C Consume
D Digest
P Produce

bit.ly/2Htk3Uy
bit.ly/2Hu7Q1L

1

On the Nature of Consumption, Digestion, and Production

CDP CON DIG PRO

2

3

CDP CON DIG PRO

CDP

CDP

CDP CON DIG PRO

CDP CON DIG PRO

4

5

CDP

CDP

P P.0–15

P Preface

Preface: On the Nature of and the Engagement with This Book

P.0

Book, *Consume Digest Produce: On the Nature of American Consumption/Digestion/Production of Information* was produced in 2019 by Chinese-American designer and artist, Stefanie Tam (b. 1997) in conjunction with website, *consumedigestproduce.us*, and installation, *"that-i.do/not_think?I=know_what&I_do_not=know"* (2019).

The digital space is inundated with information, advertisements, cookies, news articles, algorithmic based feeds, personal status updates, and dog videos; as it continues to grow and evolve at an unpredictable rate, concerns of privacy, misuse of personal data, exploitation and persuasion of political beliefs, and the unregulated access to and production of content have become increasingly urgent topics.

I find myself having more questions than answers (I do not have answers nor am I a proponent for explicit answers):

P. 0.1 What would the world look like if Mark Zuckerberg, Jeff Bezos, Steve Jobs, Sundar Pichai—to name a few—knew what Facebook, Amazon, Apple, and Google would be today at the start of their companies? Would they still have chosen to pursue their paths?

P. 0.2 The largest and most commonly visited websites are driven by capital. How, as a user, am I directly being influenced by the structural design of these websites? And how am I by those that aren't driven by capital or an agenda?

P. 0.3 How would the culture of consumption and production change if words such as "curiosity" and "innovation" rigidly held negative connotations? And if those such as "skepticism" and "caution" rigidly held positive connotations?

P. 0.4 How would belief systems shift if information being consumed was not algorithmically driven nor biased?

P. 0.5 Where quick-to-develop online communities flourish from shared values and beliefs, what acts as a separation of belief and truth?

P. 0.6 Where the ability to consume, digest, and produce

(via internet) is uncontrolled and exponentially quick to evolve, is there a way to more actively form the space we occupy as the space simultaneously forms us?

P. 0.7 What incites change? Is there a way to detect when change is necessary and/or self indulgent and /or hypocritical?

P. 0.8 What purpose does asking these questions have? I'm not entirely sure, but I have many. I suggest you ask some too.

Through the lens of the words, "CONSUME", "DIGEST", and "PRODUCE", I view the nature of human interaction with today's physical and digital space. This process is to gain a better understanding of confusion, multiplicity, and contradiction as opposed to arriving at explicit explanations as to why things are the way they are.

This book specifically looks at the nature of the relationship between the three selected words. While they are separable for clarity's sake, there is neither an explicit beginning, middle, and end, nor is there a distinct differ-

entiation between these words.

Over the course of this book, I collect 1) quotations from proponents and opponents of today's digital consumerist culture and statistics of media consumption, digestion, and production 2) figures of data visualization about media consumption, digestion, and production and 3) the images used as learning reinforcement for peoples' online assertions about digital consumption, digestion, and production. The following page includes some helpful guidelines and loose rules to assist the reader in navigating and engaging with the content that follows.

As an attempt to highlight the inundation of information of a 2019 digital space, the insidious effects of semiocapitalism, and the seemingly futile nature of the consumer/digester/producer's search for truth and meaning, I simultaneously archive digital artifacts of our time for future reference. With "maximum effort, [and] minimal results", I share my exploration of the digital unknown through exhaustive data collection, questioning, curiosity, contradiction, confusion, and admiration for the absurd.

P

P.1 Creating this book is an active and passive process of consuming, digesting, and producing. Viewing this book is an active and passive process of consuming, digesting, and producing.

P.2 This book is within your hands and your hands only; it is limited to your immediate vicinity. Converse with it.

P.3 This book is neither fictitious nor non-fictitious. This book is passive and active. This book is fast and slow. This book is linear and nonlinear. This book is yours and simultaneously mine.

P.4 Question the contents. Accept the contents. Where do they meet?

P.5 See chaos. See structure. How does this create and shift meaning?

P.6 See contradiction. See patterns. Are they really there?

P.7 Be skeptical. Be optimistic. Is neutrality possible?

P.8 Write in this book. Circle things. Strike through things. Draw a penis. Leave a secret message. What does this say about you, about me?

P.9 Ask “why?” Answer “why not?” Repeat.
“Why, Stefanie?” Why Not?!

P.10 Engage with this book as deeply or as shallowly as you’d like to. Something will change.

P.11 Reflect on your changed state, understand your level of engagement. What frustrates you, excites you?

P

P.12 Engaging with this book is an exchange, a conversation. You and I both are authors.

P.13 What/how you and I consume inherently affects/depends on what you and I digest and produce. What/how you and I digest inherently affects/depends on what you and I consume and produce. What/how you and I produce inherently affects/depends on what you and I consume and digest.

P.14 By making this book, I am agreeing to think twice about what/how I presently consume, digest, produce and what/how I choose to proceed to consume, digest, produce in the future.

P.15 By reading this book, you are agreeing to think twice about what/how you presently consume, digest, produce, and what/how you choose to proceed to consume, digest, produce in the future.

bit.ly/2Hu7Q1L
bit.ly/2Htk3Uy

P PREFACE 16
C CONSUME 17
C1–3

C Consume
D Digest
P Produce

bit.ly/2QoPXUY

On the Nature of American Consumption of Information

C CONSUME

C CONSUME

20

21

C1–3

C1–3

ACTIVE

C CONSUME

22

C1–3

PASSIVE

C CONSUME

23

C1–3

C1

C1.0–100

C

Consume

1

Quotes

Chapter 1 of 3: An Archive of Quotations on American Consumption Habits

C1

C1.0

Within *Chapter 1 of 3: An Archive of Quotations on American Consumption Habits*, I archived 100 quotations from online articles of market research/data centers, news platforms, critical thinkers, technology companies, and online business magazines. Synonymously, I archived 100 quotations from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of consumption. Some are actively participating in encouraging or discouraging consumption, others engage more passively with statistics, but all are participants in the dialogue.

As a singular individual collecting these quotations, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the quotations is randomized. Names of the organization, business, person, or center publishing the exact quotation are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

C CONSUME
1 QUOTES

C1

In this following chapter, I have highlighted words from these curated quotations from a place of intrigue, absurdity, and questioning. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, varying typefaces, stock images, vector based illustrations.

I urge you to look at not only the content of the sentence, but the language that frames the information, the publishers they came from, and the time they were written. Who's saying this? Who's reading this? What is the incentive for publishing this? The incentive for reading this? How is the viewer's mind primed to look at this article in conjunction with these words? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

C1.0

C1

C1.1 "Millions of companies and organizations around the world have activated the Facebook pixel on their websites. The Facebook pixel records the activity of Facebook users on these websites and passes this data back to Facebook. This information then allows the companies and organizations who have activated the pixel to better target advertising to their website users who also use the Facebook platform." (Pew Research Center, 01.16.19, https://www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C1.2 "consumers say they are getting much of what they want but are frustrated by the complexity and effort to get it. They want the ability to customize their media experience with à la carte options while reducing the friction of too many subscriptions to pay for and manage, too many ads, and the looming threat of their data being compromised or misused" (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.3 "In this puzzle of a marketplace, who will win? We believe companies that are best able to reduce the friction, making it easier for consumers to have it their way, will be most amply rewarded." (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.4 "The Center's representative sample of American Facebook users finds that 88% say they are assigned categories in this system, while 11% say that after they are directed to their ad preferences page they get a message saying, 'You have no behaviors'." (Pew Research Center, 01.16.19, https://www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C1

C1.5 "How Millennials Consume Content (& How to Better Engage Them)" (Search Engine People, 05.24.18, https://www.searchenginepeople.com/blog/millennials-consume-content-better-engage.html)

C1.6 "Robo-advisers invest based on input from investors followed by the output of algorithms, rather than recommendations of human advisers." (Investment News, 01.07.19, https://www.investmentnews.com/article/20190107/BLOG09/190109965/2019-is-the-year-of-the-algorithm-for-the-sec)

C1.7 "Those readers are premium customers: they are discerning and hard to reach because they have paid to be where they want to consume. Scarcity therefore, is not something to be feared, but something that will increasingly be valued by advertisers." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.8 "American adults spend over 11 hours per day listening to, watching, reading or generally interacting with media." (Nielsen, 06.31.18, https://www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media.print.html)

C1.9 "Global found that people who were served a geo-targeted O2 ad were 67% more likely to go into a store afterwards than those that didn't hear the ad. This should be exciting for advertisers."(Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.10 "Digital eye fatigue is faced by millions of Americans every day because of this non-stop screen time...Coo-

perVision researchers invented Biofinity Energys contact lenses" (New York Post, 08.13.18, https://nypost.com/2018/08/13/americans-spend-half-their-lives-in-front-of-screens/)

C1.11 "Overall, nearly nine-in-ten Americans (89%) currently get at least some local news digitally (through news websites, apps or social media) and 41% do so often. Looking separately at websites and apps compared with social media, roughly equal portions often get news from each (26% and 25%, respectively)." (Pew Research Center Journalism and Media, 03.26.19, https://www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C1.12 "predicting that U.S. digital ad spend will increase 19.1 percent this year, to $129.3 billion, while traditional advertising will fall 19 percent, to $109.5 billion. That means digital will account for 54.2 percent of the total, while traditional will only represent 45.8 percent." (Tech Crunch, 02.19, https://techcrunch.com/2019/02/20/emarketer-digital-ad-forecast/)

C1.13 "Forty-three percent of US adults say they get news on Facebook, followed by 21% on YouTube, and 12% on Twitter. Meanwhile, nearly three-quarters (73%) of Reddit's users say they get news on the site, followed by 71% of Twitter's users, and 67% of Facebook users" (Business Insider, 09.12.18, https://www.businessinsider.com/pew-nielsen-survey-news-consumption-trends-digital-2018-9)

C1.14 "nearly six-in-ten Americans (58%) think computer programs will always reflect the biases of their designers, while 40% believe it is possible for computer programs to make decisions that are free from human bias." (Pew Research Center, 02.13.19, https://www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C1

C1.15 "The steady shift of consumer attention to digital platforms has hit an inflection point with advertisers, forcing them to now turn to digital to seek the incremental gains in reach and revenues which are disappearing in traditional media advertising." (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1.16 "Content marketing is becoming marketing" (Twitter Business, 10.23.18, https://business.twitter.com/en/blog/5-content-marketing-trends-to-watch-in-2019)

C1.17 "In 2018, the average time spent on the mobile Facebook app was around 58 minutes a day. This doesn't come as a surprise, as 95.1% of all Facebook visitors access it through mobile devices. The network is a big part of why the daily average time spent on a phone gets higher every year." (Tech Jury, 03.08.19, https://techjury.net/blog/time-spent-on-social-media/)

C1.18 "Today, digital becomes king." (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1.19 "Young adults 18-34 spend 43% of their time consuming media on digital platforms" (Nielsen, 06.31.18, https://www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media.print.html.)

C1.20 "Early adopters are already using virtual assistants to control their TVs and search streaming services for content. This is getting easier as devices like

smart TVs are integrated with digital assistants10 and streaming services can be controlled by them." (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.21 "Some people consider excessive use of social networks simply the latest form of 'Internet Addiction Disorder,' a phenomenon people first began writing about in the 1990s when Internet use was starting to spread." (Lifewire, 03.29.19, https://www.lifewire.com/what-is-social-networking-addiction-2655246)

C1.22 "Center for Humane Technology (CHT).The CHT is the brainchild of former Apple, Facebook, Google, Lyft, and Asana execs. It preaches 'humane design,' which frames device and app design in terms of vulnerability: How are we vulnerable to overstimulation or 'micro-targeted persuasion' from digital platforms?" (PC Mag, 05.21.18, https://www.pcmag.com/news/361246/silicon-valley-reckons-with-responsibility-for-tech-addictio)

C1.23 "As of April 2019, singer Ed Sheeran was ranked tenth with 38.2 million subscribers. Video game commentator PewDiePie was ranked second with almost 94.71 million subscribers." (Statista, 2019, https://www.statista.com/statistics/277758/most-popular-youtube-channels-ranked-by-subscribers/)

C1.24 "Through mobile phones, online entertainment services, the Internet, electronic mail, television, radio, newspapers, books, social media etc. people receive every day about 105,000 words or 23 words per second in half a day (12 hours) (during awake hours)." (Tech 21 Century, https://www.tech21century.com/the-human-brain-is-loaded-daily-with-34-gb-of-information/)

C1.25 "'One of the developments Facebook recently announced for 2019, micro-community pages, are a good way to target specific audiences by region, product, or other factors'" (Martech Advisor, 03.06.19, https://www.martechadvisor.com/articles/social-media-marketing-2/5-areas-facebook-will-explore-2019/)

C1.26 "For brands, this means a potential explosion of new online video inventory that can host both traditional TV spots and creative tailored for the medium. For broadcasters it's imperative to keep pace with newer platforms." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.27 "Despite some rough times in social media over the past 12 to 18 months, a whopping 66% of consumers said they trust social media channels (while 34% don't)" (CMO. by Adobe, 02.13.19, https://www.cmo.com/features/articles/2019/2/5/5-consumer-trends-that-are-shaping-digital-content-consumption.html#gs.afmkho)

C1.28 "Top sites ranking for all categories in United States: 1) google.com, 2) youtube.com, 3) facebook.com, 4) amazon.com, 5) yahoo.com, 6) pornhub.com, 7) xvideos.com, 8) xnxx.com, 9) twitter.com, 10) ebay.com, 11) instagram.com, 12) wikipedia.org, 14) reddit.com, 15) bing.com, 16) craigslist.org, 17) live.com, 18) xhamster.com, 19) netflix.com, 20) zillow.com" (SimilarWeb, 04.01.19, https://www.similarweb.com/top-websites/united-states)

C1.29 "Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day." (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#daefb5f60ba9)

C1.30 "Genuine journalism and credible storytelling, are the only components that deliver real, engaged readers. It is my contention that those same readers, presented in trusted, context-appropriate news environments, will be desired more than ever by advertisers." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.31 "In January 2019, daily usage on Instagram averages at 15 minutes, according to SocialPilot. Keep in mind this is an average for all users, not just the active ones." (Tech Jury, 03.08.19, https://techjury.net/blog/time-spent-on-social-media/)

C1.32 "Many others are using freemium models and more are likely to start experimenting with paywalls having seen that consumers are willing to pay for quality news." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.33 "Yankelovich, a market research firm, estimates that a person living in a city 30 years ago saw up to 2,000 ad messages a day, compared with up to 5,000 today." (The New York Times, 01.15.07, https://www.nytimes.com/2007/01/15/business/media/15everywhere.html?mtrref=stopad.io)

C1.34 "This is the year when the money spent on digital advertising will finally overtake spending on traditional ads — at least according to the latest forecast from eMarketer." (Tech Crunch, 02.19, https://techcrunch.com/2019/02/20/emarketer-digital-ad-forecast/)

C1.35 "53 percent [of Americans are] admitting to taking a break from their computer by scrolling through their phone, and one in four (27 percent) saying

they frequently 'dual screen' by scrolling through their phone while watching TV." (Forbes, 01.24.19, https://www.forbes.com/sites/nicolefisher/2019/01/24/how-much-time-americans-spend-in-front-of-screens-will-terrify-you/#5a7987711c67)

C1.36 "Amazon Customer Insights is a program designed for sellers, allowing them to solicit feedback – in the form of a single, solitary question – to discover why Amazon customers buy, what they like and what their purchasing habits are." (CPC Strategy, 01.02.18, https://www.cpcstrategy.com/blog/2018/01/what-is-the-new-amazon-customer-insights/)

C1.37 "Overall, Americans use 3.1 million GB of data every minute." (Entrepreneur, 06.10.19, https://www.entrepreneur.com/article/314672)

C1.38 "the Facebook-Google duopoly's dominance of the U.S. online ad market is slipping for the first time, even as their revenue continues to grow, as Amazon continues to close in on their hegemony." (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1.39 "most of the digital ad money is going to Google and Facebook" (Tech Crunch, 02.19, https://techcrunch.com/2019/02/20/emarketer-digital-ad-forecast/)

C1.40 "The eMarketer report follows on the heels of an IAB report that found U.S. digital advertising revenues rose 22 percent year over year to $26.2 billion in the third quarter of 2018 and total spend throughout the first three quarters of last year totaling $75.8 billion." (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1 C1.3 “Who Will Win?”

C CONSUME

1 QUOTES

C1.22 “Center for Humane Technology”

36

C1.16 “Content Marketing is [illegible] Marketing”

bit.ly/2Hu7Q1L
CONSUME
bit.ly/2Htk3Uv

C1

C1 C1.18 “Today, Digital Becomes King”

C CONSUME

1 QUOTES

C1.10 “Digital Eye Fatigue”

37

C1.21 “Internet Addiction [illegible]r”

bit.ly/2Hu7Q1L
CONSUME
bit.ly/2Htk3Uv

C1.6 “Robo-Advis

C1

C1.41 "'Vegan' is the number one trend on Twitter in January 2019. There are nearly 20 million Tweets around Veganism in 2018 and in this new year, new me time, more than 70% people have talked about Veganism according to a consumer agency wearetheromans.com. 'Veganuary' saw more than 200,000 global users have the word vegan or plant based on their Twitter bio." (circleboom, 02.13.19, https://blog.circleboom.com/7-top-trending-hashtags-and-twitter-trends-ruling-in-2019/)

C1.42 "Our mission is to reverse human downgrading by inspiring a new race to the top and realigning technology with humanity." (Center for Humane Technology, https://humanetech.com/)

C1.43 "Additionally, statistics also show users prefer to watch YouTube videos on their smartphone or tablet – those account for 70% of all YouTube views. To back that claim, YouTube stated their 1.8 billion users spend an average of 1 hour a day watching videos on their mobile device in 2018." (Tech Jury, 03.08.19, https://techjury.net/blog/time-spent-on-social-media/)

C1.44 "in 2011, when there were 100 'adtech' companies... in 2012, when there were 350 of them...By 2014, we were blessed with 947... And in 2015 we have 1876 of these things. They are all competing for the same little slice of your online spending." (The Website Obesity Crisis, 10.29.15, https://idlewords.com/talks/website_obesity.htm)

C1.45 "The total consumption of information from television, computers and other information was estimated (for the U.S.) to be 3.6 million gigabytes." (Tech 21 Century, https://www.tech21century.com/the-human-brain-is-loaded-daily-with-34-gb-of-information/)

C1.46 "A 2019 survey shares Twitter users only set aside 2.7 minutes a day to use the site. Most visits are done via desktop (82 million users), while mobile falls behind with 31 million. In addition, three-quarters of Twitter visitors claim to use it to check the news. In a sense, we can say this social media focuses on adult users as a main demographic." (Tech Jury, 03.08.19, https://techjury.net/blog/time-spent-on-social-media/)

C1.47 "See what was trending in 2018 - United States: Searches. 1) World Cup, 2) Hurricane Florence, 3) Mac Miller, 4) Kate Spade, 5) Anthony Bourdain, 6) Black Panther, 7) Mega Millions Results, 8) Stan Lee, 9) Demi Lovato, 10) Election Results" (Google Trends, https://trends.google.com/trends/yis/2018/US/)

C1.48 "Consumers Have Little Patience For Poor Experiences" (CMO. by Adobe, 02.13.19, https://www.cmo.com/features/articles/2019/2/5/5-consumer-trends-that-are-shaping-digital-content-consumption.html#gs.afmkho)

C1.49 "For some users, Facebook also lists a category called 'multicultural affinity.' According to third-party online courses about how to target ads on Facebook, this listing is meant to designate a user's 'affinity' with various racial and ethnic groups, rather than assign them to groups reflecting their actual race or ethnic background." (Pew Research Center, 01.16.19, https://www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C1.50 "Few things frustrate consumers more than when shows disappear from libraries on streaming services" (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.51 "74% of Facebook users say they did not know about the platform's list of their interests" (Pew Research Center, 01.16.19, https://www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C1.52 "Beauty & Fashion K-Beauty Prints to the Max Beauty Goes Green Entertainment Heady Horror Smarter Sound Tech-Fueled Escapism Science & Technology Delving into Digital Worlds Screens Spread Out The New Space Race Food & Drink Multicultural Comfort Foods Soul Food Reimagined Bread 2.0 Mind & Body "It" Ingredients in Action Productivity Hacks Wellness as a Luxury Good Commerce Everyday Eco-Products Circular Economy Selfie Selling Introduction Travel & Leisure Accessible Adventures California Dreaming Urban Jungle Gym" (Facebook Business, 12.11.18, https://www.facebook.com/business/news/insights/2019-topics-and-trends-report)

C1.53 "Although people can not really read these 105,000 words each day, this is the real number estimated to be reaching the human eyes and ears every day. After adding pictures, videos, games, etc., we reach the volume of 34 Gigabytes of information per day on average." (Tech 21 Century, https://www.tech21century.com/the-human-brain-is-loaded-daily-with-34-gb-of-information/)

C1.54 "Most Americans (73%) follow local news at least somewhat closely, but still, about a quarter of U.S. adults (26%) follow local news either not very closely or not at all. Additionally, about four-in-ten (38%) don't have any type of news provider they rely on regularly for local news, while another 30% rely regularly on just one." (Pew Research Center Journalism and Media, 03.26.19, https://www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C1.55 "about half of Facebook users (51%) are assigned a political 'affinity' by the site. Among those who are assigned a political category by the site, 73% say the platform's categorization of their politics is very or somewhat accurate, while 27% say it describes them not very or not at all accurately." (Pew Research Center, 01.16.19, https://www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C1.56 "Netflix CEO Reed Hastings has claimed that the streaming giant's biggest rivals aren't Amazon, YouTube or even traditional broadcasters. According to Mr Hastings, our need for sleep is actually its main barrier. 'You know, think about it, when you watch a show from Netflix and you get addicted to it, you stay up late at night,' he said. We're competing with sleep, on the margin. And so, it's a very large pool of time.'" (Independent, 04.19.19, https://www.independent.co.uk/life-style/gadgets-and-tech/news/netflix-downloads-sleep-biggest-competition-video-streaming-ceo-reed-hastings-amazon-prime-sky-go-a7690561.html)

C1.57 "YouTube's recommended content causes users to stay in platform longer. Ever watch a YouTube video and then realize it's a half hour later and you've watched too many cooking recipes, makeup tutorials, reaction videos or fail compilations?" (Brogan & Partners, 12.12.18, https://brogan.com/blog/what-marketers-can-expect-2019-media-consumption/)

C1.58 "According to Gartner Iconoculture, 55 percent of U.S. households now subscribe to at least one video-streaming service (up from 10 percent in 2009). In addition, the average subscriber pays for three different services, bringing the industry nearly $2.1 billion in revenue per month." (Brogan & Partners, 12.12.18, https://brogan.com/blog/what-marketers-can-expect-2019-media-consumption/)

C1.59 "Trending Searches, Tuesday, May 7, 2019: 1) Liverpool, 2) Kim Kardashian, 3) Sandra Bland, 4) Priyanka Chopra, 5) Spider Man, 6) Google I/O, 7) Kacey Musgraves, 8) Hailey Baldwin, 9) Emily Ratajkowski, 10) Kendall Jenner" (Google Trends, https://trends.google.com/trends/trendingsearches/daily?geo=US)

C1.60 "Modern Consumer Behavior in the New Omni-Channel World + 31 Expert Tips to Dominate It Now" (Big Commerce, https://www.bigcommerce.com/blog/consumer-behavior-infographic/#is-it-that-shoppers-arent-shopping)

C1.61 "This simple networking concept is arguably just a front for a robust marketing machine running in the background." (Tech Jury, 03.08.19, https://techjury.net/blog/time-spent-on-social-media/)

C1.62 "In addition, eye-tracking research has shown that 2-3 letter words are skipped nearly 75% of the time. Since 8-letter words grab more attention, marketers should use longer words to begin paragraphs." (Search Engine People, 05.24.18, https://www.searchenginepeople.com/blog/millennials-consume-content-better-engage.html)

C1.63 "In a recent canvassing of 979 technology experts, these experts predicted that advances in algorithm-driven artificial intelligence will potentially revolutionize areas such as health care, education and broad aspects of the economy. Yet, most experts, regardless of whether they are optimistic or not, expressed concerns about the long-term impact of these new tools on the essential elements of being human." (Pew Research Center, 02.13.19, https://www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C1.64 "Specifically, when asked which pathways they prefer to use for local news – the television set, the internet (either through social media or websites/apps), print or radio – nearly the same portion of U.S. adults say they prefer an online method (37% total, including 23% who favor news websites or apps and 15% who name social media) as say they prefer television (41%). Far fewer prefer print newspapers (13%) or radio (8%). (Pew Research Center Journalism and Media, 03.26.19, https://www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C1.65 "Consumers' appetite for video and streaming is insatiable" ... "Video streaming trends cause industry to rethink business models" ... "MilleXZials seek broad choice in content formats for mobile devices" (Deloitte Insights: Digital Media Trends, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018.html)

C1.66 "'Conversational commerce is another area in which Facebook plans to grow with the rollout of 'Sponsored Message Ads' directed toward users who have already initiated a dialogue with a brand or business,'" (Martech Advisor, 03.06.19, https://www.martechadvisor.com/articles/social-media-marketing-2/5-areas-facebook-will-explore-2019/)

C1.67 "'How brands are going to bring a one-stop destination through social for their storytelling, product marketing and commerce but in a balanced way where the social platform isn't just seen as a second ecommerce site,' says Darren Campbell, chief product and marketing officer at Dr Martens." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.68 "three-quarters of social media users say it is acceptable for social media platforms to use data about them and their online habits to recommend events they might like to attend. But a substantial majority of users think it is not acceptable for social media platforms to use their data to deliver messages from political campaigns." (Pew Research Center , 02.13.19, https://www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C1.69 "For instance, Google's share of online U.S. ad spend will drop to 37.2 percent in 2019 from 38.2 percent 12 months earlier. Meanwhile, Facebook's share of the market will increase slightly to 22.1 percent in 2019." (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1.70 "podcasts deliver immersive experiences for listeners and opportunities for brands to be part of amazing settings, be it a thought-provoking conversation or a major sporting event"(Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.71 "Algorithmically generated content platforms play a prominent role in Americans' information diets. Sizable shares of U.S. adults now get news on sites like Facebook or YouTube that use algorithms to curate the content they show to their users. A study by the Center found that 81% of YouTube users say they at least occasionally watch the videos suggested by the platform's recommendation algorithm, and that these recommendations encourage users to watch progressively longer content as they click through the videos suggested by the site." (Pew Research Center, 02.13.19, https://www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C1

C1.72 "This is no secret to advertisers, which in the US made a record $314m in revenue from podcasts in 2017. That is set to grow by more than 110% by 2020, according to the IAB and PwC." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.73 "Worldwide there are 5 billion searches a day." (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#daefb5f60ba9)

C1.74 "Every minute, 63,992 new visitors arrive at Pornhub, 207,405 videos are watched and 57,750 searches are performed. 55 of those video views are of Kim Kardashian's sex tape, which is still Pornhub's most watched video of all time at 195 million views." (Porn-Hub Insights, 12.11.18, https://www.pornhub.com/insights/2018-year-in-review)

C1.75 "Nearly all the content an individual user might see on social media is chosen by computer programs attempting to deliver content that they might find relevant or engaging." (Pew Research Center, 02.13.19, https://www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C1.76 "75 percent of consumers say there are too many advertisements on pay TV. Consumers feel that 8 minutes of ads per hour is the right amount, and say they quit watching after 16 minutes. Yet, pay TV typically features between 16 and 20 minutes of ads per hour." (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1 C1.56 “We’re Compet-ing With Sleep”

C1.71 “Americans’ Information Diets”

C1.74 “Kard[illegible] Sex Tap[illegible]

C CONSUME 1 QUOTES

46

C1 C1.79 “Brands to Splosh Some Dosh”

C1.60 “The New Omni-Channel World”

C1.84 “Mill[illegible] eXZia[illegible]

C CONSUME 1 QUOTES

47

CON SUME
bit.ly/2Hu7Q1L
bit.ly/2Htk3Uv

C1.77 "'Amazon has a major benefit to advertisers, especially consumer-packaged goods and direct-to-consumer brands,' said eMarketer forecasting director Monica Peart. 'The platform is rich with shoppers' behavioral data for targeting and provides access to purchase data in real time. This type of access was once only available through the retail partner to share at their discretion. But with Amazon's suite of sponsored ads, marketers have unprecedented access to the 'shelves' where consumers are shopping.'" (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1.78 "Brands Must Deliver Personalized Content Without Being Creepy" (CMO. by Adobe, 02.13.19, https://www.cmo.com/features/articles/2019/2/5/5-consumer-trends-that-are-shaping-digital-content-consumption.html#gs.afmkho)

C1.79 "Instagram is becoming an increasingly attractive place for brands to splosh some dosh and the numbers suggest this trend will continue into 2019, with advertisers increasingly turning their backs on Facebook's News Feed and making better friends with Instagram's Stories. According to Socialbakers, ad spend on Instagram increased in 2018 while decreasing on Facebook, driven by hard-to-rival engagement levels on the photo-sharing platform." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.80 "Searches for the hit game 'Fortnite' also defined 2018 as it skyrocketed from obscurity to one of our Top 20 searches of the year. Each time a new Fortnite character was released, searches would increase dramatically." (PornHub Insights, 12.11.18, https://www.pornhub.com/insights/2018-year-in-review).

C1.81 "Use Offline Events to: Track offline activity and see how much of it can be attributed to your ads. Measure the offline return on your ad spend. Reach people offline and show ads to people based on the actions they take offline. You can also create lookalike audiences to deliver Facebook ads to people who are similar to your offline customers." (Facebook Business, https://www.facebook.com/business/help/1142103235885551)

C1.82 "Amazon is the main beneficiary here, with its U.S. ad business set to expand by more than 50 percent, accounting for 8.8 percent of total spend." (Tech Crunch, 02.19, https://techcrunch.com/2019/02/20/emarketer-digital-ad-forecast/)

C1.83 "Of the various emerging technologies, voice seems to be the one gaining the most momentum among consumers. According to Lindsay, much of that adoption comes courtesy of the many more Alexa skills built in the past year, enabling consumers to do more with the device—and voice, in general." (CMO. by Adobe, 02.13.19, https://www.cmo.com/features/articles/2019/2/5/5-consumer-trends-that-are-shaping-digital-content-consumption.html#gs.afmkho)

C1.84 "MilleXZials fuel the surge in streaming subscriptions...MilleXZials stream more frequently than other age groups...Pay TV's decline especially pronounced among MilleXZials...MilleXZials place higher value on mobile data...MilleXZials show stronger preference for viewing content on smartphones...MilleXZials exhibit stronger binge-watching behaviors...MilleXZials are more frequent gamers—especially on smartphones" (Deloitte Insights, 03.19.18, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018.html)

C1.85 “Digital technology utilization has reached its expected plateau. According to Pew Research Center, there was little to no growth from 2016 to 2018 in terms of U.S. consumers using their smart devices: cellphones, tablets, etc. The slowdown in growth correlates to the fact that almost everyone has some sort of smart device. This isn’t indicative of media usage, however.” (Brogan & Partners, 12.12.18, https://brogan.com/blog/what-marketers-can-expect-2019-media-consumption/)

C1.86 “PewDiePie takes home the gold for most subscribed YouTube channel, with a whopping 83.4 million subscribers...PewdiePie has an extremely large fanbase, who calls themselves ‘Bro Army.’” (NeoReach, 02.01.19, https://neoreach.com/top-most-subscribed-youtube-channels-january-2019/)

C1.87 “Digital assistants are already making it easy—and fun—for consumers to manage their entertainment experience by simply asking. Advances in AI, including better voice recognition, more processing power on devices, and a growing device ecosystem, could reduce much of the friction consumers complain about. It could also put the tech companies that created digital assistants in the driver’s seat.” (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.88 “It’s true—millennials are among today’s least engaged customers, and less than 7% identify as brand loyalists. However, this doesn’t mean they’re a lost cause for marketing. Rather, they simply require a different marketing approach.” (Search Engine People, 05.24.18, https://www.searchenginepeople.com/blog/millennials-consume-content-better-engage.html)

C1.89 “Subscription video-on-demand (SVoD) services like Netflix have been garnering plenty of attention as they colonise global living rooms, but competition is also starting to heat up in for online video ad spend.” (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.90 “eMarketer published figures today showing that total U.S. ad spend will hit $238.82 billion, with the amount spent on digital media buys surpassing that of traditional and accounting for 54.2 percent of the market. The research shows that digital ad spend will hit $129.34 billion in 2019, while traditional media buys will generate $109.48 billion, with total online media buys generating $172.29 billion in revenue by 2021.” (Adweek, 02.20.19, https://www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C1.91 “nearly one-half (47 percent) are frustrated by the growing number of subscriptions and services they need to piece together to watch what they want. Forty-eight percent say it’s harder to find the content they want to watch when it is spread across multiple services.” (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.92 “Facebook makes it relatively easy for users to find out how the site’s algorithm has categorized their interests via a ‘Your ad preferences’ page.1 Overall, however, 74% of Facebook users say they did not know that this list of their traits and interests existed until they were directed to their page as part of this study.” (Pew Research Center, 01.16.19, https://www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C1.93 "Cassandra Stevens, global commerce director at Zenith, says with most FMCG companies now realising that ecommerce is important to capture growth opportunities, the only way to grow is to change the way they operate." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.94 "all of this will drive a need for ecommerce specialists and create high demand for experienced talent with a unique blend of skills. It will be a talent frenzy, and a very good time to be working in ecommerce" (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.95 "Ownership of voice-enabled home digital assistants, or smart speakers, grew 140 percent this year, from 15 percent in 2017 to 36 percent in 2018." (Deloitte Insights, 03.19.19, https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey/summary.html)

C1.96 "Consumers reported they trust Facebook the most (26%), followed by YouTube (16%) and LinkedIn (9%)." (CMO. by Adobe, 02.13.19, https://www.cmo.com/features/articles/2019/2/5/5-consumer-trends-that-are-shaping-digital-content-consumption.html#gs.afmkho)

C1.97 "Ecommerce and social media are also merging more and more, with the latter increasingly used for 'shoppable' customer experiences, something WeChat and Weibo have pioneered in Asia. Dr Martens is one brand looking at how social platforms can be used to create their own ecosystem of marketing, social and commerce in one." (Marketing Week, 01.04.19, https://www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C1.98 "due to YouTube's algorithm, users are staying on the platform even longer than anticipated. The algorithm encourages users to watch "Recommended Content" based on videos they have watched previously, with nearly 81 percent of YouTube viewers clicking on the recommended content." (Brogan & Partners, 12.12.18, https://brogan.com/blog/what-marketers-can-expect-2019-media-consumption/)

C1.99 "Consumers feel a major sense of FOMO," said Kevin Lindsay, director of product marketing at Adobe. "If they're not keeping up with all of the news and the latest shenanigans from all of their friends, they feel as if they are missing out. Add to that the fact that we can do just about anything from our phones nowadays, and it's plain to see how easy it has become to stay connected. We're seeing a different level of engagement with digital content that's part fun, part utility, part time-wasting." (CMO. by Adobe, 02.13.19, https://www.cmo.com/features/articles/2019/2/5/5-consumer-trends-that-are-shaping-digital-content-consumption.html#gs.afmkho)

C1.100 "To avoid stereotyping your millennial customers, incorporate user personas into your marketing strategy. Personas help to drive content creation and ensure your messaging aligns with customer tastes." (Search Engine People, 05.24.18, https://www.searchenginepeople.com/blog/millennials-consume-content-better-engage.html)

C CONSUME

1 QUOTES

54

C1

C CONSUME

55

C1–3

S

LO

W

C CONSUME

56

C1–3

C CONSUME

57

C1–3

F

AS

T

C2 C2.0–50

C Consume

2 Figures

Chapter 2 of 3: An Archive of Figures on American Consumption Habits

C2

C2.0

Within *Chapter 2 of 3: An Archive of Figures on American Consumption Habits*, I archived 50 figures of data visualization on media consumption pulled from market research/data centers, news platforms, technology companies, and online business magazines. Synonymously, Synonymously, I archived 50 quotations from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of consumption. Some are actively leading in original research, others regurgitate this information from the original source, but all are participants in the dialogue.

As a singular individual collecting these figures, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the figures is randomized. Names of the organization, business, person, or center publishing the exact quotation are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

C CONSUME
2 FIGURES

C2

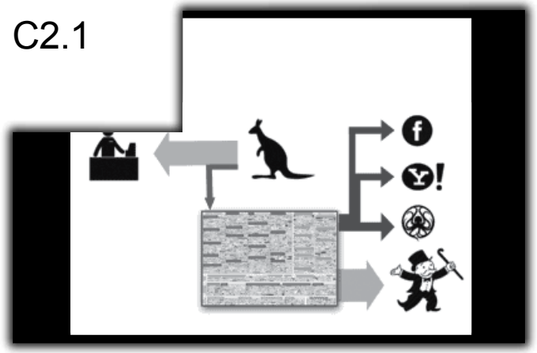
In this following chapter, I have highlighted the links of these curated figures. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, distracting titles, persuasive words, stock images, vector based illustrations.

I urge you to look at not only the statistics, but the language that frames the information, the publishers they came from, and the time they were published. Who's saying this? Who's reading this? What is the incentive for publishing this? The incentive for reading this? How is the viewer's mind primed to look at this article in conjunction with this figure? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

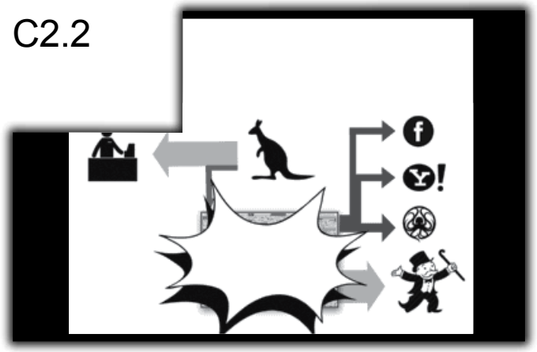
C2

C2.1



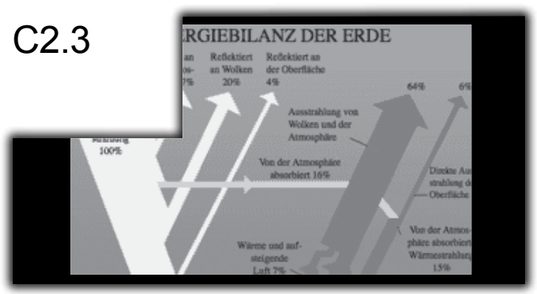
(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C2.2



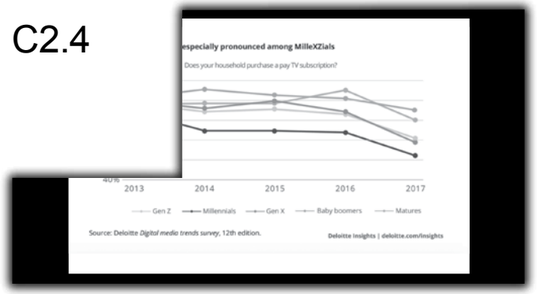
(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C2.3



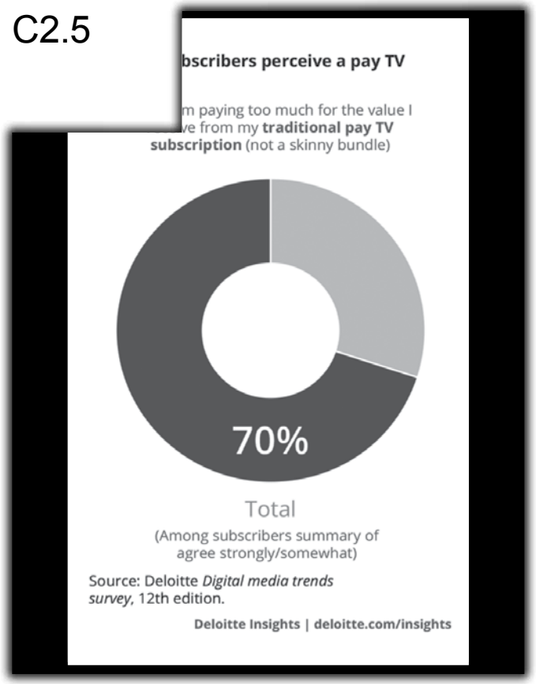
(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C2.4



(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.5



(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C CONSUME

2 FIGURES

62

C2.1–5

63

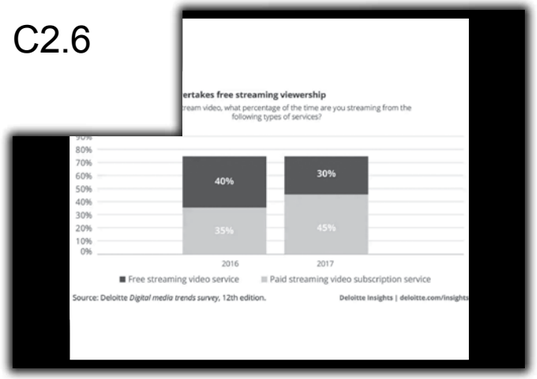
C2.6–9

2 FIGURES

C CONSUME

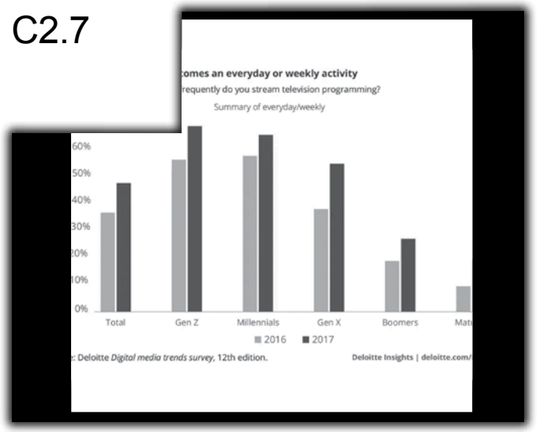
C2

C2.6



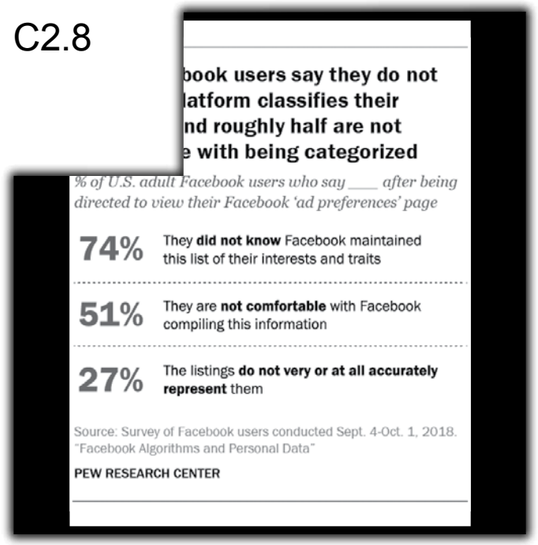
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.7



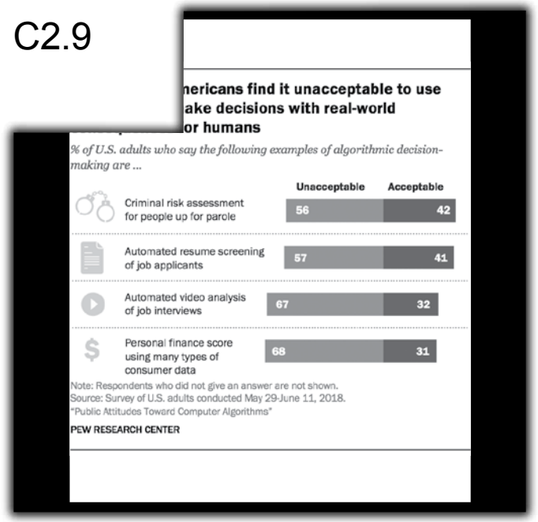
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.8



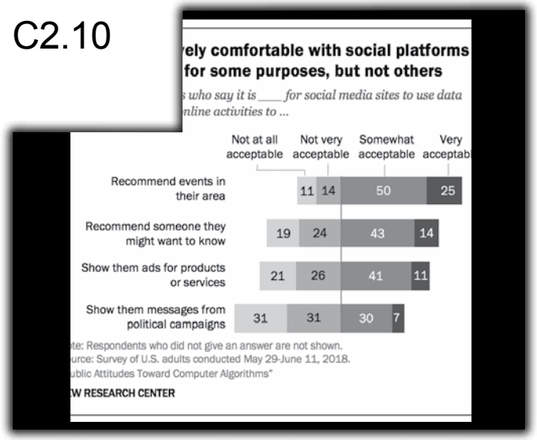
(7 things we've learned about computer algorithms, 02.13.19, www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C2.9



