

@fabiopereirame

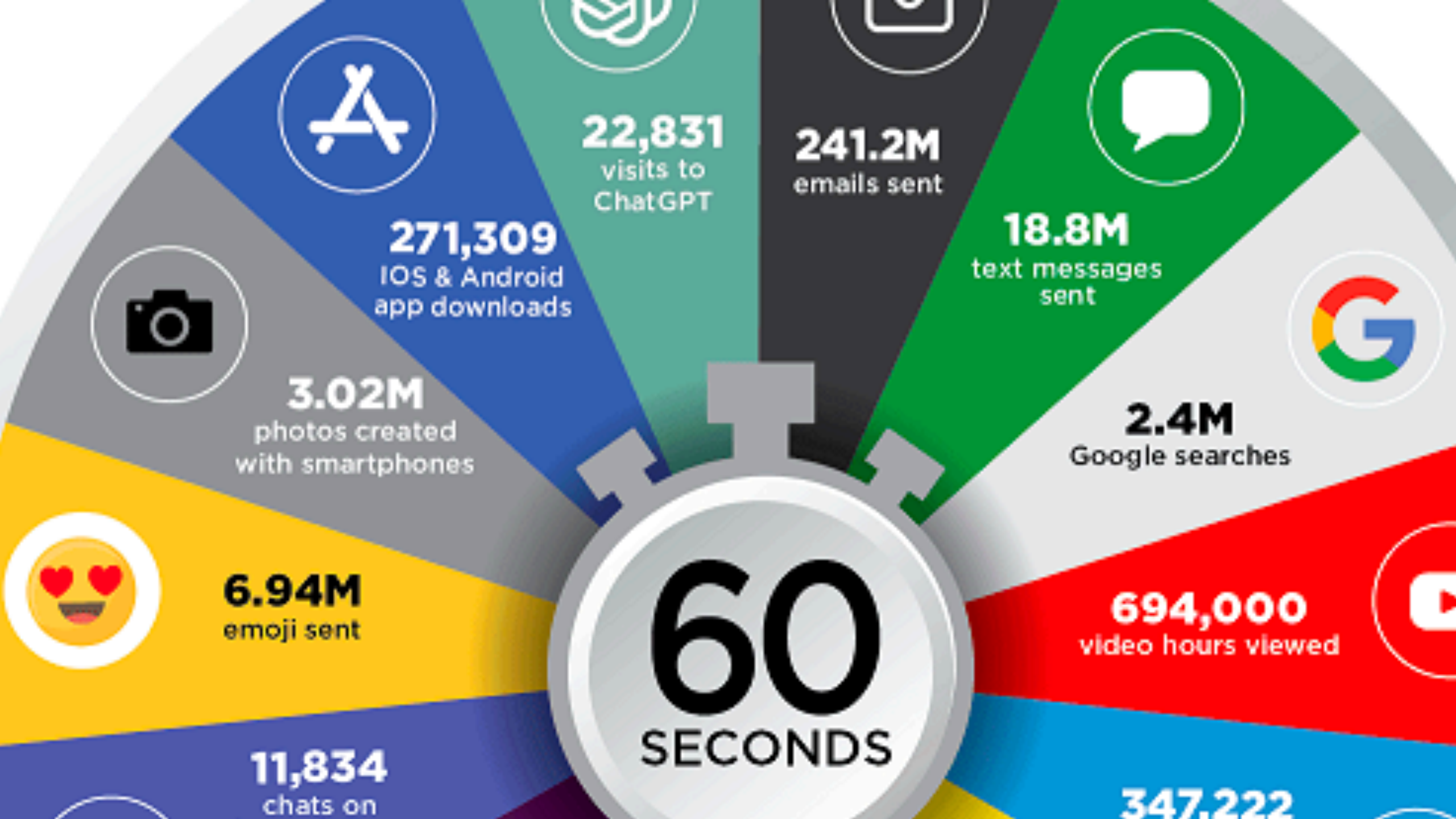
#infobesity



Fabio Pereira



241 Million!



60
SECONDS



22,831
visits to
ChatGPT



241.2M
emails sent



18.8M
text messages
sent



2.4M
Google searches



694,000
video hours viewed

347,222

11,834
chats on



6.94M
emoji sent



3.02M
photos created
with smartphones

271,309
IOS & Android
app downloads



INTERNET MINUTE 2023

Created by: eDiscovery Today & LTMG

2016 What happens in an Internet Minute?



2017 This Is What Happens In An Internet Minute



2018 This Is What Happens In An Internet Minute



2019 This Is What Happens In An Internet Minute



2020 This Is What Happens In An Internet Minute



2021 This Is What Happens In An Internet Minute



THE INTERNET IN 2023 EVERY MINUTE

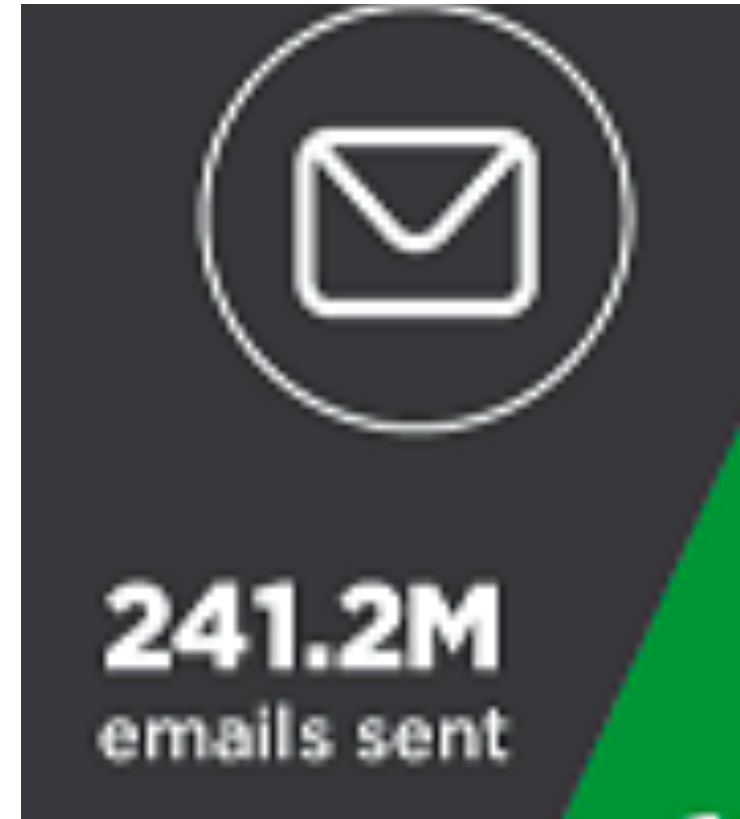


Created by: eDiscovery Today & LTMG

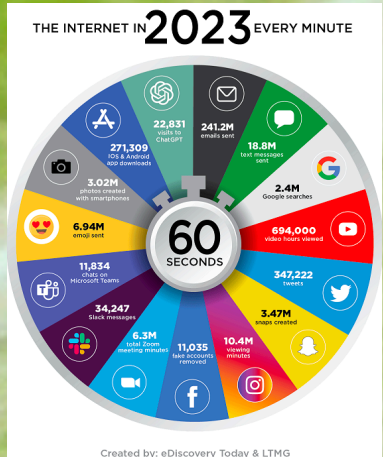
2016



2023





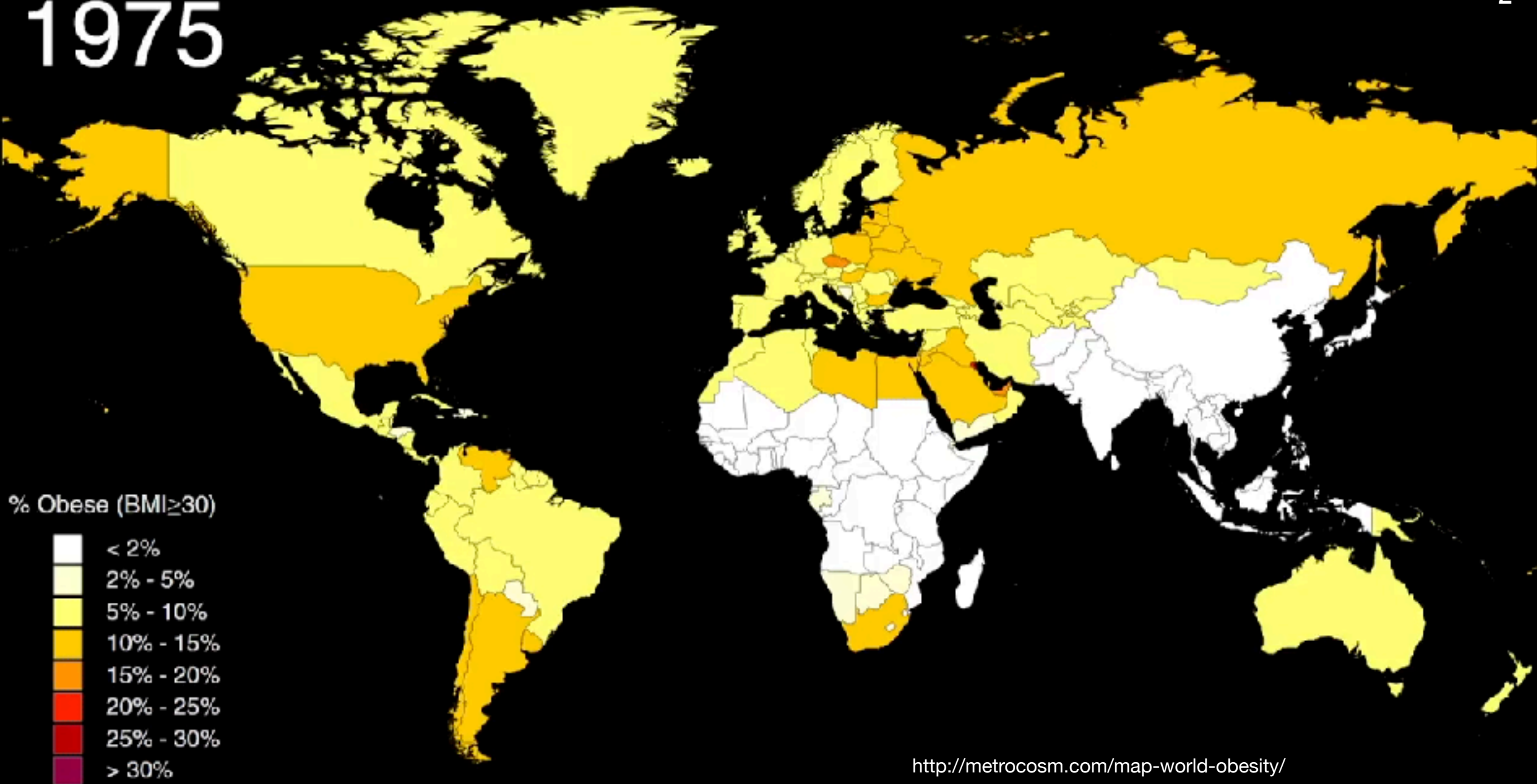






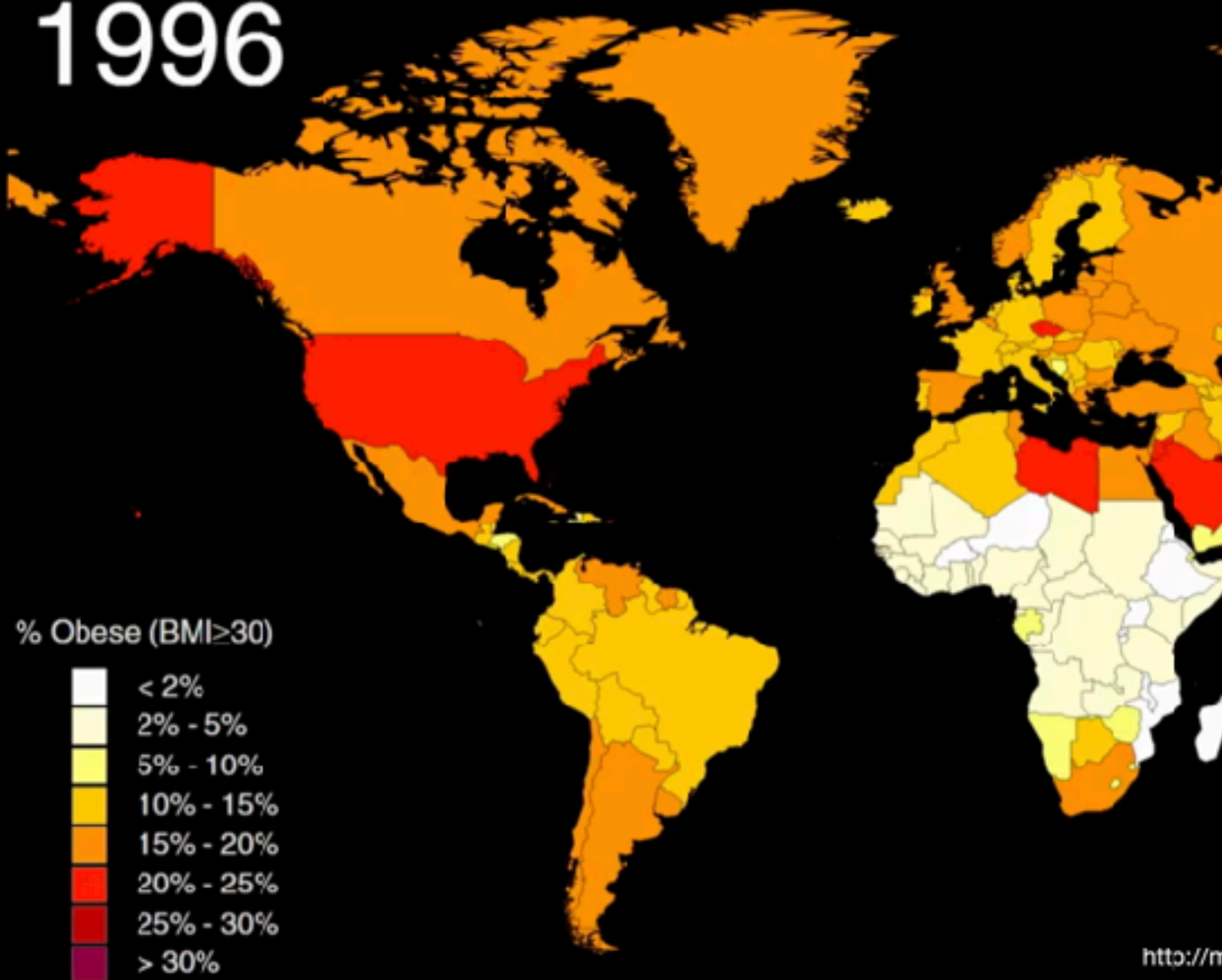
1975

2



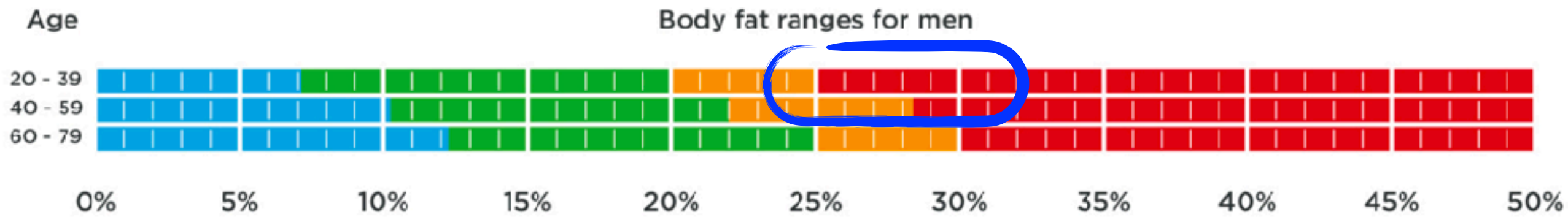
<http://metrocosm.com/map-world-obesity/>

1996









Source: <https://www.tanita.com/en/understanding-your-measurements/>



**YOU ARE IN THE
OBESITY ZONE !!!**

**YOU ARE IN THE
OBESITY ZONE !!!**







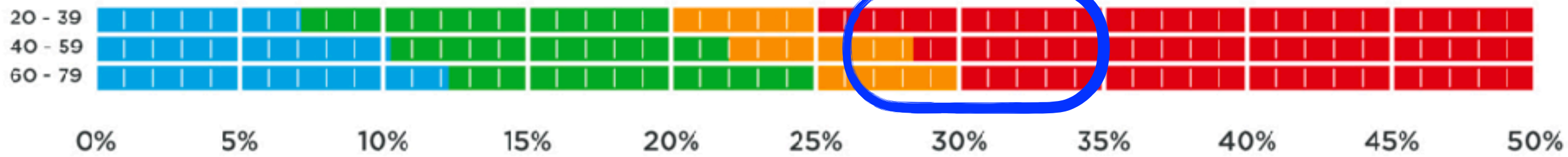






Age

Body fat ranges for men





YOU ARE IN THE
HEALTHY ZONE !!!!!





2021 – 79 zettabytes of data

1,000,000,000,000,000,000,000

21 zeroes



Forbes

statista 



Company: Google

Mission: To organize the world's information and make it universally accessible and useful.

Vision: To provide access to the world's information in one click.

<https://about.google/>

Mission:
To help you
organize and align
your information
consumption to
your goals

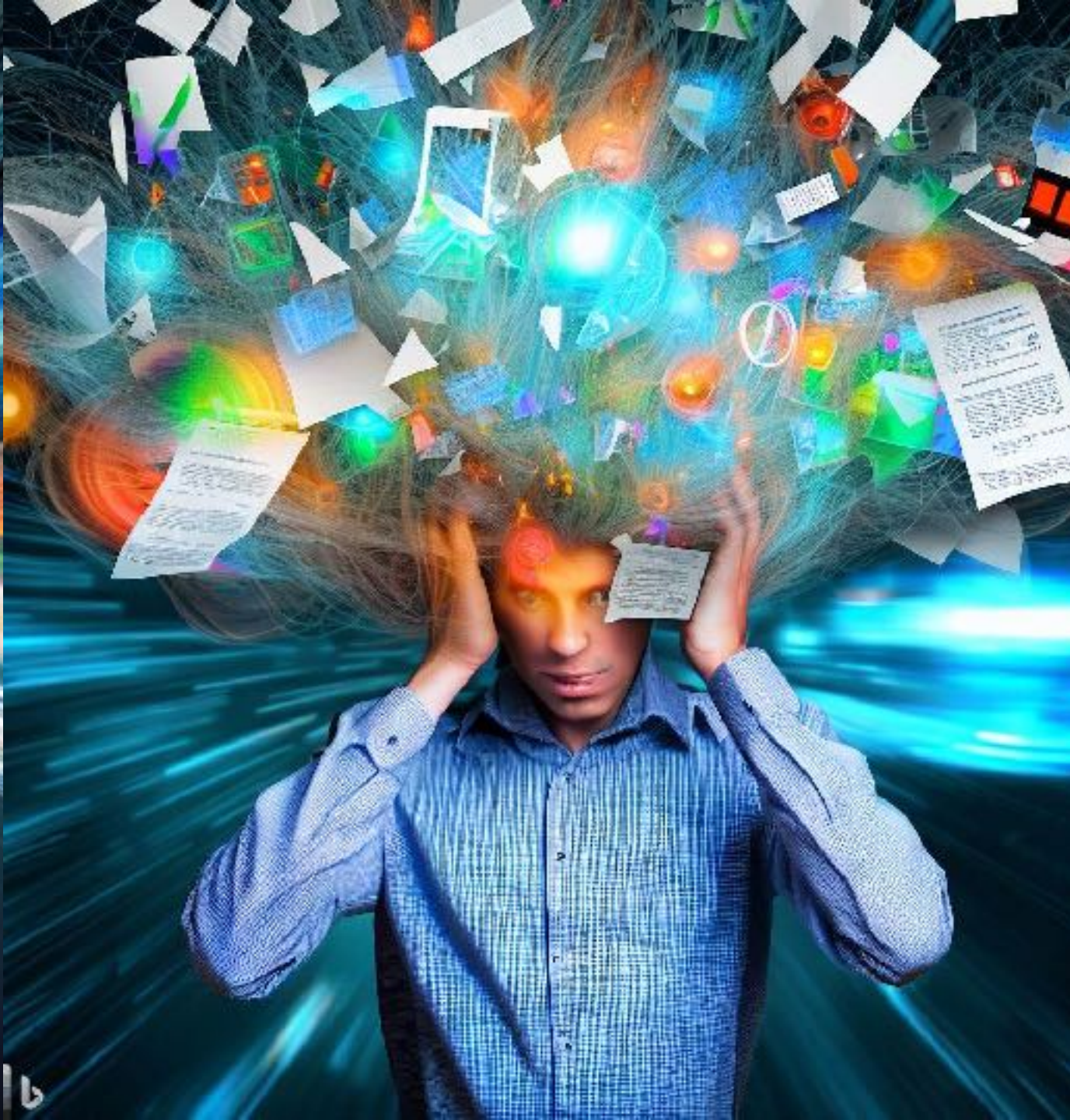


Fabio Pereira

The 1st Nutritionist of Information #nutrinfo



Fabio Pereira



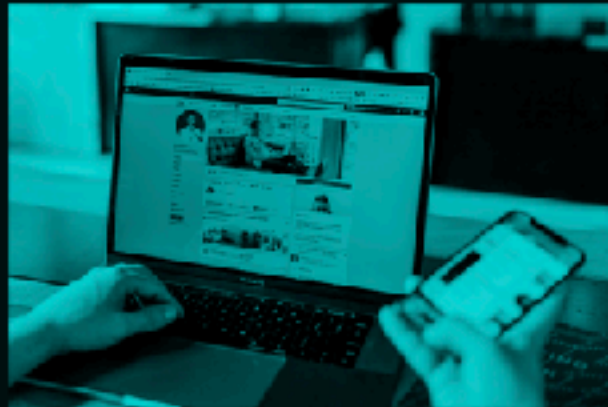


Symptoms

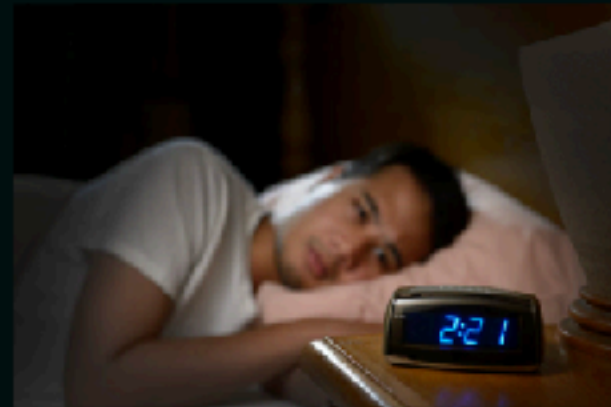
Mental Fatigue



Lack of Focus



Anxiety



Bad Habits



Lack of Productivity



Screen Addiction



