

YOW!
MELBOURNE
2023



Infobesity

by @fabionudge

The background is a vibrant blue digital space filled with glowing lines, dots, and abstract shapes. A white robotic hand with black joints is visible in the top left corner, pointing towards a large, dark blue rectangular box with a blue border. Inside this box, the number '35 000' is displayed in large, bold, yellow digits. Below the box, there are several glowing, translucent, purple and blue spherical objects that resemble stylized cells or data clusters. The overall aesthetic is high-tech and futuristic.

35 000

How to hack DECISIONS

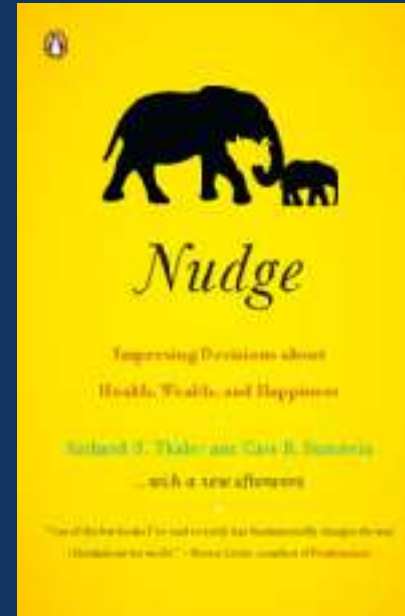
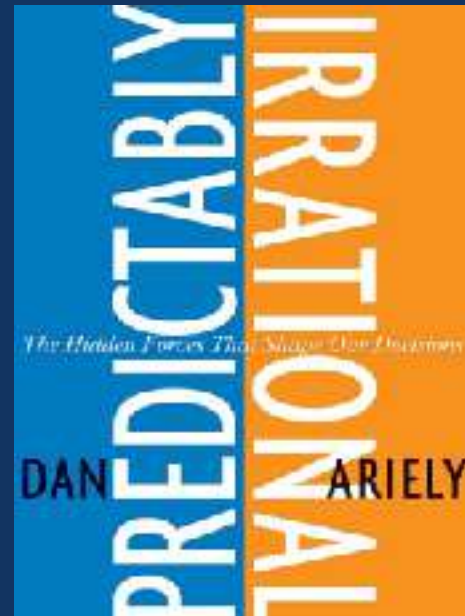
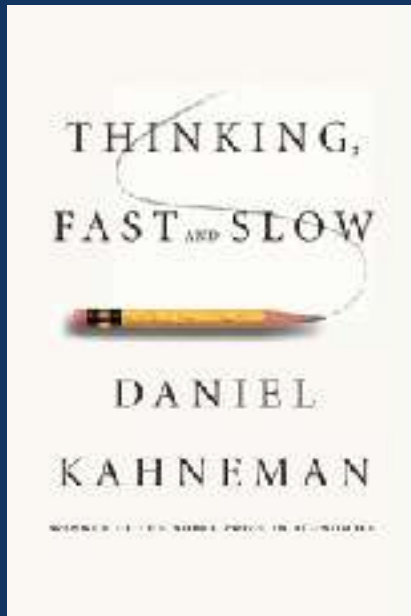




Digital DECISIONS



COMPUTER SCIENCE & PSYCHOLOGY



COGNITIVE PSYCHOLOGY BOOKS

where to eat in Melbourne



112.000.000 results (0.43 seconds)

1

2

3

4

5

6

7

8

9

10

Mais

91.5%

NETFLIX

Watch Credits

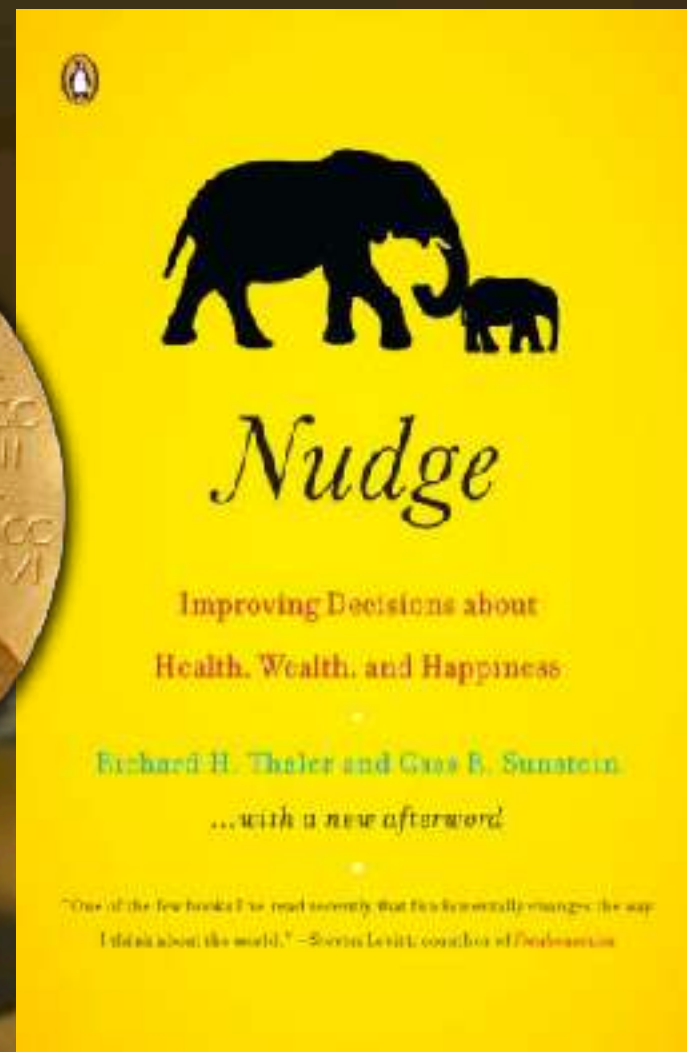


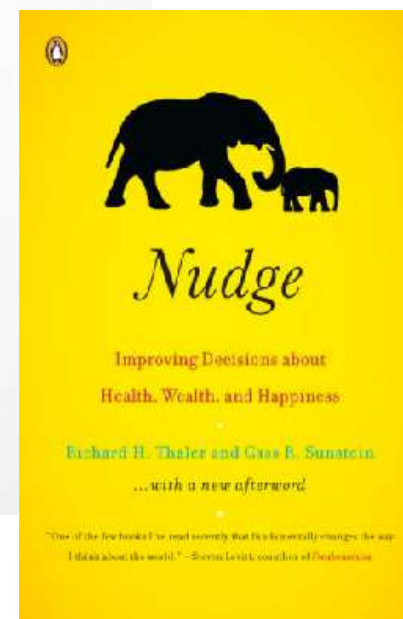
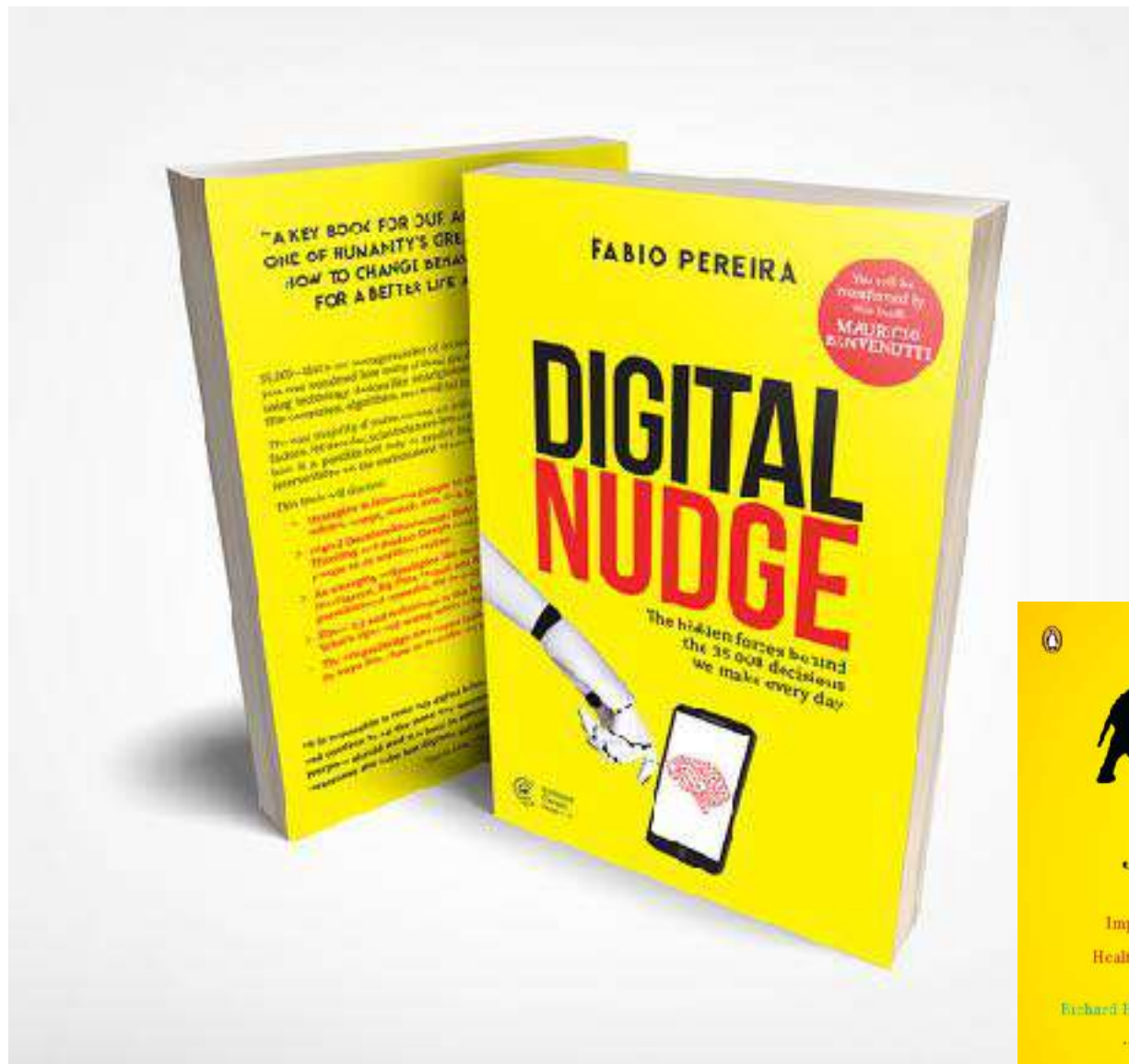
Next Episode

#ThisIsANudge

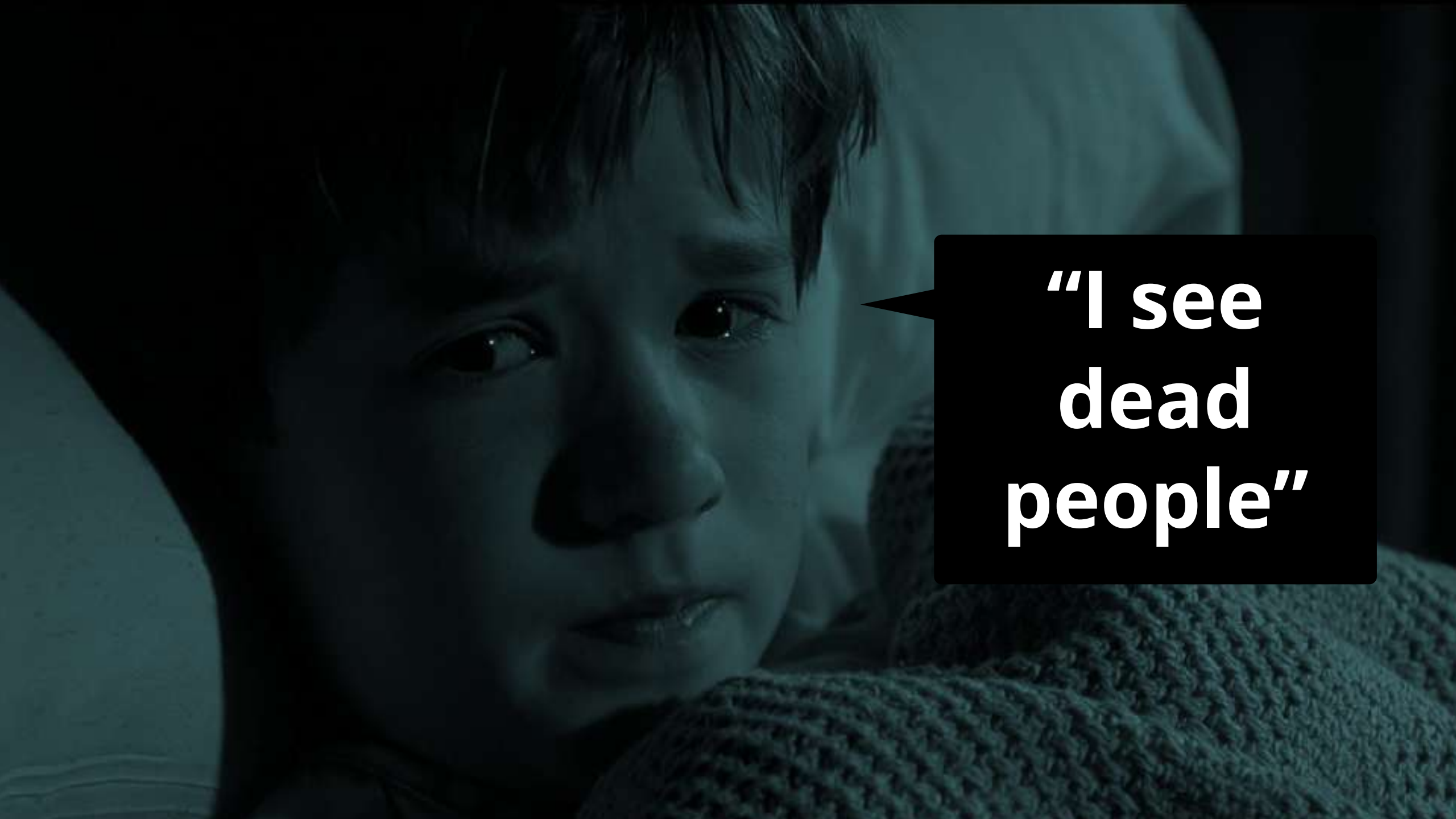


NOBEL





by @fabionudge

A close-up, low-key photograph of a young boy with dark hair, looking off-camera with a worried or fearful expression. The lighting is dim and blue-toned. A speech bubble is overlaid on the right side of the image, containing the text "I see dead people".

**"I see
dead
people"**

A close-up photograph of a man with dark hair and a beard, looking directly at the camera with a suspicious or questioning expression. He is lying down, with a white pillow and blanket visible. A black speech bubble with white text is positioned to the right of his face.

