

Infobesity

by @fabionudge

The background is a vibrant blue digital space filled with glowing lines, dots, and abstract shapes. A robotic hand with a white and black design is visible in the upper left corner, pointing towards a large, dark blue rectangular box. Inside this box, the number '35 000' is displayed in a bold, yellow, sans-serif font. The overall aesthetic is high-tech and futuristic.

35 000



Behavioral Economics




How to hack DECISIONS

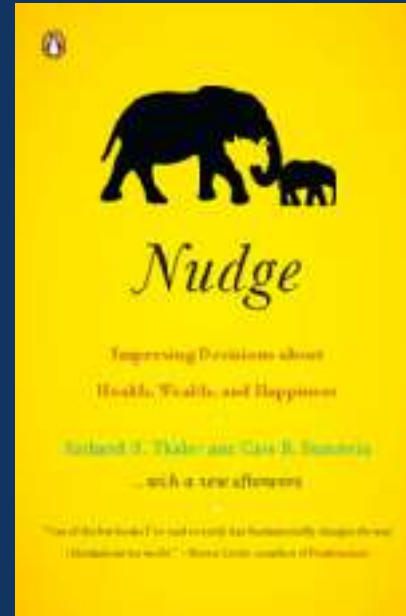
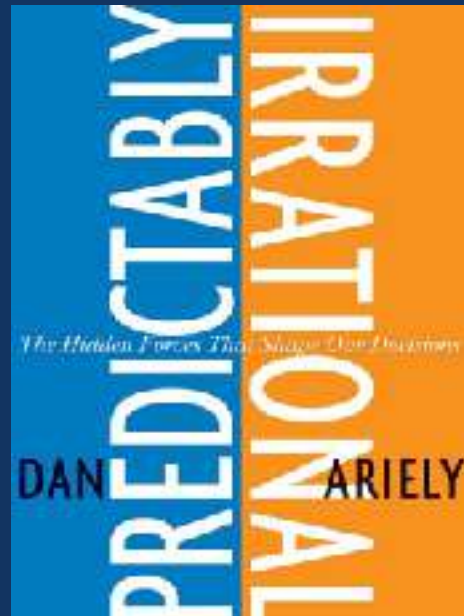
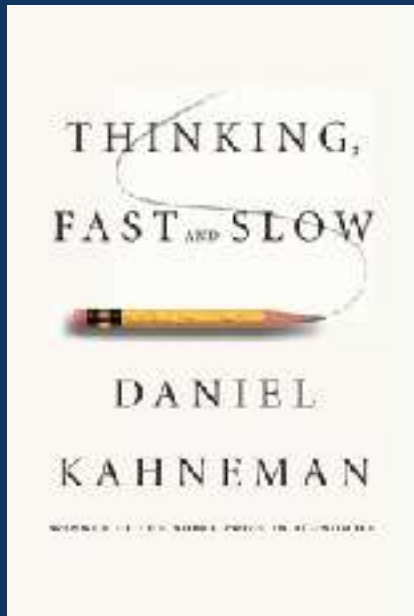




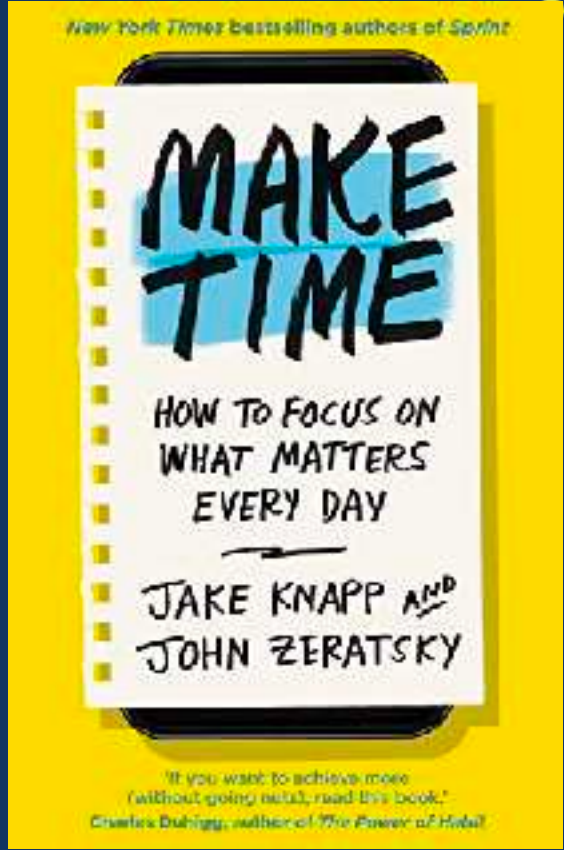
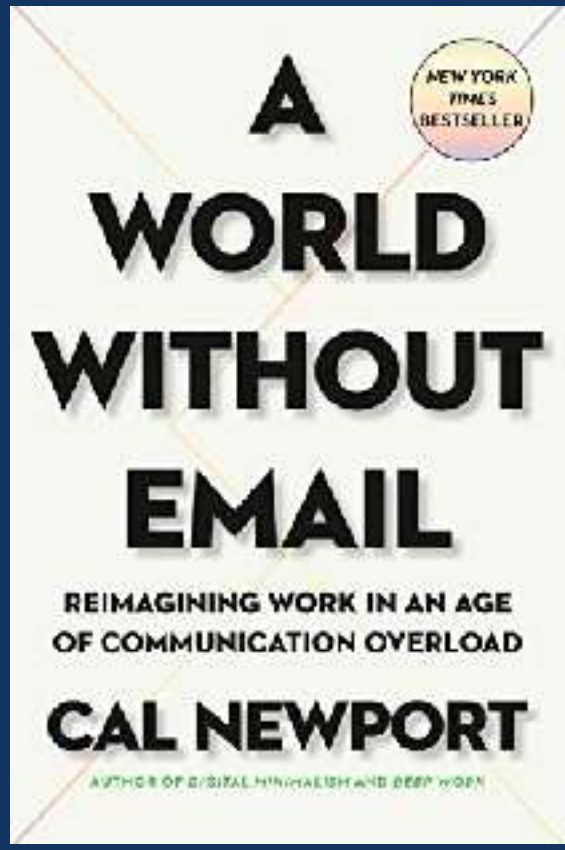
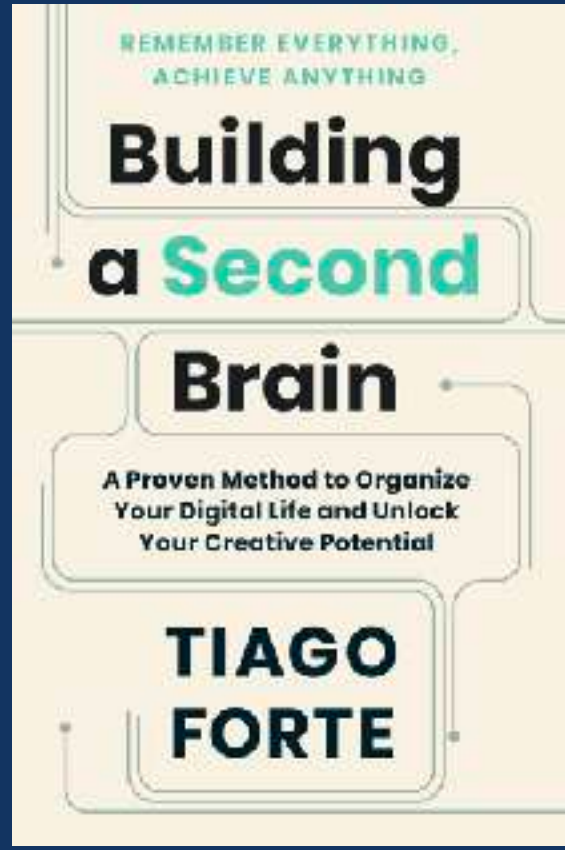
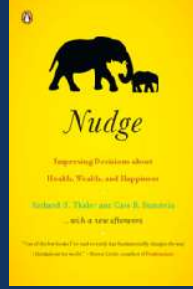
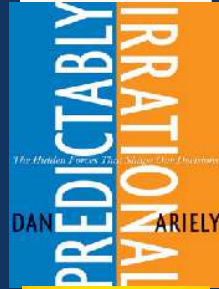
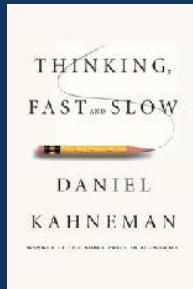
Digital DECISIONS



COMPUTER SCIENCE & PSYCHOLOGY



**BE
BOOKS**



where to eat in Brisbane

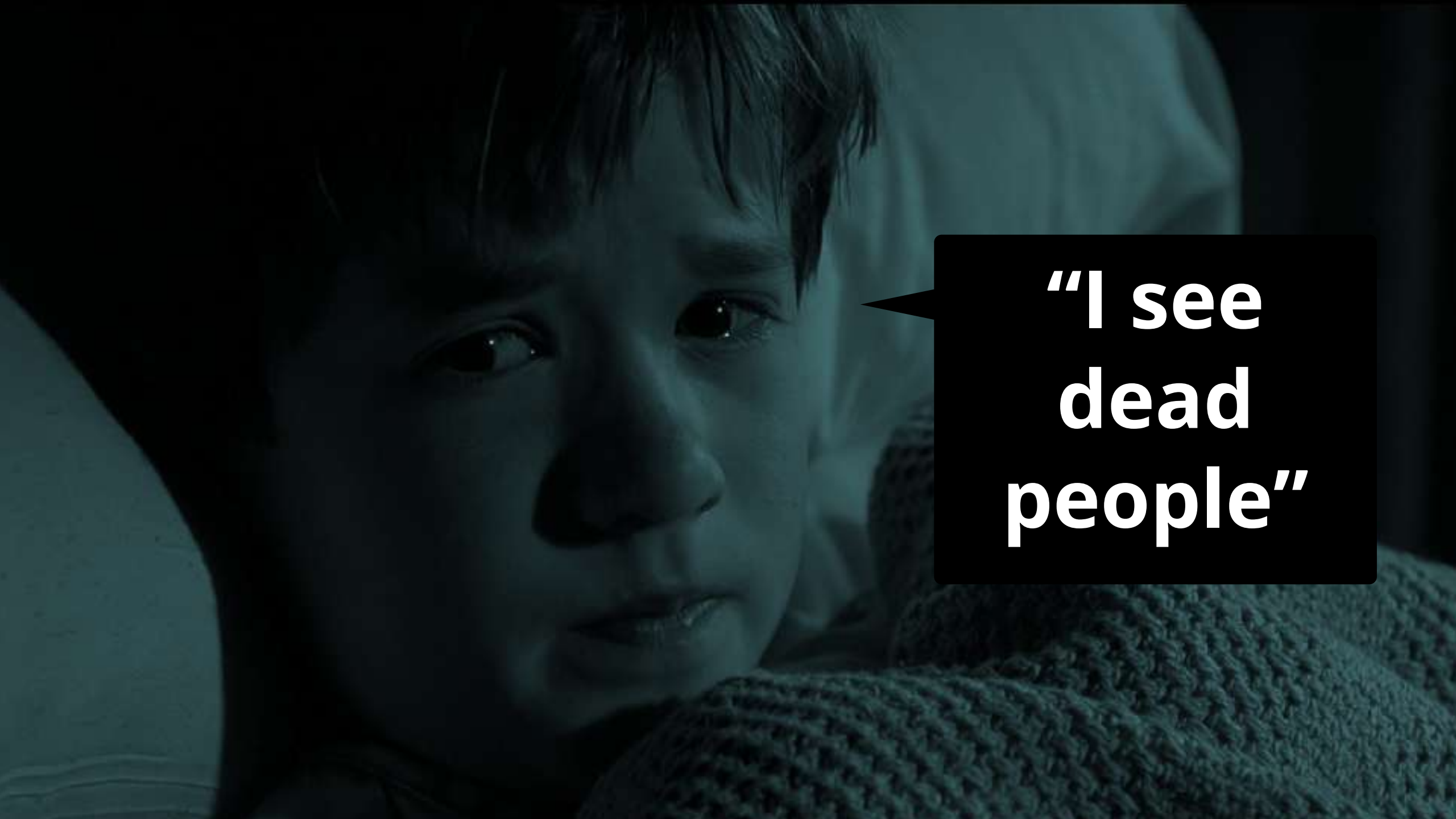


112.000.000 results (0.43 seconds)