The background is a vibrant blue digital space filled with glowing lines, dots, and abstract shapes, suggesting a high-tech or data-driven environment. A white robotic arm with black joints and a black wristband extends from the left side of the frame, pointing its index finger towards a large, stylized number. The number is displayed in a bold, yellow, sans-serif font within a dark blue rectangular box that has a glowing blue border. The overall aesthetic is futuristic and technological.

35 000



DIGITAL DECISIONS

The Rise of Dataism: A Threat to Freedom or a Scientific Revolution?

By **Steven Parton** - September 30, 2018 👁 10,176

What Is **Dataism**?

First mentioned by David Brooks in his 2013 *New York Times* article “**The Philosophy of Data**,” dataism is an ethical system that has been most heavily explored and popularized by renowned historian, Yuval Noah Harari.

<https://singularityhub.com/2018/09/30/the-rise-of-dataism-a-threat-to-freedom-or-a-scientific-revolution/>

"LISTEN TO GOOGLE"

**FROM THEISM - TO HUMANISM
- TO DATA-ISM**





| Prefácio |

35 mil! Essa é a quantidade média de decisões que um ser humano toma por dia. Significa mais ou menos uma decisão a cada dois segundos. Já imaginou quantas dessas são decisões digitais? Decisões digitais são as que tomamos usando tecnologia como smartphones, tablets, computadores, wearables, realidade virtual etc. Também aqueles equipamentos digitais. Muitas vezes, tomamos decisões que misturam o físico e o digital. Vivemos digitalmente.

algo que é uma questão de moral e ética. Temos certeza de que ter esses hábitos não somente a forma que o pensamento e consciência para criarmos e vivermos em um mundo cada vez

Fabio Pereira

Autor do livro *Consciência Digital*

HOOKED



How to Build
Habit-Forming Products

NIR EYAL
WITH RYAN HOEVER

BEST-SELLER DO WALL STREET JOURNAL

"Uma leitura obrigatória para todos que se interessam em promover o engajamento do cliente."
—Jim Hogg, Autor de *A Bíblia do Cliente*

HOOKED

(ENGAJADO)

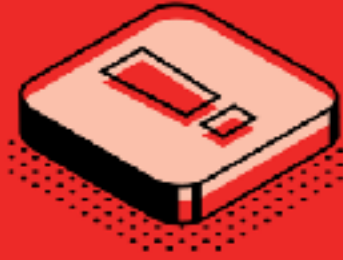
COMO CONSTRUIR
PRODUTOS E SERVIÇOS
FORMADORES DE HÁBITOS