**“I see
Nudges”**

#DigitalNudge

| Prefácio |

35 mil! Essa é a quantidade média de decisões que um ser humano toma por dia. Significa mais ou menos uma decisão a cada dois segundos. Já imaginou quantas dessas são decisões digitais? Decisões digitais são as que tomamos usando tecnologia como smartphones, tablets, computadores, wearables, realidade virtual etc. Também aqueles equipamentos digitais, muitas vezes, tomam decisões por nós. O físico e o digital se misturam. Vivemos digitalmente.

algo que
tionamentos
dade moral e ética
bem da humanidade.
Tenho certeza de que ter e
formar não somente a forma que
hábitos são construídos, mas também ira
cimento e consciência para você que cria ou
para criarmos e vivermos em um mundo cada vez

Fabio Pereira
Autor do livro Consciência Digital

HOOKED



How to Build
Habit-Forming Products

NIR EYAL
WITH RYAN HEVNER

BEST-SELLER DO WALL STREET JOURNAL

HOOKED

(ENGAJADO)

COMO CONSTRUIR
PRODUTOS E SERVIÇOS
FORMADORES DE HÁBITOS



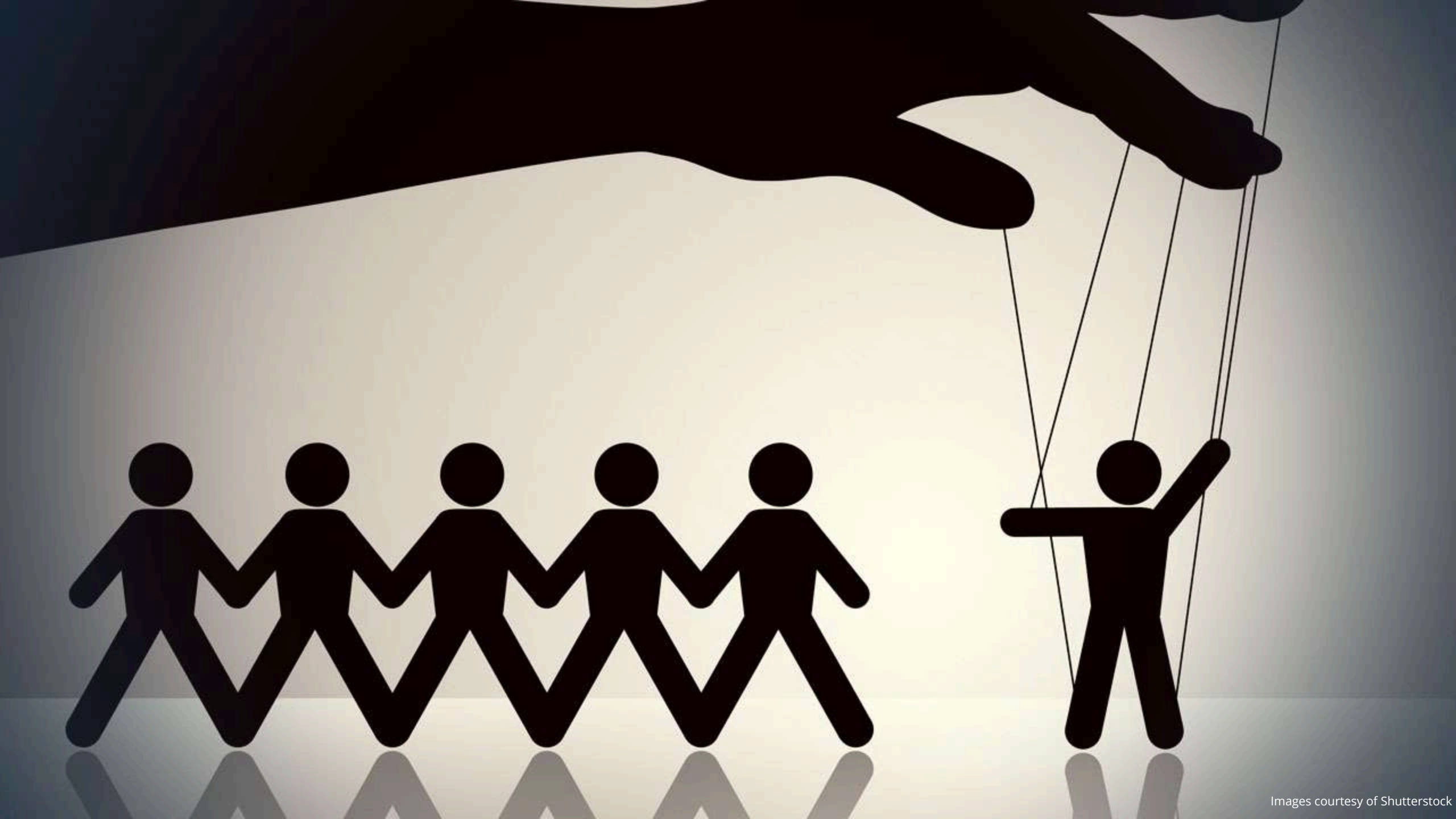
NIR EYAL
COM RYAN HEVNER



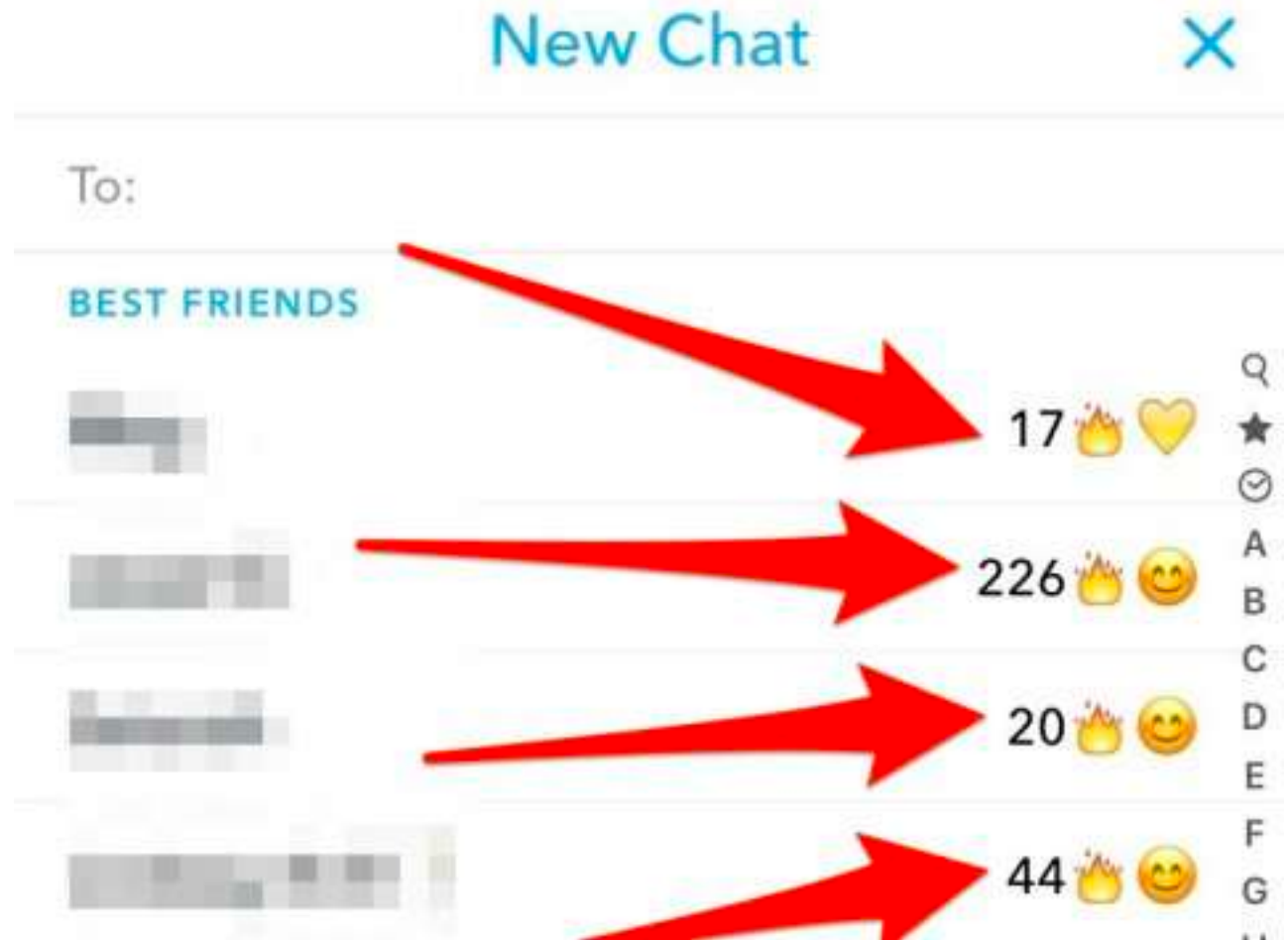
DERREN BROWN

The Push





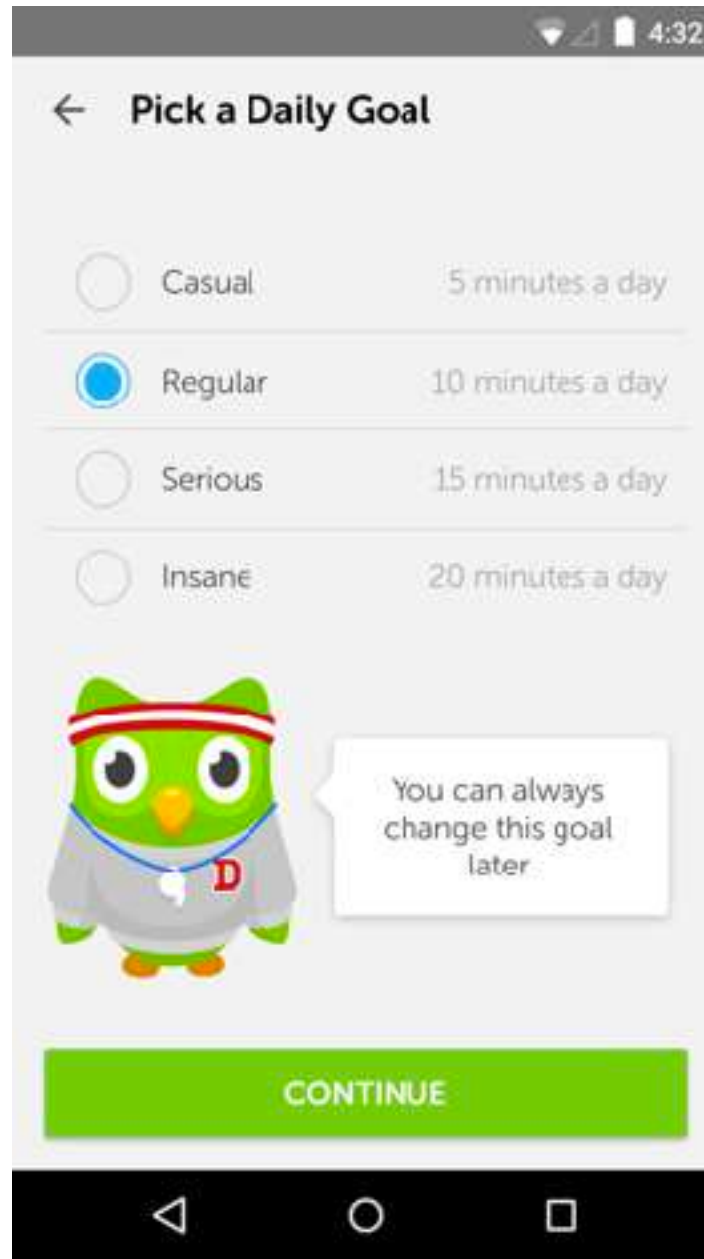
Streak



Streak



duolingo



Streak



TED



LUISVONAHN

241 Million





INTERNET MINUTE 2023

Created by: eDiscovery Today & LTMG

2016 What happens in an Internet Minute?



2017 This is What Happens in An Internet Minute



