



# LOOK, A SQUIRREL!

**The truth about your “media addiction”  
... and some things you can do about it**

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Contact/booking: <http://virkeligheden.dk>

The image shows several Danish flags (red with a white Scandinavian cross) flying on tall silver poles. The background features a multi-story brick building with white window frames and a chimney. The sky is clear and blue. A black banner with white text is overlaid at the bottom center.

**Hello, jeg er Danish**









# ADHD

Attention Deficit Hyperactivity Disorder

# ADOS

Attention Deficit ... Oooh, Shiny!

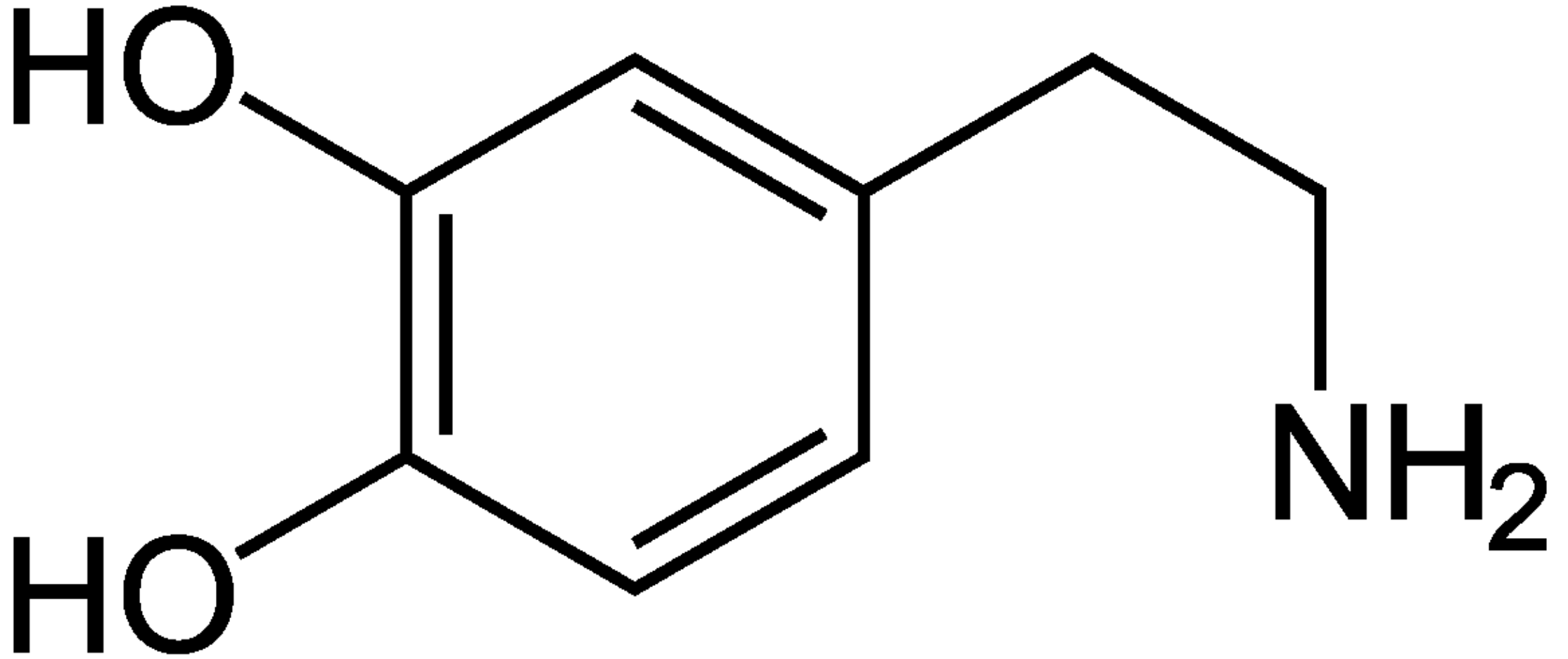












"DOPAMINE"



CNN

SCIENCE  
report













“Addictive design”