NIR EYAL
com RYAN HOEVER

BRUNO





2 TYPES OF INFLUENCE

PERSUASION

COERSION



Influencing
people to do
what they
**want and
need.**

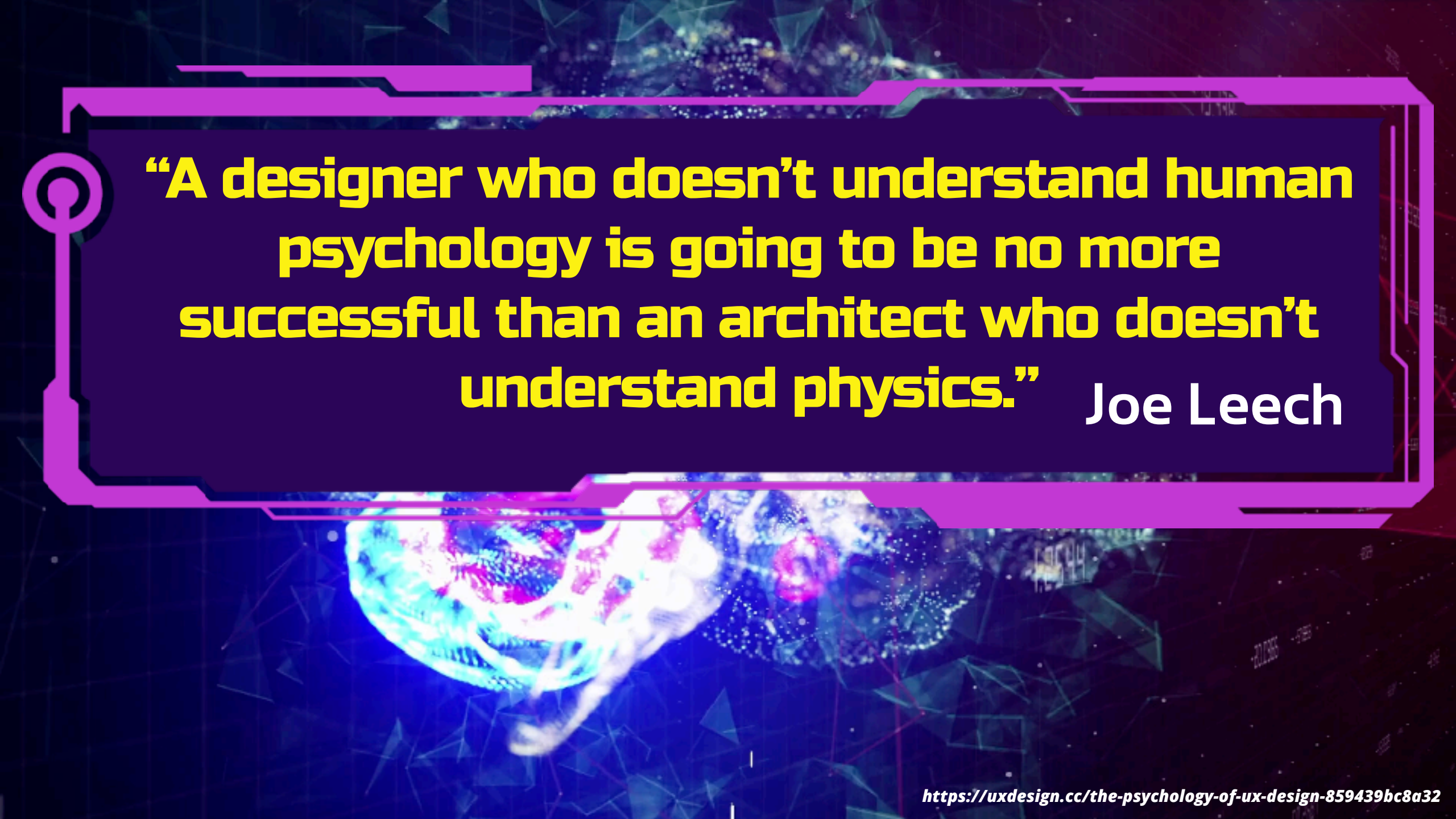
Influencing
people to do
what they
**don't want and
don't need**

The background is a complex digital composition. It features a central, glowing brain-like structure with intricate, colorful patterns in shades of blue, purple, and pink. This central element is surrounded by a network of thin, glowing lines and nodes, resembling a neural network or a circuit board. The overall color palette is dominated by deep blues, purples, and magentas, with bright highlights from the glowing elements. The text is overlaid on this background, with the main title in a dark blue box and the subtitle in yellow text on the left.

THE POWER OF

UX DESIGN

**DIGITAL
DECISION
ARCHITECTS**



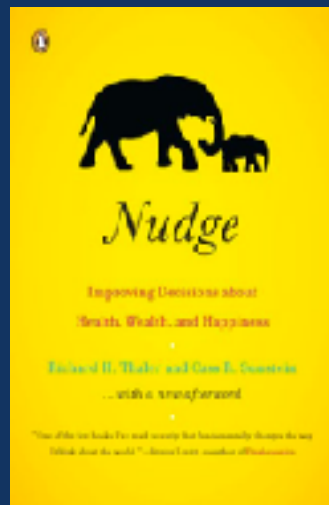
“A designer who doesn’t understand human psychology is going to be no more successful than an architect who doesn’t understand physics.” Joe Leech



UX

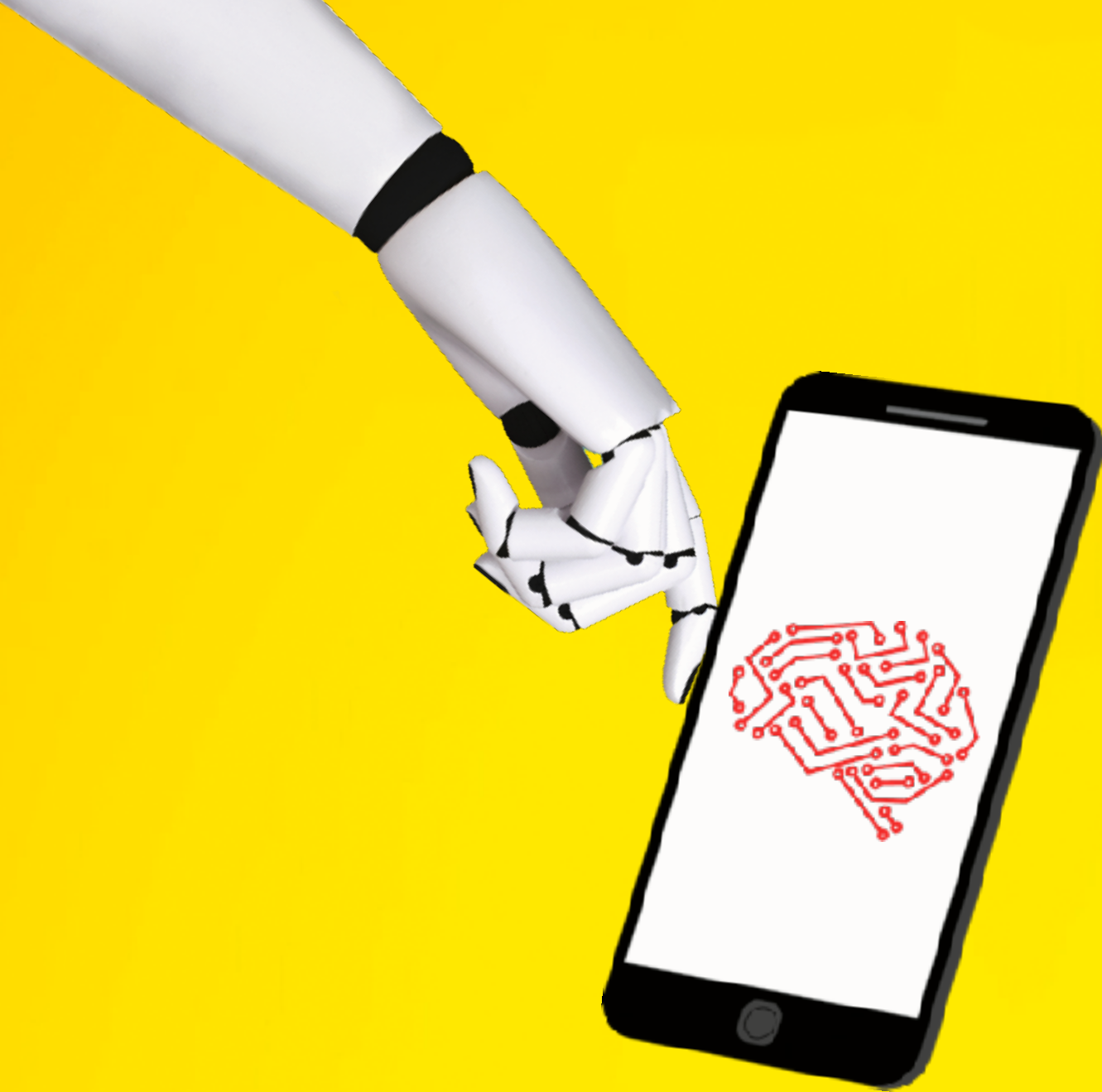
***Digital
Decision
Architect***

NUDGES are small and powerful interventions in the environments where we make decisions



