

Ist unser Gehirn für die moderne Kommunikation geeignet?



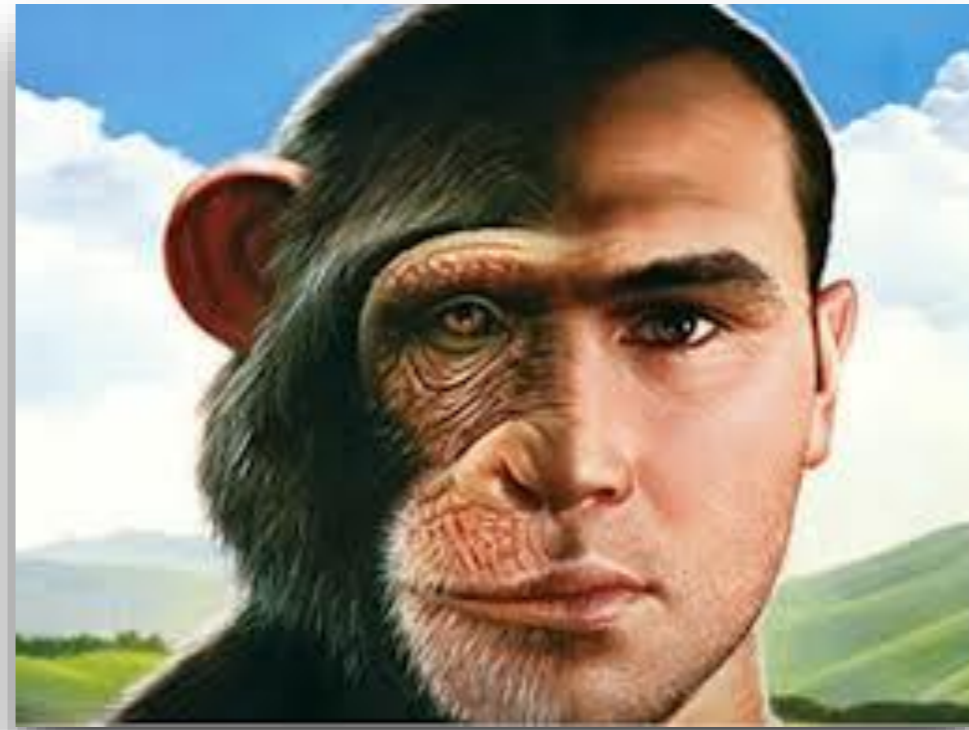
Was Sie erwartet

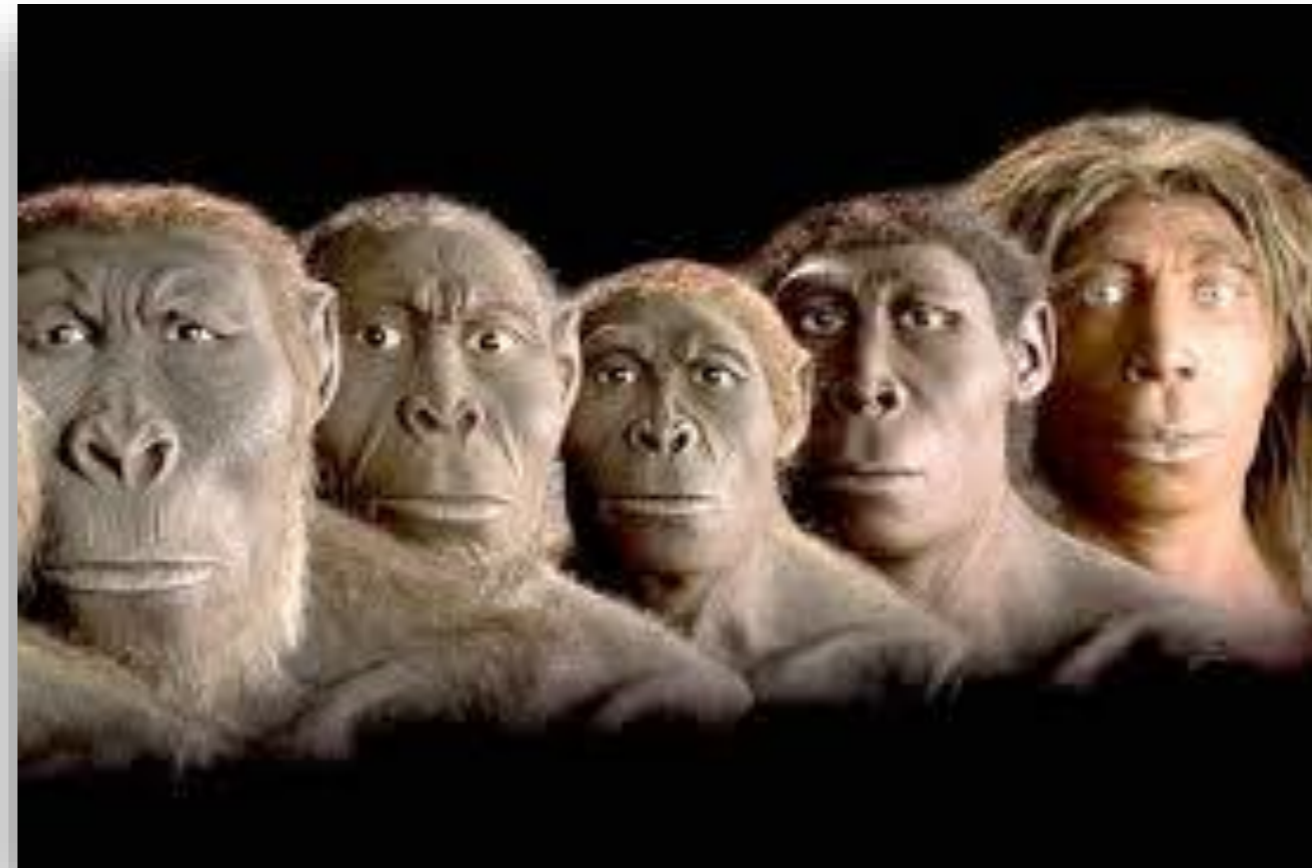
- Der Mensch ...
- Die moderne Welt ...
- Konsequenzen ...
- Multitasking ...
- Die Zukunft ...