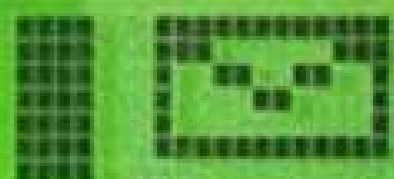




Photo

Status

Facebook



10:34



3



messages



received



Read

COMPOSE

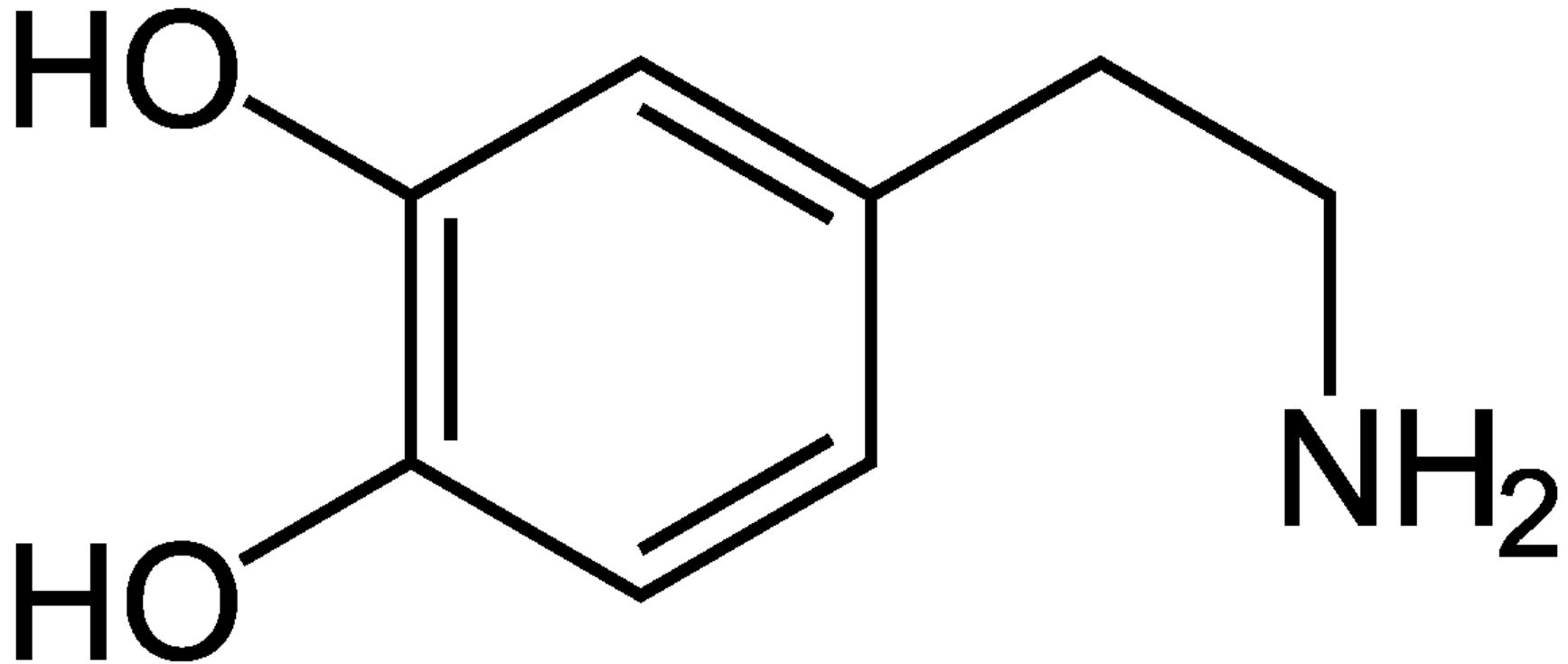
Inbox (1)

Outbox



Two useless explanations:



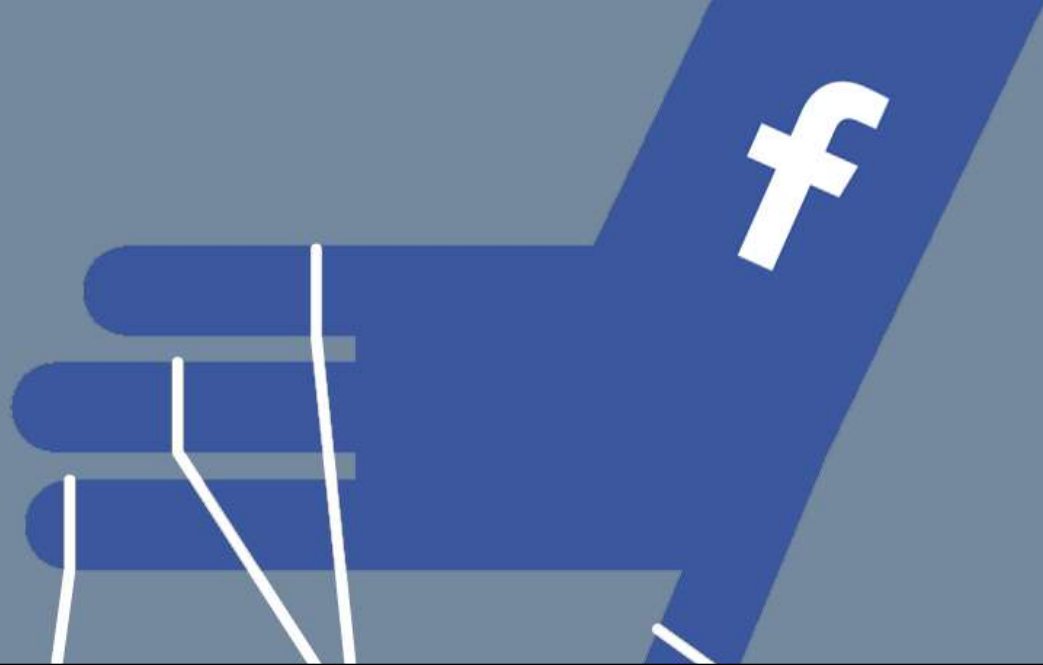


Dopamine – the “celebrity molecule”

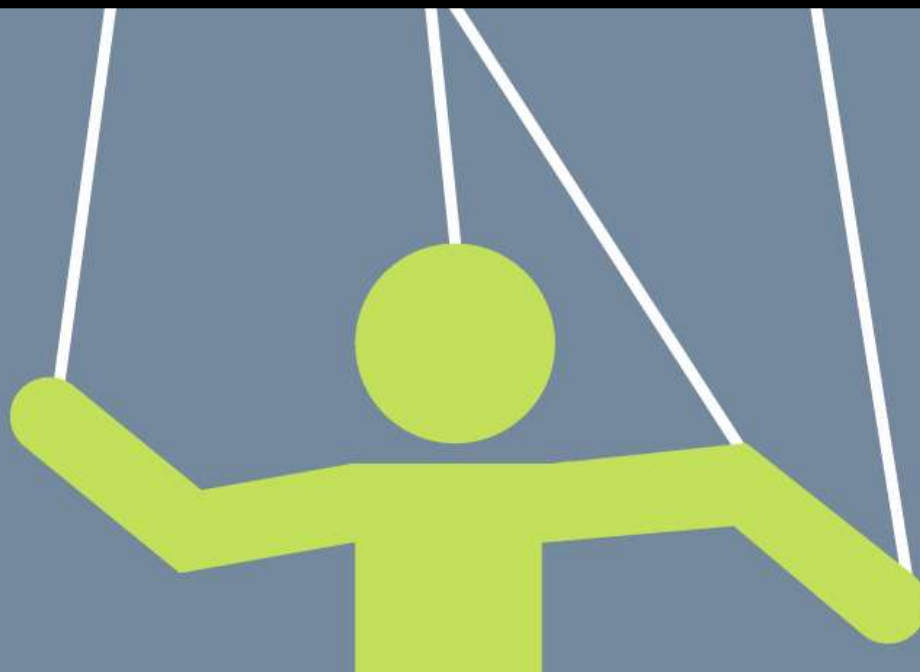


The secret and hidden processes of the brain





The manipulations by commercial companies





Not exactly *wrong*  
just *useless* to YOU



**BEHAVIOUR**



**Take responsibility**



~~my brain likes...~~

I like...



