



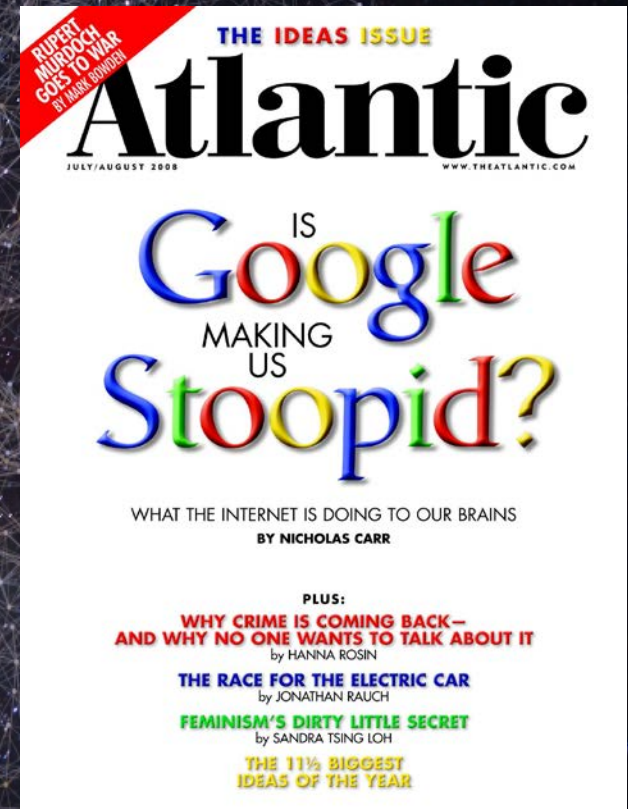
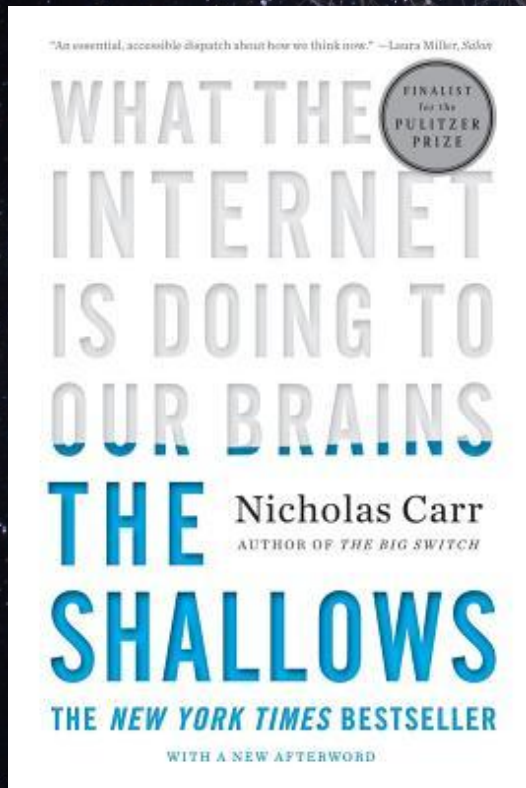
DESFOCADOS

