

7

Text me!

The mind is like an iceberg, it floats with one-seventh of its bulk above water.

Sigmund Freud

ASK YOURSELF, ASK AROUND



What seems to be the greatest threat that the Internet presents to us?

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7.1

VOCABULARY

Information and the mind • prefixes
• verb–noun collocations • phrases with mind

I can talk about coping with information overload.

SHOW WHAT YOU KNOW

- 1 In your notebook, match each of the nouns from box A with three words from box B to make collocations. The nouns from box A don't always come first.

A (information attention)

B (withhold factual undivided processing pay span)

- 2 **SPEAKING** Discuss where you look for information about the following.

(current affairs directions entertainment news
facts for school sports results transport schedules)

- 3 Read the questions from an interview with the author of *The Organized Mind*. What do you think the book is about?

- 1 How can afternoon naps help our brains to work more efficiently?
- 2 How can we educate our children to deal with information overload?
- 3 What are 'brain extenders' and how can they increase our ability to concentrate?
- 4 What is the solution to information overload and the attention problems it causes?
- 5 How do you quantify 'information overload'?

- 4 Read the interview below. In pairs, choose the appropriate question from Exercise 3 for each gap.

Why the Modern World Is Bad for Your Brain

In an era of email, text messages and Facebook, we're all required to do several things at once. But this constant multitasking is **taking its toll**. Daniel J. Levitin, the author of *The Organized Mind*, explains how naps, calendars and periods away from the Internet can all help focus our mind.

A ?

We really are living in an age of information overload. We've created more information in the past few years than in all of human history before us. On average, we take in five times as much information as we did in 1986.

B ?

We need to **blinker ourselves** to better monitor our attentional focus. Self-imposed periods of no email or Internet to allow us to sustain concentration have been shown to be

tremendously helpful. And breaks – even a fifteen-minute break every two or three hours – make us more productive in the long run. Also, you can't underestimate how important **prioritising tasks** is.

