

# How the internet changes our way of thinking...

## Everyday- and allaround medium

The internet replaces maps, calculators, telephone, radio, television and much more. Therefore, users keep spending more and more time online.

*But what happens to us when we are online?*

## The User and the information overload

With mails, chats, multimedia, social media and news feeds the User gets permanently new digital offers. Each picture or text and also every video and audio report is linked to another Website. It's impossible to stay on top of things.

*But how could we help ourselves?*

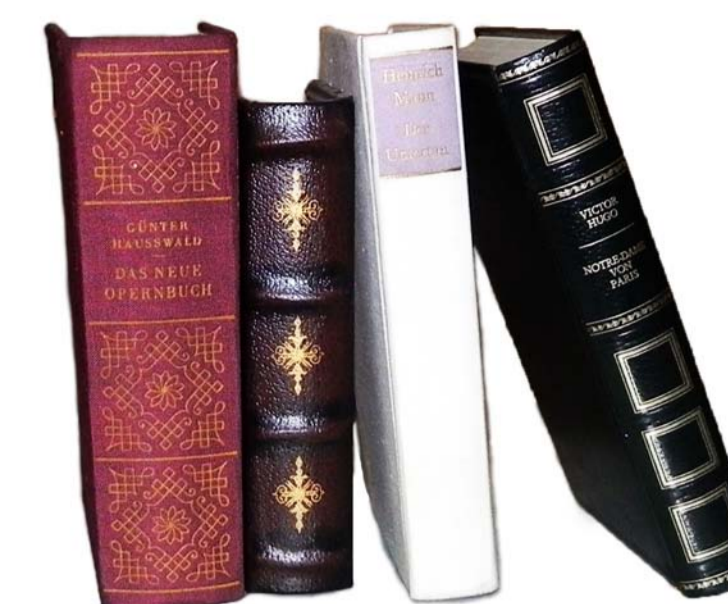
The user adapts. Online, one only scans texts paying attention to important keywords and follows one promising link after another. One does not follow texts, video or audio reports that are particularly long. Navigational aids such as search engines are an easier way to find what the user is looking for. Accordingly, careful reading and concentration are not required. The user becomes sloppy, careless and excursive and starts to use multitasking.

Using the internet helps improving the eye-hand coordination, reflexes and processing visual signals. In return, it deteriorates conscious learning, inductive analysis, critical and elaborate thinking – online and offline as well! By reading a book, one is scanning the text and searching for scatchwords in the same way as online. Thereby, the concentration decreases because the reader constantly expects new information. At the same time one is afraid to miss out on some news. Without concentration, knowledge doesn't get into the long-term storage. But actually, we don't regard it as a bad thing. Instead of remembering we search online, if necessary.

## Media adapts

The user is looking for precise and compressed information and long background reports rarely arouse interest. A lack of concentration makes it hard to follow long texts, video and audio reports.

Media needs to adapt so that it can still satisfy the consumer's needs. That means, the internet changes our way of thinking, our way of thinking changes our consumerism and therefore, it changes media.



Subject literature is well-structured using a precise index, brief conclusions and short chapters. This way, they present an overview and the users can decide what they'd like to read.

Fictional literature is an exception. Books with over 100 pages achieve outstanding sales figures as well. In this genre, careful reading is still common and will probably outlive in the future.



Zeitungen konzentrieren sich auf die Übernahme von Navigationshilfen. Dem Leser muss es möglich sein, exakt zu überblicken, wo er die Kurzzusammenfassung findet und wo den Hintergrundbericht. Letztere werden – wie online über einen weiterführenden Link – als zusätzliches Angebot bestehen bleiben. Für die Meisten Leser jedoch werden vor allem kurze Zusammenfassungen über den Artikeln immer wichtiger und daher auch immer verbreiteter.