~~I have to...~~

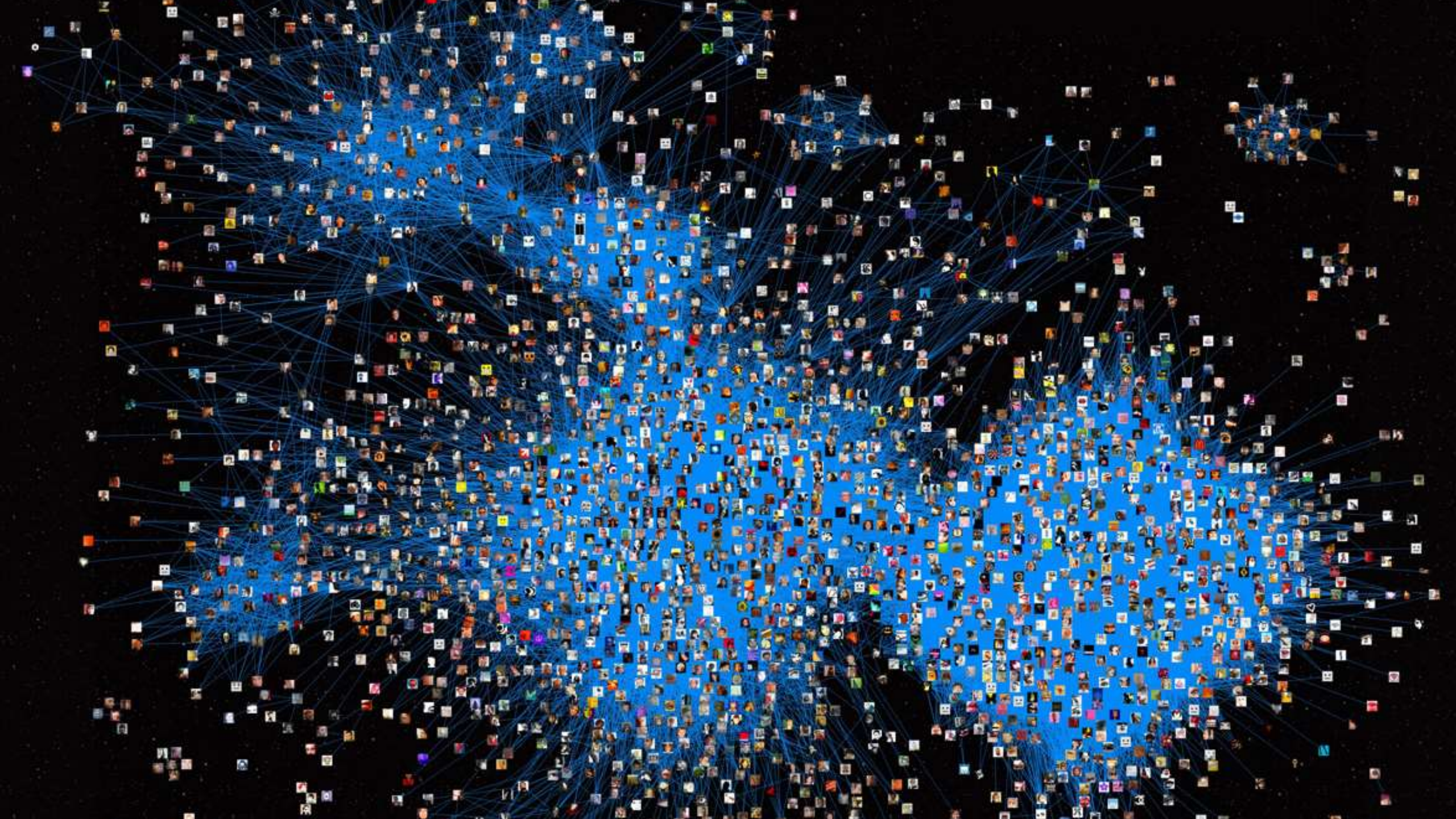
I choose to...





