

White-hat attention jacking for accessibility, fun, and profit

Chris Atherton





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White-hat attention jacking for accessibility, fun and profit

Chris Atherton

I used to be an academic psychologist
and it ruined user interfaces for me forever

Orienting attention is free
... and automatic



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...

Twitter needs no introduction. More than a decade ago, its founder Jack Dorsey had famously typed out “just setting up my twttr” on the micro-blogging site as its first tweet.



jack 🌐🌐🌐 ✓
@jack

just setting up my twttr

♡ 111K 9:50 PM - Mar 21, 2006

💬 119K people are talking about this

Since then it has come a long way where it has become the voice for many, including the current American President whose rants on the platform have landed him in many controversies (we are still trying to figure what [#Covfefe](#) is). Twitter's impact on the world has

Visual weight is a huge magnet
for attention

Seneste nyt

SENESTE NYT

20 MIN. SIDEN

FC Midtjylland gør Brian Priske til permanent træner

Superligaklubben FC Midtjylland forlænger samarbejdet med Brian Priske og gør ham til permanent træner frem til sommeren 2023. Det oplyser [klubben på Twitter](#).

Brian Priske blev forfremmet fra assistenttræner til midlertidig chefræner, da Kenneth Andersen valgte at stoppe i august.

25 MIN. SIDEN

Aula også misbrugt i Sydøstjyllands Politikreds

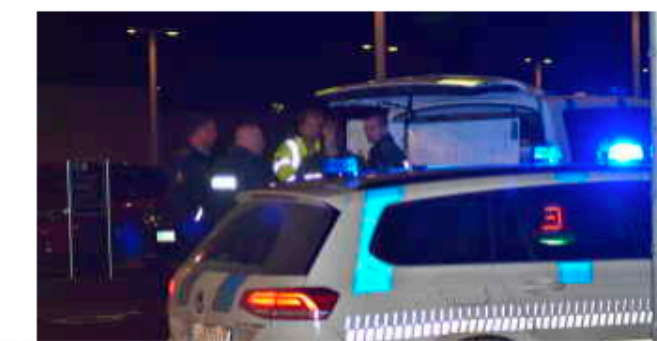
Skoleintranettet Aula er også blevet brugt til at fremsætte trusler mod Juelsminde skole, oplyser Sydøstjyllands Politi.

SYDØSTJYLLANDS **POLITI**

TOPHISTORIER



Pris på F35-hangar stiger og stiger: Bygningerne her koster nu 1,1 milliard kroner



