

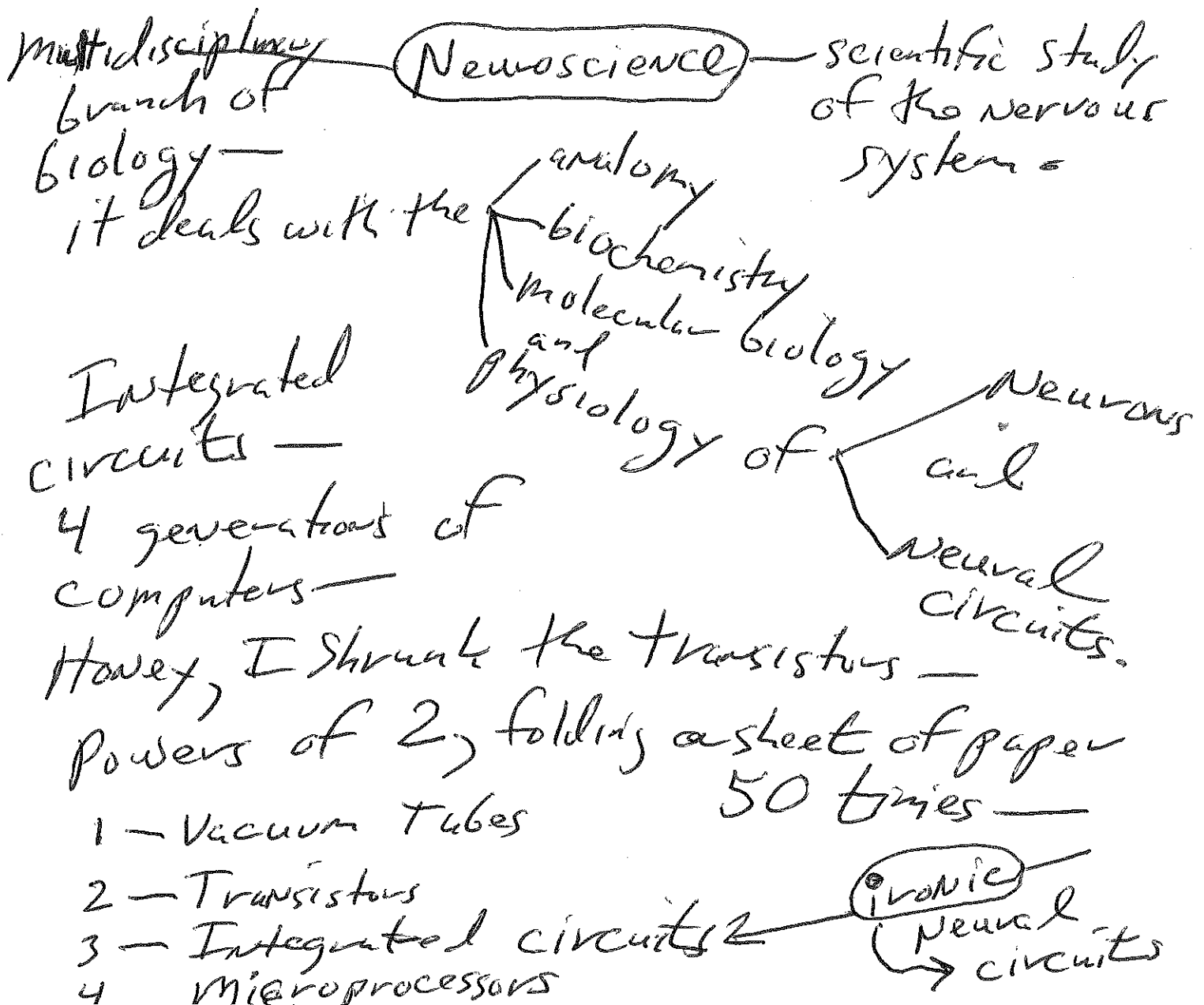
The Distracted Mind

AAA

Ancient Brains in a High-Tech world
by Adam Gazzaley and Larry Rosen

9/23/2016 Amazon.com rating
is 4.1 out of 5 stars

Adam is a neuroscientist -
What is neuroscience?
Larry is a psychologist.



