

What Is happening to My Brain??

Lindsay: How is it going Vin? Everything okay today?

Vin: Things are good, yes.
Just had a nice breakfast.

Lindsay: Awesome.

Vin: It is a beautiful day.
Sunny.

Lindsay: Excellent. It is a Sunday,
so that is the best day of the
week, I think.

Vin: Oh, absolutely!
Especially when you
are on the water and
that is nice.

Lindsay: Yes. Great. I guess you
just read a book called
“The Shallows” by, by who, by Nicholas Carr?

Vin: Yes.

Lindsay: I was wondering what is that book about?

Vin: Well, this was recommended by a patient of mine, who is
a professor, a college professor and he has brought it up
in several of his classes and it has to do with the way the
internet is changing the way we think, read, and
remember.

Key Vocabulary Words

1. Scattered

2. Bounce

3. Superficial

4. Nuances

5. Unplug

6. Detox

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Lindsay: Yes, I am sure it is. So what were a couple of the points that kind of stood out to you, as being...as really resonating with you?

Vin: Well, I think the biggest thing is – and I can identify with this personally – is it has **scattered** our brains to the extent that it is very difficult to stay on one particular topic...

Lindsay: Oh, so true.

Vin: ...and concentrate on that because you are

constantly waiting for feedback. You are constantly getting your “beep, beep, beep” from your email that just arrived...

Lindsay: Oh, my gosh! That is just terrible.

Vin: ...The stock market report is going to be producing something... you have friends that want to talk to you...

Lindsay: Yes.

Vin: You have projects to do and it is hard to stay concentrated.

Lindsay: Do you usually open up many different windows on your computer at the same time, so you **bounce** between Facebook, and email, and news? Do you do that or do you open them one at a time?

Vin: Well, I am kind of a dinosaur, so I open one at a time, but there are so many people that have so many things opened at once, it is just hard to give really thoughtful, concentrated effort on any topic if you have ten of them on your mind and that scatters the way we... that translates

to the way we think about the rest of our lives and how we are constantly being pulled in multiple directions.

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Lindsay: Yes, it is like we are all becoming ADHD... getting ADHD.

Vin: Yes, and in the back of your head, you know that something is happening in the world and it is accessible to you on the internet, so you want to find out about it.

Lindsay: It is like an insatiable desire for more information.

Vin: That never stops because...

Lindsay: Just binging on information.

Vin: The information... you acquire some information and that simply leads you to more questions and takes you different places. To me it is fascinating how you can be sitting there and all of a sudden, it is 45 minutes later and

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you are in Bangladesh and you do not know how you even got there.

Lindsay: And do you find that when you are waiting for something to process, like let's say you submit...I don't know... anything... you are waiting for a link to open, that you open up another page and immediately start doing something else because you are impatient?

Vin: Absolutely and it has nothing to do with how fast your computer is because the faster your computer, the more impatient you become. You want instant gratification.

Lindsay: Yes, the internet is really fostering the sense of incredible impatience so I wonder how that is going to translate to our interactions with people.

Vin: I think it will make them become more shallow. I think our ability to converse with other people...

Lindsay: More **superficial**.

Vin: ...will become less... We simply look for the information and not the **nuances** and the content, and the background, and the history. We just want what we want when we want it and we want it cheap and fast.

Lindsay: So what is the answer...? I have actually heard about a company that is allowing people to, kind of, **unplug** and

escape from... they are allowing people, like a space and the tools to actually like, go through a **detox** of information exposure, but I do not know what is happening in that world. It is probably just a newly developing field.

Vin:

Well, it could be and you hear stories about families who sometimes will take an electronic vacation, go away and not give anyone access to cell phones, or computers, or PDAs or anything else. People go through a toxic breakdown initially, but then I think they tend to come out of it and they tend to enjoy themselves. They tend to talk to each other more often. They tend to think more deeply and have longer conversations, but then when they get back, and immediately, they are thrust back into that electronic world.

Lindsay:

Man. It is true because where the real enjoyment in life comes from is not the **superficial** layers, right? So it is when we live more deeply, when we experience life more deeply, when we go beyond the surface. So if we are just really getting used to living on the surface, it really has major implications.

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Vin: It sure does. It has definitely changed... Well, not only that – not only changed the way our brains operate, but changed the fabric of economics and look at how Amazon.com, for instance is a company that has totally revamped the economics of the world. People think first to go there to purchase their things and obviously the implications for individual merchants and smaller businesses that have to be now

competing not only with somebody down the street, but also with some electronic entity that has hundreds of thousands of warehousing computers that are serving the rest of the world overnight.

Lindsay: Yes, I mean I think Amazon is great. Yeah it is definitely threatening the ya know, bookstore business model, but I do not think there's anything wrong with that, with mixing it up a little bit, challenging some industries. But um yeah, I just think in general, in terms of the way we think it is a little bit dangerous.

Vin: But then again that is one of the most important things -- that they have changed their business model because people expect and want instant gratification. That is why they have found free shipping is the hottest button that they have for their customers.

Lindsay: Yes.

Vin: Gotta get it...I want really... I have been thinking about this purchase for weeks, but now I have to have it there by 10 am.

Lindsay: All right. Well thanks for sharing some of your thoughts. They were very interesting.

Vin: Hey it has been a pleasure. It has been a pleasure.

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