#ThisIsANudge



#DigitalNudge

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

**"I see
dead
people"**

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

**“I see
Nudges”**

#DigitalNudge

NETFLIX

Watch Credits



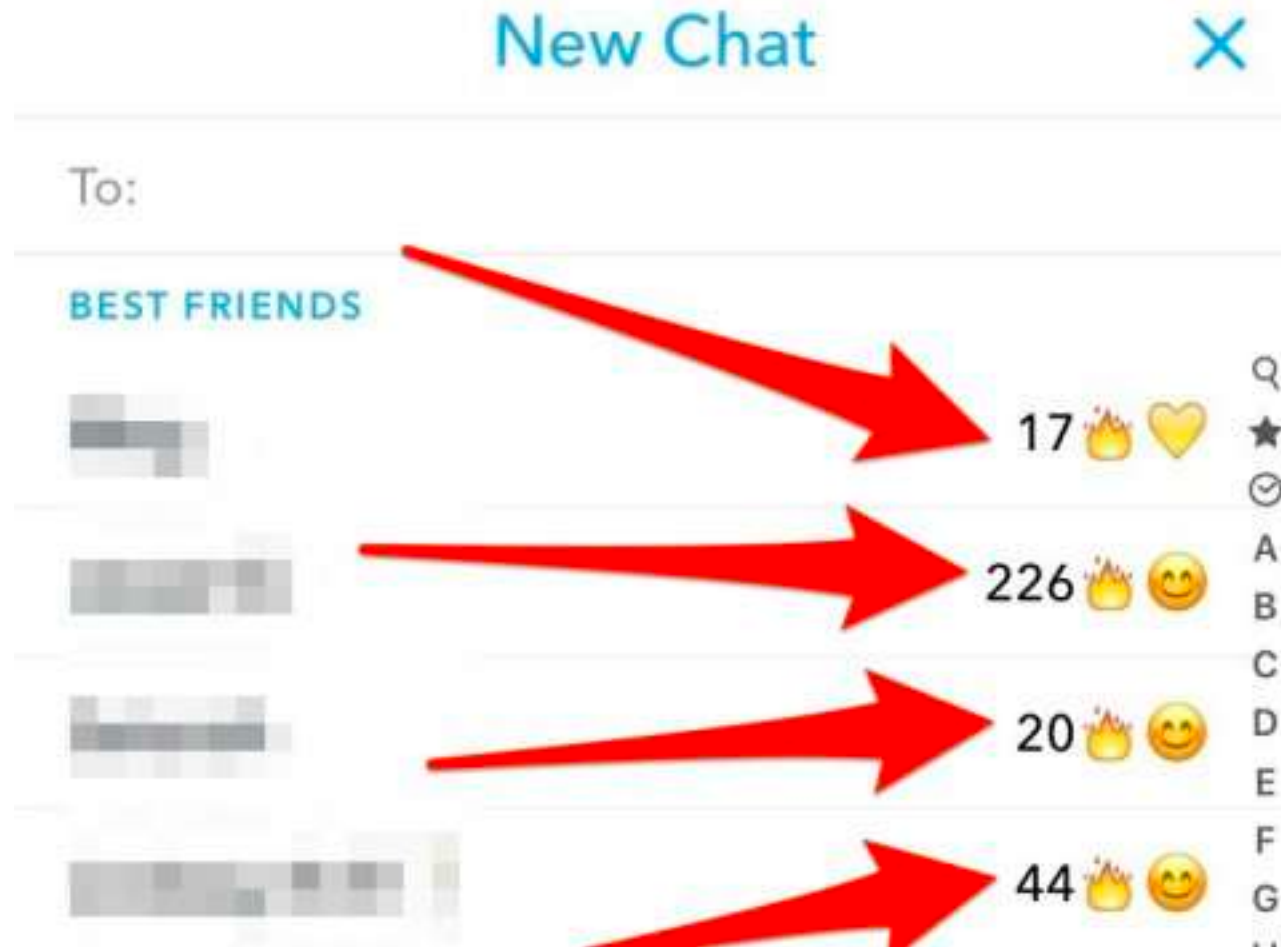
Next Episode

#ThisIsANudge

Streak

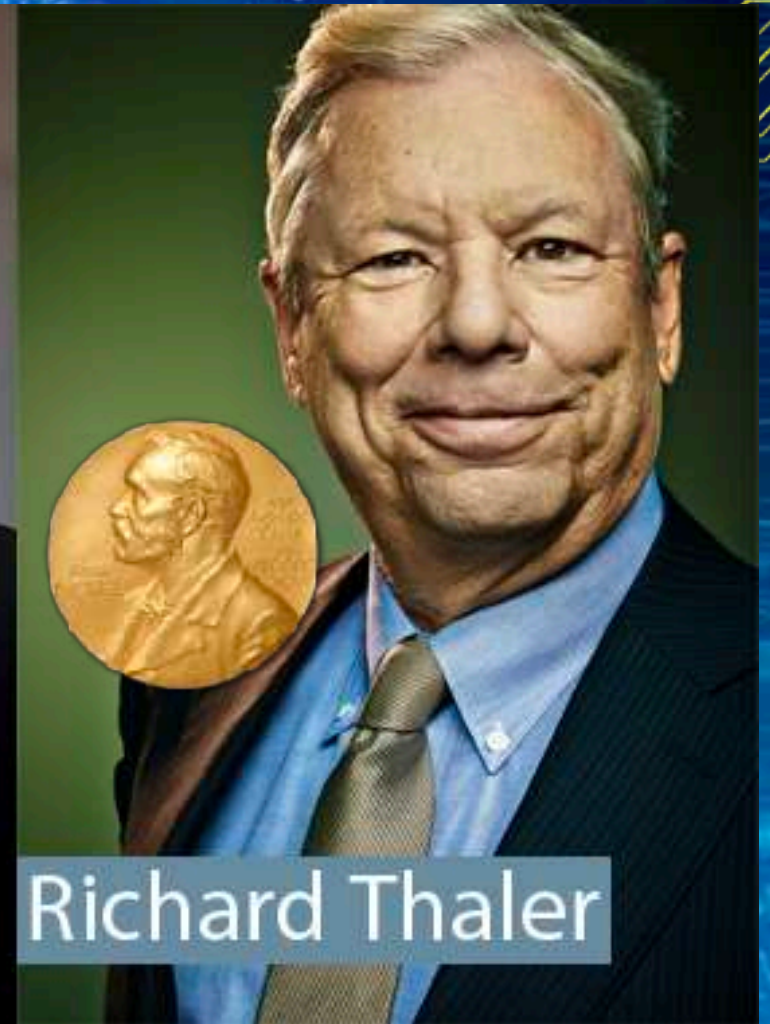
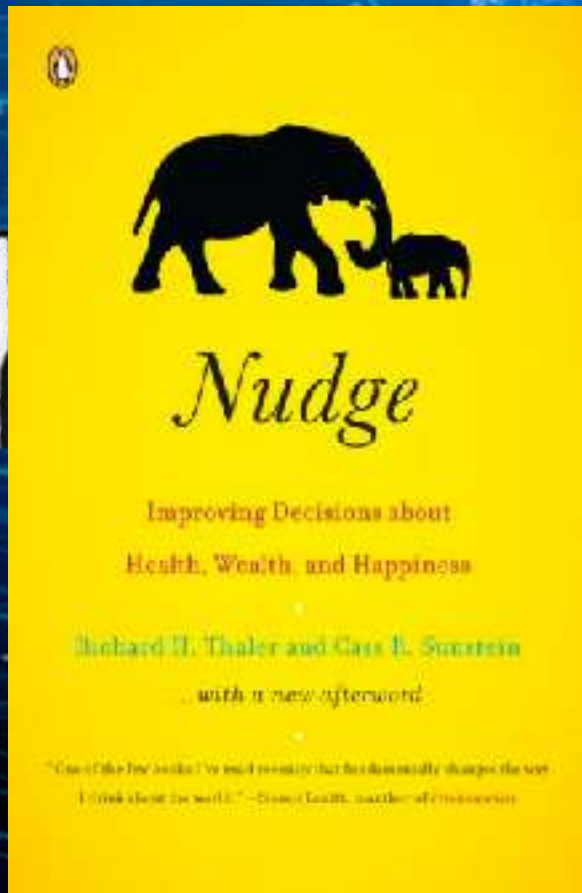


#ThisIsANudge

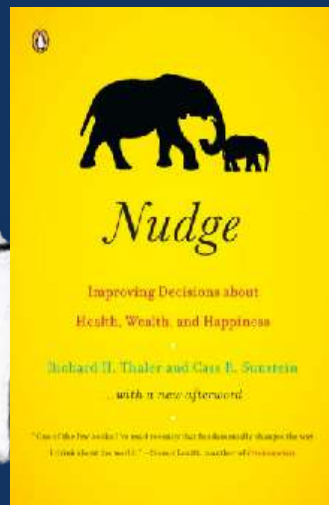


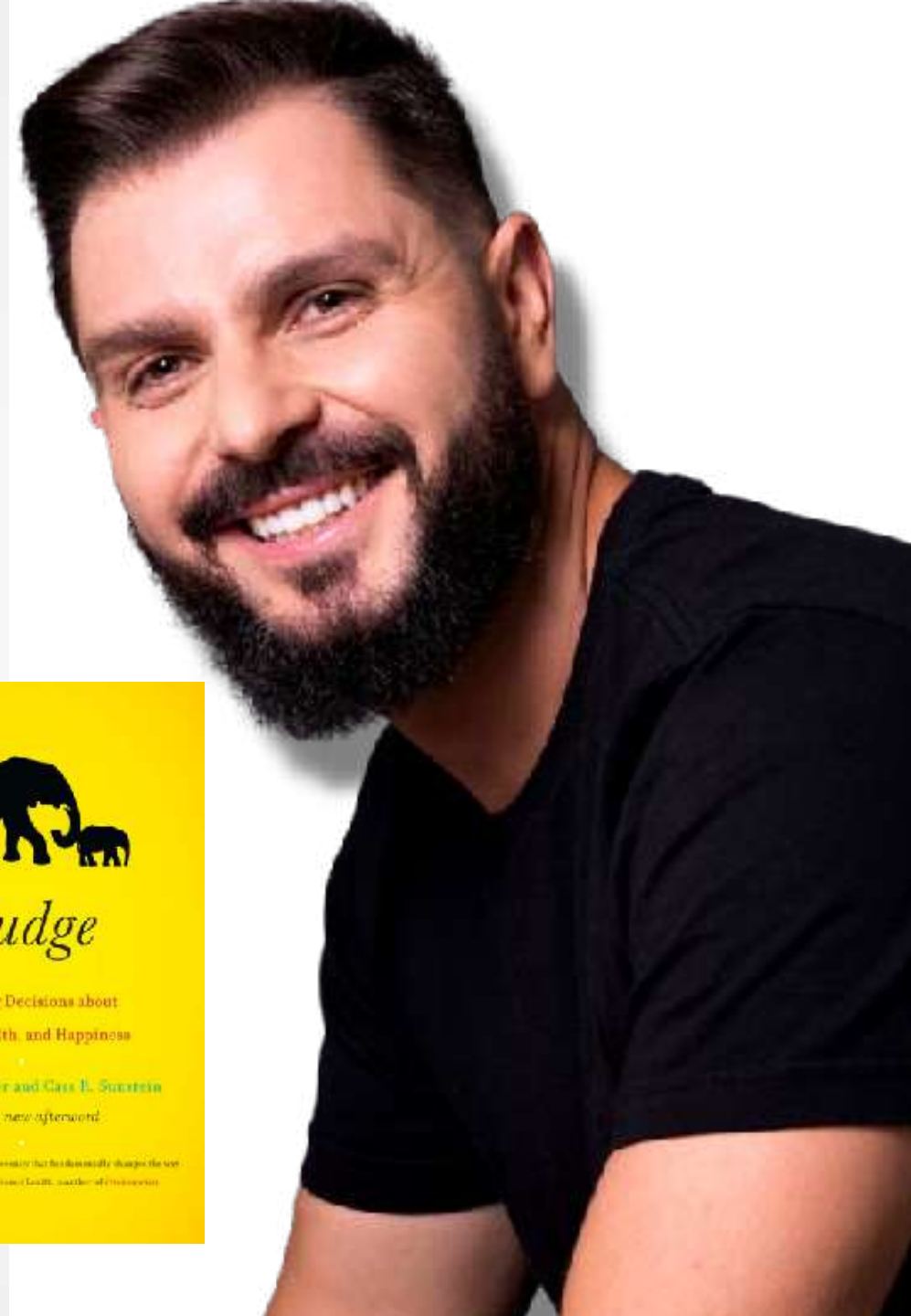
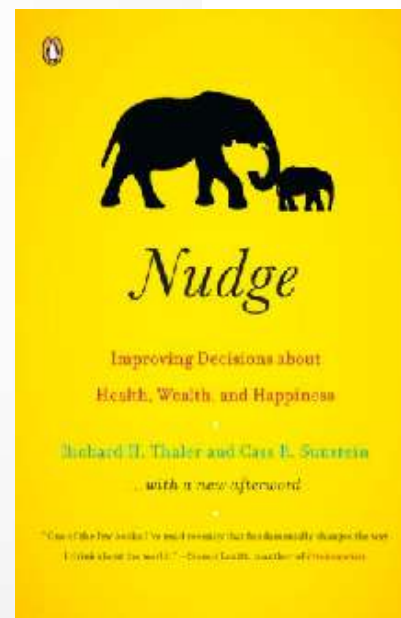
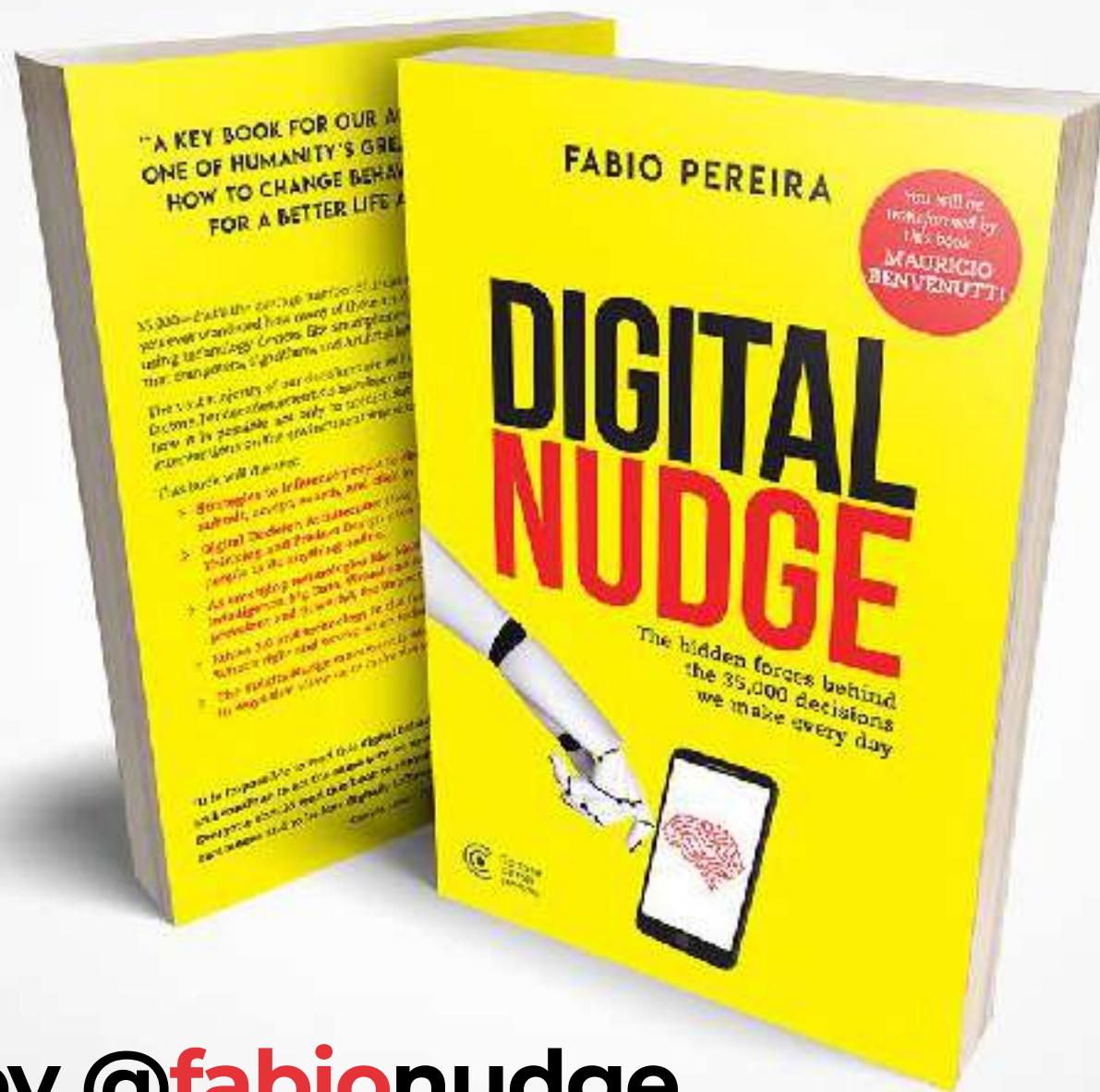