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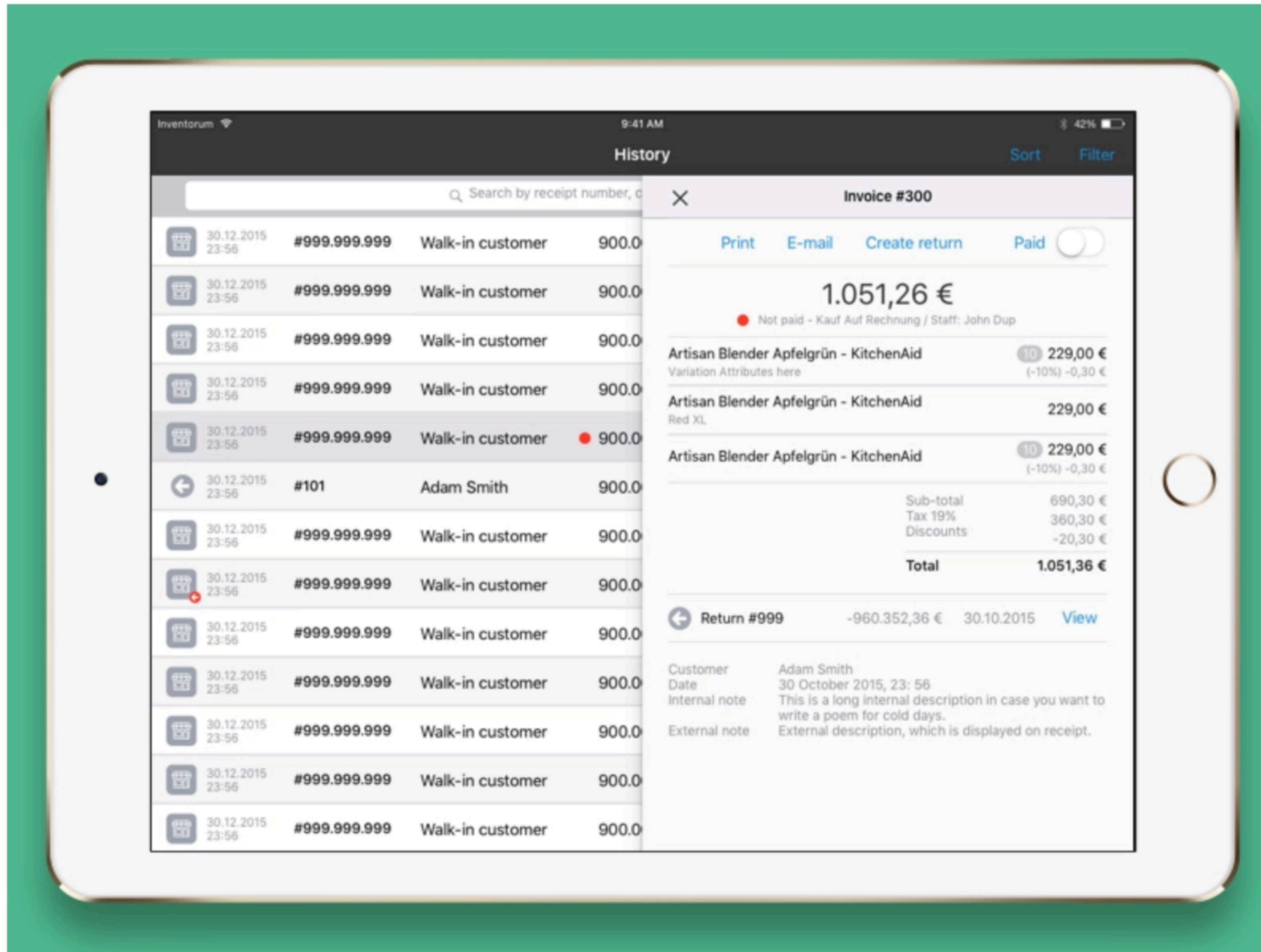


History list and details

by [Malin Sofrone](#)

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R h Y t M a n D

t E m p O

A r E e v e

r y t H i n G



Lead-acid batteries have the highest recycling rate of any product sold in the United States. This is because of the ease of returning a used battery when purchasing a new battery and the value of the lead and plastic components of the used battery.

The Bad Boy ETV is emission free. This means zero tailpipe pollution; no PM10's, no nitrogen oxide, no carbon monoxide and no carbon dioxide.

Battery Electric Vehicles (EV's) are by far the most efficient vehicles in the world and use 3-4 times LESS energy than hydrogen fuel cell cars.

EV's powered by the US electrical grid are cleaner than gas, E85, biodiesel & fuel cells.

Many governments offer tax incentives for electric vehicle purchases.

Enough excess generating capacity exists at night in the U.S. to charge 180 million EV's without adding any new capacity (no new coal or nuclear power plants). U.S. Department of Energy

50% of EV owners surveyed use solar energy to power their houses and cars.

EV's could be built by the millions today.

Electric miles cost 2-4 cents each, compared to 8-20 cents for gasoline miles.

We will never fight a war over electricity.

Plug in and go, the Bad Boy ETV only needs 8 hours to fully charge.



«Nå er han en enorm trussel for Solskjær»



Thore Haugstad
Fotballskribent



Mourinho klar for Tottenham – ekspert kritisk



Nye bankkrav:
– Svindlerne har
tatt det til et nytt



300 stilte opp under cruise- havari – skuffa over «takken» frå regjeringspartia

Executive function

Deliberate shifting of attention

Updating information

Inhibiting inappropriate
intrusions



Box 8.1 If pay from this employment includes any disguised remuneration income

If you have an outstanding balance on a disguised remuneration loan received between 6 April 1999 and 5 April 2019 from a third party in respect of your employment, put 'X' in box 8.1. Include the total amount of the loan that was outstanding on 5 April 2019 in box 1.