a distração programada da internet
em N. Carr

Congresso de Cibercultura – Universidade do Minho -
2016

Joana Rocha

Nicholas Carr



Tecnologias

“Every technology is an expression of human will” N. Carr



Físicas



Sentidos

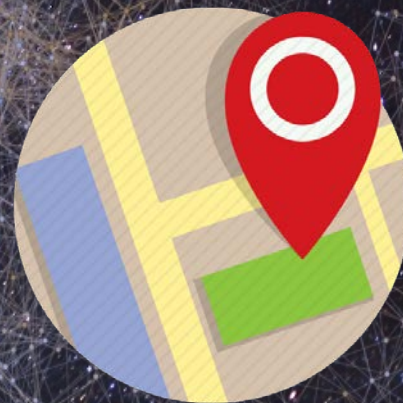


Naturais

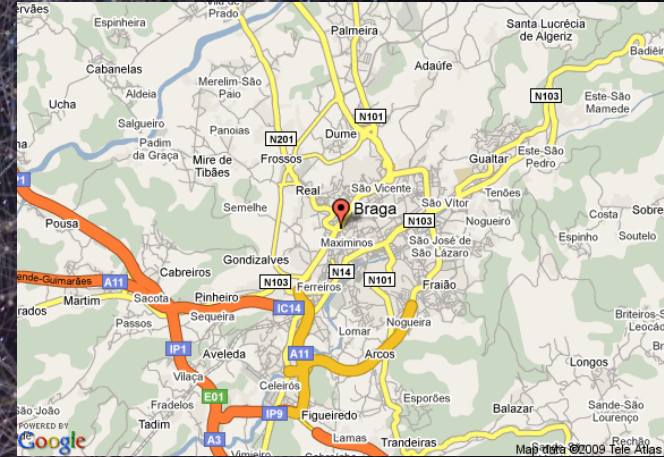
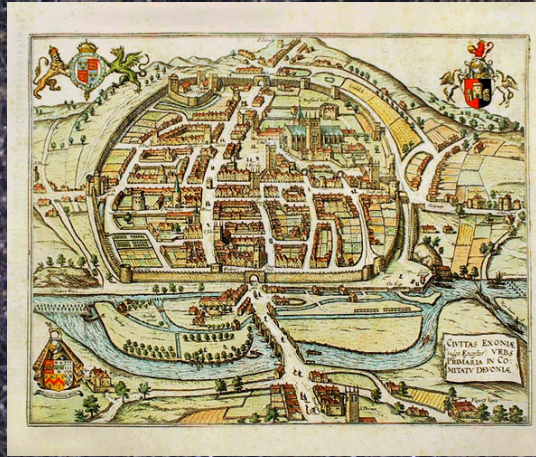


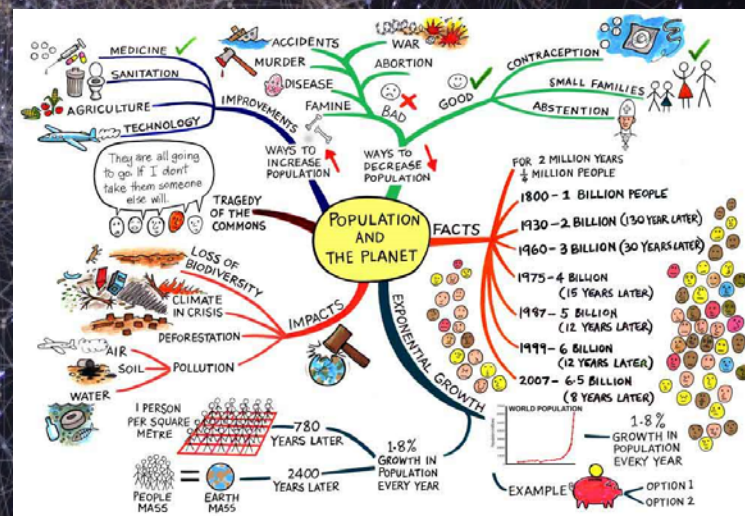
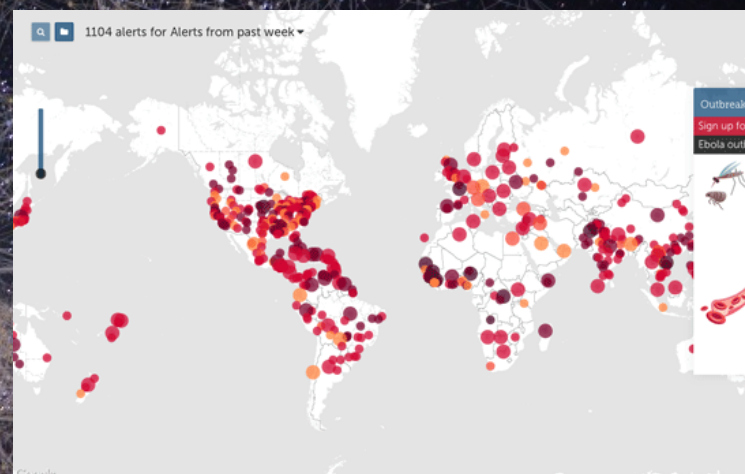
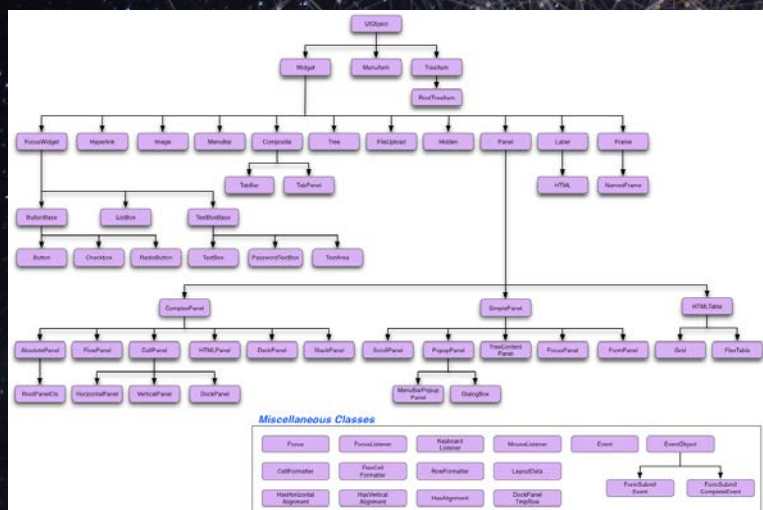
Intelectuais