hedy.org



NUDGES are small and powerful interventions in the environments where we make decisions





by @fabionudge



#DigitalNudese

PSICOLOGIA POR TRÁS DA TRANSFORMAÇÃO DIGITAL

PEREIRA



Work



NETFLIX

DERREN BROWN

The Push



| Prefácio |

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

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

Fabio Pereira
Autor do livro Consciência Digital

HOOKED



How to Build
Habit-Forming Products

NIR EYAL
WITH RYAN HEVNER

BEST-SELLER DO WALL STREET JOURNAL

HOOKED

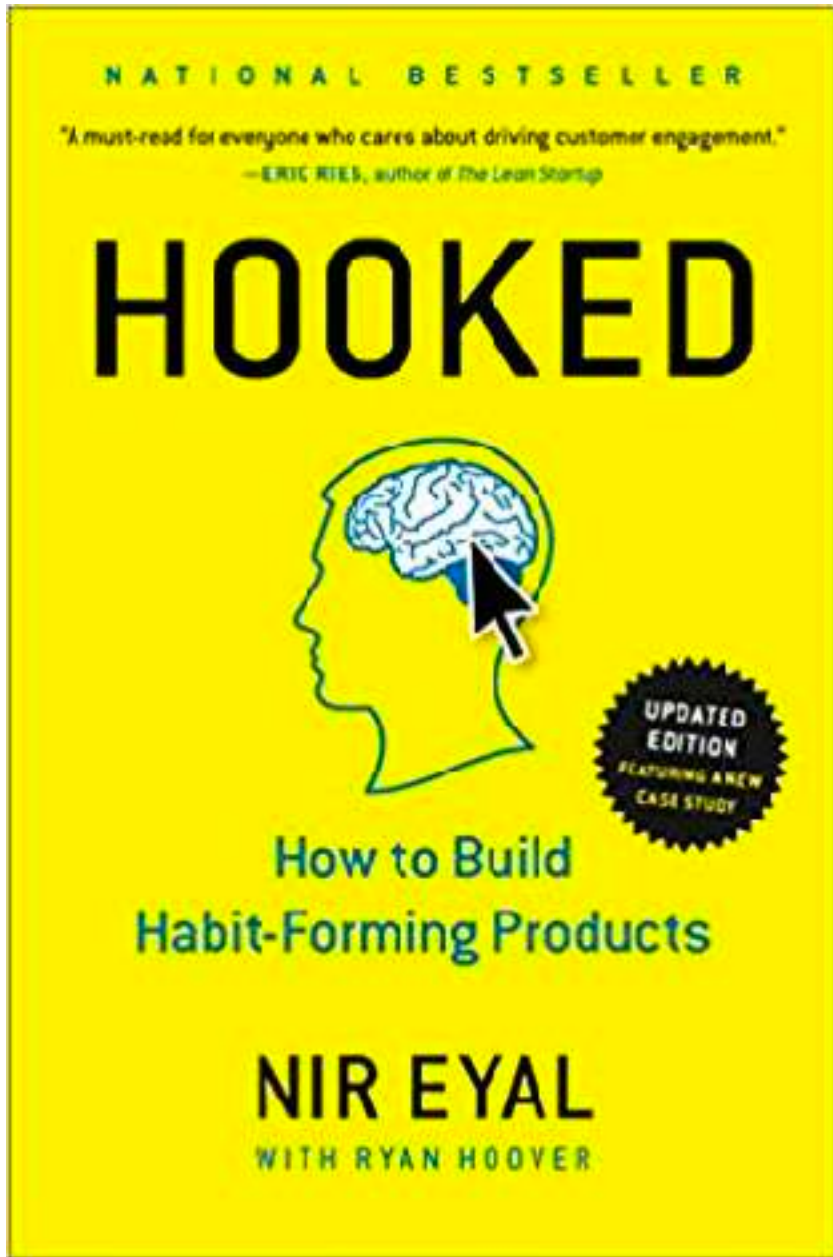
(ENGAJADO)