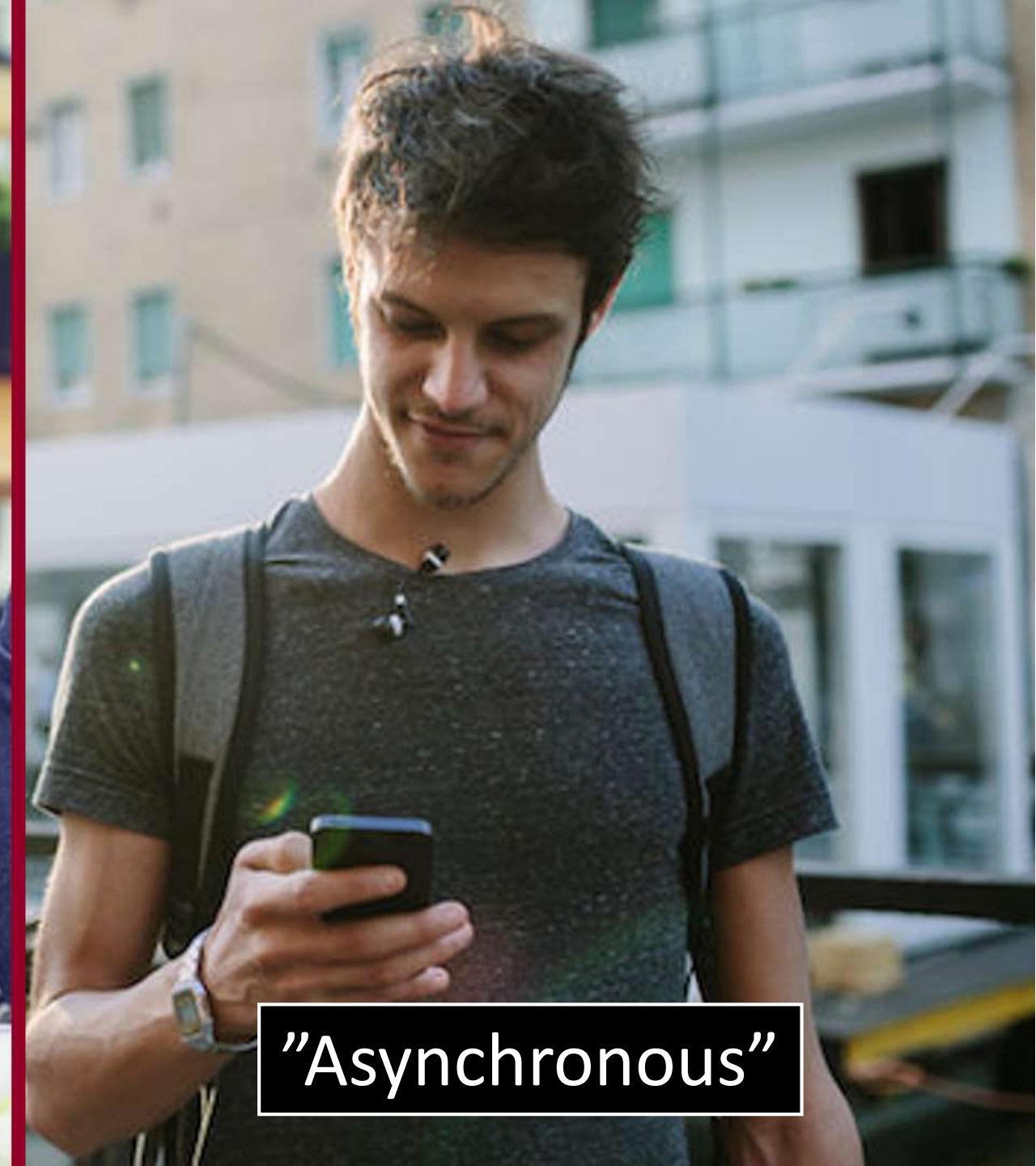
How did **you** get here?







"Synchronous"



"Asynchronous"

1. You started treating more **conversations as messages**
2. You started having **conversations with more people**

Introducing:  
**The feedback loop**







To: [REDACTED]

Details



Yesterday, 3:25 PM

Am here, it's rainy 🌧️

of course. still cloudy here as well

Cloudy is nicer than rainy

yes probably

Was sunny in Los Gatos

Yesterday, 10:07 PM

[Text input field with emoji and microphone icons]



The OPEN feedback loop



Open feedback loops draw your attention!

