Building a Buzz for Your Project
6-12-12 WREN Grantee Orientation Meeting

Presented by Shannon Wehinger
Director of Communications
How?
Is Google Making Us Stupid?

What the Internet is doing to our brains

by NICOLAS CLARKE

Illustration by Guy Bishop

“Dave, stop. Stop, will you? Stop, Dave. Will you stop, Dave?” So the supercomputer HAL pleads with the implausible astronaut Dave Bowman in a famous and vividly poignant scene toward the end of Stanley Kubrick’s 1968 film, A Space Odyssey. Bowman, having nearly been sent to deep-space death by the malfunctioning machine, is calmly, coldly disconnecting the memory circuits that control its artificial “brain.” “Dave, my mind is going.” HAL says, forlornly. “I can feel it. I can feel it.”

I can feel it, too. Over the past few years I’ve had an uncomfortable sense that someone, or something, has been tugging at my brain, remapping the neural circuitry, reprogramming the weaponry. My mind isn’t going—so far as I can tell—but it’s changing. It’s not the way I used to think. I can feel it most strongly when I’m reading, immersing myself in a book or a lengthy article used to be easy. My mind would get caught up in the narrative or the turns of the argument, and I’d spend hours scrolling through long stretches of prose. That’s rarely the case anymore. Now my concentration often starts to drift after two or three pages. I get sidetracked, lose the thread, begin looking for something else to do. I feel as if I’m always dragging my wayward brain back to the text. The deep reading that used to come naturally has become a struggle.

I think I know what’s going on. For more than a decade now, I’ve been spending a lot of time online, searching and surfing and sometimes adding to the great databases of the Internet. This Web has

Which technology is transforming:
Word of Mouth
6 Degrees
Just Ask
Creative Ideas
Example

PROTECT OUR WATERSHED

DRAINS TO STREAM
KEEP IT CLEAN

DUMP NO WASTE
DRAINS TO LAKE

Snyder County
DRAINS TO STREAM
KEEP IT CLEAN
Stormwater Stenciling

Who?

- Luzern
- Rotary
- Watershed Groups
- Community Groups
- Audubon
- Environmental Clubs
- Class Projects

What?

- BPA WASTE
- BPA WASTE
- DOWN THE DRAIN
- BPA WASTE

A variety of stencils are available in the stormwater drain stenciling kit. Mix and match them throughout the town to calm the eyes of individuals and seed the message home.

PACD
Protect Our Watershed

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PACD
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DUMP NO WASTE
DRAINS TO BAY
Moral of the Story