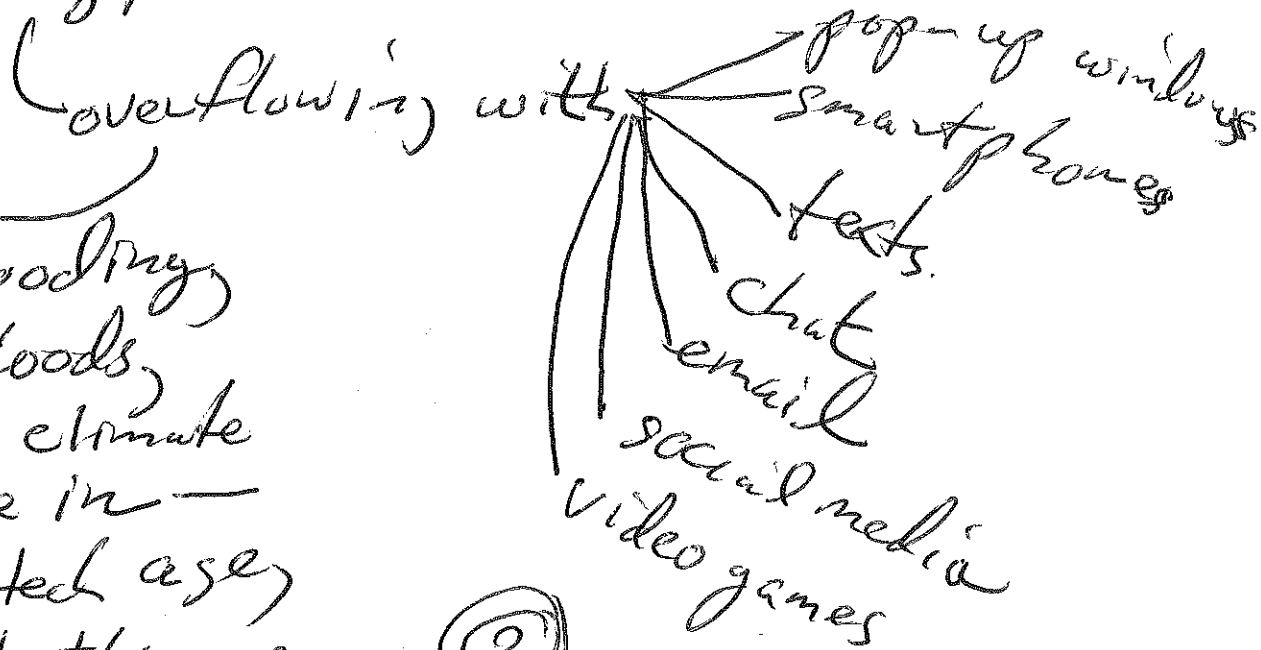
The BIG IDEAS

BBB

GOAL INTERFERENCE —

"explore the daily challenges we face with the highly engaging but extremely distracting high-tech world we now inhabit"

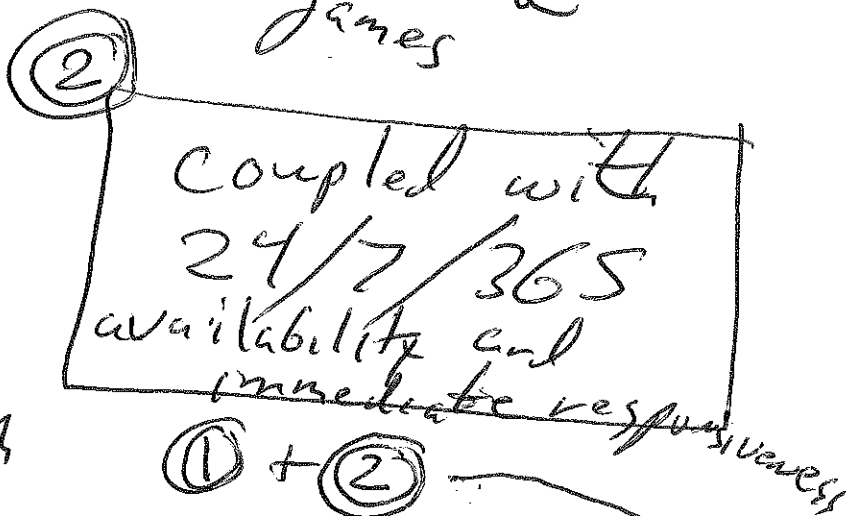
① "increasingly information-saturated world"



flooding,
floods,
new climate
to live in —
high tech age,
constantly
connected,
stimulated —

FLOOD — ground
of our lives is
saturated with
info, messages,

links, connections fed
to us and targeted to our
interests



① + ②

excessive demands
on our
BRAINS

What is GOAL INTERFERENCE? (ccc)

Two distinct varieties

distractions

interruptions

Interference generated internally
or
externally

"Something takes place to hinder the successful completion of that goal"

Could the "negative reinforcement" Dr Peter Neukman talks about in Ghostbusters be considered

GOAL INTERFERENCE?

internally generated —

presented as a thought —

see MINDSET

see STEM to STEAM

reading

could the urge to check email or facebook or mobile device be goal interference? Internally generated?

Beep of computer for Facebook (DD) notification or of phone for text received is externally generated

GOAL INTERFERENCE

Quote by Adam and Larry on page 2,
What do the "many technological innovations" threaten?

Be specific.

What is the first step of problem solving process, according to the Ghostbusters phases of problem solving?
Hint: Venkman

How does this connect to the GOAL INTERFERENCE

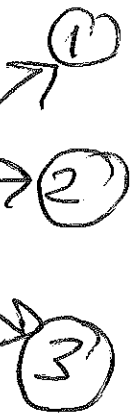
What does the book strive to increase?
our " _____ "

What does this mean?