Was Sie erwartet

- Der Mensch ...
- Die moderne Welt ...
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Affen und Menschen

- Sind **neugierig**
- Streben nach **Macht**
- Haben Freude am **Sex**
- Wollen **Sicherheit** und **Zuneigung**
- Verteidigen ihr **Revier**
- Wissen **Vertrauen** und **Kooperation** zu schätzen



Sender

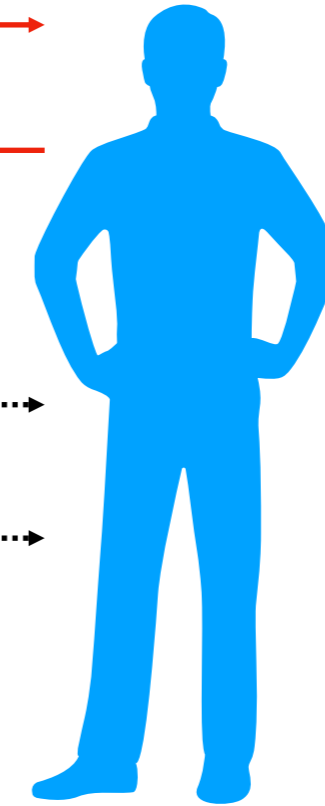
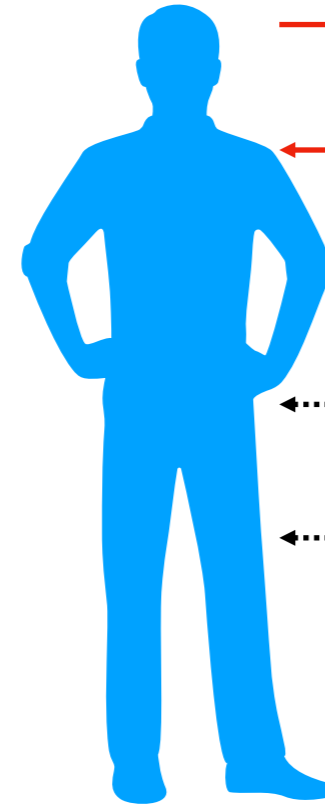
Empfänger

Nachricht

Rückmeldung

10% bewusst

90% unbewusst



Verbal
(wörtlich)
Sprache, Schrift

paraverbal
(ausdrücklich)
Stimm Lage, Lautstärke,
Betonung

nonverbal
(körperlich)
Körpersprache (Mimik,
Gestik)

extraverbal
(äusserlich)
Äussere Erscheinung,
Kleidung, Haare

Weltbevölkerung

Vor 70.000 Jahren	< 10.000
Vor 10.000 Jahren	5 Millionen
3.000 v. Chr.	14 Millionen
0	170 Millionen
1000	170 Millionen
1600	500 Millionen
1815	1.000 Millionen
2020	7.000 Millionen
2050	9.000 Millionen