COMO CONSTRUIR
PRODUTOS E SERVIÇOS
FORMADORES DE HÁBITOS

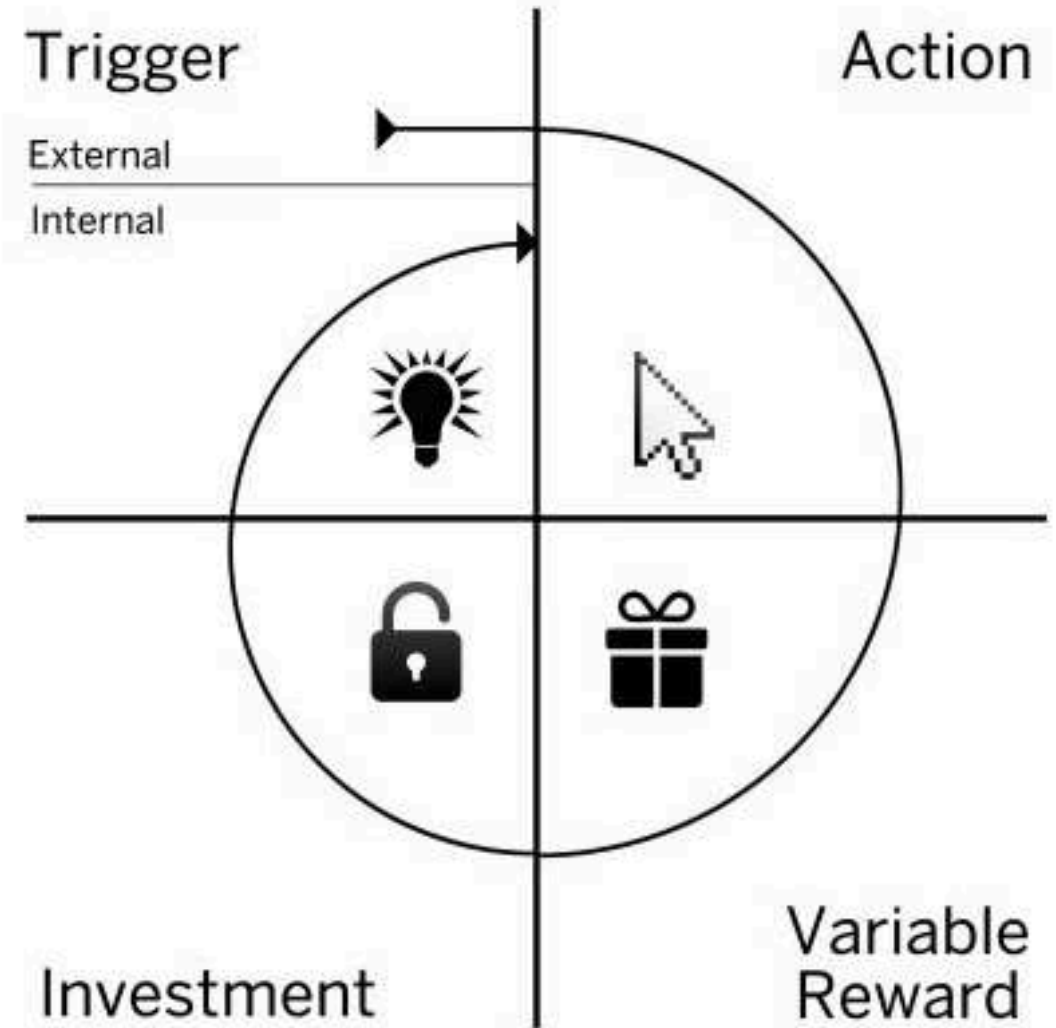


NIR EYAL
COM RYAN HEVNER





The Hook Model





2 TYPES OF INFLUENCE



2 TYPES OF INFLUENCE

PERSUASION

COERSION

Influencing
people to do
what they
**want and
need.**

Influencing
people to do
what they
**don't want and
don't need**

COERSION



Influencing
people to do
what they
**don't want and
don't need**

**"I hate streaks because it
forces you to be on your
phone every day"**

**"There's a lot of obligation to
continue. So if you lose your
streak, it's like the world's
over."**

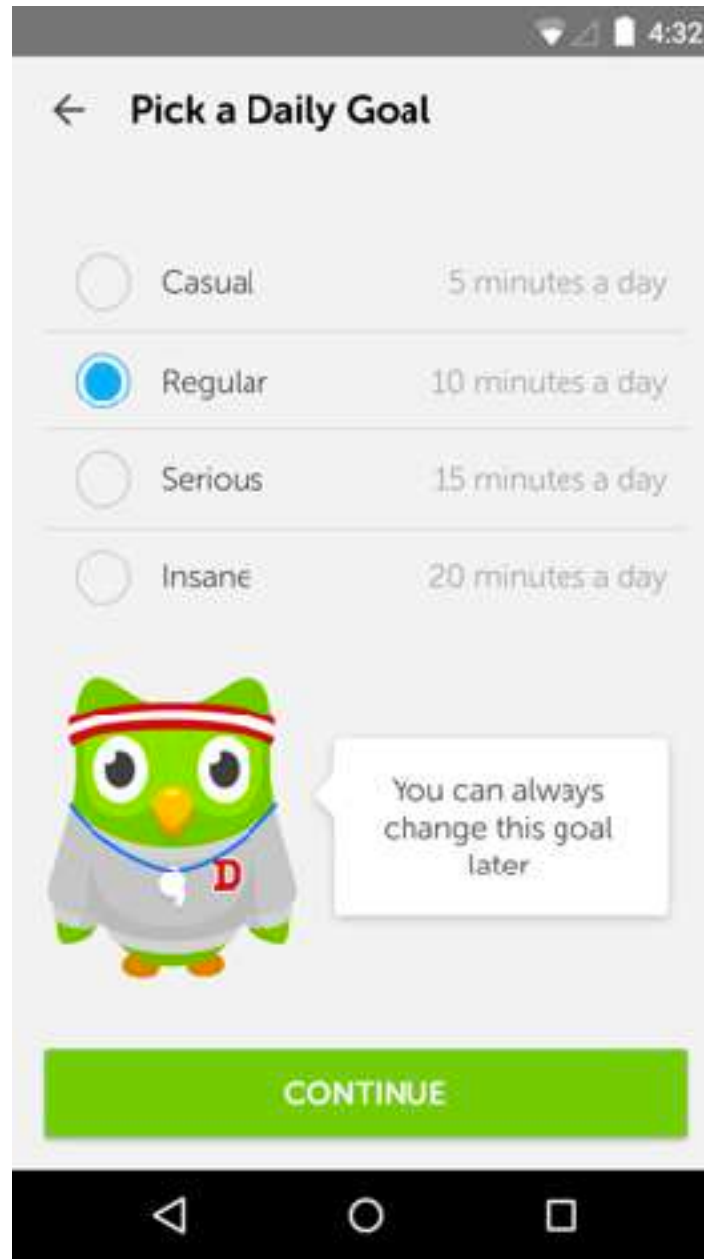
Streaks



Streak



duolingo



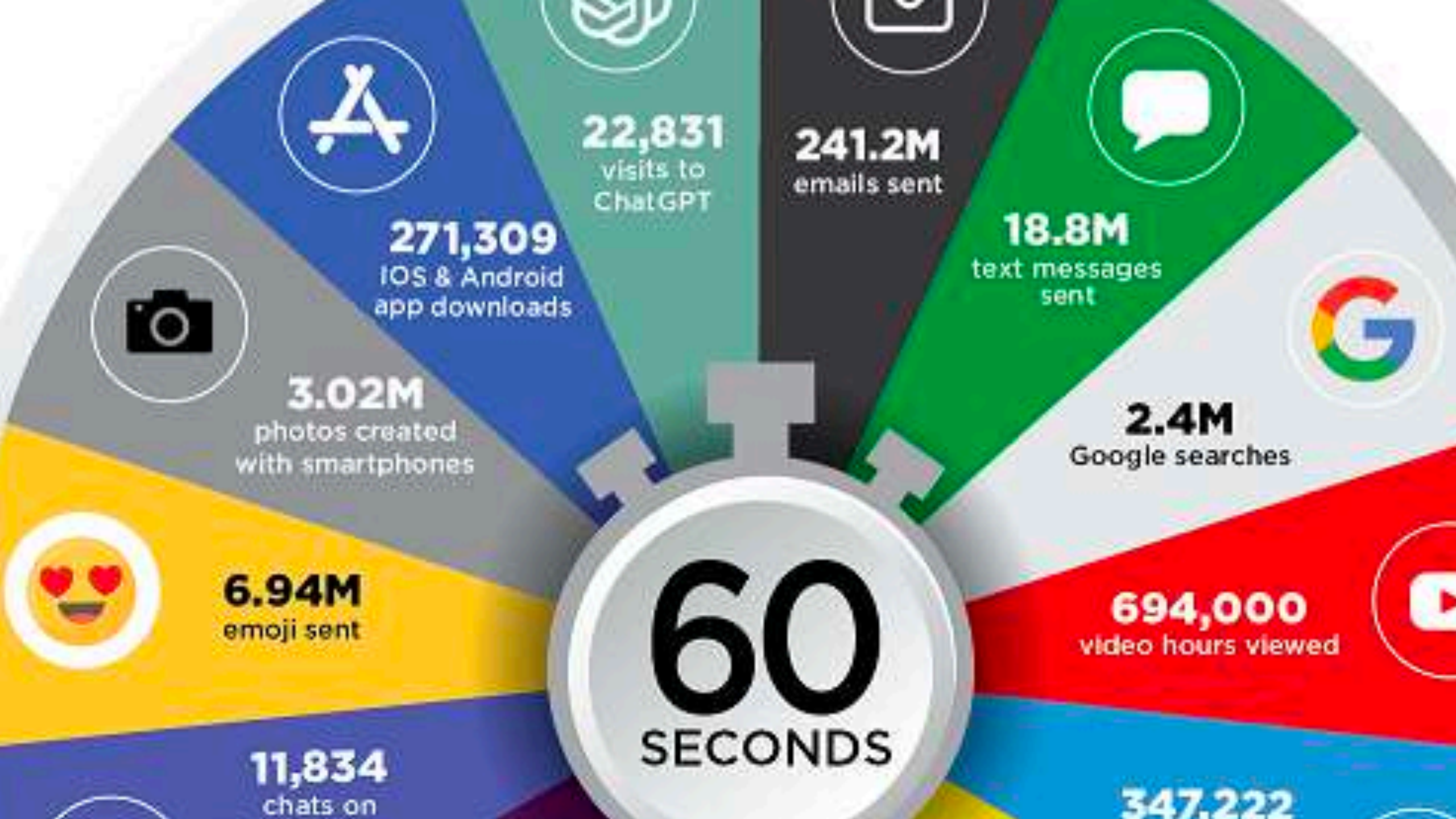
TED



LUISVONAHN

241 Million





60
SECONDS

22,831
visits to
ChatGPT

241.2M
emails sent

18.8M
text messages
sent

2.4M
Google searches

694,000
video hours viewed

347.222

11,834
chats on

6.94M
emoji sent

3.02M
photos created
with smartphones

271,309
iOS & Android
app downloads



INTERNET MINUTE 2023

Created by: eDiscovery Today & LTMG

2016 What happens in an Internet Minute?



2017 This is What Happens in An Internet Minute



2018 This is What Happens in An Internet Minute



2019 This is What Happens in An Internet Minute



2020 This is What Happens in An Internet Minute



2021 This is What Happens in An Internet Minute



THE INTERNET IN 2023 EVERY MINUTE



Created by: eDiscovery Today & LTMG

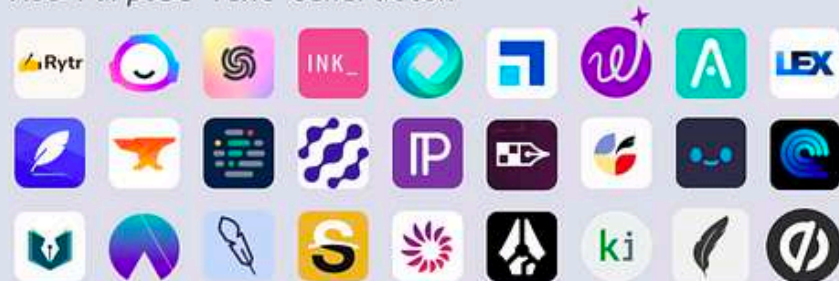
All-in-one Tools



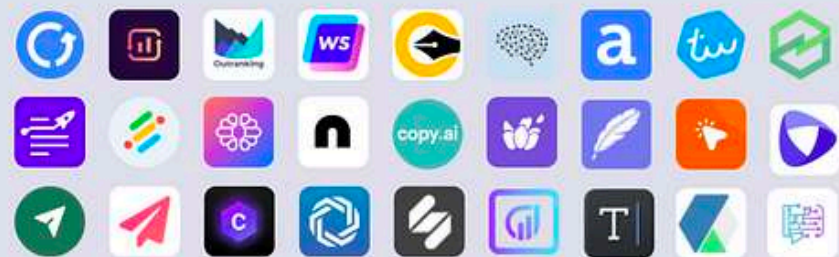


Linguistic Creativity

ALL-Purpose Text Generation



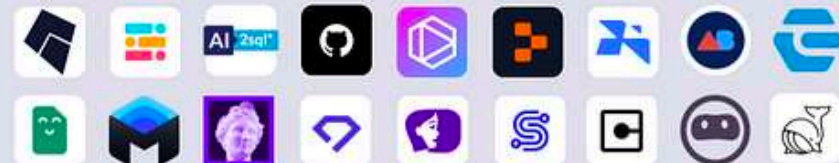
Marketing & Sales Copy



Text Optimization



Coding & Web Development



Musical Creativity

Sound & Music Generation



