

A Constant Gravitational Tug on our Attention

Wearables: Google Glass, Jaw Bone, Fit Bit, Fuelband
Credit Suisse predicts that in 3-5 years people will spend \$30-50 billion annually on wearables, up from \$300 million currently.

Apple Watch:

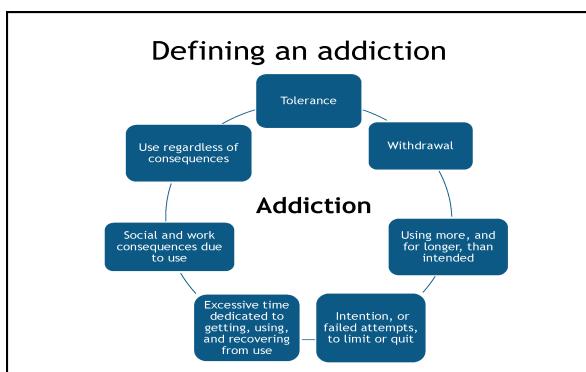
- Siri-powered
- Tap and more forceful press
- Give feedback: audio and haptic (vibration)
- Digital crown: zoom, scroll, navigate home
- Makes calls like a phone
- Manages texts, messages
- Animated drawings disintegrate in seconds
- Send heartbeat to another person
- Double tap gently nudges another person

**Wearable Technology:
The Way Forward is Inward**

7AM: Wake up to an alarm set to a time within 50 milliseconds of the definitive global time standard
8AM: Fitness apps will make suggestions and set goals
9AM: While commuting swipe the watch face to access important information on the go with Glances (calendar, location, stocks etc)
10AM: Answer messages while in a meeting with Smart Replies which predicts possible responses
1PM: Go to lunch and shop as well, holding the watch near a reader using Apply Pay at a retail partner company
7PM: HomeKit controls locks, thermostat, TV, lights
9PM: Relax, tapping Digital Touch to send your own heartbeat to friends and family

INDELIBLE DIGITAL BODY PRINT

Health and Fitness Coach:
Accelerometer
Heartbeat
iPhone GPS and WiFi track distance moved
Graphic: Move/Exercise/Stand Rings: Each ring closes when you reach daily calorie goals; 30 mins of exercise/day; stand for at least 1 min in X number of hours.
Workout: Activity app: Time, Distance, Calories, Pace
Rewards: Badges, "you're halfway there" reminders
Health App: Share all summaries with health providers

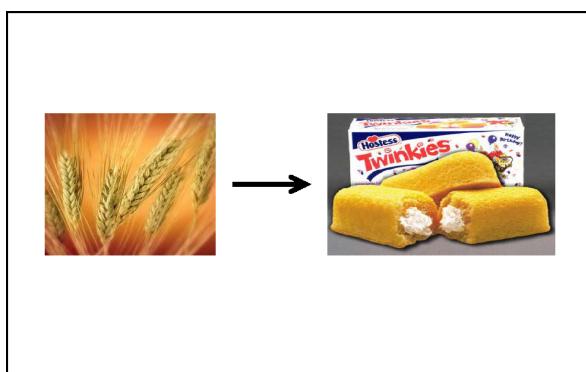
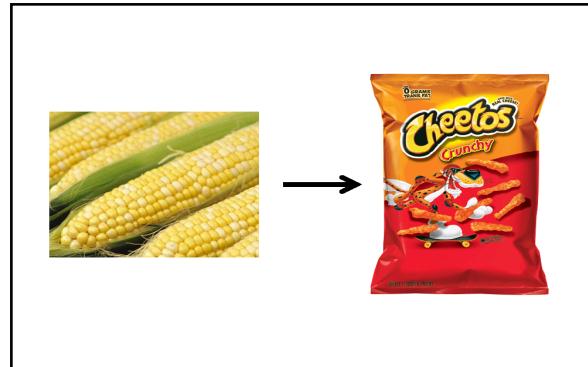
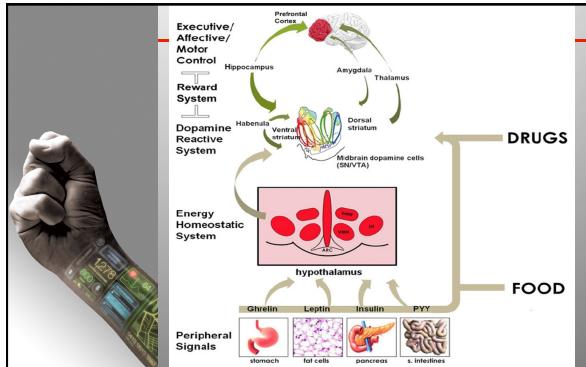