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Chronologie der technischen Entwicklung

4000 v. Chr.: Rad

3000 v. Chr.: Hieroglyphen

1450: Buchdruck

1876: Patent für Telefon

1941: Fertigstellung Zuse Z3

1963: Digitalkamera

1968: ARPANET

1971: 1. E-Mail

1974: TCP-Protokoll Internet

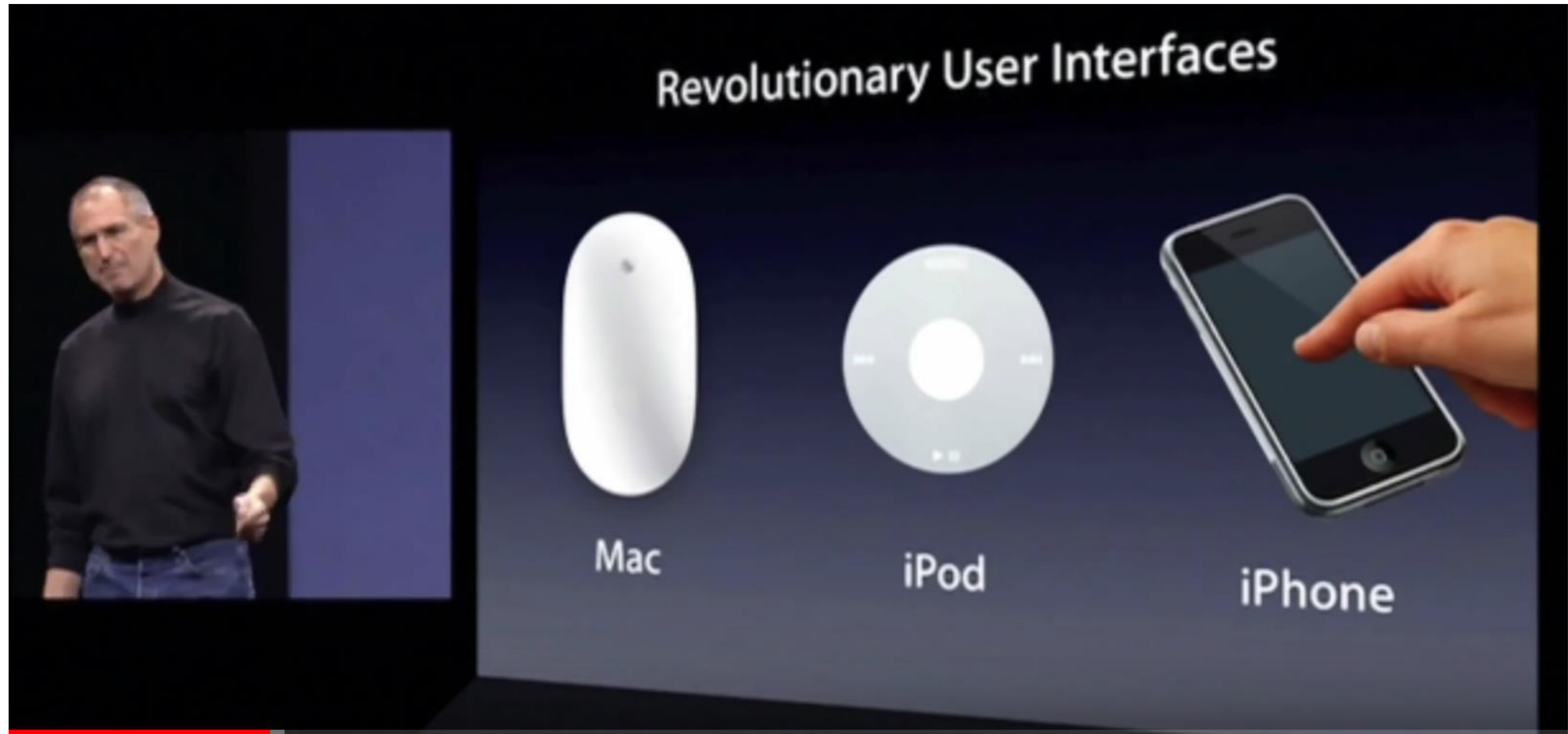
1976



1977



iPhone 2007



iPad 2010







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JAN
2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