Voice Synthesis



Visual & Artistic Creativity

Image Generation



Video Generation



Design



Scientific Creativity



Other

Knowledge Management & Search



Customer Support & Automation



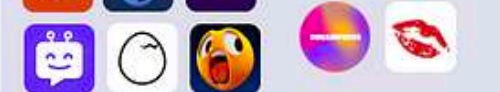
Characters



Gaming



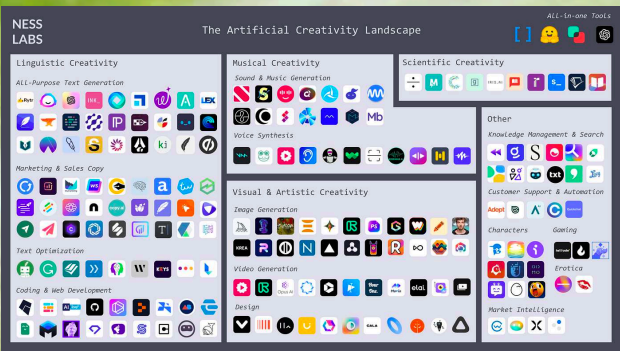
Erotica



Market Intelligence







28%

Interruptions and notifications





Manoush Zemerodi



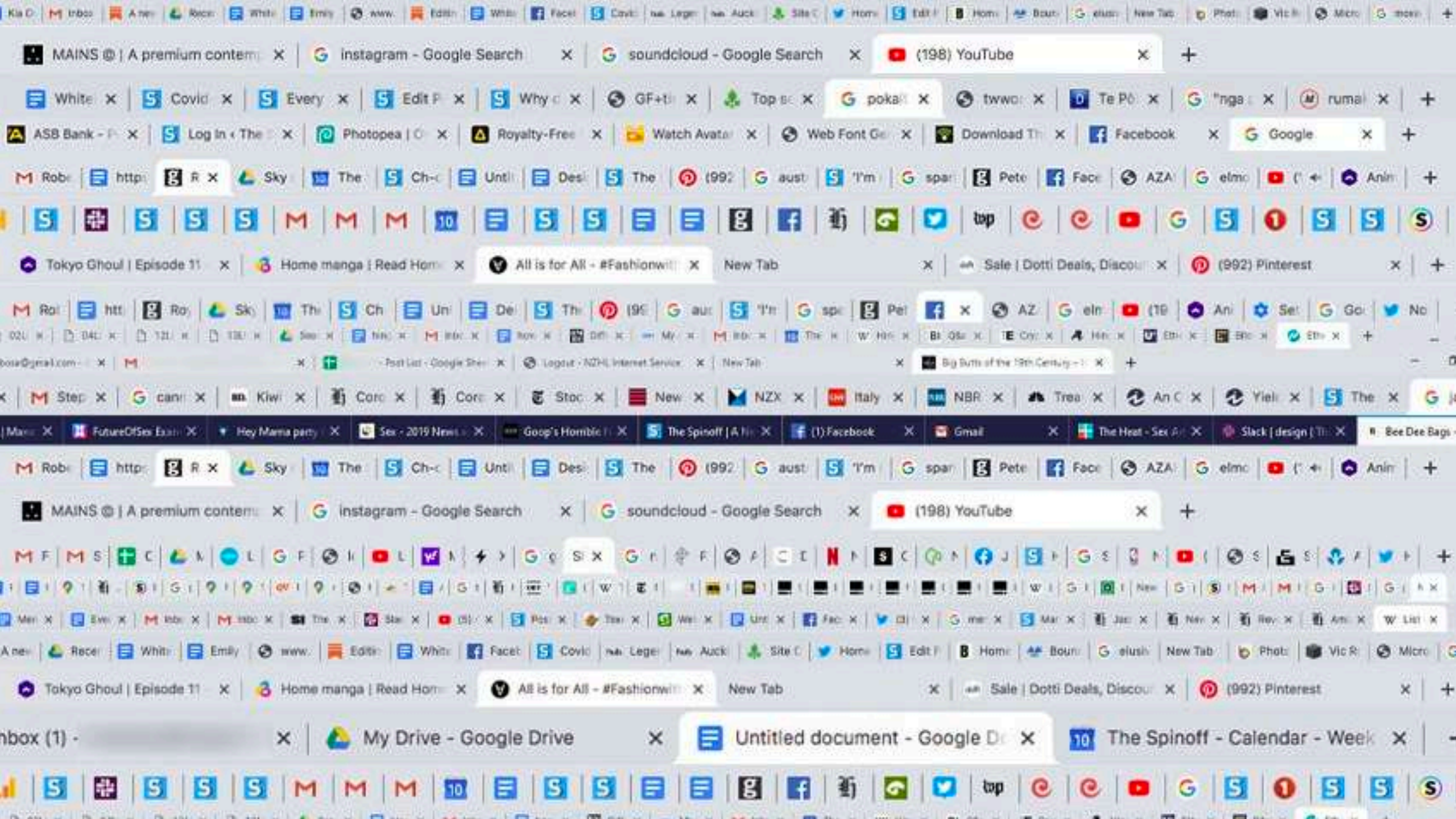
Manoush Zemerodi

TED



**"that does NOT
happen to me"**





speaking of
broccoli and
dessert



What if we looked at
information
as food



rodízio











Infobesity

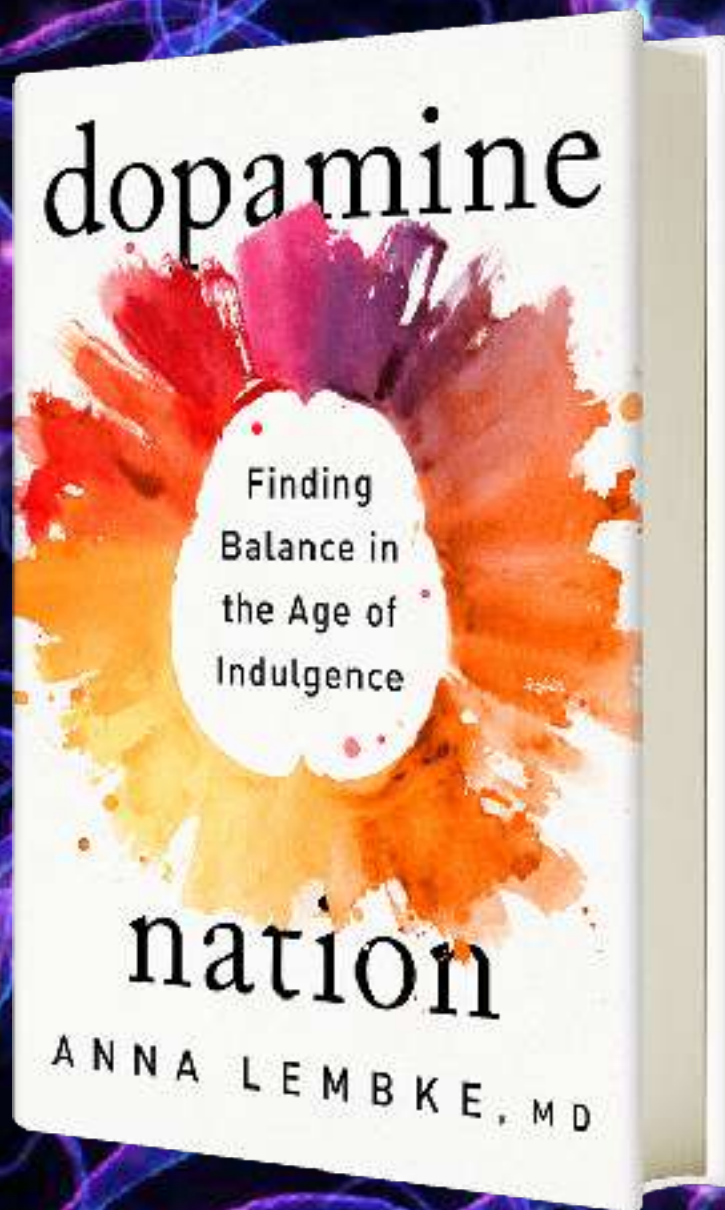
by @fabionudge

Tools & Practices

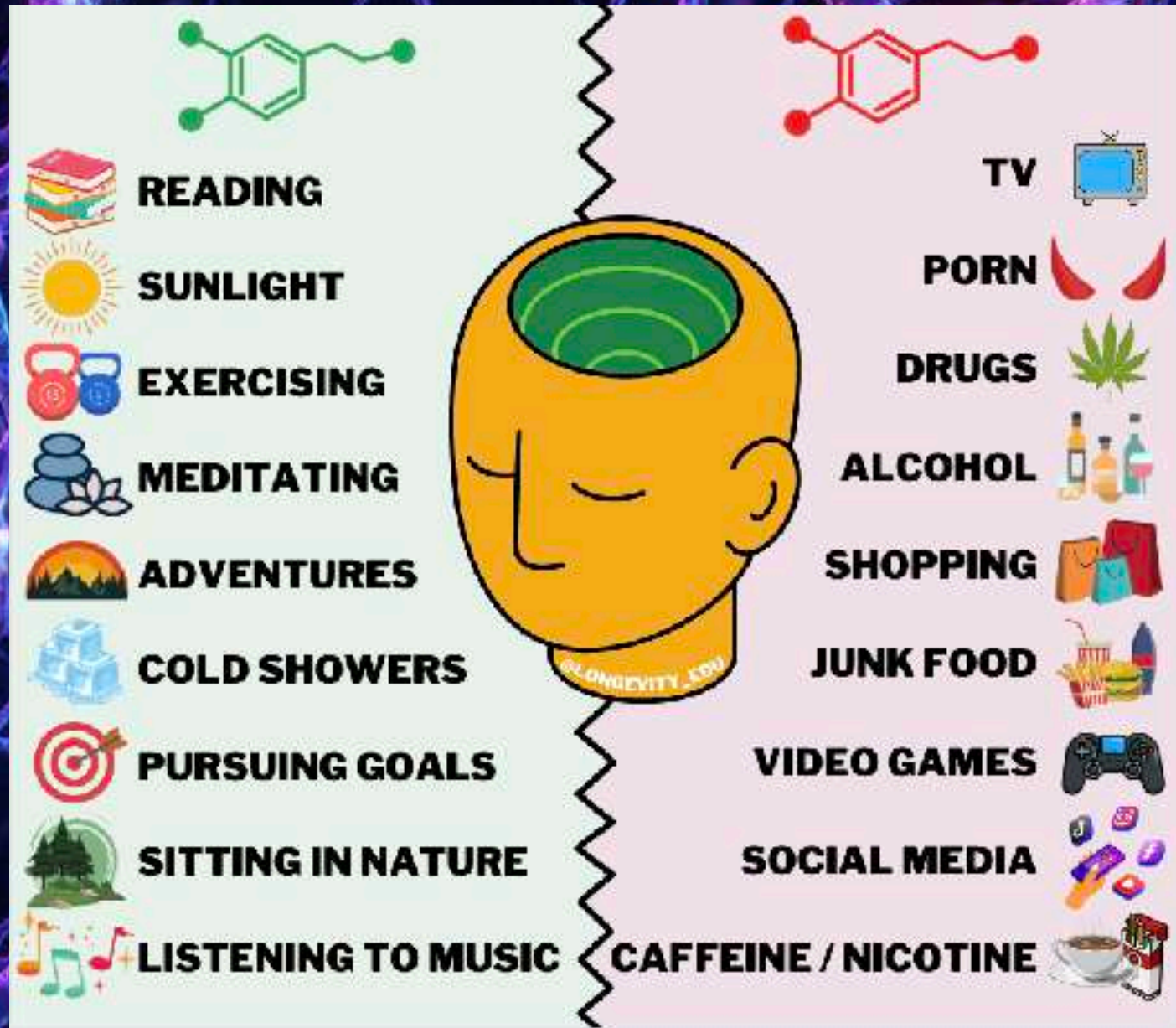
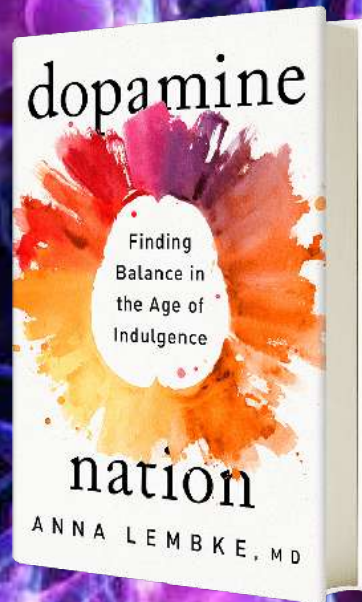


from scarcity to abundance





ANNA LEMBKE, MD



Being aware of your sources of dopamine and understanding what's good and bad for you is one of the best tools to fight infobesity.

Infobesity by @fabionudge





9:31



< Screen Time

Devices

Today

Last 7 Days

All Devices

SCREEN TIME

Today at 9:30 AM

9:31

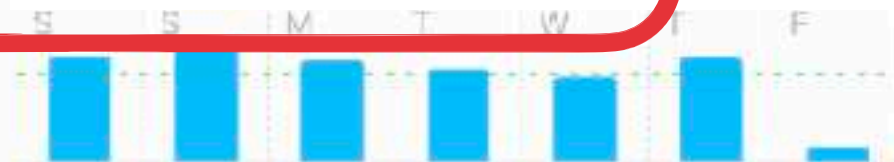


< Screen Time

Last 7 Days

Devices

PICKUPS

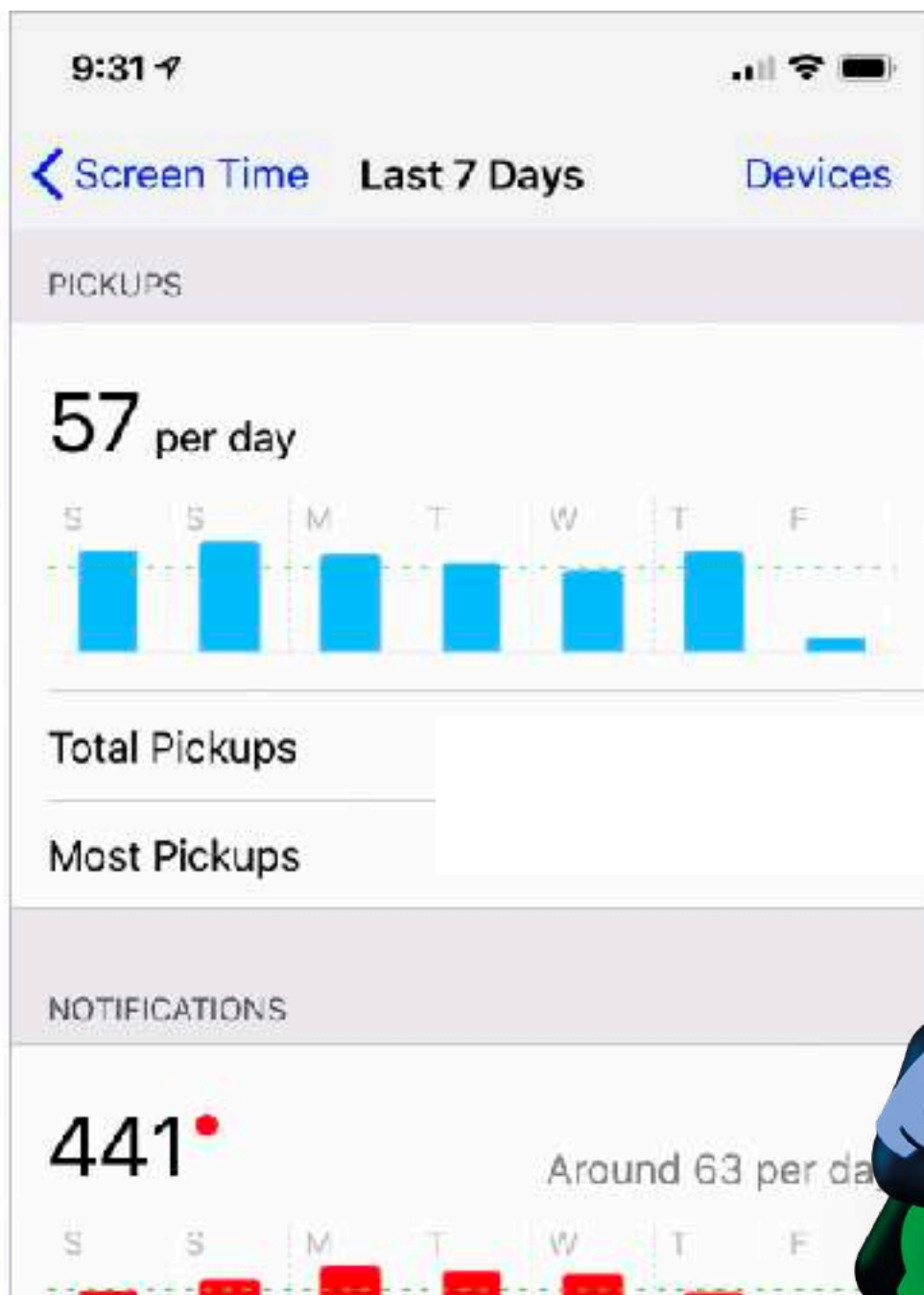


Total Pickups

Most Pickups

NOTIFICATIONS





Global average
screen time is
6h 58m

Australia's average:
5h 30min



Most Happy

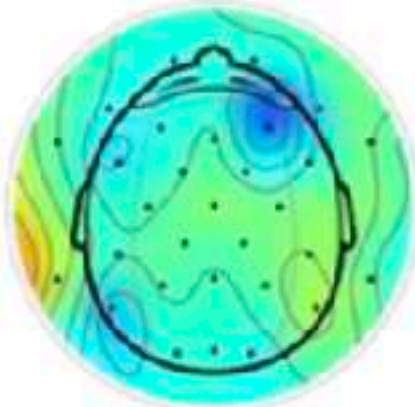
	% of Users Happy	Daily Usage (Minutes)
1. Calm	99% 😊	19
2. Google Calendar	99% 😊	3
3. Headspace	99% 😊	4
4. Insight Timer	99% 😊	20
5. The Weather	97% 😊	3
6. MyFitnessPal	97% 😊	8
7. Audible	97% 😊	8
8. Waze	96% 😊	19
9. Amazon Music	96% 😊	7
10. Podcasts	96% 😊	8
11. Kindle	96% 😊	26
12. Evernote	96% 😊	10
13.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