NUDGE





DIGITAL **NUDGE**

www.digitalnudge.org

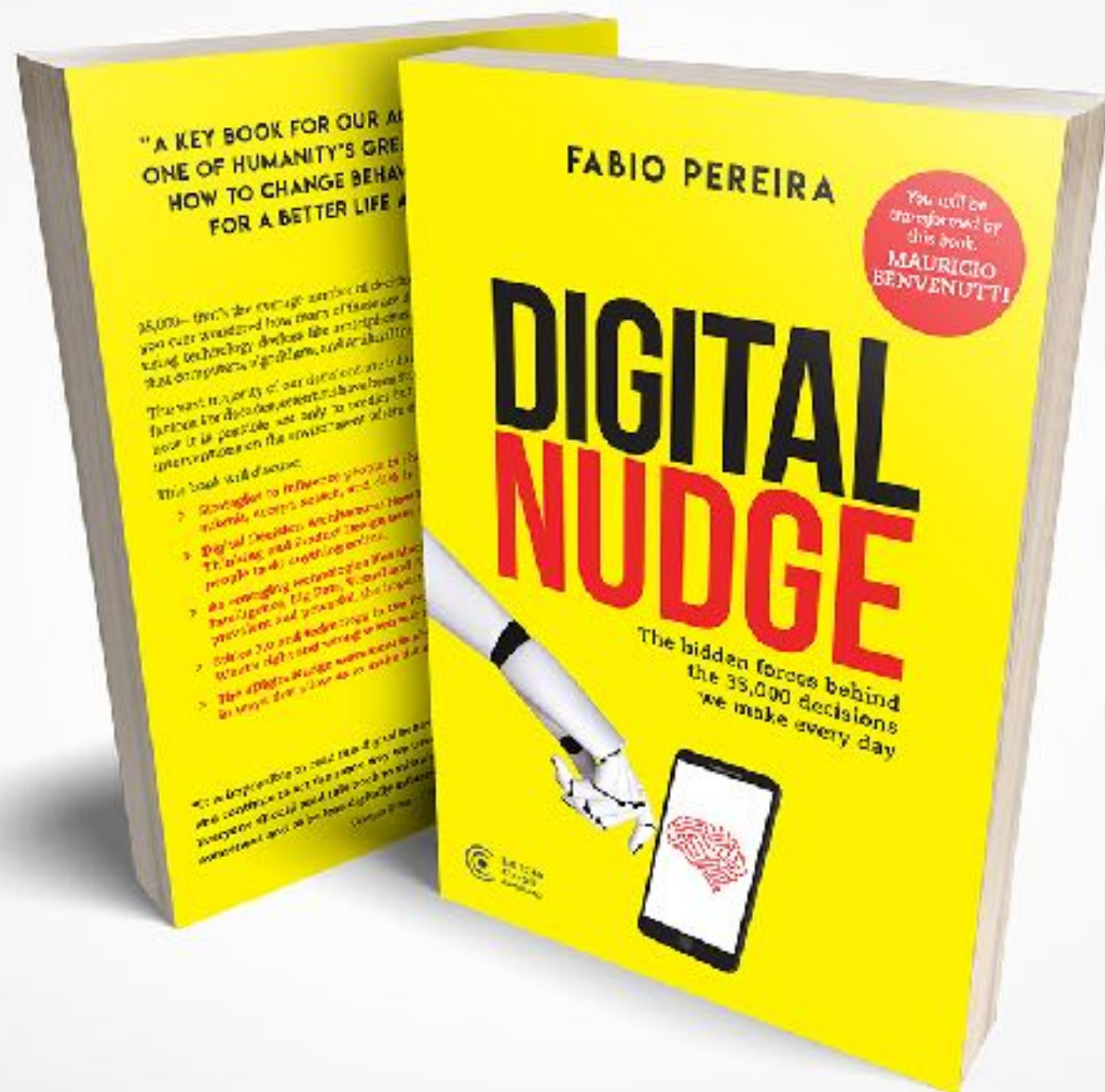


***Digital
Decision
Architect***



***Digital
Citizen***







#DigitalNudese

PSICOLOGIA POR TRÁS DA TRANSFORMAÇÃO DIGITAL

PEREIRA



Wo



fabio nudge



Todas

Imagens

Notícias

Vídeos

Shopping

Mais

Configurações

Ferramentas

Coleções

SafeSearch

behavioral economics

adam smith

fabio pereira

nudge theory

consciência

digital nudge

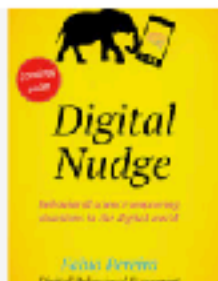
behavioural economics

fabio capello

tedx



Digital Nudge - The Book
digitalnudge.org



Digital Nudge by Fabi...
leapub.com



Nudge nudge, wink wink: How far...
omau.com.au



Fabio Pereira on Twitter: "Preparing my Digital Nudge...
twitter.com



Digital nudge: How automation, machi...
redhsa.com



Consciência Digital e Economia Com...
geekonomics.com.br



Digital Nudge - the brai...
archive.buzzconf.io



Agile Trends 2017 - #DigitalNudge - A psicologia ...
slideshare.net



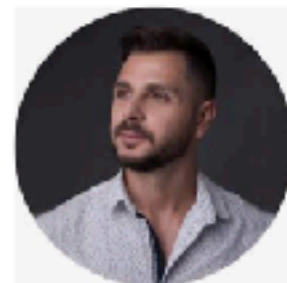
Fabio Pereira
fabiopereira.me



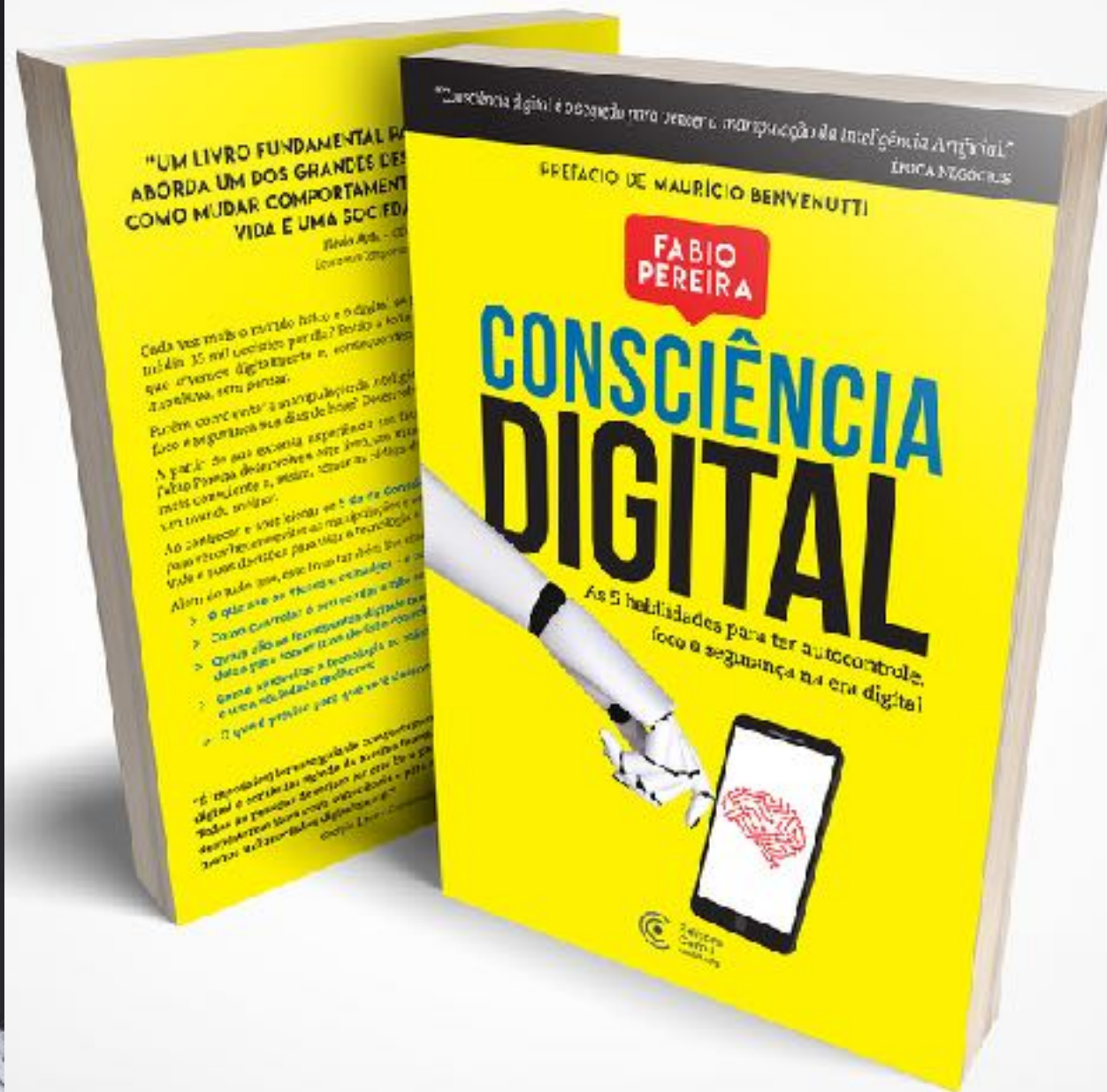
Bolton trio's England nudge - M...
manchestereveningnews.co.uk

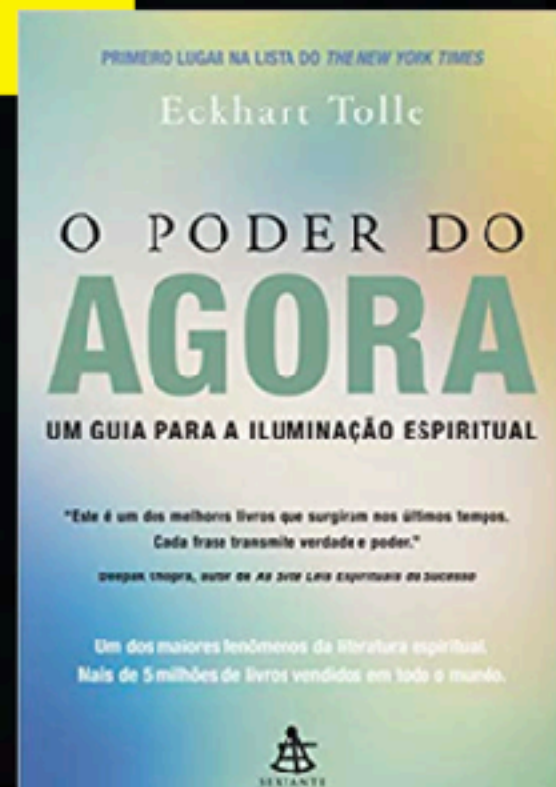


GOTO 2017 - #DigitalNudge - The Hidd...
youtube.com



Fabio Pereira
fabiopereira.me





Consciousness & Technology

79,003 views • 8 Oct 2018

THE 5 DIGITAL CONSCIOUSNESS SKILLS



5Cs

#DigitalNudge



1. CONTROL OF DIGITAL DECISION

“MY DECISIONS, MY RULES”

THE 5
DIGITAL
CONSCIOUSNESS
SKILLS

#DigitalNudge

#DigitalNudge

DO YOU
CONTROL
YOUR
SMARTPHONE

OR DOES IT
CONTROL
YOU?



2. **CONNECTED- DISCONNECTED BALANCE**

**“SOMETIMES WE HAVE TO
DISCONNECT IN ORDER TO CONNECT”**



3. KNOWLEDGE OF UNCONSCIOUS BIASES “I SEE BIASES!”

THE 5
DIGITAL
CONSCIOUSNESS
SKILLS

#DigitalNudge

FEAR OF MISSING OUT



Practical Decision-Making in a
World of Overwhelming Choice

"A must-read for all of us who want to escape the anxiety
of indecision, live with more intention, and thrive."

—ARIANNA HUFFINGTON

PATRICK J. MCGINNIS

UNABRIDGED

NETFLIX

Watch Credits



Next Episode

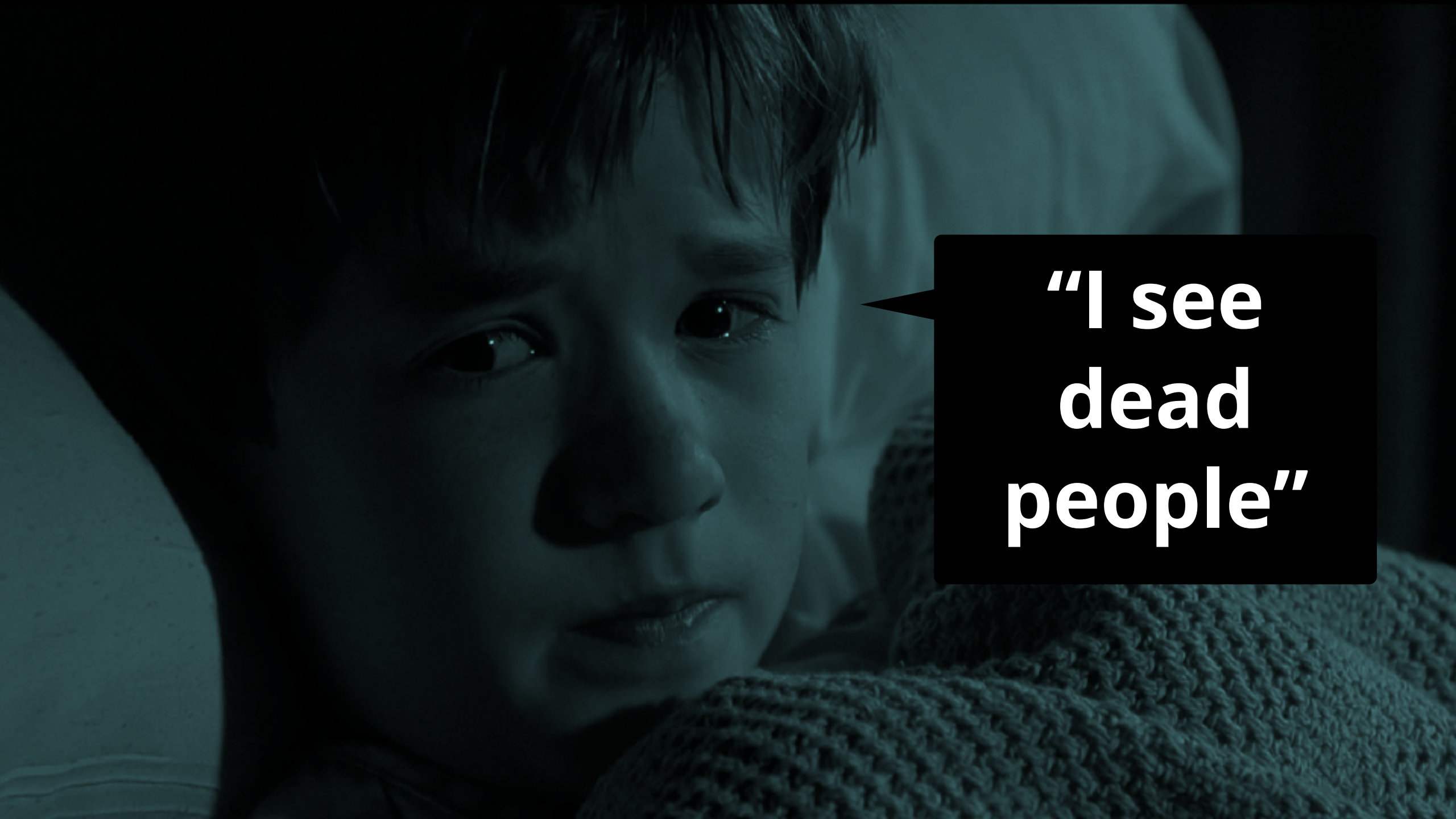


What Should We Remember?




Need To Act Fast

Not Enough Meaning


A close-up, low-key photograph of a young boy with dark hair, looking off-camera with a worried or fearful expression. He is wearing a textured, knitted sweater. A black speech bubble with white text is overlaid on the right side of the image.

**“I see
dead
people”**

A close-up photograph of a man with dark hair, looking slightly to the right with a thoughtful expression. The image is tinted with a teal color. A black speech bubble with a white border is positioned on the right side of the image, containing the text "I see biases".

**"I see
biases"**

#DigitalNudge

A close-up photograph of a man with dark hair and a beard, looking off to the side with a skeptical or questioning expression. A black speech bubble with white text is positioned to his right. The background is a plain, light-colored wall.

**“I see
biases”**

#DigitalNudge



4. CONCENTRATION AND DIGITAL FOCUS

**“WHEN WE FOCUS ON EVERYTHING,
WE FOCUS ON NOTHING”**

**THE 5
DIGITAL
CONSCIOUSNESS
SKILLS**

#DigitalNudge



5. CRITICAL THINKING

**“DOUBT BEFORE BELIEVING,
VALIDATE BEFORE SHARING”**

THE 5 DIGITAL CONSCIOUSNESS SKILLS

#DigitalNudge



1. **CONTROL OF
DIGITAL DECISION**
“MY DECISIONS, MY RULES”



2. **CONNECTED-
DISCONNECTED BALANCE**
“SOMETIMES WE HAVE TO
DISCONNECT IN ORDER TO CONNECT”



3. **KNOWLEDGE OF
UNCONSCIOUS BIASES**
“I SEE BIASES!”



4. **CONCENTRATION
AND DIGITAL FOCUS**
“WHEN WE FOCUS ON EVERYTHING,
WE FOCUS ON NOTHING”

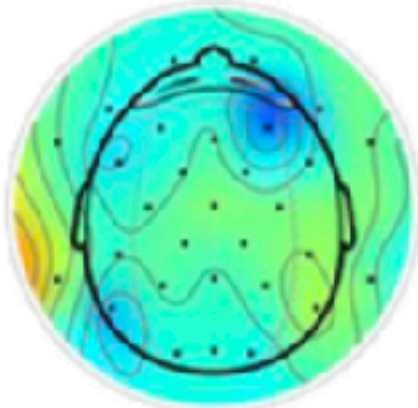


5. **CRITICAL THINKING**
“DOUBT BEFORE BELIEVING,
VALIDATE BEFORE SHARING”

