

EFL Takeaways

TED talks: Technology

EFL TAKEAWAYS



www.ted.com

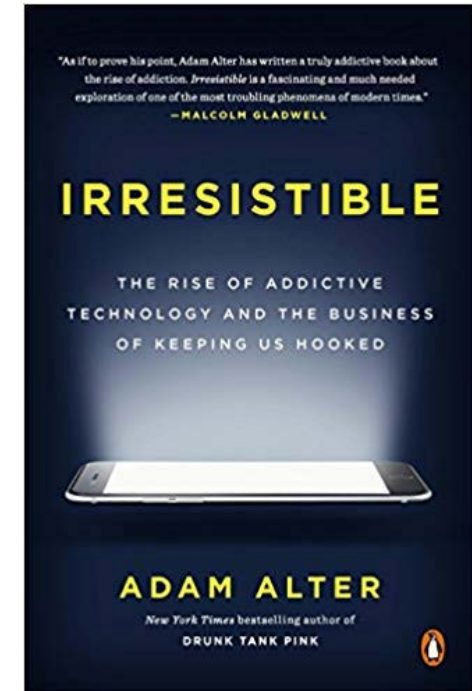
Adam Alter: Why our screens make us less happy

A. Introduction



Bio

Adam Alter is an Associate Professor of Marketing at New York University's Stern School of Business, with an affiliated appointment in the New York University Psychology Department. In 2017, he published *Irresistible: The rise of addictive technology and the business of keeping us hooked* (Penguin)



Part 1: Preparation for watching

Before you watch, discuss these questions. See how many of the answers you can guess.

(You may want to take notes!)

1. In business language, what might the term *dogfooding* mean?

- Using your own product to prove how good it is.
- Comparing the competition's product to dogfood to make it seem less attractive.
- Using videos of dogs as 'clickbait' to attract potential customers to watch your ads.

2. Leaders in which area famously do *not* practise *dogfooding*?

- The dogfood industry
- Education
- Technology



3. Who said the following?

Q: Your kids must love the iPad?

A: They haven't used it. We limit how much technology our kids use at home.



4. Complete this sentence

In a school in Silicon valley (where many of the children of tech industry executives go), screens are not introduced until the grade.



5. Imagine this table represents the 24 hours of a typical day

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- Colour blue the hours you spend sleeping
- Colour red the hours you spend commuting, working (or studying)
- Colour yellow the hours you spend on survival activities (eating, bathing, looking after kids, etc.)
- What does the remaining 'white space' represent?

**6. What do you think 'white space' is used for?
Choose the ideas that you think are relevant.**

time for us to be individuals creativity relaxation

hobbies leisure reflection

looking for the meaning of life! thinking

forming close relationships

being human magic screen time

Now watch Part 1 of the talk: 00:00 – 05:35
and see how many of the answers you predicted
correctly

https://www.ted.com/talks/adam_alter_why_our_screens_make_us_less_happy#t-554421

Part 1: Discussion

After watching the first part of the talk, discuss these questions with your partners.

- a. Why do top tech executives prefer to limit their children's screen time?
- b. How much 'white space' do you have on a typical day?
- c. How do you use that time?
- d. How much time do you spend on screens every day?
- e. What do you use your screen time for?

Part 2: Preparation for watching



Before you watch, discuss these questions. See how many of the answers you can guess.

(You may want to take notes!)

1. Work in pairs to do the following task

In a psychology experiment, researchers found that people's moods were influenced by the apps they were using. Which of these apps do you think made most users feel happy or unhappy?