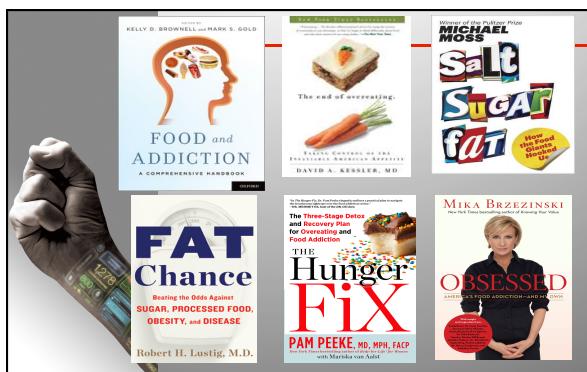
TECHNOLOGY ADDICTION

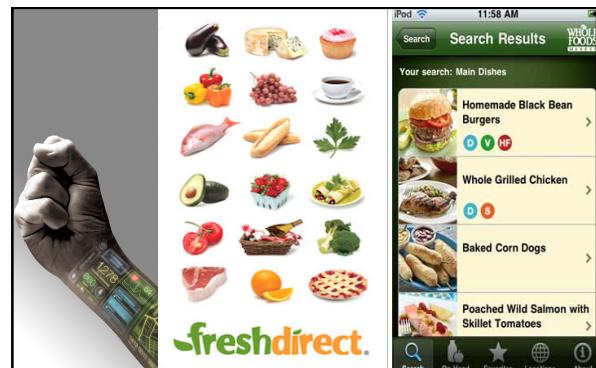
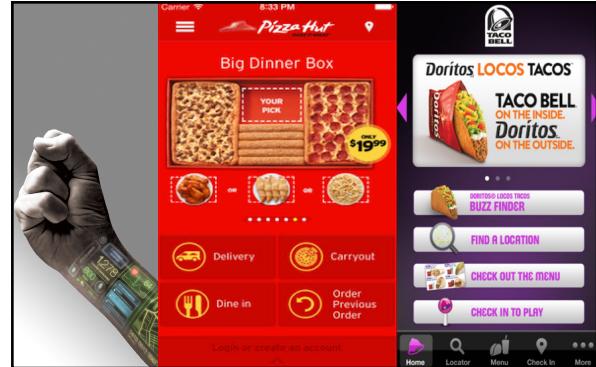
Craving Facebook: Disordered online social networking use was present in 9.7% of the undergraduates surveyed and significantly and positively associated with scores on the Young Internet Addiction test, greater difficulties with emotional regulation and problem drinking. The use of online social networking sites is potentially addictive and arises as part of a cluster of symptoms of poor emotion regulation skills and heightened susceptibility to both substance and non-substance addiction. (2014, Hormes)

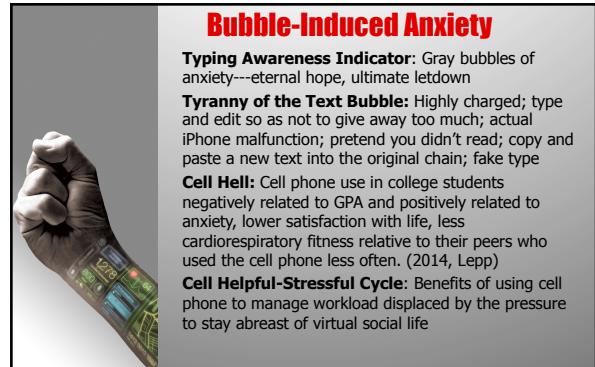
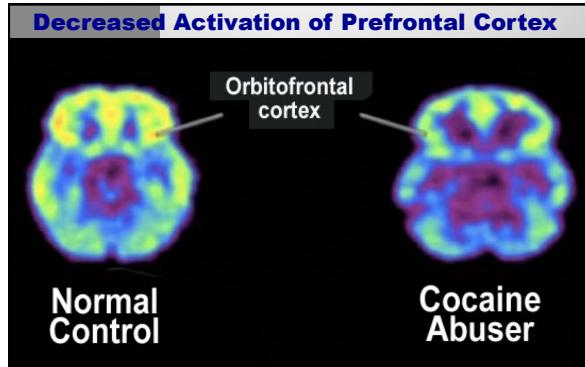
Behavioral Addictions: Growing evidence indicates that behavioral addictions resemble substance addictions in many domains, including natural history (chronic, relapsing course with higher incidence and prevalence in adolescents and young adults), phenomenology (subjective craving, intoxication, withdrawal), tolerance, comorbidity, overlapping genetic contribution, neurobiological mechanisms (opioid, serotonin, dopamine systems), and response to treatment. (2010, Gorelick)











THE PUBLIC REPRIMAND

—Original Message—
TO: Samlam593; James007; Beachbaby; BenSneedly; GeorgieGirl; Charlesincharge
FROM: Veronica8989
SUBJECT: Today's deadline

Team, I am sorry to let you know we didn't make today's project deadline. I got the final draft at 9, and the mail truck had just left. I will look into whether we can submit late or where we go from here –

—At 9:30 PM, Charlesincharge replied:
Veronica, you have got to be kidding me. Lame to blame the group. It's probably not too late to find another pickup location.

HOW TO FIX IT: In a group email, you are in front of an audience. Especially if the reprimand is unjustified, you should not only apologize, but apologize in front of the group. Another group email may be the only way.

THE FRIENDSHIP DISCONNECT

—Original Message—
TO: AnnaBanana
FROM: JackieO17
SUBJECT: hey

Hey – how are you? I've been super busy. You're probably sleeping. . . ?

—At 11:40 PM, AnnaBanana wrote:
I'm busy too. Maybe we can talk tomorrow during the day?

—At 11:42 PM, JackieO17 wrote:
Never mind. Have a nice life.

HOW TO FIX IT: JackieO17 should send a very short damage control message—"Sorry, I sent that too soon. Let's talk on the phone tomorrow."—and then call as promised, with apologies and peace offerings.