Ignore loan repayments made on or after 17 March 2016 that were not repaid in money. Do not include an amount if you or your employer has reached full and final settlement with HMRC. Include any amount of tax on that amount which your employer has paid to HMRC on your behalf under PAYE in box 2.

If this employer no longer exists or is offshore, do not include the details on this page. Instead, put the amount in box 21 on page Ai 4 of SA101 'Additional information'.

Inattentional blindness

Inattention blindness

<https://www.youtube.com/watch?v=v3iPrBrGSJM>

Arbeidsforhold



Vi har funnet disse arbeidsforholdene registrert på deg.

Velg arbeidsforholdene du har i perioden du søker pleiepenger for

☐ Bakeriet søtt og godt

☐ Tromsø kommune




i Er det feil eller mangler i informasjonen om dine arbeidsforhold? Da må du be din arbeidsgiver oppdatere med riktig informasjon i Arbeidsgiver- og arbeidstakerregisteret.


FORTSETT

‘change blindness’

Flicker task

<https://www.youtube.com/watch?v=FWVVDi4aKC-M>



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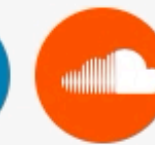

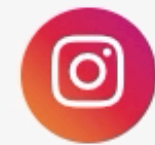


ABOUT AASHISH

RECENT POSTS




AASHISH PAHWA

A marketer, a dreamer, a traveller and a philomath. I prefer stargazing to spending nights in clubs.



Quiz: 1 point



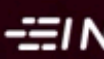
What's the full form of LG?

☐ Lak-Hui Gold

☐ Lak-Hui Good



☐ Life's Good

☐ Lucky Goldstar

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5 Biggest Startup Mistakes And How To Avoid Them

90% of startups fail. Scary? But here's a more terrifying fact: 90% of the time, startups fail due to self-destruction...



What if you're someone for
whom this is even harder?

Deliberate shifting of attention

Updating information

Inhibiting inappropriate
intrusions

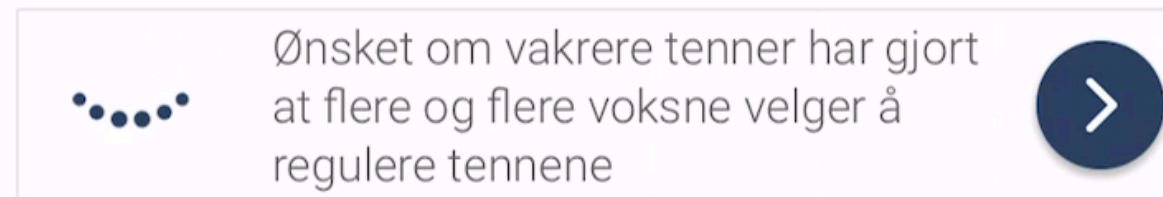
ADHD

Bipolar disorder

Designing for cognitive difficulties

<https://alistapart.com/article/designing-for-cognitive-differences/>

when working with text, but there are many updates to moving the cursor, scrolling, and selecting, cutting, copying, pasting, undoing, and redoing text.