Most Unhappy

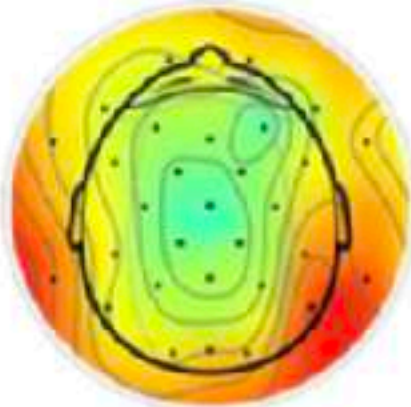
	% of Users Unhappy	Daily Usage (Minutes)
1. Grindr	77% 😞	61
2. Candy Crush Saga	71% 😞	16
3. Facebook	64% 😞	59
4. WeChat	62% 😞	97
5. Candy Crush	59% 😞	17
6. Reddit	58% 😞	56
7. Tweetbot	58% 😞	78
8. Weibo	57% 😞	73
9. Tinder	56% 😞	22
10. Subway Surf	56% 😞	32
11. Two Dots	53% 😞	34
12. Instagram	51% 😞	54
13.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

**Apps
we
Regret**

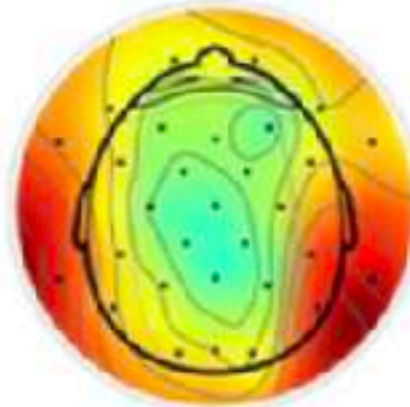
No Break



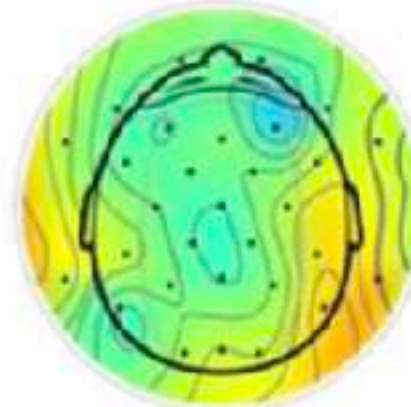
Meeting 1



Meeting 2

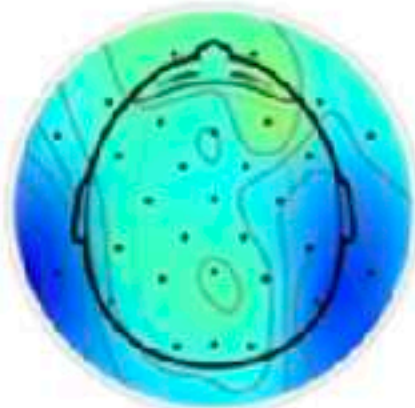


Meeting 3

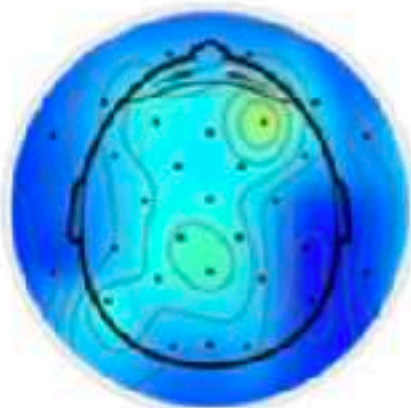


Meeting 4

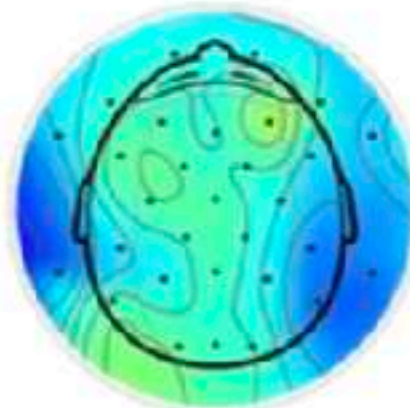
Break



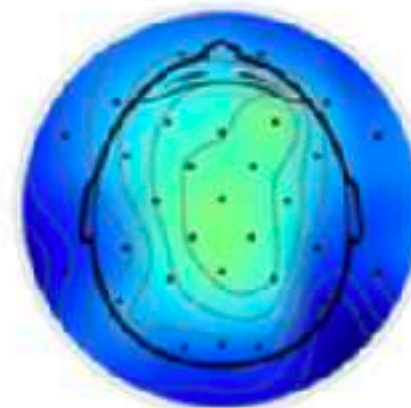
Meeting 1



Meeting 2



Meeting 3



Meeting 4

Cognitive Loadometer

A simple tool to measure cognitive load and improve focus



Subjective Cognitive Load Scale



inspired by Team Topologies

by Fabio Pereira and Jorge Galdino

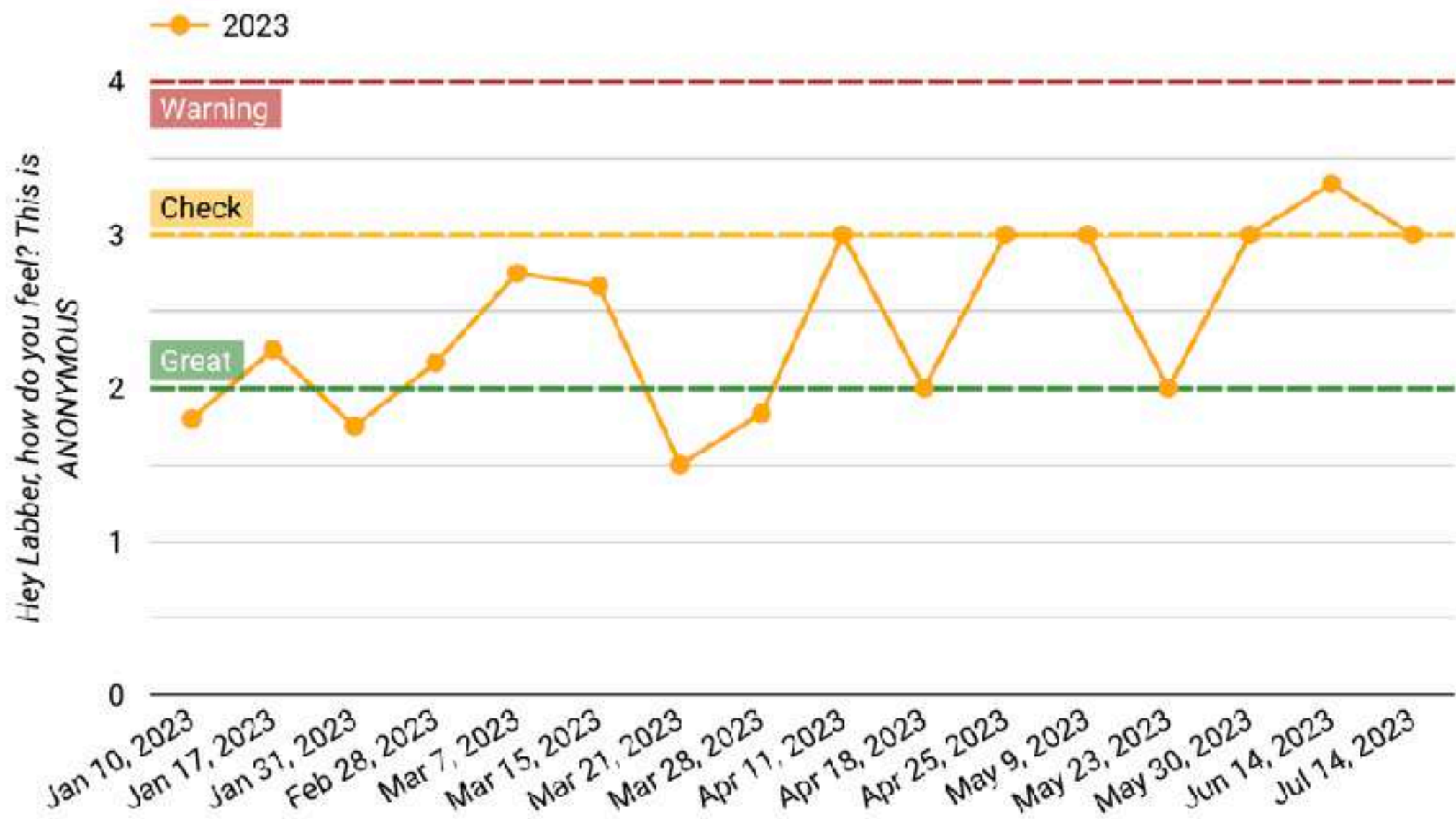
1 - I can **focus**
get things done
and still have
time to **learn**



5 - I feel soooo
overloaded,
tired, cannot
focus



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



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



Push




Pull



from
PUSH


to
PULL

 Compose

 **Inbox** **15,337**

 Snoozed

 Important

 Sent

 **Drafts** 109

 Categories

 [Mailbox]

 @fabionereira.me

☐  

☐   The Miro Team

Welcome to Miro -

☐   Agile Trends

Festival - Começar

☐   Sampa Ingressos

Novidades Cultural

☐   Facebook 2

 Veja a mensage

☐   Itaú Personnalité

Continuamos func

☐   Rosely Boschini

Pré- Inscrição Ime

☐   Expensify Concier...

[Expensify] Terms

☰

3

Mail

Chat

Spaces

Meet

Compose

Inbox

3

Snoozed

Important

Sent

Drafts

134

Categories

Social

537

Updates

14,520

Forums

6,883

Promotions

24,359

More

Search in emails

☰

Active

Mail

Conversations

Spaces

From

Any time

Has attachment

To

Advanced search

☐

★

👉

The YOW! Team

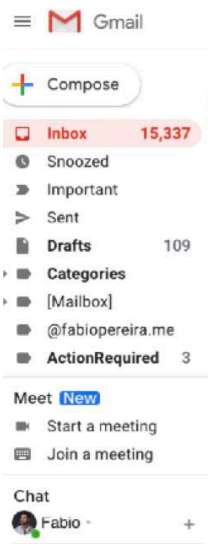
Inbox

action-must

YOW! Brisbane 2023 is tomorrow, Fabio! – Sleep tight and see you soon! V...