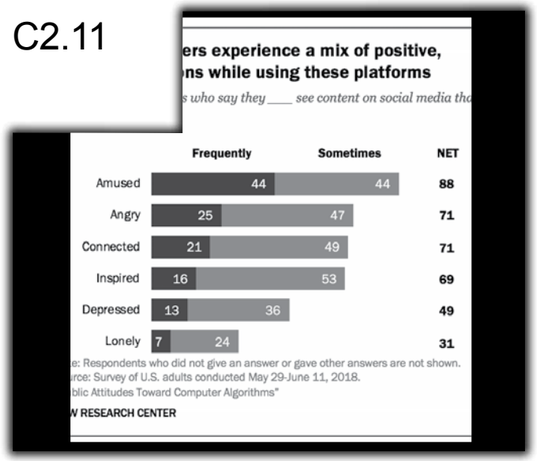
(7 things we've learned about computer algorithms, 02.13.19, www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C2.10



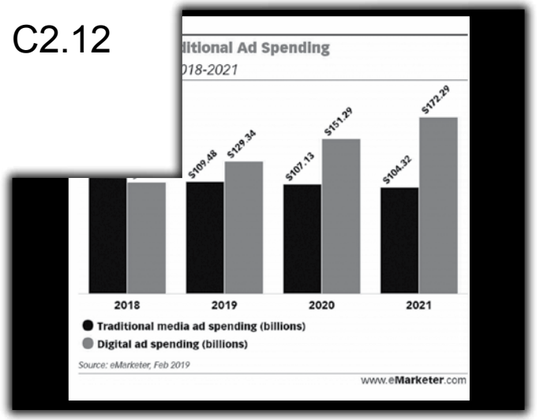
(7 things we've learned about computer algorithms, 02.13.19, www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C2.11



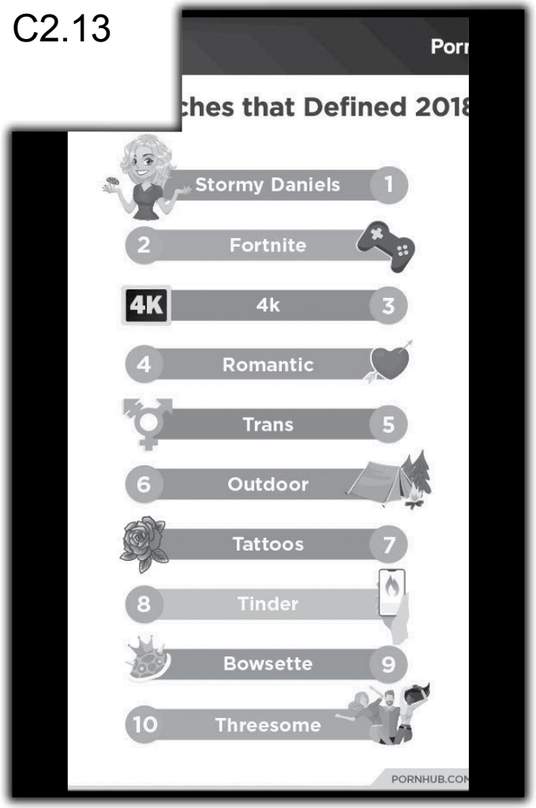
(7 things we've learned about computer algorithms, 02.13.19, www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C2.12



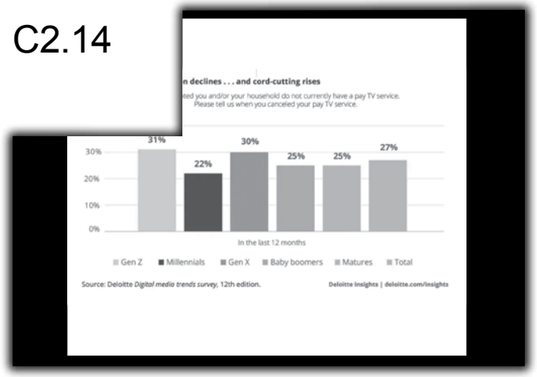
(eMarketer Predicts Digital Ads Will Overtake Traditional Spending in 2019, 02.2019, techcrunch.com/2019/02/20/emarketer-digital-ad-forecast/)

C2.13



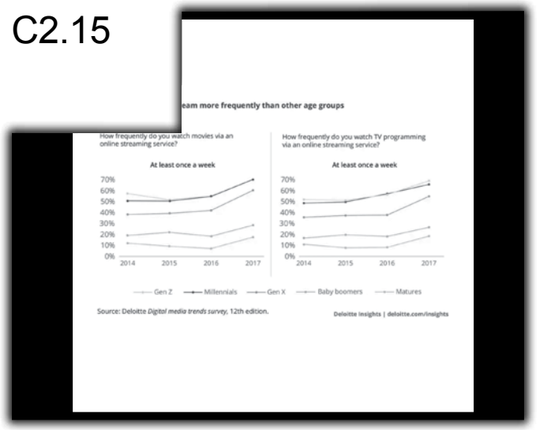
(2018 Year in Review, 12.11.18, www.pornhub.com/insights/2018-year-in-review)

C2.14



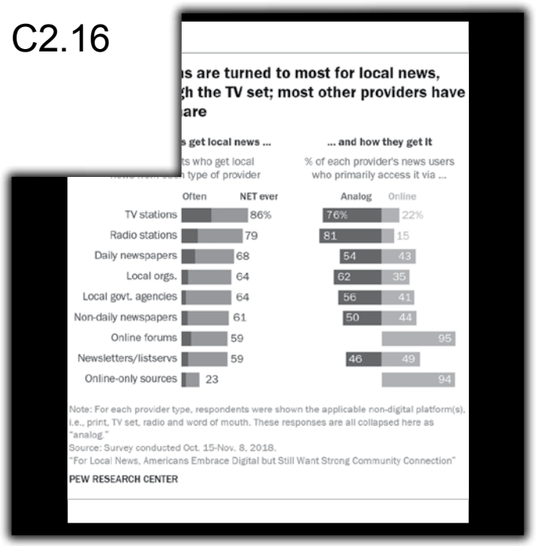
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.15



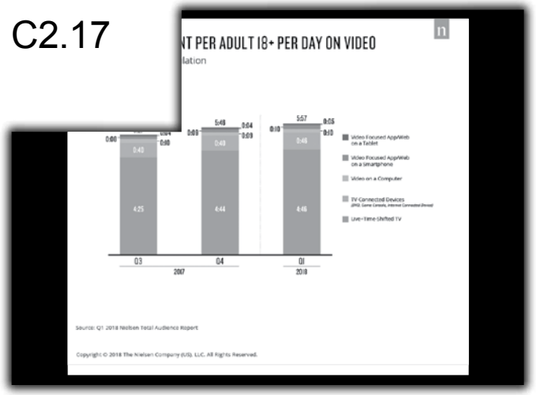
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.16



(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

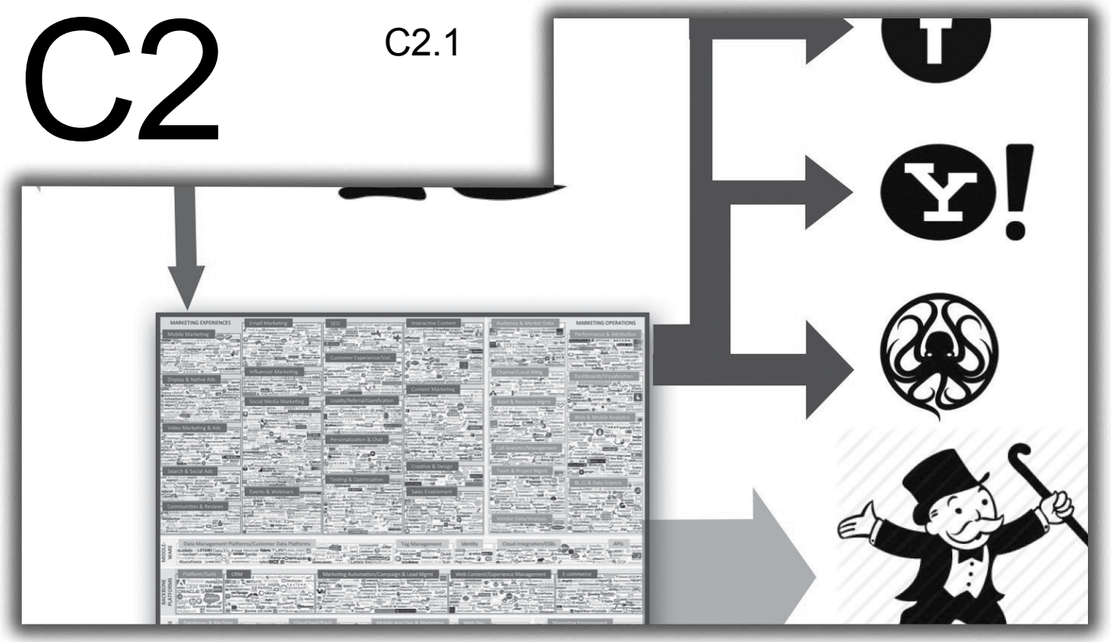
C2.17



(Time Flies. U.S. Adults Now Spend Nearly Half a Day Interacting with Media, 07.31.18, www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media)

C2

C2.1



C CONSUME 2 FIGURES

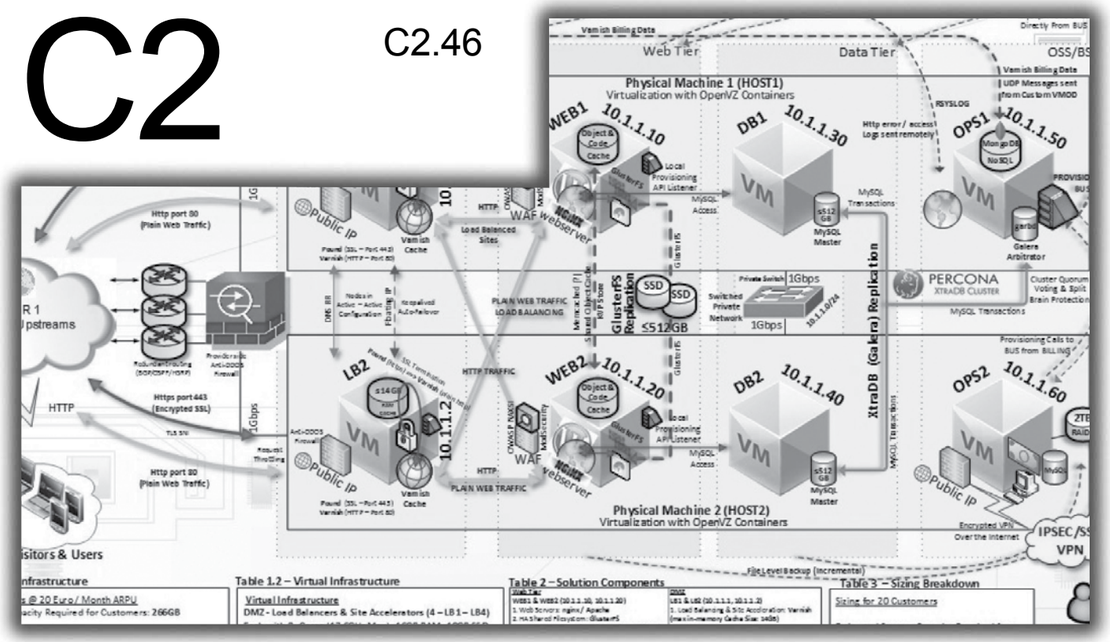
C2.2

66

C2

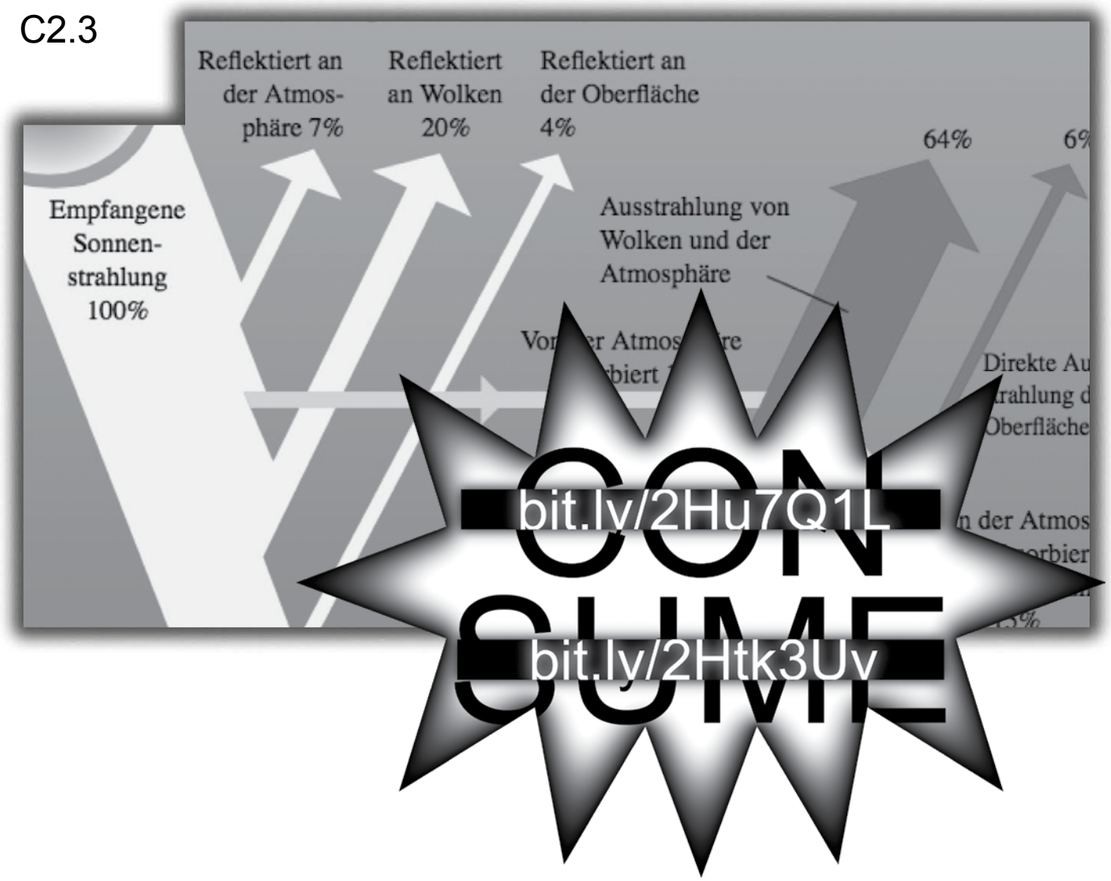
C2

C2.46



C CONSUME 2 FIGURES

C2.3

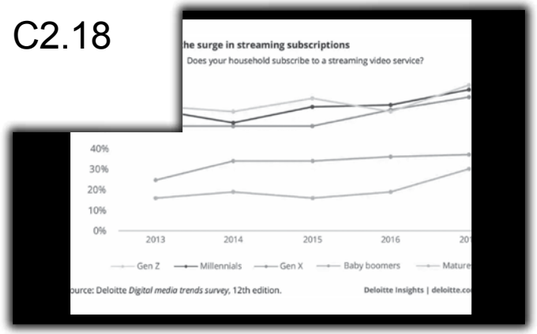


67

C2

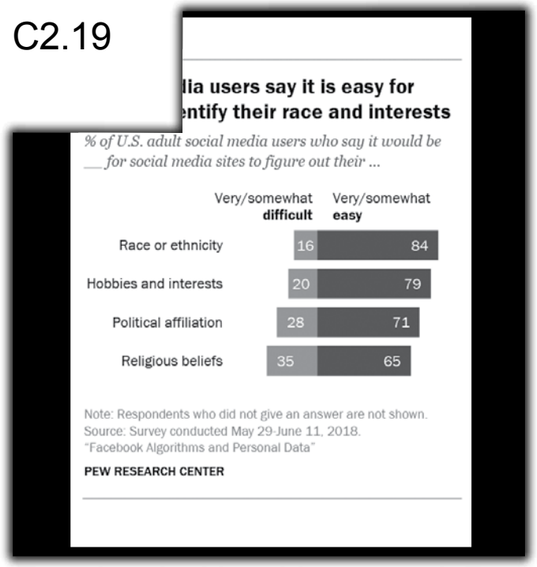
C2

C2.18



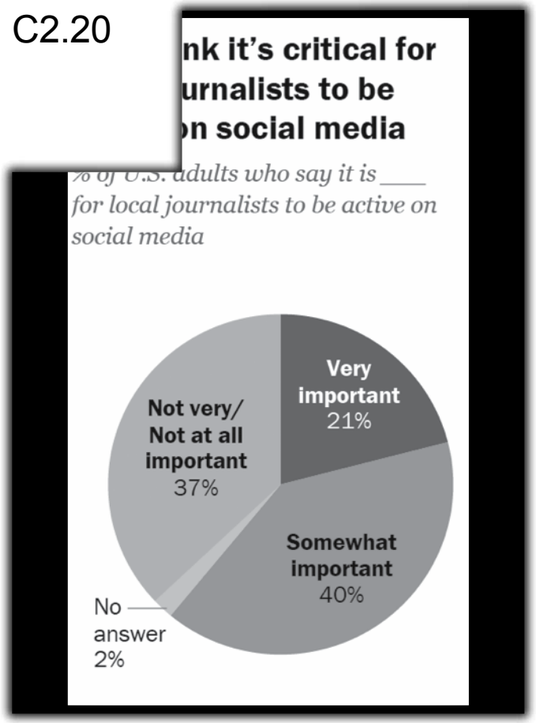
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.19



(Facebook Algorithms and Personal Data, 01.16.19, www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C2.20



(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.21

(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C CONSUME

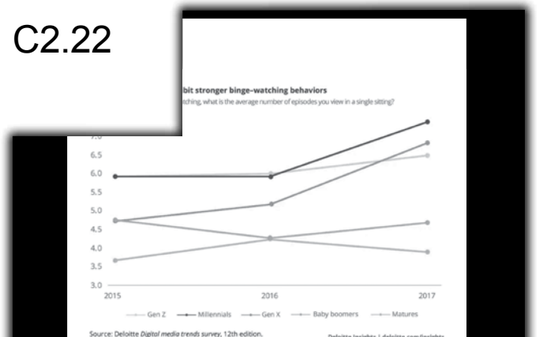
2 FIGURES

68

C2.18–21

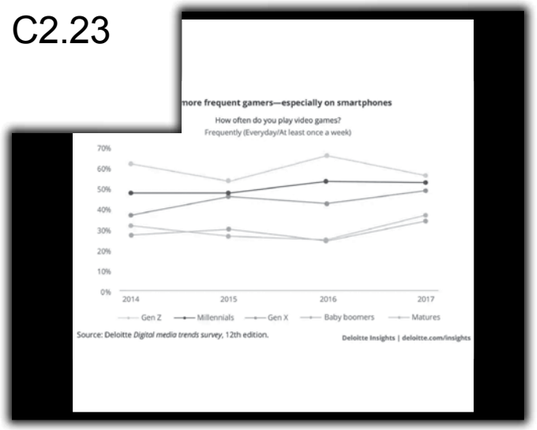
C2

C2.22



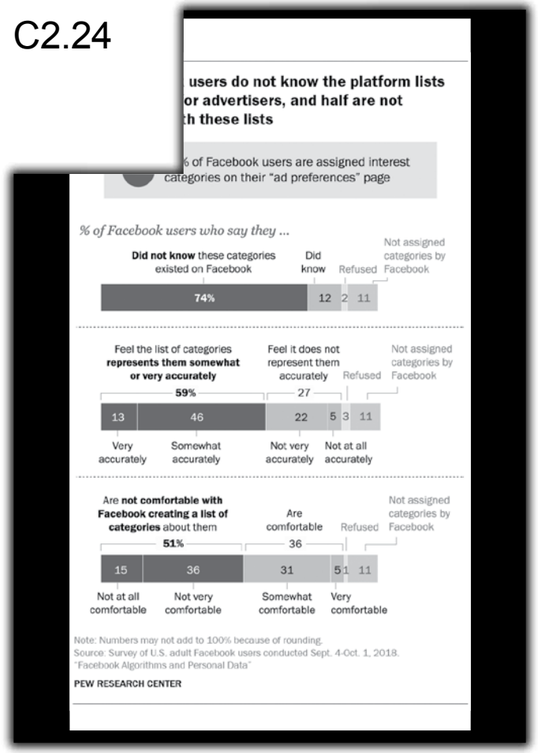
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.23



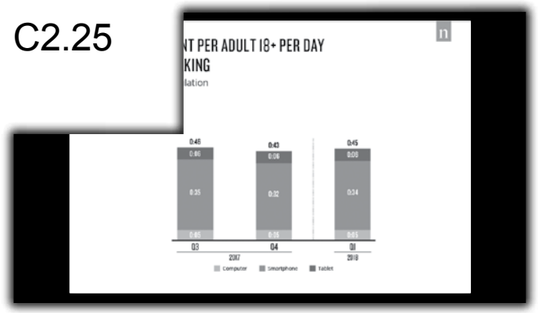
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.24



(Facebook Algorithms and Personal Data, 01.16.19, www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C2.25



(Time Flies. U.S. Adults Now Spend Nearly Half a Day Interacting with Media, 07.31.18, www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media)

C CONSUME

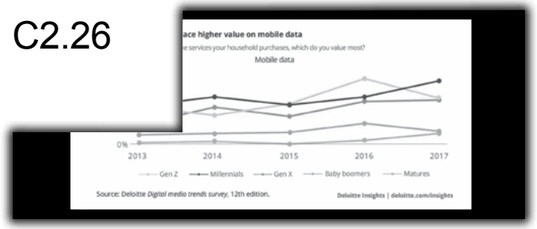
2 FIGURES

69

C2.22–25

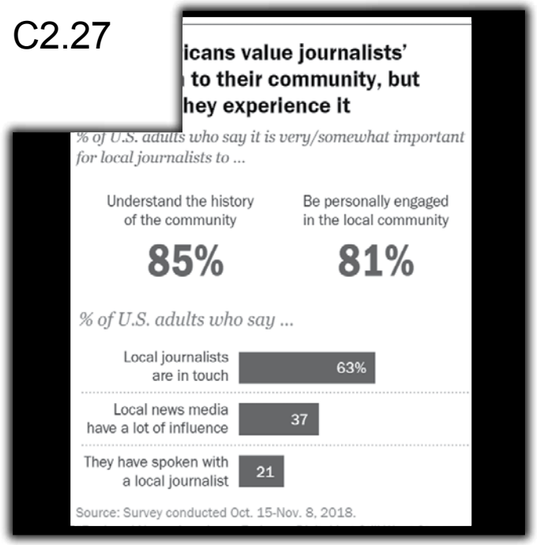
C2

C2.26



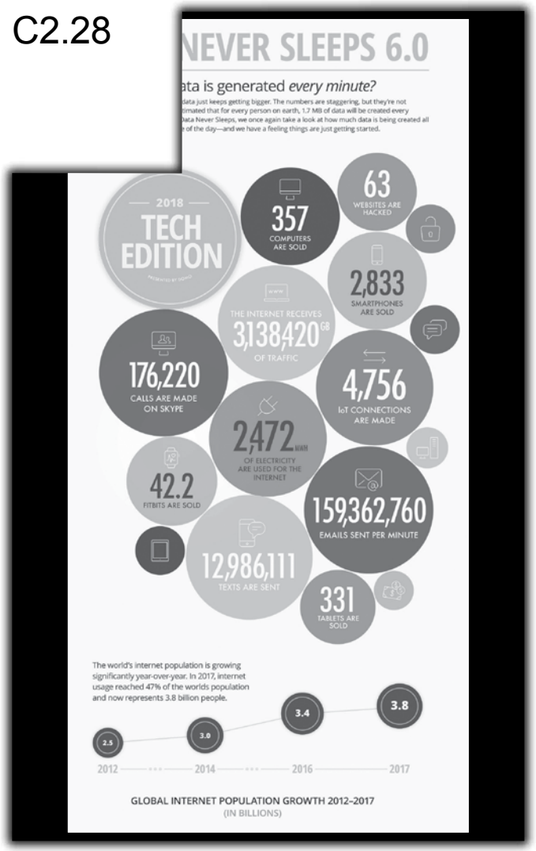
(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.27



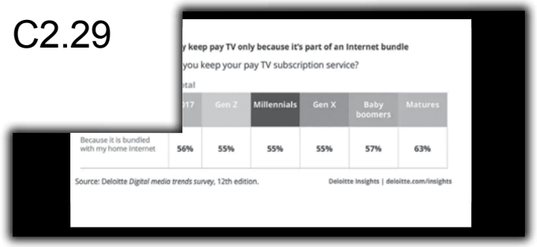
(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.28



(The Insane Amounts of Data We're Using Every Minute (Infographic), 06.10.18, www.entrepreneur.com/article/314672)

C2.29



(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

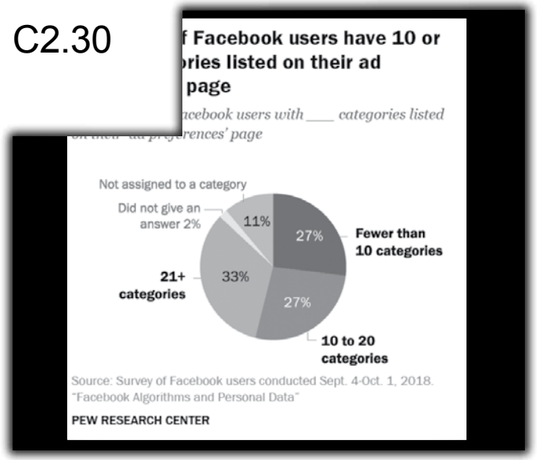
C CONSUME

2 FIGURES

C2.26–29

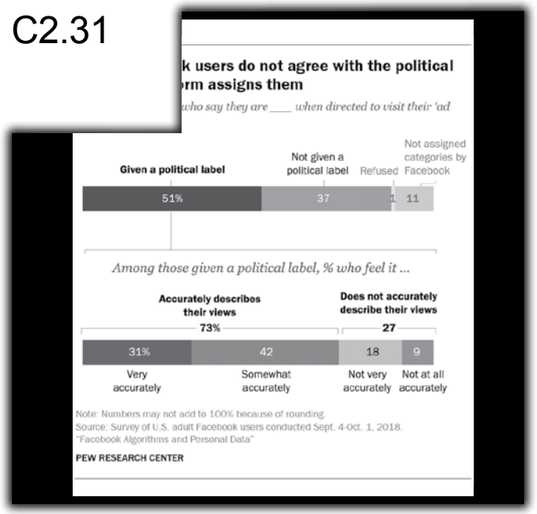
C2

C2.30



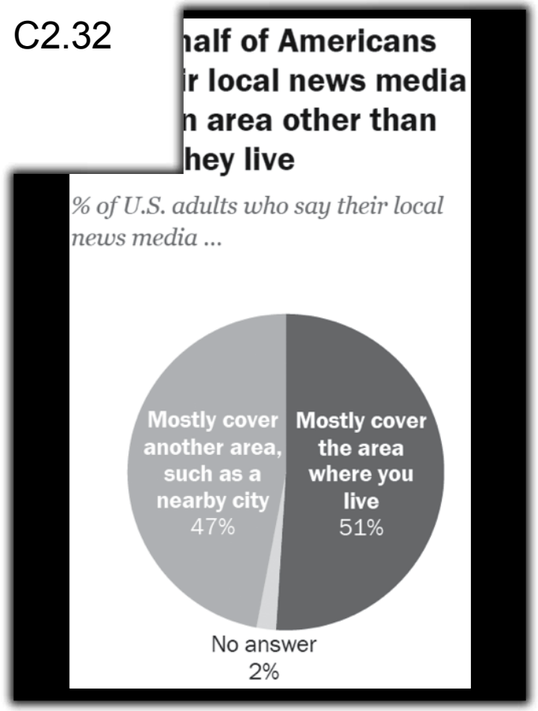
(Facebook Algorithms and Personal Data, 01.16.19, www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C2.31



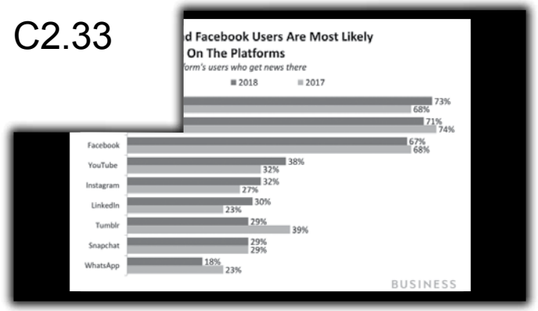
(Facebook Algorithms and Personal Data, 01.16.19, www.pewinternet.org/2019/01/16/facebook-algorithms-and-personal-data/)

C2.32



(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.33



(News consumption habits are trending digital, 09.12.19, www.businessinsider.com/pew-nielsen-survey-news-consumption-trends-digital-2018-9)

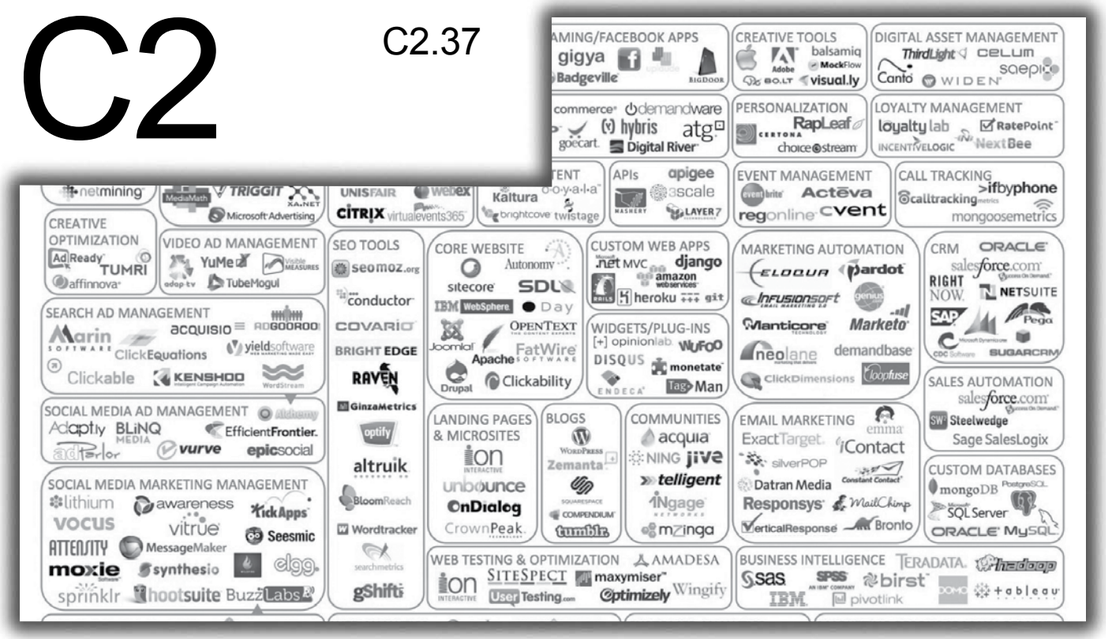
C CONSUME

2 FIGURES

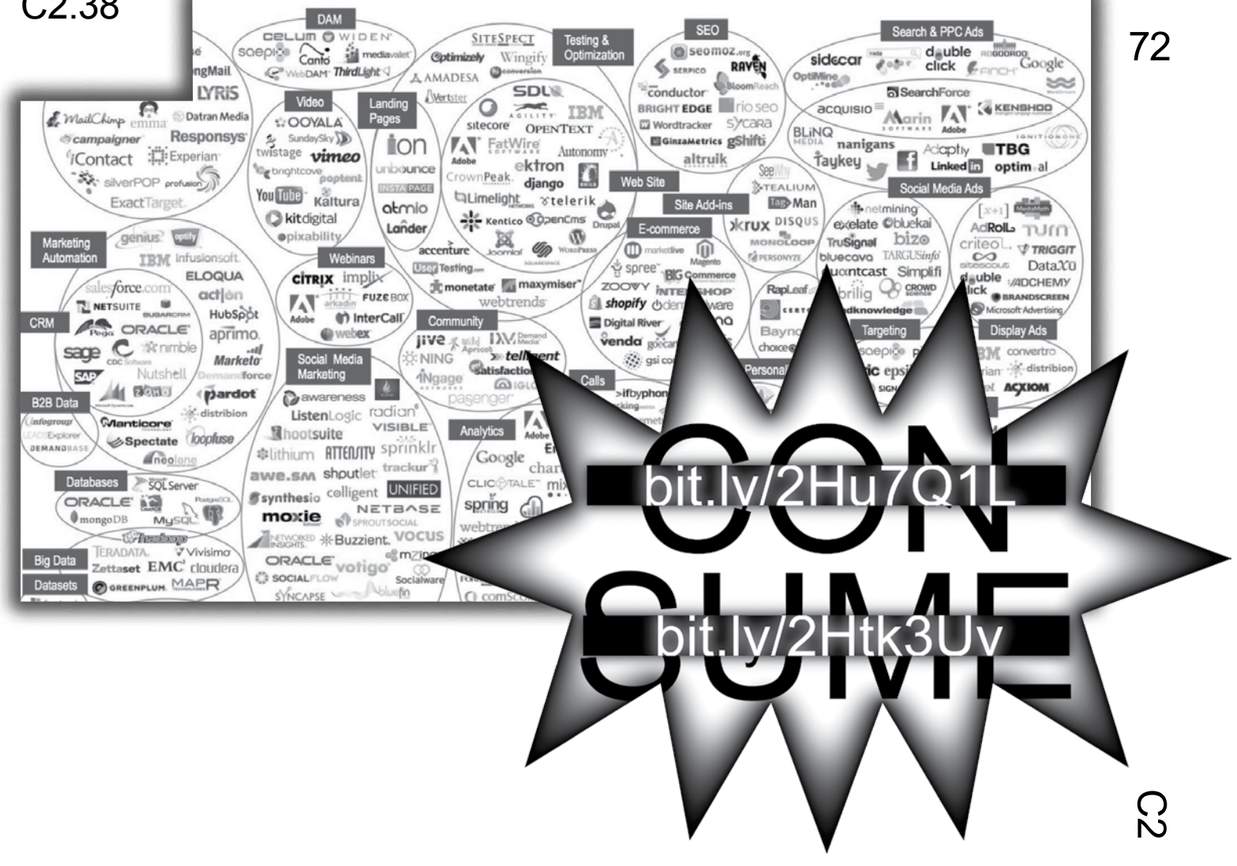
C2.30–33

C2

C2.37



C2.38



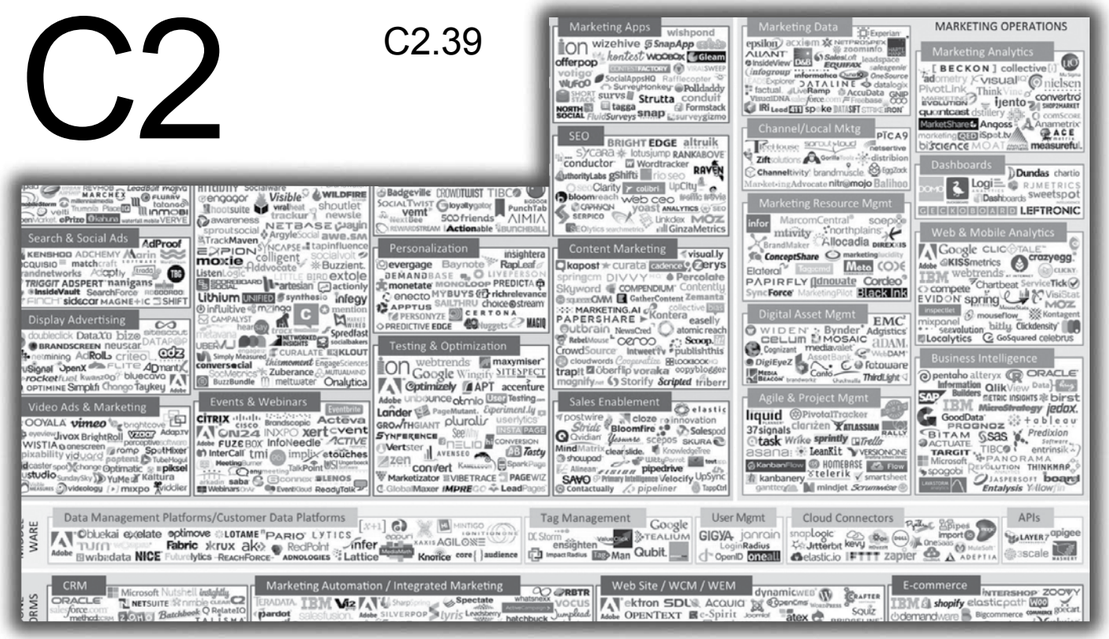
C2

C CONSUME 2 FIGURES

72

C2

C2.39



C2.40

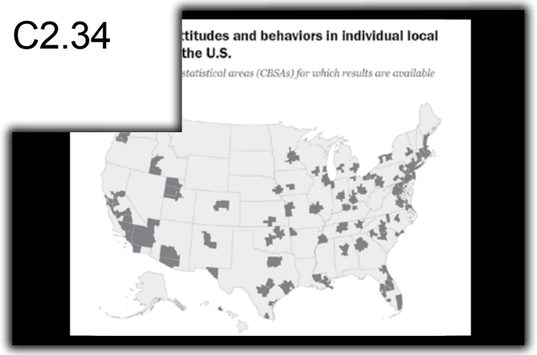
C2

C CONSUME 2 FIGURES

73

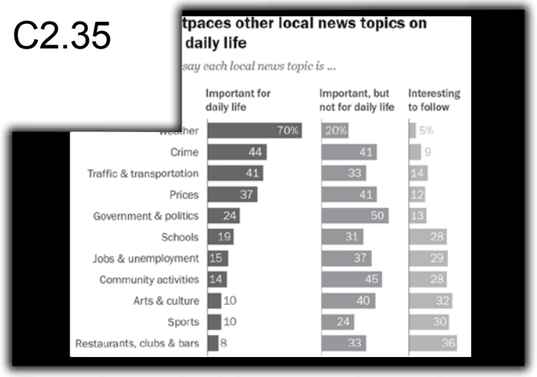
C2

C2.34



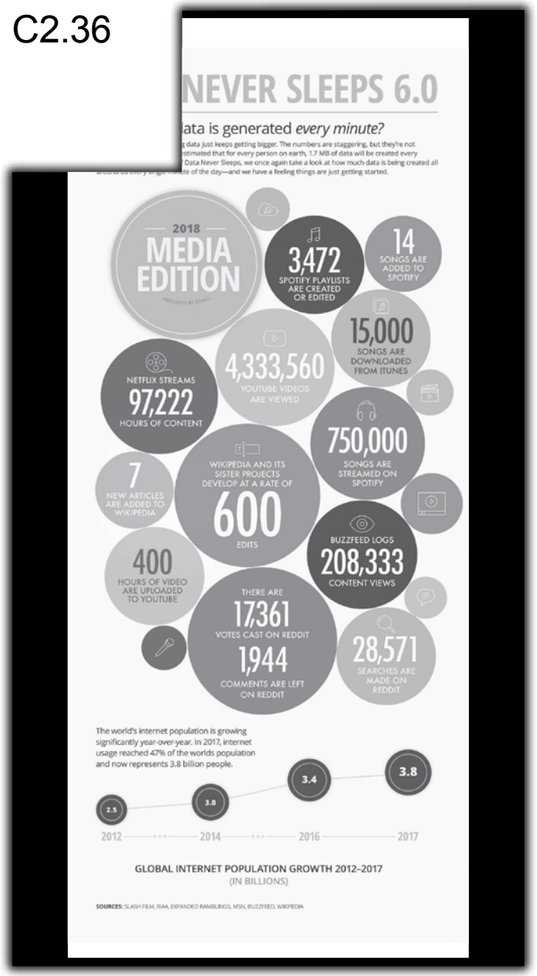
(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.35



(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.36



(The Insane Amounts of Data We're Using Every Minute (Infographic), 06.10.18, www.entrepreneur.com/article/314672)

C2.37

(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C CONSUME

2 FIGURES

74

C2.34–37

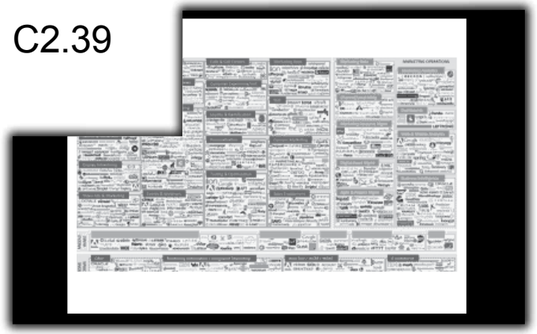
C2

C2.38

(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

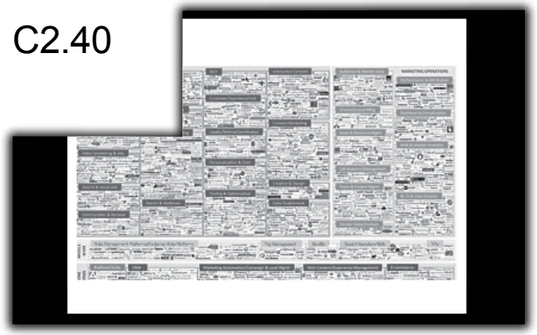
C2.39

75



(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C2.40



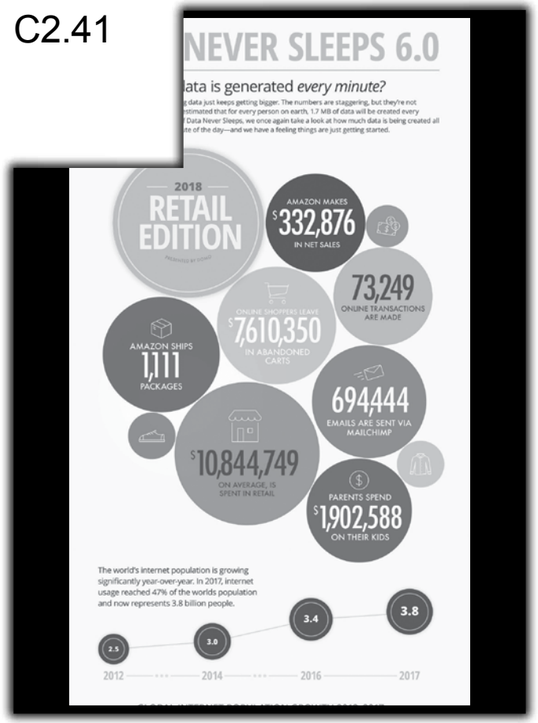
(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C CONSUME

2 FIGURES

C2.38–42

C2.41



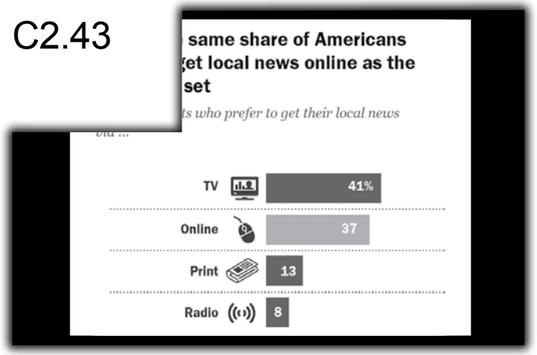
(The Insane Amounts of Data We're Using Every Minute (Infographic), 06.10.18, www.entrepreneur.com/article/314672)

C2.42

(Time Flies. U.S. Adults Now Spend Nearly Half a Day Interacting with Media, 07.31.18, www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media)

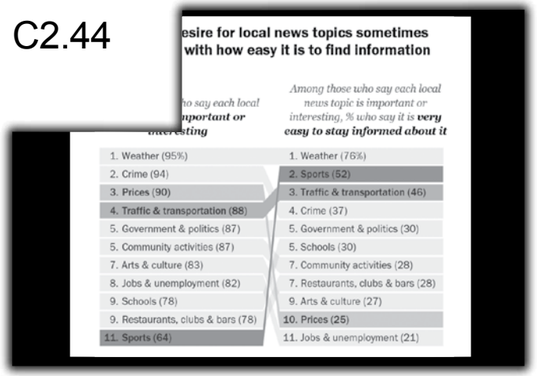
C2

C2.43



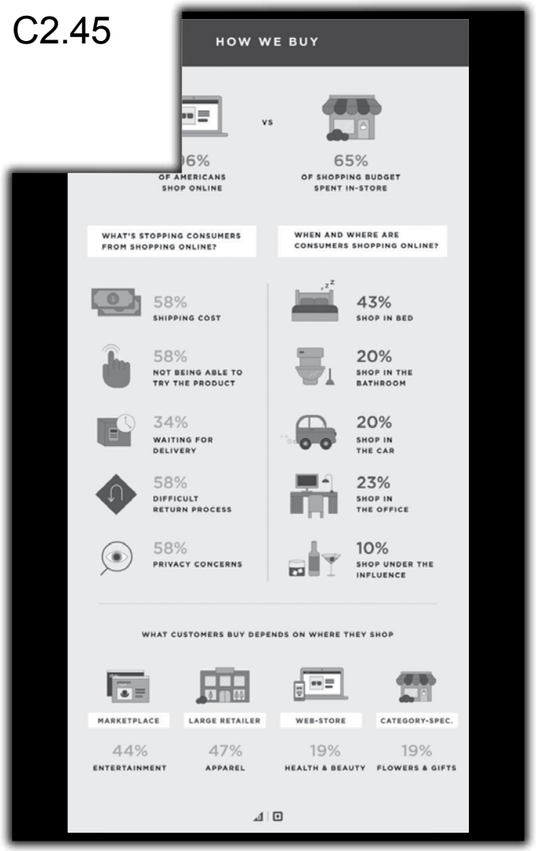
(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.44



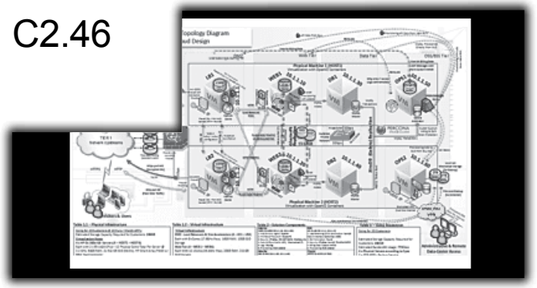
(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C2.45



(Modern Consumer Behavior in the New Omni-Channel World + 31 Expert Tips to Dominate It Now, www.bigcommerce.com/blog/consumer-behavior-infographic/#is-it-that-shoppers-arent-shopping)

C2.46



(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C CONSUME

2 FIGURES

76

C2.43–46

77

C2.47–50

C CONSUME

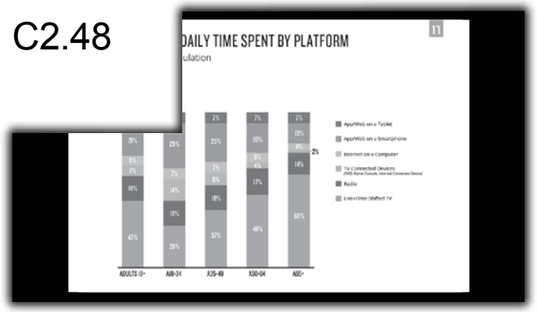
2 FIGURES

C2

C2.47

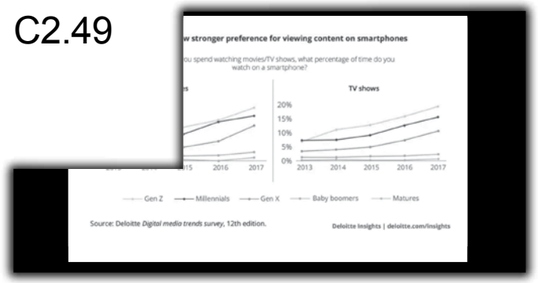
(The Insane Amounts of Data We're Using Every Minute (Infographic), 06.10.18, www.entrepreneur.com/article/314672)

C2.48



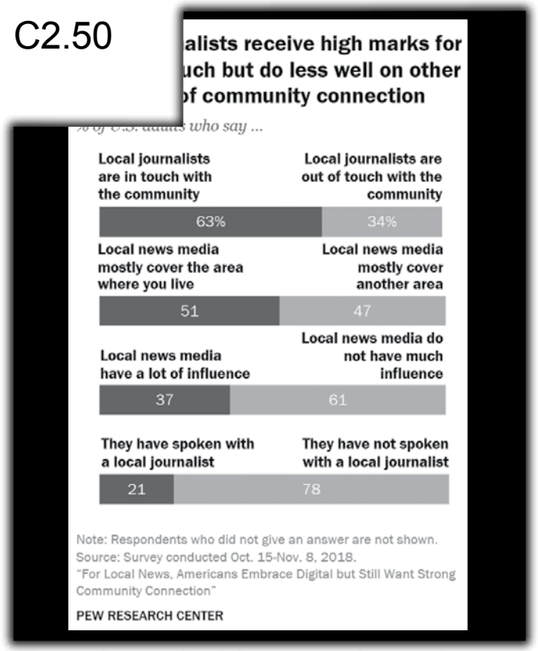
(Time Flies. U.S. Adults Now Spend Nearly Half a Day Interacting with Media, 07.31.18, www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media)

C2.49



(Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

C2.50



(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C CONSUME

C CONSUME

2 FIGURES

78

79

C2

C1–3

DIGITAL

PHYSICAL

C CONSUME

C1–3

C3 C3.0–50

C Consume

3 Images

Chapter 3 of 3: An Archive of Images on American Consumption Habits.