7.83
BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22
BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66
BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20
BILLION

vs. POPULATION:

53.6%

8

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **◆ COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we
are
social

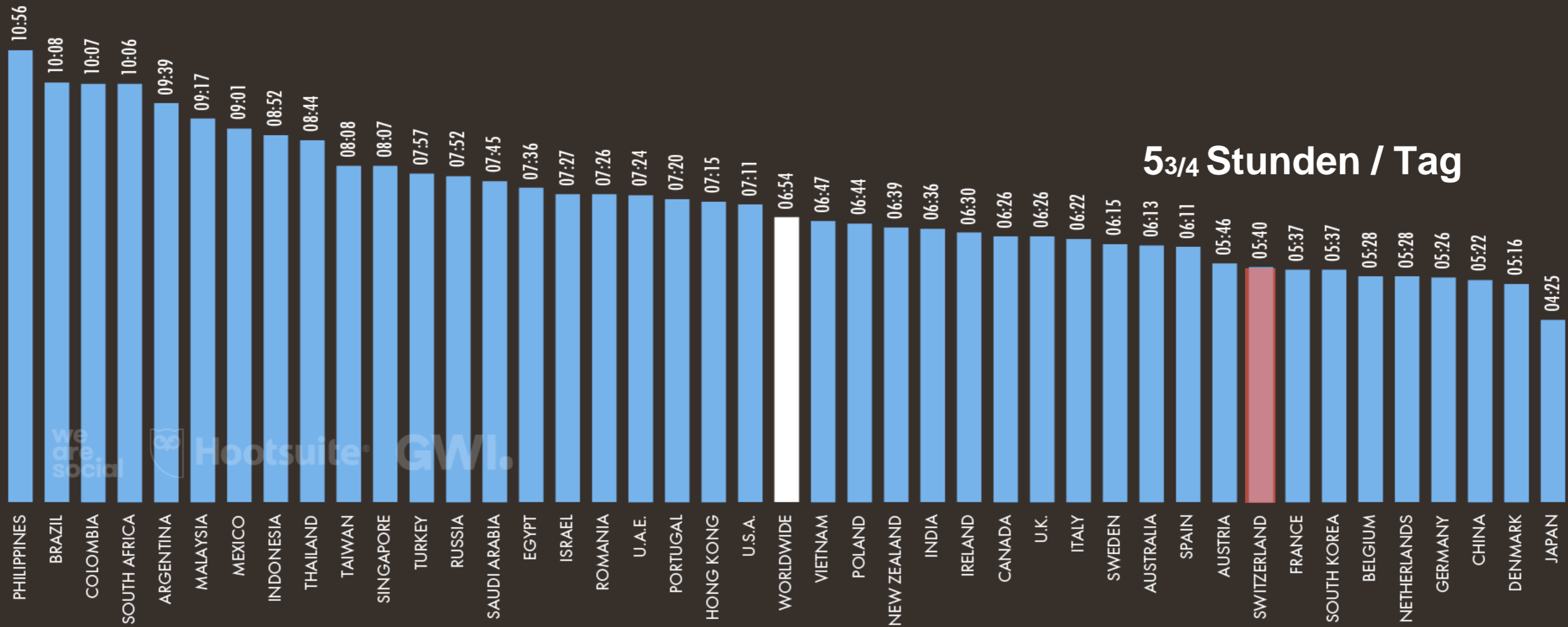


Hootsuite®

JAN
2021

DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



5 3/4 Stunden / Tag

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Multitasking ist „Gift“

Cognitive control in media multitaskers

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Edited by Michael I. Posner, University of Oregon, Eugene, OR, and approved July 20, 2009 (received for review April 1, 2009)

Chronic media multitasking is quickly becoming ubiquitous, although processing multiple incoming streams of information is considered a challenge for human cognition. A series of experiments addressed whether there are systematic differences in information processing styles between chronically heavy and light media multitaskers. A trait media multitasking index was developed to identify groups of heavy and light media multitaskers. These two groups were then compared along established cognitive control dimensions. Results showed that heavy media multitaskers are more susceptible to interference from irrelevant environmental stimuli and from irrelevant representations in memory. This led to the surprising result that heavy media multitaskers performed worse on a test of task-switching ability, likely due to reduced ability to filter out interference from the irrelevant task set. These results demonstrate that media multitasking, a rapidly growing societal trend, is associated with a distinct approach to fundamental information processing.

attention | cognition | executive function | multitasking |

media multitasking index to determine the mean number of media a person simultaneously consumes when consuming media and selected those individuals who were heavy media multitaskers (HMMs were one standard deviation or more above the mean) or light media multitaskers (LMMs were one standard deviation or more below the mean) on this index. We then examined these groups' abilities on cognitive control dimensions that could indicate a breadth-bias in cognitive control at different control loci: the allocation of attention to environmental stimuli and their entry into working memory, the holding and manipulation of stimulus and task set representations in working memory, and the control of responses to stimuli and tasks.