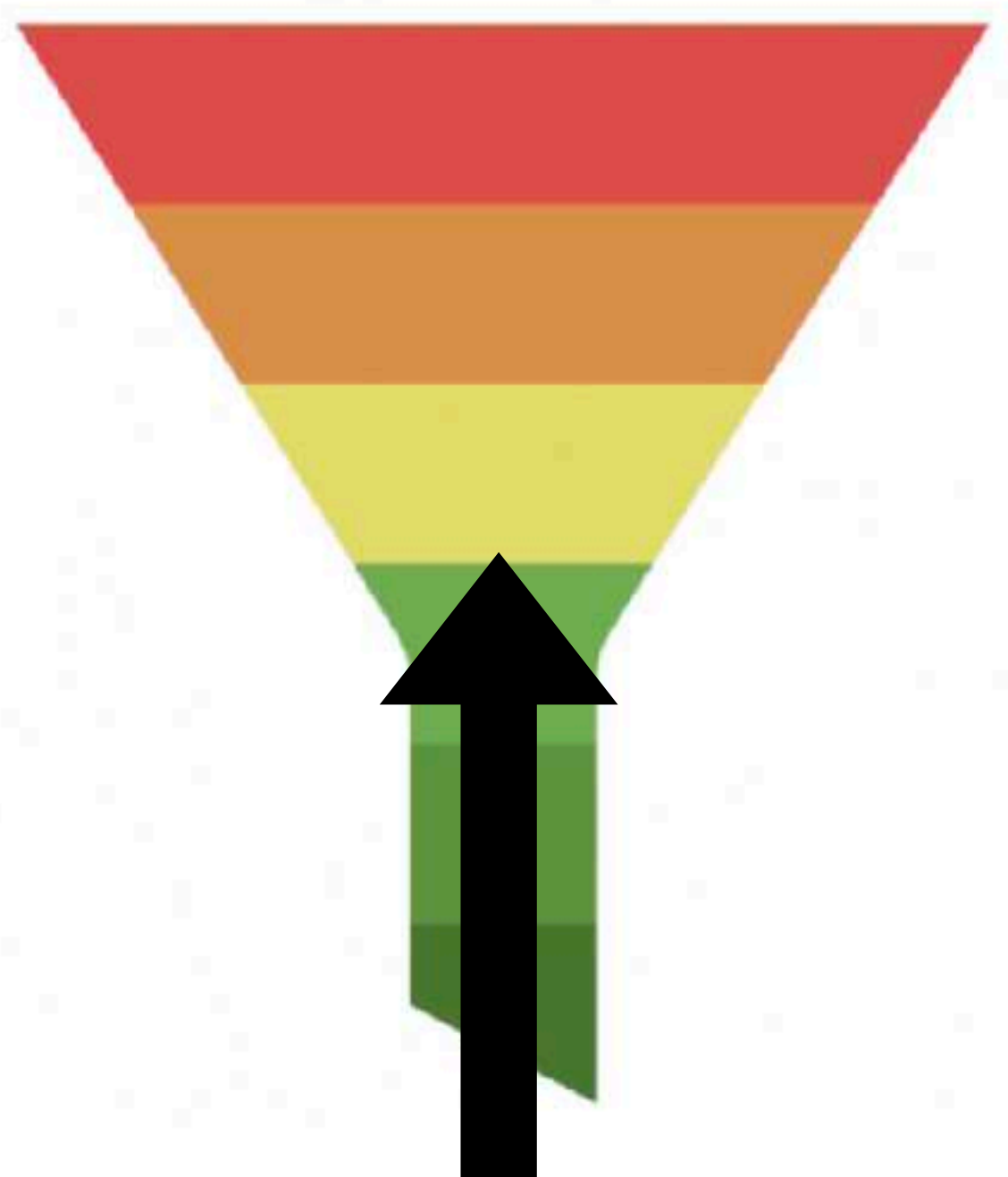
1-1 of 1

A large black arrow pointing upwards towards a rainbow-colored funnel icon. The funnel is oriented with its wide top towards the right and its narrow stem pointing downwards. The stem is a solid black arrow pointing upwards towards the narrow part of the funnel.

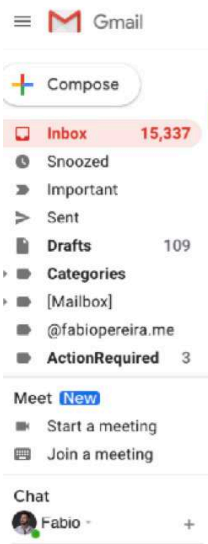


**MORE than
350**

**smart
filters
on Gmail**

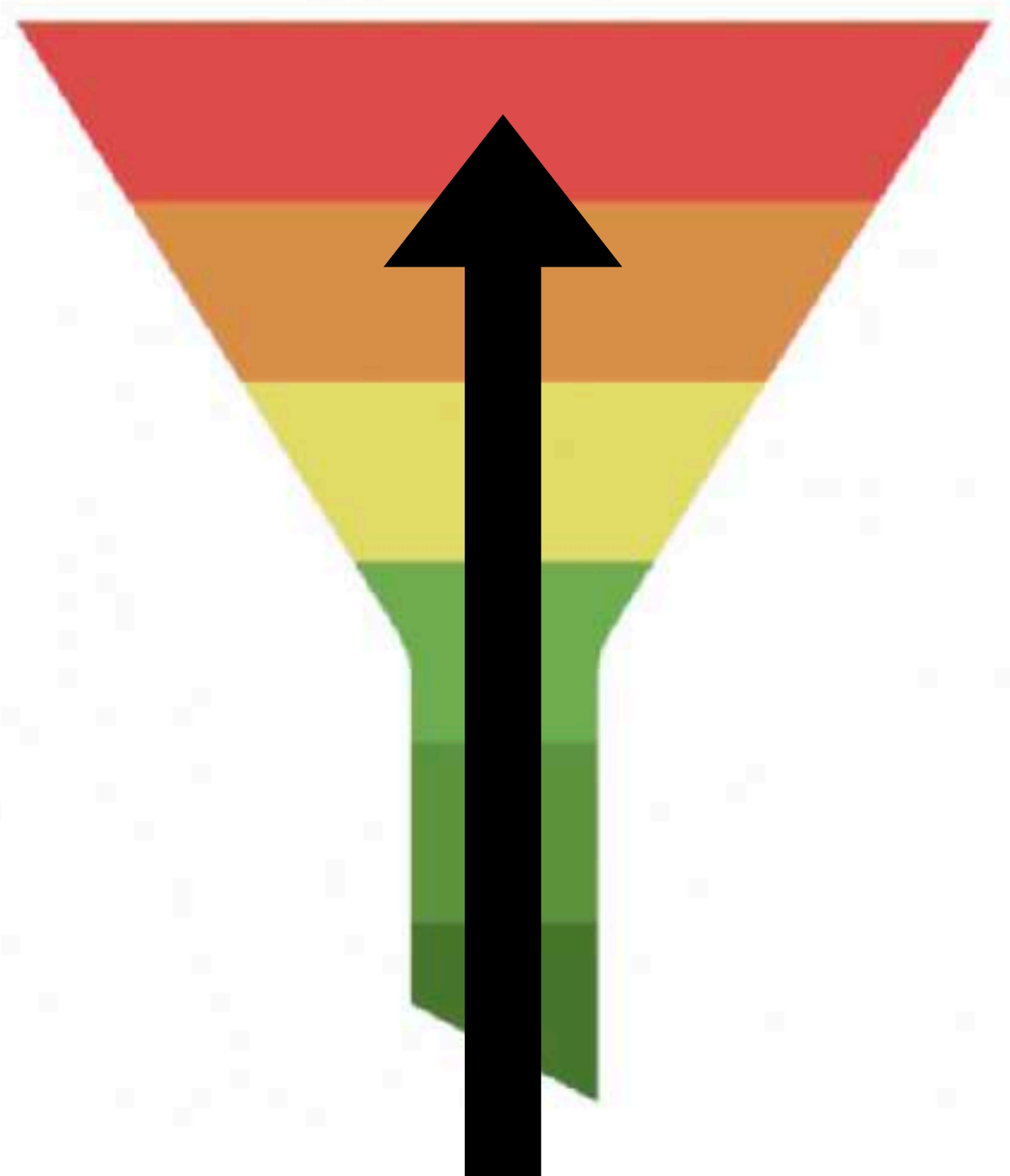


Make a phone call
Also try our mobile apps
for [Android](#) and [iOS](#)



**MORE than
350**

**smart
filters
on Gmail**




Make a phone call
Also try our mobile apps
for [Android](#) and [iOS](#)



Search in emails



Compose

Inbox 4

Snoozed

Important

Sent

Drafts 134

Categories

Social 537

Updates 14,527

Forums 6,887

Promotions 24,366

More

Labels +

[Mailbox]

Settings

General Labels Inbox Accounts and Import Filters and blocked addresses Forwarding and POP/IMAP

Offline Themes Keyboard Shortcuts

The following filters are applied to all incoming mail:

☐ Matches: **inf.pol.1**
Do this: Mark as read, Apply label "SunBUG"

☐ Matches: **from:(fabiopereira.me@gmail.com)**
Do this: Mark as read, Apply label "FromMe"

☐ Matches: **to:(@thoughtworks.com)**
Do this: Apply label "TWEmail"

☐ Matches: **thoughtworks brazil**
Do this: Apply label "TWBrazil"

☐ Matches: **scrumpb**
Do this: Apply label "pbscrump"

☐ Matches: **subject:(tw-software-development)**
Do this: Mark as read, Apply label "TWSoftware"



