

Are there systematic differences in information processing styles between chronically heavy and light media multitaskers? Ophir, Nass & Wagner (2009) address this issue. They identify people who are heavy vs. light media multitaskers, and examine their performance on a number of tests of cognitive control.

In your presentation be sure to:

Explain how the authors identified heavy versus light media multitaskers.

The tests were chosen to measure: “....the allocation of attention to environmental stimuli and their entry into working memory, the holding and manipulation of stimulus and task set representations in working memory, and the control of responses to stimuli and tasks” (page 15583).

Explain the nature of the control process assessed by each test.

What differences in cognitive control processes exist between heavy and light media multitaskers? Do these differences reflect a deficit on the part of heavy media multitaskers?

An opportunity to go beyond the immediate goals of this assignment may lie in exploring the following question: Are there skills specifically exhibited by heavy media multitaskers not involving cognitive control?