C3.0

Within *Chapter 3 of 3: An Archive of Images on American Consumption Habits*, I archived 50 images acting as visual aids to articles on media consumption pulled from market research/data centers, news platforms, technology companies, and online business magazines. Synonymously, I archived 50 images from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of consumption. Some images are stock images, some are vector based illustrations, others are candid images, but all act as learning reinforcement for the assertions made in their respective articles that are participants in the dialogue.

As a singular individual collecting these images, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the images is randomized. Names of the organization, business, person, or center publishing the exact image are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

In this following chapter, I have highlighted the links of these curated images. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, distracting titles, persuasive words, stock images, vector based illustrations.

I urge you to look at not only the image, but the overlaid words, the people within the image, the article the image supports, the publishers the image comes from, the time they were published. Who's curating this? Who's looking at this image this? What is the incentive for using this image? The incentive for clicking on this image? How is the viewer's mind primed to look at this article in conjunction with this image? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

C3

C3.1

(___, connect with the people who will love your business, www.facebook.com_business)

C3.2

(Anywhere the Eye Can See, It's Likely to See an Ad, 01.15.07, www.nytimes.com_2007_01_15_business_media_15everywhere.html-mtrref=stopadio_2)

C3.3

(5 content marketing trends to watch in 2019, 10.23.18, business.twitter.com_en_blog_5-content-marketing-trends-to-watch-in-2019.html_1)

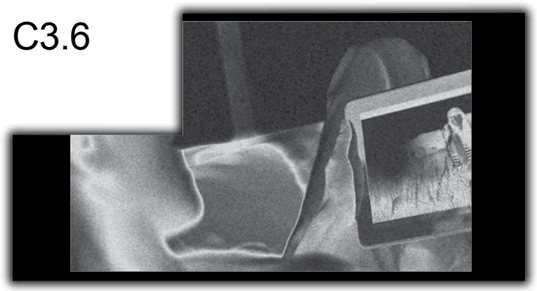
C3.4

(Learn How to Capture Attention and Drive Results with Stories Ads, 04.15.19, www.facebook.com/business/news/learn-how-to-capture-attention-and-drive-results-with-stories-ads/#)

C3.5

(How to Be Strategic With Social Media, 05.12.18, www.lifewire.com/social-networking-tips-and-tricks-2654282)

C3.6



(4 out of 5 people won't finish reading this article, 03.23.15, www.businessinsider.com/sc/how-people-consume-content-2015-3)

C CONSUME

3 IMAGES

86

C3.1–6

C3.7–11

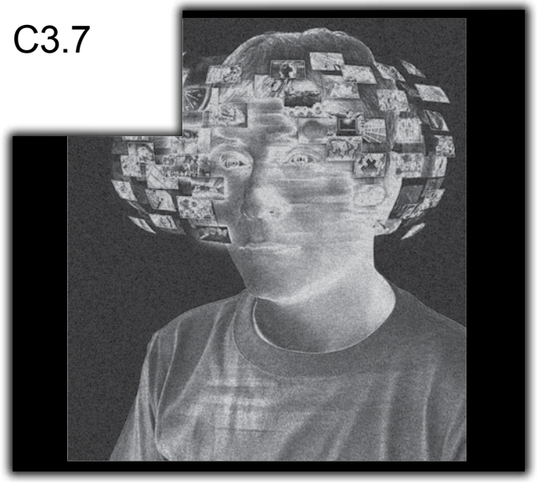
87

C CONSUME

3 IMAGES

C3

C3.7

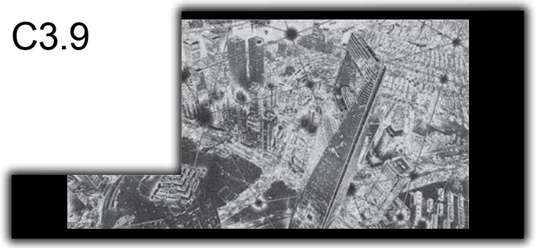


(Lifehack, How to Consume Your Digital Information More Efficiently, www.lifehack.org/articles/lifehack/how-to-consume-your-digital-information-more-efficiently)

C3.8

(Meet people in the place where they explore their passions. Marketing on Instagram, www.facebook.com/business)

C3.9



(The Insane Amounts of Data We're Using Every Minute (Infographic), 06.10.18, www.entrepreneur.com/article/314672)

C3.10

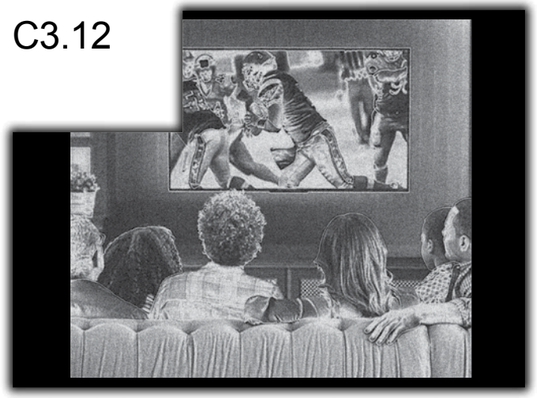
(The average American spends 24 hours a week online, 01.23.18, www.technologyreview.com/f/610045/the-average-american-spends-24-hours-a-week-online/)

C3.11

(Most Adults Spend More Time on Their Digital Devices Than They Think, 03.01.17, https://www.scientificamerican.com/article/most-adults-spend-more-time-on-their-digital-devices-than-they-think/?redirect=1)

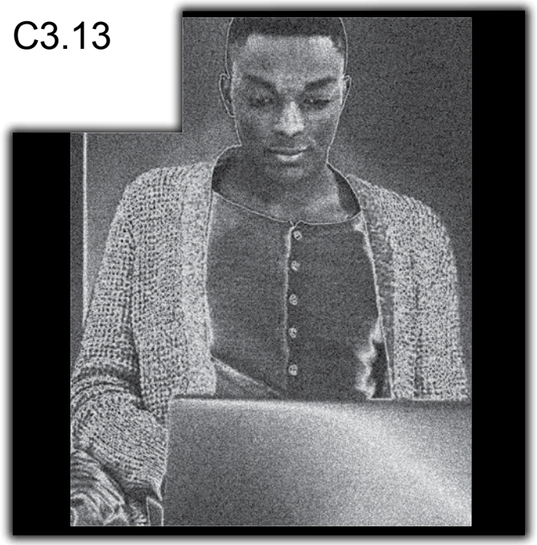
C3

C3.12



(Television, capturing America's attention at prime time and beyond, 09.2018, www.bls.gov/opub/btn/volume-7/television-capturing-americas-attention.htm)

C3.13

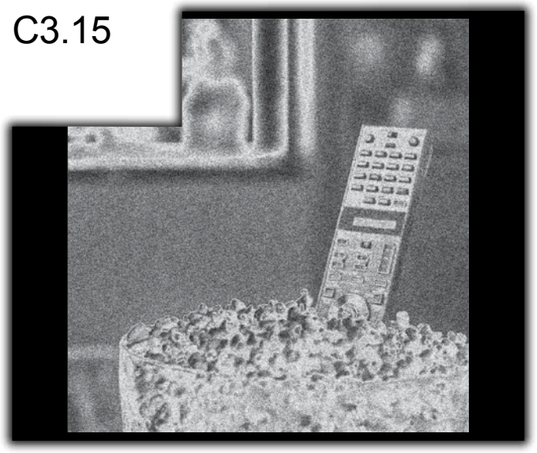


(Improving Ads Manager and Business Manager, 04.16.19, www.facebook.com/business/news/improving-ads-manager-and-business-manager/#)

C3.14

(A decade of smartphones- We now spend an entire day every week online, 08.02.18, www.telegraph.co.uk/news/2018/08/01/decade-smartphones-now-spend-entire-day-every-week-online/)

C3.15



(Americans watch TV an average of 4 hours per day, among those who watch the most in the world, 04.13.18, www.news5cleveland.com/lifestyle/americans-watch-tv-an-average-of-4-hours-per-day-among-those-who-watch-the-most-in-the-world)

C3

C3.16

(7 things we've learned about computer algorithms, 02.13.19, www.pewresearch.org/fact-tank/2019/02/13/7-things-weve-learned-about-computer-algorithms/)

C3.17

(Five trends that will reshape media in 2019, 01.04.19, www.marketingweek.com/2019/01/04/five-trends-media-2019/)

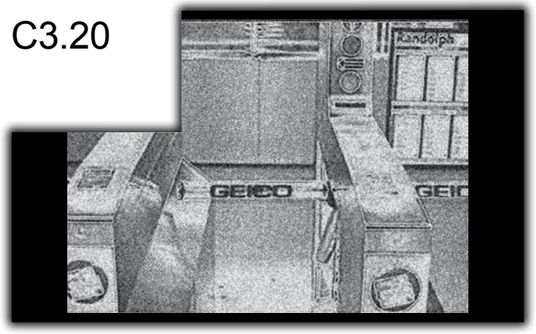
C3.18

(Anywhere the Eye Can See, It's Likely to See an Ad, 01.15.07, www.nytimes.com/2007/01/15/business/media/15everywhere.html?mtrref=stopad.io)

C3.19

(Anywhere the Eye Can See, It's Likely to See an Ad, 01.15.07, www.nytimes.com/2007/01/15/business/media/15everywhere.html?mtrref=stopad.io)

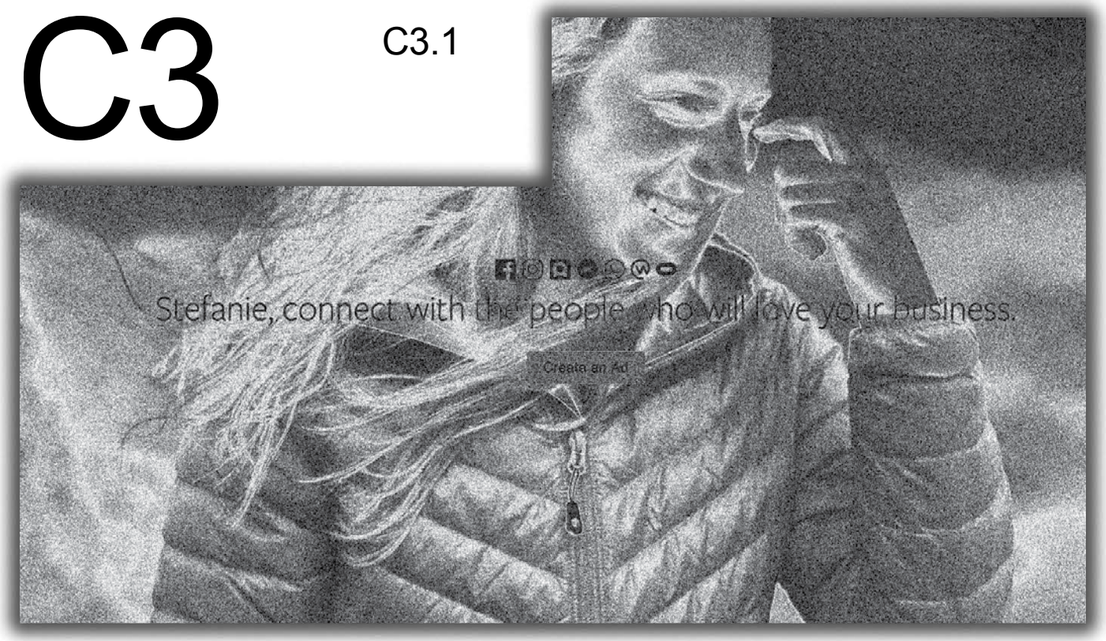
C3.20



(Anywhere the Eye Can See, It's Likely to See an Ad, 01.15.07, www.nytimes.com/2007/01/15/business/media/15everywhere.html?mtrref=stopad.io)

C3

C3.1



C CONSUME

3 IMAGES

C3

C3.14

3 IMAGES

C CONSUME

C3.22

CON SUME

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uv

C3

C3.4

CON SUME

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uv

C3

C3

C3.21

(Anywhere the Eye Can See, It's Likely to See an Ad, 01.15.07, www.nytimes.com/2007/01/15/business/media/15everywhere.html?mtrref=stopad.io)

C3.22

(Center for Humane Technology, humanetech.com)

C3.23

(Five trends that will reshape media in 2019, 01.04.19, www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C3.24

(How Much Time Americans Spend In Front Of Screens Will Terrify You, 01.24.19, www.forbes.com/sites/nicolefisher/2019/01/24/how-much-time-americans-spend-in-front-of-screens-will-terrify-you/#66a353b41c67)

C3.25

(Learn How to Master Marketing on Facebook with These Short Educational Videos, 05.08.19, www.facebook.com/business/news/learn-how-to-master-marketing-on-facebook-with-these-short-educational-videos#)

C3.26

(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C CONSUME

3 IMAGES

92

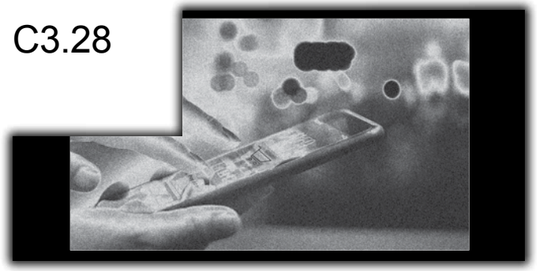
C3.21–26

C3

C3.27

(Facebook IQ, 12.11.18, www.facebook.com/business/news/insights/2019-topics-and-trends-report)

C3.28



(Five trends that will reshape media in 2019, 01.04.19, www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C3.29

(Five trends that will reshape media in 2019, 01.04.19, www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C3.30

(Five trends that will reshape media in 2019, 01.04.19, www.marketingweek.com/2019/01/04/five-trends-media-2019/)

C3.31

(Forbes, How Social Media Has Changed How We Consume News, 11.30.18, www.forbes.com/sites/nicolemartin1/2018/11/30/how-social-media-has-changed-how-we-consume-news/#56df6b223c3c)

C3.32

(Maximize Campaign Results with Cost Cap Bidding, 04.15.19, www.facebook.com/business/news/maximize-campaign-results-with-cost-cap-bidding/#)

C CONSUME

3 IMAGES

93

C3.27–32

C3

C3.33

(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

C3.34

(How Millennials Consume Content (& How to Better Engage Them), www.searchenginepeople.com/blog/millennials-consume-content-better-engage)

C3.35

(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C3.36

(How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read, 03.21.18, www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#6f05d6560ba9)

C3.37

(It's not a drug, but it may as well be"- Expert opinions on whether kids are addicted to tech, 02.09.18, https://qz.com/1202888/are-kids-actually-addicted-to-technology/)

C3.38

(The Website Obesity Crisis, 10.29.15, idlewords.com/talks/website_obesity.htm)

C3

C3.39

(UNCOVERING TRENDS IN MEDIA CONTENT ACROSS TV AND DIGITAL, 03.27.19, www.nielsen.com/us/en/insights/news/2019/uncovering-trends-in-media-content-across-tv-and-digital.html)

C3.40

(What Is Social Networking Addiction?, 03.29.19, www.lifewire.com/what-is-social-networking-addiction-2655246)

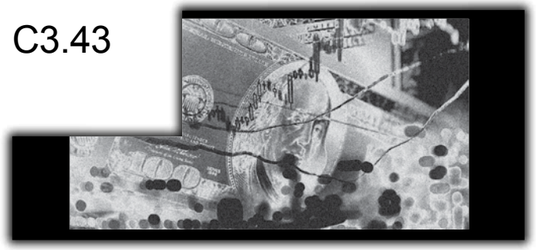
C3.41

(What marketers can expect in 2019- Media consumption, 12.12.18, brogan.com/blog/what-marketers-can-expect-2019-media-consumption/)

C3.42

(The Global Media Intelligence Report, 2018 A Reference Guide to Consumers' Media Use in 40 Countries, 11.07.18, https://www.emarketer.com/content/global-media-intelligence-2018)

C3.43



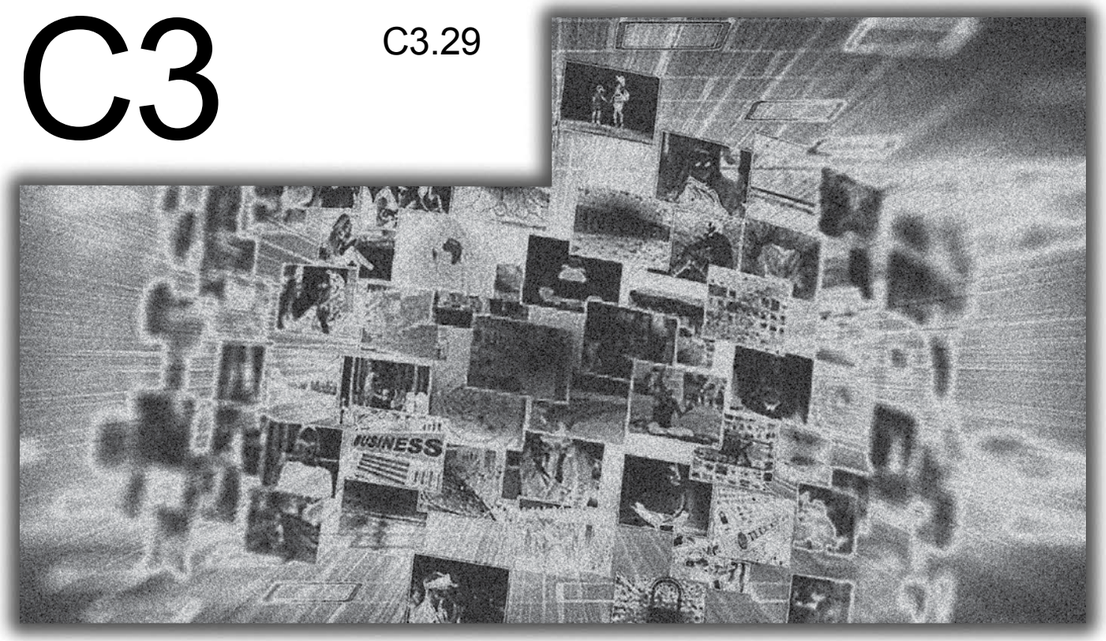
(U.S. Digital Ad Spend Will Surpass Offline in 2019, 02.20.19, www.adweek.com/programmatic/u-s-digital-ad-spend-will-surpass-offline-in-2019/)

C3.44

(Silicon Valley Reckons With Responsibility for Tech Addiction, 05.21.18, www.pcmag.com/news/361246/silicon-valley-reckons-with-responsibility-for-tech-addictio)

C3

C3.29

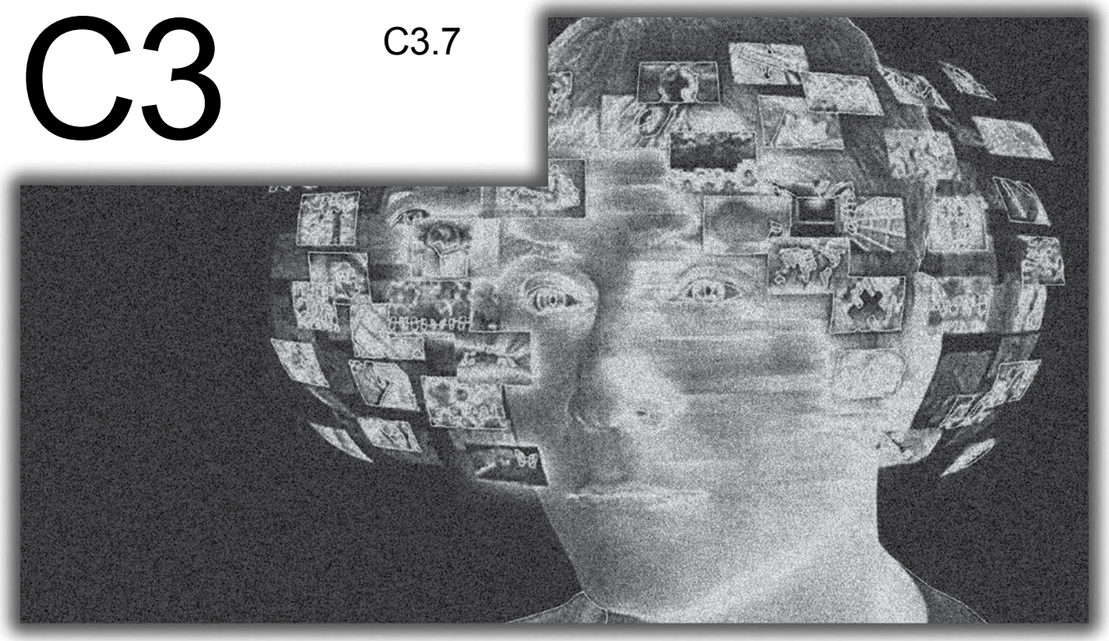


C CONSUME

3 IMAGES

C3

C3.7



3 IMAGES

C CONSUME

C3.43

CON

SUME

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uv

C3.45

CON

SUME

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uv

C3

C3.45

(TIME FLIES. U.S. ADULTS NOW SPEND NEARLY HALF A DAY INTERACTING WITH MEDIA, 07.31.18, www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media)

C3.46

(TIME FLIES. U.S. ADULTS NOW SPEND NEARLY HALF A DAY INTERACTING WITH MEDIA, 07.31.18, www.nielsen.com/us/en/insights/news/2018/time-flies-us-adults-now-spend-nearly-half-a-day-interacting-with-media)

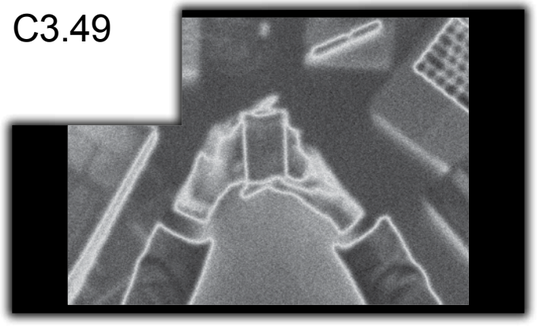
C3.47

(3 Ways to Effectively Consume Content Faster, Smarter And Better, 04.27.16, www.salesforlife.com/blog/3-ways-to-effectively-consume-content-faster-smarter-and-better)

C3.48

(Netflix CEO says apps are the new TV channels, 04.17.18, qz.com/1254450/netflix-ceo-reed-hastings-says-apps-are-the-new-tv-channels/)

C3.49



(US Time Spent with Media 2018, 10.23.18, www.emarketer.com/content/us-time-spent-with-media-2018)

C CONSUME

3 IMAGES

C3.45–49

C CONSUME

3 IMAGES

C3

C3.50

(How video is reshaping digital advertising, 03.11.19, business.twitter.com/en/blog/how-video-is-reshaping-digital-advertising.html)

C3.50

C CONSUME

3 IMAGES

C CONSUME

100

101

C3

C1–3

CONSCIOUS

CONSCIOUS

C CONSUME

C1–3

C CONSUME

D DIGEST

104

105

C1–3

D1–3

C Consume
D Digest
P Produce

bit.ly/2WoyqBP

On the Nature of American Digestion of Information

THINK

ACT

D1

D1.0–100

D Digest

1 Quotes

1 QUOTES

Chapter 1 of 3: An Archive of Quotations on American Digestion Habits

D1

D1.0

Within *Chapter 1 of 3: An Archive of Quotations on American Digestion Habits*, I archived 100 quotations from online articles of market research/data centers, news platforms, critical thinkers, technology companies, and online business magazines. Synonymously, I archived 100 quotations from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of digestion. Some are actively participating in encouraging or discouraging digestion, others engage more passively with statistics, but all are participants in the dialogue.

As a singular individual collecting these quotations, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the quotations is randomized. Names of the organization, business, person, or center publishing the exact quotation are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

D DIGEST
1 QUOTES

D1

D1.0

In this following chapter, I have highlighted words from these curated quotations from a place of intrigue, absurdity, and questioning. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, varying typefaces, stock images, vector based illustrations.

I urge you to look at not only the content of the sentence, but the language that frames the information, the publishers they came from, and the time they were written. Who's saying this? Who's reading this? What is the incentive for publishing this? The incentive for reading this? How is the viewer's mind primed to look at this article in conjunction with these words? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

D1.1 "Faster thinking can enhance skills critical to success such as planning, goal setting, problem solving, and the ability to stay focused on tasks." (Lifehack, 10.16.18, https://www.lifehack.org/articles/productivity/8-ways-train-your-brain-learn-faster-and-remember-more.html)

D1.2 "Where does morality come from? There are two obvious answers to this question: nature or nurture. If you pick nature, then you're a nativist. You believe that moral knowledge is native in our minds. It comes preloaded, perhaps in our God-inscribed hearts (as the Bible says), or in our evolved moral emotions (as Darwin argued). 2 But if you believe that moral knowledge comes from nurture, then you are an empiricist." (The Righteous Mind: Why Good People Are Divided by Politics and Religion, 2012, https://www.ndavidhubbardlmhc.com/uploads/8/9/3/1/8931162/haidt_-_the_righteous_mind.pdf)

D1.3 "The Innate Knowledge Thesis: We have knowledge of some truths in a particular subject area, S, as part of our rational nature." (Stanford Encyclopedia of Philosophy, 07.06.17, https://plato.stanford.edu/entries/rationalism-empiricism/#Rati)

D1.4 "Behavioral theories suggest that human decision-makers seek as much information as possible in order to make an informed decision" (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.5 "non-informative wording has a significant effect on human information processing of financial news" (Thirty Seventh International Conference on Information Systems, 2016, https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1019&context=icis2016)

D1.6 "A logical fallacy stems from an error in a logical argument, while a cognitive bias is rooted in thought processing errors often arising from problems with memory, attention, attribution, and other mental mistakes." (verywellmind, 05.07.19, https://www.verywellmind.com/what-is-a-cognitive-bias-2794963)

D1.7 "Slow Media ask for confidence and take their time to be credible. Behind Slow Media are real people. And you can feel that." (The Slow Media Manifesto, 01.02.10, http://en.slow-media.net/manifesto)

D1.8 "The Indispensability of Reason Thesis: The knowledge we gain in [subject area], S, by intuition and deduction, as well as the ideas and instances of knowledge in S that are innate to us, could not have been gained by us through sense experience." (Stanford Encyclopedia of Philosophy, 07.06.17, https://plato.stanford.edu/entries/rationalism-empiricism/#Rati)

D1.9 "Information processing starts with input from the sensory organs, which transform physical stimuli such as touch, heat, sound waves, or photons of light into electrochemical signals. The sensory information is repeatedly transformed by the algorithms of the brain in both bottom-up and top-down processing." (teAchnology, www.teach-nology.com/teachers/methods/info_processing/)

D1.10 "Heuristic #16: OVERLOOKING STATISTICS. When given purely statistical data we generally make accurate inferences. But when given statistical data and an individual story that explains things we tend to go with the story rather than statistics. We favor stories with explanatory power over mere data." (Erik Reads, Thinking Fast and Slow, 2001, https://erikreads.files.wordpress.com/2014/04/thinking-fast-and-slow-book-summary.pdf)

D1.11 "Processing speed is defined as the time it takes your brain to take in new information, reach some judgment on it, and then formulate a response. (11) This input can be visual, auditory, or from any of your other senses. For most people, the efficiency and accuracy of thought, rather than speed, are the limiting factors." (Be Brain Fit, 04.26.19, bebrainfit.com/think-faster/)

D1.12 "Changing the way you practice a new motor skill can help you master it faster" (Fast Company, 08.30.16, https://www.fastcompany.com/3063173/six-brain-hacks-to-learn-anything-faster)

D1.13 "These technologies have made it possible, for the first time in human history, for there to be an actual science of the unconscious." (Subliminal, How Your Unconscious Mind Rules Your Behavior, https://www.npr.org/books/titles/175562553/subliminal-how-your-unconscious-mind-rules-your-behavior#excerpt)

D1.14 "Memorize efficiently to lock in information fast." (wikiHow, 03.29.19, https://www.wikihow.com/Learn-Faster)

D1.15 "Davis's Technology Acceptance Model (TAM) provides a valid and reliable measure that predicts the acceptance or adoption of new technologies by end-users" (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989). It also is a commonly used model to measure technology acceptance (King & He, 2006)" (Consumer health informatics research resource, https://chirr.nlm.nih.gov/tam.php)

D1.16 "Smart People Really Do Think Faster" (npr, 03.20.09, https://www.npr.org/templates/story/story.php?storyId=10216953)

D1.17 "The division of labor between System 1 and System 2 is highly efficient: it minimizes effort and optimizes performance." (Thinking Fast and Slow, 2001, http://sysengr.engr.arizona.edu/OLLI/lousyDecisionMaking/KahnemanThinkingFast&Slow.pdf)

D1.18 "The defining feature of System 2, in this story, is that its operations are effortful, and one of its main characteristics is laziness, a reluctance to invest more effort than is strictly necessary. As a consequence, the thoughts and actions that System 2 believes it has chosen are often guided by the figure at the center of the story, System 1. However, there are vital tasks that only System 2 can perform because they require effort and acts of self-control in which the intuitions and impulses of System 1 are overcome." (Thinking Fast and Slow, 2001, http://sysengr.engr.arizona.edu/OLLI/lousyDecisionMaking/KahnemanThinkingFast&Slow.pdf)

D1.19 "Cognitive psychology believes that internal mental states such as desire, belief, ideas, and motivation exist. Memory structures are considered responsible for the way in which information is perceived and processed, as also how it is stored, remembered, and disremembered" (PsycholoGenie, 05.07.18, https://psychologenie.com/information-processing-theory)

D1.20 "Endless access to new information also easily overloads our working memory. When we reach cognitive overload, our ability to transfer learning to long-term memory significantly deteriorates...I've known all of this for a long time. I started writing about it 20 years ago. I teach it to clients every day. I just never really believed it could become so true of me." (The New York Times, 11.28.15, https://www.nytimes.com/2015/11/29/opinion/sunday/addicted-to-distraction.html)

D1.21 “Similar to profiling or stereotyping, ‘representativeness’ is the intuitive leap to make judgments based on how similar something is to something we like without taking into consideration other factors: probability (likelihood), statistics (base rate), or sampling sizes” (Erik Reads, Thinking Fast and Slow, 2001, https://erikreads.files.wordpress.com/2014/04/thinking-fast-and-slow-book-summary.pdf)

D1.22 “The information processing theory is an approach to the cognitive development of a human being, which deals with the study and the analysis of the sequence of events that occur in a person’s mind while receiving some new piece of information.” (https://psychologenie.com/information-processing-theory)

D1.23 “The efficiency of human memory recall is astounding. Most of what we remember is by direct retrieval, where items of information are linked directly a question or cue, rather than by the kind of sequential scan a computer might use” (The Human Memory, www.human-memory.net/processes_storage.html)

D1.24 “Your preference in politicians, the amount you tip your waiter—all judgments and perceptions reflect the workings of our mind on two levels: the conscious, of which we are aware, and the unconscious, which is hidden from us. The latter has long been the subject of speculation, but over the past two decades researchers have developed remarkable new tools for probing the hidden, or subliminal, workings of the mind. The result of this explosion of research is a new science of the unconscious and a sea change in our understanding of how the subliminal mind affects the way we live.” (Subliminal: How your unconscious mind rules your behavior, 2016, https://psycnet.apa.org/record/2012-13142-000)

D1.25 “Self-related process is an advanced cognition process; studies on the self-related process have attracted many psychologists from the 1970s (Rogers et al., 1977). Northoff et al. (2006) collectively defined self-related, self-relevant, and self-reference processes as self-reference processing, and these concepts emphasized the correlation degree of stimuli and self. Self-reference can facilitate recording and refining stimuli related to one’s self-concept better than those of others (Rogers et al., 1977; Zhu, 2004; Kim, 2012).” (frontiers in Psychology, 12.18.18, https://www.frontiersin.org/articles/10.3389/fpsyg.2018.02597/full)

D1.26 “An eLearning Course Can be Prepared to Suit the Audience's Learning Style & Preferences. There are three ways of learning something: Visually - Understanding information when seeing images, diagrams, charts, demonstrations, etc. Aurally - Understanding information when it is explained in detail through active listening. Tactilely and kinesthetically - Understanding information when the student tries it himself, hands-on fashion.” (SH!FT, DISRUPTIVE ELEARNING, 05.22.19, https://www.shiftelearning.com/blog/how-people-process-information-elearning)

D1.27 “Our brains are comprised of two characters, one that thinks fast, System 1, and one that thinks slow, System 2. System 1 operates automatically, intuitively, involuntary, and effortlessly—like when we drive, read an angry facial expression, or recall our age. System 2 requires slowing down, deliberating, solving problems, reasoning, computing, focusing, concentrating, considering other data, and not jumping to quick conclusions— like when we calculate a math problem, choose where to invest money, or fill out a complicated form. These two systems often conflict with one another.” (Erik Reads, Thinking Fast and Slow, 2001, https://erikreads.files.wordpress.com/2014/04/thinking-fast-and-slow-book-summary.pdf)

D1.28 “Methodic doubt is a systematic process of withholding assent regarding the truth or falsehood of all one’s beliefs until they have been demonstrated or rationally proven to be true or false...Through the use of methodic doubt Descartes attempted to demonstrate philosophical truths, which he thought could defeat the most radical doubt or skepticism.” (New World Encyclopedia, 09.10.18, www.newworldencyclopedia.org/entry/Methodic_doubt_)

D1.29 “It states that information is stored simultaneously in different areas of the brain, and connected as a network. The amount of connections a single piece of information has will affect the ease of retrieval.” (Learning Theories, 2019, https://www.learning-theories.com/information-processing-theory.html)

D1.30 “Neglecting negations can substantially impair accuracy when studying human information processing; for example, it is common ‘to see the framing of negative news using positive words’ To avoid false attributions, one must identify and predict negated text fragments precisely” (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.31 “Davis’s (1989) original TAM predicts acceptance based on the end-user’s perceived usefulness (PU) and perceived ease of use (PEOU) of the technology for a specific purpose. Davis applied the model to work settings, and defined PU as ‘the degree to which a person believes that using a particular system would enhance his or her job performance.’ (Davis, 1989, p. 320). In non-work settings, the goal becomes personal objectives instead of enhancing job performance.” (Consumer health informatics research resource, https://chirr.nlm.nih.gov/tam.php)

D1.32 “Carl Jung wrote, ‘There are certain events of which we have not consciously taken note; they have remained, so to speak, below the threshold of consciousness. They have happened, but they have been absorbed subliminally.’” (Subliminal, How Your Unconscious Mind Rules Your Behavior, https://www.npr.org/books/titles/175562553/subliminal-how-your-unconscious-mind-rules-your-behavior#excerpt)

D1.33 “Heuristic #18: INTUITIVE PREDICTIONS. Conclusions we draw with strong intuition (System 1) feed overconfidence. Just because a thing ‘feels right’ (intuitive) does not make it right. We need System 2 to slow down and examine our intuition, estimate baselines, consider regression to the mean, evaluate the quality of evidence, and so forth. ‘Extreme predictions and a willingness to predict rare events from weak evidence are both manifestations of System 1. It is natural for the associative machinery Thinking Fast and Slow by Daniel Kahneman 8 Summarized by Erik Johnson to match the extremeness of predictions to the perceived extremeness on which it is based—this is how substitution works,’ (page 194). Potential for error: unwarranted confidence when we are in fact in error.” (Erik Reads, Thinking Fast and Slow, 2001, https://erikreads.files.wordpress.com/2014/04/thinking-fast-and-slow-book-summary.pdf)

D1.34 “it is common to extract specific facts or features from the content and relate these to a decision variable” (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.35 “the human brain has the capacity to store almost unlimited amounts of information indefinitely.” (The Human Memory, www.human-memory.net/processes_storage.html)

D1 D1.11 “Be Brain Fit”

D1.24 “Remarkable New Tools for Probing the Hidden”

D1.12 “Mast Faster”

D1 D1.31 “(PU)... (PEOU)”

D1.26 “SH!FT, DISRUPTIVE ELEARNING”

D1.20 “Cogn Overl

D1.36 “I love systems, but systems can act, they can determine too much. You have to find a way to misuse a system. Not even necessarily purposefully, you have to realize suddenly that you’re misusing it and now you’ve expanded it, you’ve let the system spill and it hasn’t become a trap.” (Frieze, 06.06.17, https://frieze.com/article/vito-acconcis-library-0)

D1.37 “this means that getting the reader’s attention in the first two paragraphs is essential, as the study found that this is the part where most readers make the decision to read on, or move on.” (elcom, 02.22.17, https://www.elcomcms.com/resources/blog/technology-and-its-influence-on-how-we-absorb-information)

D1.38 “Multitasking doesn’t work, especially for storing new information. Most people understand that multitasking is a myth - your brain really can't pay equal attention to two tasks simultaneously. But few people apply that insight to learning. In addition to breaking a task down into individual steps, be sure to devote your full energy to each step on its own. When you get distracted, it takes roughly 25 minutes to return your focus to the original task.” (sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D1.39 “Binocular rivalry occurs when our eyes see two different images in the same location. One image dominates while the other is suppressed. The dominance alternates periodically, so rather than seeing a single combination of both visuals at all times, we experience the alternation of the images over time as the two visuals compete for visual dominance.” (Piktochart, https://piktochart.com/blog/5-psychology-studies-that-tell-us-how-people-perceive-visual-information/)

D1.40 “Various studies in the field of Information Systems have shown that humans do not rely solely upon essential facts when processing given information (Browne and Parsons, 2012). Instead, they can fall victim to affective characteristics in their perception and thus make them vulnerable to information that appeals to superficial emotions or cognition, but which lacks a deeper meaning (Tversky and Kahneman, 1974).” (Thirty Seventh International Conference on Information Systems, 2016, https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1019&context=icis2016)

D1.41 “Learning to Learn: Pick a goal. Look at the changes you want to make to Measurably Improve Your Quality of Life. Which goals require you to learn more before you can confidently make the change you want? Look for a goal you could start on now, without too much time required. In this case, the goal we have chosen is to take better care of our body. Then we are going to break it down. What elements go along with taking better care of our body?” (wikiHow, 03.29.19, https://www.wikihow.com/Learn-Faster)

D1.42 “Faster thinking can help you in many aspects of life. When people are required to think quickly, they report feeling happier, more energetic, more creative, and more self-confident. (1) Faster thinking can enhance skills critical to success such as planning, goal setting, problem solving, and the ability to stay focused on tasks.” (Be Brain Fit, 04.26.19, bebrainfit.com/think-faster/)

D1.43 “The Intuition/Deduction Thesis: Some propositions in a particular subject area, S, are knowable by us by intuition alone; still others are knowable by being deduced from intuited propositions.” (Stanford Encyclopedia of Philosophy, 07.06.17, https://plato.stanford.edu/entries/rationalism-empiricism/#Rati)

D1.44 “Encoding is a biological event beginning with perception through the senses. The process of laying down a memory begins with attention...Emotion tends to increase attention, and the emotional element of an event is processed on an unconscious pathway in the brain leading to the amygdala.” (The Human Memory, www.human-memory.net/processes_storage.html)

D1.45 “1. Information bias: Observer bias, Interviewer bias, Recall (or response) bias, Social desirability bias, Performance bias, Detection Bias. 2) Selection bias: Sampling bias, Allocation bias, Loss to follow-up.” (HealthKnowledge, 2018, https://www.healthknowledge.org.uk/public-health-textbook/research-methods/1a-epidemiology/biases)

D1.46 “The method is to set aside as conceivably false all statements and types of knowledge that are not indubitably true. The hope is that, by eliminating all statements and types of knowledge the truth of which can be doubted in any way, one will find some indubitable certainties.” (Encylopaedia Britannica, https://www.britannica.com/topic/methodic-doubt)

