Information Overload

Today I watched two videos, one on YouTube and one TED talk about information overload and technology. One left me with a lot to think about and the other left me with a question that I am now mulling over and would like to share (at the end of this post). Today we have technology at our fingertips pretty much everywhere we go. With desktops and home phones moving towards laptops and smart phones and the introduction of wi-fi that is widely spreading to pretty much everywhere you are never far from a huge bank of information.

With all of the information we receive through various outlets it is not hard to believe that at one time or another we will have an overwhelming sense of too much! In the “Information Overload and Technology” video (http://www.youtube.com/watch?v=Fy456TR7hvs) it is stated that the amount of information we receive in one day is equivalent to 201 single spaced pages and if we only read all of that information then we will retain only 10%. The first time I used Twitter I felt this way, I felt like there was a lot of links, ‘chat’ and thoughts thrown in my direction and it was becoming too much and I was not following anything very well. Since learning a little bit more and working through it I have been able to take advantage of the hashtag options and search for my ‘information’ that way and now things seem to make a lot more sense as when searching a hashtag all posts seem to be a lot more related. JP Rangaswami suggests that “there is no information overload, just filter failure” and now having figured out my early frustrations with twitter I could not agree more!

In the TED talk “Information is food”, JP Rangaswami asks a question that I would also like to pose: If you viewed all the information you take in like you view all the food you take in, what would you do differently?