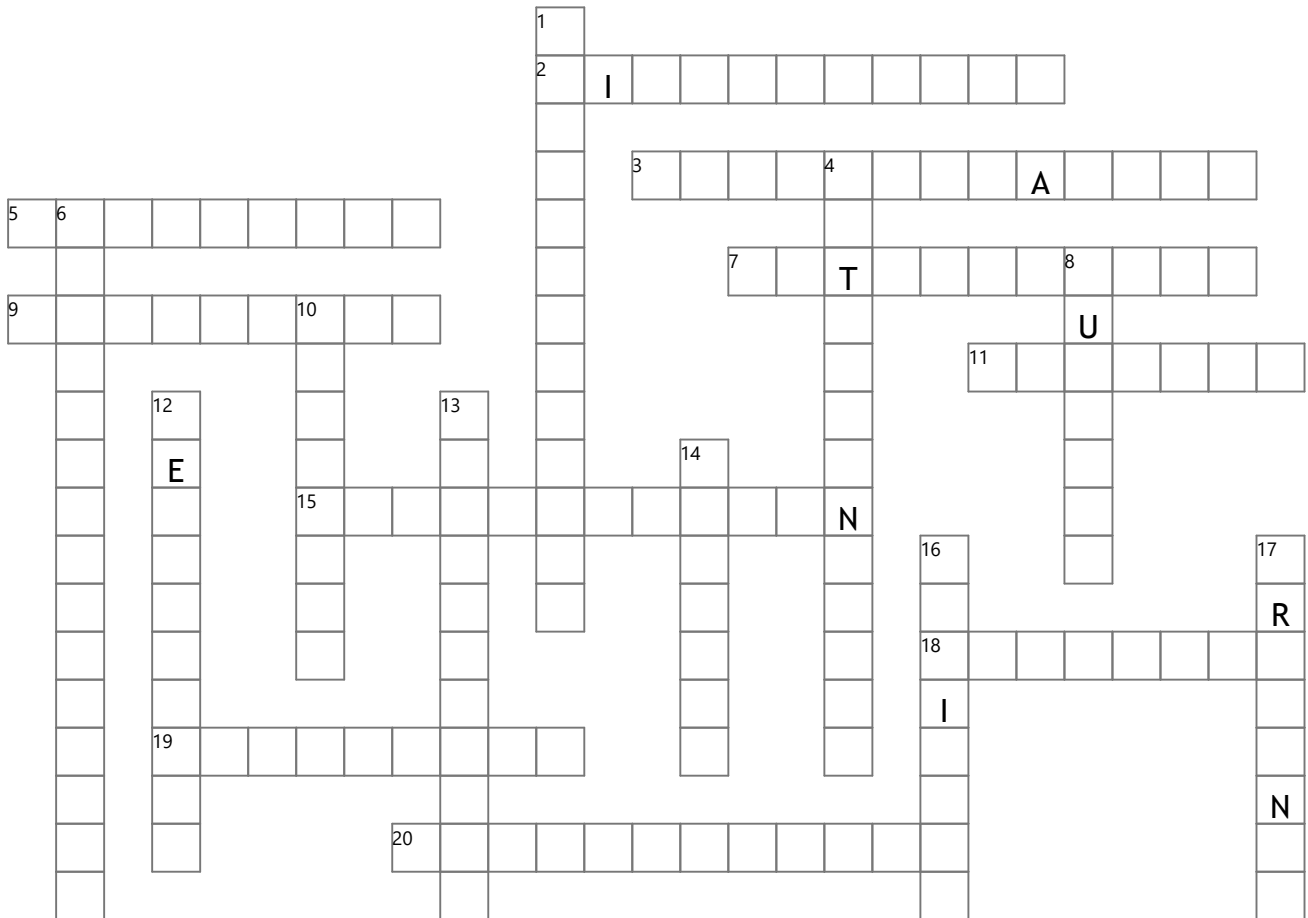


# The Attention Economy and the Mind

1. Using the Across and Down clues, write the correct words in the numbered grid below. You can find the Word Bank after the puzzle, but beware, there are some distractor words that are not used in the puzzle.



## ACROSS

- The practice of paying deliberate, non-judgmental attention to the present moment – often recommended as a response to distraction, though critics argue it addresses the symptom rather than the structural cause.
- The state of being broken into disconnected pieces – applied to thinking, it describes how constant interruption leaves knowledge incomplete, unconnected, and harder to use.
- The tendency to form strong loyalty to your own group and distrust or hostility toward outsiders – a deep human instinct that online platforms tend to amplify rather than reduce.