D1.47 “‘Anxiety precludes you from exploring real solutions and real thought patterns that will come up with solutions,’ says Harvard Business School professor Alison Wood Brooks.” (sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D1.48 “Preparing Your Body: When we don't get enough sleep, our brains are so overloaded with junk that it becomes difficult for the brain to function correctly.” (wikiHow, 03.29.19, https://www.wikihow.com/Learn-Faster)

D1.49 “Heuristic #23: TRUSTING EXPERT INTUITION. Kahneman is skeptical of experts because they often overlook what they do not know. Potential for error: being mislead by ‘experts.’” (Erik Reads, Thinking Fast and Slow, 2001, https://erikreads.files.wordpress.com/2014/04/thinking-fast-and-slow-book-summary.pdf)

D1.50 “I call this excess computation the mental shotgun. It than we want or need. I call this excess computation the mental shotgun. It is impossible to aim at a single point with a shotgun because it shoots pellets that scatter, and it seems almost equally difficult for System 1 not to do more than System 2 charges it to do.” (Thinking Fast and Slow, 2001, http://sysengr.engr.arizona.edu/OLLI/lousyDecisionMaking/KahnemanThinkingFast&Slow.pdf)

D1.51 “Knowing yourself and your information processing preferences can help you create an organization system that works best for you. Obviously, we can’t cover every possible solution, but these suggestions will hopefully get you headed in the right direction.” (Unclutterer., 05.25.18, https://unclutterer.com/?s=understanding+how+you+process+information+to+help+you+get+organized)

D1.52 “After consolidation, long-term memories are stored throughout the brain as groups of neurons that are primed to fire together in the same pattern that created the original experience, and each component of a memory is stored in the brain area that initiated it” (The Human Memory, www.human-memory.net/processes_storage.html)

D1.53 “the degree to which the information was elaborated upon will affect how well the information was learned” (Learning Theories, 2019, https://www.learning-theories.com/information-processing-theory.html)

D1.54 “Slow Media cannot be consumed casually, but provoke the full concentration of their users. As with the production of a good meal, which demands the full attention of all senses by the cook and his guests, Slow Media can only be consumed with pleasure in focused alertness.” (The Slow Media Manifesto, 01.02.10, http://en.slow-media.net/manifesto)

D1.55 “The questions are addressed to System 2, which will direct attention and search memory to find the answers. System 2 receives questions or generates them: in either case it directs attention and searches memory to find the answers. System 1 operates differently. It continuously monitors what is going on outside and inside the mind, and continuously generates assessments of various aspects of the situation without specific intention and with little or no effort.” (Thinking Fast and Slow, 2001, http://sysengr.engr.arizona.edu/OLLI/lousyDecisionMaking/KahnemanThinkingFast&Slow.pdf)

D1.56 “In order to adapt more quickly to the rapidly changing environments in which we live, we need to learn more effectively and efficiently. This article is intended to describe some basics for meta-learning, or learning about learning, to help make it easier for you to find and use techniques to increase the quality and speed of your self-directed learning.” (wikiHow, 03.29.19, https://www.wikihow.com/Learn-Faster)

D1.57 “Slow or poor processing speed is not related to intelligence, meaning that one does not necessarily predict the other. Slow processing speed means that some determined tasks will be more difficult than others, like reading, doing math, listening and taking notes, or holding conversations.” (Cognifit, https://www.cognifit.com/science/cognitive-skills/processing-speed)

D1.58 “If a group of employees are prefer visuals to learn, using an eLearning tool such as SHIFT is a fantastic way to make sure employees are grasping what you are trying to convey to them in an interactive and graphic way. When they are taken through HotSpot interactions, a set of images, with some explanation, they will grasp the concepts more easily. If a group is mostly comprised learners that enjoy learning through audio, concepts and procedures shown on visual aids can include longer explanations. These learners understand when they hear new information explained in great detail. If a group includes tactile learners, action steps can be included in the eLearning experience. Try stopping the course and conduct a role play with the group so they can apply the actual concepts instead of just hearing about them.” (SHIFT, DISRUPTIVE ELEARNING, 05.22.19, https://www.shiftelearning.com/blog/how-people-process-information-elearning)

D1.59 “However, the phrasing of news can influence the perception of investors in the stock market. In fact, investors do not rely solely on essential facts when processing the provided information, but can fall victim to affective characteristics in their perception that make them vulnerable to information that appeals to superficial emotions or cognition” (Thirty Seventh International Conference on Information Systems, 2016, https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1019&context=icis2016)

D1.60 “Psychological theories suggest that, when processing information, humans constantly categorize and filter for relevant tid bits [1, 2]. The outcome of this filtering then drives decision-making , which in turn affects interactions with information technology, personal relationships, businesses or whole organizations.” (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.61 "information diffusion is also frequently studied by measuring the overall tone of documents" (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.62 "the brain naturally reduces the dimensionality of real-world problems to only those dimensions that are relevant for predicting the outcome" (The Journal of Neuroscience, 05.27.15, https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4444538/)

D1.63 "Use brain breaks to restore focus." (Entrepreneur, 11.21.18, https://www.entrepreneur.com/article/323450)

D1.64 "Storage is the more or less passive process of retaining information in the brain, whether in the sensory memory, the short-term memory or the more permanent long-term memory. Each of these different stages of human memory function as a sort of filter that helps to protect us from the flood of information that confront us on a daily basis, avoiding an overload of information and helping to keep us sane." (The Human Memory, www.human-memory.net/processes_storage.html)

D1.65 "The Empiricism Thesis: We have no source of knowledge in [subject area], S or for the concepts we use in S other than sense experience." (Stanford Encyclopedia of Philosophy, 07.06.17, https://plato.stanford.edu/entries/rationalism-empiricism/#Rati)

D1.66 "If you want optimal cognitive abilities" (Lifehack, 10.16.18, https://www.lifehack.org/articles/productivity/8-ways-train-your-brain-learn-faster-and-remember-more.html)

D1.67 "CogniFit will help you perform a complete neurocognitive assessment in which we assess your processing speed, and based on your results, provide you with a complete set of personalized cognitive exercises to improve your cognitive processing speed" (Cognifit, https://www.cognifit.com/science/cognitive-skills/processing-speed)

D1.68 "They emphasize that information is expanded upon (processed) in various ways (perception, attention, labelling, and meaning) which affect the ability to access the information later on." (Learning Theories, 2019, https://www.learning-theories.com/information-processing-theory.html)

D1.69 "Scientists search for answers to questions and solutions to problems by using a procedure called the scientific method. This procedure consists of making observations, formulating hypotheses, and designing experiments, which in turn lead to additional observations, hypotheses, and experiments in repeated cycles" (Libre Texts, The Scientific Method - How Chemists Think, 01.14.19, https://chem.libretexts.org/Courses/Eastern_Wyoming_College/EWC%3A_Introductory_Chemistry_(Budhi)/01%3A_The_Chemical_World/1.4%3A_The_Scientific_Method_-_How_Chemists_Think)

D1.70 "Pathological Internet use is characterized by excessive and compulsive preoccupation with the Internet and loss of control over its use (Davis, 2001; Caplan, 2002; van den Eijnden et al., 2008). Pathological Internet use may affect many aspects of individuals' cognition processes (He et al., 2008; Sun et al., 2009; Pawlikowski and Brand, 2011; Näsi and Koivusilta, 2013)." (frontiers in Psychology, 12.18.18, https://www.frontiersin.org/articles/10.3389/fpsyg.2018.02597/full)

D1 D1.67 “Cogni-Fit Will Help You”

D1.50 “Excess Computation[,] the Mental Shotgun”

D1.63 “Brain [illegible]”

D DIGEST 1 QUOTES

bit.ly/2Hu7Q1L
DIG
EST
bit.ly/2Htk3Uy

D DIGEST 1 QUOTES

D1 D1.70 “Patho-logical In-ternet Use”

D1.64 “Helping to Keep Us Sane”

D1.65 “Optimal Cogni[illegible] Abilities”

bit.ly/2Hu7Q1L
DIG
EST
bit.ly/2Htk3Uy

D1.71 “Slow thinking can be a lingering side effect of a traumatic brain injury or stroke, or a sign of multiple sclerosis, dementia, or Alzheimer’s. (5, 6) It’s a common symptom of depression. (7) Many prescription medications can slow your thinking. Anti-anxiety drugs and antidepressants can impact your ability to think quickly.” (Be Brain Fit, 04.26.19, bebrainfit.com/think-faster/)

D1.72 “Learning is integral into achieving your fullest potential, hence, don’t ever stop finding opportunities to gain new skills and opportunities. Always work smart by knowing what your priorities are so you won’t get caught up with distractions.” (Thrive Global, 01.26.18, https://medium.com/thrive-global/5-ways-to-learn-anything-faster-and-better-according-to-science-5459b0430072)

D1.73 “Once information is processed to a degree, an attention filter decides how important the signal is and which cognitive processes it should be made available to.” (teAchnology, www.teach-nology.com/teachers/methods/info_processing/)

D1.74 “deep reinforcement learning procedures demand large amounts of training data, suggesting that these algorithms may differ fundamentally from those underlying human learning” (Trends in Cognitive Science, https://www.cell.com/trends/cognitive-sciences/fulltext/S1364-6613(19)30061-0)

D1.75 “We willingly accept the loss of concentration and focus, the division of our attention and the fragmentation of our thoughts, in return for the wealth of compelling or at least diverting information we receive.” (The New York Times, 11.28.15, https://www.nytimes.com/2015/11/29/opinion/sunday/addicted-to-distraction.html)

D1.76 “Availability Heuristic: This is placing greater value on information that comes to your mind quickly… Halo Effect: Your overall impression of a person influences how you feel and think about his or her character… Attentional Bias: This is the tendency to pay attention to some things while simultaneously ignoring others... Actor-Observer Bias: This is the tendency to attribute your own actions to external causes while attributing other people's behaviors to internal causes… Functional Fixedness: This is the tendency to see objects as only working in a particular way… Anchoring Bias: This is the tendency to rely too heavily on the very first piece of information you learn…” (verywellmind, 05.07.19, https://www.verywellmind.com/what-is-a-cognitive-bias-2794963)

D1.77 “Because thinking slow takes work we are prone to think fast, the path of least resistance. ‘Laziness is built deep into our nature,’ (page 35).” (Erik Reads, Thinking Fast and Slow, 2001, https://erikreads.files.wordpress.com/2014/04/thinking-fast-and-slow-book-summary.pdf)

D1.78 “Slow Media focus on quality both in production and in reception of media content: Craftsmanship in cultural studies such as source criticism, classification and evaluation of sources of information are gaining importance with the increasing availability of information.” (The Slow Media Manifesto, 01.02.10, http://en.slow-media.net/manifesto)

D1.79 “Whether a person is a visual, auditory or kinesthetic learner, the brain prefers information in a hierarchical fashion. A disorganized or illogical course structure is a hindrance to learning and wastes valuable production time.” (SH!FT, DISRUPTIVE ELEARNING, 05.22.19, https://www.shiftelearning.com/blog/how-people-process-information-elearning)

D1.80 “memories eventually must be retrieved from storage. Remembering past events is not like watching a recorded video. It is, rather, a process of reconstructing what may have happened based on the details the brain chose to store and was able to recall. Recall is triggered by a retrieval cue, an environmental stimulus that prompts the brain to retrieve the memory. Evidence shows that the better the retrieval cue, the higher the chance of recalling the memory. It is important to note that the retrieval cue can also make a person reconstruct a memory improperly. Memory distortions can be produced in various ways, including varying the wording of a question.” (teAchnology, www.teach-nology.com/teachers/methods/info_processing/)

D1.81 “the dissemination of information and sentiment has been empirically tested in social networks [31], revealing that emotionally-charged tweets are retweeted more often and faster” (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.82 “manipulating the tone of news without distorting its content influences the stock market reaction of investors” (Thirty Seventh International Conference on Information Systems, 2016, https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1019&context=icis2016)

D1.83 “With the complete neuropsychological assessment, you will have the ability to efficiently gather reliable results about the user's cognitive processing speed. CogniFit is able to precisely measure the user's general cognitive level with our specialized Cognitive Assessment Battery (CAB), which is comprised of a series of cognitive tests designed to assess processing speed.” (Cognifit, https://www.cognifit.com/science/cognitive-skills/processing-speed)

D1.84 “Neuroscientists call this process ‘pruning’. It refers to the new pathways that are carved by doing an act over and over again, to the point where it sticks around for good.” (sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D1.85 “information processing of investors is based not only on a fact-based component but also on an emotional component” (Thirty Seventh International Conference on Information Systems, 2016, https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1019&context=icis2016)

D1.86 “Participants in the proper typography group greatly underestimated their reading time compared to participants that were reading items with poor typography. This implies reading with good typography is even more engaging” (Piktochart, https://piktochart.com/blog/5-psychology-studies-that-tell-us-how-people-perceive-visual-information/)

D1.87 “If you want to translate information to knowledge, research suggests you should be writing down what you learn - by hand.” (sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D1.88 “The premise is simple: If you can read faster, you can learn faster. Though you might think speed reading takes a lot of effort, programs like Spreeder pick up the pace gradually to make it feel manageable. By training your brain to process words more quickly, you get accustomed to reading entire strings of words, rather than imagining each one individually, which slows you down.” (sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D1.89 “The linkage of righteousness and judgmentalism is captured in some modern definitions of righteous, such as arising from an outraged sense of justice, morality, or fair play.’ 4 The link also appears in the term self-righteous, which means ‘convinced of one’s own righteousness, especially in contrast with the actions and beliefs of others; narrowly moralistic and intolerant.’ 5 I want to show you that an obsession with righteousness (leading inevitably to self-righteousness) is the normal human condition. It is a feature of our evolutionary design, not a bug or error that crept into minds that would otherwise be objective and rational. 6” (The Righteous Mind: Why Good People Are Divided by Politics and Religion, 2012, https://www.ndavidhubbardlmhc.com/uploads/8/9/3/1/8931162/haidt_-_the_righteous_mind.pdf)

D1.90 “Some Reasons Your Thinking Isn’t as Fast as You’d Like” (Be Brain Fit, 04.26.19, bebrainfit.com/think-faster/)

D1.91 “negation processing, which affects virtually every context or domain, since neglecting negations can lead to erroneous implications or false interpretations”...“reinforcement learning is well suited to learning tasks of varying lengths; that is, it can process sentences of arbitrary complexity while preserving context and order of information” (Chair for Information Systems Research, University of Freiburg, Platz der Alten Synagoge, 04.18.17, https://arxiv.org/pdf/1704.05356.pdf)

D1.92 “‘When you say someone is quick-thinking, it’s genuinely true,’ Thompson says. ‘The impulses are going faster and they are just more efficient at processing information, and then making a decision based on it.’”(npr, 03.20.09, https://www.npr.org/templates/story/story.php?storyId=10216953)

D1.93 “To gain a true understanding of human experience, we must understand both our conscious and our unconscious selves, and how they interact. Our subliminal brain is invisible to us, yet it influences our conscious experience of the world in the most fundamental of ways: how we view ourselves and others, the meanings we attach to the everyday events of our lives, our ability to make the quick judgment calls and decisions that can sometimes mean the difference between life and death, and the actions we engage in as a result of all these instinctual experiences.” (Subliminal, How Your Unconscious Mind Rules Your Behavior, https://www.npr.org/books/titles/175562553/subliminal-how-your-unconscious-mind-rules-your-behavior#excerpt)

D1.94 “As technology advanced from primitive to modern, the metaphors used to describe the brain also advanced. Initially, it was compared to a wax tablet, then to a sheet of papyrus, then to a book, and most recently, to a computer. As you learn about the brain, keep in mind that the usefulness of these metaphors is limited and can lead to erroneous conclusions.” (teAchnology, www.teach-nology.com/teachers/methods/info_processing/)

D1.95 “Top-down processing, also known as conceptual-driven processing, happens when we form our perceptions beginning with the big picture. We make our best guess of what we see based on expectations, beliefs, prior knowledge, and past experiences. In other words, we make calculated assumptions.” (Piktochart, https://piktochart.com/blog/5-psychology-studies-that-tell-us-how-people-perceive-visual-information/)

D1.96 “deep reinforcement learning has within the past 5 years exploded into one of the most intense areas of AI research, gegenerating super-human perfor-

mance in tasks from video games [13] to poker [14], multiplayer contests [15], and complex board games, including go and chess" (Trends in Cognitive Science, https://www.cell.com/trends/cognitive-sciences/fulltext/S1364-6613(19)30061-0)

D1.97 "Fallacies can be either illegitimate arguments or irrelevant points, and are often identified because they lack evidence that supports their claim. Avoid these common fallacies in your own arguments and watch for them in the arguments of others." (Purdue Online Writing Lab, https://owl.purdue.edu/owl/general_writing/academic_writing/logic_in_argumentative_writing/fallacies.html)

D1.98 "At any time, if an individual is perceiving information, storing information, encoding information, representing information or retrieving information to or from his mind, he is said to be thinking."(PsycholoGenie, 05.07.18, https://psychologenie.com/information-processing-theory)

D1.99 "When you train your brain, you will: Avoid embarrassing situations. Be a faster learner. Avoid diseases that hit as you get older." (Lifehack, 10.16.18, https://www.lifehack.org/articles/productivity/8-ways-train-your-brain-learn-faster-and-remember-more.html)

D1.100 "A belief is a mental concept we have regarding some aspect of reality. It is our expression of what we think is true." (bethinking, https://www.bethinking.org/truth/the-formation-of-belief)

D1

D DIGEST

1 QUOTES

D1

D1

D1

D1–3

QUESTION

D DIGEST

146

D1–3

ASSUME

D DIGEST

147

D1–3

D2

D2.0–50

D

Digest

2

Figures

Chapter 2 of 3: An Archive of Figures on American Digestion Habits

D2

D2.0

Within *Chapter 2 of 3: An Archive of Figures on American Digestion Habits*, I archived 50 figures of data visualization on media digestion pulled from market research/data centers, news platforms, technology companies, and online business magazines. Synonymously, Synonymously, I archived 50 quotations from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of digestion. Some are actively leading in original research, others regurgitate this information from the original source, but all are participants in the dialogue.

As a singular individual collecting these figures, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the figures is randomized. Names of the organization, business, person, or center publishing the exact quotation are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

D2

D2.0

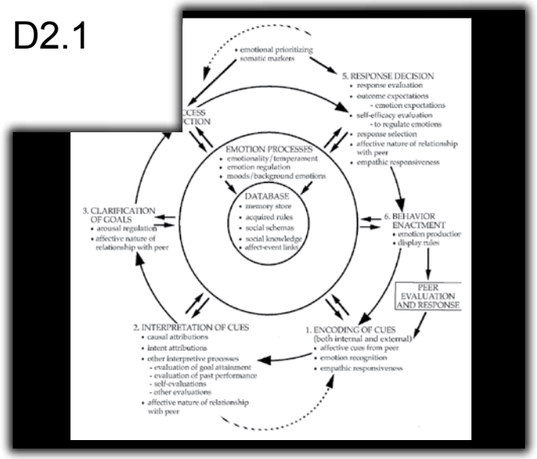
In this following chapter, I have highlighted the links of these curated figures. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, distracting titles, persuasive words, stock images, vector based illustrations.

I urge you to look at not only the statistics, but the language that frames the information, the publishers they came from, and the time they were published. Who's saying this? Who's reading this? What is the incentive for publishing this? The incentive for reading this? How is the viewer's mind primed to look at this article in conjunction with this figure? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

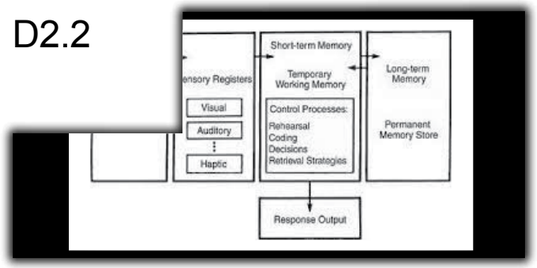
D2

D2.1



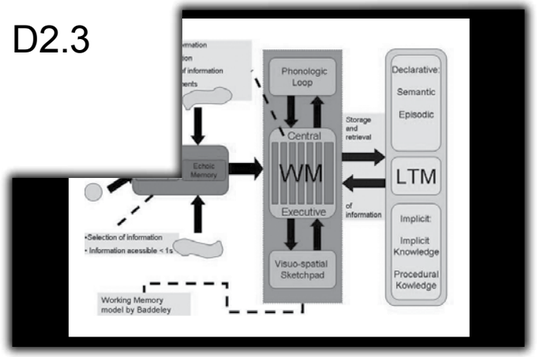
(An integrated model of emotion processesandcognitioninsocial information processing, 2000, www.semanticscholar.org/paper/An-integrated-model-of-emotion-processes-and-in-Lemerise-Arsenio/4f4cd8f9eaa516c1e358fa9b5448761526695a7a)

D2.2



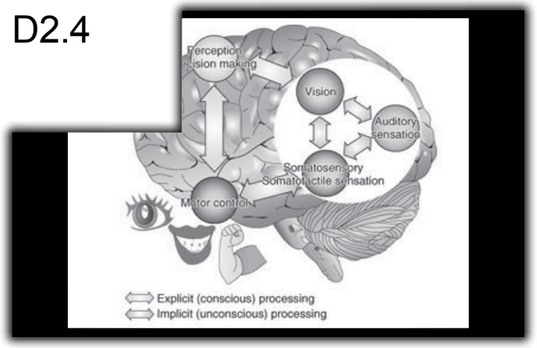
(CEREBRAL HEMODYNAMICS IN MILD COGNITIVE IMPAIRMENT A SYSTEMATIC, 12.11.18, 679artists.com/cognition-flow-chart/cerebral-hemodynamics-mild-cognitive-impairment-a-systematic/)

D2.3



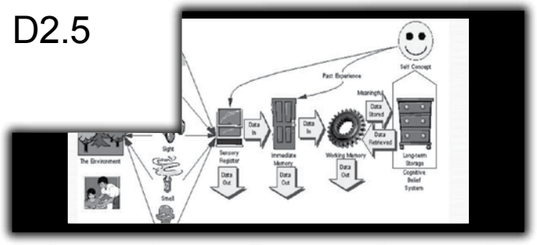
(Overview Memory, 07.24.07, commons.wikimedia.org/wiki/File-Overview_Memory)

D2.4



(Exploring the mechanisms of information processing in the brain to unravel everyday wonders, www.ntt-review.jp/archive/ntttechnical.php?contents=ntr201204fr1_s)

D2.5



(Information Processing Approach to Mathematics Instruction, 02.18.11, shatelier.blogspot.com/2011/02/presentation-2)

D DIGEST

2 FIGURES

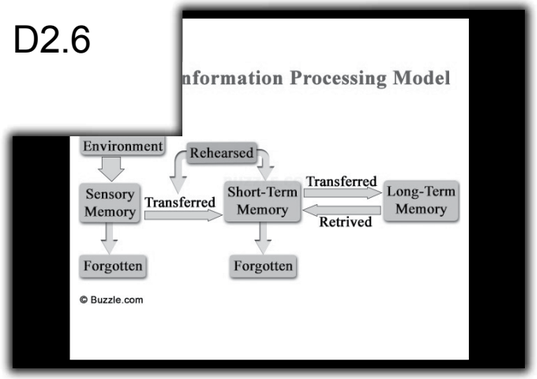
152

D2.1–5

153

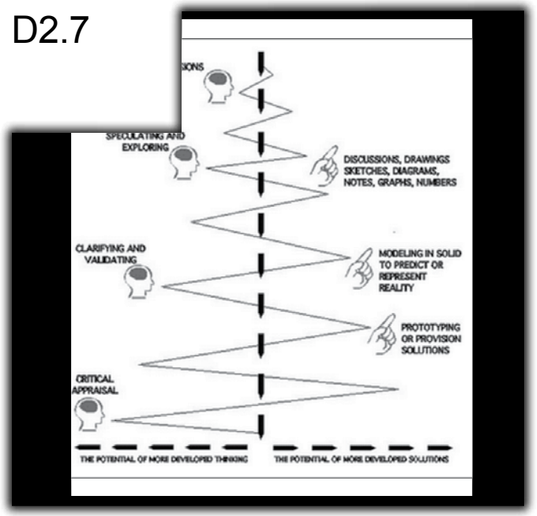
D2

D2.6



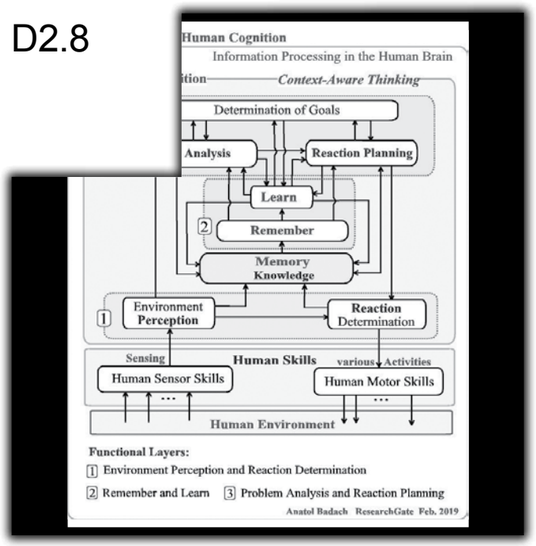
(Information Processing and Computers, 05.07.18, psychologenie.com/information-processing-theory)

D2.7



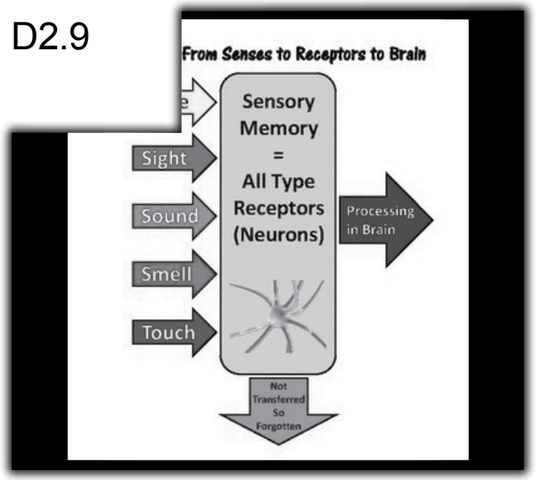
(Extended Information processing of Technology Education learners during the early phases of the design process., 12.2015, www.researchgate.net/figure/Design-cognition-as-an-input-output-system_fig5_301280736)

D2.8



(Logical Model of Human Cognition, 03.2019, www.researchgate.net/figure/Logical-Model-of-Human-Cognition-Information-Processing-in-the-Human-Brain_fig4_331473327)

D2.9



(Sensory Receptors and Memories- Next Generation Science MS-LS1-8, www.teacherspayteachers.com/Product/Sensory-Receptors-and-Memories-Next-Generation-Science-MS-LS1-8-3644653)

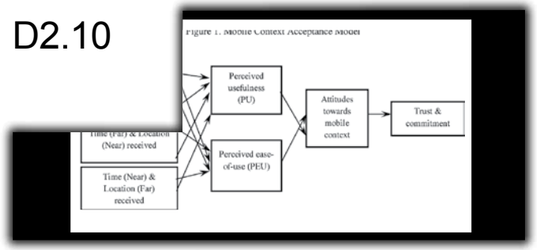
D DIGEST

2 FIGURES

D2.6–9

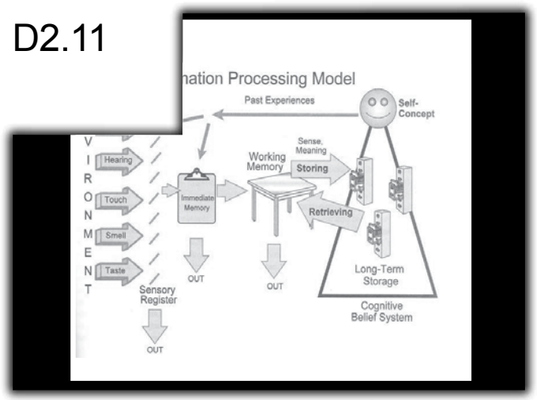
D2

D2.10



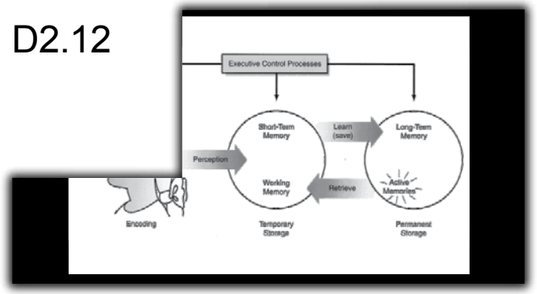
(Assessing factors in mobile marketing context model adopting TAM, Commitment-Trust Theory, environment and emotional items in facilitating purchasing intention, 2015, www.semanticscholar.org/paper/Assessing-factors-in-mobile-marketing-context-model-Wong-Zhou/a63a7bb97b56d750f1f0a6667004342511c3cb10)

D2.11



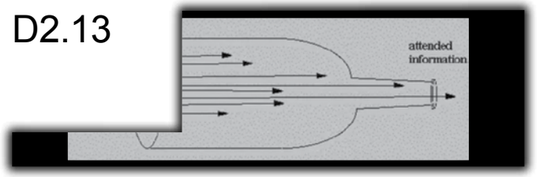
(CEREBRAL HEMODYNAMICS IN MILD COGNITIVE IMPAIRMENT A SYSTEMATIC, 12.11.18, 679artists.com/cognition-flow-chart/cerebral-hemodynamics-mild-cognitive-impairment-a-systematic/)

D2.12



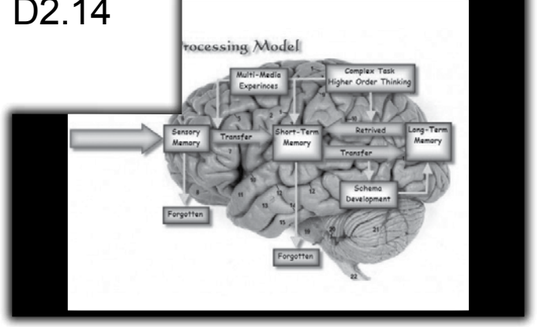
(Cognitive Development, kkchi ldevelopment.wordpress.com/child-development-2/cognitive-development-2/)

D2.13



(Theories of Selective Attention, 10.24.18, www.simplypsychology.org/attention-models)

D2.14



(Resources for Brain & Learning, Information Processing Theories, and Problem-solving Methods During the Learning Process, 11.10.13, donnettmoncrieffe.wordpress.com/2013/11/10/resources-for-brain-learning-information-processing-theories-and-problem-solving-methods-during-the-learning-process/)

D DIGEST

2 FIGURES

154

D2.10–14

155

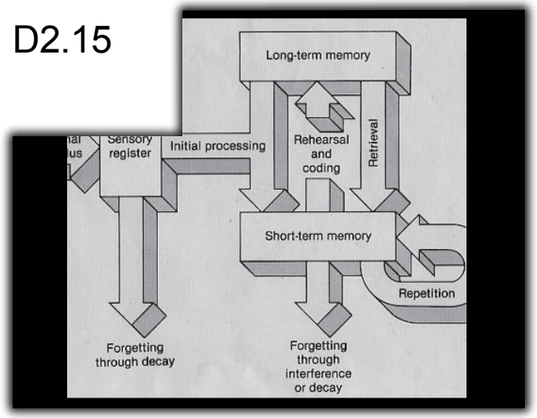
D2.15–19

D DIGEST

2 FIGURES

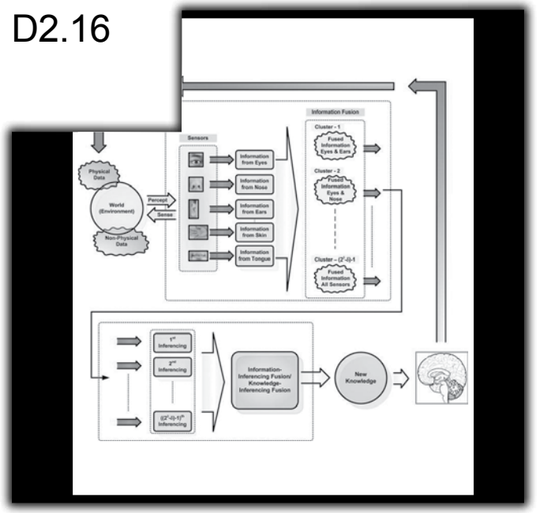
D2

D2.15



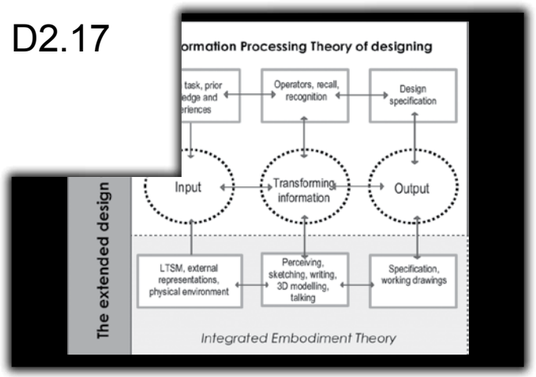
(Information Processing Model of Memory, www.rhsmpsychology.com/Handouts/info_processing_model_of_memory)

D2.16



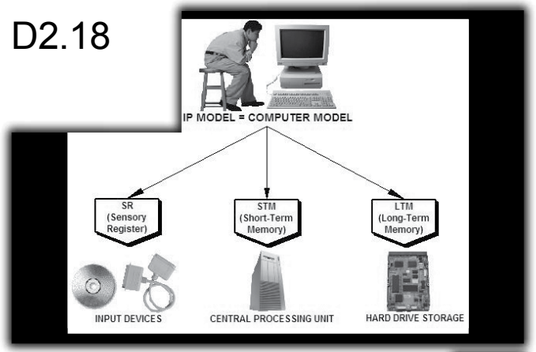
(Cognitive Artificial Intelligence-Concept and Applications for Humankind, 08.29.18, www.intechopen.com/books/intelligent-system/cognitive-artificial-intelligence-concept-and-applications-for-humankind)

D2.17



(Extended Information processing of Technology Education learners during the early phases of the design process., 12. 2015, www.researchgate.net/figure/Design-cognition-as-an-input-output-system_fig5_301280736)

D2.18



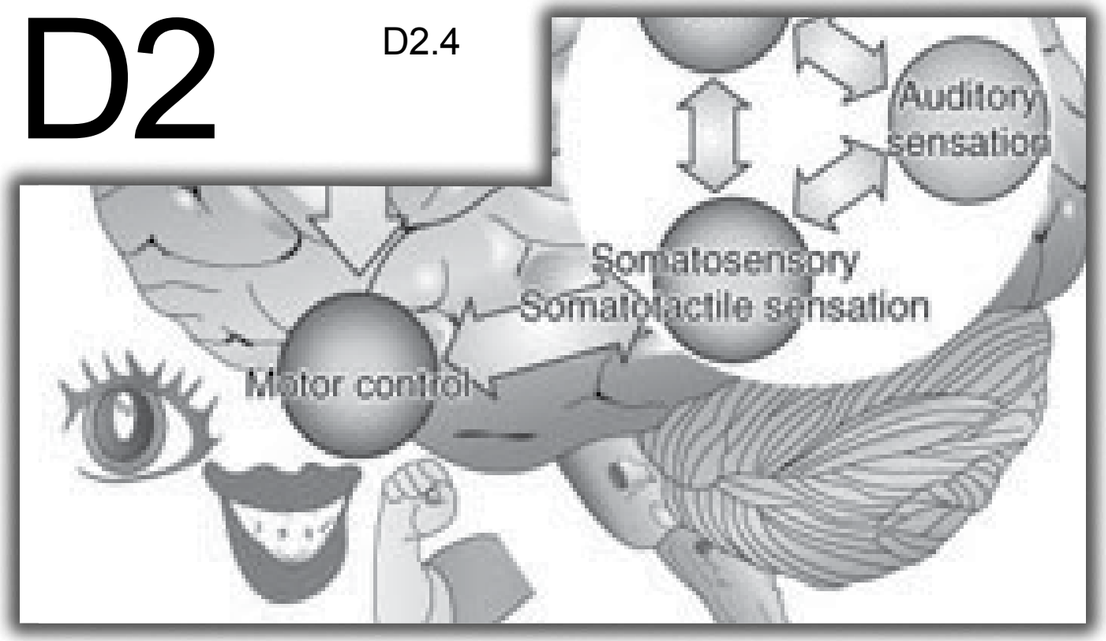
(Information Processing, wiki.ggc.usg.edu/wiki/Information_Processing)

D2.19

(Theories of Selective Attention, 10.24.18, www.simplypsychology.org/attention-models.html)

D2

D2.4

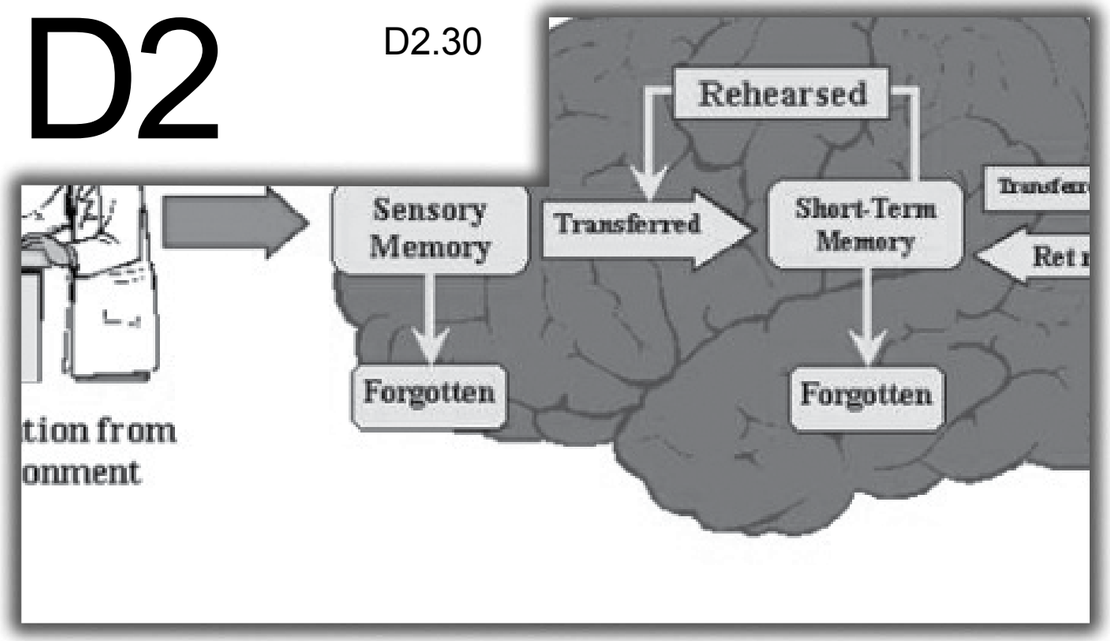


D DIGEST

2 FIGURES

D2

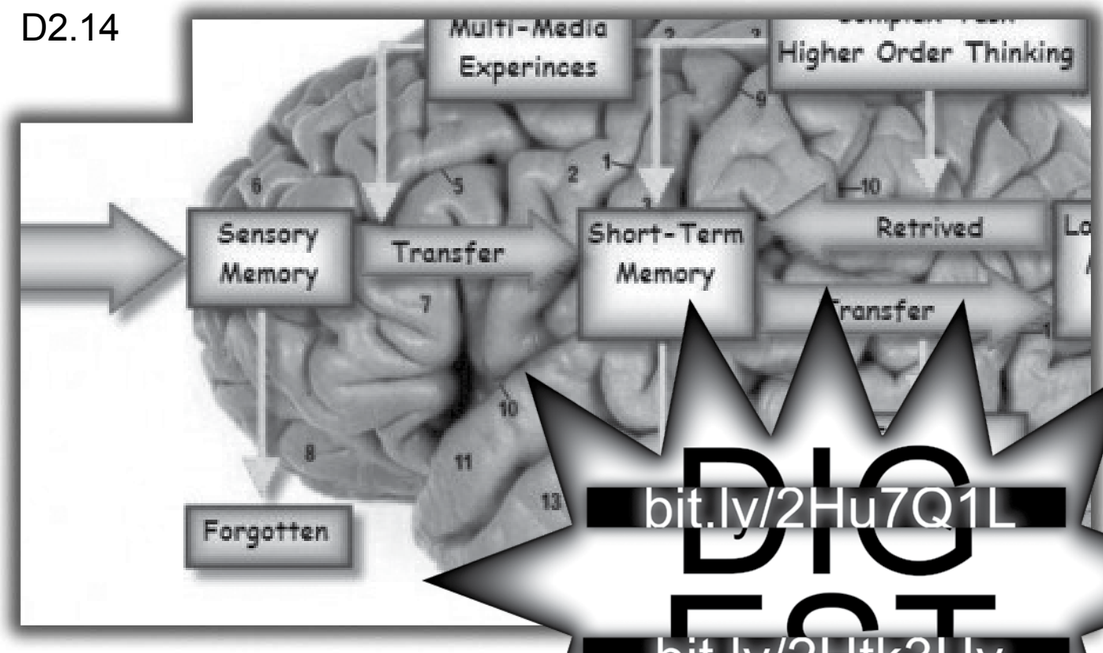
D2.30



D DIGEST

2 FIGURES

D2.14



156

DIG

EGT

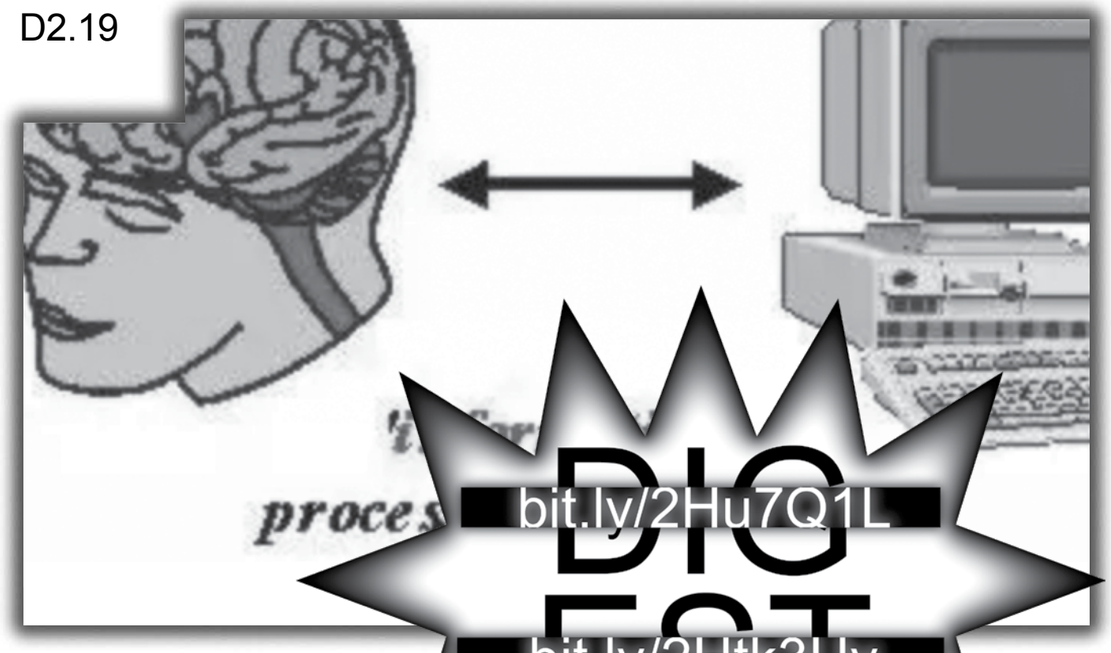
bit.ly/2Hu7Q1L

bit.ly/2Htk3Uy

D2

D2.19

157



DIG

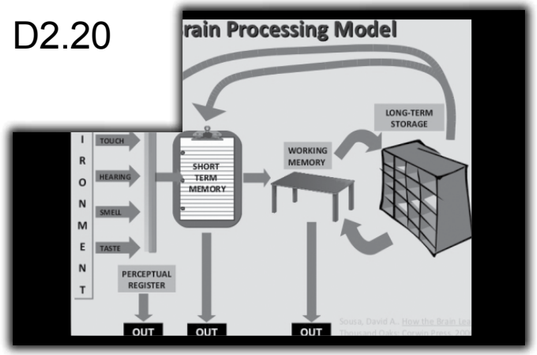
EGT

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uy

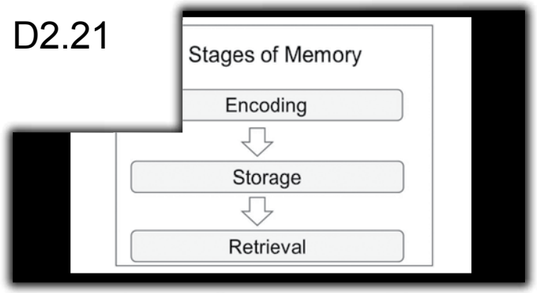
D2

D2.20



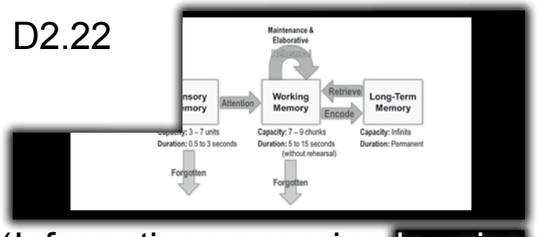
(SOUSA'S INFORMATION PROCESSING MODEL, cognitivedevelopmen.weebly.com/information-processing-model)