2018 This is What Happens in An Internet Minute



2019 This is What Happens in An Internet Minute



2020 This is What Happens in An Internet Minute



2021 This is What Happens in An Internet Minute



THE INTERNET IN 2023 EVERY MINUTE



Created by: eDiscovery Today & LTMG





What if we looked at
information
as food



rodízio













by @fabionudge

1975







from
SCARCITY

to
ABUNDANCE

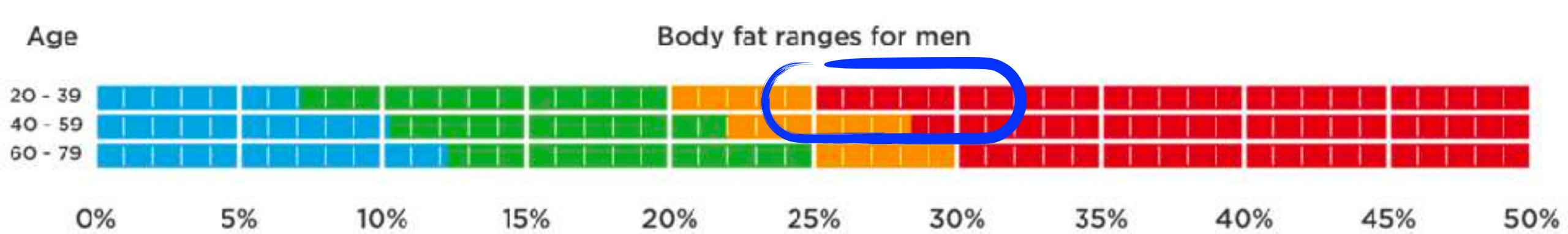
obesity











Source: <https://www.tanita.com/en/understanding-your-measurements/>

**YOU ARE IN THE
OBESITY ZONE !!!**



**YOU ARE IN THE
OBESITY ZONE !!!**







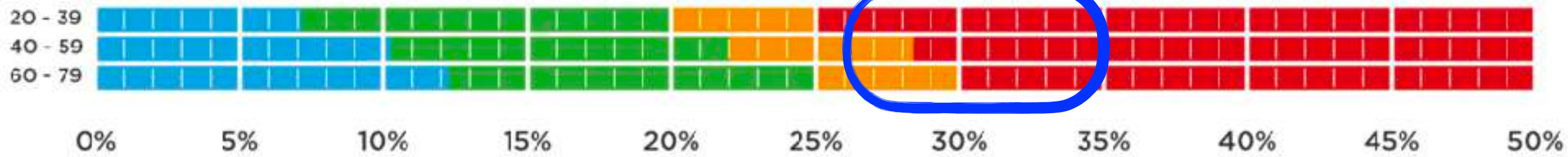


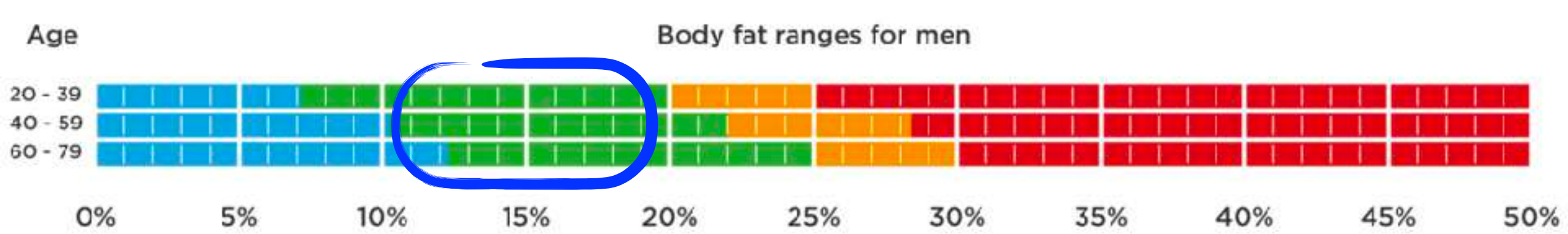




Age

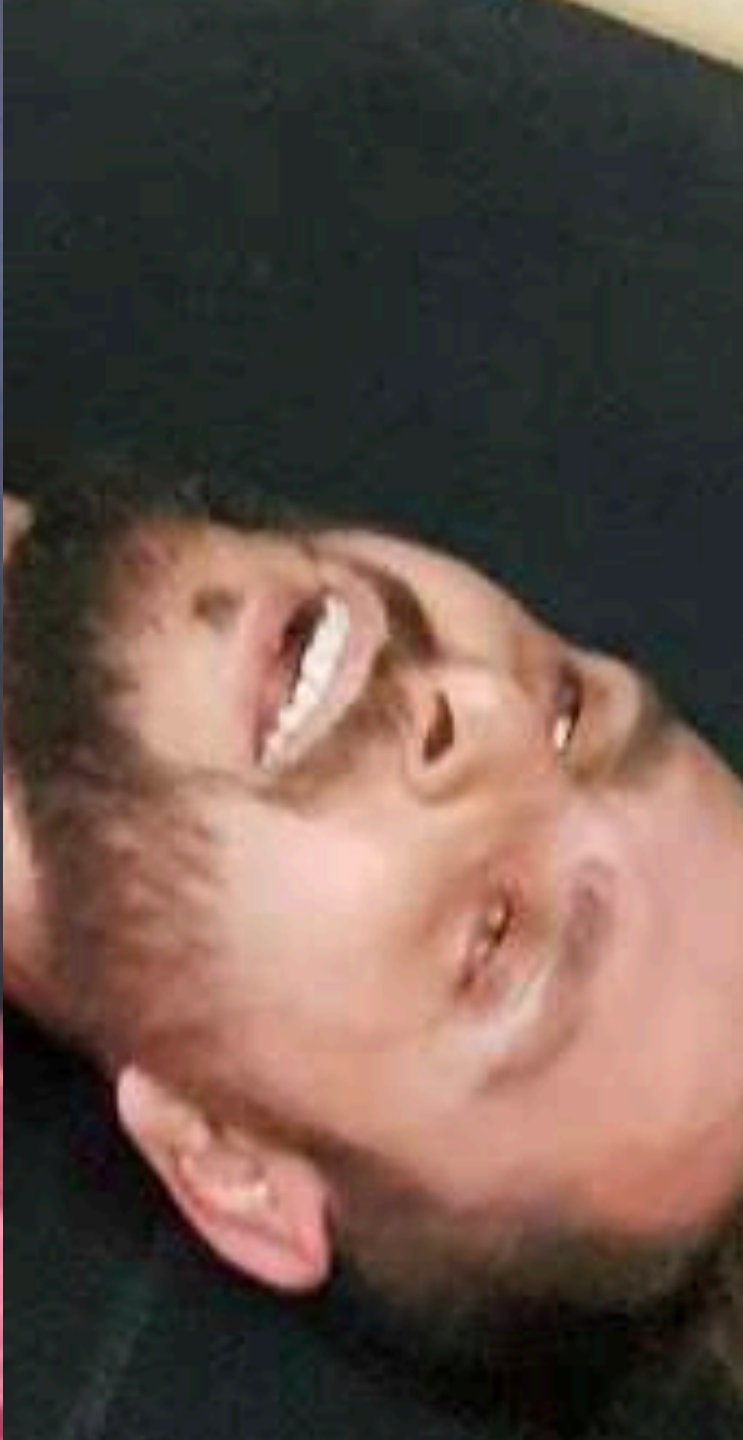
Body fat ranges for men





YOU ARE IN THE
HEALTHY ZONE !!!!





THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS



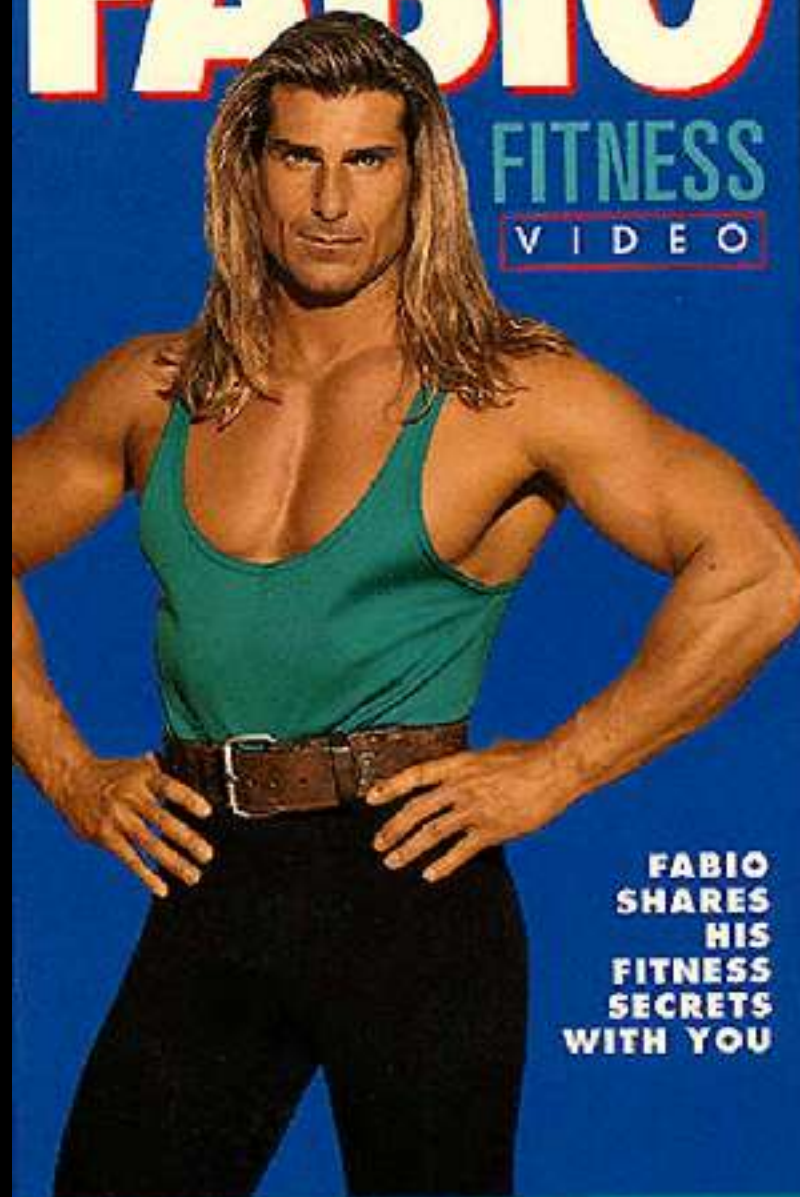


Pelé



FABIO

FITNESS
VIDEO



FABIO
SHARES
HIS
FITNESS
SECRETS
WITH YOU

WITH FITNESS EXPERT BRENDA DYKGRAAF

Geena Davis's spectacular wedding weekend

NOVEMBER 4, 1993 \$2.95



TV's sexy
new Superman

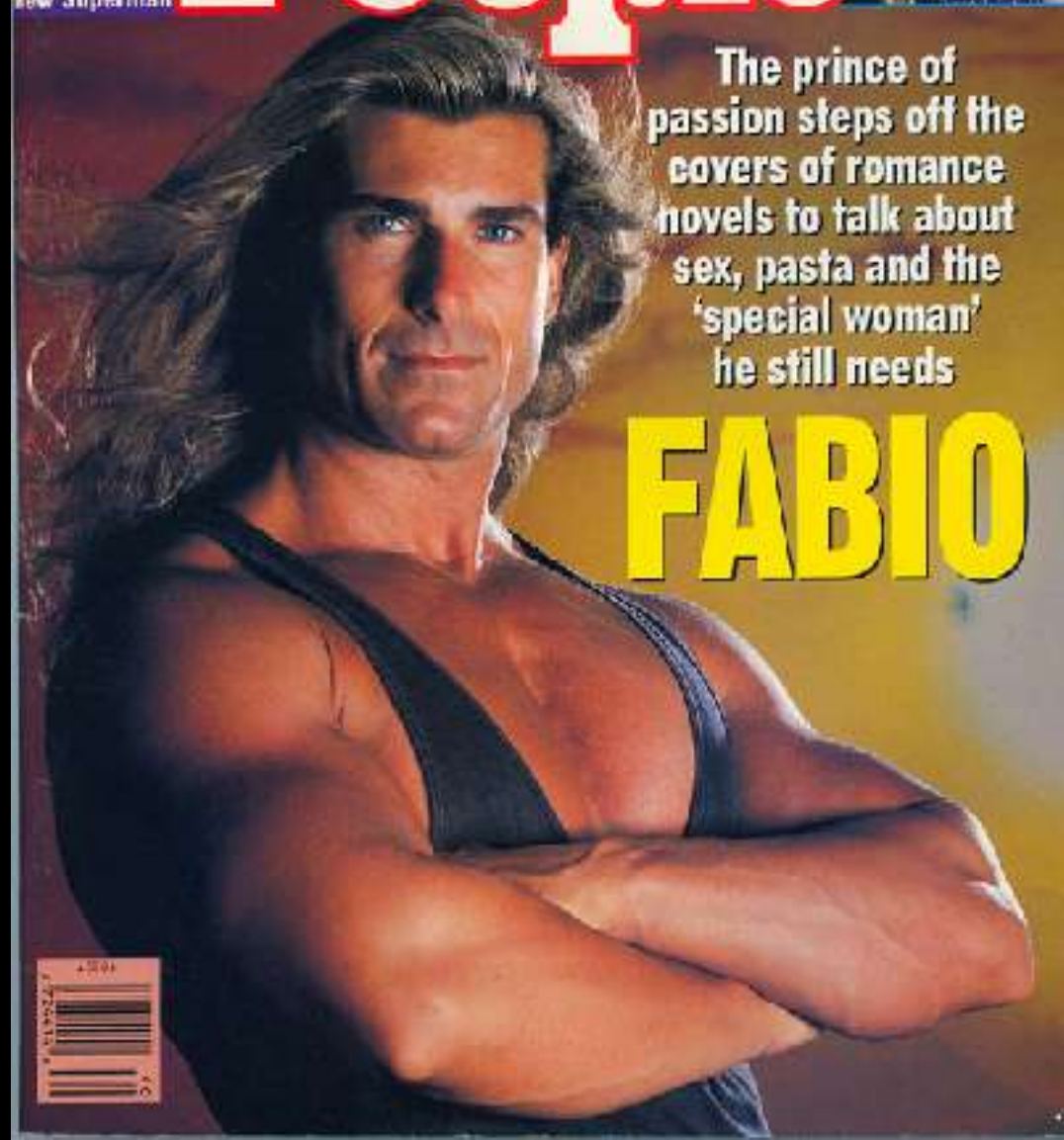
People

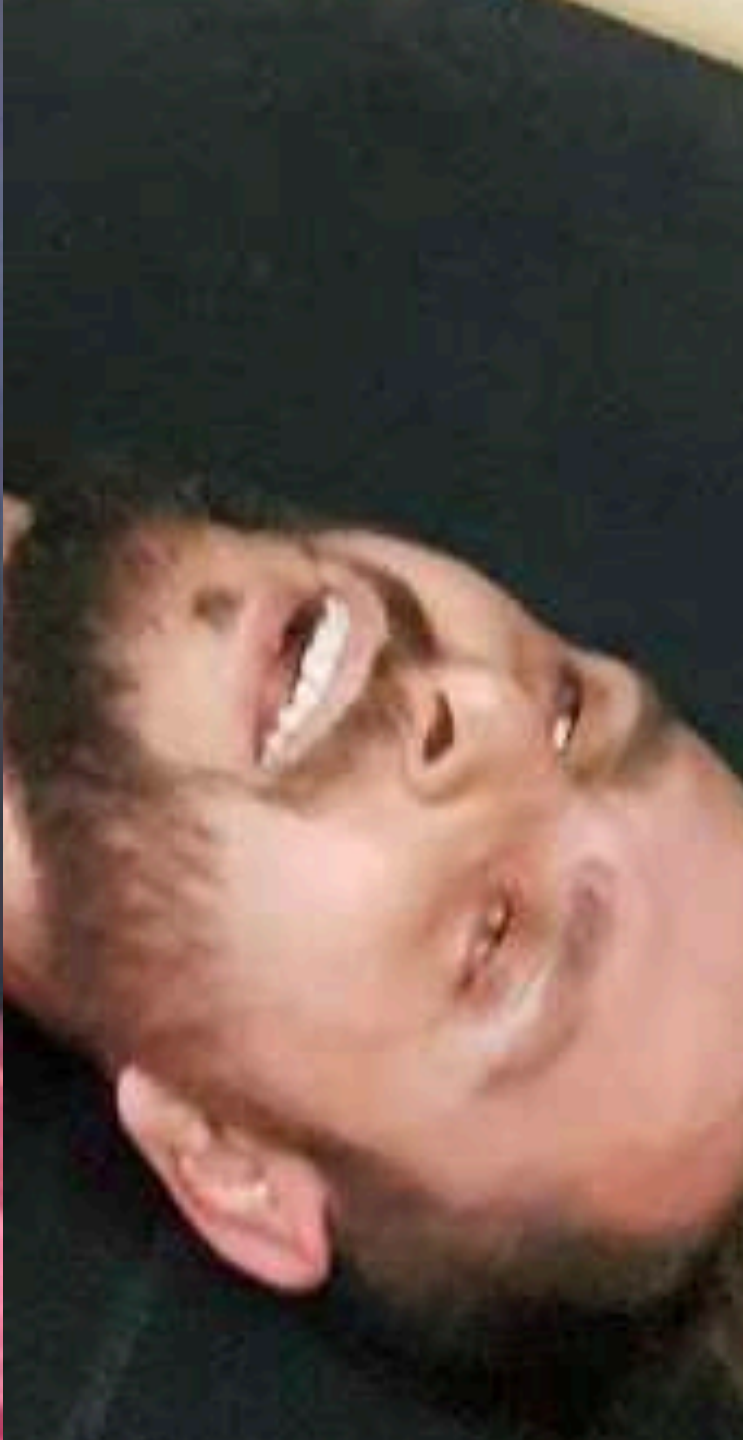
weekly

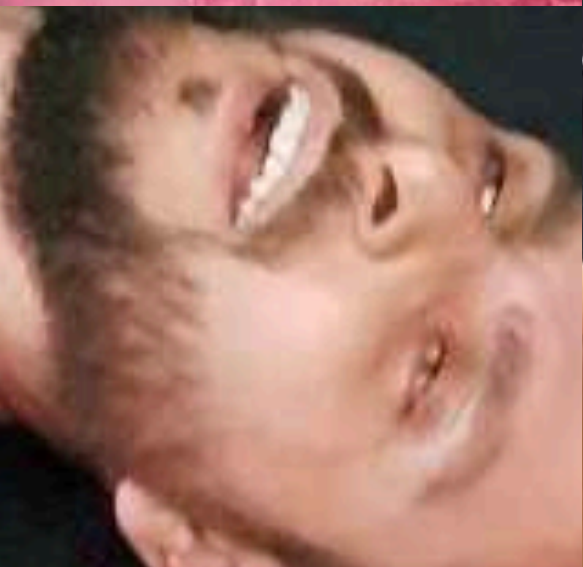


The prince of
passion steps off the
covers of romance
novels to talk about
sex, pasta and the
'special woman'
he still needs

FABIO







YES...