# You open feedback loops when you:

- Send an email
- Send a text message
- Leave a voicemail
- Post an image
- Tweet
- Comment





AFTER

**6 seconds**

you start waiting for replies and  
get interrupted by them

# What to do

- Reduce message based conversations
- Make a phone call, if it's complicated
- Be careful with opening feedback loops
- If you post a lot – you check a lot
- Don't post on social media, right before you need to concentrate
- Skip a comment, once in a while





**HABIT**









REFLEXES



HABIT  
SYSTEM



CONSCIOUS  
MIND



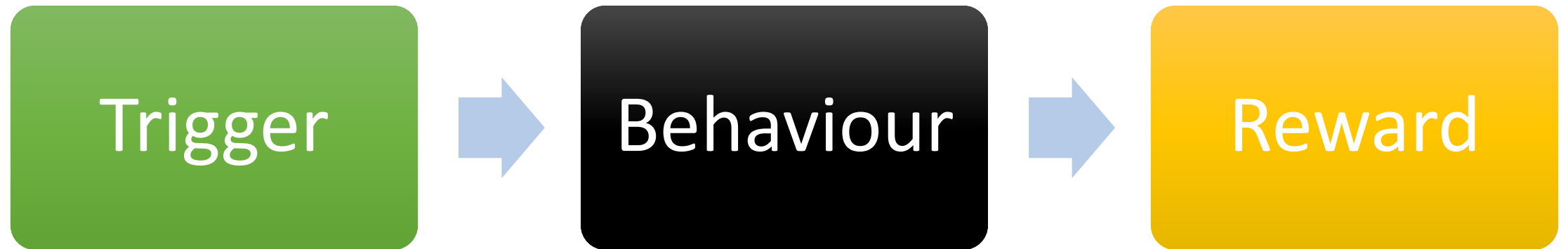
HABIT  
SYSTEM

Your habits are trained...





# When a habit is learned



1. **Trigger:** You get a **notification** from Facebook
2. **Behaviour :** You **check Facebook**
3. **Reward:** You **see something interesting**



# (optimized)

1. **Trigger:** You get a **notification** from Facebook
2. **Behaviour:** You **check EVERYTHING**
3. **Reward:** You **see something interesting**



# (even better)

1. Trigger: You **see your phone**
2. Behaviour : You **check EVERYTHING**
3. Reward: You **see something interesting**



# Your fully optimized habit



## The “checking carousel”

- Facebook stats / newsfeed
- Twitter
- News
- Email
- Instagram
- SnapChat
- Weather
- Google Analytics

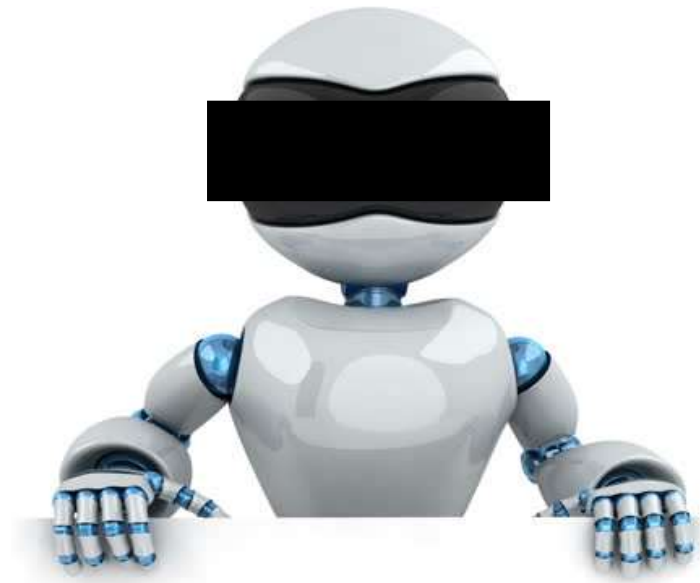




# The “checking carousel”

It only takes ONE trigger!