D2.21



(Engaging Content- How to Define and Create It, www.contentmarketingworld.com/engaging-content-how-to-define-and-create-it/)

D2.22

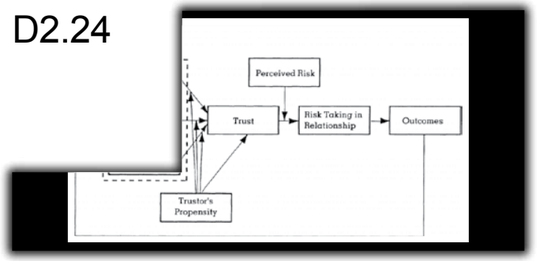


(Information processing, lo.unisa.edu.au/mod/book/view.php?id=610988&chapterid=120209)

D2.23

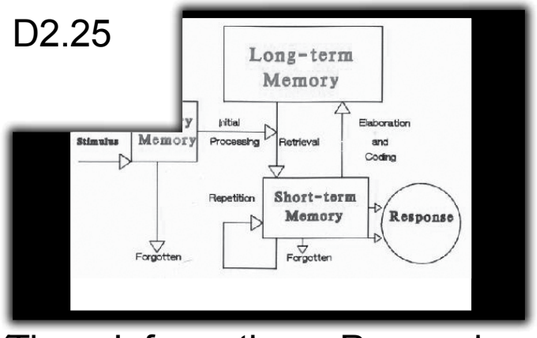
(Ways on How to Improve Mind Mapping, www.mindmappingsite.com/improvement/ways-on-how-to-improve-mind-mapping/)

D2.24



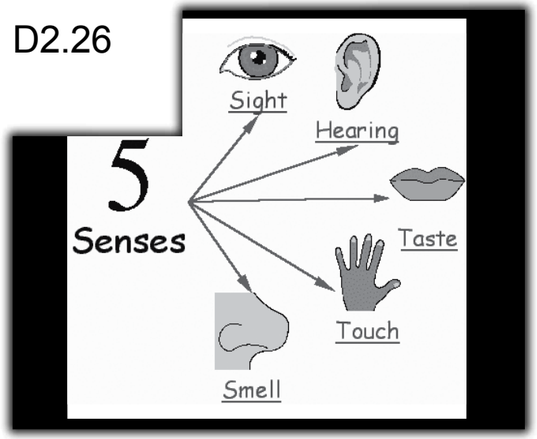
(Trust in interdependent and task-oriented human-computer cooperation, 2018, www.semanticscholar.org/paper/Trust-in-interdependent-and-task-oriented-Kulms/3f2f9d0bac280886855a2ba5cd1489f62f15d55)

D2.25



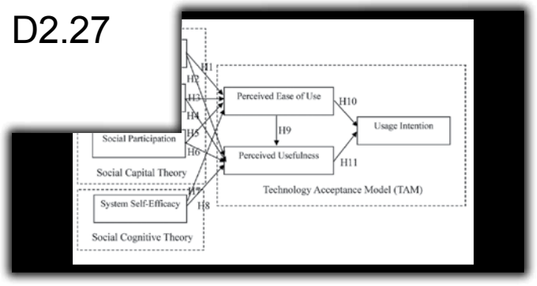
(The Information Processing Approach to Cognition, 2003, www.edpsycinteractive.org/topics/cognition/infoproc)

D2.26



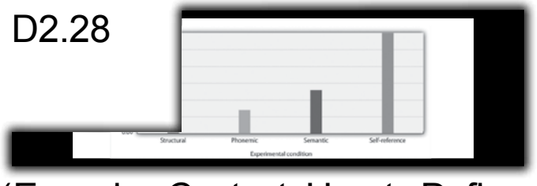
(The Ultra Short Memory of Brain-Sensory Memory, 02.05.19, alzheimer-360.com/sensory-echoic-haptic-iconic-memory/)

D2.27



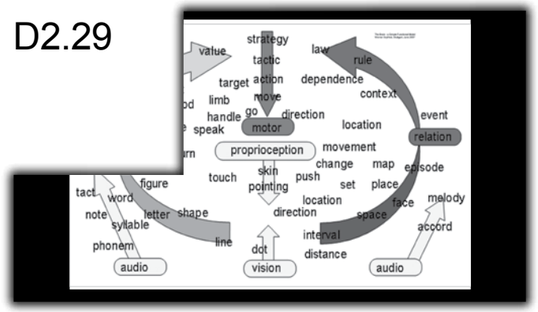
(Processing Model Information Social, cellcode.us/quotes/processing-model-information-social)

D2.28



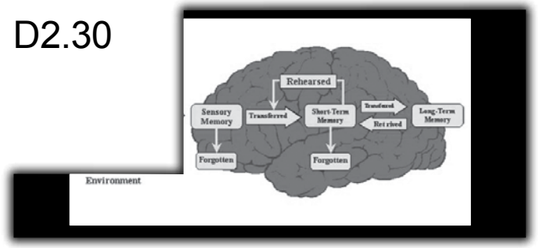
(Engaging Content- How to Define and Create It, www.contentmarketingworld.com/engaging-content-how-to-define-and-create-it/)

D2.29



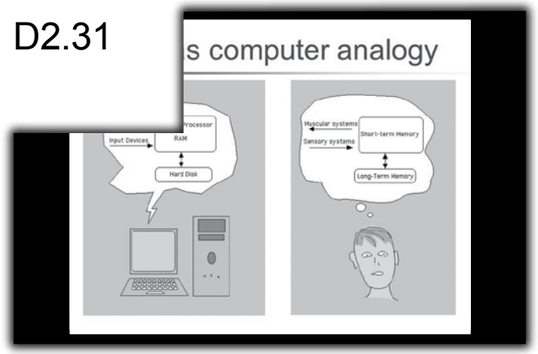
(The Brain - a Simple Functional Model, 05.2007, www.werner-seyfried.com)

D2.30



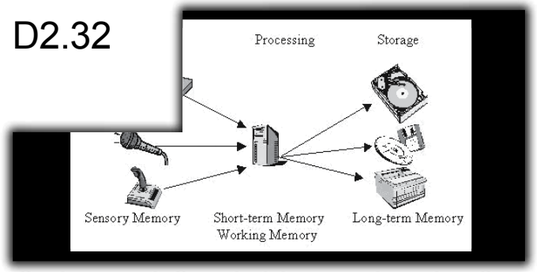
(Learning Process- Behaviorism, Cognitivism and Constructivism, 10.15.17, www.slideshare.net/zulfiquer732/learning-process-behaviorism-cognitivism-and-constructivism)

D2.31



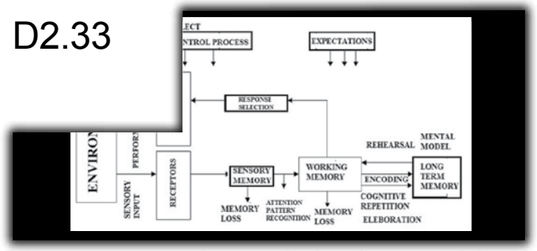
(Psycholinguistics Cognitive Psychology. It is the body of psychological experimentation that deals with issues of human memory, language use, slideplayer.com/slide/5162603/)

D2.32



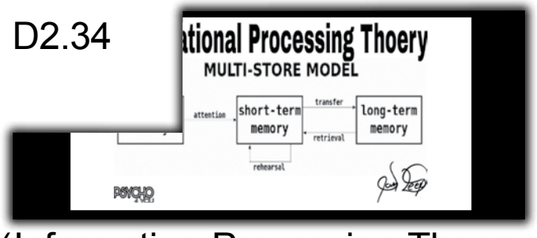
(Solo and Social Learning in Online Courses- Implications for Information Processing Theory, 02.2006, www.itdl.org/journal/feb_06/article03)

D2.33



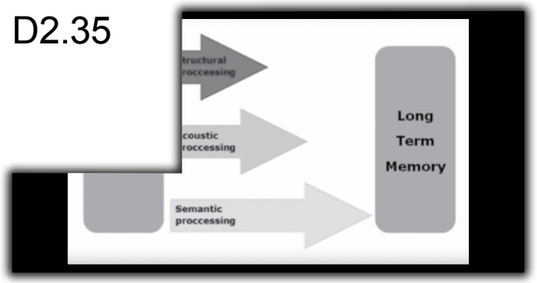
(The general model of cognitive information processing theory, 2009, www.researchgate.net/figure/The-general-model-of-cognitive-information-processing-theory-Senemolu-2009-267_fig3_309727744)

D2.34



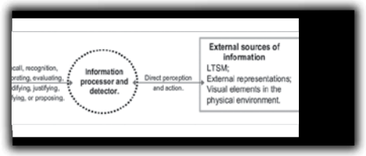
(Information Processing Theory, 01.01.18, www.youtube.com/watch?v=9RwSc8qV8hk)

D2.35



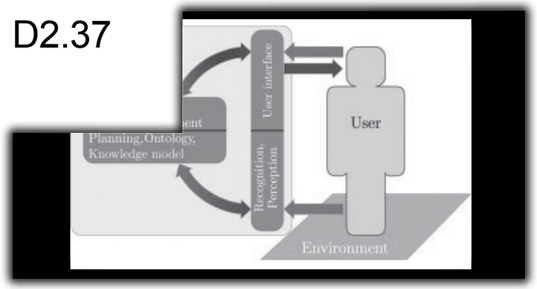
(Engaging Content- How to Define and Create It, www.contentmarketingworld.com/engaging-content-how-to-define-and-create-it/)

D2.36



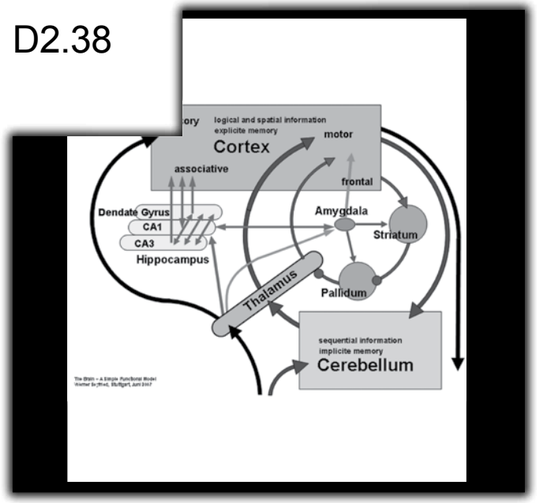
(Extended Information processing of Technology Education learners during the early phases of the design process., 12.2015, www.researchgate.net/figure/Design-cognition-as-an-input-output-system_fig5_301280736)

D2.37



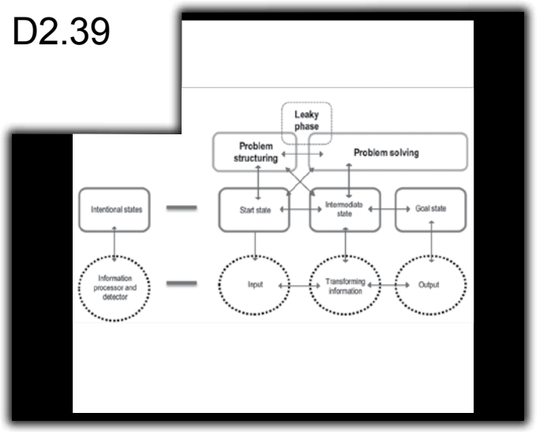
(Fusion paradigms in cognitive technical systems for human–computer interaction, 08.05.15, www.sciencedirect.com/science/article/pii/S0925231215002155)

D2.38



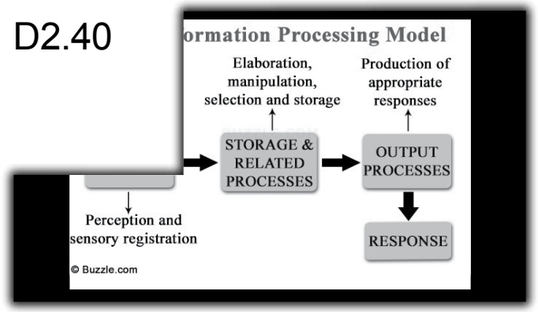
(The Brain - a Simple Functional Model, 05.2007, www.werner-seyfried.com)

D2.39



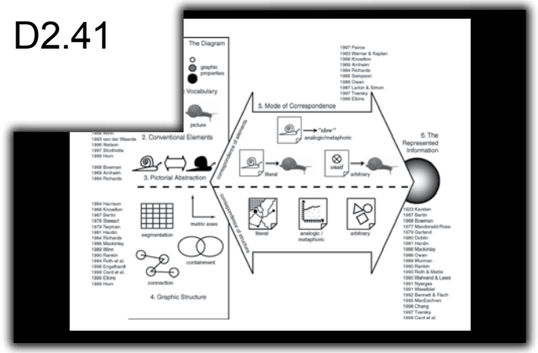
(Extended Information processing of Technology Education learners during the early phases of the design process., 12.2015, www.researchgate.net/figure/Design-cognition-as-an-input-output-system_fig5_301280736)

D2.40



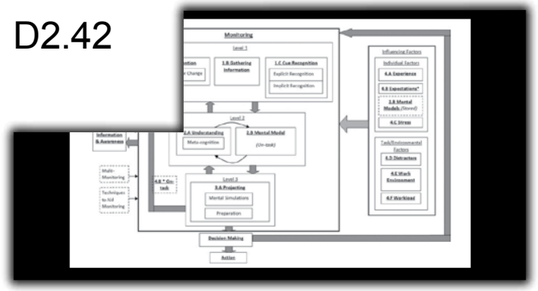
(Information Processing and Computers, 05.07.18, psychologenie.com/information-processing-theory)

D2.41



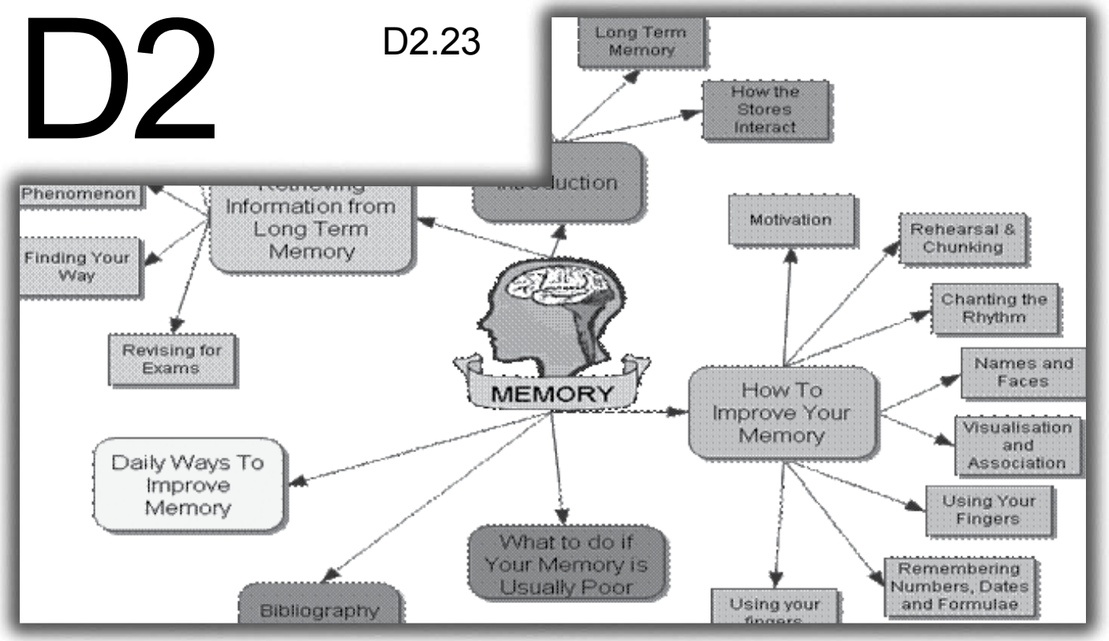
(A Meta-Taxonomy for Diagram Research, www.cl.cam.ac.uk/~afb21/publications/yuri-chapter)

D2.42

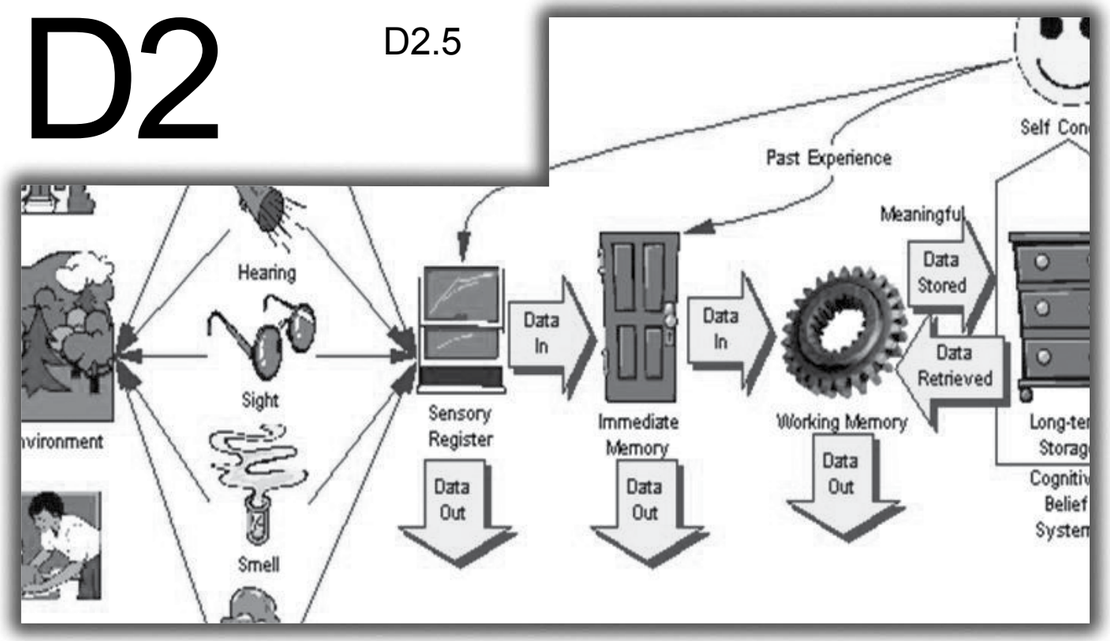


(How to recognise a kick- A cognitive task analysis of drillers' situation awareness during well operations, 09.2016, www.sciencedirect.com/science/article/abs/pii/S0950423016301784)

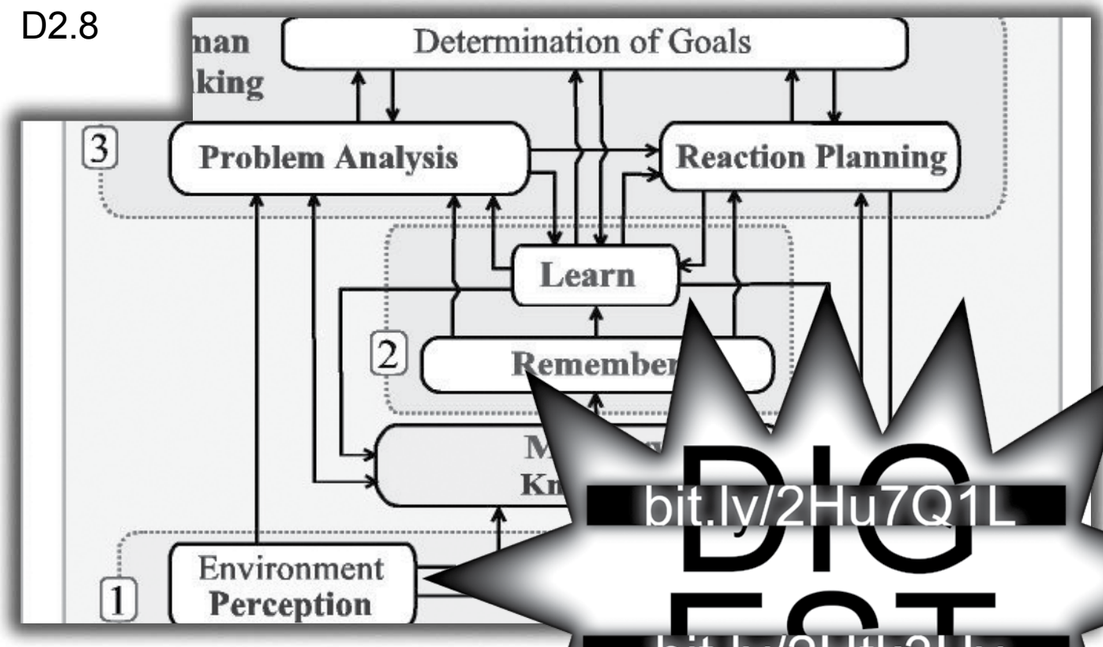
D2.23



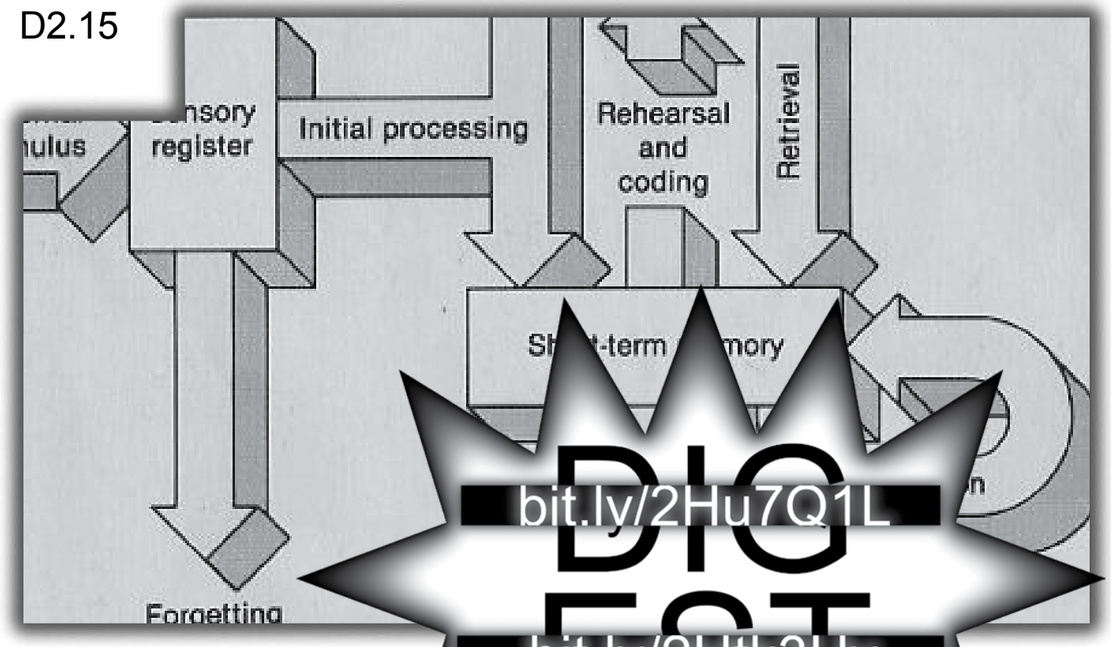
D2.5



D2.8



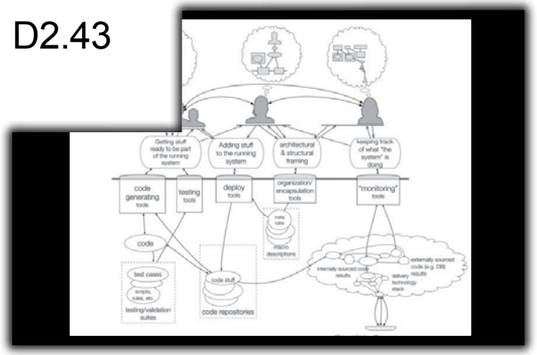
D2.15



DIG
bit.ly/2Hu7Q1L
EGT
bit.ly/2Htk3Uy

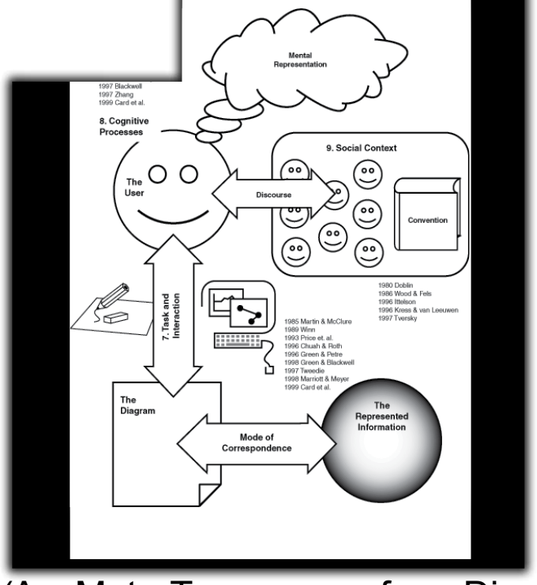
D2

D2.43



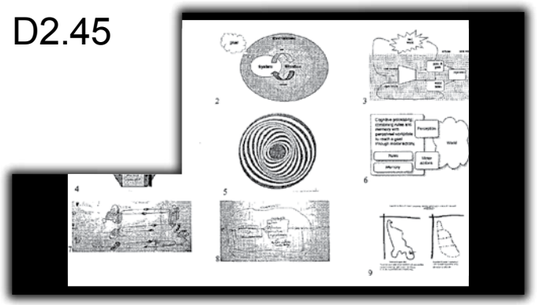
(Human (Cognitive) Work Happens “Above the Line”, 01.30.19, www.adaptivecapacitylabs.com/blog/2019/01/30/human-cognitive-work-happens-above-the-line/)

D2.44



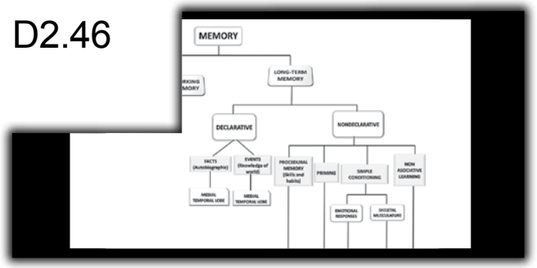
(A Meta-Taxonomy for Diagram Research, www.cl.cam.ac.uk/~afb21/publications/yuri-chapter)

D2.45



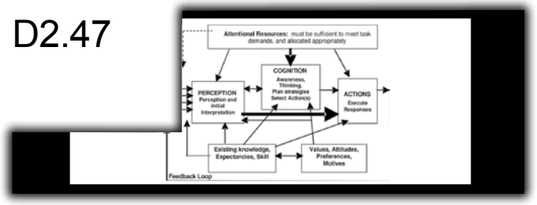
(Visualizing cognitive systems-getting past block diagrams, 2004, www.semanticscholar.org/paper/Visualizing-cognitive-systems%3A-getting-past-block-Stappers-Flach/250b916f0a162aff7e785a0919237836c3a54bc0)

D2.46



(Functional classification of memory systems, www.neurologyindia.com/viewimage.asp?img=ni_2012_60_6_613_105196_f1)

D2.47



(A generic depiction of how people 'process' information, www.researchgate.net/figure/A-generic-depiction-of-how-people-process-information-during-activities-such-as-driving_fig2_2285)

D DIGEST

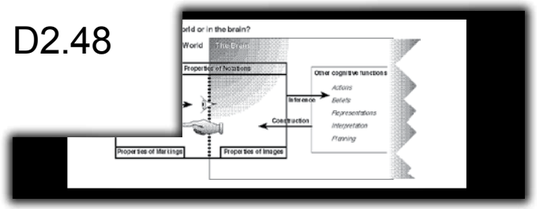
2 FIGURES

164

D2.43–47

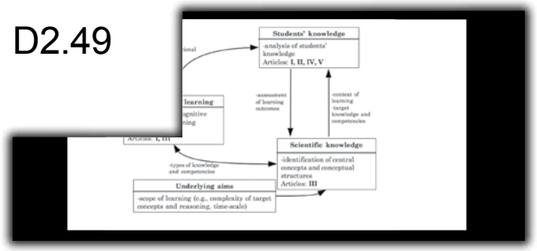
D2

D2.48



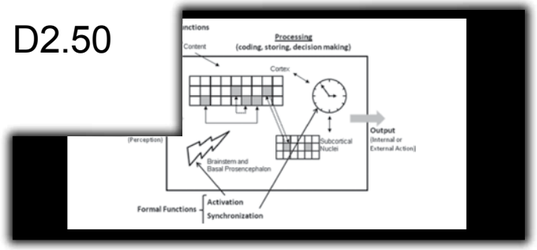
(Diagrams about Thoughts about Thoughts about Digrams, www.cl.cam.ac.uk/~afb21/publications/AAAI)

D2.49



(CONCEPTS AND CONCEPT LEARNING IN PHYSICS, 11. 2017, helda.helsinki.fi/bitstream/handle/10138/228478/CONCEPTS.pdf?sequence=1)

D2.50



(Cognitive model of the brain-mind, 12.2010, www.researchgate.net/figure/Cognitive-model-of-the-brain-mind-Cognition-corresponds-to-coding-storing-and_fig1_216752602)

D DIGEST

2 FIGURES

165

D2.48–50

D DIGEST

2 FIGURES

166

D2

D DIGEST

167

D1–3

INPUT

OUTPUT

D3

D3.0–50

D

Digest

3

Images

Chapter 3 of 3: An Archive of Images on American Digestion Habits.

D3

D3.0

Within *Chapter 3 of 3: An Archive of Images on American Digestion Habits*, I archived 50 images acting as visual aids to articles on media digestion pulled from market research/data centers, news platforms, technology companies, and online business magazines. Synonymously, I archived 50 images from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of digestion. Some images are stock images, some are vector based illustrations, others are candid images, but all act as

learning reinforcement for the assertions made in their respective articles that are participants in the dialogue.

As a singular individual collecting these images, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the images is randomized. Names of the organization, business, person, or center publishing the exact image are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

D3
D DIGEST
3 IMAGES

In this following chapter, I have highlighted the links of these curated images. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, distracting titles, persuasive words, stock images, vector based illustrations.

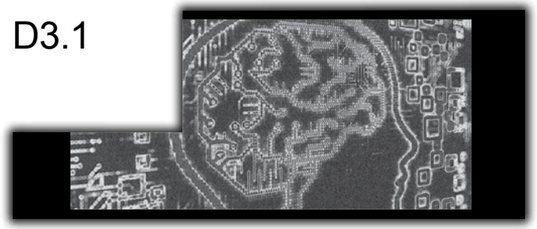
I urge you to look at not only the image, but the overlaid words, the people within the image, the article the image supports, the publishers the image comes from, the time they were published. Who's curating this? Who's looking at this image this? What is the incentive for using this image? The incentive for clicking on this image? How is the viewer's mind primed to look at this article in conjunction with this image? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

D3.0

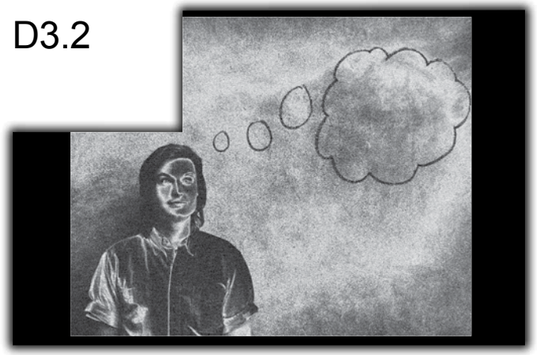
D3

D3.1



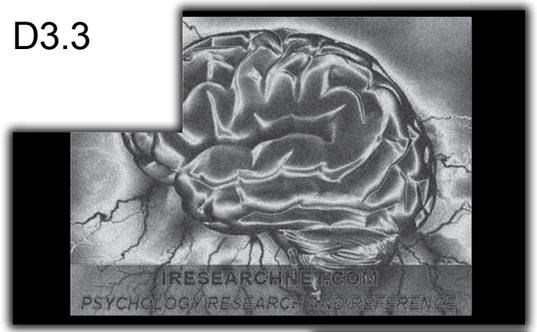
(15 Big Ways The Internet Is Changing Our Brain, www.onlinecollege.org/15-big-ways-the-internet-is-changing-our-brain/)

D3.2



(5 Ways Your Brain Plays Tricks on You, 03.30.19, www.verywellmind.com/ways-your-brain-plays-tricks-on-you-2795042)

D3.3



(Trust, psychology.iresearchnet.com/social-psychology/interpersonal-relationships/trust/)

D3.4

(10 Cognitive Biases That Distort Your Thinking, 05.10.19, www.verywellmind.com/cognitive-biases-distort-thinking-2794763)

D3.5

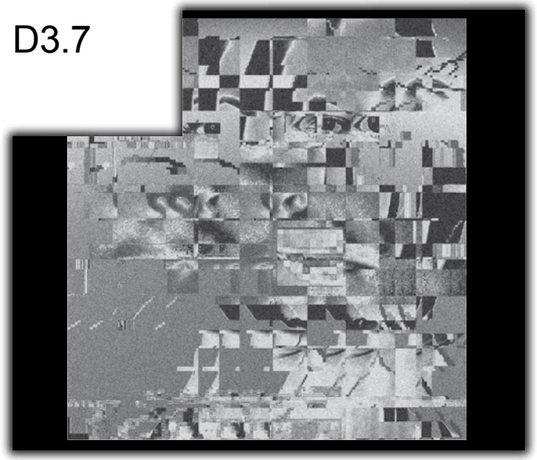
(10 Ways to Maximize Your Study Time, 10.18.18, www.thoughtco.com/maximize-your-study-time-4016971)

D3.6

(Bandwagon Effect as a Cognitive Bias, 05.04.19, www.verywellmind.com/what-is-the-bandwagon-effect-2795895)

D3

D3.7



(Addicted to Distraction, 11.28.15, www.nytimes.com/2015/11/29/opinion/sunday/addicted-to-distraction)

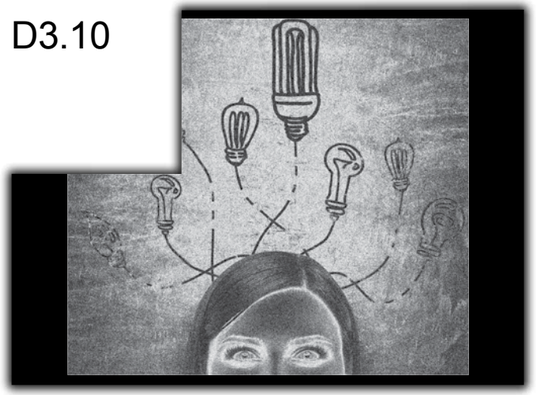
D3.8

(10 Proven Ways to Learn Faster, 11.21.18, https-//www.entrepreneur.com/article/323450)

D3.9

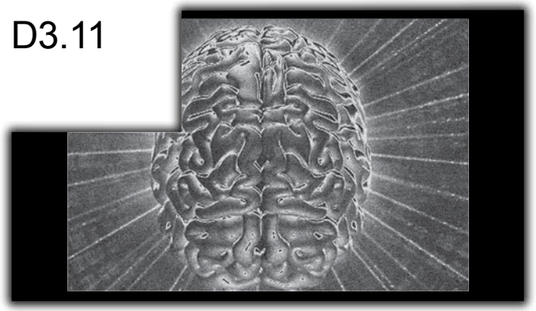
(The Psychology of Trust | Anne Böckler-Raettig | TEDxFrankfurt, 01.11.17, www.youtube.com/watch?v=wc3VhvgUtB8)

D3.10



(19 Simple Ways to Think Faster, 02.03.17, parade.com/544038/lisamulcahy/19-simple-ways-to-think-faster/)

D3.11



(15 Big Ways The Internet Is Changing Our Brain, www.onlinecollege.org/15-big-ways-the-internet-is-changing-our-brain/)

D3.12

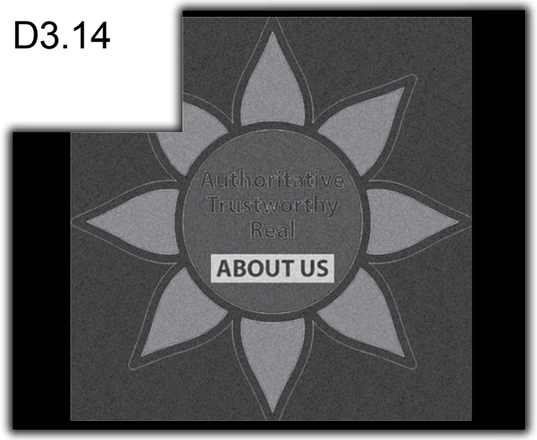
(10 Cognitive Biases That Distort Your Thinking, 05.10.19, www.verywellmind.com/cognitive-biases-distort-thinking-2794763)

D3

D3.13

(10 Cognitive Biases That Distort Your Thinking, 05.10.19, www.verywellmind.com/cognitive-biases-distort-thinking-2794763)

D3.14

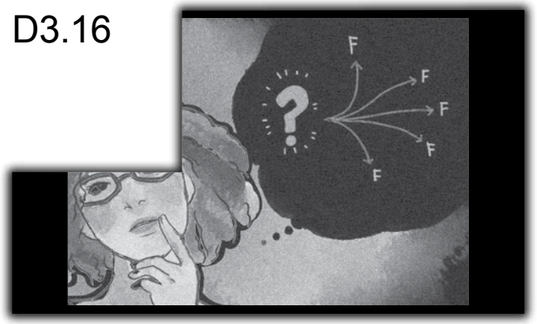


(How to Think Faster, More Efficiently and Accurately, 04.26.19, bebrainfit.com/think-faster/)

D3.15

(Internet Society, www.internetsociety.org/issues/trust/)

D3.16

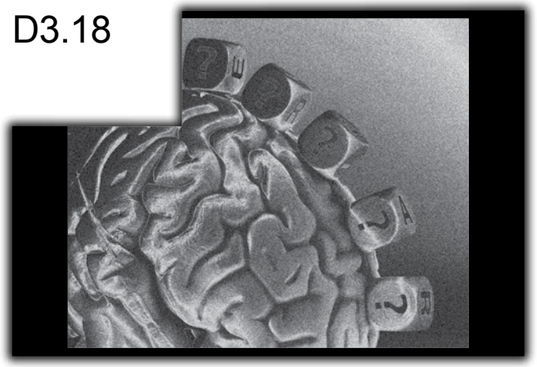


(How to Learn Faster, 03.29.19, www.wikihow.com/Learn-Faster)

D3.17

(4 Sneaky Mental Biases That Can Influence Your Health Choices, 05.28.17, www.verywellmind.com/mental-biases-that-influence-health-choices-4071981)

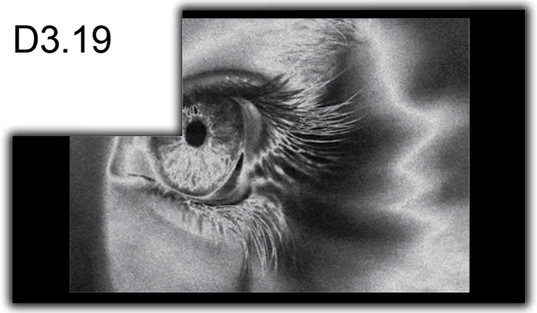
D3.18



(5 Ways Your Brain Plays Tricks on You, 03.30.19, www.verywellmind.com/ways-your-brain-plays-tricks-on-you-2795042)

D3

D3.19



(How the Attentional Bias Influences the Decisions We Make, 10.31.18, www.verywellmind.com/what-is-an-attentional-bias-2795027)

D3.20

(Brain Health & Fitness News, 05.23.19, bebrainfit.com/brain-health-fitness-news/)

D3.21

(How to Learn Faster, 03.29.19, www.wikihow.com/Learn-Faster)

D3.22

(101 Ways To Increase Brain Power & Think Like a Genius, 01.25.19, blog.mindvalley.com/increase-brain-power/)

D3.23

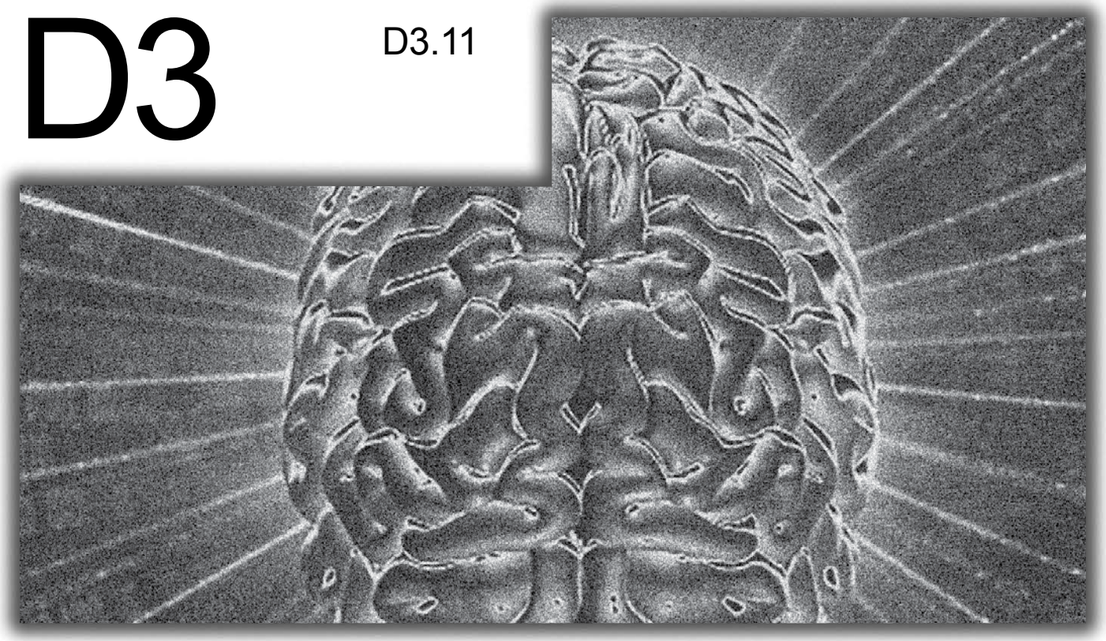
(Attribution and How We Explain Behavior, 01.04.19, www.verywellmind.com/attribution-social-psychology-2795898)