Filtering Environmental Distractions: Filter and AX-CPT Tasks. In a test of filtering ability (10)—an ability that can point to a breadth orientation in allowing stimuli into working memory—participants viewed two consecutive exposures of an array of rectangles and had to indicate whether or not a target (red) rectangle had changed orientation from the first exposure to the second while ignoring...

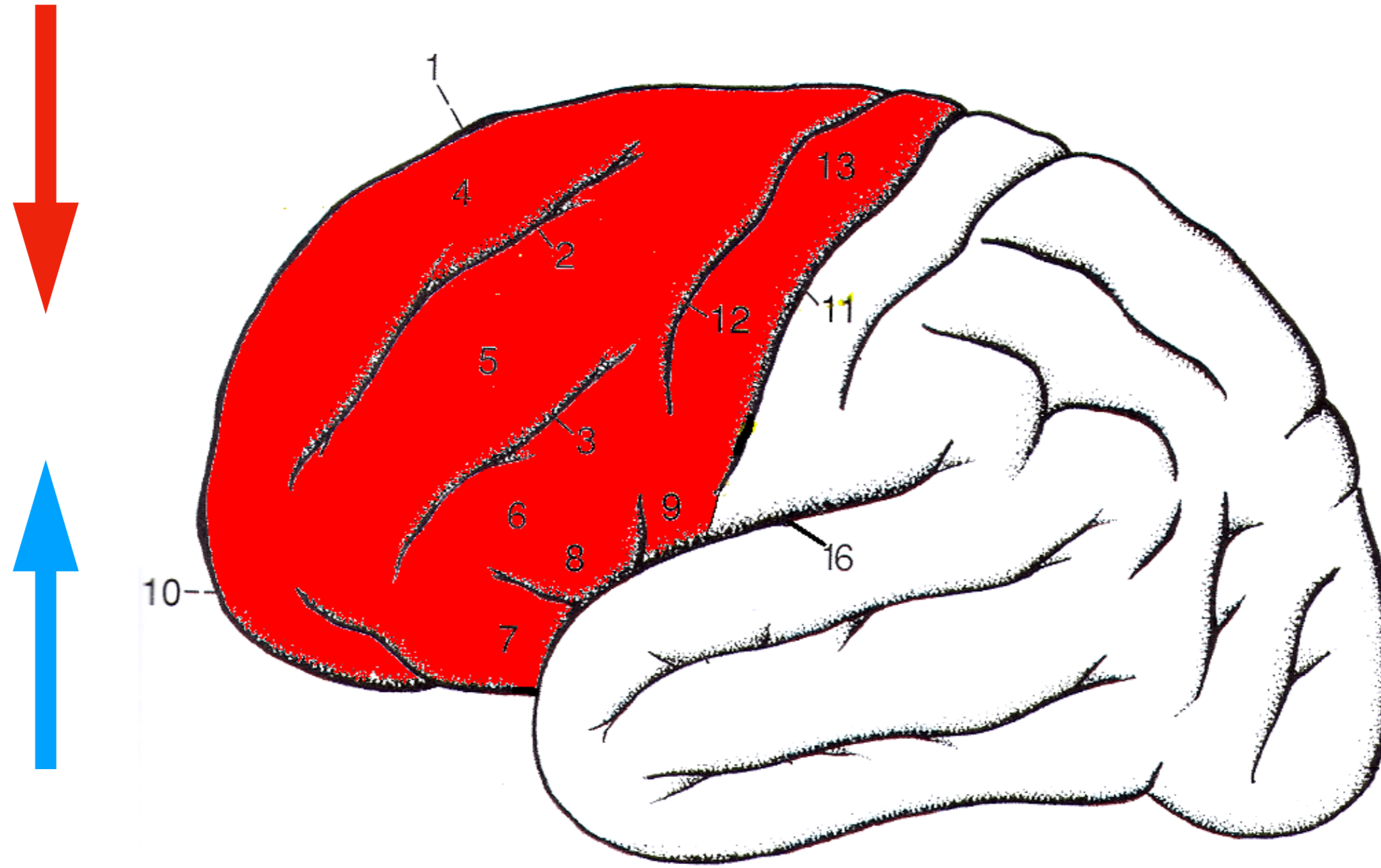
PSYCHOLOGICAL AND
SCIENCE

Je schwieriger die Multitasking-Aufgabe
desto langsamer arbeiten die Heavy-
Multimedia-User!