## DOWN

- The process of making something louder or more widely distributed – in the context of social media, the way platforms spread certain content further than others based on how much emotional reaction it generates.
- The ability to think about your own thinking – to notice how your mind works, recognize when you are distracted, and reflect on your own reasoning processes.
- McLuhan's term for the way electric and digital media push people back toward tribal, collective, emotional identities after print culture had moved them toward individual reasoning – visible today in the rise of group identity politics online.

7. Giving a task or responsibility to an external party instead of doing it yourself – applied to memory, it means relying on devices to store and retrieve information rather than holding it in your own mind.
9. The mental focus and awareness you give to something at any given moment – the resource that technology companies compete to capture and keep.
11. A short story that teaches a moral lesson – a form the EduStory commentary specifically rejected in favor of ambiguity, preferring to show complexity rather than deliver a tidy message.
15. A signal – visual, sound, or vibration – from an app or device designed to interrupt what you are doing and pull your attention toward something the platform wants you to see.
18. A chemical in the brain associated with motivation and anticipation – it fires when you expect a reward, making you want to keep checking for something good even when you know nothing is there.
19. A set of computational rules a platform uses to decide what content to show you, in what order, and how prominently – with the goal of keeping you engaged as long as possible.
20. The process of splitting into two opposing, increasingly extreme groups with very little common ground – something that research suggests is accelerated by how social media algorithms favor content that triggers strong emotions.
8. Carefully selected, arranged, and presented – borrowed from the art world, it now describes how people choose which parts of their lives to show online.
10. Having no end or limit – used to describe the endless scroll design of social media feeds, which removes any natural stopping point that might prompt a user to put the app down.
12. Done with intention and careful thought, as opposed to automatically or out of habit – a quality that the 'What Now?' framework argues should be at the center of your relationship with technology.
13. Input or experience that activates the mind and senses – something the digital world provides in such constant supply that the absence of it has become uncomfortable for many people.
14. The gradual weakening or loss of a skill, capacity, or ability through lack of use – something that can happen to memory, focus, or even empathy when they are not regularly exercised.
16. Material that slowly settles to the bottom of a body of still water – used in the story as a metaphor for the gradual accumulation of thought that only happens when the mind is given space and quiet.
17. The quality of being fully engaged with and aware of the current moment, the people around you, and the task at hand – the opposite of being physically somewhere while mentally elsewhere.

A. NOTIFICATION  
 D. ATROPHY  
 G. STIMULATION  
 J. MINDFULNESS  
 M. INFINITE  
 P. FRAGMENTATION  
 S. OUTSOURCING

B. ATTENTION  
 E. SEDIMENT  
 H. AMPLIFICATION  
 K. TRIBALISM  
 N. DELIBERATE  
 Q. POLARIZATION  
 T. PARABLE

C. DOPAMINE  
 F. RETRIBALIZATION  
 I. ALGORITHM  
 L. METACOGNITION  
 O. PRESENCE  
 R. CURATED

2. Find the hidden words. The words have been placed horizontally, vertically, or diagonally. When you locate a word, draw an ellipse around it.

B	Y	L	E	V	P	P	F	F	G	U	J	E	R	U	S	R	T	M	C
N	N	W	W	T	B	W	N	R	S	E	I	T	A	F	D	U	O	I	D
O	L	E	N	B	H	H	S	A	V	A	T	T	E	N	T	I	O	N	R
I	M	T	O	I	R	E	A	G	P	O	W	E	F	K	H	H	X	L	W
T	M	T	E	B	E	W	A	M	P	L	I	F	I	C	A	T	I	O	N
A	F	K	N	I	T	H	O	E	M	P	O	A	F	F	A	Y	P	Z	P
C	A	Q	O	Y	R	J	C	N	O	U	T	S	O	U	R	C	I	N	G
I	M	I	N	F	I	N	I	T	E	T	D	X	Q	Q	K	C	V	Z	R
F	E	P	O	Q	B	O	D	A	A	U	W	S	A	C	G	U	Q	E	E
I	T	E	I	S	A	C	G	T	S	L	P	Y	V	X	W	R	S	N	N
T	A	N	T	S	L	X	V	I	T	D	G	R	P	A	R	A	B	L	E
O	C	I	A	E	I	H	U	O	I	E	A	O	E	E	K	T	X	W	M
N	O	M	Z	N	Z	F	T	N	M	L	T	S	R	S	A	E	O	P	S
K	G	A	I	L	A	K	L	E	U	I	R	E	T	I	E	D	I	P	I
L	N	P	R	U	T	R	T	Y	L	B	O	D	P	B	T	N	R	S	L
U	I	O	A	F	I	M	Y	H	A	E	P	I	D	B	S	H	C	S	A
V	T	D	L	D	O	A	R	H	T	R	H	M	D	G	B	X	M	E	B
D	I	P	O	N	N	M	V	N	I	A	Y	E	J	S	D	K	Y	C	I
G	O	C	P	I	J	F	C	T	O	T	E	N	C	S	U	T	L	O	R
S	N	S	Q	M	E	B	A	M	N	E	F	T	Q	W	U	Z	P	V	T