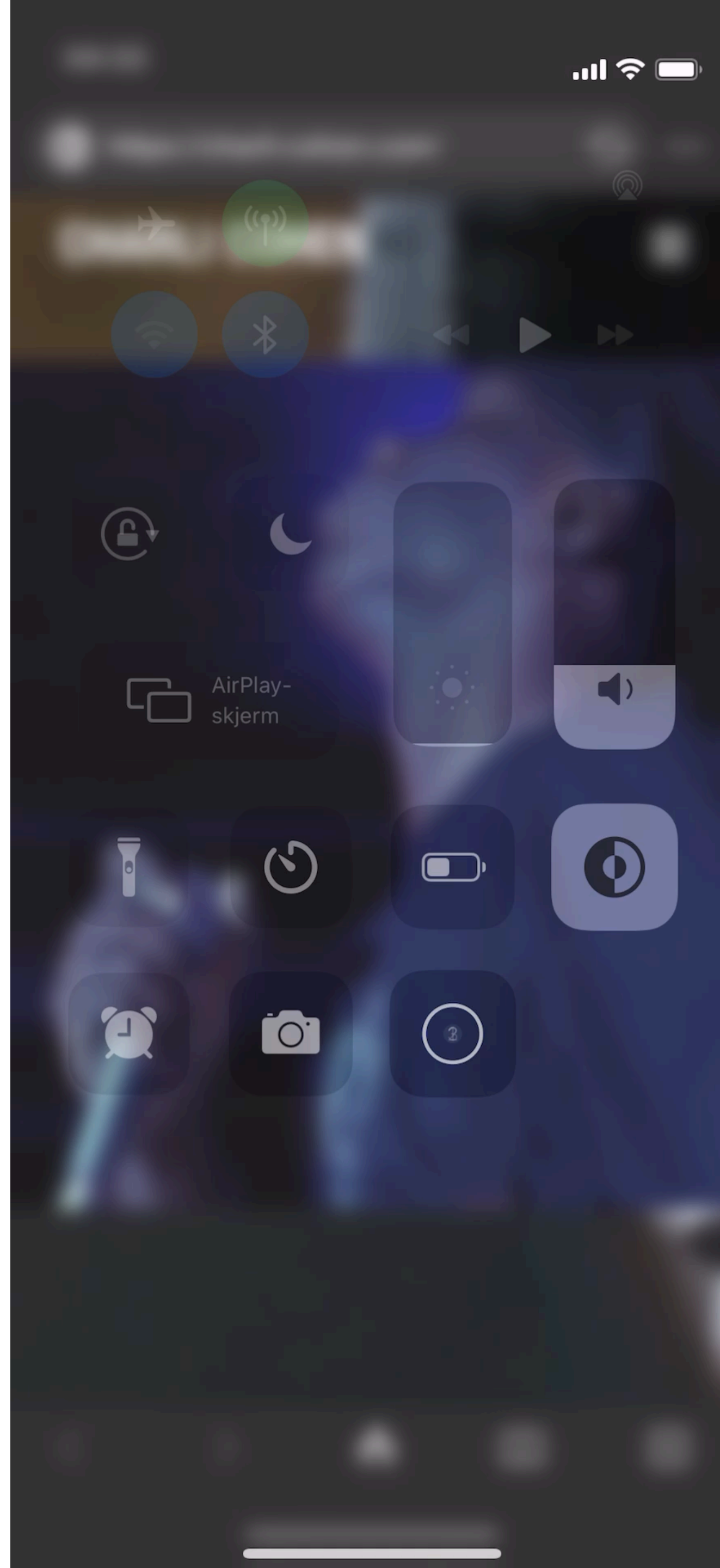


Apple streamlined the text editing system to make it easier and quicker to use on an iPhone. So the changes to editing text in iOS 13 go relatively deep. Apple even ditched the magnifying glass that'd appear when moving the cursor, something that has been around since the very first iPhone.

Text selection is also faster, allowing you to highlight text with either a swipe or a few taps, in addition to the drag handles that previous versions of iOS relied on. Also, while not explicitly geared toward text, the scroll bar is now draggable. So you can quickly move to any point in a document in one step instead of having to swipe over and over.

- Don't Miss: [200+ Exciting New iOS 13 Features for iPhone](#)

While some of the things below also apply to selectable, non-editable text, there will be some differences. We're just focusing on the editing side of things. If you're only interested in certain aspects, you can jump to a section: [Moving the Cursor](#) | [Selecting & Moving Text](#) | [Editing Text](#) | [Scrolling Through Documents](#).