Informationsflut, die unser Gehirn zu bewältigen hat!

Sensorische Bandbreite Bit/Sekunde	Bandbreite des Unbewussten (geschätzt) Bit/Sekunde	Bandbreite des Bewusstseins Bit/Sekunde
11 Millionen	3 Millionen	40–56
100 %	33%	Ca. 0.0005%

Top-down und Bottom-up-Einflüsse



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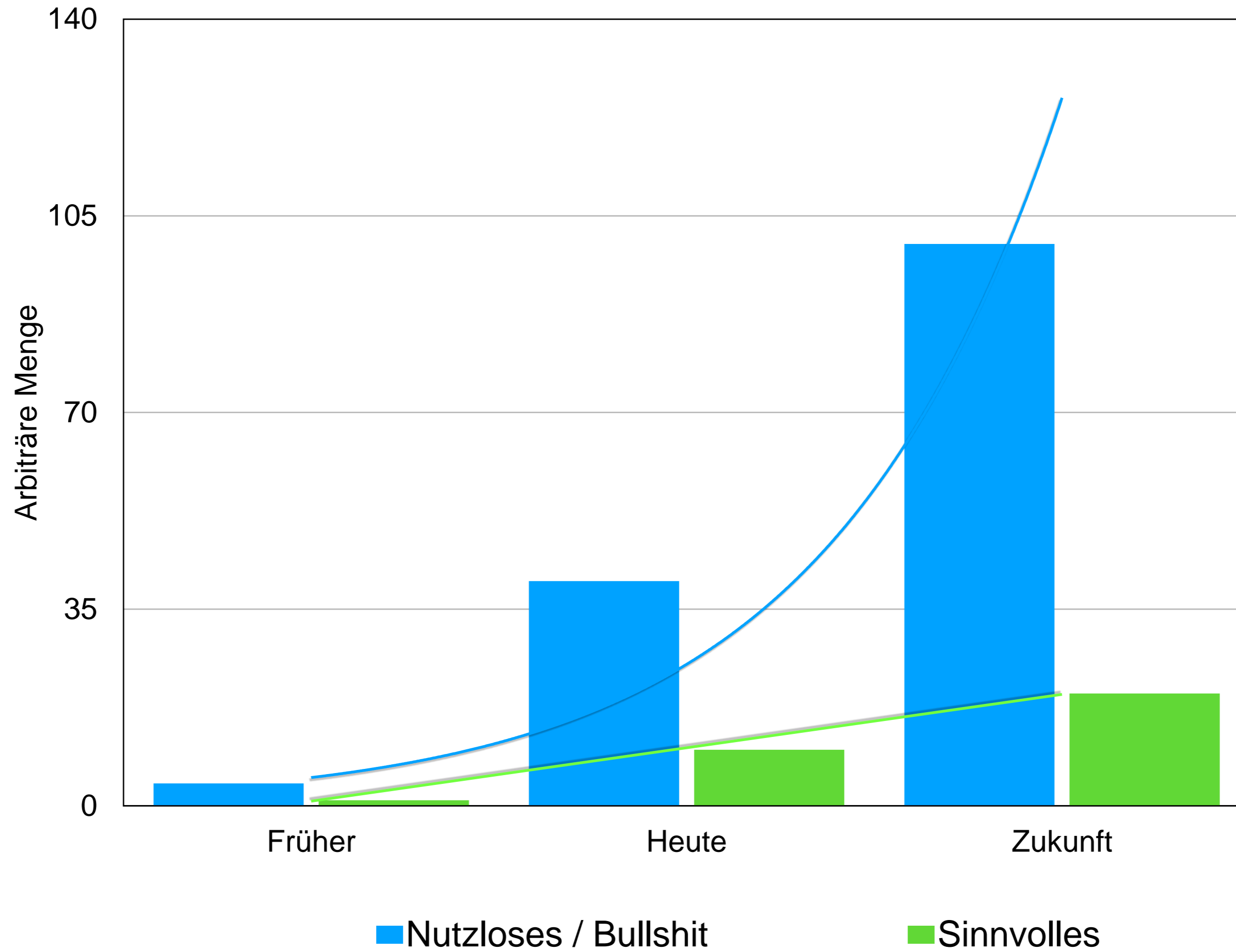


Der Mensch ist anpassungsfähig –
aber wo sind die Grenzen der
Anpassungsfähigkeit ?