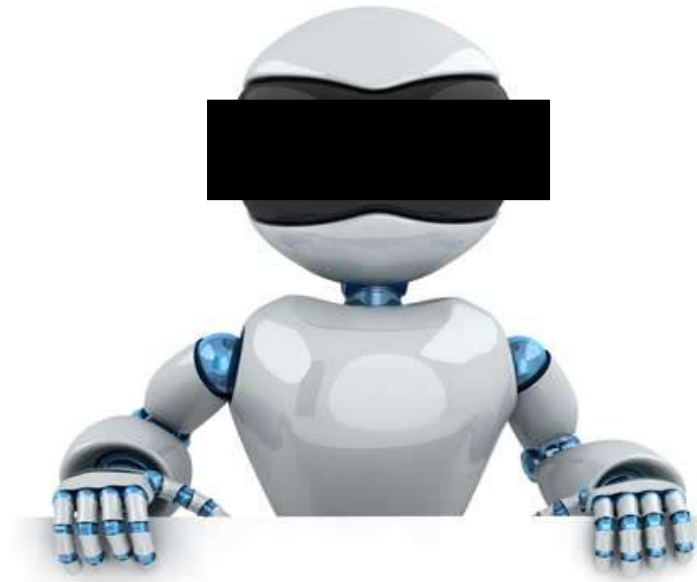
**BAD** habits?



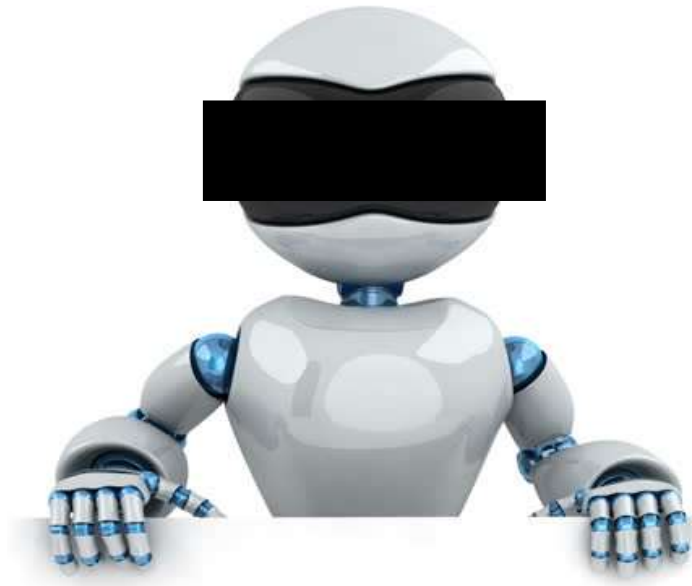
YOUR HABIT  
SYSTEM  
IS BLIND!



# “I do normal”



HABIT  
SYSTEM



## **NORMAL:**

NEVER EVER BE WITHOUT ENTERTAINMENT  
FROM A SCREEN FOR MORE THAN 15 MINUTES  
OF YOUR WAKING LIFE UNTIL YOU DIE



Triggers from outside



12:23  
Monday, July 29

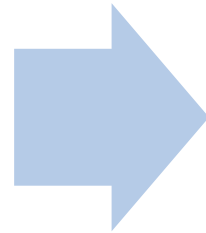
slide to unlock



Internal triggers

- **You have an open feedback loop**
- **You feel lonely or sad**
- **Your work is hard**
- **You get an idea for a post**
- **You feel bored**
- **You sit down / turn on TV / eat**
- **You are not doing anything else (default trigger)**

