

Tomasz Grybek* | Piotr Białas

Economy of perception.

How to gain focus on rare issues in the information-rich world.



In every minute of 2019¹:

- 231 840 skype calls
- 511 200 tweets
- 4 497 420 google searches
- 188 000 000 emails



How to compete?

- **cost leadership,**
- **differentiation,**
- **focus.**



Average attention span for Internet information is narrowing²:

- 12 s in 2000 dropped to 8 s in 2013

We are constantly seeking for newness³:

- **In 2013 a Twitter hashtag stayed in the top 50 for an average of 17.5 hours.**
- **This gradually decreases to 11.9 hours in 2016.**



Differentiation focus on exploring niche of communication is key success.

Borys the Hero Foundation & tatastudio use innovative, multi-sensory messages of interesting knowledge and experience through:

- **Popular science TED-style conferences,**
- **Art exhibitions,**
- **Jazz concerts.**



Diagnosis

*In an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes (...) **the attention of its recipients.*** HERBERT A. SIMON

Moreover, we need to bear in mind that in **Rare Diseases** matters, we provide information not only to **inform**, but mainly to **address** expected issue and/or **reach** certain change.

*Our activity must be divided into information **acquisition and reflection.** When there is an excess of the former, **the latter has no more room.***

PROF. JERZY VELUTANI

*Nothing exerts greater power over us than that which forces us to take attentive note. Everything to which we **involuntarily pay attention, has an involuntary effect on us.*** G. FRANCK

Having said that, what we really compete is not information, but **attention** of the recipients.



Our achievements

- More than **1000** unique participants,
- More than **50** articles and media coverages including press, TV, radio and internet.
- **Multiple collaborations and joint projects** with local government authorities, clinical organisations, academia and rare diseases oriented professionals.

Performed by:

- **4** individuals with an annual budget of approximately **1000** EUR

1. Data Never Sleeps 7.0 - <https://www.domo.com/learn/data-never-sleeps-7>
2. Microsoft Corp. Study - <https://time.com/3858309/attention-spans-goldfish/>
3. News release 15-apr-2019 of Technical University of Denmark, Abundance of information narrows our collective attention span - https://www.eurekalert.org/pub_releases/2019-04/tuod-aoi041119.php

Photos: 3 and 5: Magdalena Garisson / 6: Pawel Wyszomirski



tata studio.