Ersticken an den Möglichkeiten!

Verlieren uns in der virtuellen Welt!

Jeder Irrsinn findet seinen Weg ...!



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Probleme der Zukunft

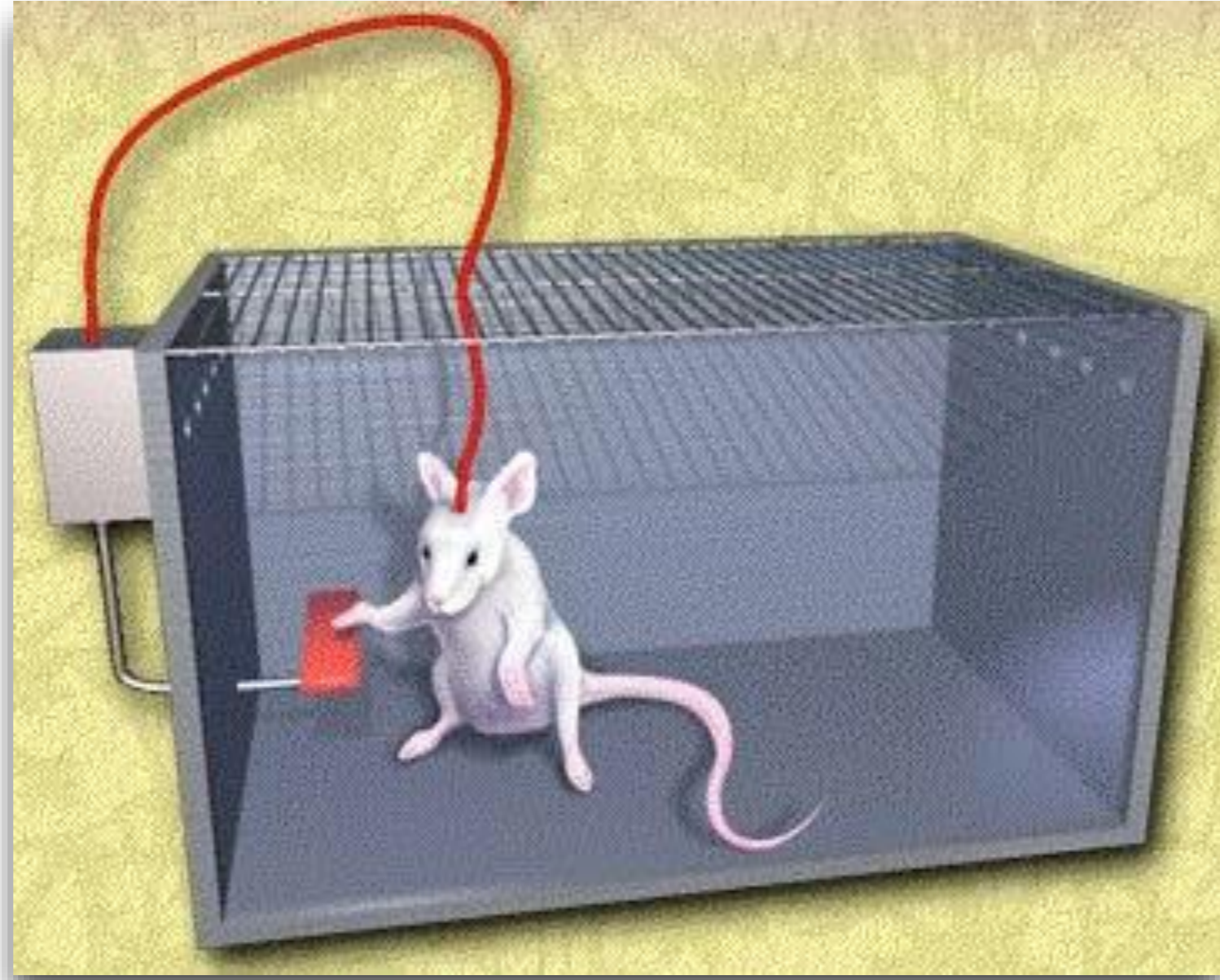
Überbevölkerung

Globalisierung

Entfremdung

Lust ..