“Translate a natural phenomenon into an artificial and intellectual conception of that phenomenon.” N. Carr



“The intellectual process of transforming experience *in* space to abstraction *of* space is a revolution in modes of thinking.” V. Virga





Linguagem; O Livro

“The history of language is also a history of the mind” N. Carr



“Reading and writing require schooling and practice, the deliberate shaping of the brain.” N. Carr

Caro leitor: Quanto tempo passou online esta semana? Este mês?

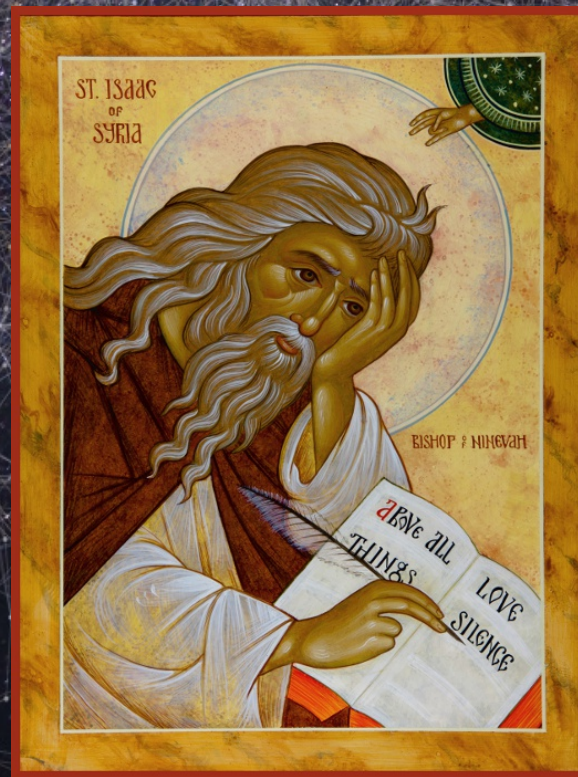
E quanto desse tempo foi produtivo? E ainda, talvez a pergunta mais inadmissível de todas: O que aconteceu no resto do tempo?