→ understanding of _____
and
→ helping us develop _____
to mitigate _____

FFF

Non-stop assault of information via



Key term

Cognitive Control Limitations

derailing forces

train going off the tracks -
 disaster -
 damage -
 destruction -

not reaching goal at all
 or reaching it much
 later after costly
 damage and delay -

Last Train

Home
 Pet memory
 album -
 Still Life (Talking)

our high-level goals

HEAD ON
 COLLISION

our intrinsic cognitive control limitations

The EXTRAORDINARILY

(FFF)

IMPORTANT PAUSE

pause to
consider
paws —
what would
you Dad
say, you PA,

PAWS, TC, the UNL
mascot,
has paws —
panthers have paws —

say, you PA, as in Ma and Pa Kettle

PAUSE — critical time delay —
perceive — act
stimulus — response

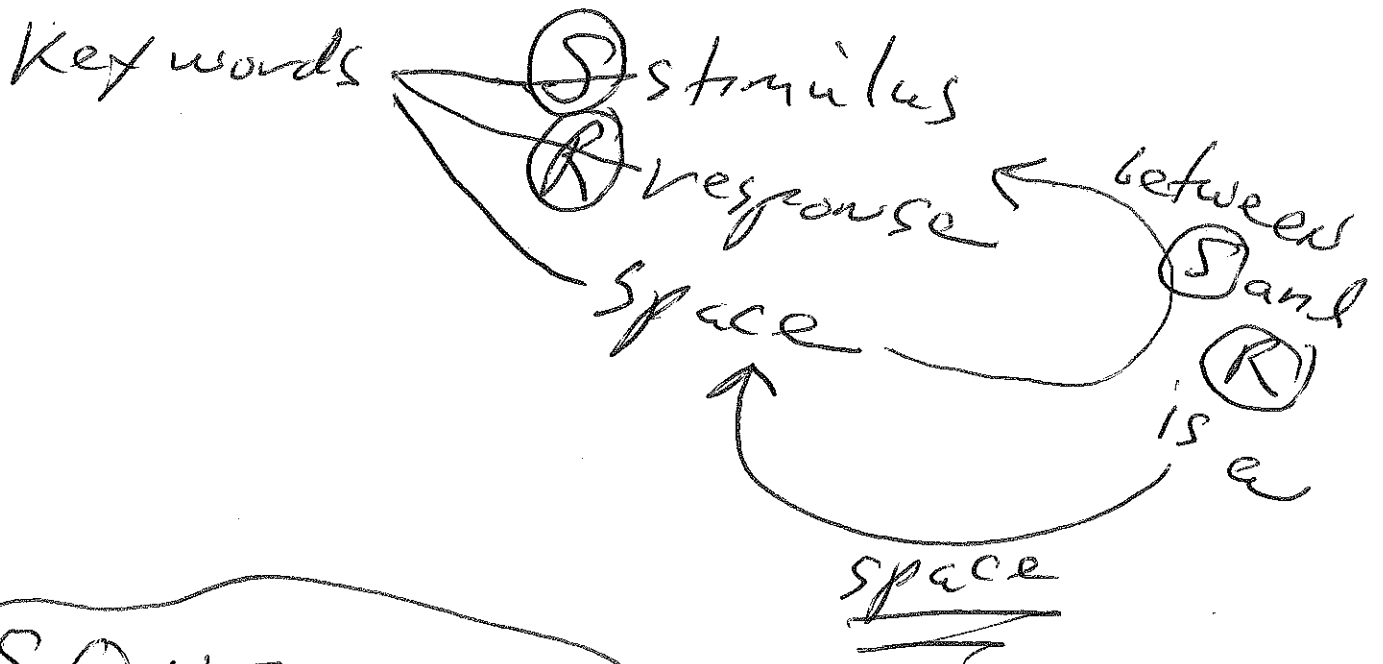
perception PAUSE
goal setting
evaluate
decide choose act

Dr Raymond Stantz and
Mr Staypuft —

There was no pause —

waggle dancing bees and the way ^(GGG)
they pause and decide after
a days long or weeks long debate -
Victor Frankl quote:

keyword - choose



SQUIRRELS

AND

FORAGING BEHAVIOR

What is the MVT?

Marginal Value Theorem

What is MGT? Temptations
Greatest Hits

Squirrels in Trees —

(1+1+1)

Acorns in the tree.

When to move to another tree?

See MVT.

What if a squirrel became
as distracted as we are
by our technological devices
these days?

Describe that squirrel?

Would it be more likely or
less likely to survive the
cold, long winter?

Leaps would happen when it
made no sense to leap —
squirrels would fail to
thrive and even to survive —

TOXIC BREW —

What is our brains TOXIC
BREW?

What is FOMO?



What is NOMOPHOBIA?

Combining the TOXIC BREW

of _____ and

_____ with the

of an _____

of _____

_____ and VOILA.

Driven by the TOXIC BREW —

Find P-P-P-S. _____

What does the number 23

have to do with P-P-P-S.

P-S., P-P-S., P-P-P-S. → 23

multiplication operation