"A mere half second lost to task switching can mean the difference between life and death for a driver using a cell phone, because during the time the car is not completely under control it can crash into obstacles the driver might have otherwise avoided." (AP.org). In the article "Multitasking Generation," author Claudia Wallis writes about multitasking and how it has become a common part of many people's daily lives. She says humans have always multitasked, but technology allows us to do it on a much larger scale. She also thinks that work is more efficient when we focus on one task at a time. Wallis thinks it is important for people to break free from their computers and other hi-tech toys, and spend time in deep, critical thought, reflection, and contact with human beings. I think multitasking is less efficient than focusing on one task at a time; and I think it has many negative effects on people.
I think multitasking is counter-productive. Multitasking does not mean someone thinking about can think about two things at the same time and perform two disconnected tasks simultaneously. Multitasking consists of someone rapidly switching from task to task. According to apa.org, task switching involves two separate, complementary stages: goal shifting (I want to do this now instead of that) and rule activation (I'm turning off the rules for that and turning on the rules for this). It takes these two stages for anyone to switch tasks. Joshua Rubenstein, Ph.D., of the Federal Aviation Administration, and David Meyer, Ph.D., and Jeffrey Evans, Ph.D., both of the University of Michigan, studied patterns in the amounts of time lost when people were forced to constantly switch tasks. From their experiments, Rubenstein, Meyer, and Evans discovered that for all types of tasks, varying in familiarity and complexity, people lost time when they were forced to switch between tasks. Multitasking
can appear to be proficient, but it may actually be counter-productive.

The counter-productive process of multitasking is greatly influenced by technology. An article on apa.org says, "Technology increasingly tempts people to do more than one thing at a time." For example, the most recent version of Internet Explorer allows you to have more than one web site as your home page, giving each web site its own tab. The ability to open more than one web site in one window enables people to more conveniently visit different web sites for different reasons simultaneously. I have customized my Internet Explorer to open six web sites: google.com, ebay.com, half.com, and aeo.net, lordoftherings.net, and screenit.com. Ironically, as I was researching multitasking for this paper, I was multitasking. In addition to searching multitasking on google, I was checking my email, researching researching prices for the 2005 Honda Civic sedan, shopping for movies on half.com, and kind of half-listening to "The Night Santa Went Crazy" on Windows Media Player. I agree with Wallis when she says
The phenomenon has reached a kind of warp speed in the era of web-enabled computers (Para.4). I find it to be increasingly difficult not to multitask because of all of the technology that surrounds me on a daily basis at home, at school, and everywhere I go.

The technology-influenced, counter-productive process known as multitasking has many negative results. Effects on people, Wallis articulates my thoughts perfectly when she says “Quality of one’s output and depth of thought deteriorate as one attends to ever more tasks” (Para.9). When multitasking, there is little or no critical thought put into any one task because the mind is spread over too many things at once. This terrible habit of doing things half way is bad, and it will carry into other areas of a person’s life. Contextmag.com says “Multitasking increases stress and diminishes perceived control, and may cause physical discomfort such as stomach aches or head aches. A good example of this
is my mom. All day long, she is constantly multitasking. One minute she is making a phone call and working on a load of laundry; the next minute she is helping a young one with a math problem and starting to cook dinner. The constant task switching is extremely tiring, she has told me, "At the end of the day, I feel as though I have accomplished nothing.

In addition to bringing down the speed of performance, multitasking has weakened my mom's sense of order and control. The negative, numerous effects of multitasking outweigh the very few, if any, positive effects.

Multitasking is a counter-productive process that has a bad impact on people. The act of switching the focus of your conscious awareness at a rapid pace is a bad habit that could impact you in many ways. I think people need to realize the negative aspect of multitasking, and spend more time working on individual tasks, or the multitasking generation will become the
Stressed out, shallow-thinking generation.