

Chaseman & Major Save vs.

The BrainFog COURSE REVIEW

DIGITAL DISTRACTIONS

Businesses strive to ensure that the employees have the right tools to communicate, collaborate, and receive information in real time. In our effort to show responsiveness, we are dividing our time between responding to electronic communications and giving a real focus to critical tasks. To do our best work, we need to dedicate time to focus on the tasks we are trying to accomplish.

Did you know?

- On average you are “checking in” digitally about every six minutes.
- In a recent survey, Adobe Inc., concluded that average US office worker spends more than three hours a day trying to keep up with work email.

Tips you can use:

- Schedule specific times each day to review and respond to emails. This will help you maintain focus on your tasks.
- Set up alerts on communications tools to let colleagues know you are focused on work.
- Prioritize your communication needs with the work you are doing. Respond to communications that are pertinent to the work you are doing at that time.
- Refuse text messages while driving.
- Schedule short dedicated time that you will interact with the digital platforms.

END OF THE DAY - SCREEN DOWN TIME

After a day of working you may find yourself surfing the channels on your flat screen TV or scrolling through web pages on your digital device. Each of our devices give off what is called blue light. Blue light is everywhere and our main source is the sun and it triggers your brain that it is time to be alert and awake. By ending our day, unwinding with some appreciated screen time, we may be interrupting a good night's rest.

Did you know?

- The blue light can interrupt your body's ability to produce the sleep hormone, melatonin. This in turn can make it harder for you to fall asleep.
- Sleeping 5 hours per night has the same effect on the brain as being intoxicated.

Tips you can use:

- Check out available apps for your smart devices that automatically adjust the color and brightness of your screens based on your specific time zone.
- Dim or turn off your lights an hour or two before bedtime.

ARE YOU GUILTY OF PHUBBING?

Technology makes us feel connected to others. It can be used for entertainment and educating yourself on new things. But it may also prevent us from connecting in a meaningful way. In May of 2012, an Australian advertising agency coined a new word, Phubbing, to describe the increasing instances of screen users ignoring people who are sitting right beside them. Instead of engaging with people who were in their company, the attention is given to their cell phones. It is the blending of the word phone with snubbing.

Did you know?

- A study conducted by the University of Essex shows that having a cell phone visible in room – even turned off- decreased the level of intimacy and empathy in meaningful conversation.
- Erik Peper, an internationally known health expert, observes “ the heaviest smartphone users exhibit the greatest degree of depression, anxiety and loneliness, and isolation.

Tips you can use:

- Leave your phone out of sight and out of mind when connecting with others either at work or during your personal time.
- Make it a personal challenge to ignore your device from time to time. Set up mini challenges to ignore your phone for a set time. Don't forget to reward yourself and do it again.

HAVOC ON YOUR HEALTH

Digiphrenia, is a growing health threat. **Douglas Rushkoff**, an American media theorist, states, “ **Digiphrenia** is really the experience of trying to exist in more than one incarnation of yourself at one time. There is your Twitter profile, your email inbox, and these sort of multiple instances of you simultaneously and in parallel. “You feel increased pressure to always be engaged. This means it interferes with your driving, commuting, and sleeping. Laptops are wrecking our posture. We often hunch down in our chairs for a better view. The bending down of your head means it is no longer supported by you whole vertebrae. This puts excessive strain on your neck muscles that can lead to pain and tension headaches.

Tips you can use:

- It takes an average of three seconds for an accident to occur when a driver’s mind is taken off the road. Reading a text message while successfully driving takes an average of five seconds.
- The National Safety Council reports that between 2000 and 2011, 11k people were injured as a result of walking while talking on their phones.
- Give those peepers a 20-20-20 break. Stare at something 20 feet away, for 20 seconds, every 20 minutes.

THE MYTH OF MULTITASKING

Technology makes multitasking tempting and so easy that it often feels necessary. As a result, the ability to multitask is enshrined as a modern-day superpower. It creates an emotional satisfaction and the illusion of productivity.

Did you know?

- Studies show that while you think the transition from one task to another is seamless, it is actually taking you as much as 40% more time to complete than if you truly focused on completing one task.
- In 2009 Stanford University demonstrated that heavy multitaskers are actually those more prone to mistakes and distractions and the least adept at changing quickly between tasks.

Tips you can use:

- Challenge yourself to try single-tasking.
- Measure your productivity and mistakes and length of time to complete the tasks.