

me first



Why Technology is Irresistible

(And How You Can Resist It)

Brad Files & Nate Miller

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- 91% of phone users keep their phones within 3 ft of themselves 24hrs a day.
- We check our smartphones about 81,500 times each year, or once every 4.3 minutes of our waking lives.
- Survey of 8,000 Christians about social media routines. 73% said they are more likely in the morning to check email and social media before spiritual disciplines.



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“As digital distractions intrude into our lives at an unprecedented rate, behavioral scientists and psychologists offer statistical proof in study after study: the more addicted you become to your phone, the more prone you are to depression and anxiety, and the less able you are to concentrate at work and sleep at night.” (**12 Ways Your Phone Is Changing You.** By Tony Reinke)

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How has the world changed in the last decade?



2007 [\[edit \]](#)

This *Financial Times*-based list is up to date as of December 31, 2007. Indicated changes in rank and market value are relative to the previous quarter.

Rank	First quarter ^[62]		Second quarter ^[63]		Third quarter ^[64]		Fourth quarter ^[65]	
1		Exxon Mobil ▼429,567		Exxon Mobil ▲472,519		Exxon Mobil ▲513,362		Petrochina ▲723,952
2		General Electric ▼363,611		General Electric ▲393,831		General Electric ▲424,191		Exxon Mobil ▼511,887
3		Microsoft ▼272,912		Microsoft ▲281,934		China Mobile ▲327,937		General Electric ▼374,637
4		Citigroup ▼252,857	 	Royal Dutch Shell ▲266,141		ICBC ▲279,269		China Mobile ▲354,120
5		AT&T ▲246,206		AT&T ▲255,871		Microsoft ▼276,202		ICBC ▲338,989
6		Gazprom ▼245,911		Citigroup ▲253,703	 	Royal Dutch Shell ▼264,397		Microsoft ▲333,054
7		Toyota Motor Corporation ▼230,832		Gazprom ▼245,757		Gazprom ▲260,249		Gazprom ▲329,591
8		Bank of America ▼228,177		BP ▲231,491		AT&T ▲258,047	 	Royal Dutch Shell ▲269,544
9		ICBC ▼224,788		Toyota Motor Corporation ▼228,009		Citigroup ▼232,162		AT&T ▼252,051
10	 	Royal Dutch Shell ▼214,018		Bank of America ▼216,963		Bank of America ▲223,066		Sinopec ▲249,645



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What are the richest companies in the world?