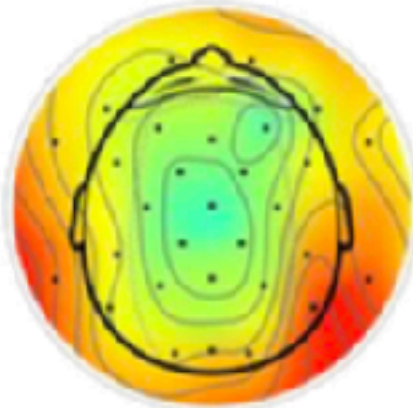




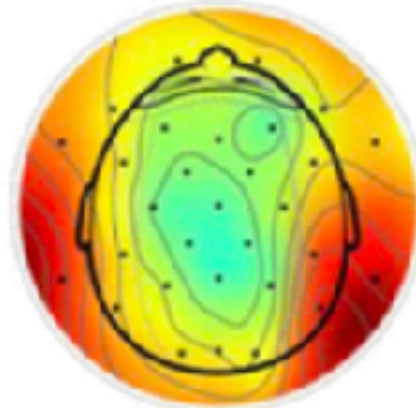
No Break



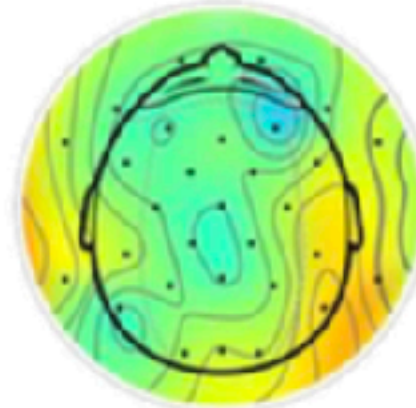
Meeting 1



Meeting 2

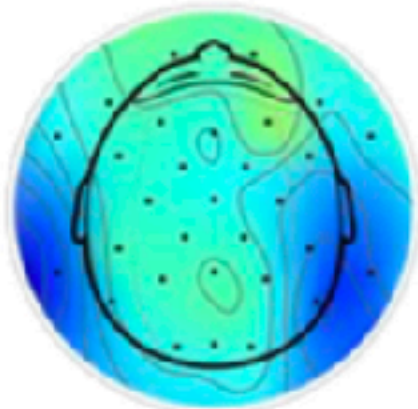


Meeting 3

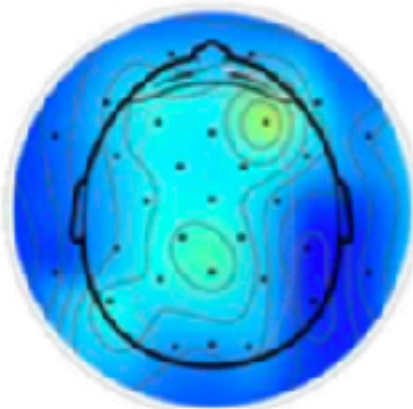


Meeting 4

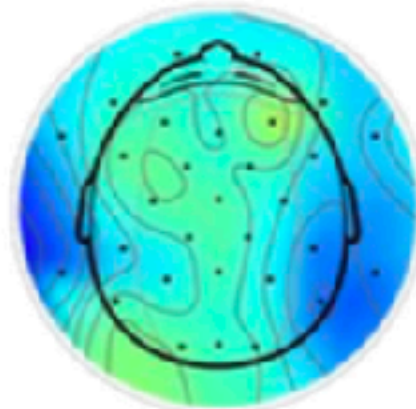
Break



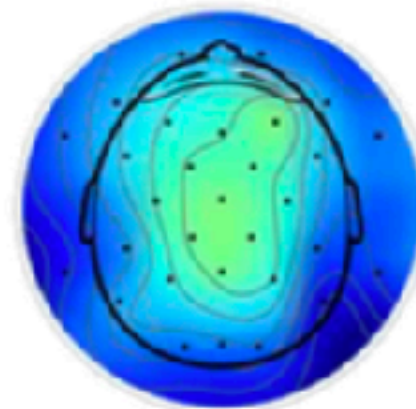
Meeting 1



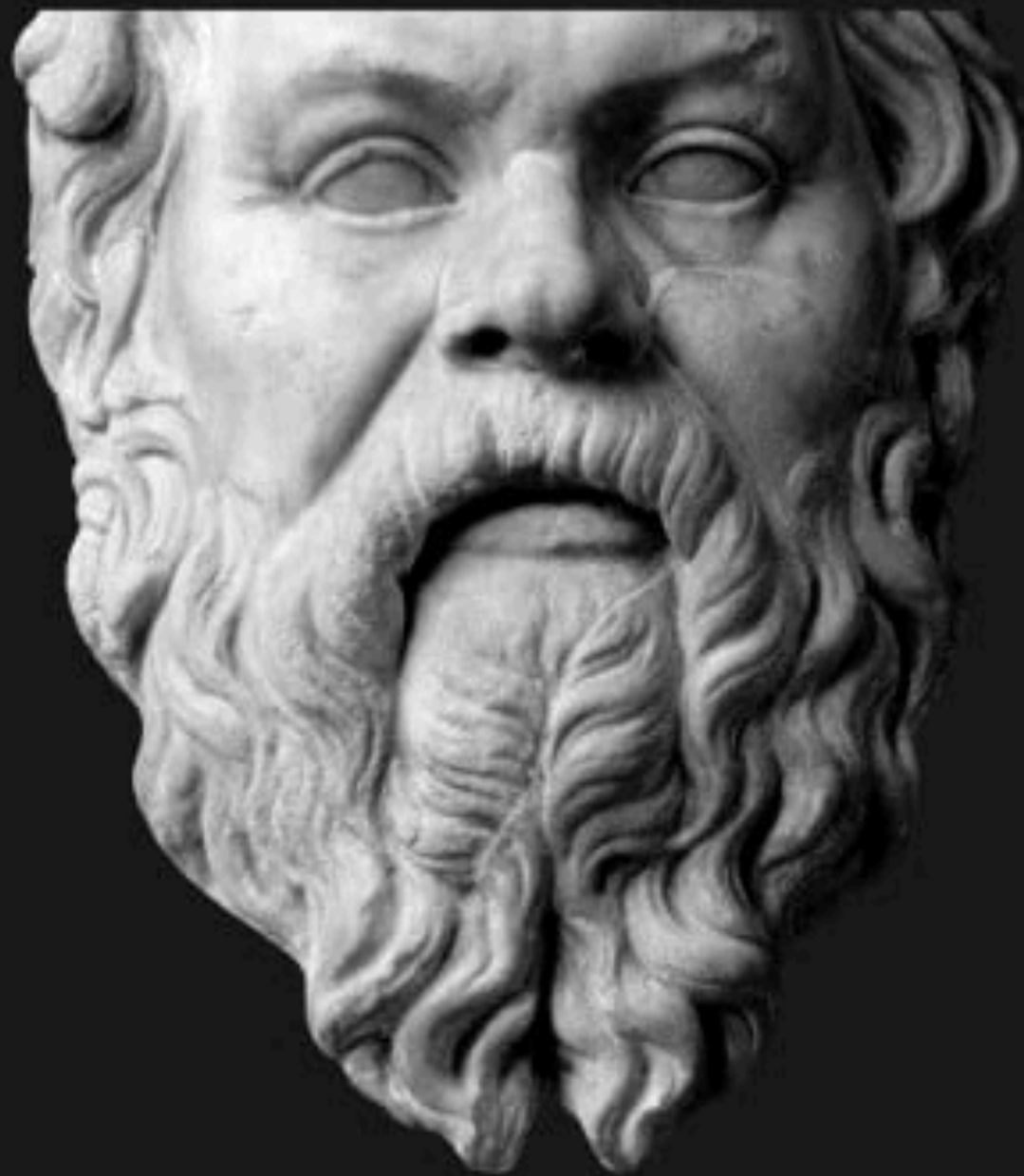
Meeting 2



Meeting 3



Meeting 4

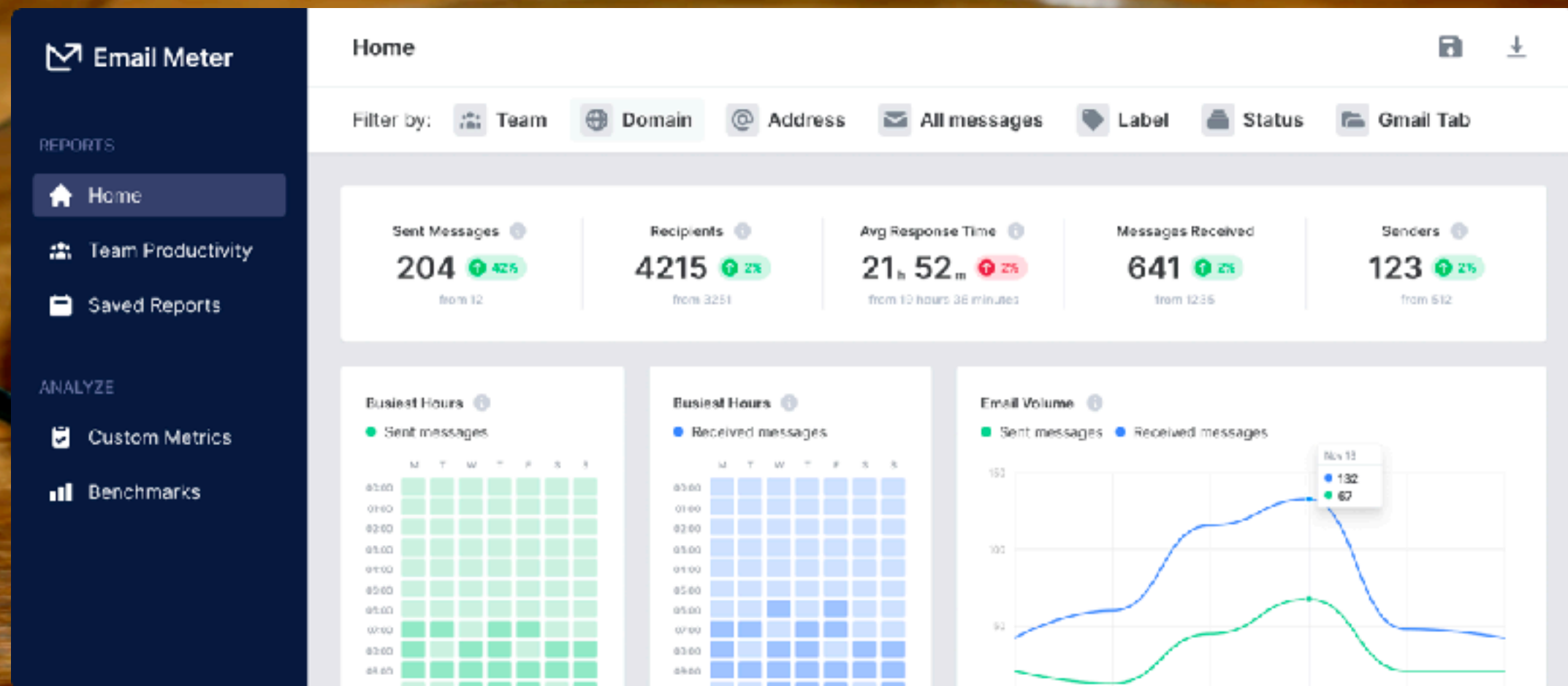


KNOW THYSELF

~ Socrates



Email Meter





**Realigning
technology
with humanity's
best interests.**

<http://humanetech.com/>

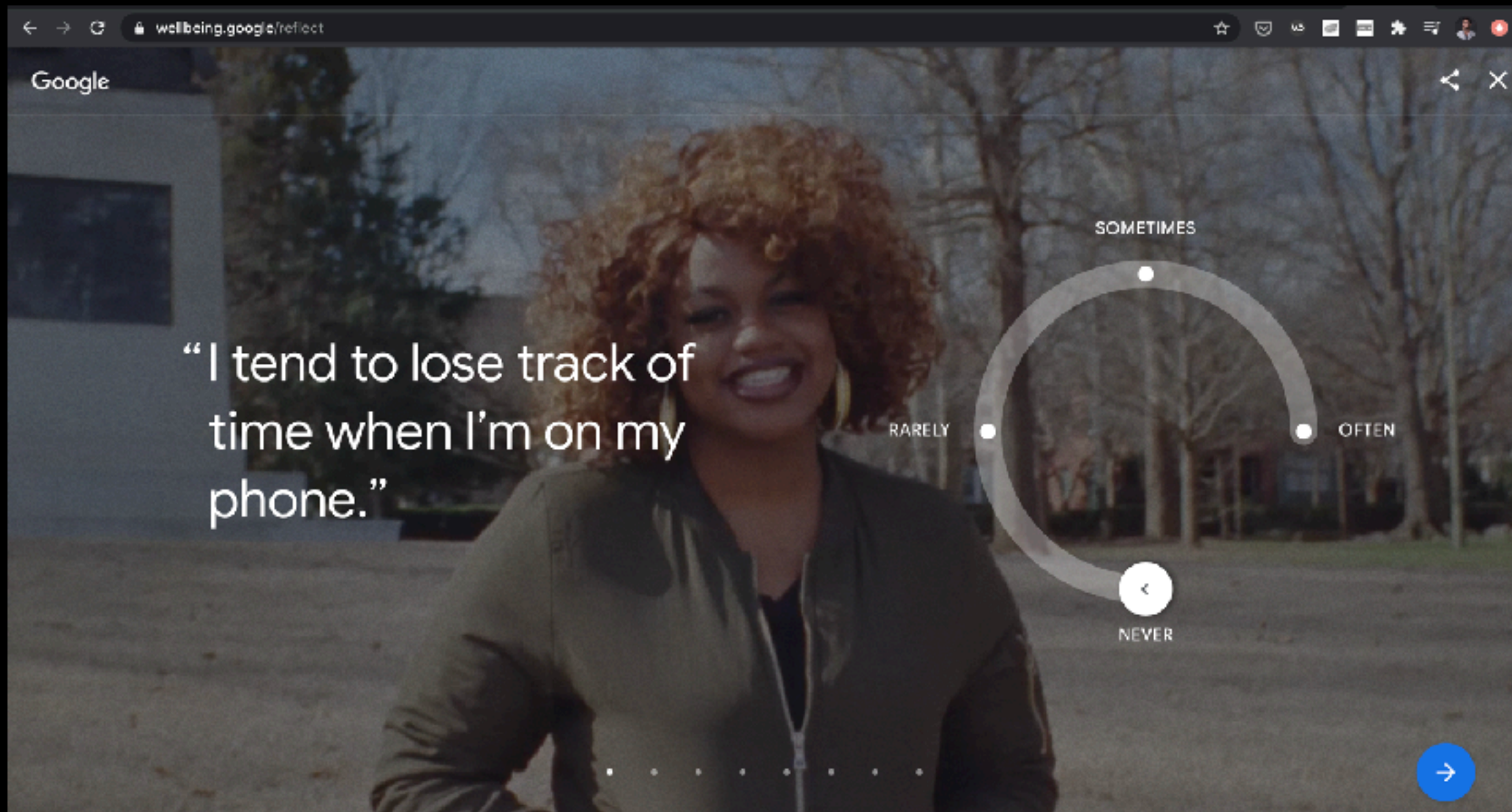
Most Happy

	% of Users Happy	Daily Usage (Minutes)
1. Calm	99% 😊	19
2. Google Calendar	99% 😊	3
3. Headspace	99% 😊	4
4. Insight Timer	99% 😊	20
5. The Weather	97% 😊	3
6. MyFitnessPal	97% 😊	8
7. Audible	97% 😊	8
8. Waze	96% 😊	19
9. Amazon Music	96% 😊	7
10. Podcasts	96% 😊	8
11. Kindle	96% 😊	26
12. Evernote	96% 😊	10
13. Spotify	95% 😊	9
14. Weather	95% 😊	2
15. Canvas	95% 😊	5