D3.24

(sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D3

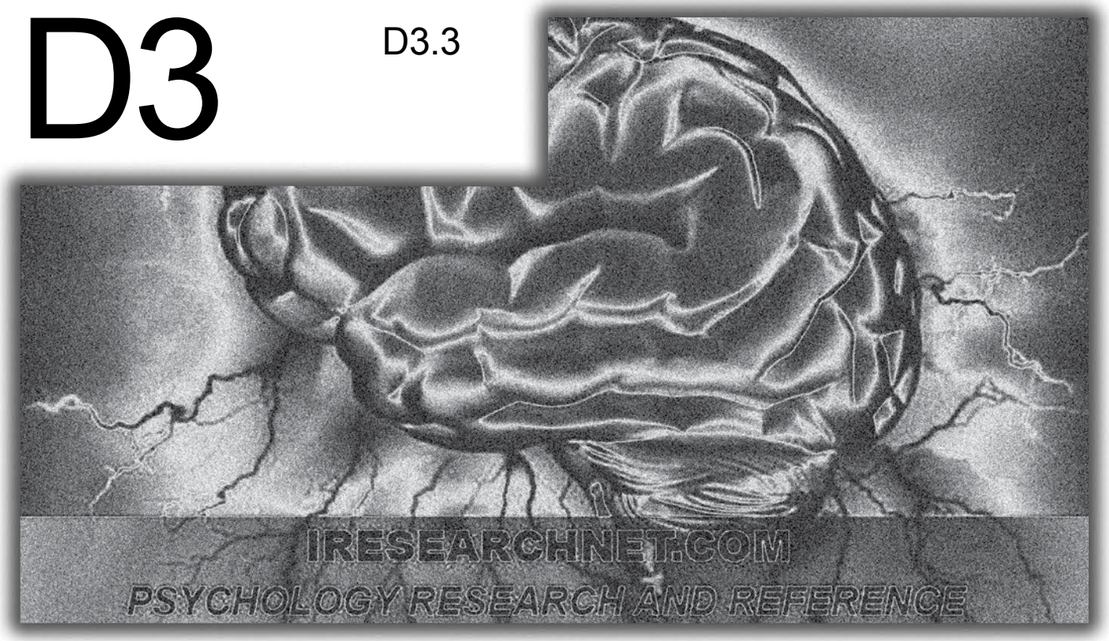
D3.11



D DIGEST

3 IMAGES

D3.3



D DIGEST

3 IMAGES

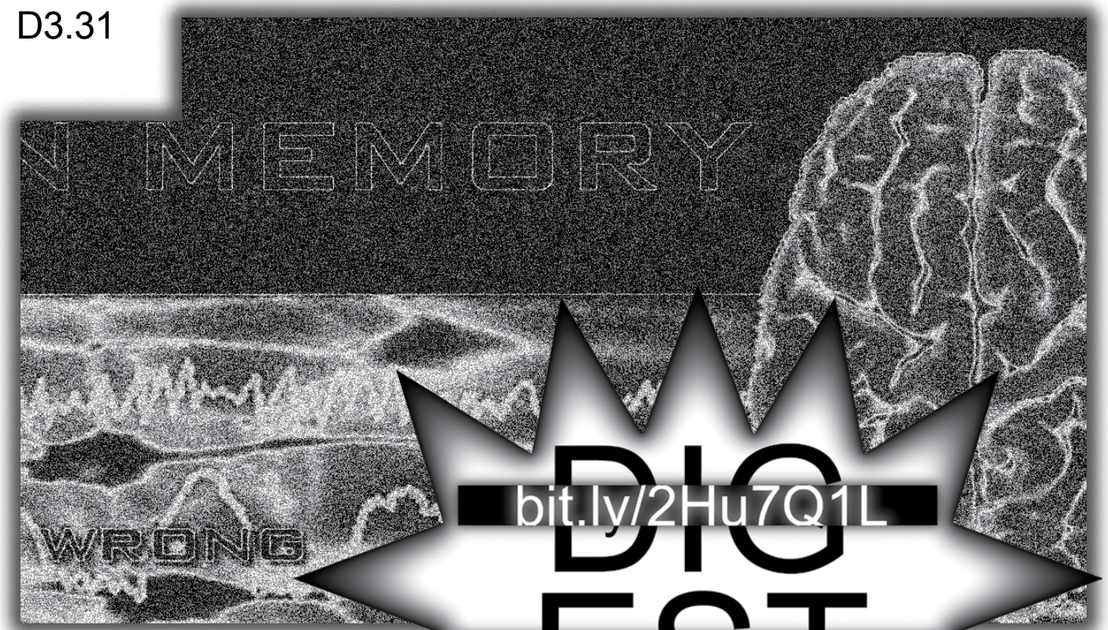
D3.43

DIG EST

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uy

D3.31



DIG EST

bit.ly/2Hu7Q1L

bit.ly/2Htk3Uy

D3

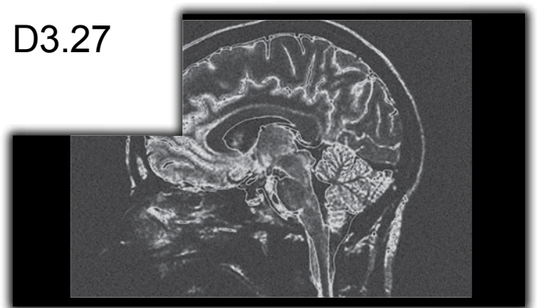
D3.25

(Technology Acceptance Model (Perceived Usefulness and Perceived Ease of Use), chirr.nlm.nih.gov/tam.php)

D3.26

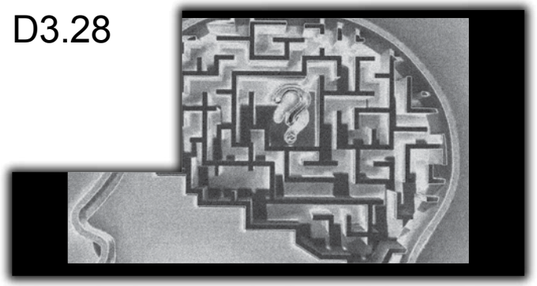
(How to Learn Faster, 03.29.19, www.wikihow.com/Learn-Faster)

D3.27



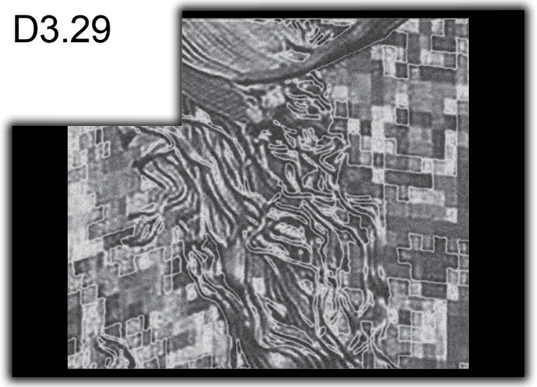
(THE HUMAN MEMORY, www.human-memory.net)

D3.28



(Heuristics and Cognitive Biases, 03.17.19, www.verywellmind.com/what-is-a-heuristic-2795235)

D3.29



(Smart People Really Do Think Faster, 03.20.09, www.npr.org/templates/story/story.php?storyId=102169531)

D3.30

(Representativeness Heuristic and Our Judgments, 05.06.19, www.verywellmind.com/representativeness-heuristic-2795805)

D DIGEST

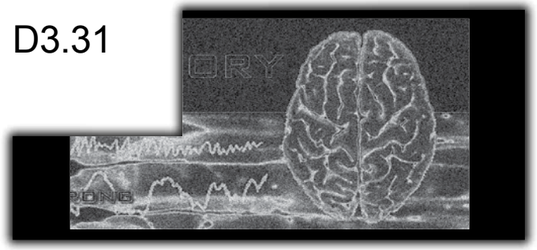
3 IMAGES

180

D3.25–30

D3

D3.31



(MEMORY STORAGE, 2019, www.human-memory.net/processes_storage.html)

D3.32

(Technology Acceptance Model (Perceived Usefulness and Perceived Ease of Use), chirr.nlm.nih.gov/tam.php)

D3.33

(What Is the Negativity Bias?, 04.11.19, www.verywellmind.com/negative-bias-4589618)

D DIGEST

3 IMAGES

181

D3.31–36

D3.34

(How to Think Faster, More Efficiently and Accurately, 04.26.19, bebrainfit.com/think-faster/)

D3.35

(Learning Styles. Three Ways to Process Information, www.toptenreviews.com/software/articles/learning-styles-three-ways-to-process-information/)

D3.36

(101 Ways To Increase Brain Power & Think Like a Genius, 01.25.19, blog.mindvalley.com/increase-brain-power/)

D3

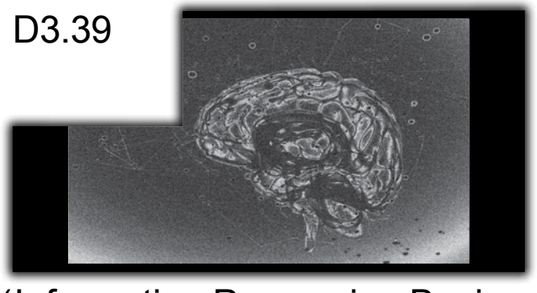
D3.37

(How to Learn Faster, 03.29.19, www.wikihow.com/Learn-Faster)

D3.38

(How to Learn Faster, 03.29.19, www.wikihow.com/Learn-Faster)

D3.39



(Information Processing Basics- How The Brain Processes Information, 11.11.16, elearning industry.com/information-processing-basics-how-brain-processes-information)

D3.40

(5 Ways to Learn Anything Faster and Better, According to Science, 01.26.18, medium.com/thrive-global/5-ways-to-learn-anything-faster-and-better-according-to-science-5459b0430072)

D3.41

(It's not a drug, but it may as well be"- Expert opinions on whether kids are addicted to tech, 02.09.18, https://qz.com/1202888/are-kids-actually-addicted-to-technology/)

D3.42

(8 Ways to Improve Your Brain Power, 09.09.15, www.entrepreneur.com/article/250417)

D DIGEST

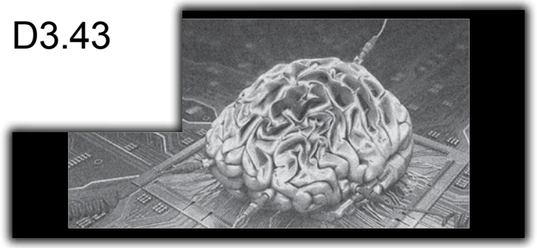
3 IMAGES

182

D3.37–42

D3

D3.43



(15 Big Ways The Internet Is Changing Our Brain, www.onlinecollege.org/15-big-ways-the-internet-is-changing-our-brain/)

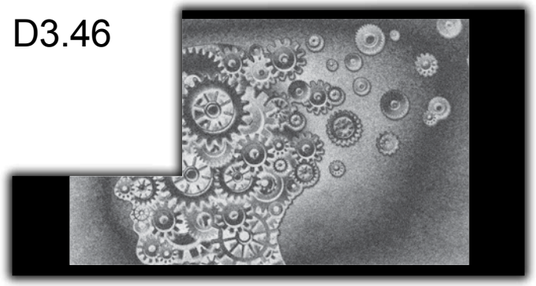
D3.44

(How to Learn Faster, 03.29.19, www.wikihow.com/Learn-Faster)

D3.45

(Smart People Really Do Think Faster, 03.20.09, www.npr.org/templates/story/story.php?storyId=102169531)

D3.46



(The 12 cognitive biases that prevent you from being rational, 01.09.13, io9.gizmodo.com/the-12-cognitive-biases-that-prevent-you-from-being-rat-5974468)

D3.47

(Technology Acceptance Model (Perceived Usefulness and Perceived Ease of Use), chirr.nlm.nih.gov/tam)

D3.48

(Technology Acceptance Model (Perceived Usefulness and Perceived Ease of Use), chirr.nlm.nih.gov/tam)

D DIGEST

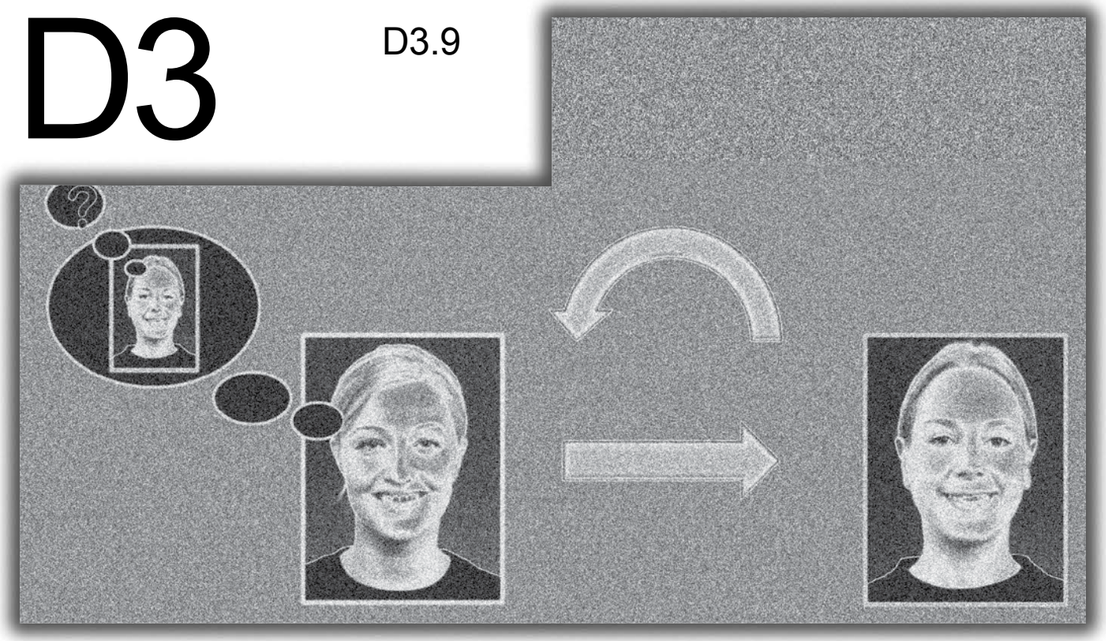
3 IMAGES

183

D3.43–48

D3

D3.9



D DIGEST

3 IMAGES

184

D3.20

DIG
bit.ly/2Hu7Q1L
EST
bit.ly/2Htk3Uy

D3

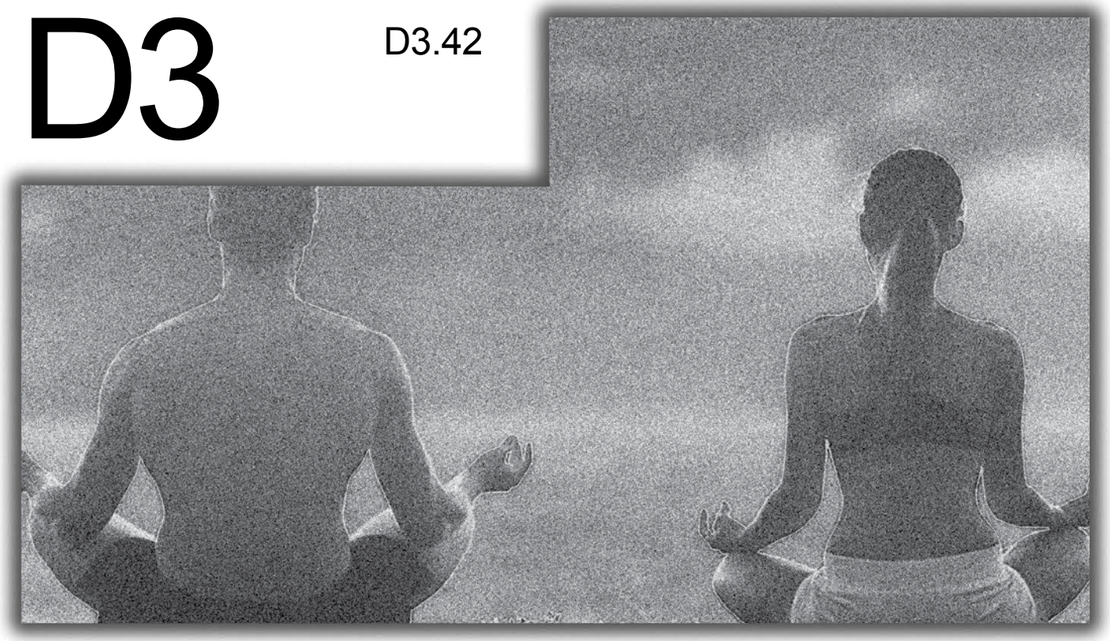
185

D3.34

DIG
bit.ly/2Hu7Q1L
EST
bit.ly/2Htk3Uy

D3

D3.42



D DIGEST

3 IMAGES

D3

D3.49

(Technology and its Influence on How We Absorb Information, 02.22.17, www.elcomcms.com/resources/blog/technology-and-its-influence-on-how-we-absorb-information)

D3.50

(sciencealert, 02.16.18, https://www.sciencealert.com/11-scientific-tips-that-can-help-you-learn-anything-faster-and-remember-it)

D DIGEST
3 IMAGES

D3

D3.49–50

D DIGEST

3 IMAGES

188

D2

D DIGEST

189

D1–3

INTERNAL

EXTERNAL

D DIGEST

P PRODUCE

192

193

D1–3

P1–3

P PRODUCE

194

P PRODUCE

195

C Consume

D Digest

P Produce

bit.ly/2WqezlK

P1–3

On the Nature of American Production of Information

P1–3

P PRODUCE

P PRODUCE

196

197

P1–3

P1–3

EXPLOIT

P PRODUCE

198

P1–3

NURTURE

P PRODUCE

199

P1–3

P1 P1.0–100

P Produce

1 Quotes

Chapter 1 of 3: An Archive of Quotations on American Production Habits

P PRODUCE

1 QUOTES

P1.0

P1.0 Within *Chapter 1 of 3: An Archive of Quotations on American Production Habits*, I archived 100 quotations from online articles of market research/data centers, news platforms, critical thinkers, technology companies, and online business magazines. Synonymously, I archived 100 quotations from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of production. Some are actively participating in encouraging or discouraging production, others engage more passively with statistics, but all are participants in the dialogue.

As a singular individual collecting these quotations, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the quotations is randomized. Names of the organization, business, person, or center publishing the exact quotation are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

P1.0

P PRODUCE

1 QUOTES

P1

In this following chapter, I have highlighted words from these curated quotations from a place of intrigue, absurdity, and questioning. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, varying typefaces, stock images, vector based illustrations.

I urge you to look at not only the content of the sentence, but the language that frames the information, the publishers they came from, and the time they were written. Who's saying this? Who's reading this? What is the incentive for publishing this? The incentive for reading this? How is the viewer's mind primed to look at this article in conjunction with these words? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

P1

P1.1 "Combined advertiser expenditures for the evening broadcast news programs, ABC's World News Tonight, CBS Evening News and NBC Nightly News, were $552 million, roughly the same as 2016, according to estimates from Kantar Media." (Journalism & Media Pew Research Center, 07.25.18, https://www.journalism.org/fact-sheet/network-news/)

P1.2 "The majority of content created by brands is having little or no impact on business results or people's lives, according to Havas' latest 'Meaningful Brands' study." (Marketing Week, 02.01.18, https://www.marketingweek.com/2017/02/01/content-havas-meaningful-brands/)

P1.3 "Art – like all cultural production – has a complicated status online. It becomes 'content', that catchall phrase for the stuff that advertising is sold around. And that is also the condition in which art is viewed: as part of a mass. An emblematic example of the accumulation of imagery on the web is 4chan." (The White Review, 04.16, http://www.thewhitereview.org/feature/scroll-skim-stare/)

P1.4 "Without an in-depth understanding of your target market, your content will likely be less effective in capturing their attention. Learn about your customers. Know them inside and out. Understand what makes them tick. Then, use this information to create relevant content that will effectively engage your target market." (jeffbullas.com WIN AT BUSINESS AND LIFE IN A DIGITAL WORLD, https://www.jeffbullas.com/create-better-content/)

P1.5 "As mentioned before, the sequence of revisions to an article is not a good proxy for content production namely because of its noisy nature18." (Scientific Reports, 2015, https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P PRODUCE
1 QUOTES
204
P1.1–5

P1

P1.6 "Swart, Peters and Broersma (2017, p. 186) define engagement as the 'specific ways and means by which people connect [to public life] through news.' The broadest possible definition of audience engagement would be to include all audience responses to media 'beyond the level of attention'"(Cogitatio Press, 2019, https://www.cogitatiopress.com/mediaandcommunication/article/view/1758)

P1.7 "The growth in data and the way it can be used is also changing the way business is being done and the services that organizations can offer due to an enhanced ability to produce, capture, and understand data." (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.8 "Though not technically a part of the content production process, before putting processes in place for your day-to-day tactical efforts, you have to have clear strategic goals in mind." (Target Marketing, 02.12.18, https://www.targetmarketingmag.com/post/content-marketing-produce-better-content-faster/all/)

P1.9 "Mobile advertising revenue's rapid growth continued in 2017, increasing from $47 billion in 2016 to $61 billion. Although desktop advertising revenue also saw an increase in 2017, mobile advertising revenue comprised two thirds of all digital advertising revenue." (Journalism & Media Pew Research Center, 06.06.18, https://www.journalism.org/fact-sheet/digital-news/)

P1.10 "the entire digital universe is expected to reach 44 zettabytes by 2020. If this number is correct, it will mean there are 40 times more bytes than there are stars in the observable universe." (Visual Capitalist, 04.15.19, https://www.visualcapitalist.com/how-much-data-is-generated-each-day/)

P PRODUCE
1 QUOTES
205
P1.6–10

P1

P1.11 “some incredible stats for the volume of communication we send out every minute: Every minute there are 103,447,520 spam emails sent” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.12 “More than 4 million hours of content uploaded to Youtube every day, with users watching 5.97 billion hours of Youtube videos each day” (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.13 “some incredible stats for the volume of communication we send out every minute: Spotify adds 13 new songs” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.14 “This tendency responds to attention economies online – viewers scroll, skim, allow video autoplay. One of the few origins of the dominance of text in the early internet – search engine optimisation – is losing traction with the development of image-recognition software. The result is an ecology of soundbites, of the quick-to-consume, a publishing environment that seems so inherent to the internet it is rarely challenged.” (The White Review, 04.16, http://www.thewhitereview.org/feature/scroll-skim-stare/)

P1.15 “these are numbers generated every minute of the day: Instagram users post 46,740 photos” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P PRODUCE
1 QUOTES
206
P1.11– 15

P1

P1.16 “some incredible stats for the volume of communication we send out every minute: 156 million emails are sent; worldwide it is expected that there will be 2.9 billion email users by 2019” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.17 “In a month, the average user likes 10 posts, makes 4 comments, and clicks on 8 ads.” (Brandwatch, 01.05.19, https://www.brandwatch.com/blog/facebook-statistics/)

P1.18 “Strategy #1 – Efficiency and batching go hand in hand: Batching is a concept that is typically used in industrial settings. Smart factory owners noticed that when they created large batches of their product at once, it was much cheaper and faster than creating products one at a time.” (QuickSprout, 03.28.19, https://www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P1.19 “Hidden in all this data are business insights that can trigger explosive growth. The problem is that finding them is like finding a needle in a haystack. That’s why early adopters are focusing on big data analytics and archiving.” (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.20 “Huberman et al. found a positive correlation between the productivity of YouTube contributors and the number of views of their previous videos. This confirms that prestige is a powerful motivation for creation of knowledge.” (Scientific Reports, 2015, https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P PRODUCE
1 QUOTES
207
P1.16–20

P1.21 “new articles created shortly before or after the peak of traffic to their related pages tend to garner more views than those created too early or too late.” (Scientific Reports, 2015, https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P1.22 “These outlets are also highly likely to use social media as part of their outreach. Similar to 2017, nearly all have official pages or accounts on Facebook (100%), Twitter (100%), YouTube (94%) and Instagram (89%). However, only about one-in-ten (14%) have an official channel or account on Snapchat, down about 10 percentage points from 2017.” (Journalism & Media Pew Research Center, 06.06.18, https://www.journalism.org/fact-sheet/digital-news/)

P1.23 “Users generate 4 million likes every minute.” (Brandwatch, 01.05.19, https://www.brandwatch.com/blog/facebook-statistics/)

208

P1.24 “A short answer to is to say you should only produce the minimum amount of content you need to achieve your desired results. But that isn’t satisfactory for a lot of people.” (Engage Content, https://engagecontent.com.au/content-production/)

P1.25 “5.75 BILLION Facebook likes every day” (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.26 “some incredible stats for the volume of communication we send out every minute: There are 600 new page edits to Wikipedia” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.27 “Content Marketing: How to Produce Better Content Faster” (Target Marketing, 02.12.18, https://www.targetmarketingmag.com/post/content-marketing-produce-better-content-faster/all/)

P1.28 “Content production is a system, not a goal. It’s a system for the creation of information for a defined audience. It involves working out who you want to speak to, and what you want them to do. As such, your content strategy should always lead your content production system.” (Engage Content, https://engagecontent.com.au/content-production/)

P1.29 “The use of CRM (Customer Relationship Management) systems has been growing worldwide for some time. CRM systems allow you to keep track of all your interactions with a customer – including conversations, sales and marketing output – all in one place.” (jeffbullas.com WIN AT BUSINESS AND LIFE IN A DIGITAL WORLD, https://www.jeffbullas.com/create-better-content/)

209

P1.30 “Over 4 million blog posts are published on the Internet every day.” (Hosting Facts 12.17.18. https://hostingfacts.com/internet-facts-stats/)

P1.31 “The future innovators and market leaders across all industries will be the ones who can take this data and make the most out of it. Whether that’s gaining insights for a marketing campaign or a new R&D project, the internet and big data have the answers, and one thing is certain” (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.32 “22 billion texts sent every day” (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.33 "Next, you want to visualize exactly who this person is. Goulet suggests using a stock photography site like Unsplash or Pexels to find a photo of the person you've just described." (Inc., 01.10.18, https://www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P1.34 "Each day 95 million photos and videos are shared on Instagram" (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.35 "4.3 BILLION Facebook messages posted daily" (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.36 "Sudden changes of attention, or 'bursts', have been traditionally studied using the logarithmic derivative ΔNt/Nt, where Nt is the number of visits or links accrued by a topic (e.g. a Wikipedia page, a YouTube video, etc.) during a fixed sampling interval t and the numerator is customarily defined as ΔNt = Nt+1 − Nt18,19,20." (Scientific Reports, 2015, https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P1.37 "He is the owner of jeffbullas.com. Forbes calls him a top influencer of Chief Marketing Officers and the world's top social marketing talent. Entrepreneur lists him among 50 online marketing influencers to watch. Inc.com has him on the list of 20 digital marketing experts to follow on Twitter. Oanalytica named him #1 Global Content Marketing Influencer. BizHUMM ranks him as the world's #1 business blogger." (jeffbullas.com WIN AT BUSINESS AND LIFE IN A DIGITAL WORLD, https://www.jeffbullas.com/create-better-content/)

P1.38 "These are all critical questions to address during your early days of your content marketing, so that you can maximize your opportunities for getting your content in front of your ideal audience--where they're already spending their time." (Inc., 01.10.18, https://www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P1.39 "some incredible stats for the volume of communication we send out every minute: We send 16 million text messages" (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.40 "Some 60% of the content created by the world's leading 1,500 brands is 'just clutter' that has little impact on consumers' lives or business results." (Marketing Week, 02.01.18, https://www.marketingweek.com/2017/02/01/content-havas-meaningful-brands/)

P1.41 "2018: every minute of the day Tumblr users publish 79,740 posts." (Social Media Today, 06.15.19, https://www.socialmediatoday.com/news/how-much-data-is-generated-every-minute-infographic-1/525692/)

P1.42 "The issue isn't that these teams can't view data from other sources; it's that these teams aren't refining their customer insights through application of cross-department data. Marketing, for example, might not be concerned about the exact details behind each customer call, but they do care about which customer category these people are calling from." (MarketingProfs, 05.09.19, http://www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P1 P1.4 “Win at Business and Life in a Digital World”

P PRODUCE

1 QUOTES

P1 P1.33 “Goulet Suggests Using a Stock Photo Site”

P1.19 “Trigger Explosive Growth”

212

213 P1.14 “Attention Economies”

P1.18 “Cheap and Fast

bit.ly/2Hu7Q1L
PRODUCE
bit.ly/2Htk3Uv

P1

P1.18 “Effi and B

bit.ly/2Hu7Q1L
PRODUCE
bit.ly/2Htk3Uv

P1

P1.43 “How are you going to measure the success of your campaign? Is it with traffic? New subscribers? App downloads? Conversions? Social shares and engagement? Video views? Podcast downloads? Sales?” (Inc., 01.10.18, https://www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P1.44 “Marketing data is a huge step forward. Don’t Delay—Integrate! Barriers that prevent companies from developing rich customer models come in many forms.” (MarketingProfs, 05.09.19, http://www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P1.45 “Facebook generates 4 new petabytes of data per day. Facebook now sees 100 million hours of daily video watch time.” (Brandwatch, 01.05.19, https://www.brandwatch.com/blog/facebook-statistics/)

P1.46 “Custom content delivers the highest engagement” (The Drum, 02.08.19, https://www.thedrum.com/opinion/2019/02/08/custom-content-created-publishers-outperforms-brand-produced-material-finds)

P1.47 “Financially, advertiser expenditure for the news programs of the three major networks – ABC, CBS and NBC – has been steady in recent years.” (Journalism & Media Pew Research Center, 07.25.18, https://www.journalism.org/fact-sheet/network-news/)

P1.48 “100 million people use the Instagram ‘stories’ feature daily” (Forbes, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.49 “Yes, there is a crush of content coming. But you can avoid getting sucked into the black hole if you have a plan. Consider your goals and your strengths, and then choose your survival strategy.” (Mark Schaefer Marketing. Strategy. Humanity., https://businessesgrow.com/2012/09/26/content-marketing-strategy-are-you-good-fast-or-cheap/)

P1.50 “Only 22 percent of businesses are satisfied with their conversion rates.” (Hosting Facts, 12.17.18, https://hostingfacts.com/internet-facts-stats/)

P1.51 “Over 95 million photos and videos are shared on Instagram daily.” (Hosting Facts, 12.17.18, https://hostingfacts.com/internet-facts-stats/)

P1.52 “some incredible stats for the volume of communication we send out every minute: Venmo processes $51,892 peer-to-peer transactions” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.53 “There are two key areas that motivate customers: finances and emotions.” (jeffbullas.com WIN AT BUSINESS AND LIFE IN A DIGITAL WORLD, https://www.jeffbullas.com/create-better-content/)

P1.54 “The producer must ask, Where will the work be read? Who will read it? How will it be manufactured? What other texts and pictures will surround it? Benjamin argued that artists and photographers must not view their task as solely visual, lest they become mere suppliers of form to the existing apparatus of bourgeois publishing” (Ellen Lupton, 2013, http://elupton.com/2010/10/the-designer-as-producer/)

P1.55 "Lastly, you want to take that photo, the bulleted list and write a story about them in paragraph form, that really describes the environment and the feelings that your persona lives in. Give them a name and describe their day-to-day activities." (Inc., 01.10.18, https://www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P1.56 "Produce More Content in Less Time With These 6 Science Backed Tactics" (QuickSprout, 03.28.19, https://www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P1.57 "Information is costly to produce but cheap to reproduce. Who are the main providers of original news in the online world, and are they rewarded for this? What are the benefits of breaking out a story, and how does information propagate? This paper addresses these issues by exploiting a unique dataset including all online content produced by general information media outlets in France during year 2013. Tracking every piece of content produced by these outlets, we develop a topic detection algorithm to construct the set of news stories. We study the timeline of each story and distinguish between original reporting and copy-and-paste." (NET Institute, 2015, http://www.netinst.org/Cage_Herve_Viaud_15-05.pdf)

P1.58 "There are 2.5 quintillion bytes of data created each day at our current pace, but that pace is only accelerating with the growth of the Internet of Things (IoT). Over the last two years alone 90 percent of the data in the world was generated." (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.59 "Over 2.5 quintillion bytes of data are created every single day, and it's only going to grow from there. By 2020, it's estimated that 1.7MB of data will be created every second for every person on earth." (Social Media Today, 06.15.18, https://www.socialmediatoday.com/news/how-much-data-is-generated-every-minute-infograph ic-1/525692/)

P1.60 "If you've already been doing content marketing without a formalized strategy, all is not lost." (Target Marketing, 02.12.18, https://www.targetmarketingmag.com/post/content-marketing-produce-better-content-faster/all/)

P1.61 "The stats don't lie: 80% of readers will read the headline, but only 20% will read the rest. A strong title can lead to 500% more pageviews." (MarketingProfs, 05.18.15, http://www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P1.62 "By 2025, it's estimated that 463 exabytes of data will be created each day globally – that's the equivalent of 212,765,957 DVDs per day!" (Visual Capitalist, 04.15.19, https://www.visualcapitalist.com/how-much-data-is-generated-each-day/)

P1.63 "'The ability to make data-driven decisions is crucial to any business. With each click, swipe, share, and like, a world of valuable information is created. Domo puts the power to make those decisions right into the palm of your hand by connecting your data and your people at any moment, on any device, so they can make the kind of decisions that make an impact.'" (Social Media Today, 06.15.19, https://www.socialmediatoday.com/news/how-much-data-is-generated-every-minute-infographic-1/525692/)

P1.64 “Here are some more intriguing Facebook statistics: More than 300 million photos get uploaded per day” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.65 “zettabyte 1,000 bytes 1,000,000,000,000,000,000,000 bytes” (Visual Capitalist, 04.15.19, https://www.visualcapitalist.com/how-much-data-is-generated-each-day/)

P1.66 “Journalism has gradually become ‘normalized into social media’, and most journalists use social media platforms to publish their work (Bruns, 2018). YouTube is an influential social media platform, reaching over a billion users worldwide. Its extensive reach attracts professional and amateur video producers who turn to YouTube to inform, entertain and engage global publics. Focusing on YouTube, this study explores the place for journalism within this media ecology.” (Cogitatio Press, 2019, https://www.cogitatiopress.com/mediaandcommunication/article/view/1758)

P1.67 “some incredible stats for the volume of communication we send out every minute: There are 154,200 calls on Skype” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.68 “some incredible stats for the volume of communication we send out every minute: 15,000 GIFs are sent via Facebook messenger” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

218

P1.64–68

P1.69 “these are numbers generated every minute of the day: Snapchat users share 527,760 photos” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.70 “Most disturbingly, some organizations are simply satisfied with the limited insight they gather” (MarketingProfs, 05.09.19, http://www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P1.71 “If you’re serious about standing out from the 2 million blog posts pumped out every day, here’s what you need to start doing.” (MarketingProfs, 05.18.15, http://www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P1.72 “these are numbers generated every minute of the day: 456,000 tweets are sent on Twitter” (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.73 “In the U.S., roughly nine-in-ten adults (93%) get at least some news online (either via mobile or desktop), and the online space has become a host for the digital homes of both legacy news outlets and new, ‘born on the web’ news outlets. Digital advertising revenue across all digital entities (beyond just news) continues to grow, with technology companies playing a large role in the flow of both news and revenue.” (Journalism & Media Pew Research Center, 06.06.18, https://www.journalism.org/fact-sheet/digital-news/)

219

P1.69–73

P1.74 "Cornerstone content is content that attempts to cover a single topic in a definitive way. The goal of cornerstone content is often thought leadership. You produce it to establish your authority with your audience. Gated content is content that can be exchanged for something (like contact information). You produce gated content to establish a connection with an audience. Evolving content is a stream of regularly produced content. It may take the form of a series of blog posts, or regular news reports, or regular episodes of a program. You produce evolving content to create awareness of you among your intended audience. (Engage Content, https://engagecontent.com.au/content-production/)

P1.75 "Data Troubles: What If You're Trying, But You Still Don't Know Much About Your Customers" (MarketingProfs, 05.09.19, http://www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P1.76 "Big data is characterized with 4-Vs: Volume, Variety, Velocity, and Veracity. Volume." (Tech Startups, 05.21.18, https://techstartups.com/2018/05/21/how-much-data-do-we-create-every-day-infographic/)

P1.77 "Produce the best content you can, even if it means staying tightly focused on a few topics. Survive by becoming the trusted authority on a narrow topic... Produce content quickly and efficiently, by delegating and curating. Survive by producing lots of content and making lots of connections...Publications have pre-packaged audiences that you can leverage by paying close attention to the changing interests of the press and popular blogs. Survive by being at the right place at the right time." (Mark Schaefer Marketing Strategy. Humanity., https://businessesgrow.com/2012/09/26/content-marketing-strategy-are-you-good-fast-or-cheap/)

P1.78 "Here are some more intriguing Facebook statistics: Every minute there are 510,000 comments posted and 293,000 statuses updated" (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.79 "Iceland is the country with the highest Internet penetration in the world — with an impressive 100 percent of its citizens using the Internet." (Hosting Facts, 12.17.18, https://hostingfacts.com/internet-facts-stats/)

P1.80 "2018: every minute of the day Reddit receives 1,944 new comments." (Social Media Today, 06.15.19, https://www.socialmediatoday.com/news/how-much-data-is-generated-every-minute-infographic-1/525692/)

P1.81 "Psychographics are the things we can't measure. Attributes like attitude, belief systems, values, and interests." (Inc., 01.10.18, https://www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P1.82 "According to the Content Marketing Institute, 70% of B2B marketers surveyed say they are creating more content this year than they did in 2016, with the trend showing no signs of slowing down as we head into 2018." (Inc., 01.10.18, https://www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P1.83 "2018: every minute of the day 1.25 bitcoin are created." (Social Media Today, 06.15.19, https://www.socialmediatoday.com/news/how-much-data-is-generated-every-minute-infographic-1/525692/)

P1 P1.76 “4–Vs: Volume, Variety, Velocity, Veracity. Volume.”

P1.77 “Produce the Best Co… You Ca…

PRO DUCE
bit.ly/2Hu7Q1L
bit.ly/2Htk3Uv

P1 P1.44 “Don’t Delay–Integrate!”

P1.79 “Highest Internet Penetration”

P1.81 “Psy… graph…

PRO DUCE
bit.ly/2Hu7Q1L
bit.ly/2Htk3Uv

P1

P1.84 "In 2017, according to eMarketer estimates, digital advertising grew to $90 billion, an increase from $72 billion in 2016. It was estimated to comprise 44% of all advertising revenue, up from 37% in 2016." (Journalism & Media Pew Research Center, 06.06.18, https://www.journalism.org/fact-sheet/digital-news/)

P1.85 "Digital-native news outlets are also adopting other outreach and engagement methods. About eight-in-ten (83%) of these outlets offer newsletters, and 86% have an official presence on Apple News. A large majority (71%) release podcasts, and 63% allow comments on their articles." (Journalism & Media Pew Research Center, 06.06.18, https://www.journalism.org/fact-sheet/digital-news/)

P1.86 "Custom content created by a publisher on behalf of a brand performs better for engagement than repurposed content from the brand itself" (The Drum, 02.08.19, https://www.thedrum.com/opinion/2019/02/08/custom-content-created-publishers-outperforms-brand-produced-material-finds) 224

P1.87 "1,209,600 new data producing social media users each day." (Micro Focus, 10.10.17, https://blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P1.88 "There is a 'free rider' issue: the rapid spillover of information may lead to a situation where no firms would invest in gathering information. Hence how to encourage media outlets to produce original news?" (NET Institute, 2015, http://www.netinst.org/Cage_Herve_Viaud_15-05.pdf)

P1.89 "Empower everyone to do more with data." (DOMO, 2019, https://www.domo.com/)

P PRODUCE
1 QUOTES
P1.84–89

P1

P1.90 "In a Pew Research Center audit of 35 outlets conducted in early 2018, a majority of these highest-traffic digital-native news outlets (57%) have apps for at least one of the two main mobile platforms (iOS and Android). However, compared with 2017 there has been some movement away from offering apps on both platforms: 31% of digital-native news outlets offer both in 2018, down from 42% in 2017. Instead, more outlets in 2018 (23%) have just an iOS app than in 2017 (17%), while just one outlet (3%) offers only an Android app." (Journalism & Media Pew Research Center, 06.06.18, https://www.journalism.org/fact-sheet/digital-news/)

P1.91 "the dissemination of news is very fast. On average, it takes two hours for an information published by a media outlet to be published on the website of another outlet; but less than 45 minutes in half of the cases, of which less than 5 minutes in 25% of the cases. This very high reactivity comes with the use of copy-and-paste, however. According to our lower bound estimation, half of online information production is copy-and-paste. Most outlets simply echoe others work without adding original reporting." (NET Institute, 2015, http://www.netinst.org/Cage_Herve_Viaud_15-05.pdf) 225

P1.92 "On average, Google now processes more than 40,000 searches EVERY second (3.5 billion searches per day)" (Forbes, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.93 "Through analysis of a massive dataset on traffic to Wikipedia, we find that the production of new knowledge is associated to significant shifts of collective attention, which we take as proxy for its demand." (NET Institute, 2015, http://www.netinst.org/Cage_Herve_Viaud_15-05.pdf)

P PRODUCE
1 QUOTES
P1.90–93

P1.94 "as of February 2016, 486 Instagram photos are uploaded every second. That's over 40 million images a day. And that's just Instagram, just one source of images uploaded to the internet. Every two minutes, people upload more photographs to the internet than existed in total just 150 years ago (and this information is correct as of 2014). This proliferation has changed the condition of viewing images today in a way as monumental as the advent of photography or the introduction of illustrated newspapers in the mid-nineteenth century." (The White Review, 04.2016, http://www.thewhitereview.org/feature/scroll-skim-stare/)

P1.95 "10 of the Best Social Media Monitoring Tools for Every Business" (MarketingProfs, 05.08.19, https://www.marketingprofs.com/articles/2019/41073/10-of-the-best-social-media-monitoring-tools-for-every-business)

P1.96 "some incredible stats for the volume of communication we send out every minute: There are 990,000 Tinder swipes" (Forbes, 05.21.18, https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#45558dc960ba)

P1.97 "For some, these are just interesting factoids that titillate the mind and can later be brought out to impress friends over a coffee. For marketers, these statistics can help in developing strategies to ensure you are targeting the audience you want to reach in the most effective way." (Brandwatch, 01.05.19, https://www.brandwatch.com/blog/facebook-statistics/)

P1.98 "60% of marketers create at least one piece of content" (NEILPATEL, https://neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P1.99 "If brands can develop an effective strategy for creating content based on proper understanding of their target audience, they'll not only drive leads but will also increase sales." (NEILPATEL, https://neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P1.100 "They've become occupied with other activities that don't encourage them to create the kind of content that originally brought them traction, leads, sales, and revenue. You know- the superb content marketer that you may be angling to become." (NEILPATEL, https://neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P PRODUCE

1 QUOTES

228

P1

P PRODUCE

229

P1–3

HYPERSYNCHRONICITY

P PRODUCE

230

P1–3

HYPERSYNCHRONICITY

P PRODUCE

231

P1–3

P2

P2.0–50

P

Produce

2

Figures

Chapter 2 of 3: An Archive of Figures on American Production Habits

P2

P PRODUCE
2 FIGURES

P2.0

Within *Chapter 2 of 3: An Archive of Figures on American Production Habits*, I archived 50 figures of data visualization on media production pulled from market research/data centers, news platforms, technology companies, and online business magazines. Synonymously, Synonymously, I archived 50 quotations from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of production. Some are actively leading in original research, others regurgitate this information from the original source, but all are participants in the dialogue.

234

As a singular individual collecting these figures, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the figures is randomized. Names of the organization, business, person, or center publishing the exact quotation are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

P2.0

235

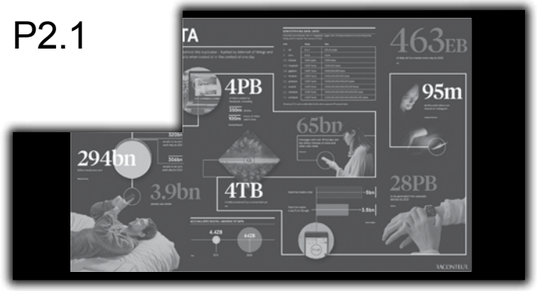
In this following chapter, I have highlighted the links of these curated figures. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, distracting titles, persuasive words, stock images, vector based illustrations.