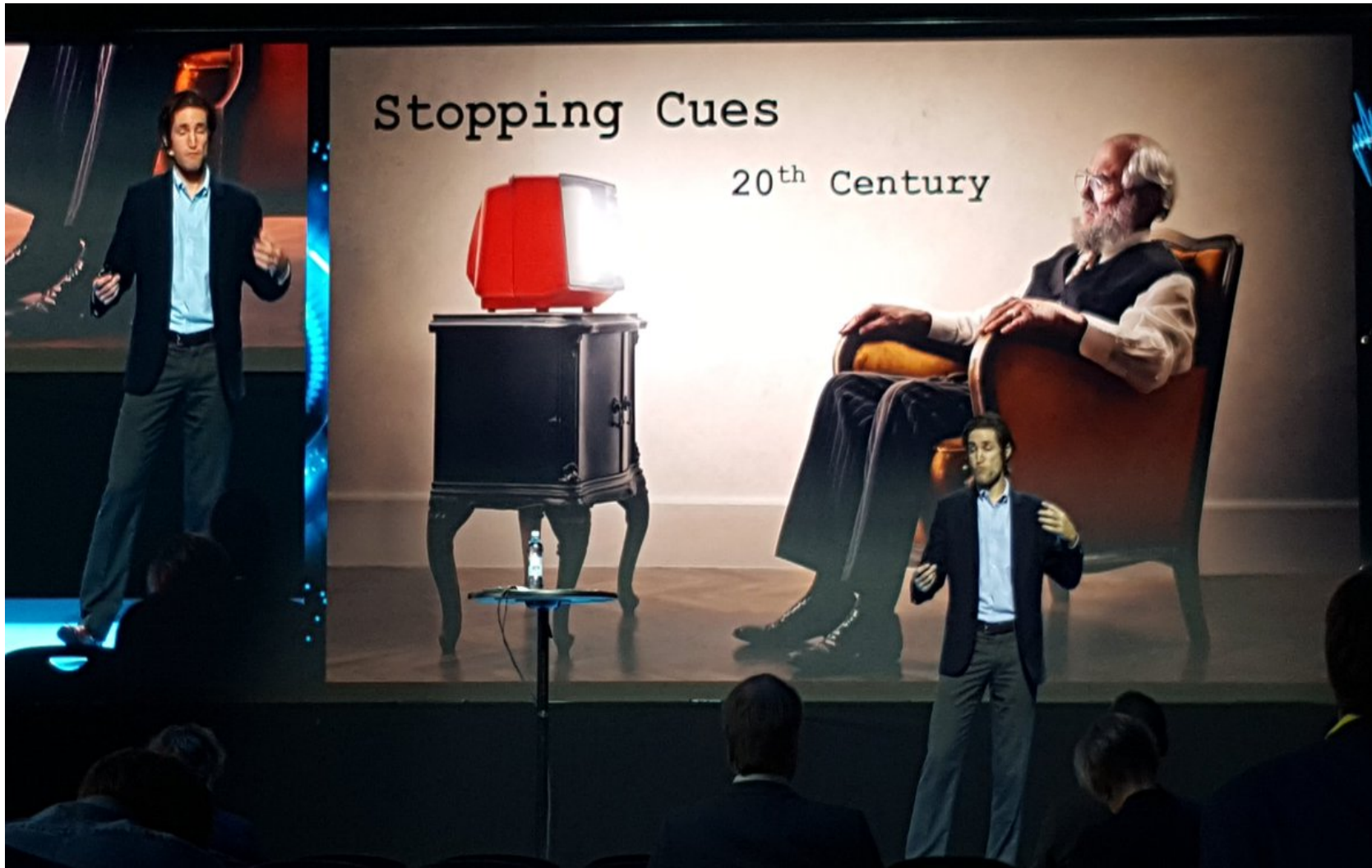
<i>weather</i>	<i>dating</i>	<i>social networking</i>	<i>reading</i>
<i>web browsing</i>	<i>health</i>	<i>exercise</i>	<i>education</i>
<i>gaming</i>	<i>entertainment</i>	<i>news</i>	<i>relaxation</i>

How many minutes do you think people spent, on average, on each of these apps every day?

2. Discussion: What is a *stopping cue*?

Use this picture from the TED talk to help you think of some examples.



In the 21st century we have lost many *stopping cues*, but some businesses are trying to reintroduce them. In the next two slides, there are two examples. Try to guess the missing words.

1. In a Dutch design firm, the desks are fixed to the ceiling, so at exactly 6pm every day the desks to create a space for



2. In the German motor company, Daimler, when an employee is on holiday, the automatic response to emails is **not** the typical message *'I am out of the office at the moment, I will get back to you as soon as I can'* but this, very different, message:

.....

Daimler



3. Practical suggestions

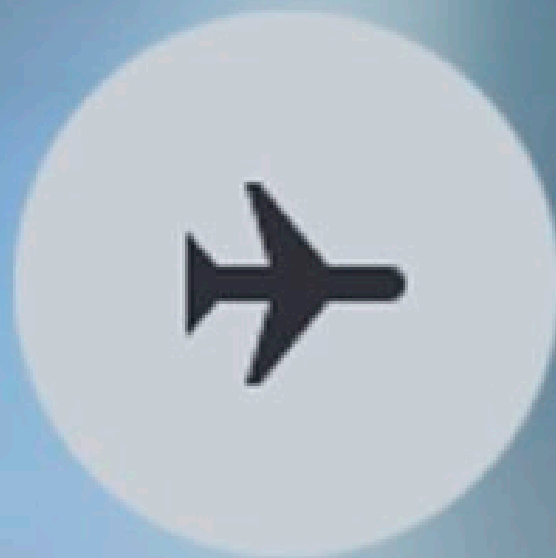
Use the following images to help you guess what suggestions Adam makes for regulating screen time at home:



A woman is seen from the chest up, sitting in the driver's seat of a car. She is looking forward with a neutral expression. The car's steering wheel and dashboard are visible. The entire image is overlaid with a semi-transparent teal color. Two white rectangular boxes are positioned over the image, containing the text 'Overcome' and 'FOMO' respectively.

Overcome

FOMO





Now watch Part 2 of the talk: 05:35 – 09:30
and see how many of the answers you predicted
correctly

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Part 2: Discussion

After watching the second part of the talk, discuss these questions with your partners.

- a. Do you think you have too much screen time?
- b. Would you be able to limit it?
- c. What would you do with the 'extra' time?