Most Unhappy

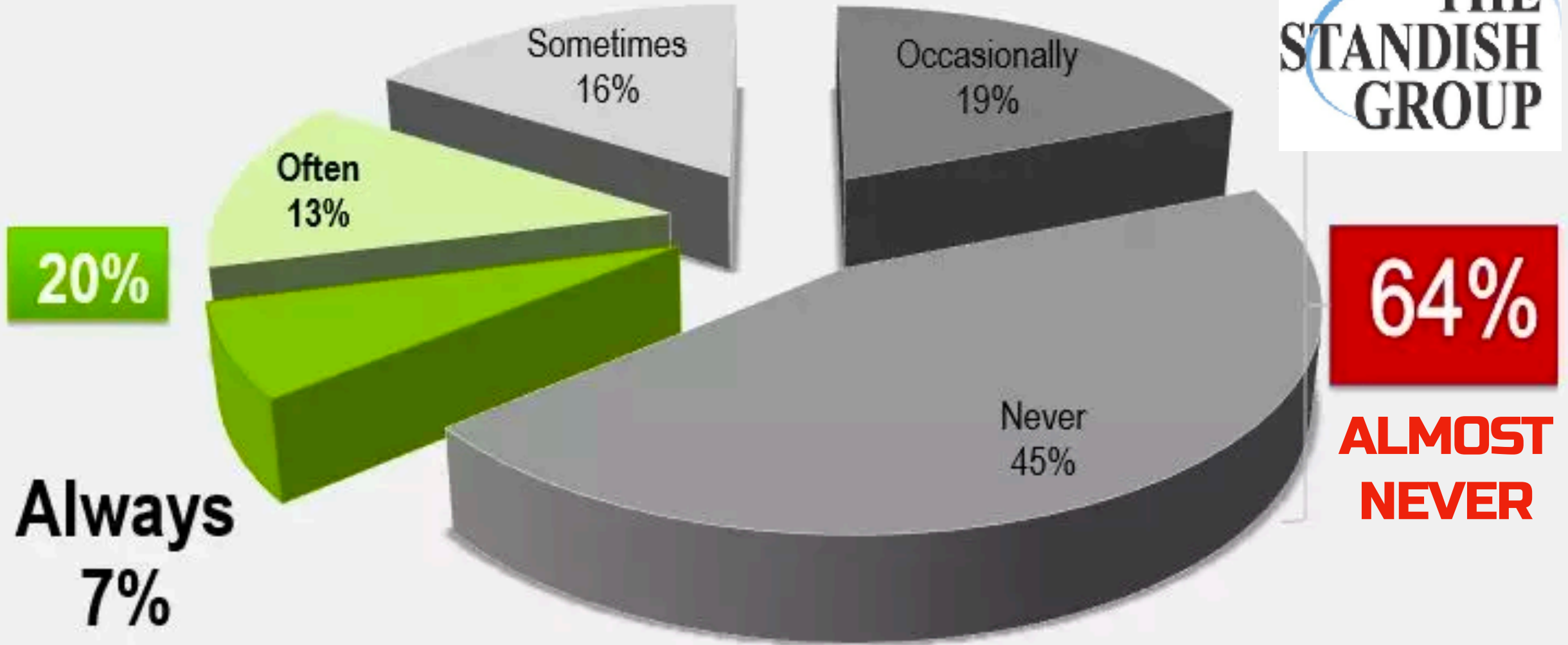
	% of Users Unhappy	Daily Usage (Minutes)
1. Grindr	77% 😞	61
2. Candy Crush Saga	71% 😞	16
3. Facebook	64% 😞	59
4. WeChat	62% 😞	97
5. Candy Crush	59% 😞	17
6. Reddit	58% 😞	56
7. Tweetbot	58% 😞	78
8. Weibo	57% 😞	73
9. Tinder	56% 😞	22
10. Subway Surf	56% 😞	32
11. Two Dots	53% 😞	34
12. Instagram	51% 😞	54
13. Snapchat	50% 😞	61
14. 1010!	45% 😞	35
15. Clash Royale	42% 😞	58

***Apps
we
Regret***



<https://wellbeing.google/reflect>

Features used



Scott Ambler, IBM

Prioritize!!!

Prioritize!!!

Prioritize!!!

Prioritize!!!

Prioritize!!!

Prioritize!!!

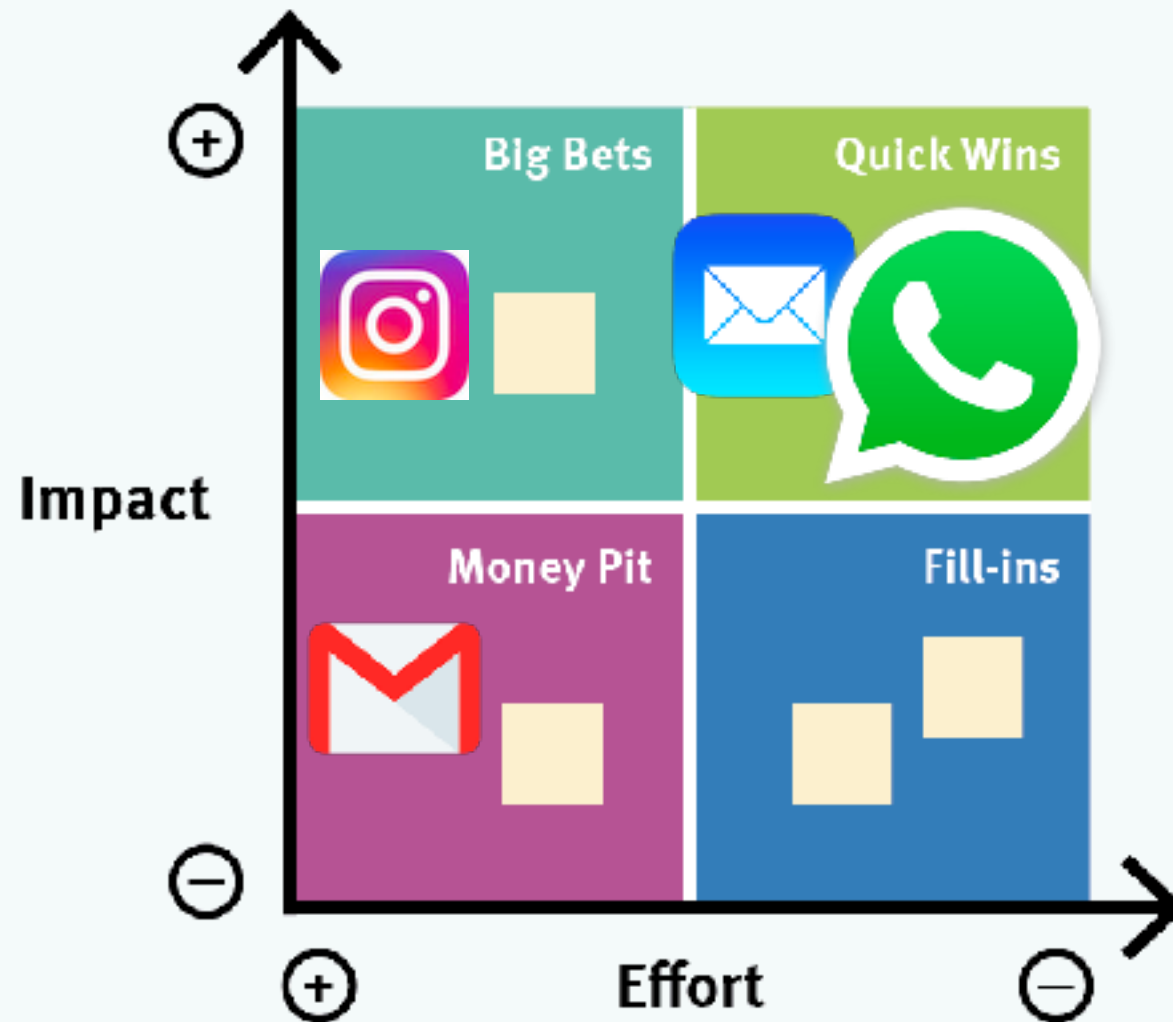
Must

Should

Could

Won't

Impact–Effort Matrix



Prioritize!!!
Prioritize!!!
Prioritize!!!



Gmail Search mail

Compose

Inbox 15,117

Snoozed

Important

Sent

Drafts 109

Categories

[Mailbox]

@fabio.pereira.me

Action Required 3

Meet 12/20

Start a meeting

Join a meeting

Chat Fabio +

Make a phone call

Also try our mobile apps for Android and iOS

	The Miro Team	Welcome to Miro - Hey, Fabio Pereira! Welcome to the #1 visual collaboration platform for cross-functional teamwork. Go to Miro Collaborate without constraints with Miro Hello Fabio Pereira! Welcome to the #1	7:05 AM
	Agile Trends	Festival - Começando: Planejamento e Práticas Remotas - Olá Fabio, Vem! O Festival Agile Trends está acontecendo agora! Escuta a pouco começam as palestras e debates sobre: - PLANEJAMENTO e PROJETOS - PRÁTICAS ÁGEIS para EQUIPE REMOTAS O F...	4:28 AM
	Sampa Ingressos	Novidades Culturais Sampa Ingressos - Olá! Tudo bem? Esperamos que sim. Permitamos compartilhar algumas notícias publicadas no Guia Cultural Sampa Online. Fique em casa e aproveite! Wolf Maya, em live no Instagram, fala sobre O Ater no	4:20 AM
	Facebook	Veja a mensagem de Ange Ferguson e outras notificações que você perdeu - Várias coisas aconteceram no Facebook desde a última vez que você entrou. Essas são algumas notificações de seus amigos que você perdeu. Fabio Pereira 7 mensagens 1 s...	12:51 AM
	Nô Personalidade	Continuamos funcionando no feriado antecipado - Profis canal digital para pagamentos e consultas Apesar da antecipação de feriados, o Nô Personalidade continuará funcionando no dia 22 de maio. Referenciamos que	10:48 PM
	Rosely Doechini	Pré- inscrição Imersão Best-Seller On-line - Visualizar como página web Olá, Recebi a sua candidatura para participar de Imersão Best-Seller On-line. Estou muito feliz por ver a sua disposição em alcançar o objetivo de escrever um livro! Eu amo	10:33 PM
	Expensify Concierge	[Expensify] Terms of Service and Privacy Policy Update - Hey there, We've updated our Terms of Service and Privacy Policy. These updates support our Karma features, updated pricing, and a soon-to-be more powerful Concierge. As always, we're sending	9:54 PM
	Transformação DL	Juliana inscreveu no TDWC2020 agora! - Fabio, Seu amigo Julia acabou de se inscrever para participar do TDWC2020! Isso significa que, agora, você está mais próximo de conquistar todos os prêmios da campanha! Para aumentar suas chances,	9:54 PM
	Google One	Benefício para assinantes: YouTube Premium grátis por três meses - Curta três meses de YouTube Premium por nossa conta! Os membros do Google One podem ganhar três meses de assinatura do YouTube Premium. Ative a avaliação gratuita até 31/10/20...	9:31 PM
	Dell Home & Home	Make the most of every moment, wherever you are - Having trouble viewing this? View Online DELL Popular Deals Talk to a Dell Consultant Chat Online Contact Us 1800-812-392 Mon-Fri 8:00AM-8:00PM; Sat 9:00AM-5:30PM (AEST) PRICE MATCH GUARANTEE...	9:11 PM
	Google	Google Verification Code - Google Verification Code Google received a request to use this email address to help recover Google Account digitalrudge.org@gmail.com. 087619 Enter the code when asked for it to show that Google can	9:05 PM
	Agile Trends	Festival (AGORA) Melhorando o Fluxo, Práticas e Equipes Ágeis - Olá Fabio, Vem! O Festival Agile Trends está acontecendo agora! Daqui a pouco começam as palestras e debates sobre: - MELHORANDO o FLUXO - PRÁTICAS ÁGEIS para EQUIPE REMOTAS - A...	7:45 PM
	Google Alerts	Google Alert - Tristan Harris - Google Tristan Harris Daily update - May 21, 2020 NEWS Domington bosses expecting WorldSBK update 'in a few days' BSN ... few days," said MSV's Tristan Harris. Currently, motorsport in the	May 21
	Hurb - Hotel Urbano	Xô, baixo astral! Esquece o Ex e tira férias com o crush - Cenários paradisíacos em PROMOÇÃO	May 21
	Futurism	This bioptic eye is better than a real one, scientists say - Magic mushroom farms A galaxy that shouldn't be Read this and more of today's top science and tech news from Futurism	May 21
	Smiles	Os destinos + desejados para visitar, assim que tudo passar! - Tirocin a partir de 3.400 milhas, aproveite! Visualize no navegador Logo Smiles branco Olá, Fabio! Seu número Smiles: 467090285 Categoria: Diamante Saído em 28/08 99,915 milhas Acesso...	May 21
	Ame Digital	Recebeu o Auxílio Emergencial? - Deposite na sua conta Ame e faça ele valer ainda mais! Adicione ame@news.amedigital.com à sua lista de contatos Ver online Descadastrar Quais são os benefícios? Nada de burocracias Com Ame, você não	May 21
	Google Alerts	Google Alert - nudge - Google nudge Daily update - May 21, 2020 NEWS Nudge theory could heal Great Britain's divide over lockdown The Guardian Nudge theory could heal Brexit Britain's divide over lockdown. Lee de	May 21
	Google Alerts	Google Alert - "Tristan Harris" - Google "Tristan Harris" Daily update - May 21, 2020 NEWS Domington bosses expecting WorldSBK update 'in a few days' BSN ... few days," said MSV's Tristan Harris. Currently,	May 21
	Patrick McGinnis ?	Negotiation skills for FOMO Sapiens - Get what you really want in a negotiation You're receiving this email from Patrick McGinnis! View this email in your browser Fellow FOMO Sapiens, here's your exclusive first look at the FOMO	May 21
	Inovativa Brasil	Marketing e Gestão de Crise: Ensina tudo AO VIVO - Visualizar como página web. NÓS SO WRRINAR JÁ VAI COMEÇAR [17h] O tema de hoje (21/05) é Marketing e Gestão de Crise! O que muda no cenário atual em relação à gestão de redes sociais, campan...	May 21
	Chilli Beans	Fabio, até 50% OFF em um Chilli perfeito para você! - CHILLIBEANS SOLAR GRUPO RELÓGIOS KIDS LÍQUIDA ATÉ 50% OFF A CHILLI BEANS PEGA E QUEM SE APEGA É VOCÊ ÓCULOS E RELÓGIOS PROCURAM MATCH PARA VIVER UMA HISTÓRIA DE UM MATC...	May 21
	Agile Trends	Festival - Começando: métricas, projetos e qualidade - Olá Fabio, Vem! O Festival Agile Trends está acontecendo agora! Daqui a pouco começam as palestras e debates sobre: - DESAFIOS da QUALIDADE TÉCNICA - MÉTRICAS e INDICADORES - PLANEJAMEN...	May 21
	Netshoes	Bora se cuidar! Suplementos com até 75% OFF - Aproveite já! Caso não consiga visualizar, acesse este link Adicione os seus contatos Netshoes Netshoes Instagram facebook youtube youtube RECOMENDAÇÕES EXCLUSIVAS PARA VOCÊ Netshoes Instagram...	May 21
	Marcelo Pimenta	[Últimas 08 vagas] Memória de Marketing e Vendas StartSe - Olá, Aqui é o Marcelo Pimenta, sócio da StartSe. Em nossos cursos de marketing e vendas você aprendeu a importância de uma boa estratégia e o potencial que as ferramentas online podem ter no	May 21
	Guiabolao	Economizando em tempos de crise - Dicas para gastar menos em tempos de quarentena. A quarentena foi anunciada em várias cidades brasileiras e muitas famílias já sofrem os impactos de empresas fechadas, diminuições salariais e demissões	May 21
	SCHUTZ	It's a new day, it's a new SCHUTZ for meee... - AND I'M FEELING GOOD! Veja este e-mail em seu navegador schutz SAPATOS BOLSAS SALE falca LIVE IN SCHUTZ HOMEWEAR FLAT SLIDE LUCY ALPACA AREIA FLAT SLIDE LUCY ALPACA SHOP NOW FLAT MU...	May 21
	StartSe	[AO VIVO] Quanto Custa Anunciar na Internet? - Hoje às 13h Marcelo Pimenta, Sócio e CMO da StartSe estará AO VIVO para tirar suas dúvidas sobre Quanto Custa Anunciar na Internet! mathhead_startse Hoje às 13h Marcelo Pimenta, Sócio e CMO da StartSe	May 21
	TDWC 2020	Ainda tem muito mais, Fabio - Como está sendo sua experiência na TDWC 2020? Olá, Fabio! Por aqui, seguimos muito animados com a programação! Já uma alçada nos destaque da tarde desta quinta-feira: Tenay Martinez Presidente - IBM	May 21
	Freelancer.com	Take our survey for a chance to WIN - Hi Fabio!perlane, We want to gauge the ongoing impact of Covid-19 on our users, and we want your help. To show you our gratitude, we're giving 10 people the chance to win a FREE hour with one of	May 21
	Agile Trends	O último dia do Festival Agile Trends começa em instantes! - Olá Fabio, O último dia do Festival começa às 19h25! Acesse este link para entrar: https://youtu.be/K0ScytcH_ZQ Não deixe de participar no chat do evento e também postando nas redes sociais com a	May 21
	Reebok	Our Memorial Day Sale Starts NOW - 30-50% OFF for MDW Use Code MDW at checkout. View this email online Logo Logo MEN WOMEN KIDS STORE LOCATOR Use Code MDW at checkout. MEN Footwear Apparel WOMEN Footwear Apparel KIDS Footwear App...	May 21