#DigitalNudge



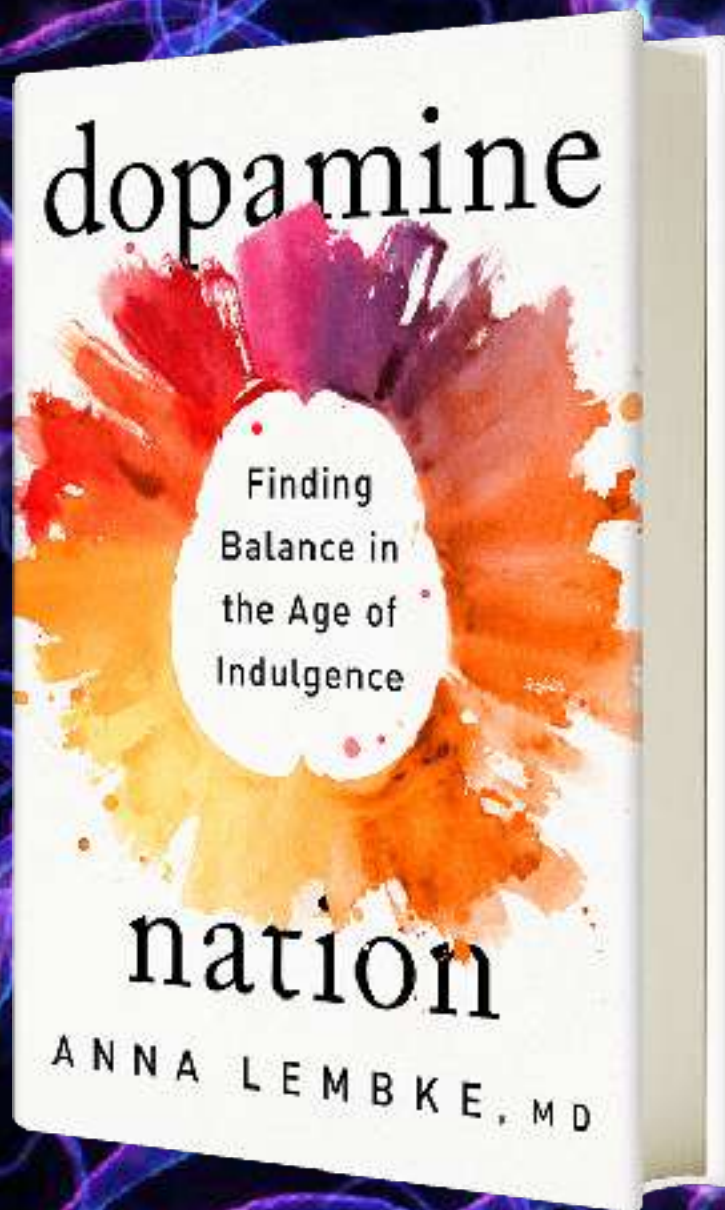
Consciousness & Technology

79,003 views • 8 Oct 2018

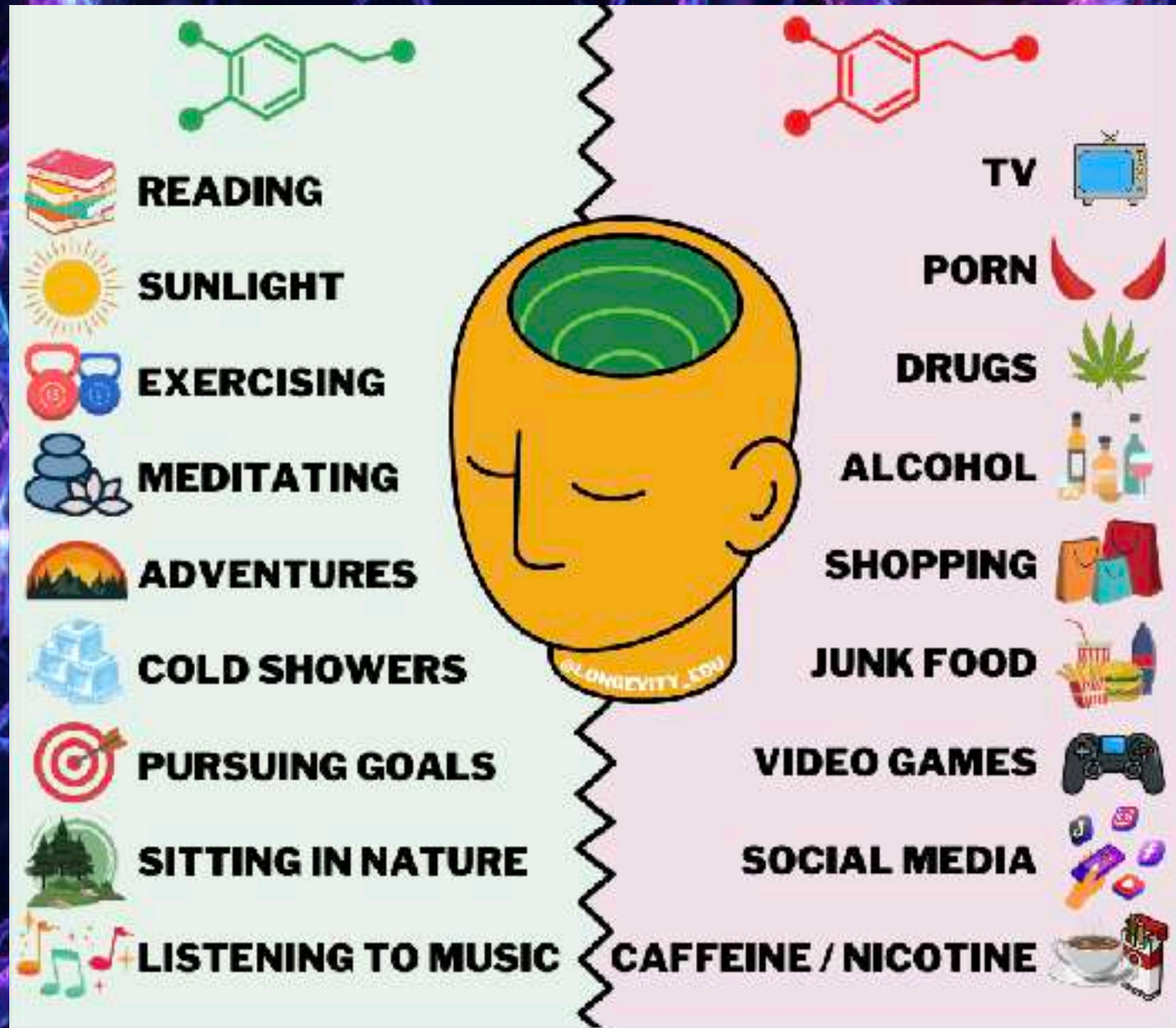
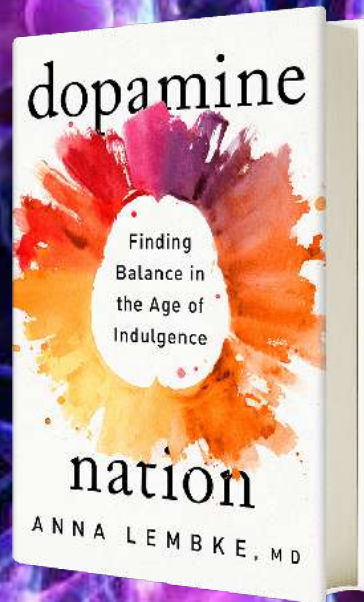