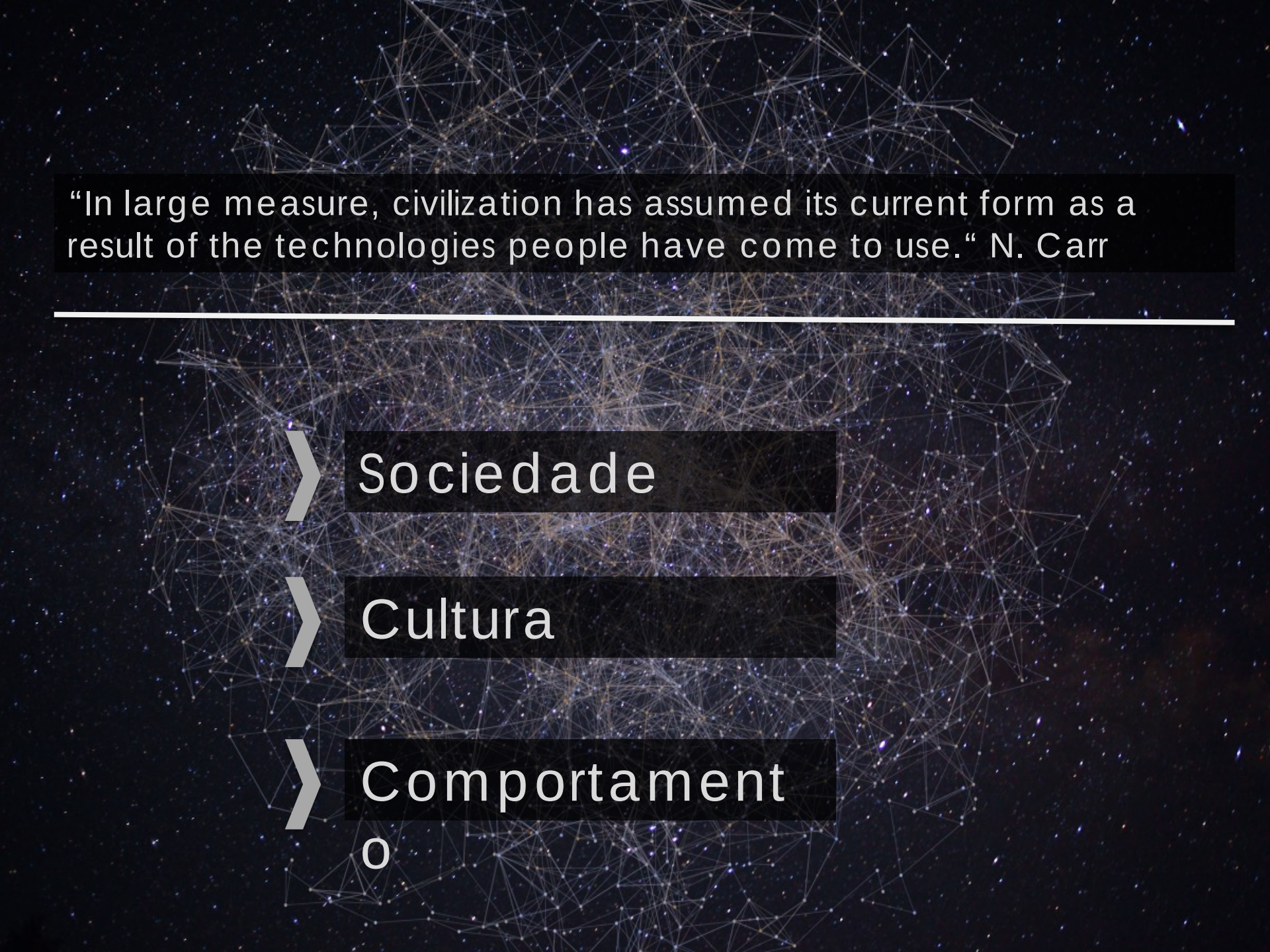
Nos tempos que correm, onde o tempo é o valor humano mais precioso, estas perguntas rasam a falta de respeito. Expomos controladamente as nossas vidas privadas sem pensar duas vezes e acautelamos constantemente a segurança da nossa intimidade mais embaraçosa – o *Histórico*.

Mas não vamos ser fatalistas! Na verdade, ao contrário do que possamos pensar, uma grande parte do tempo online não produtivo é gasto pelos utilizadores em busca de novo saber. Mas como é que um propósito tão nobre pode ser “não produtivo”? Nicholas Carr dá continuidade a uma nova percepção da aparente sabedoria quase infinita disponível a todos os humanos através da Web, no seu livro *The Shallows*, cujo título fala por si.

