



The Information Diet: A Case for Conscious Consumption

Clay A. Johnson

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This is a softcover version of the title released in 2011; there is no new material.

The modern human animal spends upwards of 11 hours out of every 24 in a state of constant consumption. Not eating, but *gorging* on information ceaselessly spewed from the screens and speakers we hold dear. Just as we have grown morbidly obese on sugar, fat, and flour—so, too, have we become gluttons for texts, instant messages, emails, RSS feeds, downloads, videos, status updates, and tweets.

We're all battling a storm of distractions, buffeted with notifications and tempted by tasty tidbits of information. And just as too much junk food can lead to obesity, too much junk information can lead to cluelessness. *The Information Diet* shows you how to thrive in this information glut—what to look for, what to avoid, and how to be selective. In the process, author Clay Johnson explains the role information has played throughout history, and why following his prescribed diet is essential for everyone who strives to be smart, productive, and sane.

In *The Information Diet*, you will:

- Discover why eminent scholars are worried about our state of attention and general intelligence
- Examine how today's media—Big Info—give us exactly what we want: content that confirms our beliefs
- Learn to take steps to develop data literacy, attention fitness, and a healthy sense of humor
- Become engaged in the economics of information by learning how to reward good information providers
- Just like a normal, healthy food diet, *The Information Diet* is not about consuming less—it's about finding a healthy balance that works for you

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