I urge you to look at not only the statistics, but the language that frames the information, the publishers they came from, and the time they were published. Who's saying this? Who's reading this? What is the incentive for publishing this? The incentive for reading this? How is the viewer's mind primed to look at this article in conjunction with this figure? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

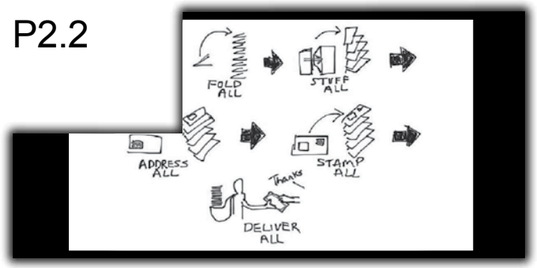
P2

P2.1



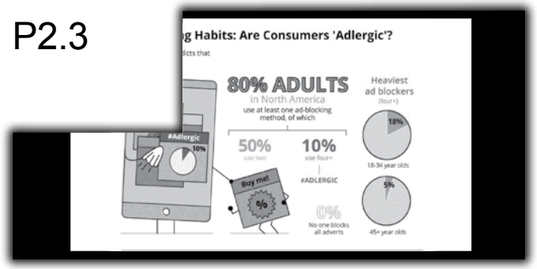
(How Much Data is Generated Each Day?, 04.15.19, www.visualcapitalist.com/how-much-data-is-generated-each-day/)

P2.2



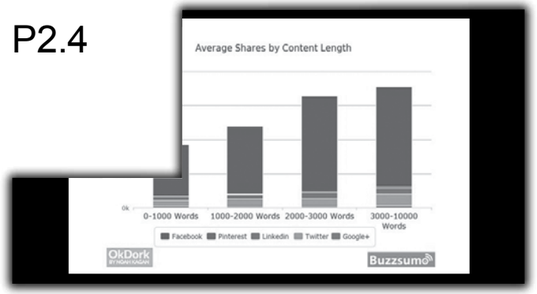
(Produce More Content in Less Time With These 6 Science Backed Tactics, 03.28.19, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P2.3



(Internet Stats & Facts for 2019, 12.17.18, hostingfacts.com/internet-facts-stats/)

P2.4



(2 Million Blog Posts Are Written Every Day, Here's How You Can Stand Out, 05.18.15, www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P2.5

(How Much Data Is Generated Every Minute? [Infographic], 05.15.18, www.socialmediatoday.com/news/how-much-data-is-generated-every-minute-infographic-1/525692/)

P PRODUCE

2 FIGURES

236

P2.1–5

P PRODUCE

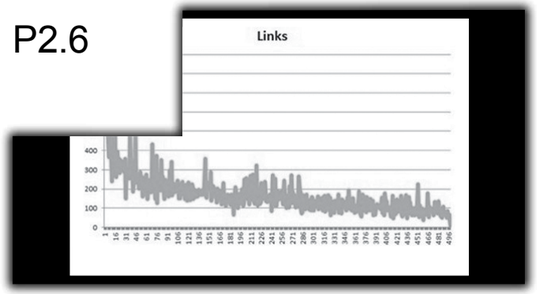
2 FIGURES

237

P2.6–9

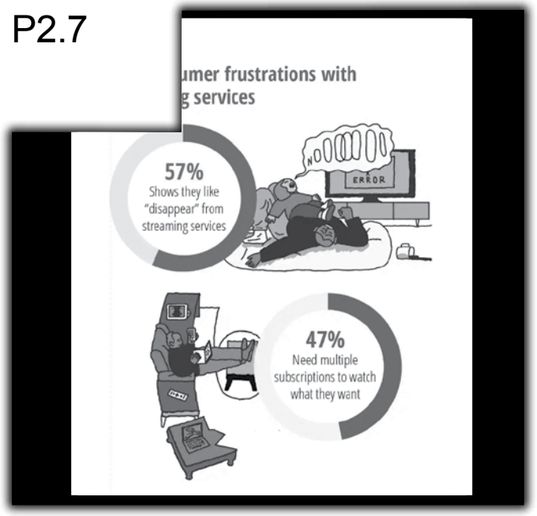
P2

P2.6



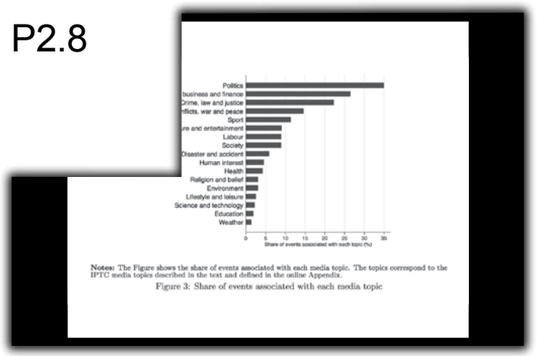
(2 Million Blog Posts Are Written Every Day, Here's How You Can Stand Out, 05.18.15, www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P2.7



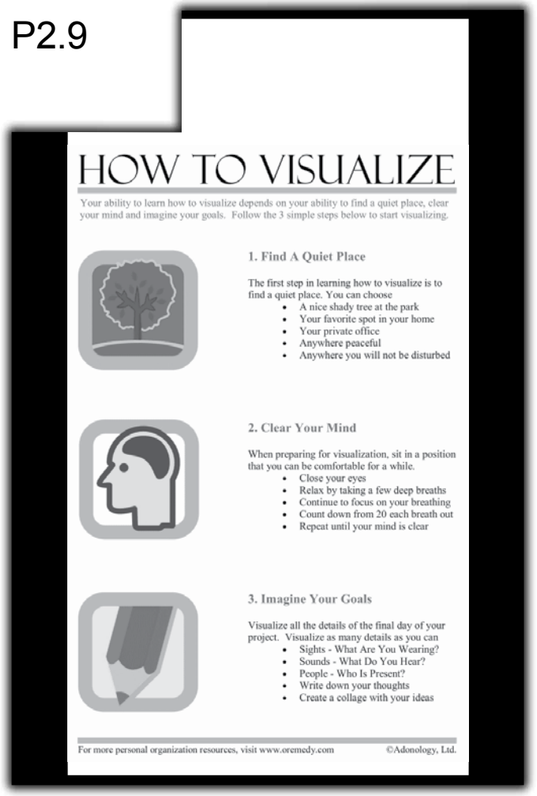
(Digital media trends survey, 13th edition. Piecing it together, www2.deloitte.com/content/dam/insights/us/articles/4782_digital-media-trends-13th-edition/images/4782_banner)

P2.8



(The Production of Information in an Online World, 09.2015, www.netinst.org/Cage_Herve_Viaud_15-05.pdf)

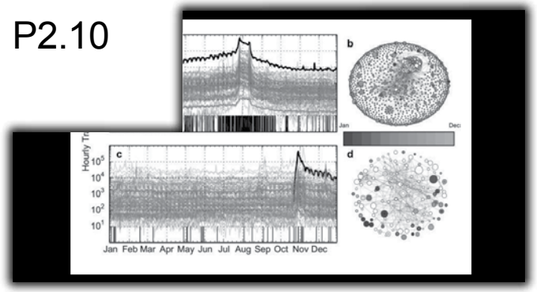
P2.9



(Produce More Content in Less Time With These 6 Science Backed Tactics, 03.28.19, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

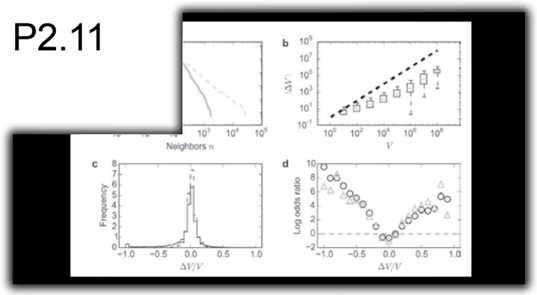
P2

P2.10



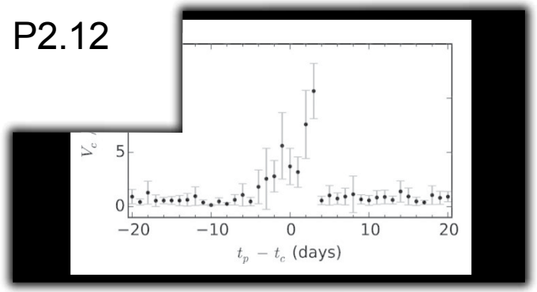
(The production of information in theattentioneconomy,05.19.15, www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P2.11



(The production of information in theattentioneconomy,05.19.15, www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P2.12

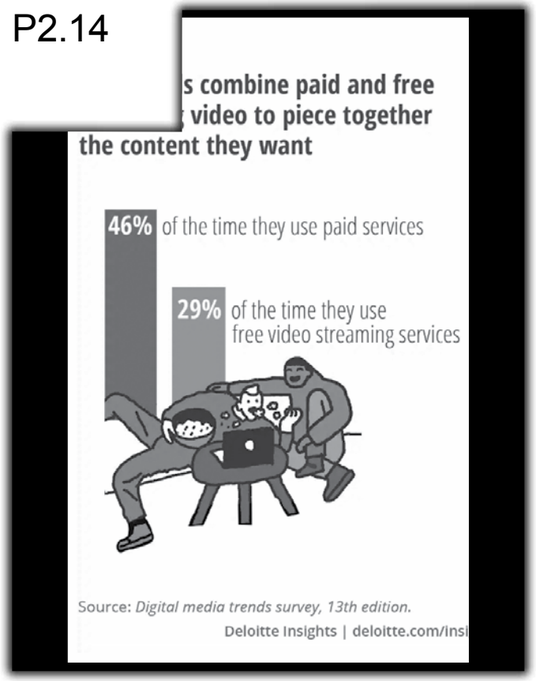


(The production of information in theattentioneconomy,05.19.15, www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

P2.13

(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2.14



(Digital media trends survey, 13th edition. Piecing it together, www2.deloitte.com/content/dam/insights/us/articles/4782_digital-media-trends-13th-edition/images/4782_banner)

P PRODUCE

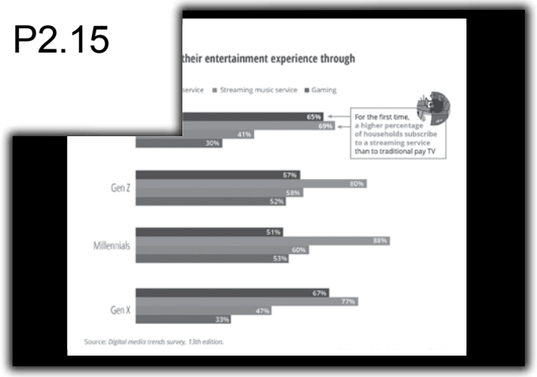
2 FIGURES

P2.10–14

238

P2

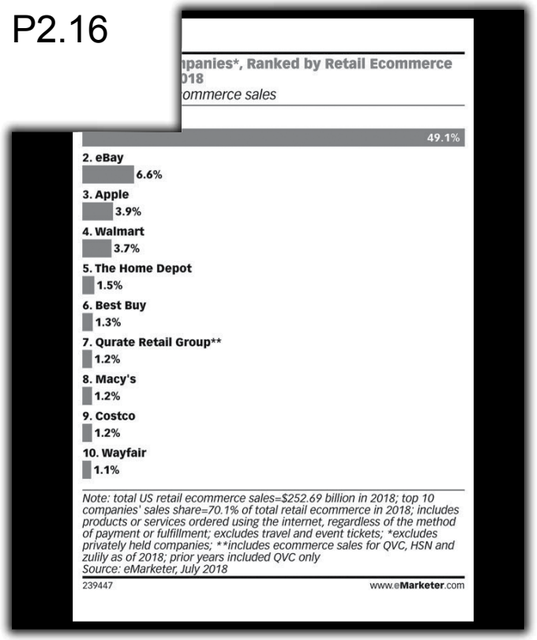
P2.15



(Digital media trends survey, 13th edition. Piecing it together, www2.deloitte.com/content/dam/insights/us/articles/4782_digital-media-trends-13th-edition/images/4782_banner)

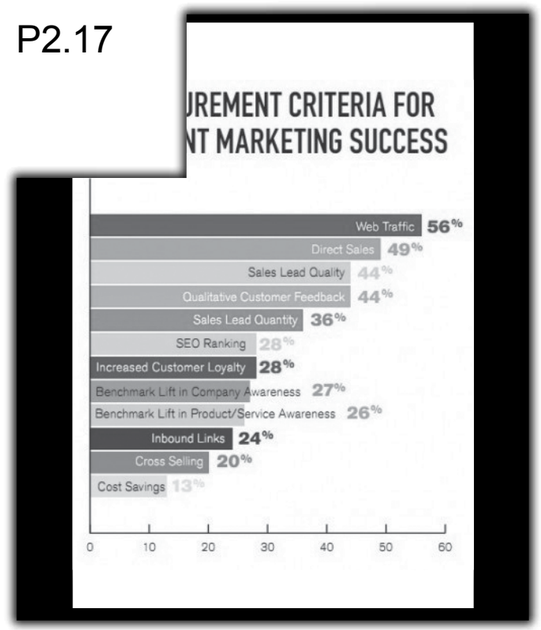
239

P2.16



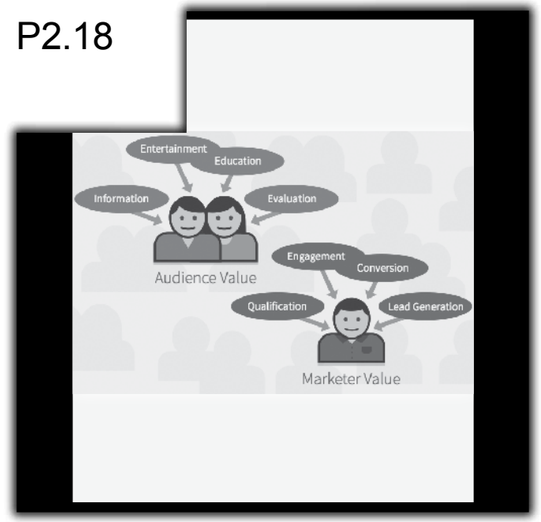
(Internet Stats & Facts for 2019, 12.17.18, hostingfacts.com/internet-facts-stats/)

P2.17



(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2.18

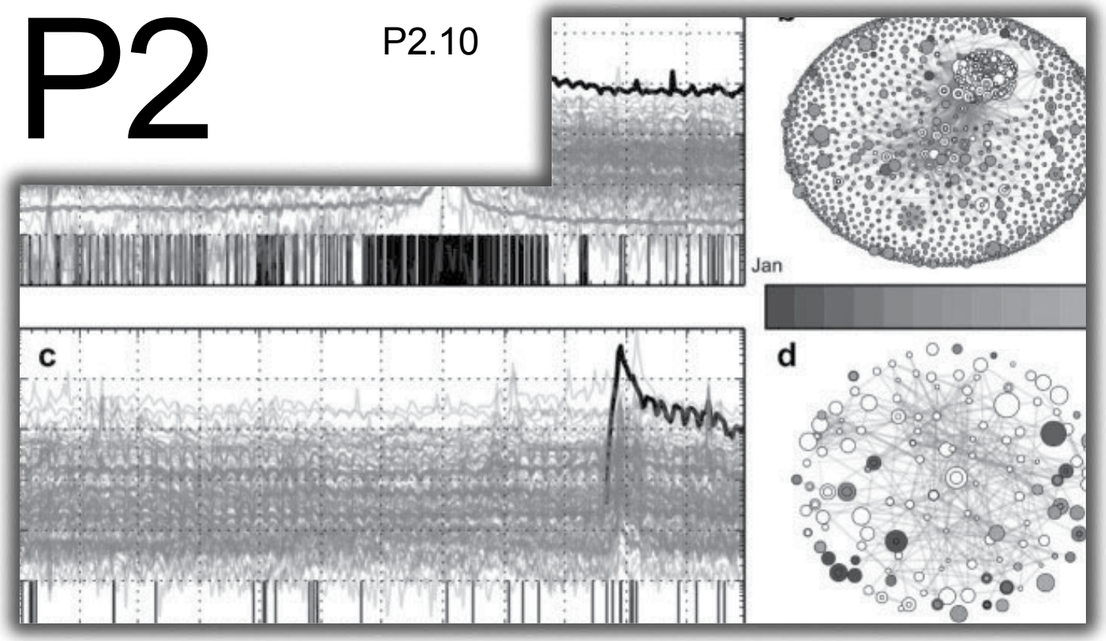


(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2.15–18

P2

P2.10

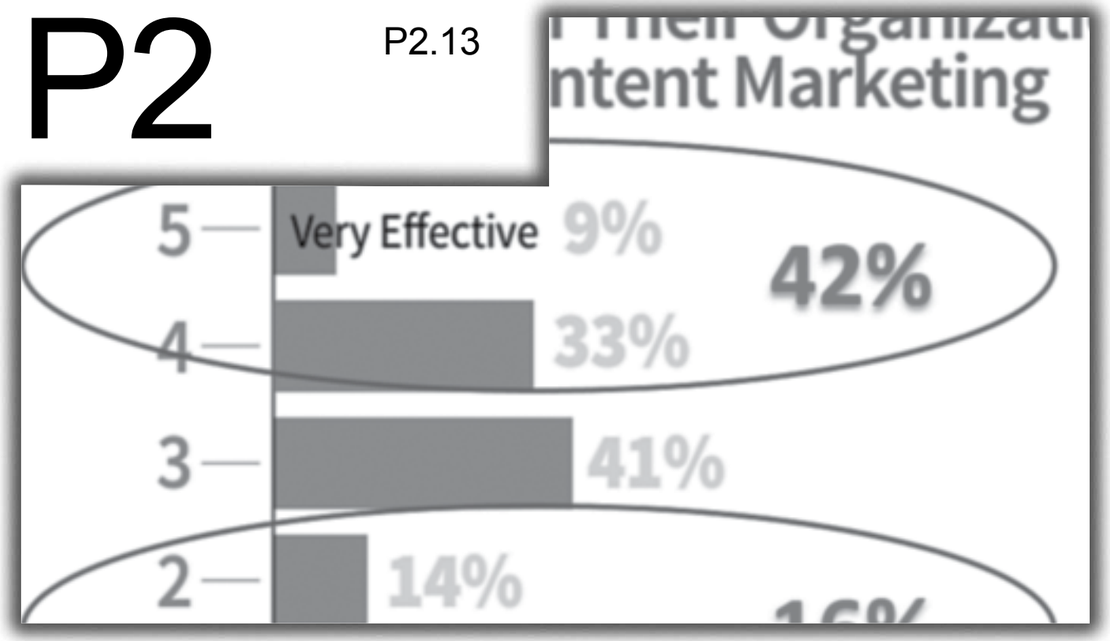


P PRODUCE

2 FIGURES

P2

P2.13

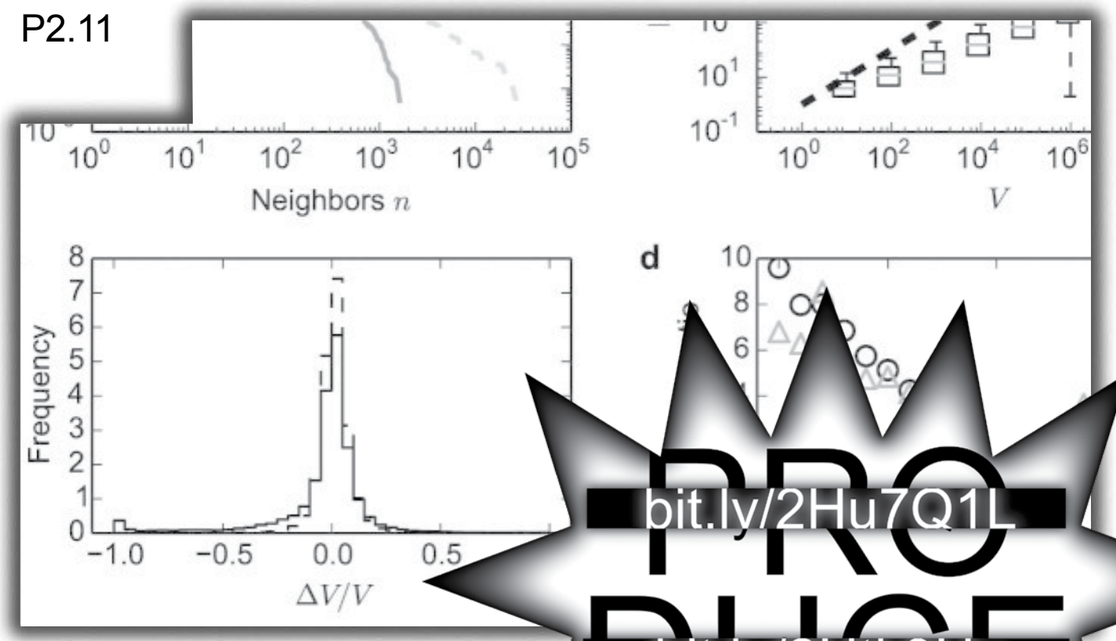


P PRODUCE

2 FIGURES

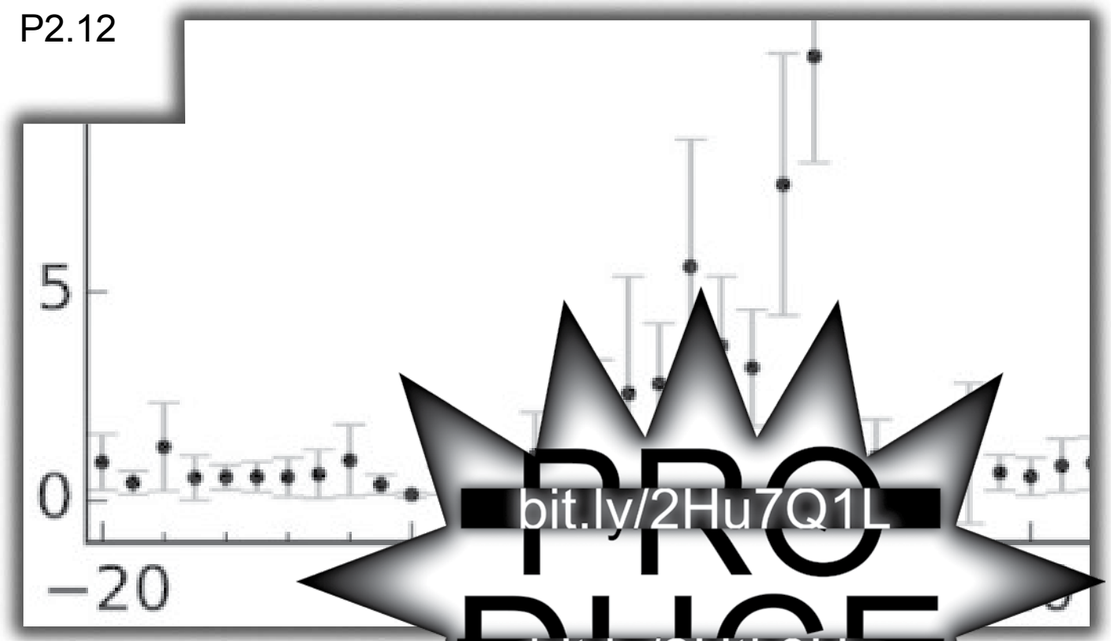
P2.11

240



P2.12

241



PRO
bit.ly/2Hu7Q1L
DUCE
bit.ly/2Htk3Uv

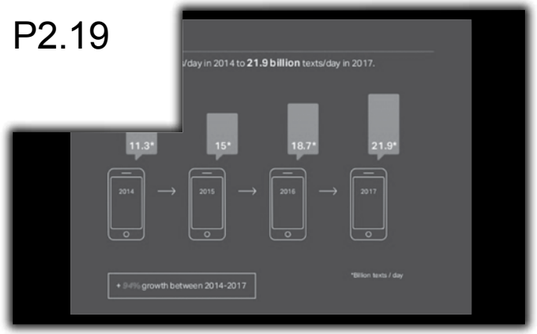
PRO
bit.ly/2Hu7Q1L
DUCE
bit.ly/2Htk3Uv

P2

P2

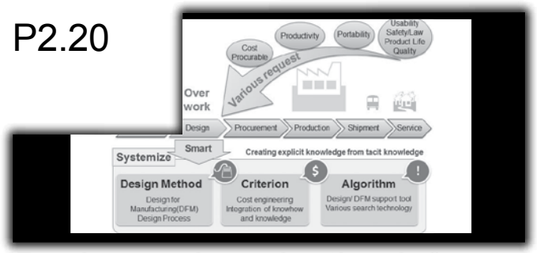
P2

P2.19



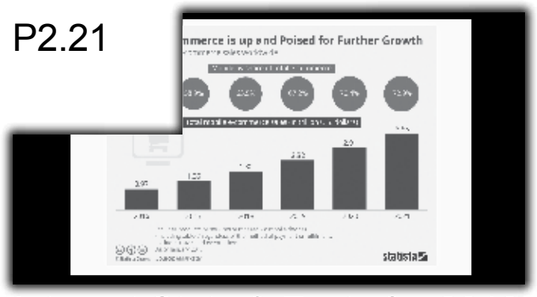
(How Much Data is Created on the Internet Each Day?, 10.10.17, blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P2.20



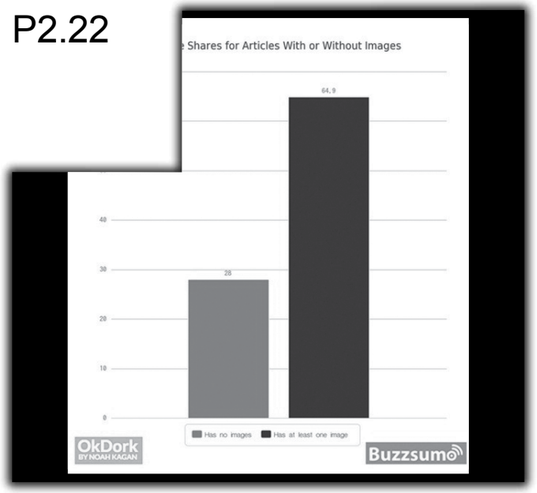
(Design and production information system technology, cmc.toshiba.co.jp/cmc/en/rd/core/core_quality)

P2.21



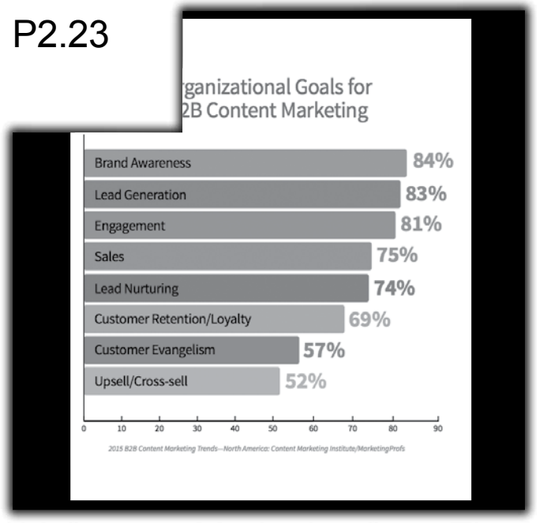
(Internet Stats & Facts for 2019, 12.17.18, hostingfacts.com/internet-facts-stats/)

P2.22



(2 Million Blog Posts Are Written Every Day, Here's How You Can Stand Out, 05.18.15, www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P2.23



(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P PRODUCE

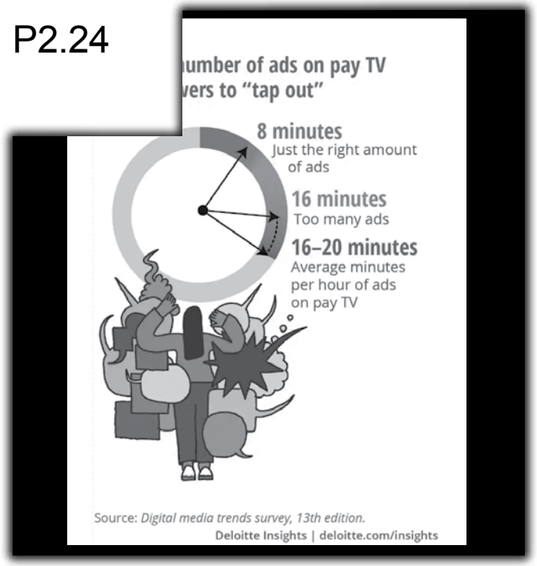
2 FIGURES

242

P2.19–23

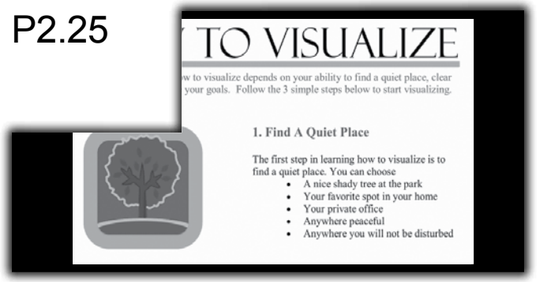
P2

P2.24



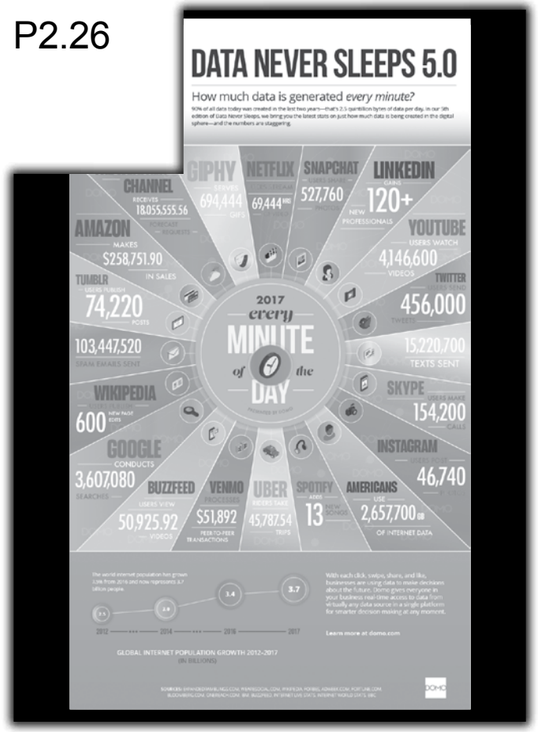
243 (Digital media trends survey A new world of choice for digital consumers, 03.19.18, www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey-2018)

P2.25



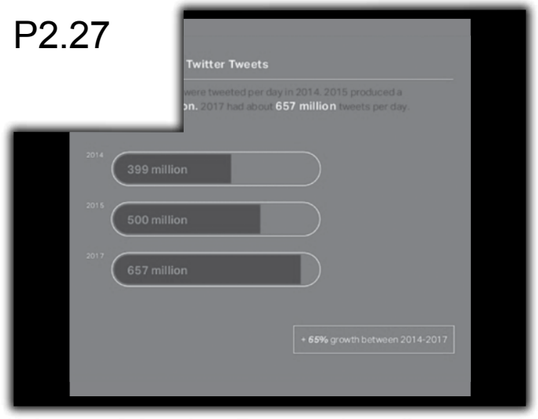
(Produce More Content in Less Time With These 6 Science Backed Tactics, 03.28.19, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P2.26



(How much data do we create every day?, 05.21.18, techstartups.com/2018/05/21/how-much-data-do-we-create-every-day-infographic/)

P2.27

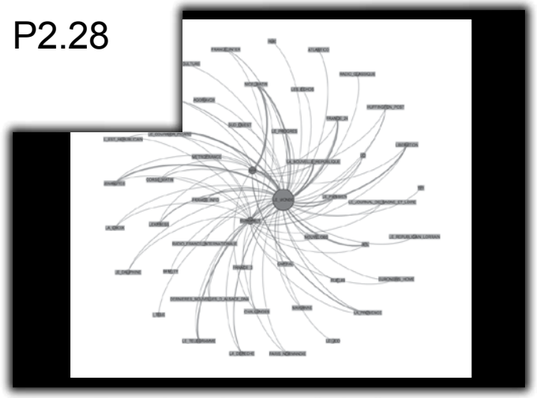


(How Much Data is Created on the Internet Each Day?, 10.10.17, blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P2.24–27

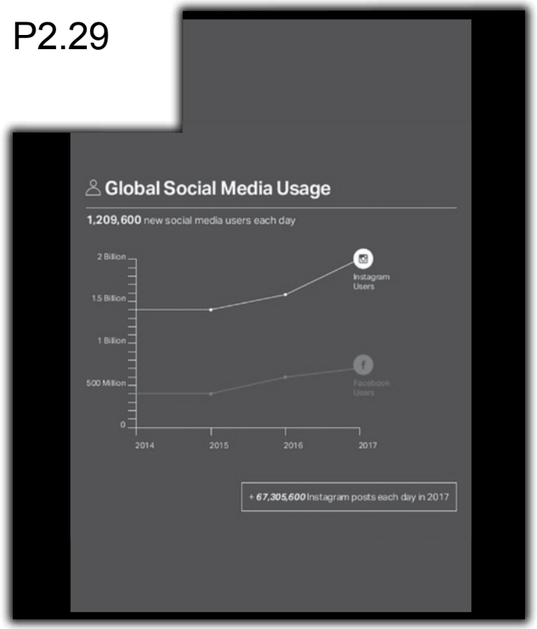
P2

P2.28



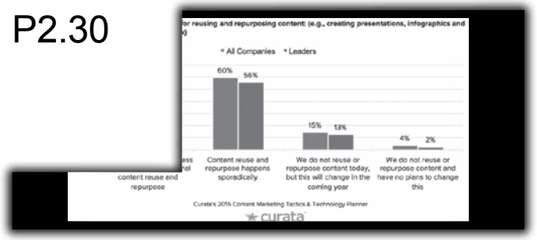
(The Production of Information in an Online World, 09.2015, www.netinst.org/Cage_Herve_Viaud_15-05)

P2.29



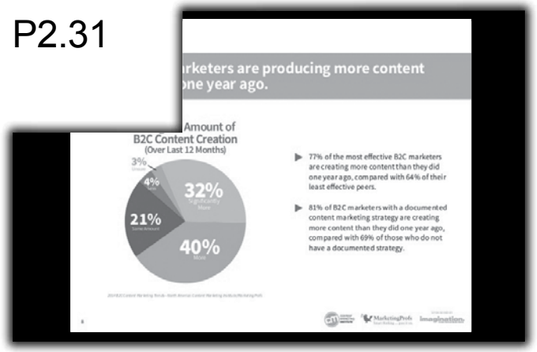
(How Much Data is Created on the Internet Each Day?, 10.10.17, blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P2.30



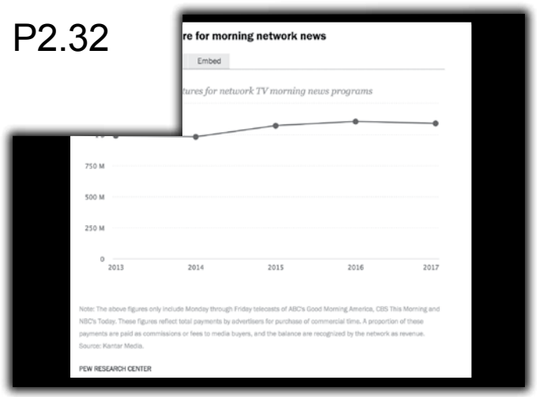
(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2.31



(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2.32



(Network News Fact Sheet, 07.25.18, www.journalism.org/fact-sheet/network-news/)

P PRODUCE

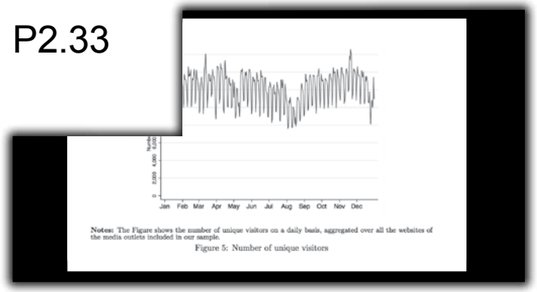
2 FIGURES

244

P2.28–32

P2

P2.33

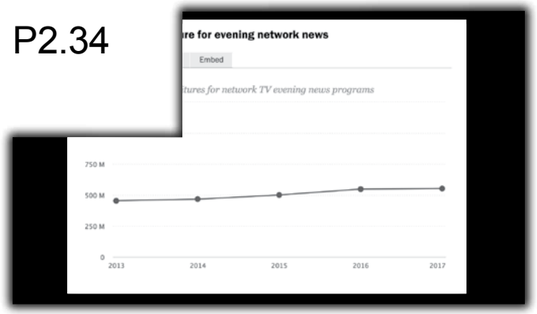


Notes: The Figure shows the number of unique visitors on a daily basis, aggregated over all the websites of the media outlets included in our sample.

Figure 5: Number of unique visitors

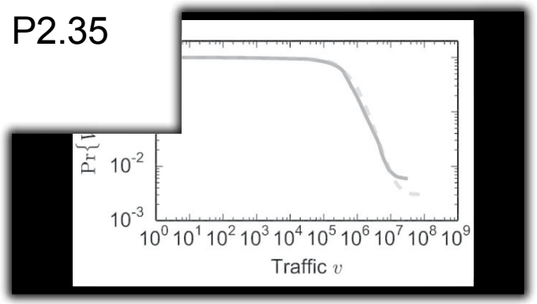
(The Production of Information in an Online World, 09.2015, www.netinst.org/Cage_Herve_Viaud_15-05.pdf)

P2.34



(Network News Fact Sheet, 07.25.18, www.journalism.org/fact-sheet/network-news/)

P2.35

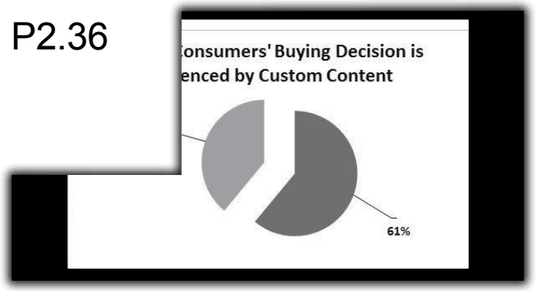


(The production of information in the attention economy, 05.19.15, www.ncbi.nlm.nih.gov/pmc/articles/PMC4437024/)

245

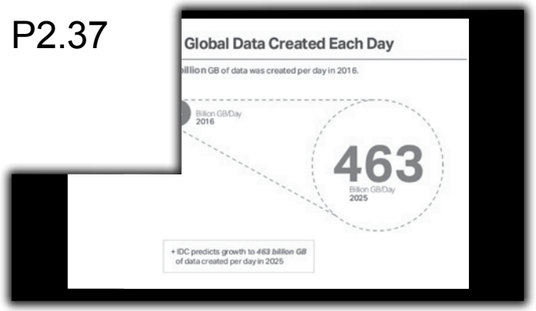
P2.33–38

P2.36



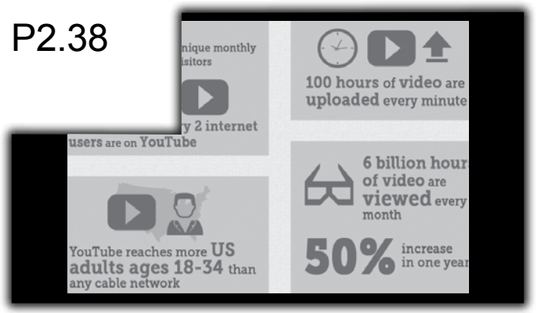
(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2.37



(How Much Data is Created on the Internet Each Day?, 10.10.17, blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

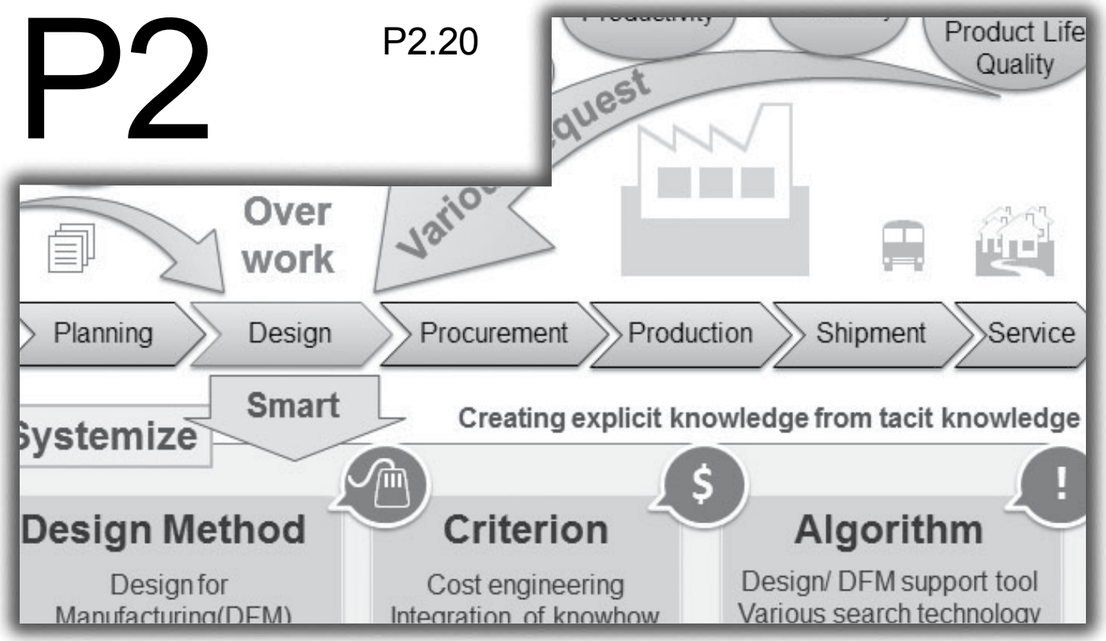
P2.38



(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P2

P2.20

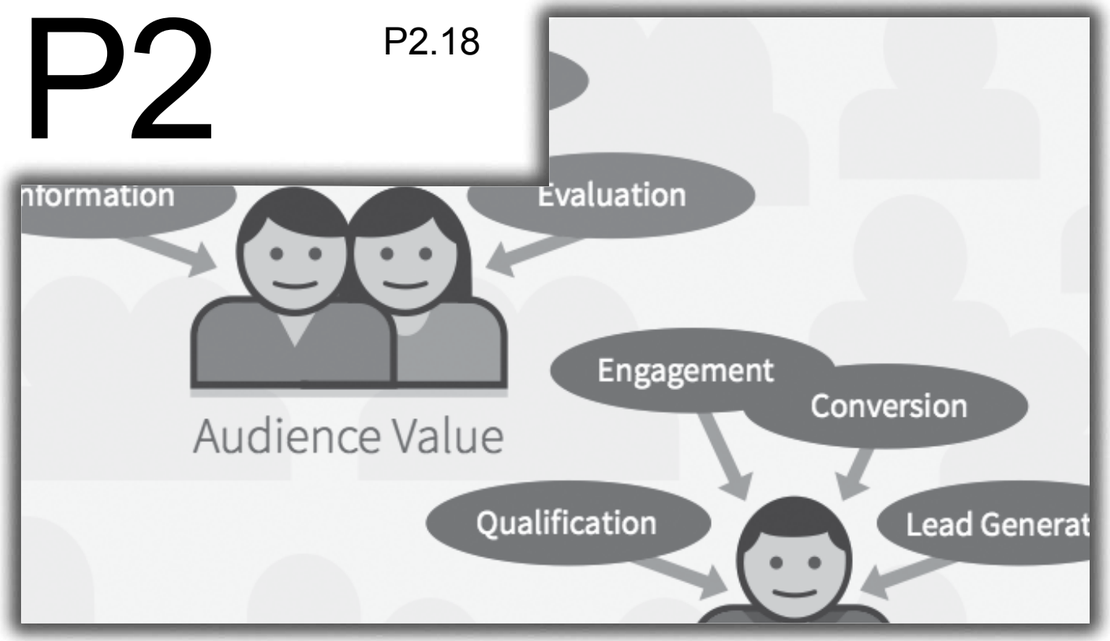


P PRODUCE

2 FIGURES

P2

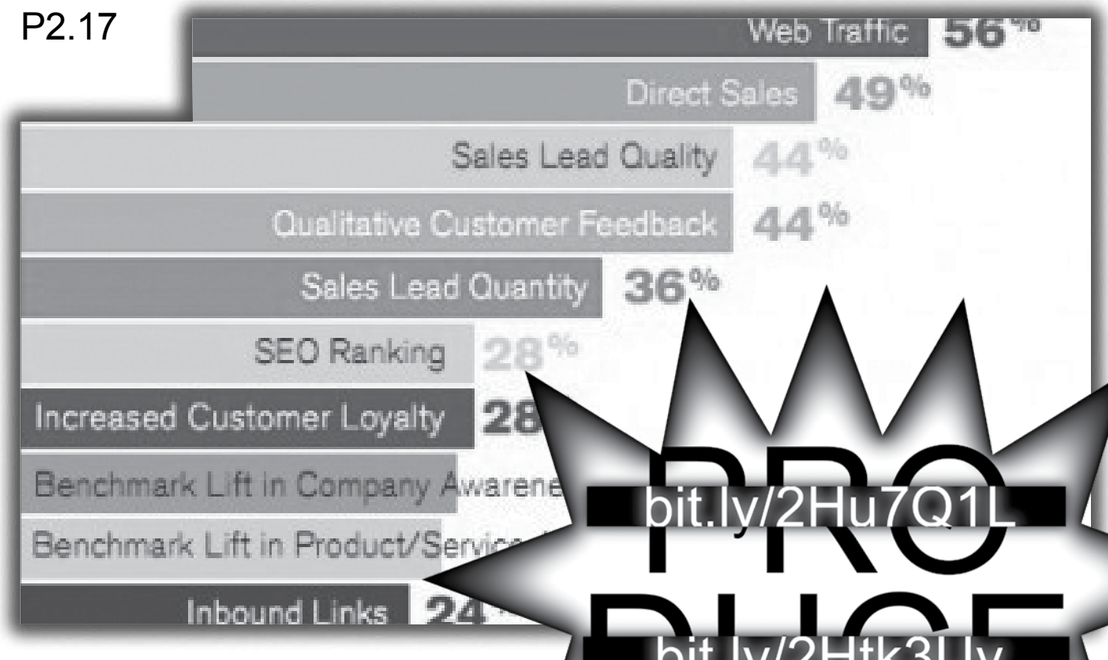
P2.18



P PRODUCE

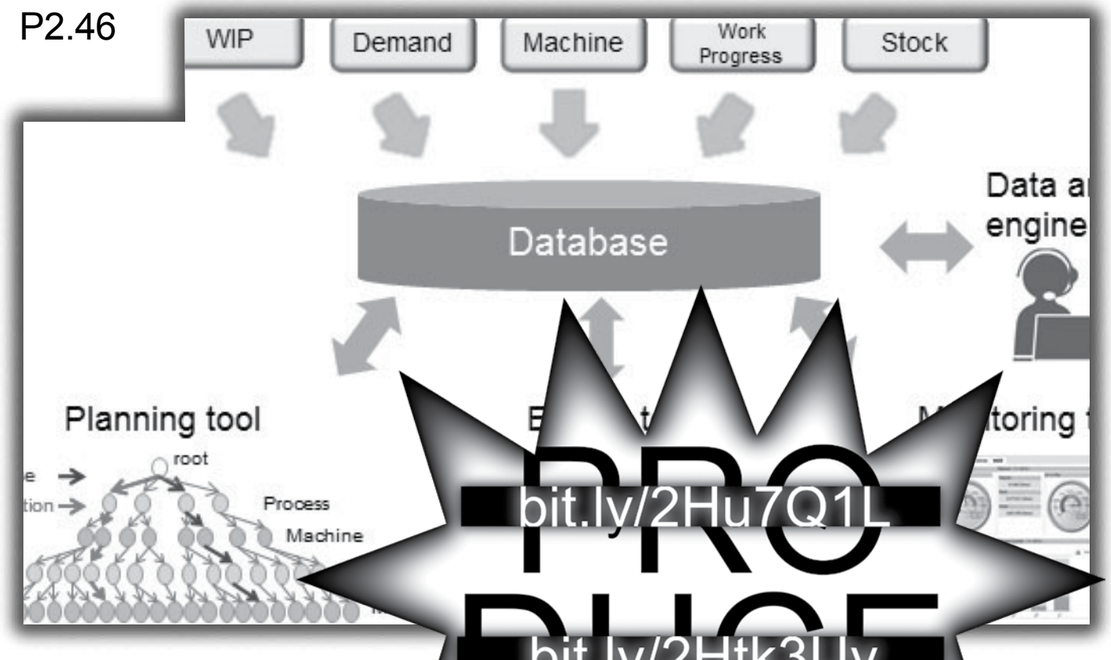
2 FIGURES

P2.17



246

P2.46

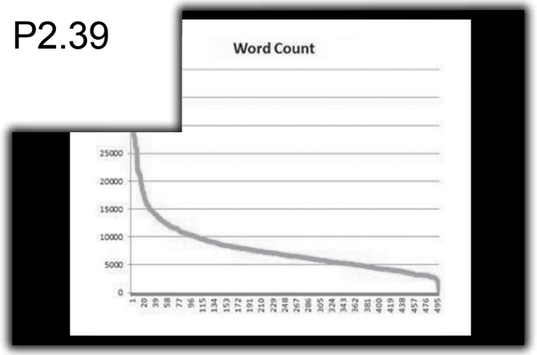


247

PRO DUCE
bit.ly/2Hu7Q1L
bit.ly/2Htk3Uv

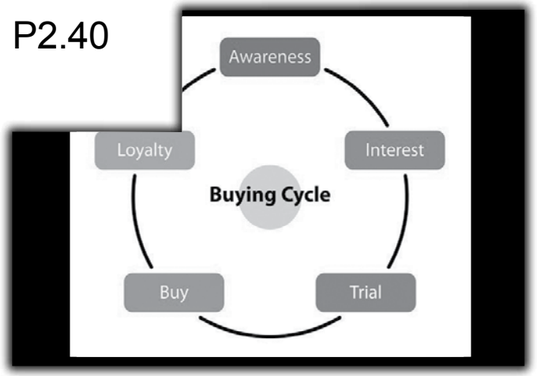
P2

P2.39



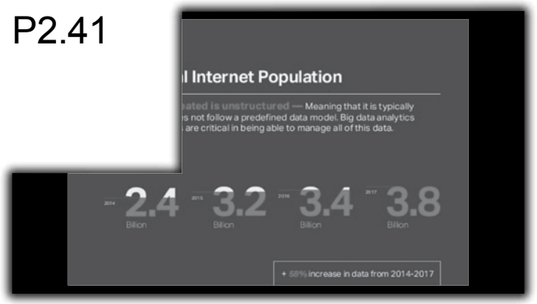
(2 Million Blog Posts Are Written Every Day, Here's How You Can Stand Out, 05.18.15, www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P2.40