Silent Reading

“When he read, his eyes scanned the page and his heart explored the meaning, but his voice and his tongue was still.”
Santo Agostinho





“In large measure, civilization has assumed its current form as a result of the technologies people have come to use.” N. Carr

» Sociedade

» Cultura

» Comportament
o

Plasticidade Cerebral

“Day by day, consciously or uncsciously – we alter the chemical flows in our synapss an change our brains. And when we hand down our habits of thought to our children, through the emples we set, the schooling we provide, and the media we use, we hand down as well the modifications in the structure of our brains.” N. Carr

Vital Paths

Tempo

Repetição

Atenção

Web Medium

“(...)they, too, compete for a piece of our mind.” N. Carr



Hyperlinking



Conteúdo

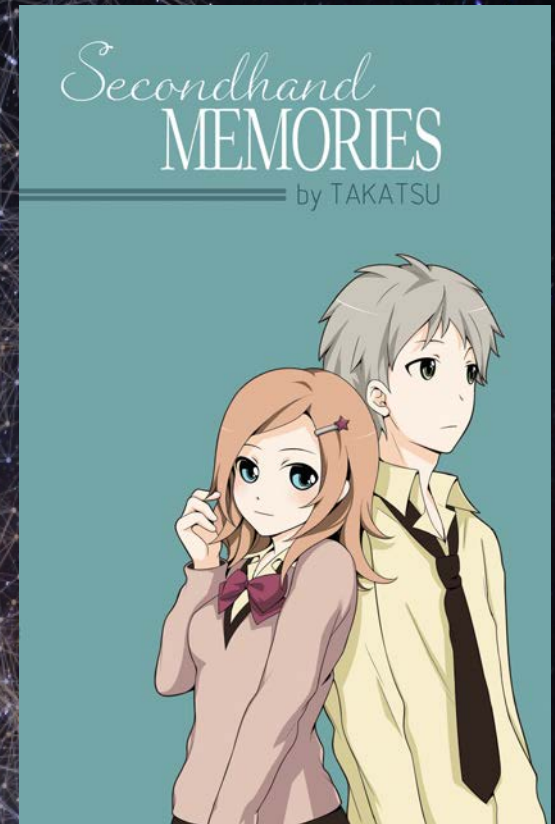
“Everything from Beethoven’s ninth to a porn flick can be reduced to a string of ones and zeros and processed, transmitted, and displayed or played by a computer.” N. Carr

Outros Media

» Curto

» Rápido

» Simples



“(...) because their sentences are too difficult to understand, their expressions are intentionally worthy, and the stories are not familiar to them.” Rin

“It’s possible to think deeply while surfing the net, just as it’s possible to think shallowly while reading a book, but that’s not the type of thinking the technology encourages and rewards.” N. Carr

Gratificação Instantânea



“Net seizes our attention only to scatter it.” N. Carr

“Just as neurons that fire together wire together, neurons that don’t fire together don’t wire together.” N. Carr

Excesso de Estímulos



Repetidos



Intensivos



Interactivos

Time-Wasting Apps



FocusWriter



**TIMEWASTE
TIMER**



write in color approved!



SelfControl

A free Mac application to help you avoid distracting websites.

[View code on GitHub](#)

[Download SelfControl](#)

SelfControl is a free and open-source application for Mac OS X (10.9 or above) that lets you block your own access to distracting websites, your mail servers, or anything else on the Internet. Just set a period of time to block for, add sites to your blacklist, and click "Start." Until that timer expires, you will be unable to access those sites—even if you restart your computer or delete the application.

I made it because I needed it. I found that I didn't want to check my email, and yet I did, very often (...) and I think we got to that point, or at least I did because checking my email was really rewarding and looking up stuff online was kind of rewarding and it was more immediately rewarding that the more difficult work I needed to do, which was writing, making stuff, doing creative work, taxes, whatever which has sort of a delayed gratification.