15/05/2020 11:11

**MORE than
350**

**smart
filters
on Gmail**





Time-Value Prioritization Funnel

New Emails

YES I can control

Unsubscribe/Spam

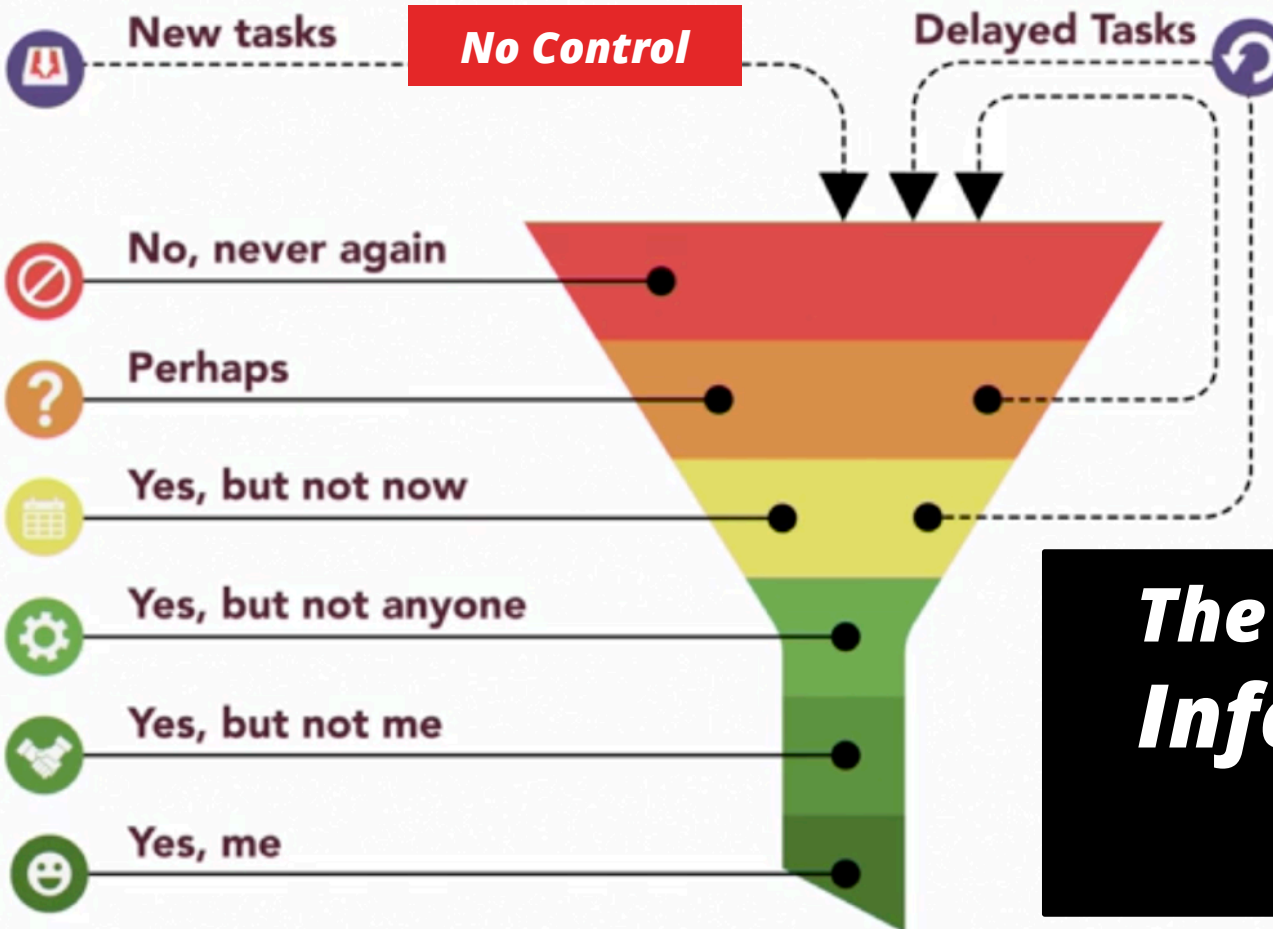
Skip Inbox

Archive or Snooze

Automatic Filters

Forward/Calendar

ToMe & Action



**YES I CAN
control this**

**Snooze,
Labels,
Skip,
Filters**

**The method of
Information
Diet**

LinkedIn Learning

Chats

 Unread chats

 Contacts

 Non-contacts

 Groups

Labels

 Altiplex

 Action Must

 Seja ImPerfeito

 Group Low Priority

 Important

 Red Hat ! X 📞 📞 📞

 Palestras



@fabiopereirame

Gente
AUTORIDADE



Muaby Paixão

INFOBESIDADE E DIETA DE INFORMAÇÃO

TOP 3
BEST SELLERS
MAIS VENDIDOS
veja

N°1 BEST
SELLERS
publishnews
1st

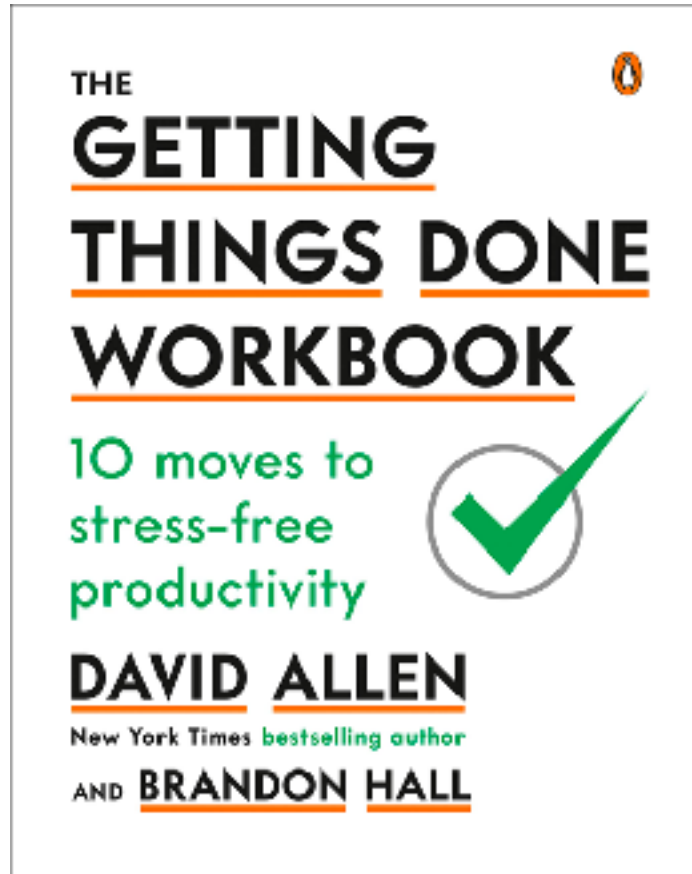


Shoulders of Giants

Merlin Mann



Inbox Zero
action-based email

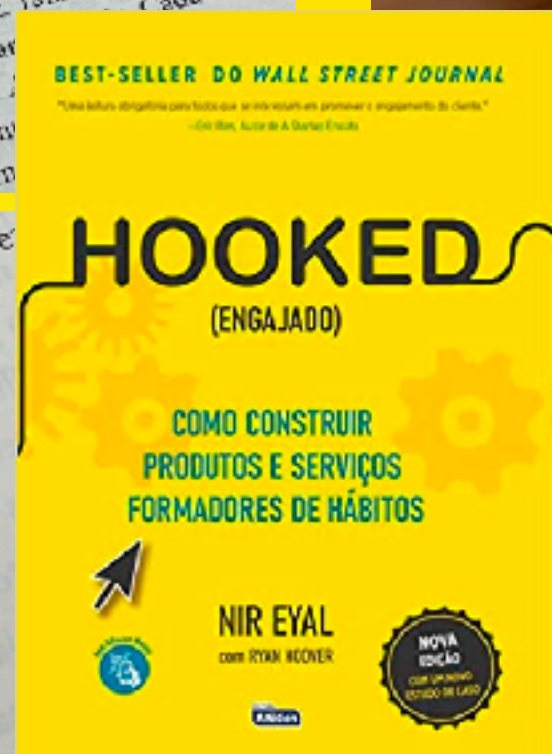
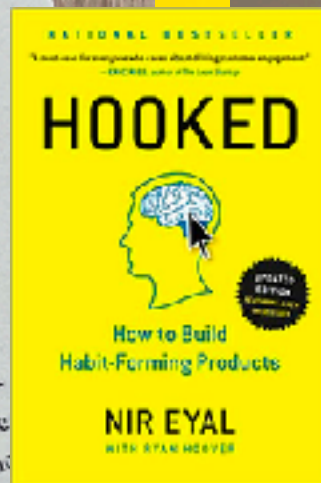
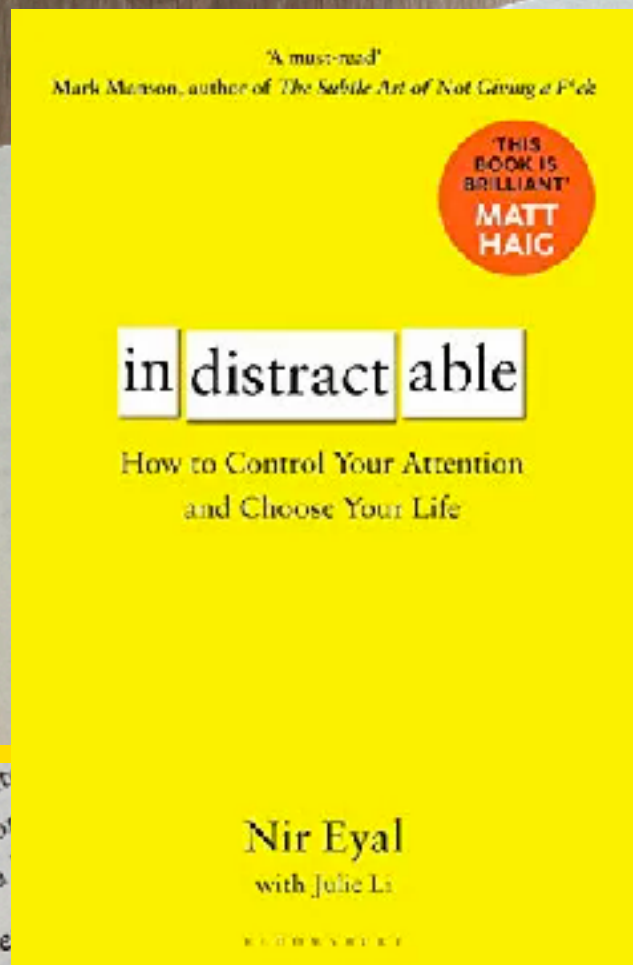


