

# Why our screens make us less happy | Part 1

Time      Subtitle

12s So, a few years ago I heard an interesting rumor.  
16s Apparently, the head of a large pet food company  
18s would go into the annual shareholder's meeting  
20s with can of dog food.  
22s And he would eat the can of dog food.  
24s And this was his way of convincing them that if it was good enough for him,  
28s it was good enough for their pets.  
29s This strategy is now known as "dogfooding,"  
32s and it's a common strategy in the business world.  
34s It doesn't mean everyone goes in and eats dog food,  
37s but businesspeople will use their own products  
39s to demonstrate that they feel --  
40s that they're confident in them.  
42s Now, this is a widespread practice,  
44s but I think what's really interesting is when you find exceptions  
47s to this rule,  
48s when you find cases of businesses or people in businesses  
51s who don't use their own products.  
53s Turns out there's one industry where this happens in a common way,  
56s in a pretty regular way,  
57s and that is the screen-based tech industry.  
1:00 So, in 2010, Steve Jobs, when he was releasing the iPad,  
1:04 described the iPad as a device that was "extraordinary."  
1:08 "The best browsing experience you've ever had;  
1:10 way better than a laptop, way better than a smartphone.  
1:13 It's an incredible experience."  
1:15 A couple of months later, he was approached by a journalist  
1:17 from the New York Times,  
1:19 and they had a long phone call.  
1:20 At the end of the call,  
1:21 the journalist threw in a question that seemed like a sort of softball.  
1:25 He said to him, "Your kids must love the iPad."  
1:28 There's an obvious answer to this,  
1:30 but what Jobs said really staggered the journalist.  
1:32 He was very surprised,  
1:34 because he said, "They haven't used it.  
1:36 We limit how much technology our kids use at home."