FRAGMENTATION  
 OUTSOURCING  
 POLARIZATION  
 RETRIBALIZATION  
 ALGORITHM  
 STIMULATION  
 NOTIFICATION

PARABLE  
 PRESENCE  
 ATTENTION  
 INFINITE  
 ATROPHY  
 SEDIMENT  
 METACOGNITION

MINDFULNESS  
 DELIBERATE  
 CURATED  
 AMPLIFICATION  
 TRIBALISM  
 DOPAMINE

For each question below a number of similar words appear, but only one is spelled correctly and matches the clue that is provided. Write the letter of the correctly spelled word in the space by the question number.

3. \_\_\_ A. MINDFULNESS B. MINDFULBESS C. MINDFULNESSE D. MINDFULNEKS  
awareness, presence, attentiveness, conscious focus
4. \_\_\_ A. STIHULATION B. STIMULATION C. STIMULATIONE D. STIMULANION  
excitement, activation, arousal, input
5. \_\_\_ A. POLARIZATIEN B. POLARIZATION C. POLARIZATIONE D. POLORIZATION  
division, extremism, partisanship, radicalization
6. \_\_\_ A. DELIBERATE B. DYLIBERATE C. DELIBERATEE D. DELIBIRATE  
intentional, purposeful, conscious, considered
7. \_\_\_ A. ATTENTIYN B. ATTENTIUN C. ATTENTION D. ATTENTIONE  
focus, concentration, awareness, notice
8. \_\_\_ A. ALGORIWHM B. ALGORITHM C. ALGORITHMHE D. ALGARITHM  
formula, system, protocol, process
9. \_\_\_ A. OUTSOURCENG B. OUTSOURCINGE C. OUTSOURCING D. OUTSOURCISG  
delegating, offloading, transferring, externalizing
10. \_\_\_ A. FRAGMENTYTION B. FROGMTANTION C. FRAGMENTATION D. FRAGMENTATIONE  
disintegration, dispersal, breakdown, splintering
11. \_\_\_ A. PARABXE B. PARABLE C. PAQABLE D. PARABLEE  
allegory, fable, moral tale, instructive story
12. \_\_\_ A. NOTIFICAWION B. NOTIFICATIONE C. NOTIFICATION D. NOTYFICATION  
alert, signal, prompt, reminder
13. \_\_\_ A. AMPLIFICATION B. AMPLIFICATIOM C. AMPLIFICATIONE D. AMPLIFICATIYN  
magnification, intensification, escalation, spread
14. \_\_\_ A. CUZATED B. CURATEDE C. CURACED D. CURATED  
selected, filtered, edited, composed
15. \_\_\_ A. DOZAMINE B. DOPAMINEE C. DOPIMINE D. DOPAMINE  
neurotransmitter, reward chemical
16. \_\_\_ A. TRIBAFISM B. TPIBALISM C. TRIBALISME D. TRIBALISM  
partisanship, clannishness, sectarianism, factionalism
17. \_\_\_ A. RETRIBALIZAJION B. RETRIBALIZATIOD C. RETRIBALIZATIEN D. RETRIBALIZATION  
re-tribalization, collective identity return
18. \_\_\_ A. INFINATE B. INFINOTE C. INFINITEE D. INFINITE  
endless, limitless, unending, boundless

19. \_\_\_ A. MATACOGNITION B. METACOGNITIIN C. METACOGNITIONE D. METACOGNITION  
**self-reflection, introspection, self-awareness, reflective thinking**
20. \_\_\_ A. PRESELCE B. PRESENCE C. PRESENCEE D. PRESENCO  
**attentiveness, engagement, mindfulness, being here**
21. \_\_\_ A. SEDIMENTE B. SEDIMENT C. SEDIMEQT D. SEDIMETT  
**deposit, residue, accumulation, layer**
22. \_\_\_ A. ATROPHYE B. ATROPHY C. ATROGHY D. ATRUPHY  
**deterioration, decline, weakening, degeneration**

From the words provided for each clue, provide the letter of the word which best matches the clue.