Sit in sofa



Check  
phone

Sit in sofa

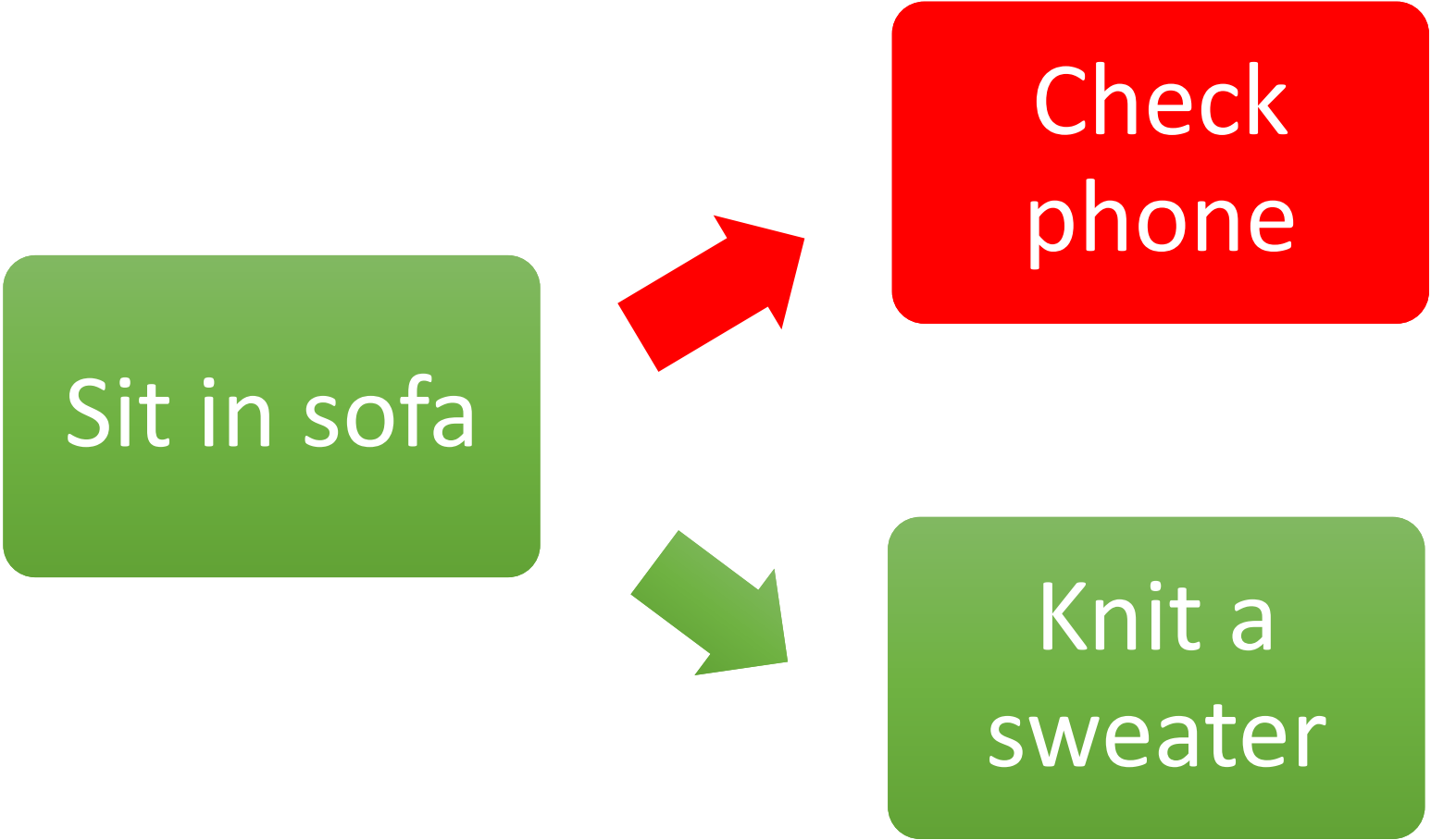


Check  
phone



Habits are not reflexes

Habits are default responses



# Look up John on Google

1. **Trigger:** Think "I wonder what John does today"
2. **Behavior:** Pick up phone and **check EVERYTHING**

# Look up John on Google

- 1. Trigger:** Think: "I wonder what John does today"
- 2. Behavior:** Write "Google John" on a note and keep on working



SORRY DAVE,  
THAT'S NOT A  
HABIT



HA!  
I'LL JUST STOP  
CHECKING  
COMPLETELY

DEVELOP *NEW* HABITS



Do you actually **KNOW** how to do anything not involving a screen?



# Fighting the habit

- Something always **triggers** your checking behaviour – learn to notice
- A good trick is to teach yourself a **different response to a trigger (new habits)**
- Take small steps – a trigger at the time
- Learn how to **do new stuff** that doesn't involve a phone – remember books?





# Fighting the habit

Trigger

Behaviour

Reward







**TRIGGER PAIN!**



**JOMO**



Habits are **not reflexes**

They are your **default behavior**

If you don't **choose what to do**, when a trigger goes off...

...you will normally do what your **habit suggests**

Dont change your behaviour  
Change your habits

(and your behaviour will follow)



# THANK YOU

Contact/booking: <http://virkeligheden.dk>