A Deadly Wandering
Not Matt Richtel

http://www.orbitcast.com
Confessions of a PHONE SLAVE

The all-too-familiar tale of a communications convenience tuned to terrorizing technological tyrants!

SEE!
The 2-foot stack of messages that appears every time you leave your desk for five minutes!

HEAR!
The never-ending mantra, "He's on another call...would you like to leave a message?"

SEE!
The endless line of people filling the office curbside all waiting to use the same fax machine!

HEAR!
The constant beeping as you turn it on...the fax slowly comes.

SEE!
The 5-foot stack of messages that appeared on your desk while you were sending your fax!

WATCH FOR REVENGE OF THE PHONE SLAVE (SEE YP JRI)

PG-40

PLEASE GET MY RECORD ON THE TOP OFFICE!
The Last Day of Summer, 2006
Monkey Say...

• 84.4 percent say texting and driving...

• “completely unaccaptable.”
Monkey Do...

36 percent have read a text or email in last 30 days while driving

27 percent have sent one

The Year: 2014
Monkey Doing ... Worse

34.7 percent have read a text or email in last 30 days while driving

26.6 percent have sent one

The Behavior has gone UP!

The year: 2012
US traffic deaths are up 14% in the first six months of the year, compared to the prior year. And injuries have risen 30%.

“If cars are better—and they clearly are—drivers must be worse,” Warren Buffett told the Wall Street Journal, which added: given that mileage is up only around 3%, Mr. Buffett said he found it hard to draw any other inference from the data than distracted driving to explain the much larger jump in fatalities this year.

Ignore the tiger? No problem

Game: caveman-tiger chase
Prefrontal Cortex & Evolution

squirrel monkey
cat

rhesus monkey
dog

chimpanzee
human

With permission from Adam Gazzaley, UCSF
The Teenage Brain

Judgment last to develop
The area of the brain that controls “executive functions” — including weighing long-term consequences and controlling impulses — is among the last to fully mature. Brain development from childhood to adulthood:

5-year-old brain  Preteen brain  Teen brain  20-year-old brain

Dorsal lateral prefrontal cortex (“executive functions”)

Front
Top view
Back

Red/yellow: Parts of brain less fully mature  Blue/purple: Parts of brain more fully mature

Sources: National Institute of Mental Health; Paul Thompson, Ph.D., UCLA Laboratory of Neuro Imaging

Thomas McKay | The Denver Post
Multitasking – An Example

- Recite letters A-I as fast as you can
- Recite numbers 1-9 as fast as you can
- Now recite A, 1, B, 2… as fast as you can
- Which is longer?
Cocktail Party Effect (try this at home, but with orange juice)
Fight or flight

www.allmovie.com
Caveman(1981)
Sharing by the numbers

- Snapchat: 700 million photos and videos Per DAY last May, up from 60 million in 2013
- Tweets: 500 million per day, double just a few years ago
- Texts: Six BILLION sent each day in the U.S
- Email: 144 billion globally on a daily basis
- Facebook: 4.5 billion likes daily
Nigerian Prince Seeks Your Social Security Number (67 percent of email is spam)
Intermittent Reinforcement
The lure of worthless data
Your Brain on the Internet
“You see the computer, it’s one trigger, then you sit at the keyboard, it’s another, you push the key, you get a result...There’s a cascade of dopamine. ”
It’s the big kahuna.”

David Greenfield, University of Connecticut

“It’s in a sense a narcotic.”
“HUMANS SO WILLINGLY SELF-DISCLOSE BECAUSE DOING SO REPRESENTS AN EVENT WITH INTRINSIC VALUE, IN THE SAME WAY AS WITH PRIMARY AWARDS SUCH AS FOOD AND SEX.”
Harvard researchers, 2012
ADD IT UP

• Tap on Shoulder
• Intermittent reinforcement
• Social value
• Dopamine squirt
• Societal pressure, even blessing

What’s it equal? ....
Mmmmmm... Calories...
“The cell phone...meets a deep need for social connection with a greater ease and greater potential detriment to do it in the same way that a vending machine that is right down the hall plays to our need for calories.”

Nicholas Christakis, MD and Yale Professor, expert in social learning an social networks across time
Look, Ma, No Hands!

- 27 percent of drivers age 16 to 65 report using Facebook
- 14 percent report using Twitter. (Of those, a startling 30 percent who said they post to Twitter while driving do it “all the time.”)
- 10 percent take/send videos
- 17 percent take selfies

- AT&T Survey, 2015
Insult 2 Injury

• October, 2015 – a 23-year-old Florida woman used her phone to videotape and broadcast her late night drunk-driving trip – In Real Time.

“In 30 years of law enforcement, I hadn’t seen anything like this before,” a local police sergeant told a Tampa Bay News Station.
PROVEN EQUATION:

Tough Laws With Tough Enforcement + Strong Public Education = Change

Drunk Driving and Seatbelts
Follow The Money
## Mental Distraction Rankings of Voice-Activated Systems*

<table>
<thead>
<tr>
<th>Distraction Level</th>
<th>Chevrolet Equinox</th>
<th>Buick Lacrosse</th>
<th>Toyota 4Runner</th>
<th>Google Now</th>
<th>Ford Taurus</th>
<th>Chevy Malibu</th>
<th>Apple Siri</th>
<th>VW Passat</th>
<th>Nissan Altima</th>
<th>Chrysler 200c</th>
<th>Hyundai Sonata</th>
<th>Microsoft Cortana</th>
<th>Mazda 6</th>
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<td>4.6</td>
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</table>

*Mental distraction rankings when using voice-commands to make calls or change music while driving. Includes 2015 model-year vehicles.

Source: AAA Foundation for Traffic Safety
No, Siri, “Not Cold Ham,” but “Call Home.”
Why not just trust us to make a good decision - (aka The Cake Argument)
Solutions – Technological

Does the phone go first … Or the car?
Solutions - Other

- legislative (tougher penalties); Mixed messages?
- insurance industry and their incentives; Follow the Money, Part 3?
- Guidelines that aren’t voluntary