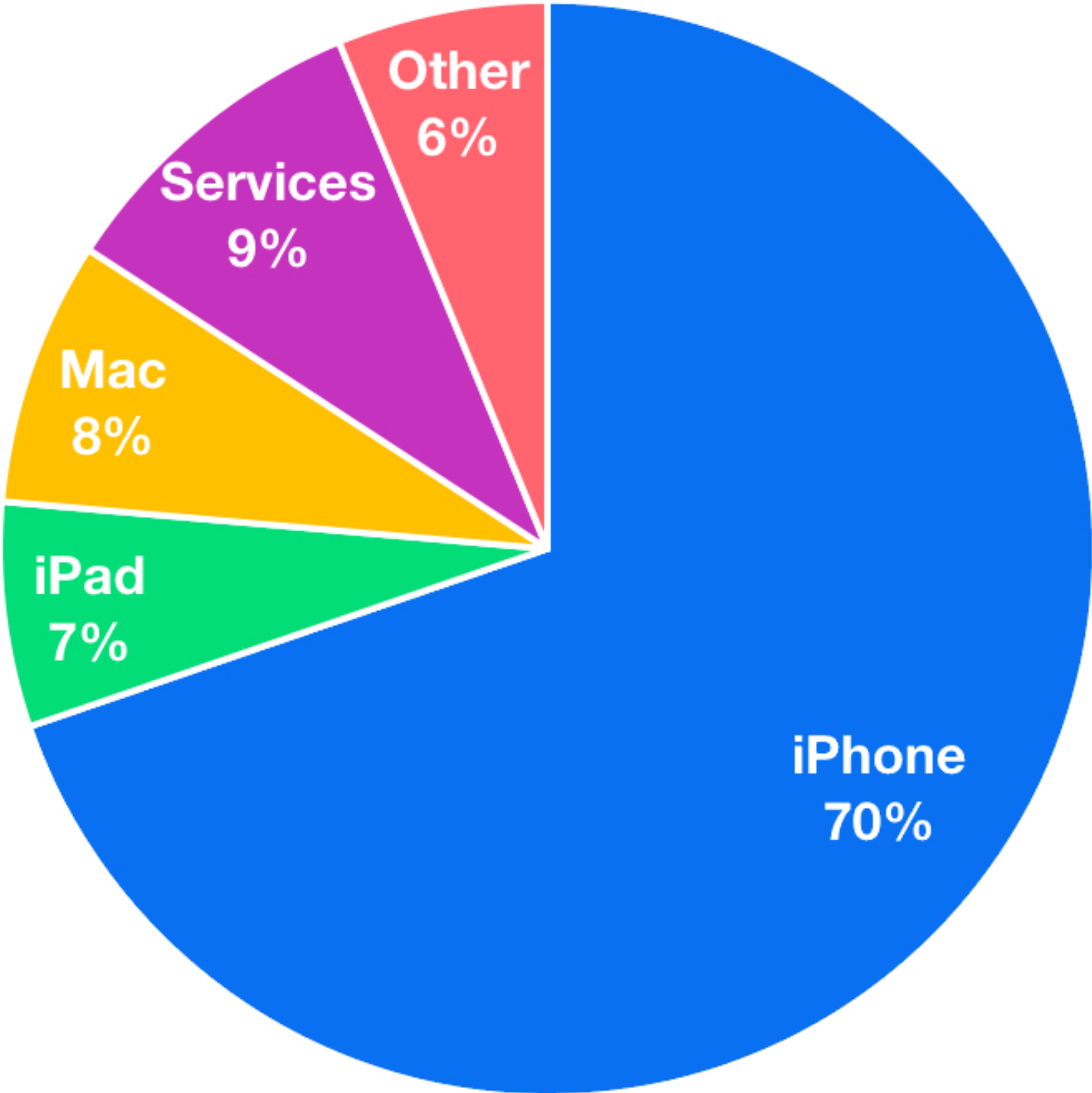
2018

This list is up to date as of August 3, 2018. Indicated changes in market value are relative to the previous quarter.

Rank	First Quarter		Second Quarter		Third Quarter	Fourth Quarter
1		Apple Inc. ▼851,317		Apple Inc. ▲909,840 ^[10]		
2		Alphabet Inc. ▼717,404		Amazon.com ▲824,790 ^[11]		
3		Microsoft ▲702,760 ^[12]		Alphabet Inc. ▲774,840 ^[13]		
4		Amazon.com ▲700,672 ^[11]		Microsoft ▲757,640 ^[12]		
5		Tencent ▲507,990 ^[14]		Facebook ▲562,480 ^[15]		
6		Berkshire Hathaway ▲492,019 ^[16]		Tencent ▼478,580 ^[14]		
7		Alibaba Group ▲470,930 ^[17]		Alibaba Group ▲476,040 ^[17]		
8		Facebook ▼464,189 ^[15]		Berkshire Hathaway ▼463,980 ^[16]		
9		JPMorgan Chase ▲377,410 ^[18]		JPMorgan Chase ▼354,780 ^[18]		
10		Johnson & Johnson ▼343,780 ^[19]		ExxonMobil ▲350,270 ^[20]		



Apple Revenue By Product - 2018



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It's not personal, it's business.



m e f i r s t

“In 2000, Microsoft Canada reported that the average human had an attention span of twelve seconds; by 2013 that number had fallen to eight seconds.

(According to Microsoft, a goldfish, by comparison, has an average attention span of nine seconds.)”

— By Adam Alter, **Irresistible: The Rise of Addictive Technology and the Business of Keeping Us Hooked**

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“How do you ethically steer the thoughts and actions of two billion people’s minds every day?”