Entmenschlichung



Konklusion ...

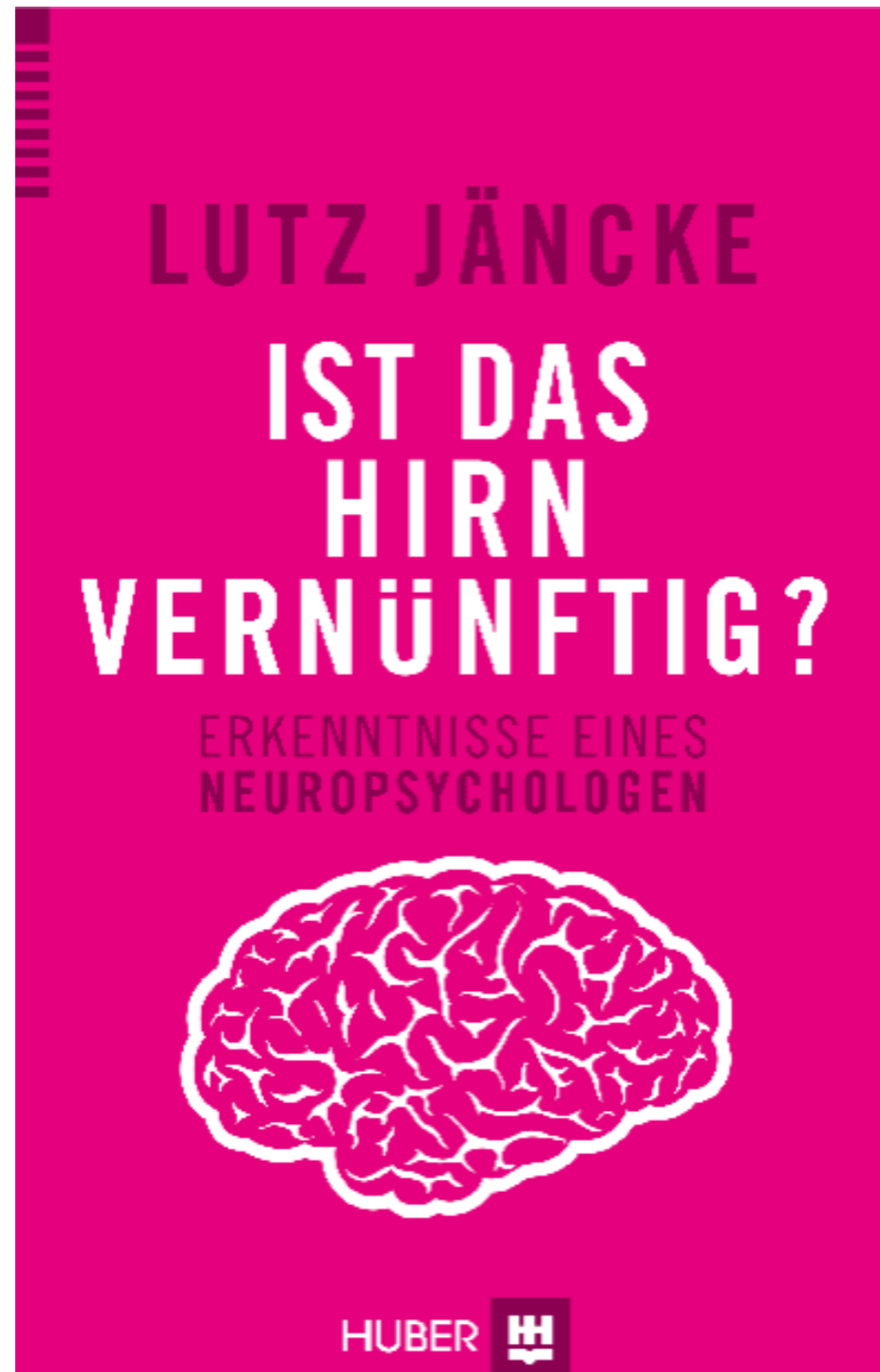


- Das Gehirn des Menschen ist nicht für diese neue Welt evolviert.
- Die Veränderungen sind zu schnell und belasten uns massiv.
- Werden wir sie meistern bzw. bewältigen können?

Konklusion ...



- Konzentration auf das Wesentliche ...
- Suche das Wesentliche ...
- Sinn für Ästhetik ...
- ... und nicht nur Lust



Herzlichen Dank für Ihre Aufmerksamkeit !