Dyslexia

Дайджест: Трамп завяз в украинском скандале. Кремль не пошел на реформу выборов в Госдуму

🕒 3 часа назад

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Главное



Сегодня

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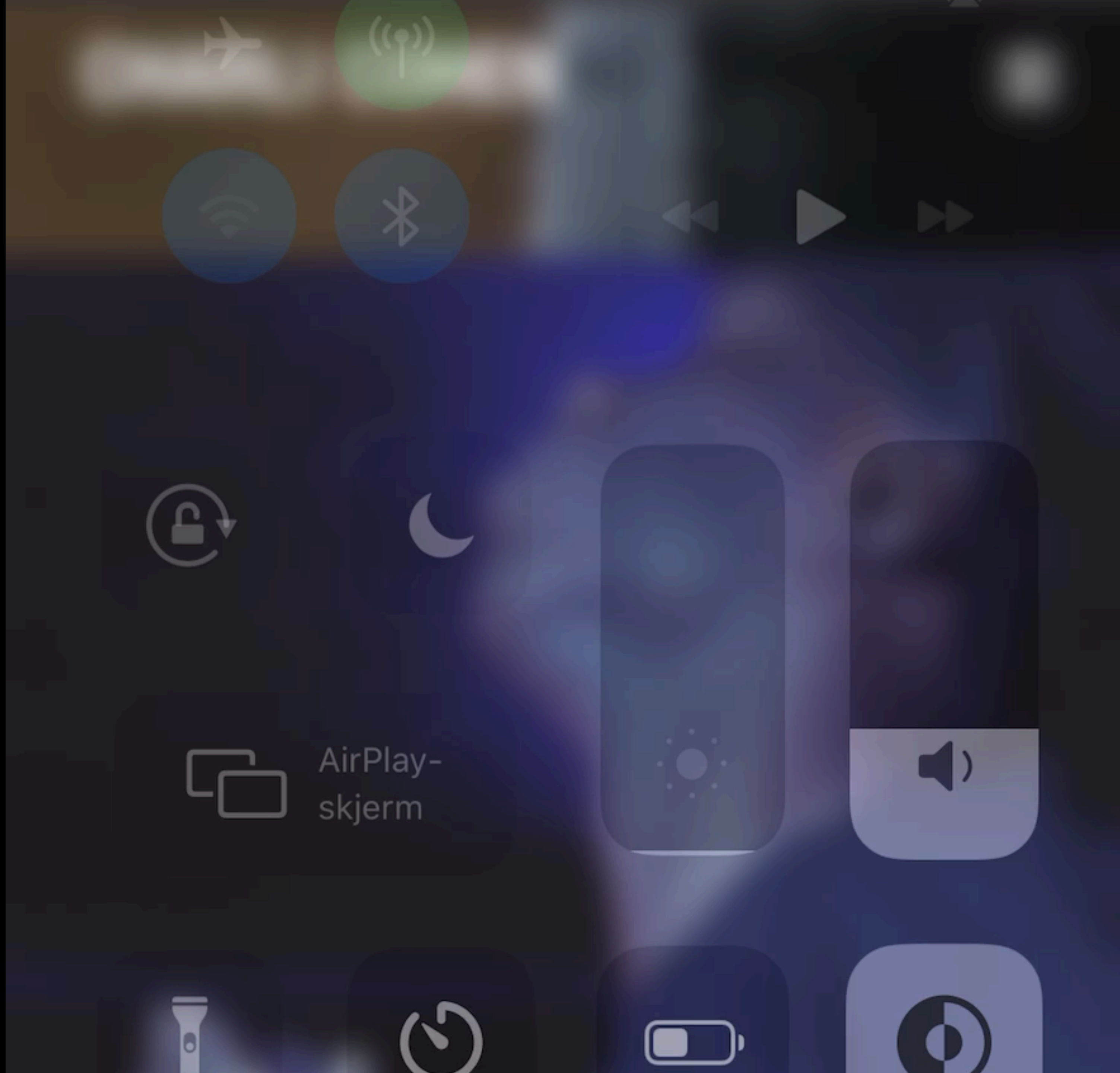
🕒 20 ноября 2019