— By Tristan Harris, **Former Design Ethicist at Google,**
Founder of Time Well Spent



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Why Digital Distractions Lure Us.

- We use digital distractions to keep hard things away.
- We use digital distractions to keep people away.



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Jesus replied: “Love the Lord your God with all your heart and with all your soul and with all your mind. This is the first and greatest commandment. And the second is like it: Love your neighbor as yourself.”

Matthew 22: 37



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Why Digital Distractions Lure Us.

- We use digital distractions to keep hard things away.
- We use digital distractions to keep people away.
- We use digital distractions to keep thoughts of eternity away.



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Questions we should ask ourselves regularly:

- Does my digital connectedness move me toward God or away from him?
- Does my digital connectedness edify me and others, or do they build anything of lasting value?
- Does my digital connectedness expose my freedom in Christ or my bondage to technology?



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10 Boundaries to Consider:

1. Turn off all nonessential push notifications.
2. Delete expired, nonessential, and time-wasting apps.
3. At night, keep your phone out of the bedroom.
4. Use a real alarm clock, not your phone alarm, to keep the phone out of your hands in the morning.

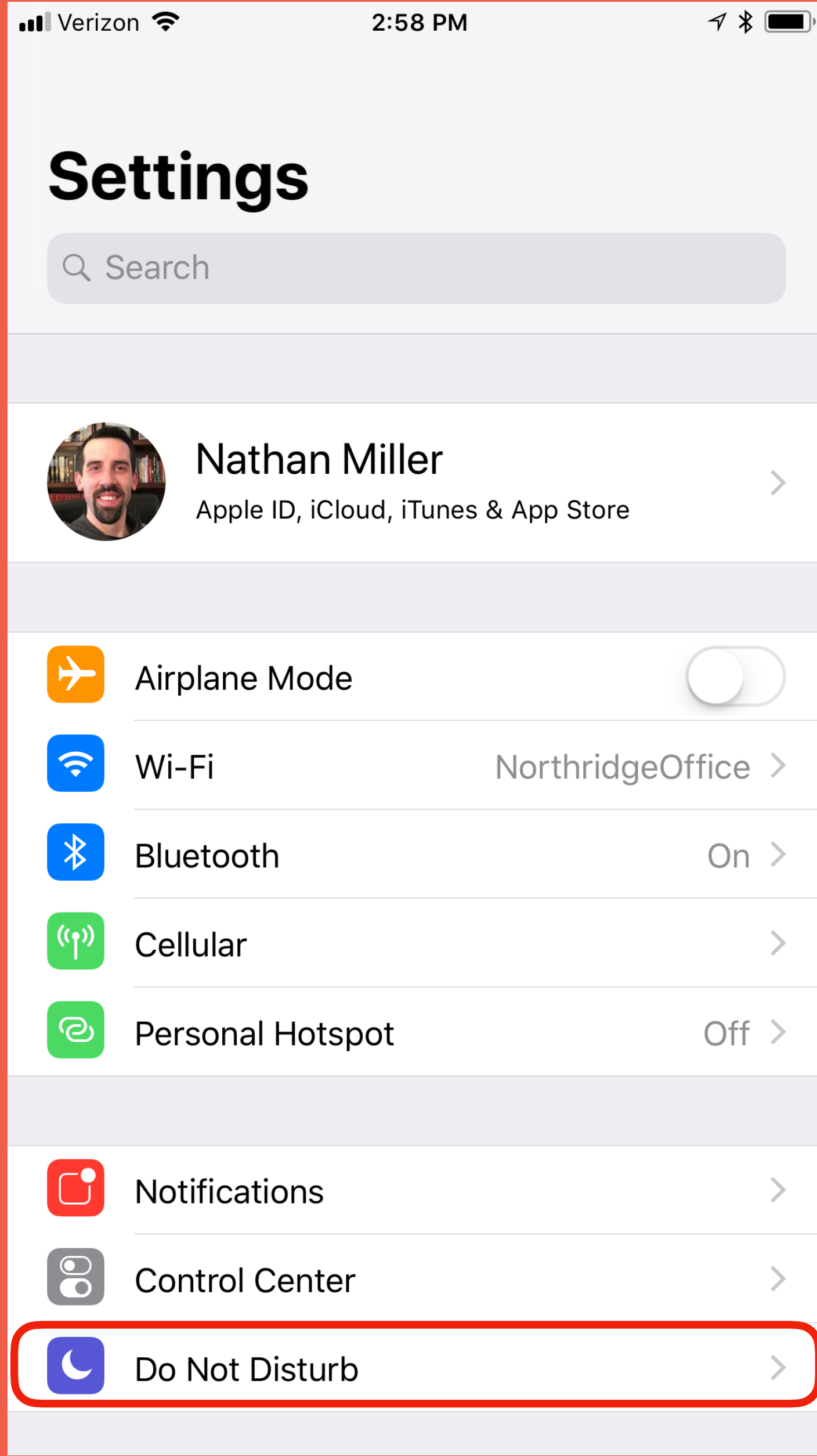


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10 Boundaries to Consider:

5. Guard your morning disciplines and evening sleep patterns by using phone settings to mute notifications.





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10 Boundaries to Consider:

5. Guard your morning disciplines and evening sleep patterns by using phone settings to mute notifications.
6. Invite people closest to you to offer feedback on your phone habits.



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10 Boundaries to Consider:

7. Recognize that much of what you respond to quickly can wait. Respond at a later, more convenient time.
8. Use strategic points during the day to read and respond to emails.



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10 Boundaries to Consider:

9. When eating with people leave your phone out of sight.
10. At strategic moments, digitally detox your life and recalibrate your ultimate priorities.



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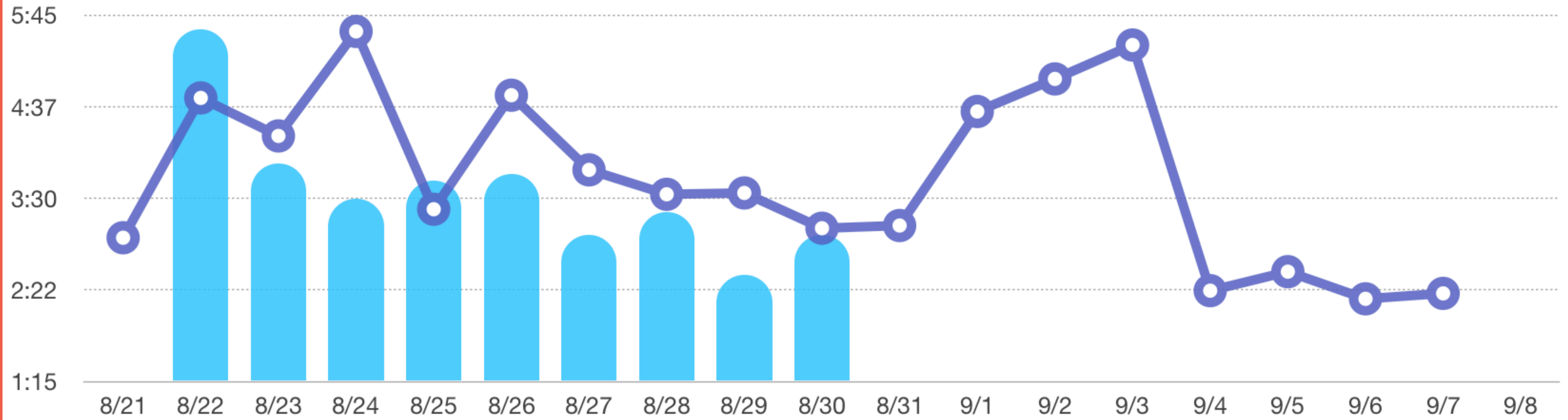
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Resources

- Book - **“12 Ways Your Phone Is Changing You”** by Tony Reinke
- App - **Moment**



Brad and Nate's Screen Time



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