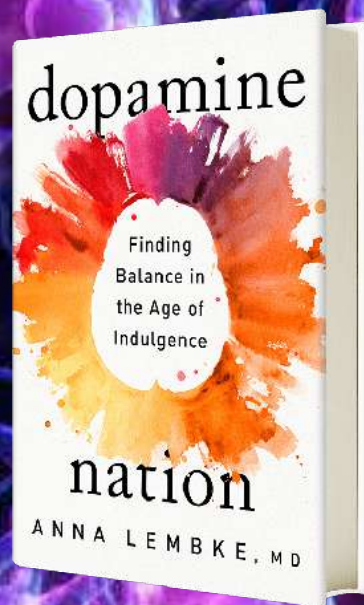
YouTube™

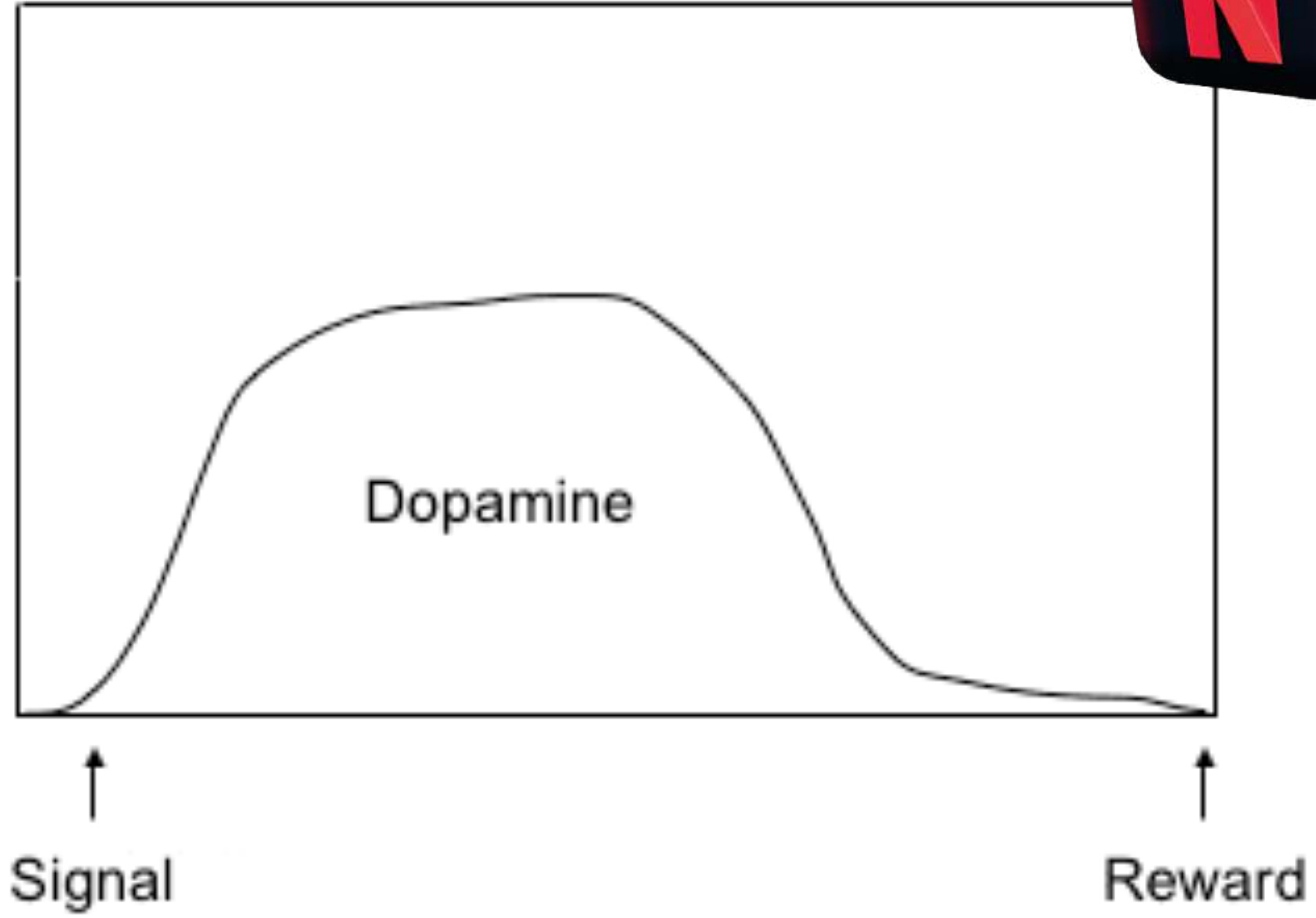


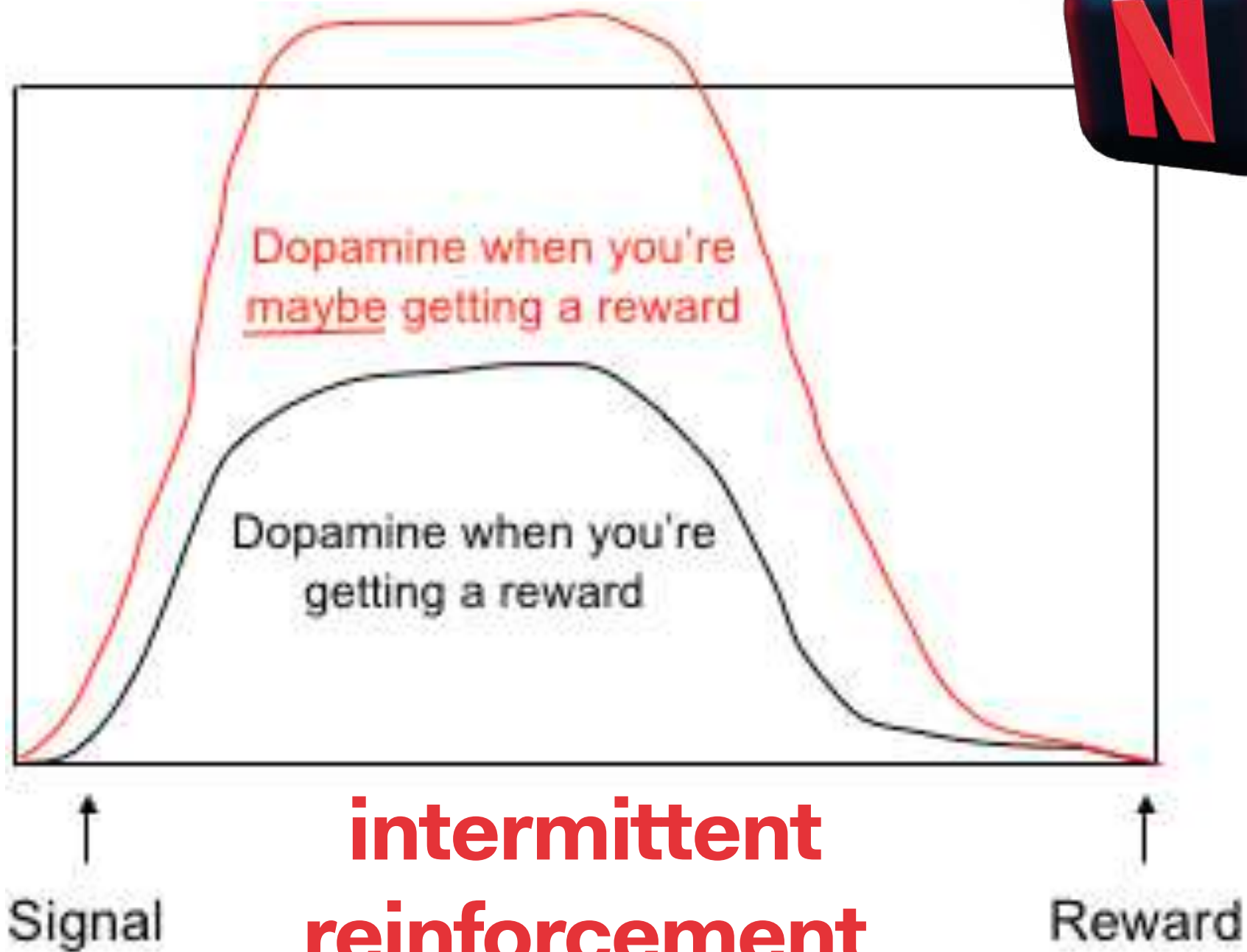


ANNA LEMBKE, MD









TestComplete Test Results

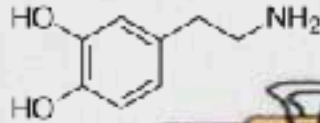
Status	Test
 Failed to start	JenkinsTestProject_001/JenkinsTe
 Failed	JenkinsTestProject_001/JenkinsTe
 Passed	JenkinsTestProject_001/Project2/U
 Passed	ProjectSuite_XYZ

 [Back to Project](#) [Status](#) [Changes](#) [Console Output](#) [Edit Build Information](#) [Delete Build](#) **TestComplete Test Results** [Test Result](#) [Previous Build](#) [Next Build](#)

TestComplete Test Results

Status	Test	Test Machine (Node)
	Failed to start JenkinsTestProject_001/JenkinsTestProject_001/Unit1/WarningTest	Jenkins
	Failed JenkinsTestProject_001/JenkinsTestProject_001	Jenkins
	Passed JenkinsTestProject_001/Project2/Unit1/OneFunction	Jenkins
	Passed ProjectSuite_XYZ	Jenkins

Happy Chemicals



-- How to hack them --

DOPAMINE

"Reward Chemical"

- *COMPLETING A TASK
- *CELEBRATING GOALS AND WINS
- *SELF CARE ACTIVITIES
- *TRYING SOMETHING NEW
- *EATING AND DRINKING WELL

OXYTOCIN

"Love Hormone"

- *SPENDING TIME WITH PETS
- *PHYSICAL TOUCH
- *HELPING OTHERS
- *GIVING COMPLIMENTS
- *SHOWING KINDNESS

SEROTONIN

"Mood Stabilizer"

- *MEDITATING
- *SPEND SOME TIME IN NATURE
- *GET SOME SUN EXPOSURE
- *EXERCISING
- *MINDFULNESS

ENDORPHIN

"Pain Killer"

- *LAUGHING
- *WATCH A FUNNY MOVIE
- *LISTEN TO MUSIC YOU LIKE
- *ESSENTIAL OILS
- *EXERCISE



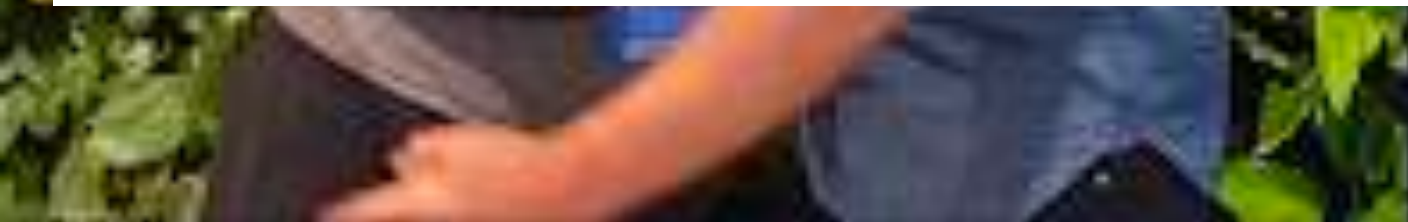


A Hug Only Takes
10 Seconds, But the
Benefits Last
Forever

 BCSIL Connect Team June 29, 2022

Hugs make you happy

Oxytocin isn't the only hormone released during a hug. Hugs can also release serotonin and dopamine to help lift your mood.





Tools & Practices





9:31



< Screen Time

Devices

Today

Last 7 Days

All Devices

SCREEN TIME

Today at 9:30 AM

9:31

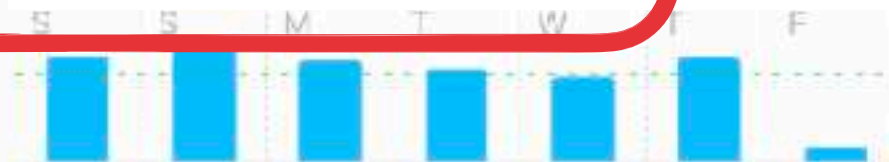


< Screen Time

Last 7 Days

Devices

PICKUPS

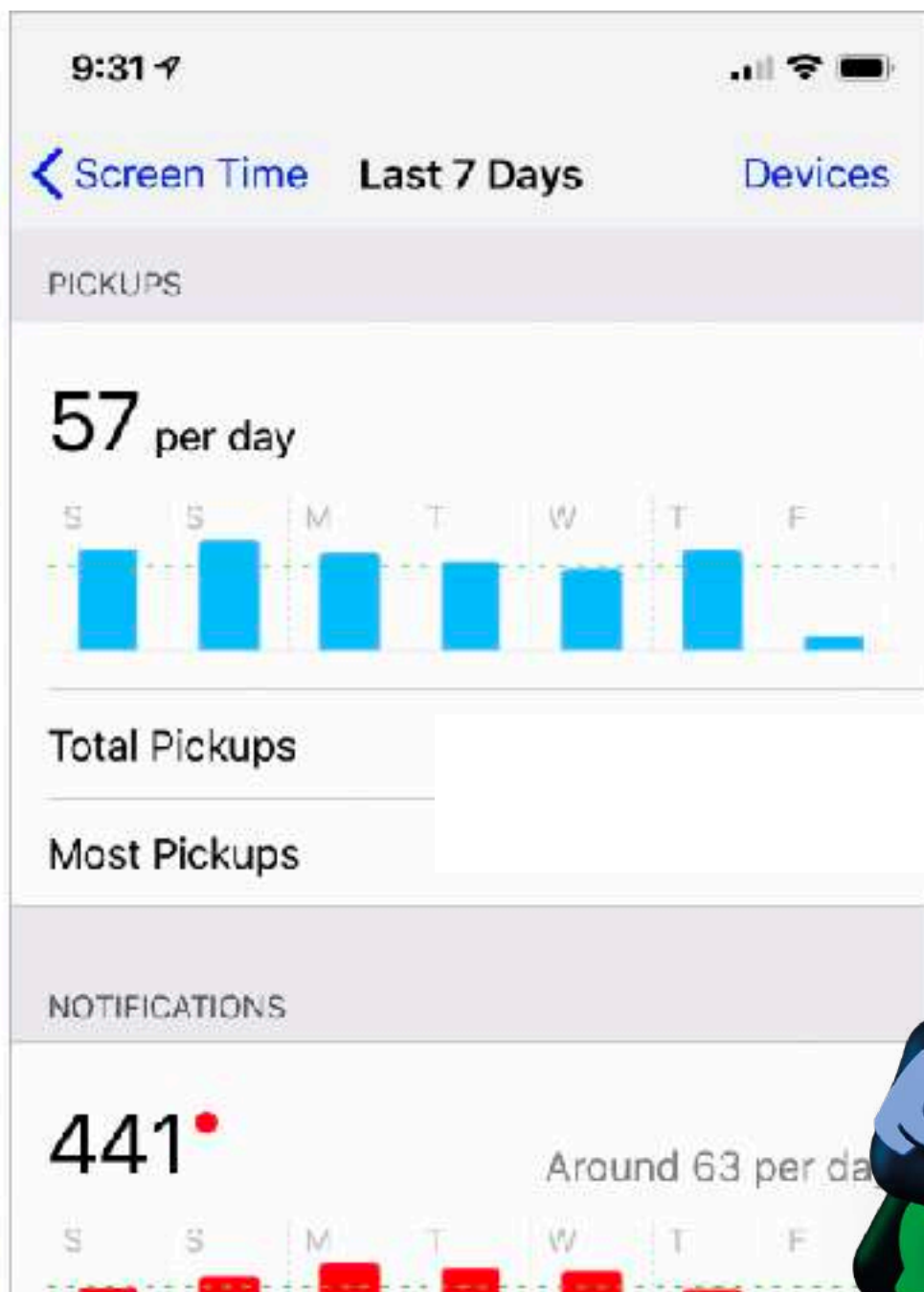


Total Pickups

Most Pickups

NOTIFICATIONS





Most Happy

	% of Users Happy	Daily Usage (Minutes)
1. Calm	99% 😊	19
2. Google Calendar	99% 😊	3
3. Headspace	99% 😊	4
4. Insight Timer	99% 😊	20
5. The Weather	97% 😊	3
6. MyFitnessPal	97% 😊	8
7. Audible	97% 😊	8
8. Waze	96% 😊	19
9. Amazon Music	96% 😊	7
10. Podcasts	96% 😊	8
11. Kindle	96% 😊	26
12. Evernote	96% 😊	10
13. Spotify	95% 😊	9
14. Weather	95% 😊	2
15. Canvas	95% 😊	5

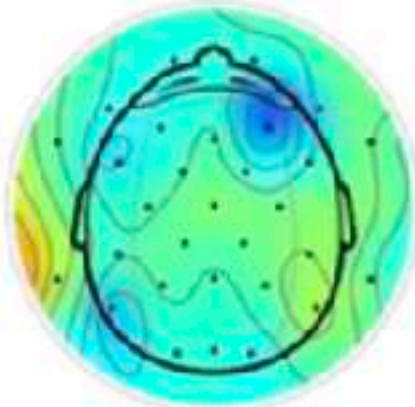
Most Unhappy

	% of Users Unhappy	Daily Usage (Minutes)
1. Grindr	77% 😞	61
2. Candy Crush Saga	71% 😞	16
3. Facebook	64% 😞	59
4. WeChat	62% 😞	97
5. Candy Crush	59% 😞	17
6. Reddit	58% 😞	56
7. Tweetbot	58% 😞	78
8. Weibo	57% 😞	73
9. Tinder	56% 😞	22
10. Subway Surf	56% 😞	32
11. Two Dots	53% 😞	34
12. Instagram	51% 😞	54
13. Snapchat	50% 😞	61
14. 1010!	45% 😞	35
15. Clash Royale	42% 😞	58