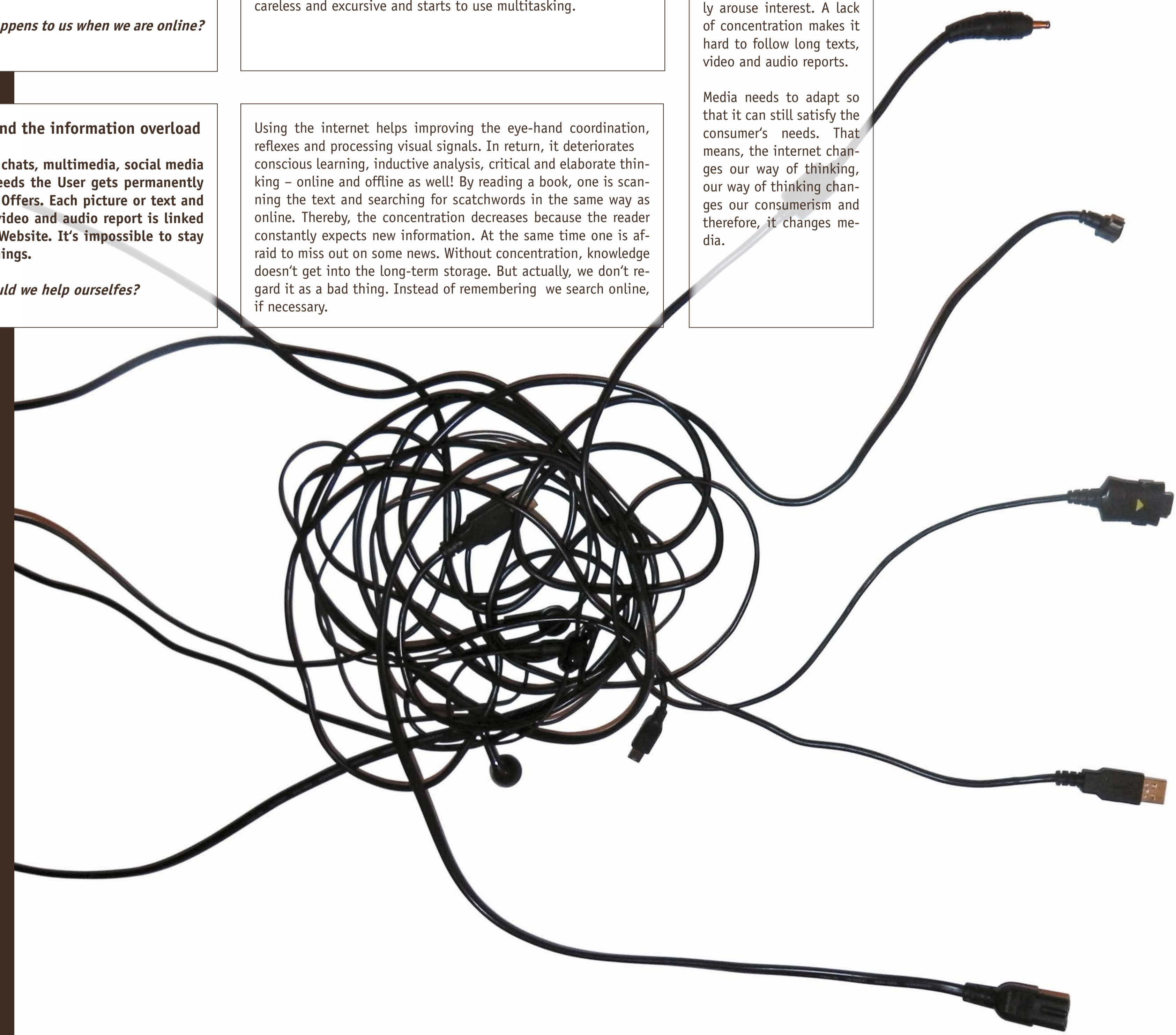
Radio stations cannot broadcast long reports additionally to the regular programme. Either the reports are broadcasted or not. To draw the audience's attention on these reports, they become shorter, easier and more superficial. There is no space left for long and elaborate reports but on the other hand, readers can access them online. Otherwise, they will only be broadcasted on specialized radio stations.



Concerning TV programmes, a similar problem occurs. Reading a book or newspaper, the users can skip as many pages as they like and continue with another chapter. Obviously, this is not possible for the TV programme. The audience can only decide to change the channel. To avoid this, the TV stations shorten long reports and broadcast them in a simple and compact format. Elaborate reports with background information are only offered on the channel's homepage.



Online, there is a tendency towards brief teasers and clearly structured contents. Therefore, various links are offered to choose from. Amongst these, long background reports are an option but in any case, the user gets a quick preview or teaser including keywords. Furthermore, the options focus on search engines so that these navigational aids lead the user right to the suitable online offer.



### Literature

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