New tasks

No Control



YES I can control

Unsubscribe/Spam

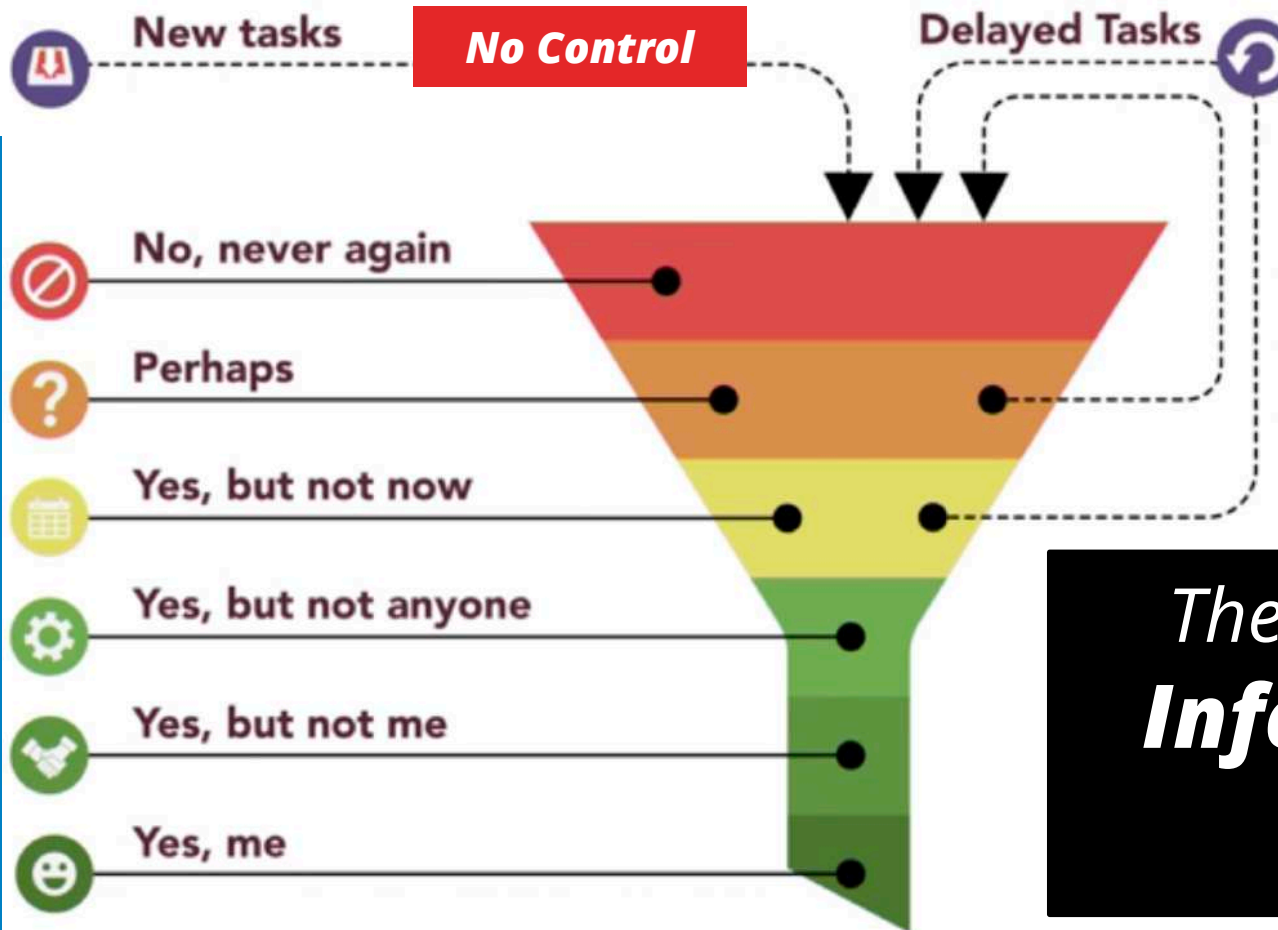
Skip Inbox

Archive or Snooze

Automatic Filters

Forward/Calendar

ToMe & Action



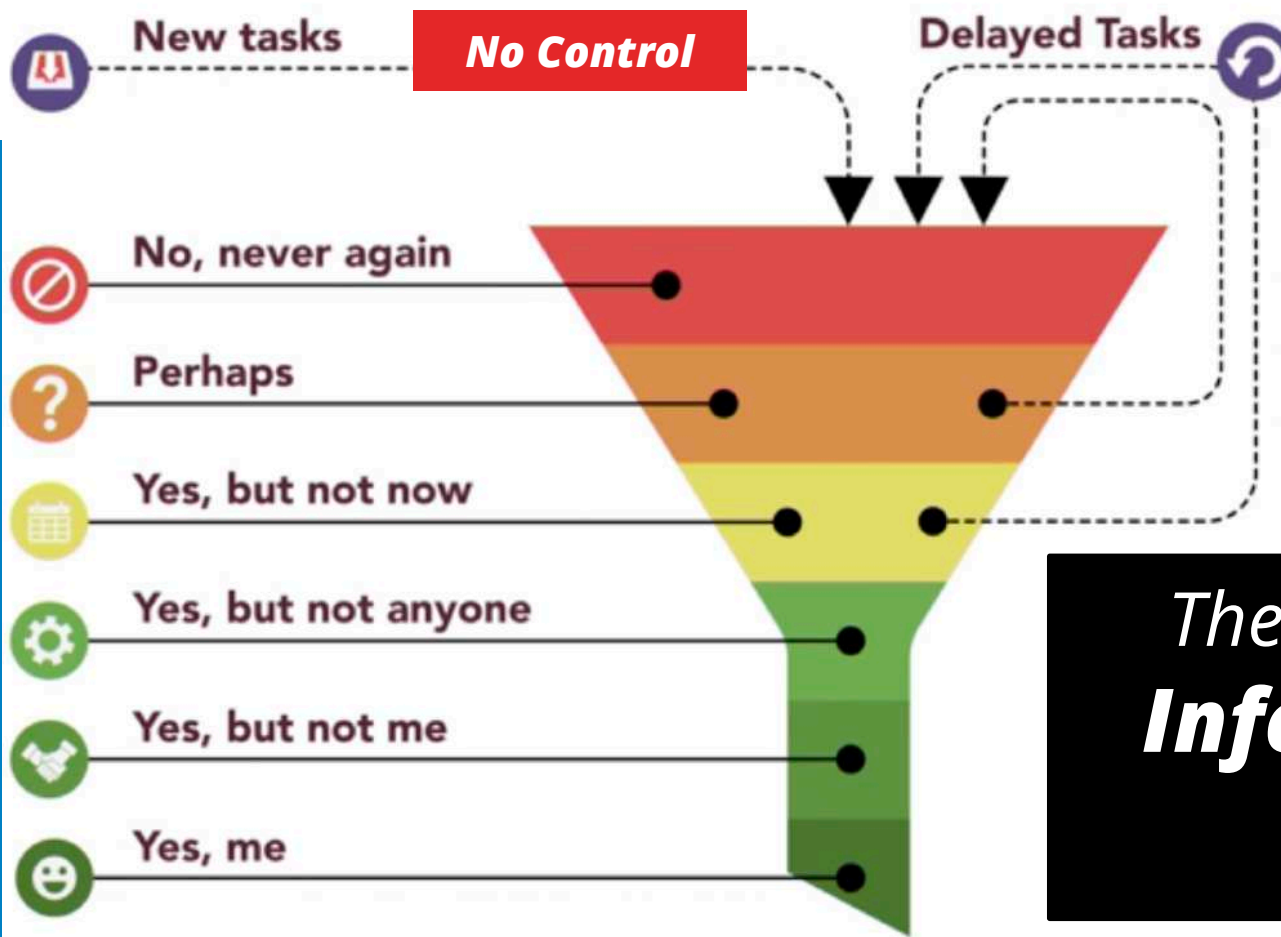
***YES I CAN
control this***

***Snooze,
Labels,
Skip,
Filters***

***The method of
Information
Diet***



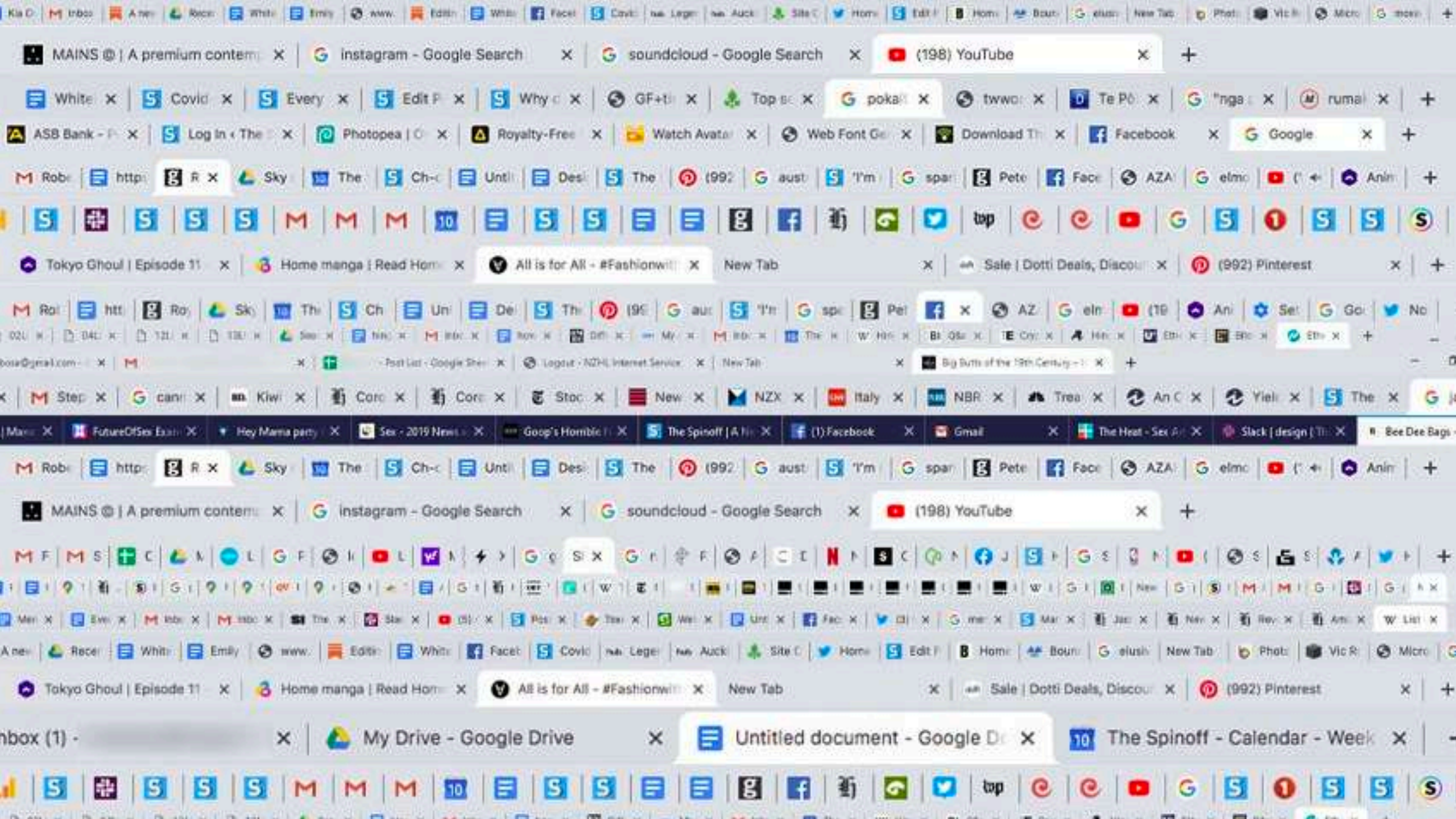
- YES I can control**
- Unsubscribe/Spam**
 - Skip Inbox**
 - Archive or Snooze**
 - Automatic Filters**
 - Forward/Calendar**
 - ToMe & Action**



YES I CAN control this

Snooze, Labels, Skip, Filters

The method of
Information Diet





where to eat in brisbane



Maps

Images

Tonight

Shopping

In the City

In West End

On a Monday night

In Sandgate

In Paddington

All filters

Tools

SafeSearch

About 44,300,000 results (0.33 seconds)

Results for **Highgate Hill QLD 4101** · [Choose area](#)

Places

Rating

Cuisine

Price

Hours



Black Fire Restaurant Brisbane

4.4 ★★★★★ (605) · \$\$ · Restaurant

Brisbane City QLD

Spanish standards in laid-back surrounds



The Walnut Restaurant & Lounge Bar

4.5 ★★★★★ (350) · \$\$ · Restaurant

Brisbane City QLD

Modern Australian fine dining in hotel



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



Mon
8

Tue
9

Wed
10

Thu
11

Fri
12

7 AM

8 AM

9 AM

✉ Read emails, 8:30am

✉ Read emails, 8:30am

✉ Read emails, 8:30am

✉ Read emails, 8:30am

✉ Read emails, 8:30am

Meeting A
9 – 10am

Meeting A
9 – 10am

Meeting A
9 – 10am

Meeting A
9 – 10am

Meeting A
9 – 10am

10 AM

Daily, 10am

Daily, 10am

Daily, 10am

Daily, 10am

Daily, 10am

11 AM

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

Crossfit
11:15 am – 12:45pm

12 PM

1 PM

Lunch, 1pm

Lunch, 1pm

Lunch, 1pm

Lunch, 1pm

Lunch, 1pm

2 PM

Briefing call
2 – 3 pm

Talk at event A
2 – 4pm



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



PDC Production
Distribution
Consumption



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



77% email open rate

BMI



obesity

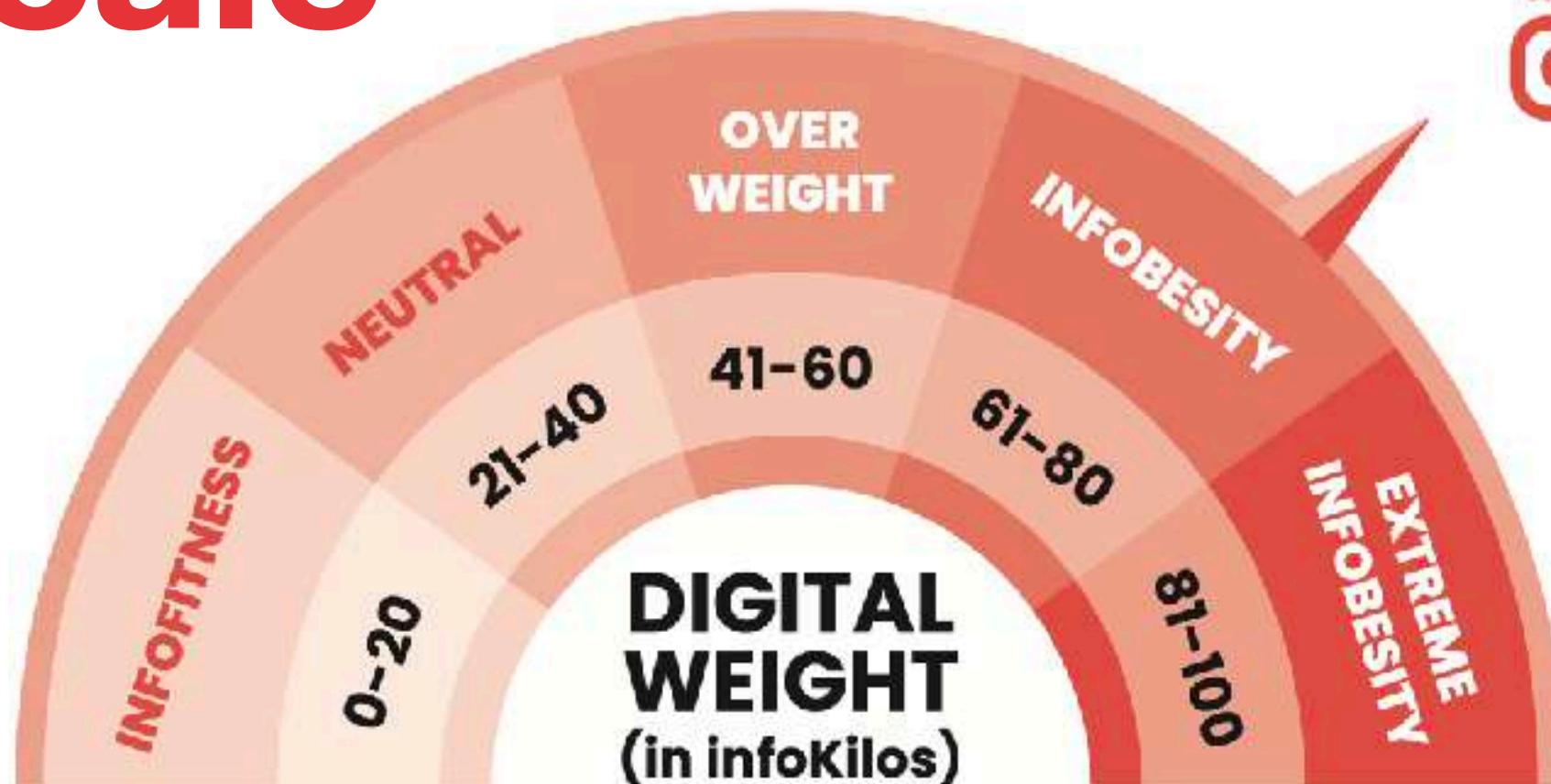








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- ▣ categorize on “*actionability*”
- ▣ embrace JOMO
- ▣ take action! Avoid PP

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Thank you!



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