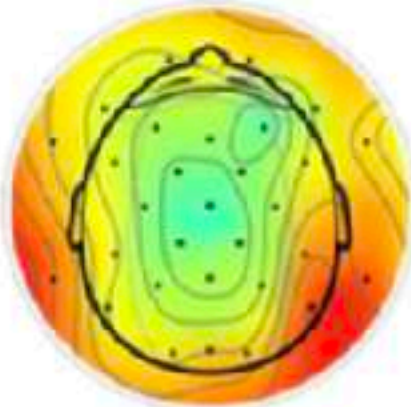
**Apps
we
Regret**



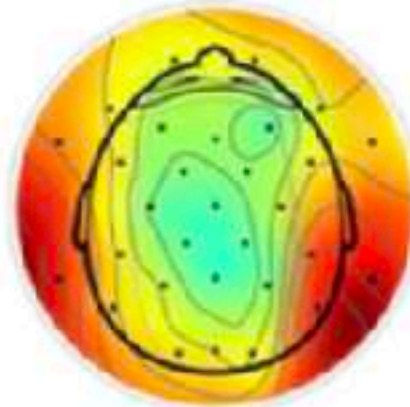
No Break



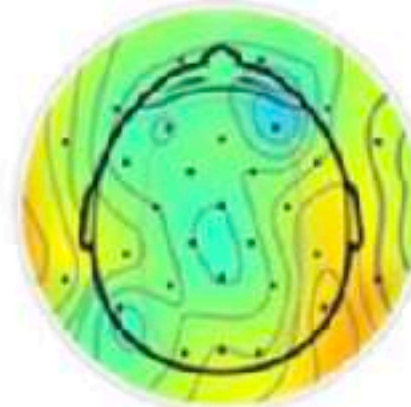
Meeting 1



Meeting 2

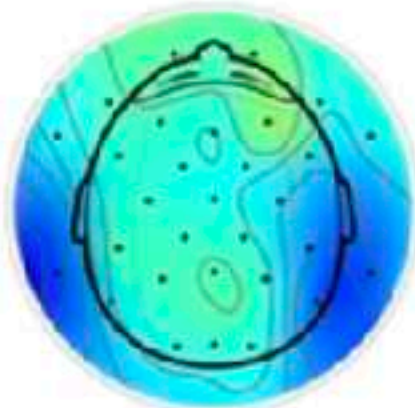


Meeting 3

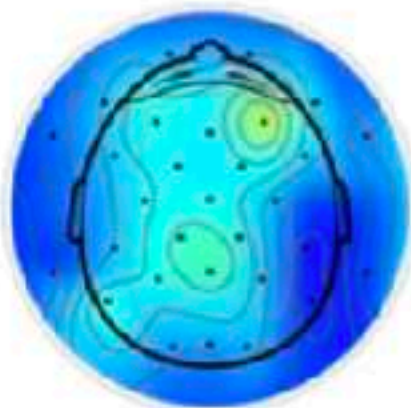


Meeting 4

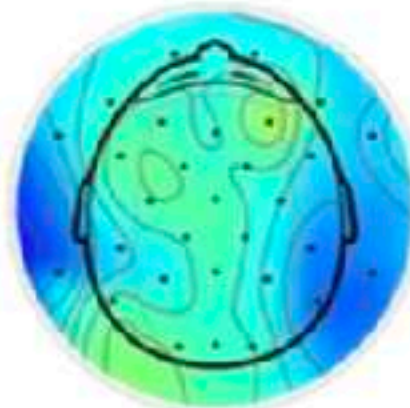
Break



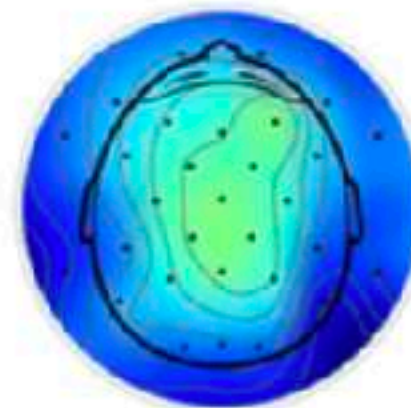
Meeting 1



Meeting 2



Meeting 3



Meeting 4

Cognitive Loadometer

A simple tool to measure cognitive load and improve focus



Subjective Cognitive Load Scale



inspired by Team Topologies

by Fabio Pereira and Jorge Galdino

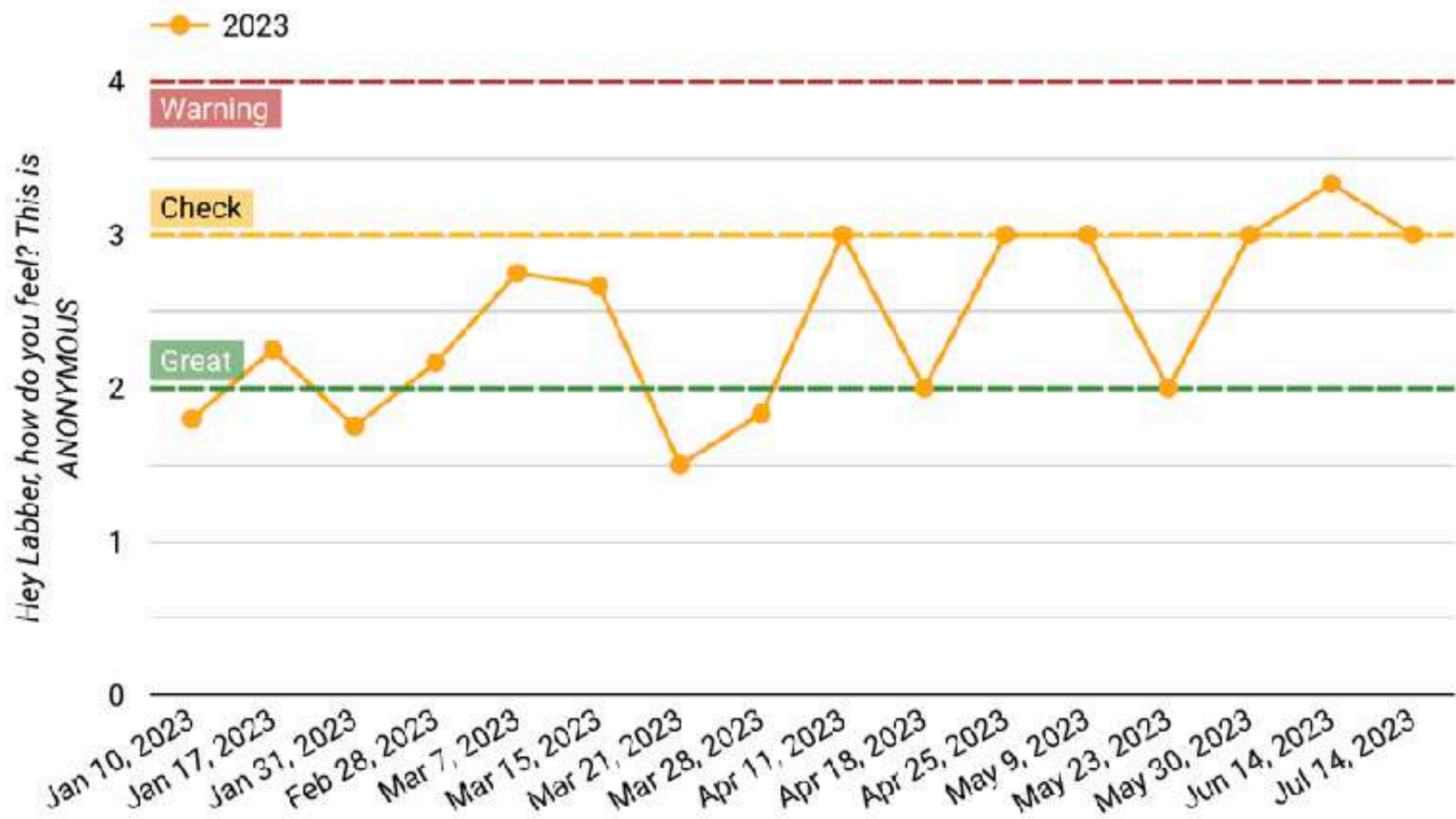
1 - I can **focus**
get things done
and still have
time to **learn**



5 - I feel soooo
overloaded,
tired, cannot
focus



<https://openpracticelibrary.com/practice/cognitive-loadometer/>



The background of the slide is a close-up photograph of several red chili peppers. The peppers are vibrant red, with some showing the green stem and others showing the pointed tip. They are arranged in a somewhat circular pattern, with some overlapping. The lighting is soft, highlighting the texture of the pepper skin.

Future Retro Box

15 NOV 2009 • BY FABIO PEREIRA • TECHNICAL

Future Retro Box

15 NOV 2009 · BY FABIO PEREIRA · TECHNICAL



Future Retro Box

15 NOV 2009 • BY FABIO PEREIRA • TECHNICAL



The 4 best read it later apps in 2023

By Justin Pot • August 8, 2023



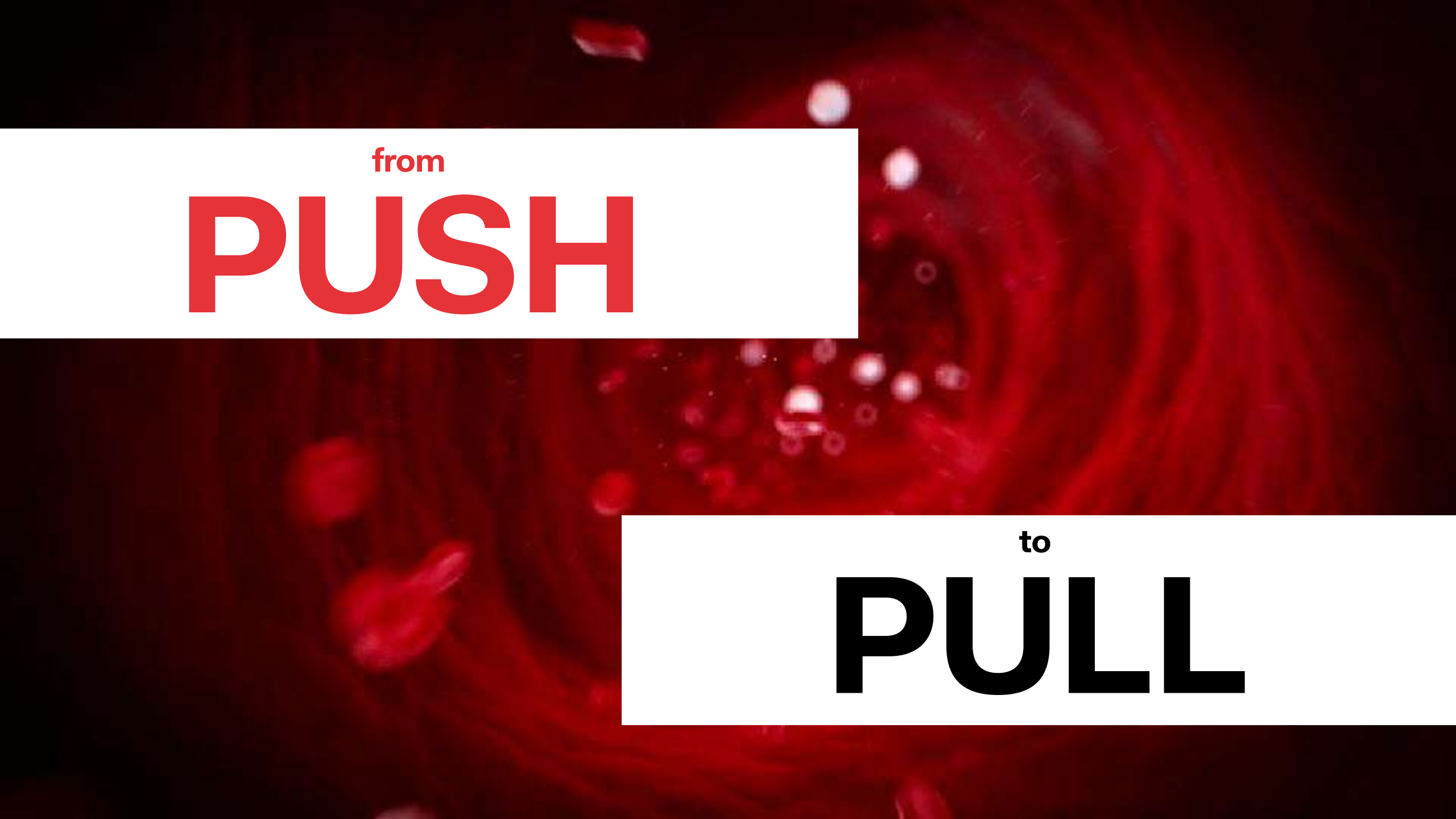
Prioritize!!!
Prioritize!!!
Prioritize!!!



