Raising Attention
"Always-on, multitasking work environments are killing productivity, dampening creativity, and making us unhappy." (Dean, Webb, 2011)

Information overload and attention scarcity are social and industrial issues threatening human well-being and productivity. The current project 'Raising Attention' aims at opening the door for comprehensive research and development in the integration of human attention as the key factor for the design of future technical HCI and ICT systems. We pursue the next step in the evolution from 'classic' AI to a new abstraction layer which can be summarized as 'Cognitive ICT'. This requires a general and highly interdisciplinary scientific and industrial mobilization to achieve the necessary rising of public and political awareness.

Such a proposition is depending on a broadly based commitment of relevant key players in the scientific community, the industry and in political policy makers. For this purpose, we try to initialize an (inter-)national attention research initiative, embracing research from all relevant interdisciplinary fields as e.g. psychology, neurology, behaviorism, HCI, ICT, ethics, social sciences and economic sciences, with the goals to:

- unify scientific approaches across interdisciplinary institutions
- create visions and roadmaps: Identification of key research challenges
- raise awareness: scientific and industrial mobilization
- lay ground for an Austrian flagship project

These goals will be pursued in the scope of this interdisciplinary academic round table in cooperation with the Austrian Computer Society (OCG), to mobilize and bring together the European excellence of attention research.
Program

'Raising Attention' Academic Round Table, Thursday 22.05.2014
OCG Vienna, Wollzeile 1-3, 1010 Wien

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<td>Human Computer Interaction Perspective, Univ.-Prof. Albrecht Schmidt, University of Stuttgart</td>
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<td>Information &amp; Communication Technologies Perspective, Univ.-Prof. Hans Gellersen (tbc), Lancaster University</td>
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Please express your interest of attending this event until Tuesday 13.5.2014. For registration and further information please contact:

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Institute for Pervasive Computing
JKU Linz

and

Pervasive Computing Applications
Research Studios Austria.

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