<http://www.merlinmann.com/>

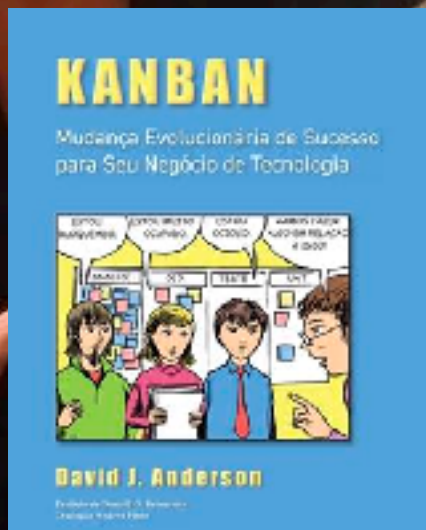
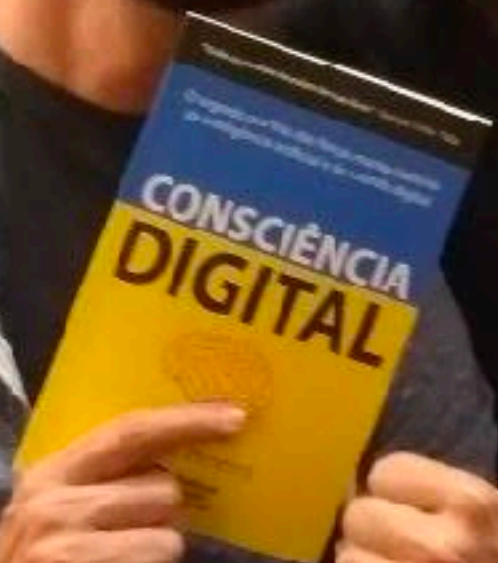
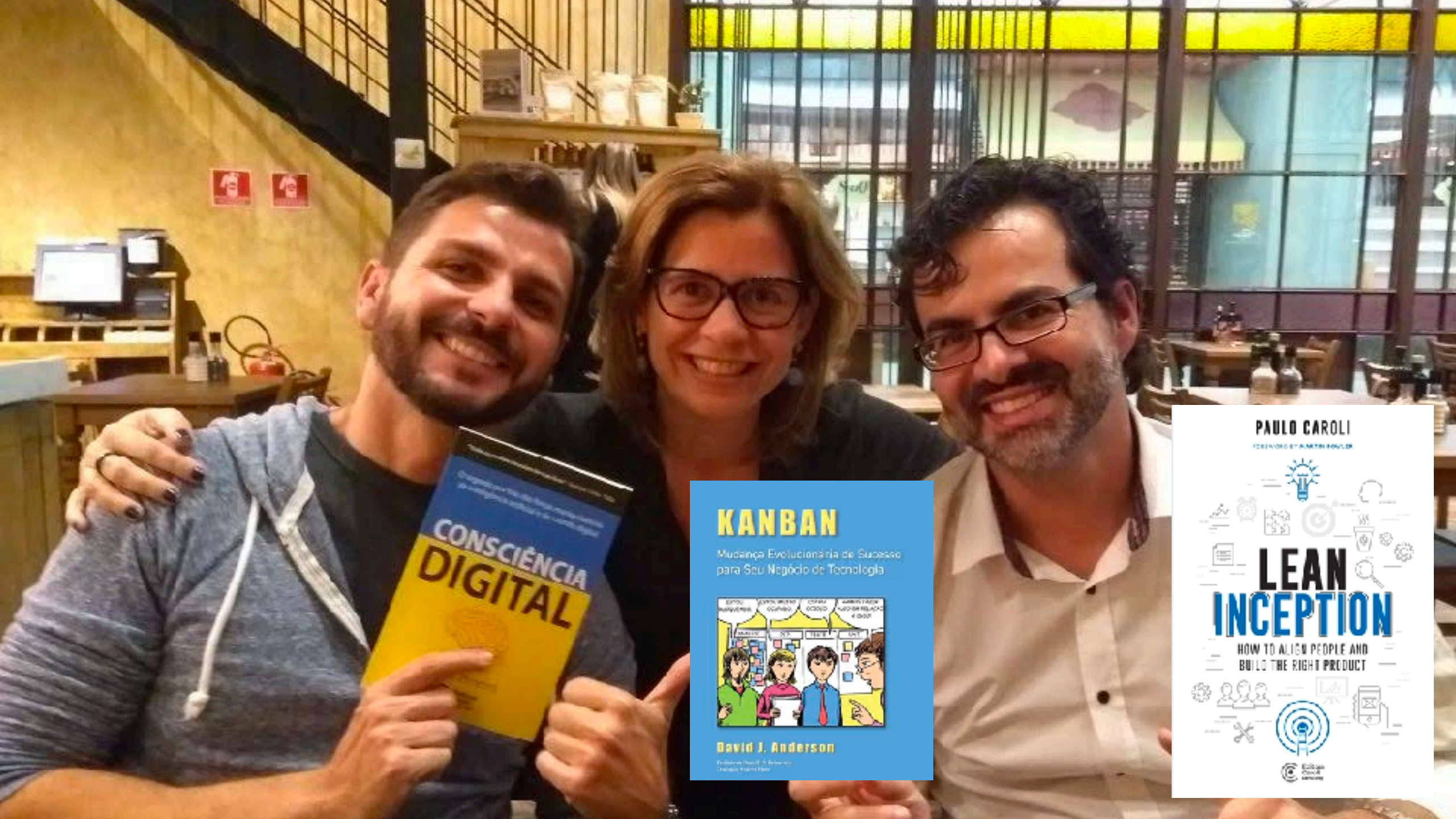
https://pt.wikipedia.org/wiki/Getting_Things_Done

<https://www.linkedin.com/learning/instructors/dave-crenshaw>

More GIANTS







NOW WHAT ???

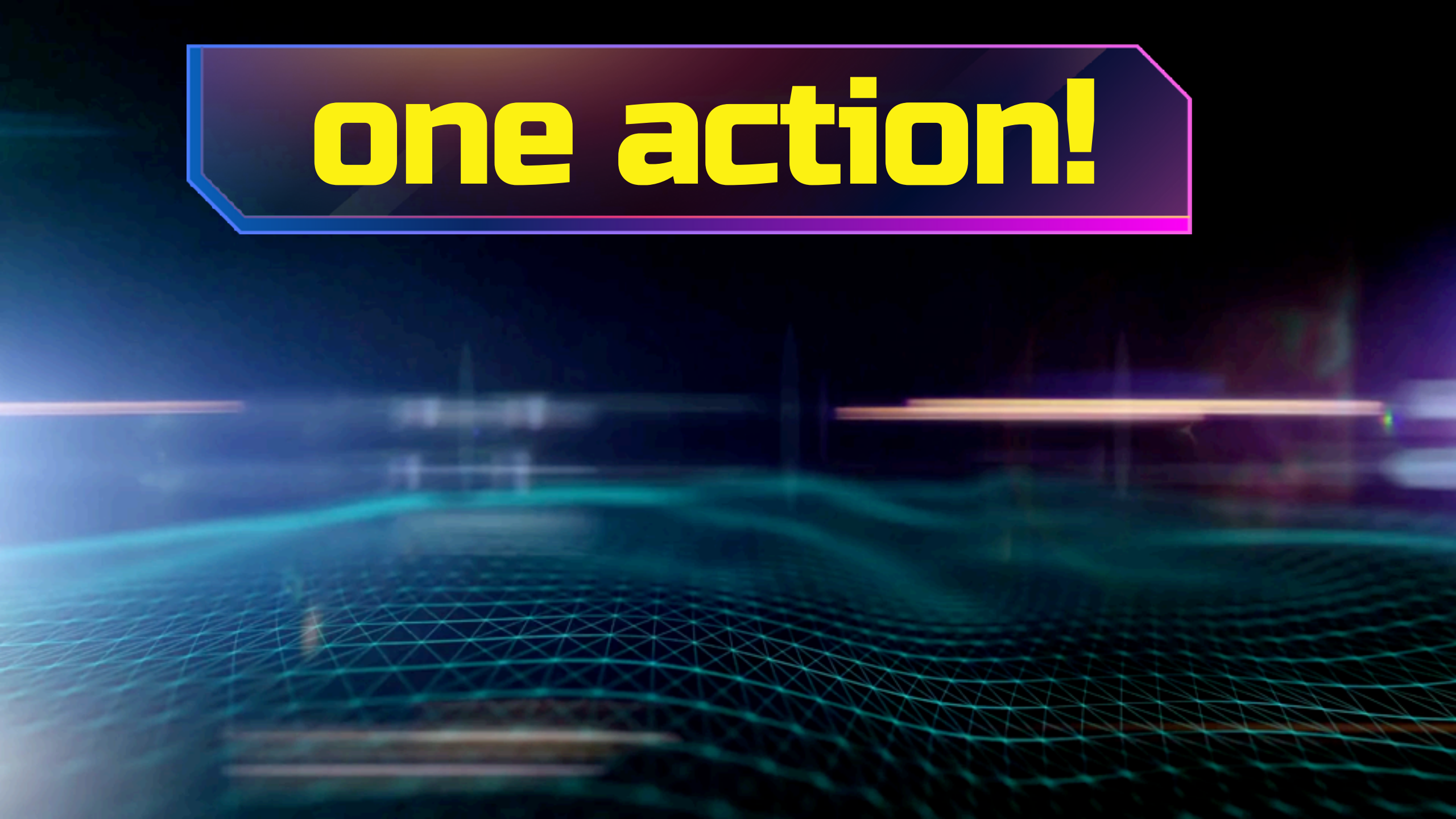
infobesity

step on the digital scale

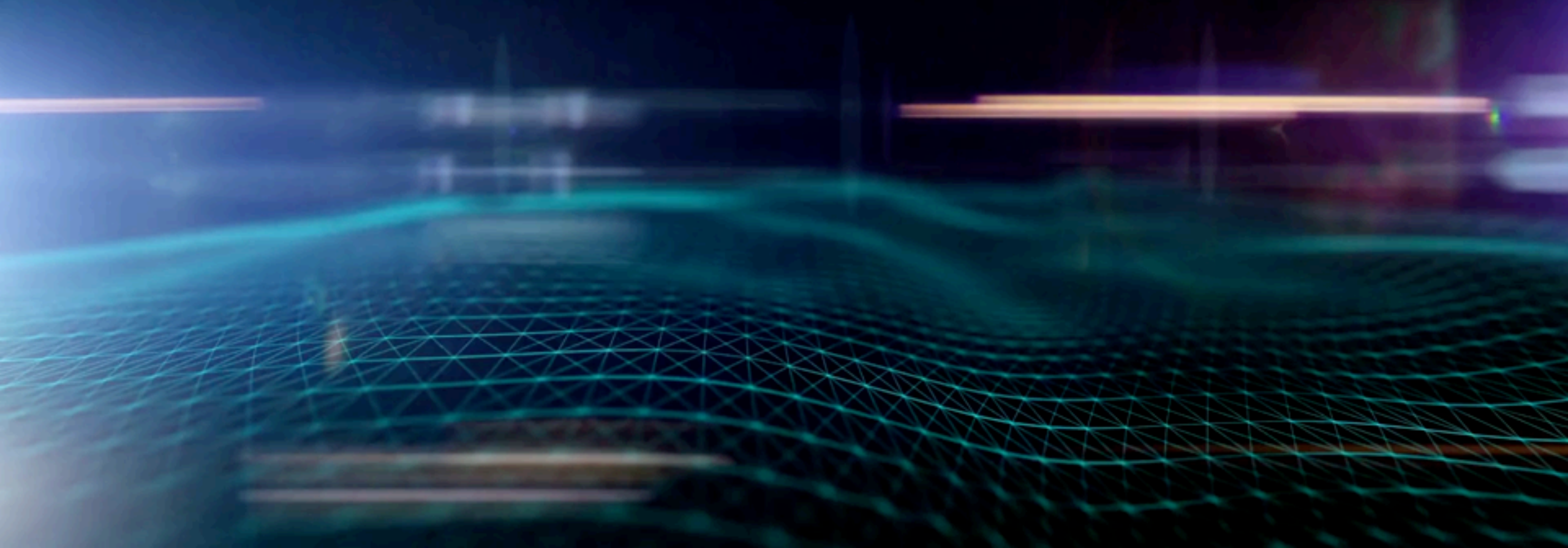


<https://forms.gle/uVnprjxWt5ygmsA29>

one action!



Learning is acting!



#infobesity



NO MORE!