Push

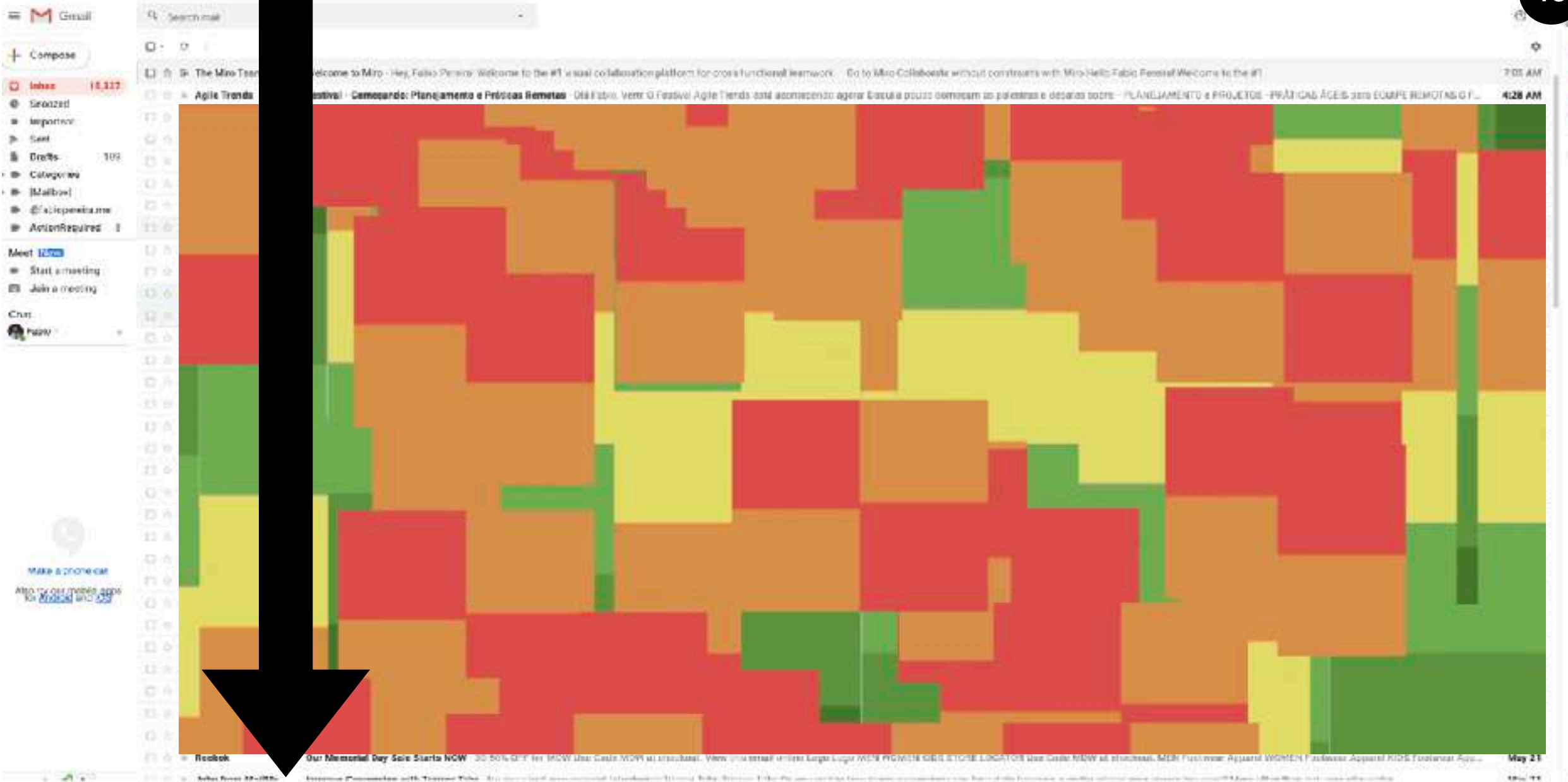


Pull



from
PUSH

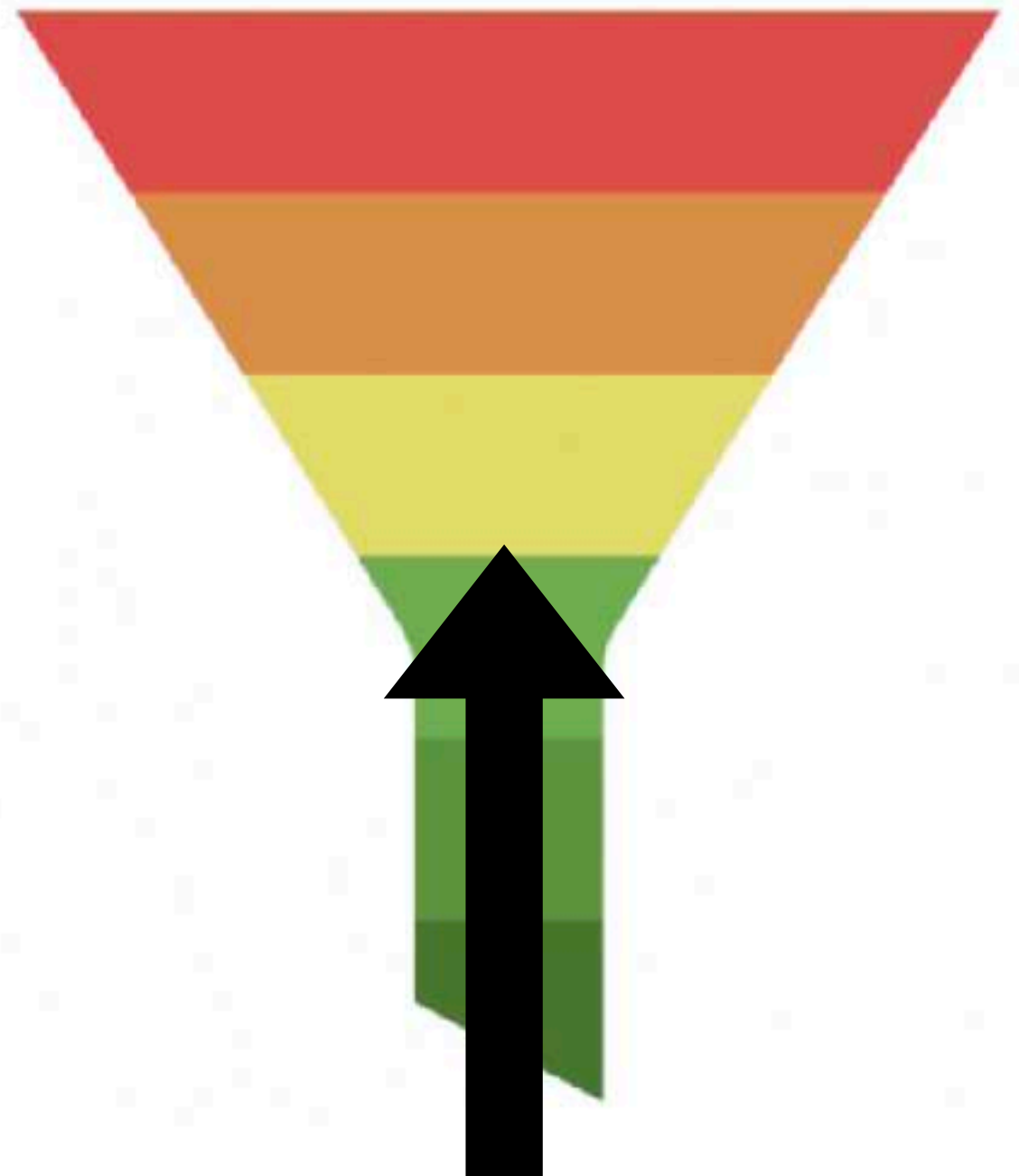
to
PULL



MORE than

350

**smart
filters
on Gmail**



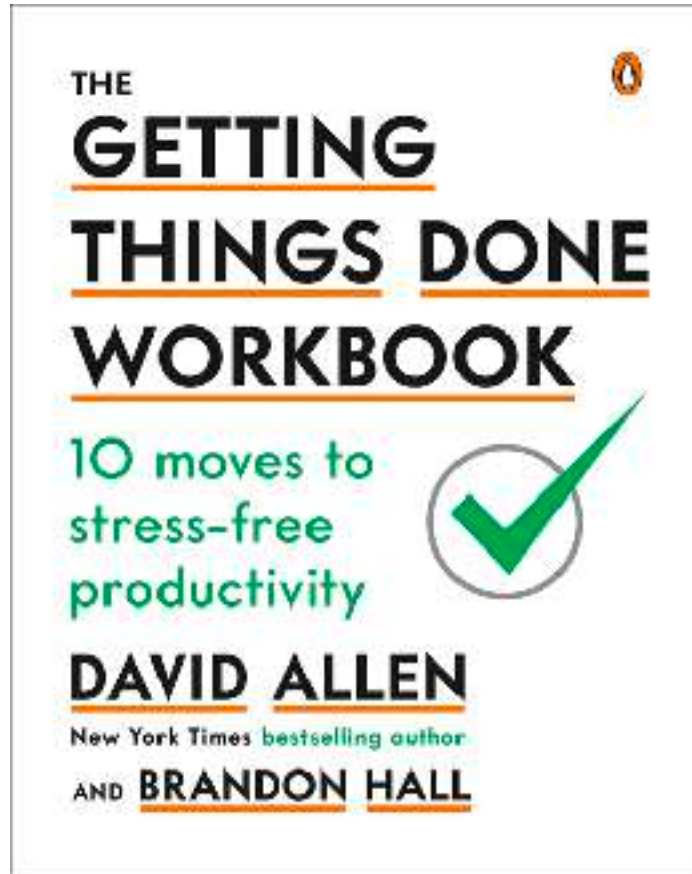
Shoulders of Giants

Merlin Mann



Inbox Zero
action-based email

<http://www.merlinmann.com/>



https://pt.wikipedia.org/wiki/Getting_Things_Done

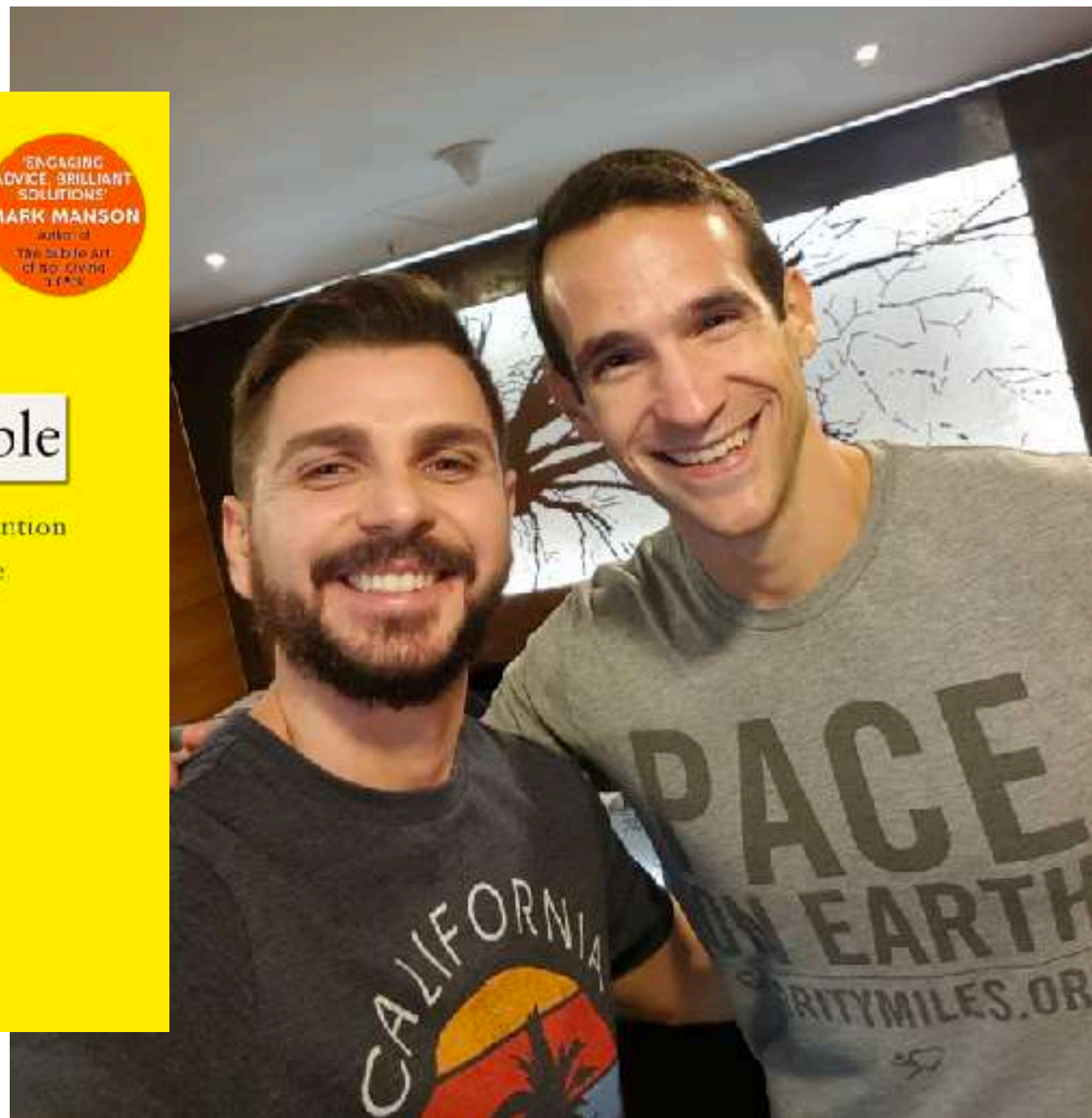
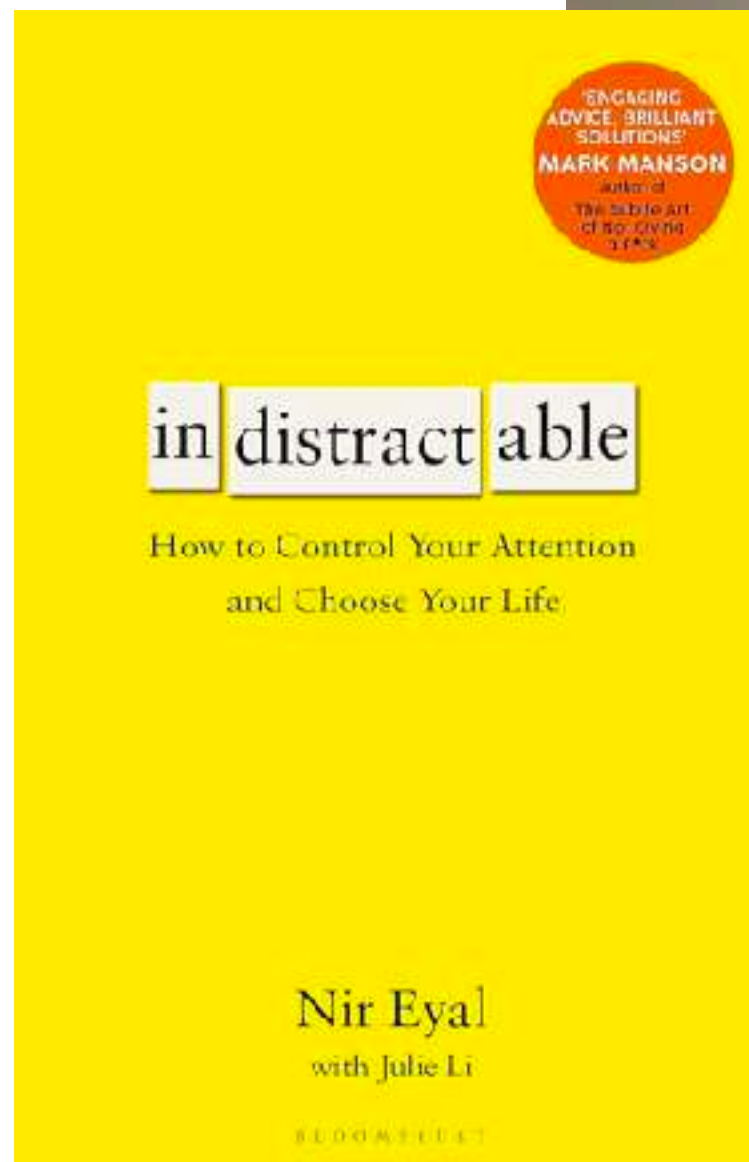
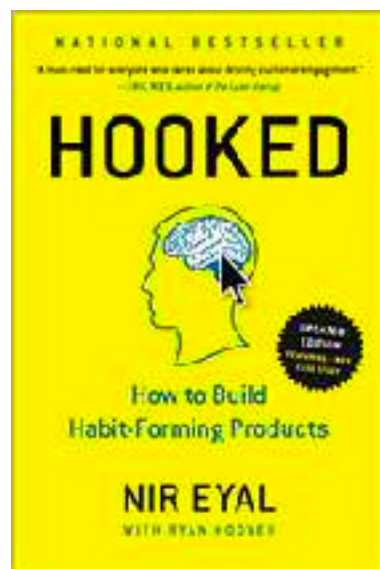