Журнал



Many illnesses and other conditions
compromise your ability to concentrate

Low vision

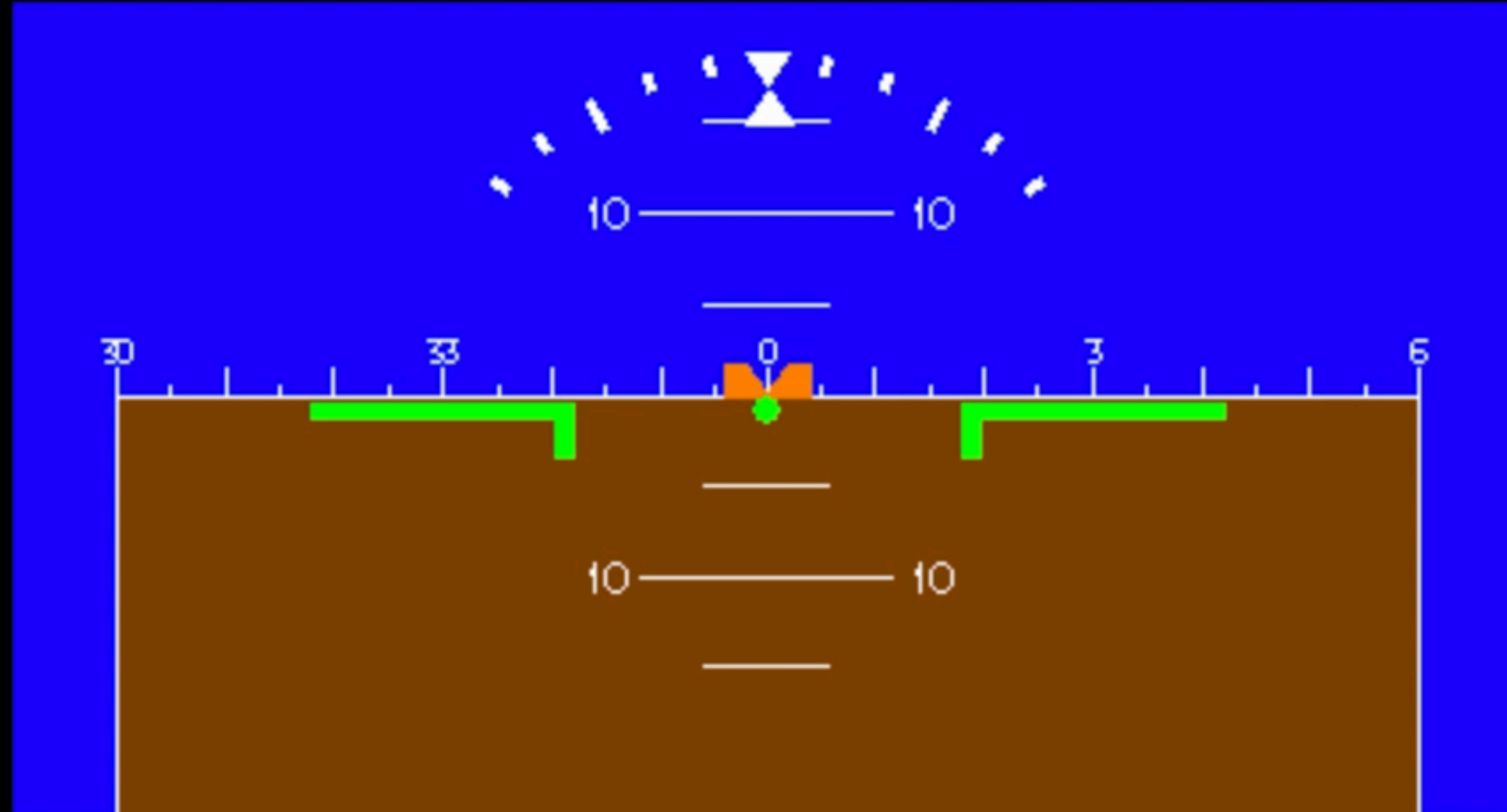
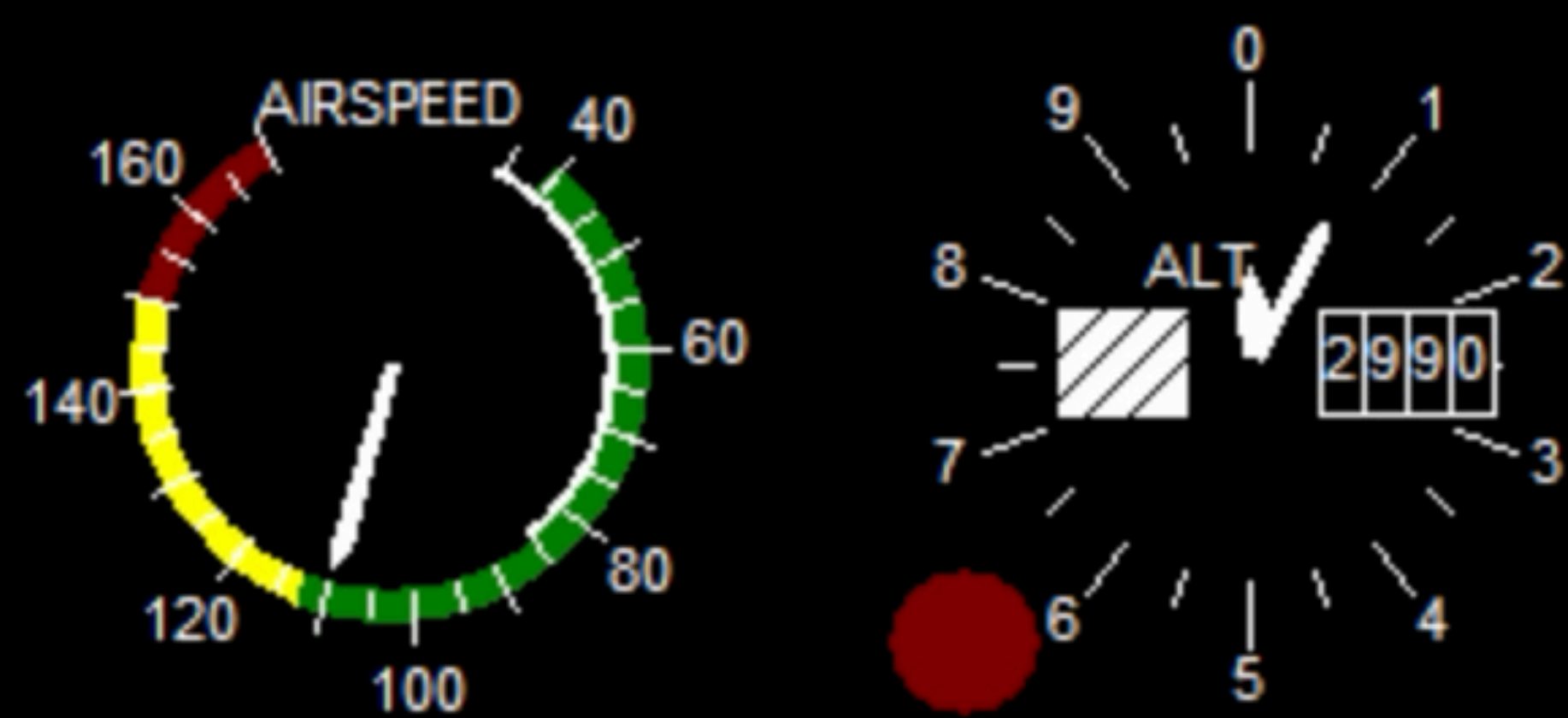


Ever been sleep deprived?





So when is it okay
to mess with attention?



A well-handled animation can
enhance the user experience

[https://uxplanet.org/how-to-use-
animation-to-improve-
ux-338819e93bdb](https://uxplanet.org/how-to-use-animation-to-improve-ux-338819e93bdb)

<https://uxplanet.org/disneys-motion-principles-in-designing-interface-animations-9ac7707a2b43>

What about profit?

Bipolar: 3%

ADHD: 4%

Dyslexia: 5%

Depression: 10% (at least)

Sleep deprivation: everyone

Do you want 100% of your
potential customers or not? 🤔

Questions?

Thank you 🙏



Please

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rate this session**

Thank you!

