

Attention! Economy

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Abstract: Although we live in an „informtaion rich world”, as Herbert Simon mentioned, but we suffer from information overload. The reason is that our attention has to be allocated, In other words attention is scarce resource for an economist and a cognitive process for an psychologist. This is one of the tipical multidisciplinary topics and a relatively new and controversial one in the state of economic-psychology, that’s why the research follows the psychological view, but the economic theory of „attention economy“ is also mentioned and tries to hedge in the difference between the economic meaning and psychological meaning. This article gives a theoretical framework of attention, in the same time tries to match the theoretical background with the day to day business activity.

Keywords: attention, psychology, attention economy, information