 **LEARNING**



Dave Crenshaw

<https://www.linkedin.com/learning/instructors/dave-crenshaw>



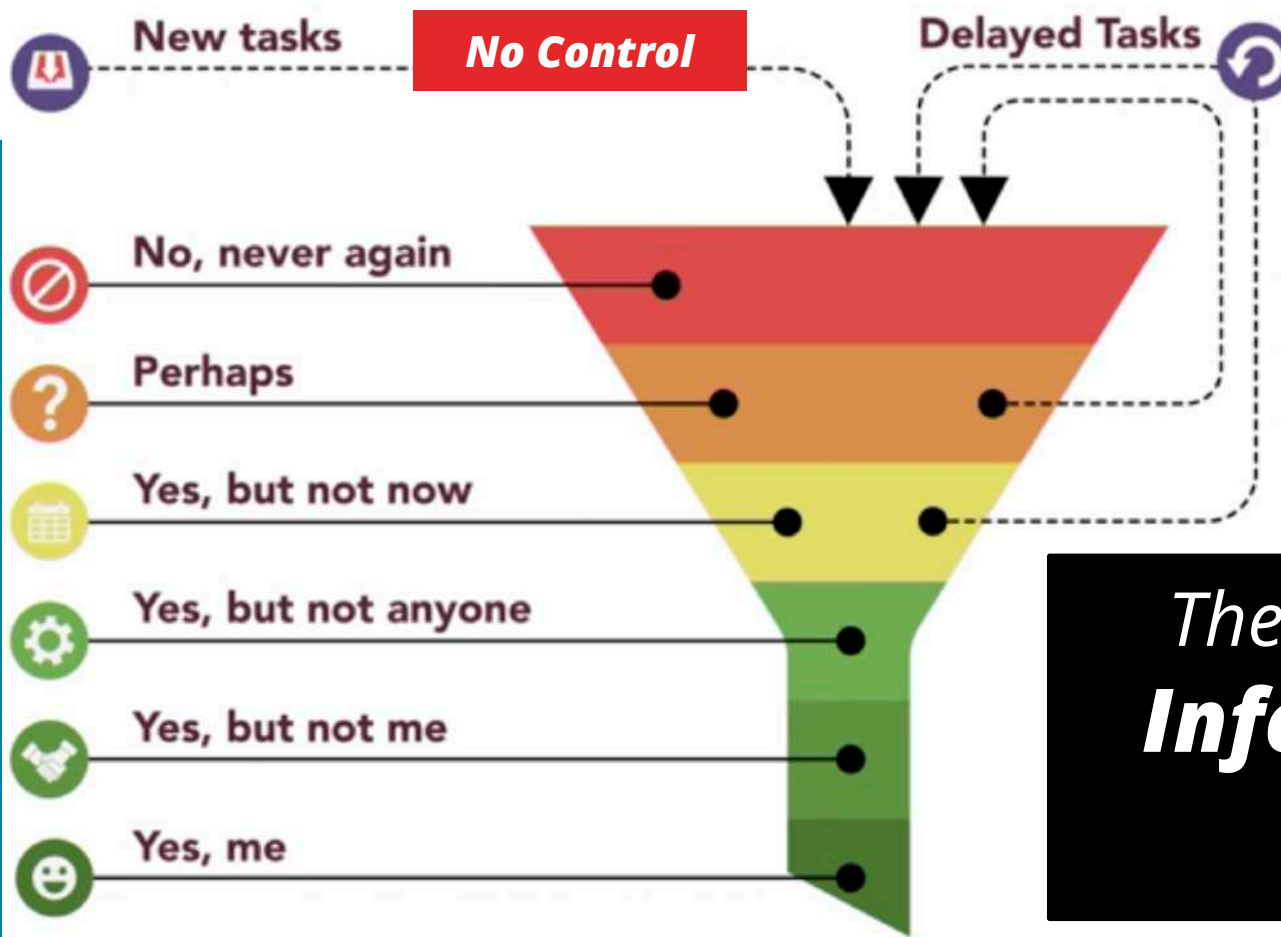


New tasks

No Control



- YES I can control**
- Unsubscribe/Spam**
 - Skip Inbox**
 - Archive or Snooze**
 - Automatic Filters**
 - Forward/Calendar**
 - ToMe & Action**

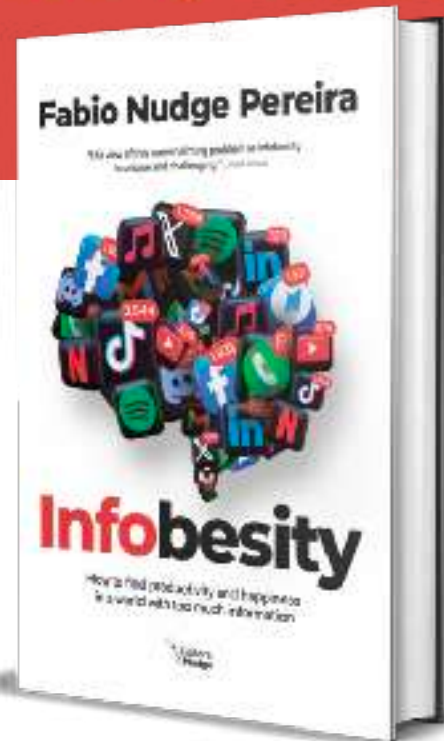


YES I CAN control this

Snooze, Labels, Skip, Filters

The method of
Information Diet

readers of his new book will see what I mean. His view of this overwhelming problem in our world as "infobesity" and the solution as "infofitness" is unique and challenging. I like it. His book is full of tools (both pencil and paper and apps), strategies, tips, and diagnostic metrics. My favorite is "proactive planning" – something I have done intuitively all my life. Fabio's book is full of data (for those, like me, who want evidence) and stories (for those, like me, who love hearing what others have done) – something for everyone. Use it to start your own journey to infofitness!



Linda Rising



	Mon 8	Tue 9	Wed 10	Thu 11	Fri 12
7 AM					
8 AM					
9 AM	Read emails, 8:30am	Read emails, 8:30am	Read emails, 8:30am	Read emails, 8:30am	Read emails, 8:30am
10 AM	Meeting A 8 - 10am	Meeting A 8 - 10am	Meeting A 8 - 10am	Meeting A 8 - 10am	Meeting A 8 - 10am
11 AM	Daily, 10am	Daily, 10am	Daily, 10am	Daily, 10am	Daily, 10am
12 PM	Crossfit 11:15 am - 12:45pm	Crossfit 11:15 am - 12:45pm	Crossfit 11:15 am - 12:45pm	Crossfit 11:15 am - 12:45pm	Crossfit 11:15 am - 12:45pm
1 PM	Lunch, 1pm	Lunch, 1pm	Lunch, 1pm	Lunch, 1pm	Lunch, 1pm
2 PM	Briefing call 2 - 3 pm		Talk at event A 2 - 4pm		
3 PM		Team weekly 3 - 4pm			
4 PM					
5 PM				Post graduation 5 - 7pm	
6 PM					
7 PM					
8 PM					



151

Mon
8

Tue
9

Wed
10

Thu
11

Fri
12

7 AM

8 AM

9 AM

✉ Read emails, 8:30am

✉ Read emails, 8:30am

✉ Read emails, 8:30am

✉ Read emails, 8:30am

✉ Read emails, 8:30am

Meeting A
9 – 10am

Meeting A
9 – 10am

Meeting A
9 – 10am

Meeting A
9 – 10am

Meeting A
9 – 10am

10 AM

Daily, 10am

Daily, 10am

Daily, 10am

Daily, 10am

Daily, 10am

11 AM

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

12 PM

1 PM

Lunch, 1pm

Lunch, 1pm

Lunch, 1pm

Lunch, 1pm

Lunch, 1pm

2 PM

Briefing call
2 – 3 pm

Talk at event A
2 – 4pm



The communication leader for all of Latin America for a large multinational company, Juliana Ehara, told me that, when she realized how much she was responsible for the excess of information that circulated within the company, she created a project called “Communication Economy”, which works as if it were an information diet to transform the production, distribution, and consumption of content within the company. As the



PDC Production
Distribution
Consumption

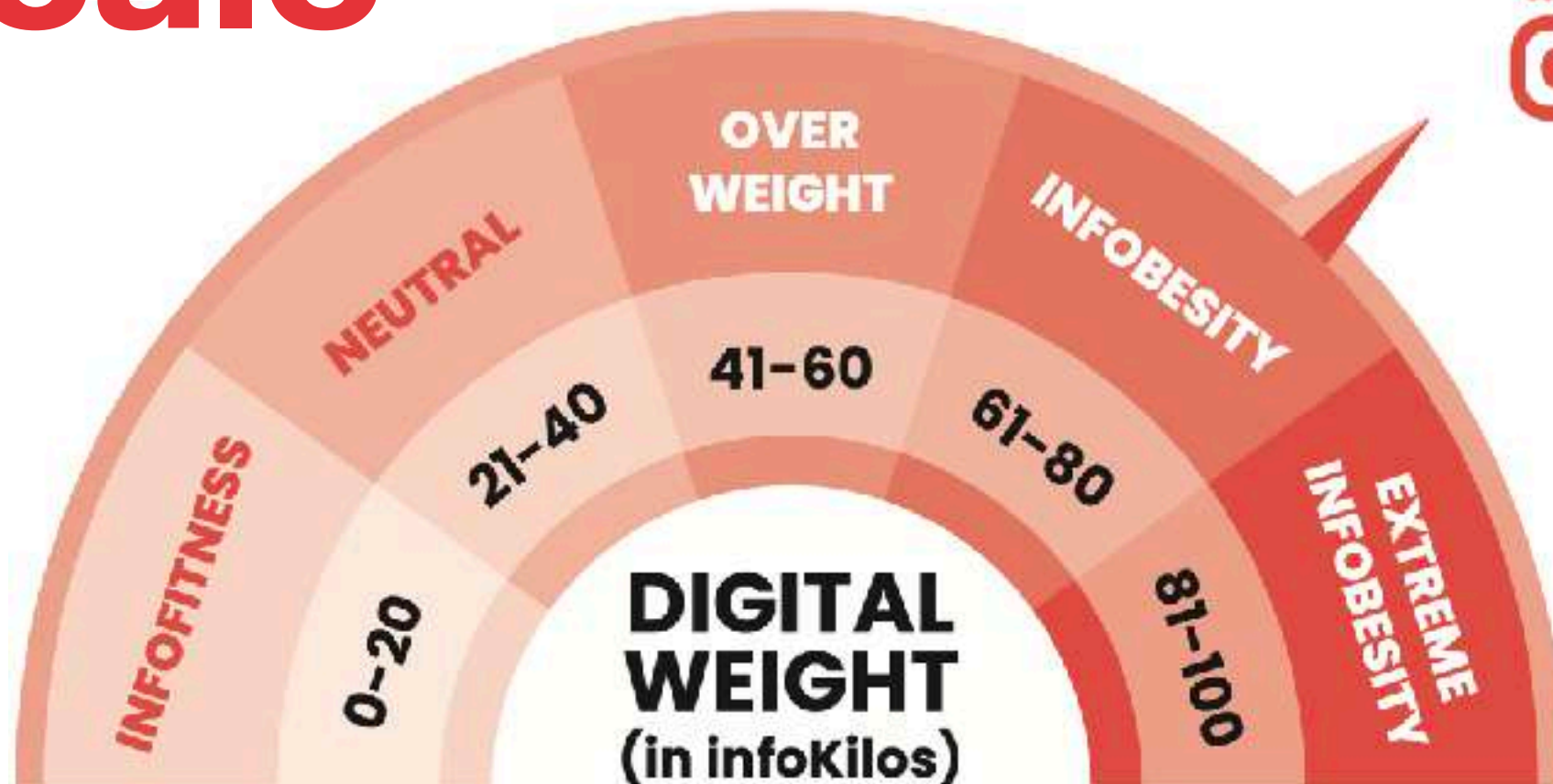


significant. One of the before and after analyzes was related to the emails sent: before, 20 emails were sent per day, approximately 600 per month; after prioritization and diet, in a specific month, only 2 emails were sent to the entire Latin America region. During my conversation with Juliana, I realized – and I mentioned this to her – that

with the consolidation and categorization of official and regional communications, this opening rate rose to 77%,



Digital Weight Scale





win a book!



Showing results for **infobesity**

No results for infobesity in Books

Search instead for Infobesity

Results



Sponsored



2Pcs Identity Protection Roller Stamps Identity Prevention Theft Stamp Wide Rolling Security Stamp for Privacy Protection, ID Blockout and Address Blocker (Yellow and Blue)

★★★★☆ ~ 745

50+ bought in past month

\$12⁹⁵

Get it **Friday, 1 December**

FREE Delivery by Amazon

Arrives before Christmas

More Buying Choices

\$12.94 (6 new offers)



2 Pack Identity Protection Roller Stamps Identity Theft Stamp Confidential Roller Stamp Privacy Stamp Information Blocker Stamp and 4 Pack Refill Ink for ID Account Data Address...

★★★★☆ ~ 5

\$32³⁹ Was: \$36.99

Get it **Friday, 1 December**

FREE Delivery by Amazon

Arrives before Christmas

Only 4 left in stock.



Identity Protection Roller Stamps, 2 PCS Identity Prevention Theft Stamp Wide Rolling Security Stamp for Privacy Protection, ID Blockout and Address Blocker (Yellow and Blue)

1-16 of 29 results for "infobeauty"

Showing results for *infobeauty*

No results for infobeauty in Books

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1st contact: SOCIAL MEDIA



🤯 Information Overload 📺 Addiction

🌀 Doomscrolling 🌟 Influencer Culture

1st contact: SOCIAL MEDIA

2nd Contact: A.I. in 2023



🧠 Information Overload 🏠 Addiction

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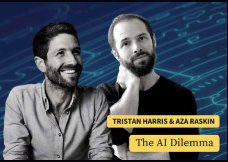
👶 Sexualization of kids 🧢 Qanon

🧠 Shortened attention spans

🗣️ Polarization 🤖 Bots, DeepFakes

🌐 Cult factories 📰 Fake News

📉 Breakdown of Democracy



verload 📺 Addiction

🌀 Reality collapse

🤖 Fake everything

💡 Trust collapse

👤 Influencer Culture

📄 Collapse of law, contracts

🏠 Automated fake religions

kids 🧠 Qanon

💰 Exponential blackmail

📡 Automated Cyberweapons

attention spans

👤 Automated exploitation of code

📡 Bots, DeepFakes

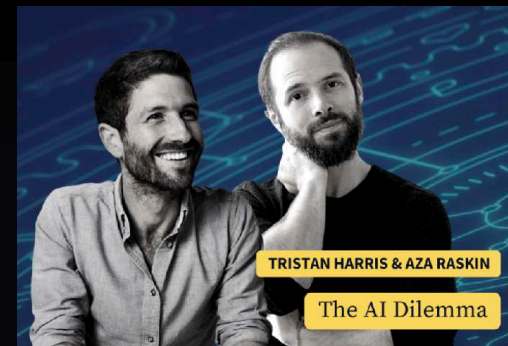
📄 Automated lobbying 🦠 Biology automation

👤 Fake News

📄 Exponential scams 🧪 A-Z testing of everything

f Democracy

💔 Synthetic relationships 🗣️ AlphaPersuade



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Reality collapse Fake everything Trust collapse

Influencer Culture

Collapse of law, contracts Automated fake religions

kids Qanon

Exponential blackmail Automated Cyberweapons

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Thank you!



Infobesity
by @fabionudge