23. \_\_\_\_ Political \_\_\_\_ had reached the point where people struggled to imagine how anyone could hold the opposite view.  
A. ATROPHY B. POLARIZATION C. SEDIMENT D. DOPAMINE
24. \_\_\_\_ His ability to read long articles without distraction had begun to \_\_\_\_ after years of only scanning headlines.  
A. MINDFULNESS B. ATROPHY C. RETRIBALIZATION D. POLARIZATION
25. \_\_\_\_ After she liked a few cooking videos, the \_\_\_\_ filled her entire feed with recipe content.  
A. ALGORITHM B. INFINITE C. NOTIFICATION D. PARABLE
26. \_\_\_\_ The \_\_\_\_ of navigation to GPS apps had left many people unable to find their way around their own cities.  
A. METACOGNITION B. DELIBERATE C. OUTSOURCING D. CURATED
27. \_\_\_\_ The \_\_\_\_ scroll was a design decision that turned what would have been a five-minute check into a two-hour session.  
A. INFINITE B. FRAGMENTATION C. TRIBALISM D. ATTENTION
28. \_\_\_\_ The design of the app deliberately exploited \_\_\_\_ pathways to make users check it compulsively.  
A. PRESENCE B. AMPLIFICATION C. DOPAMINE D. ALGORITHM
29. \_\_\_\_ Her carefully \_\_\_\_ social media presence showed a life of travel and achievement, none of the ordinary days.  
A. OUTSOURCING B. CURATED C. FRAGMENTATION D. STIMULATION
30. \_\_\_\_ The author worried the story would read as a \_\_\_\_ and deliberately chose an ending that resisted easy resolution.  
A. ATTENTION B. METACOGNITION C. TRIBALISM D. PARABLE
31. \_\_\_\_ She began a daily \_\_\_\_ practice not to become serene, but to reclaim some control over where her attention went.  
A. POLARIZATION B. DELIBERATE C. MINDFULNESS D. PARABLE
32. \_\_\_\_ The \_\_\_\_ of his workday into fifty small tasks meant nothing received the sustained attention it needed.  
A. NOTIFICATION B. RETRIBALIZATION C. FRAGMENTATION D. CURATED
33. \_\_\_\_ Good thinking accumulates like \_\_\_\_, slowly and in conditions of relative stillness.  
A. INFINITE B. DOPAMINE C. PRESENCE D. SEDIMENT
34. \_\_\_\_ The entire business model of social media is built around capturing and holding your \_\_\_\_.  
A. ATROPHY B. AMPLIFICATION C. ATTENTION D. SEDIMENT
35. \_\_\_\_ McLuhan predicted the \_\_\_\_ of society through electric media decades before social media made the phenomenon undeniable.  
A. RETRIBALIZATION B. OUTSOURCING C. STIMULATION D. ALGORITHM

36. \_\_\_ She made a \_\_\_\_\_ effort to put her phone away during meals rather than checking it out of reflex.  
A. ATROPHY B. TRIBALISM C. DELIBERATE D. MINDFULNESS
37. \_\_\_ Political \_\_\_\_\_ online has made it nearly impossible to have a nuanced conversation about policy.  
A. OUTSOURCING B. ATTENTION C. METACOGNITION D. TRIBALISM
38. \_\_\_ Strong \_\_\_\_\_ skills allowed her to notice when her attention drifted and bring it back without judgment.  
A. METACOGNITION B. DELIBERATE C. AMPLIFICATION D. CURATED
39. \_\_\_ The \_\_\_\_\_ of outrage by the platform's algorithm was turning minor disagreements into major controversies.  
A. AMPLIFICATION B. DOPAMINE C. STIMULATION D. SEDIMENT
40. \_\_\_ Turning off all unnecessary \_\_\_\_\_ settings was the single change that most improved his ability to focus at work.  
A. NOTIFICATION B. POLARIZATION C. PRESENCE D. FRAGMENTATION
41. \_\_\_ After a week without social media, he realized how accustomed he had become to constant \_\_\_\_\_ and how unsettling its absence felt.  
A. STIMULATION B. INFINITE C. RETRIBALIZATION D. NOTIFICATION
42. \_\_\_ After weeks of practice, she began to recover a quality of \_\_\_\_\_ in conversation that she had not felt in years.  
A. CURATED B. PRESENCE C. ALGORITHM D. PARABLE