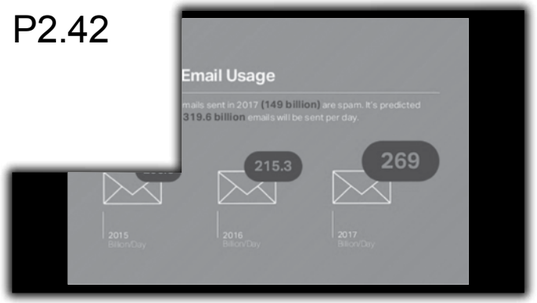
(For Local News, Americans Embrace Digital but Still Want Strong Community Connection, 03.26.19, www.journalism.org/2019/03/26/for-local-news-americans-embrace-digital-but-still-want-strong-community-connection/)

P2.41



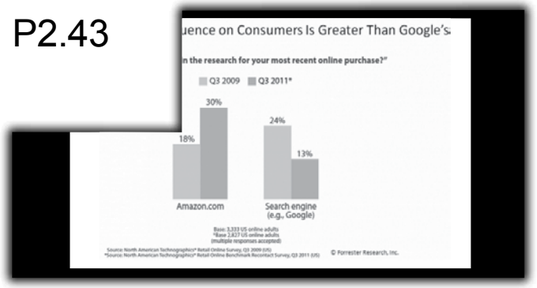
(How Much Data is Created on the Internet Each Day?, 10.10.17, blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P2.42



(How Much Data is Created on the Internet Each Day?, 10.10.17, blog.microfocus.com/how-much-data-is-created-on-the-internet-each-day/)

P2.43

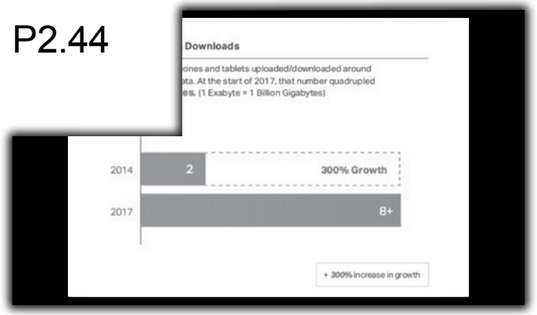


(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P PRODUCE
2 FIGURES
248
P2.39–43

P2

P2.44

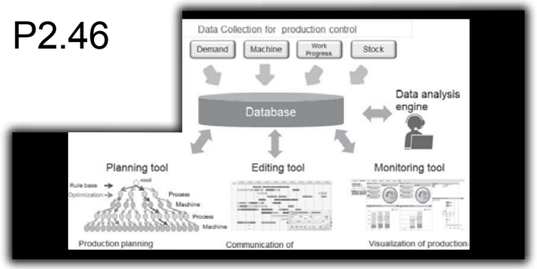


(The Insane Amounts of Data We're Using Every Minute (Infographic), 06.10.18, www.entrepreneur.com/article/314672)

P2.45

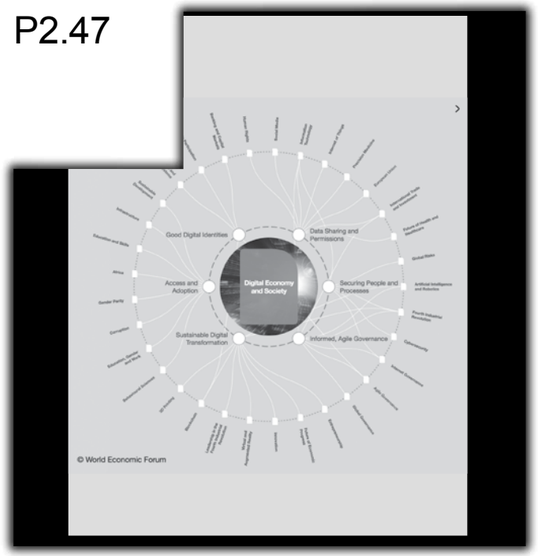
(DIGITAL 2019- GLOBAL INTERNET USE ACCELERATES, 01.30.19, wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates)

P2.46



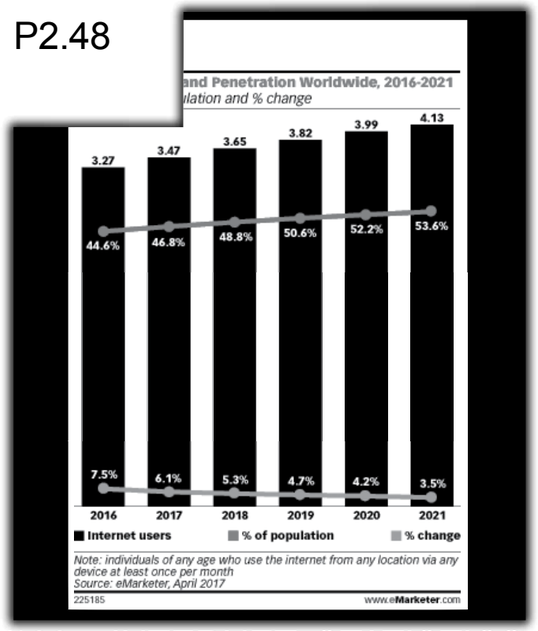
(Design and production information system technology, cmc.toshiba.co.jp/cmc/en/rd/core/core_quality.htm)

P2.47



(Strategic Intelligence Digital Economy and Society, intelligence.weforum.org/topics/a1Gb0000001SH21EAG?tab=publications)

P2.48



(100+ INTERNET STATISTICS AND FACTS FOR 2019, 03.26.19, www.websitehostingrating.com/internet-statistics-facts/)

P PRODUCE
2 FIGURES
249
P2.44–48

P2

P2.49

(DIGITAL 2019- GLOBAL INTERNET USE ACCELERATES, 01.30.19, wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates)

P2.50

(DIGITAL 2019- GLOBAL INTERNET USE ACCELERATES, 01.30.19, wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates)

P PRODUCE

2 FIGURES

250

P2.49–50

P PRODUCE

2 FIGURES

251

P2

P PRODUCE

2 FIGURES

252

P2

P PRODUCE

253

P1–3

DEM

AGG

GUE

P PRODUCE

254

P1–3

NFL

UEN

CER

P PRODUCE

255

P1–3

P PRODUCE

256

P1–3

P PRODUCE

257

P3

3 IMAGES

P3

P3.0–50

P

Produce

3

Images

Chapter 3 of 3: An Archive of Images on American Production Habits.

P3

P3

P PRODUCE
3 IMAGES

P3.0

Within *Chapter 3 of 3: An Archive of Images on American Production Habits*, I archived 50 images acting as visual aids to articles on media production pulled from market research/data centers, news platforms, technology companies, and online business magazines. Synonymously, I archived 50 images from researchers, reporters, critics, proponents, and participants who, with their own inherent biases, are publishing information and opinions on the nature of production. Some images are stock images, some are vector based illustrations, others are candid images, but all act as

learning reinforcement for the assertions made in their respective articles that are participants in the dialogue.

As a singular individual collecting these images, the data set is inherently biased, but nonetheless archives existing articles and information that may affirm and/or contradict one another. I too am a participant of the dialogue. The order of the images is randomized. Names of the organization, business, person, or center publishing the exact image are included. The exact link where the original quotation was pulled is also provided for your own curiosity and further exploration.

In this following chapter, I have highlighted the links of these curated images. As a whole, the chapter becomes a cross section of the internet's content without the noise of advertisements, distracting titles, persuasive words, stock images, vector based illustrations.

I urge you to look at not only the image, but the overlaid words, the people within the image, the article the image supports, the publishers the image comes from, the time they were published. Who's curating this? Who's looking at this image this? What is the incentive for using this image? The incentive for clicking on this image? How is the viewer's mind primed to look at this article in conjunction with this image? What is born from this shared knowledge? What will be?

What else is it that you take away from this information that I have not already explained? What are my biases and inconsistencies as the producer? What are your biases and inconsistencies as the consumer? What does this exchange mean?

P3.0

P3

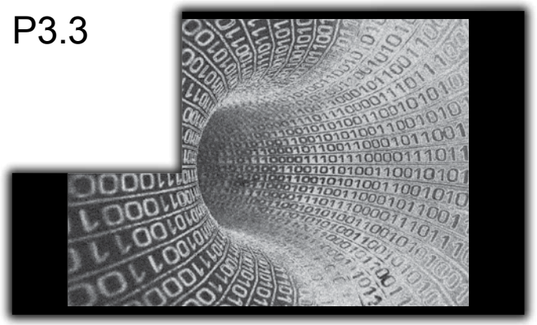
P3.1

(2 Million Blog Posts Are Written Every Day, Here's How You Can Stand Out, 05.18.15, www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P3.2

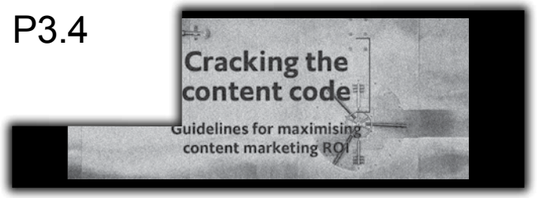
(App Monetization- taking full advantage of ad mediation, 04.03.19, www.thedrum.com/industryinsights/2019/04/03/app-monetization-taking-full-advantage-ad-mediation?utm_source=Bibblio-bottom&utm_campaign=paid-content)

P3.3



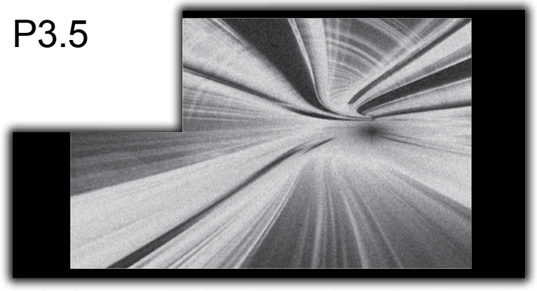
(How much data do we create every day?, 05.21.18, tech-startups.com/2018/05/21/how-much-data-do-we-create-every-day-infographic/)

P3.4



(How to Create Great Content- A Step-by-Step Guide to Content Marketing That Delivers Real Results, www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results)

P3.5



(53 Incredible Facebook Statistics and Facts, 01.05.19, www.brandwatch.com/blog/facebook-statistics/)

P PRODUCE

3 IMAGES

P3.1–5

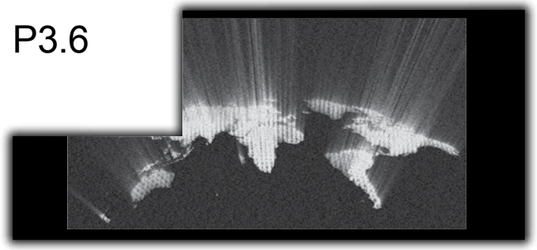
260

261

P3.6–10

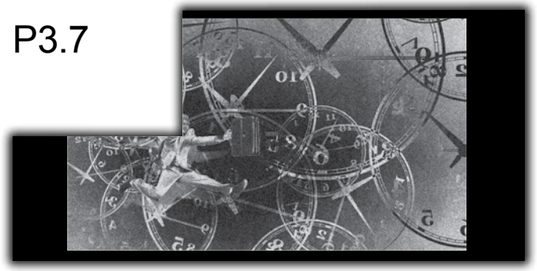
P3

P3.6



(53 Incredible Facebook Statistics and Facts, 01.05.19, www.brandwatch.com/blog/facebook-statistics/)

P3.7

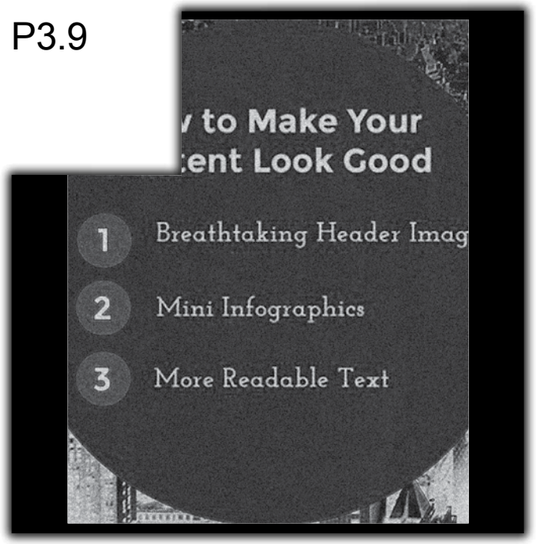


(53 Incredible Facebook Statistics and Facts, 01.05.19, www.brandwatch.com/blog/facebook-statistics/)

P3.8

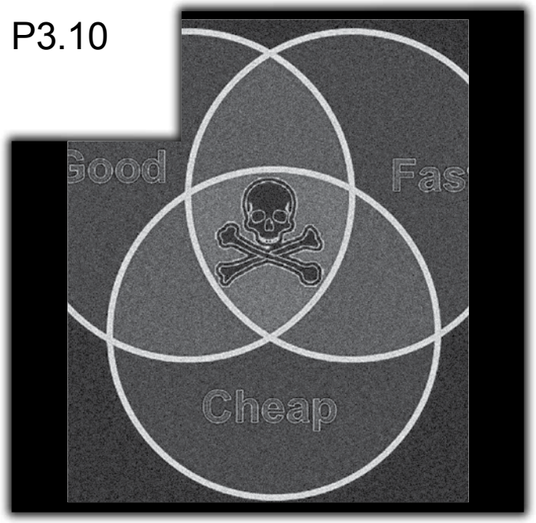
(60% of content created by brands is 'just clutter', www.marketingweek.com/2017/02/01/content-havas-meaningful-brands/)

P3.9



(2 Million Blog Posts Are Written Every Day, Here's How You Can Stand Out, 05.18.15, www.marketingprofs.com/articles/2015/27698/2-million-blog-posts-are-written-every-day-heres-how-you-can-stand-out)

P3.10



(Content Marketing strategy- Are you good, fast, or cheap?, businessesgrow.com/2012/09/26/content-marketing-strategy-are-you-good-fast-or-cheap/)

P3

P3.11

(How to Create Consistent Content for Instagram 2019 (Create ONE MONTH of content in ONE DAY!), 01.30.19, www.youtube.com/watch?v=6_qfwSMo_Js)

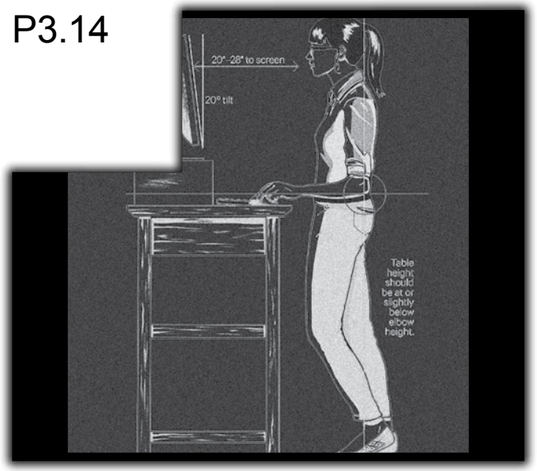
P3.12

(How To Create Content Fast - 7 Content Marketing Strategy Tips, 11.30.17, www.youtube.com/watch?v=rG88y8Lgv0w)

P3.13

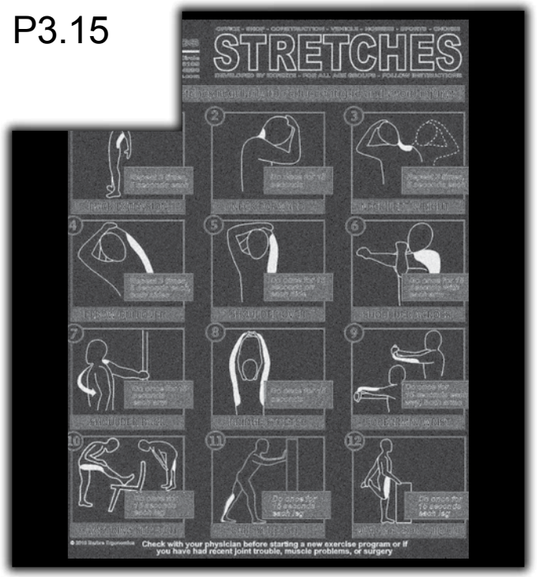
(Empathy, science and digital marketing strategy, 11.18.15, engagecontent.com.au/digital-marketing-strategy/)

P3.14



(Produce More Content in Less Time With These 6 Science Backed Tactics, 03.28.19, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P3.15



(Produce More Content in Less Time With These 6 Science Backed Tactics, 03.28.19, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P PRODUCE

3 IMAGES

262

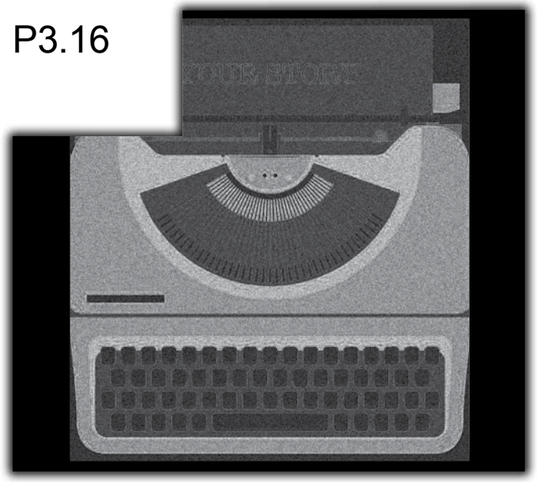
P3.11–15

P PRODUCE

3 IMAGES

263

P3.16



(Content production, 2019, engagecontent.com.au/content-production/)

P3.17

(Produce More Content in Less Time With These 6 Science Backed Tactics, 03.28.19, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P3.18

(How to Create Great Content- A Step-by-Step Guide to Content Marketing That Delivers Real Results, 01.10.18, www.inc.com/jeff-haden/how-to-create-great-content-a-step-by-step-guide-to-content-marketing-that-delivers-real-results.html)

P3.19

(69 HACKS How To Grow a Successful YouTube Channel, 02.22.16, www.youtube.com/watch?v=lw-WxYH2tD8)

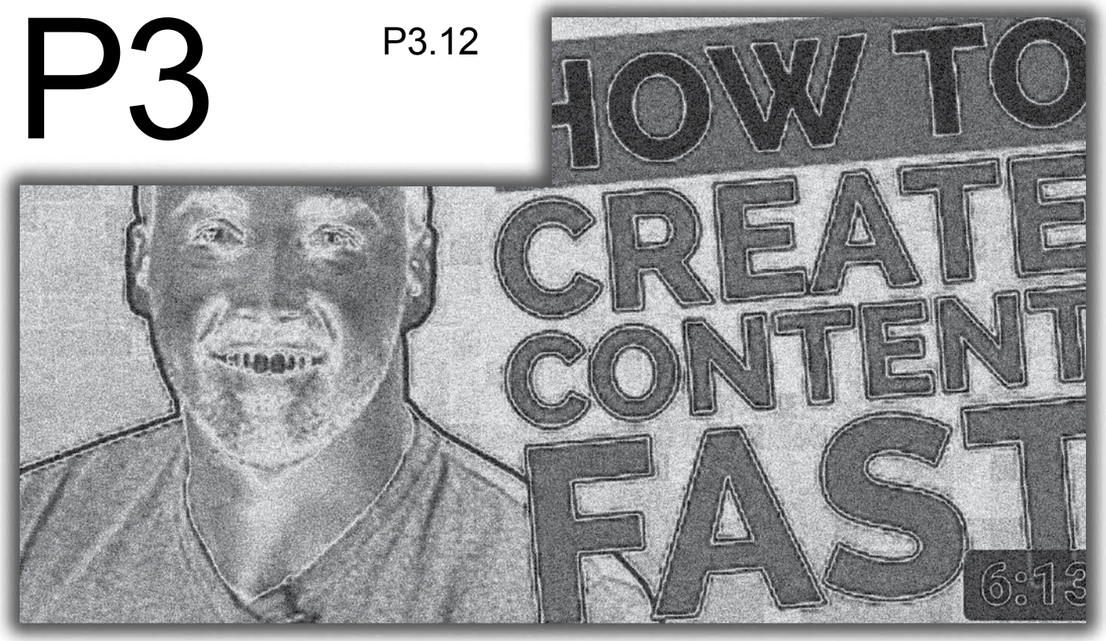
P3.20

(HOW TO START A YOUTUBE CHANNEL| TIPS NO ONE SHARES!!, 01.22.18, www.youtube.com/watch?v=O0yDRzluX0E)

P3.16–20

P3

P3.12



P PRODUCE

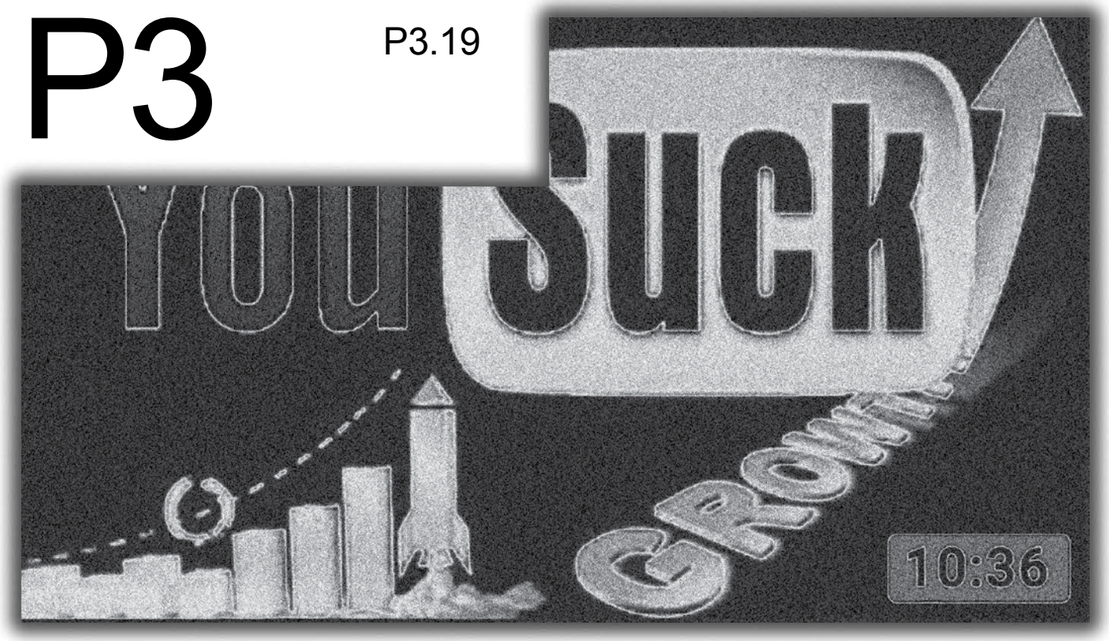
3 IMAGES

P3.11

PRO
bit.ly/2Hu7Q1L
DUCE
bit.ly/2Htk3Uv

P3

P3.19



P PRODUCE

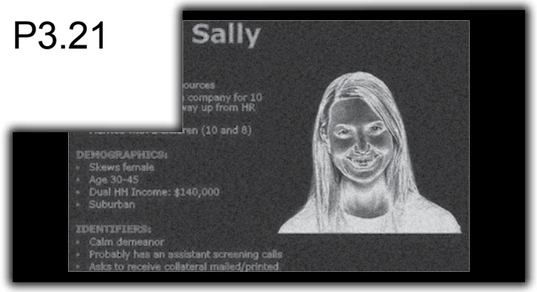
3 IMAGES

P3.20

PRO
bit.ly/2Hu7Q1L
DUCE
bit.ly/2Htk3Uv

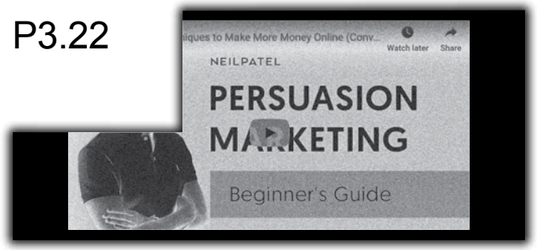
P3

P3.21



(7 Ways to Create Better Content Simply By Understanding Your Customers, www.jeffbullas.com/create-better-content/)

P3.22



(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P3.23

(7 Ways to Create Better Content Simply By Understanding Your Customers, www.jeffbullas.com/create-better-content/)

P3.24

(HOW TO FIND CONTENT IDEAS + PLANNING AND SCHEDULING CONTENT, 08.10.17, www.youtube.com/watch?v=2EtNcH4Slrs)

P3.25

(How to generate more ad revenue by refined traffic operation, 03.25.19, www.thedrum.com/industryinsights/2019/03/25/how-generate-more-ad-revenue-refined-traffic-operation?utm_source=Bibblio-bottom&utm_campaign=paid-content)

P3.26

(Content production, engage content.com.au/content-production/)

P PRODUCE

3 IMAGES

P3.21–26

266

P3

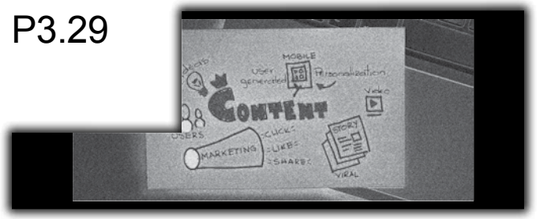
P3.27

(10 Ideas for Fresh Content on your Channel, 12.03.14, www.youtube.com/watch?v=zVJRl5qh75E)

P3.28

(38 Content Marketing Stats That Every Marketer Needs to Know, neilpatel.com/blog/38-content-marketing-stats-that-every-marketer-needs-to-know/)

P3.29



(Produce More Content in Less Time With These 6 Science Backed Tactics, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P3.27–32

267

P3.30

(Produce More Content in Less Time With These 6 Science Backed Tactics, www.quicksprout.com/produce-more-content-in-less-time-with-these-science-backed-tactics/)

P3.31

(DOUBLING MY INSTAGRAM GROWTH (2019), 03.12.19, www.youtube.com/watch?v=anPgxACGPLE)

P3.32

(How To Quickly Create Social Media Content, 05.16.17, www.youtube.com/watch?v=IsImKIthL10)

P3

P3.33

(How To Start a Youtube Channel in 2019 and Gain 1000 Subscribers FAST!, 12.09.18, www.youtube.com/watch?v=0cOdEkIhcdc)

P3.34

(7 Ways to Create Better Content Simply By Understanding Your Customers, www.jeffbullas.com/create-better-content/)

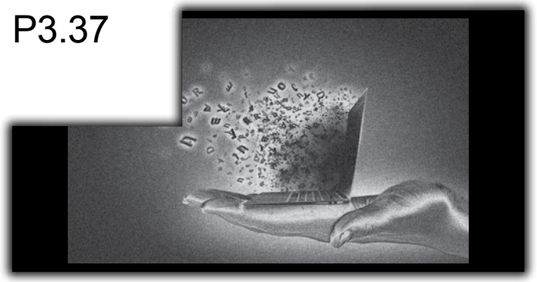
P3.35

(4 tips for becoming a content-producing machine and generating more organic traffic, 07.10.17, searchengineland.com/tips-becoming-content-producing-machine-277762)

P3.36

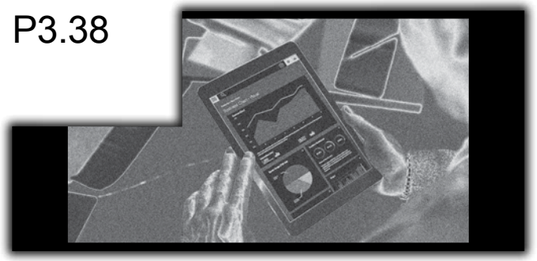
(25 Best Tools for Mobile Content Creation, 11.19.15, www.outbrain.com/blog/the-25-best-tools-for-mobile-content-production/)

P3.37



(It's not a drug, but it may as well be"- Expert opinions on whether kids are addicted to tech, 02.09.18, https://qz.com/1202888/are-kids-actually-addicted-to-technology/)

P3.38



(How do I use analytics to improve content production?, www.brightedge.com/info/content/how-do-i-use-analytics-improve-content-production)

P PRODUCE

3 IMAGES

268

P3.33–38

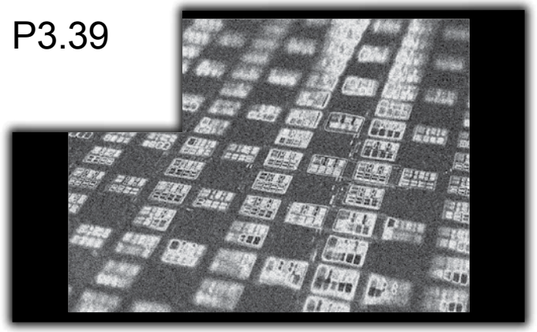
P PRODUCE

3 IMAGES

269

P3

P3.39



(How much data is generated each day?, 04.17.19, www.weforum.org/agenda/2019/04/how-much-data-is-generated-each-day-cf4bddf29f/)

P3.40

(What Is Social Networking Addiction?, 03.29.19, www.lifewire.com/what-is-social-networking-addiction-2655246)

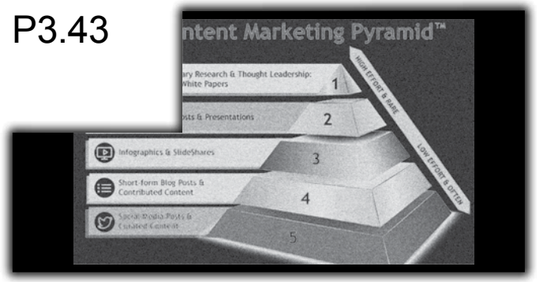
P3.41

(WANT TO JOIN OTHER MILLENNIALS WHO REFUSE TO SETTLE?, www.vanessalau.co)

P3.42

(Produce More Content Faster, rightsizemarketing.com/marketing-guides/produce-more-content-guide/)

P3.43



(How to Organize Your Content Production Pipeline, 04. 21.17, www.websitemagazine.com/blog/how-to-organize-your-content-production-pipeline)

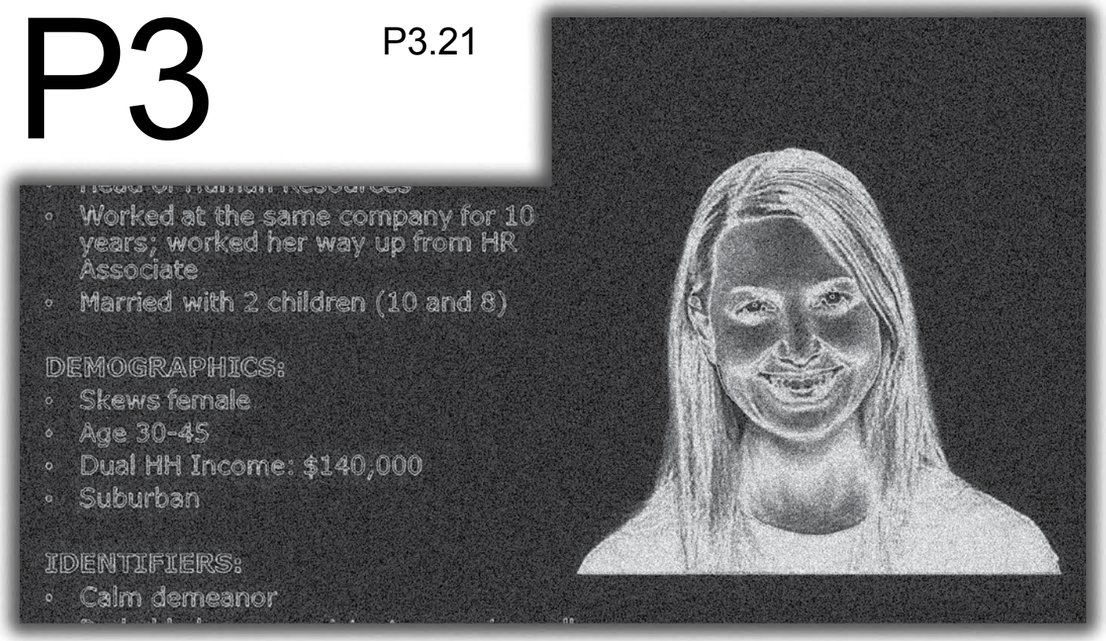
P3.44

(6 Ways to Constantly Produce Quality Blog Content, 05.03.10, www.socialmediaexaminer.com/6-ways-to-constantly-produce-quality-blog-content/)

P3.39–44

P3

P3.21



P PRODUCE

3 IMAGES

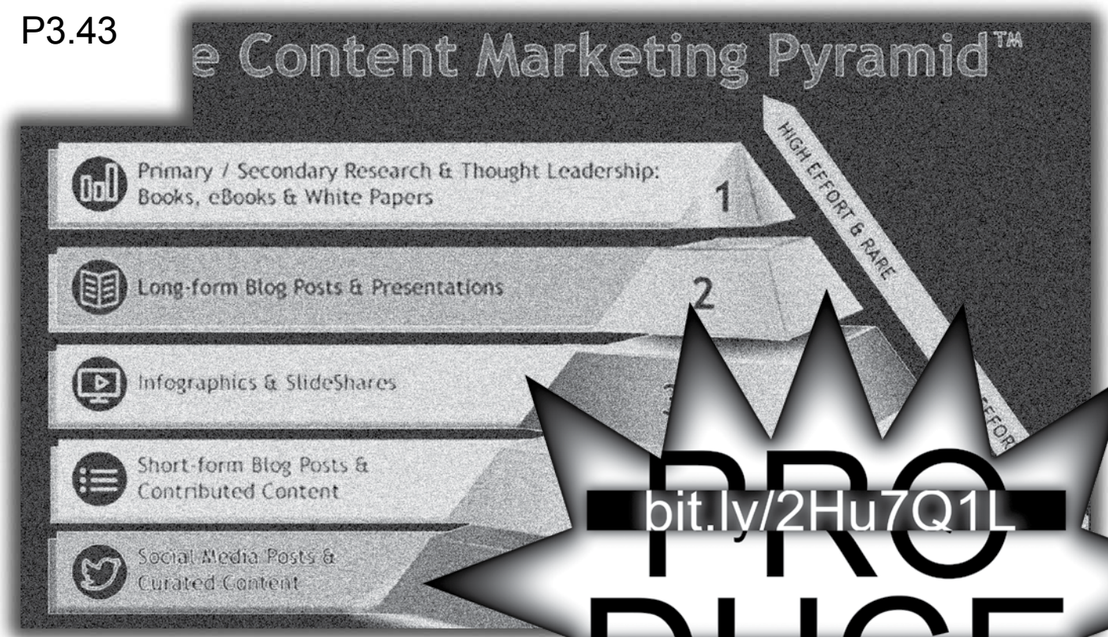
P3

P3.42

P PRODUCE

3 IMAGES

P3.43



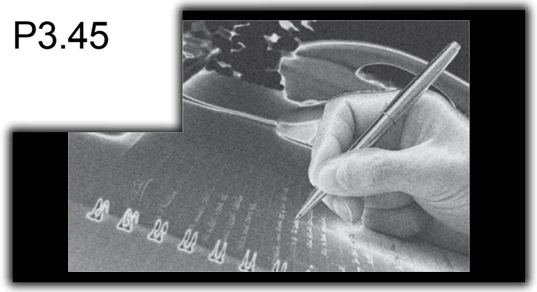
PRO DUCE
bit.ly/2Hu7Q1L
bit.ly/2Htk3Uv

P3.42

PRO DUCE
bit.ly/2Hu7Q1L
bit.ly/2Htk3Uv

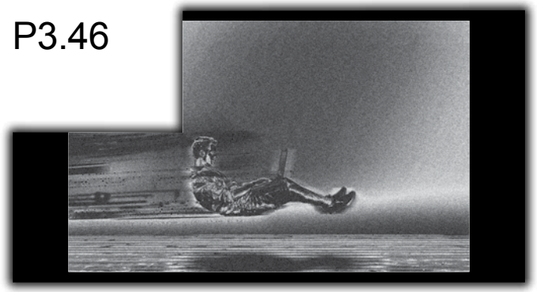
P3

P3.45



(6 Ways to Constantly Produce Quality Blog Content, 05.03.10, www.socialmediaexaminer.com/6-ways-to-constantly-produce-quality-blog-content/)

P3.46



(7 Ways to Instantly Increase Your Authority Online, www.jeffbullas.com/increase-your-authority-online/)

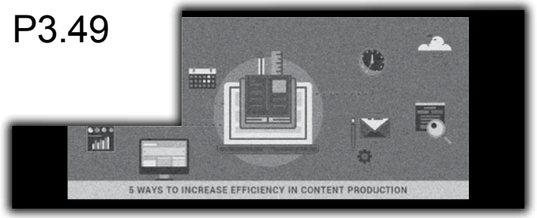
P3.47

(10 Ways To Create Contagious Content for Your Social Media Marketing, www.jeffbullas.com/10-ways-to-create-contagious-content-for-your-social-media-marketing/)

P3.48

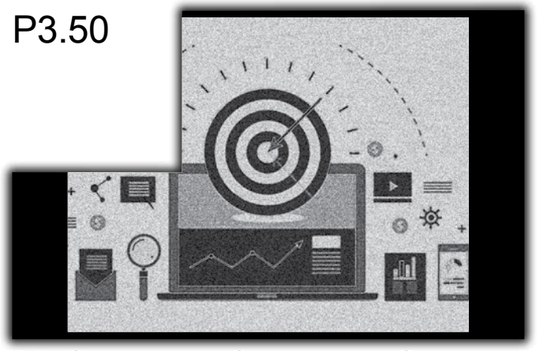
(6 Simple Strategies to Explode the Share Count of Your Content, www.jeffbullas.com/content-share-count/)

P3.49



(5 Ways to Increase Efficiency in Content Production, www.e2msolutions.com/blog/5-ways-to-increase-efficiency-in-content-production/)

P3.50



(11 Steps to Create a Content Marketing Strategy to Grow Your Business, 04.21.19, optinmonster.com/how-to-create-a-successful-content-marketing-strategy-in-8-simple-steps/)

P PRODUCE

3 IMAGES

P3.45–50

P PRODUCE

3 IMAGES

P3

P PRODUCE

3 IMAGES

274

P3

P PRODUCE

275

P1–3

CONFUSION

P PRODUCE

276

P1–3

CERTAINTY

P PRODUCE

277

P1–3

P PRODUCE

P POSTFACE

278

279

P1–3

P

P P.0–3

P Postface

Postface: On the Post Engagement with This Book

P POSTFACE

P

P.0

Book, *Consume Digest Produce: On the Nature of American Consumption/Digestion/Production of Information* is not a research paper. The previous collected data is unfiltered, uncontrolled. The motivating factors of collecting this information can be distilled into two questions.

P.0.1 When the information—whether a quotation, a figure, or an image—is stripped of its context, how does it read, and would the value and interpretation change? Does it become funny, absurd, alarming, confirmatory?

P.0.2 Whether it relates loosely or rigidly to the words "CONSUME", "DIGEST", and "PRODUCE", does the information contribute to a new dialogue and/or build upon the other collected information of all 3 books?

To caveat this, these two questions are not the only determining factors. Pleasure, curiosity, absurdity, and trance all came into play at varying levels that are otherwise immeasurable.

Where the internet functions in a similar fashion—unfiltered and uncontrolled—the work created

P.0

is a balancing act of reflection and hypocrisy. The work complicates and flattens the nature of consumption, digestion, and production in regards to the internet; the "answer" to how we navigate the quickly evolving digital space is non-existent and the conversation is anything but straightforward. Maybe something has changed, or maybe nothing at all.

Thank you for consuming, digesting, and producing with me.

A special thanks to Rebeca Mendez, Tyler Yin, Israel Gutierrez, Dong Hye Kim, and UCLA Design Media Arts.

P

P.1 Closing this book is a re-entrance to the active and passive process of consuming, digesting, and producing.

P.2 By ending this book, what/how I presently consume, digest, produce and what/how I choose to proceed to consume, digest, produce in the future has changed.

P.3 By closing this book, what/how you presently consume, digest, produce and what/how you choose to proceed to consume, digest, produce in the future has changed.

P

P.1–3

P

P POSTFACE

CDP CON DIG PRO

286

287

P

CDP

CDP CON DIG PRO

!!!

CDP CON DIG PRO

???

288

289

!!!

CDP

???

CDP

CDP CON DIG PRO

CDP CON DIG PRO

290

291

CDP

CDP