The new era of technological advances, stress and competition is unconventionally increasing cognitive dysfunctions such as inability to remember things, articulate thoughts, decline in memory and reasoning capabilities, and increase in attentional problems as well as attention related disorders in every sphere of life. Stressful competitive lifestyle and inability to cope with all types of advancement have led to an abundantly deteriorated individual attention. Life is now full of frequent and unplanned interruptions, coupled with growing expectations for immediate responses which challenges one’s cognitive control system at its very core. People are continuously working under excessive pressure to make their place in this competitive world and are trying to work simultaneously on two or more tasks which are somehow affecting their performances. While many people say multitasking makes them more productive, multitaskers actually have more trouble focusing and shutting out irrelevant information and experience more stress which often leads to forgetfulness, depression, poor judgment and decrease in attentional capabilities. Multitasking, Stress, Competition and dependency on electronic gadgets are reducing the thinking skills. In this world of hush rush, in order to lead a better and successful life, one needs to be careful about the influence of unending streams of interference and has to be more focussed. Thus, it is the need of the hour today to look for the ways through which attentional skills can be enhanced. One such technique could be Negative air ion therapy. In this present work, the impact of Negative air ions exposure on attentional processes was investigated.

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