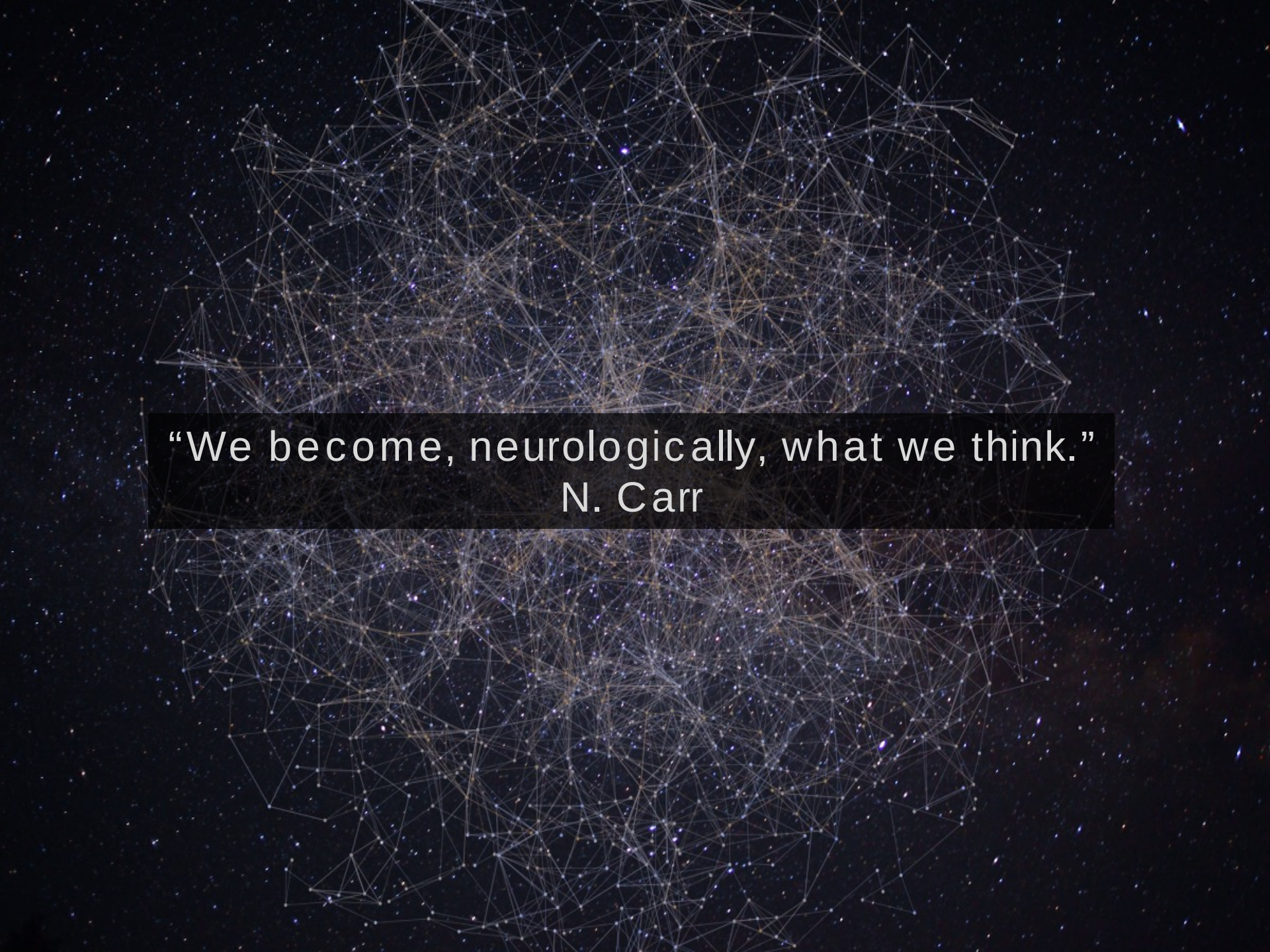
Steve Lambert - Self-control

In "real life" it's easy to create separation between these activities. If you want to get work done, you go to your office & close the door—or a coffee shop. When you're hanging out with friends, you're away from your "work". But online, these things are just different windows. And they start to blur (especially with notifications)

Brad Jasper - Focus



“The internet doesn’t change our intellectual habits against our will. But change them it does.” N. Carr



“We become, neurologically, what we think.”
N. Carr