



Adam Alter (2017)

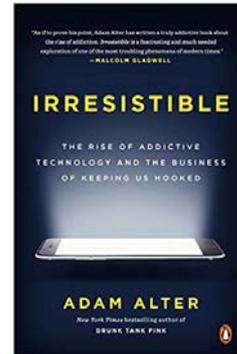
Why our screens make us less happy

A. Introduction



Bio

Adam Alter is an Associate Professor of Marketing at New York University's Stern School of Business, with an affiliated appointment in the New York University Psychology Department. In 2017, he published *Irresistible: The rise of addictive technology and the business of keeping us hooked* (Penguin)



https://www.ted.com/talks/adam_alter_why_our_screens_make_us_less_happy#t-554421

B. Part 1: Preparation for watching

Before you watch, discuss these questions. See how many of the answers you can guess.

- 1. In business language, what might the term *dogfooding* mean?**
 - a. Using your own product to prove how good it is.
 - b. Comparing the competition's product to dogfood to make it seem less attractive.
 - c. Using dogs as 'clickbait' to attract potential customers to watch your ads.
- 2. Leaders in which area famously do not practise *dogfooding*?**
 - a. The dogfood industry
 - b. Education
 - c. Technology
- 3. Who said the following?**

'They haven't used it (the iPad). We limit how much technology our kids use at home'



TED talks: Technology

happy or unhappy, depending on the app. Categorise the following apps according to the dominant emotion.

weather	dating	social networking
reading	health	web browsing
education	gaming	exercise
entertainment	news	relaxation

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How many minutes a day do you think people spend on these apps, on average, every day?

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2. Discussion: What is a *stopping cue*?

Use this picture from the TED talk to help you think of some examples.



In the 21st century we have lost many *stopping cues*, but some businesses are trying to reintroduce them. Here are two examples.



TED talks: Technology

How do you imagine these sentences are completed?

- In a Dutch design firm, the desks are fixed to the ceiling, so at exactly 6pm every day the desks to create a space for
- In the German motor company, Daimler, when an employee is on holiday, the automatic response to emails is **not** the typical message '*I am out of the office at the moment, I will get back to you as soon as I can*' but this, very different, message:

.....

3. Practical suggestions

Use the following images to help you guess what suggestions Adam makes for regulating screen time at home:



Part 2 Watching & Listening: 05:35 – 09:30

4. Listen to the last section of the talk and see how many answers from section C you had anticipated correctly.
5. Discuss with a partner
 - a. Do you think you have too much screen time?
 - b. Would you be able to limit it?
 - c. What would you do with the 'extra' time?