# INDEX

# A

Access, 7-8 Accidental information theory 125 Activist learning style, 81 Addiction, information stress and, 98 Aging, memory and, 182–84 Agreeableness, 77 Altruism, 168 Alzheimer's disease, 46, 51, 147 - 48memory and, 148 Ambiguity, of information, 13 Amount, of information, 13 Amygdala, 48, 95 Aptitude, information, 78–82 Attention, 88, 105-9 deficits, 106 improving, 108-9 manager, 107

multitasking and, 107-8 principles, 108-9 Attention deficit disorder (ADD), 106 Attention deficit hyperactivity disorder (ADHD), 147 Attention deficit trait (ADT), 106 Attitude, information, 82–85 Attributes, of information, 12-14 ambiguity, 13 amount, 13 consumption, 13 dynamics, 13 format, 13 inappropriability, 14 indeterminacy, 14 individuality, 14 knowledge, 14 multiplicative quality, 14 redundancy, 14 supply, 14

Auditive medium, 10 Autobiographical memory, 42 functions of, 43

# B

Behavior copying, 99 disloyal, 27 distracted, 27 information, 57, 174, 175-76 information-seeking, 59 information-use, 59 less helpful, 27 postponement, 99 violent, 27 Berrypicking theory, 60 Blogs, 68 Body language, 7, 151 Bonaparte, Napoleon, 56 Brain, 35-54 chemicals, 100-101 concentration, 105-9 consciousness, 36, 111 development of, 39 dreaming, 52–53 facts, 37-39 food, 101-2 gender and, 176-77 hemispheres, 38 history of, 36-37 information and, 121-34 left versus right, 51–52 mammalian, 37 mapping, 35 memory, types of, 41-43 memory capacity of, 41 metaphors, 40-41mirroring, 53-54 multitasking and, 108 muscles, 103-4order, 127–28

power, 38–39 remembering and recalling, 43–51 repetition and, 111–12 reptilian, 37 searching for information in, 121–24 transmission rate in, 39 unconsciousness, 110–11 Business, of information, 19

# С

Casanova, Giacomo, 55 Causes, of information overload, 29-31 information, 29-30 information technology, 30-31 organizational, 30 personal, 29 task, 30 Cave paintings, 36-37 Chaos, coping with, 58 Characteristics, of information, 6 - 12access, 7-8 feelings, 9 medium, 9-10 people, 8-9 time, 11 usage, 11-12 Classification, of information, 127 - 28methods of, 128-29 Clinical psychology, information overload and, 21 Cognitive overload, 21 Collection, of information mania, 23-24 strategies, 24-25 Collective intelligence, 139 Communication, 151–66

gender differences in, 176-77 gossips, 153 improving, 154-57 language, 151-52 medium, 156 message, 156-57 oral, 158-59 questions, asking, 153-54 storytelling, 157-60 tips for recipients, 156 tips for senders, 155–56 visual. 161-64 Communication overload, 21 Competitive advantage, information as, 19 Concentration, brain and, 105–9 Conscientiousness, 77 Conscious mind brain and, 111 information and, 15 Consciousness, 36 episodic, 36 Consumption, of information, 13 Context, 11, 15 creating, 182 Continuous partial attention, 179 Conversation therapy, 116 Corpus callosum, 38 Cortex, 38 Creativity, information stress and. 98 Cultural background, information and, 8 Culture, information, 142-43

## D

Darwin, Charles, 56 Data, information *versus*, 3 Data tsunami, 21 da Vinci, Leonardo, 55 Decay theory, 45 Declarative memory. See Explicit memory Déjà vu, 47 Digital information, 66, 110 Digital media, 163 Digital workplace, 148–50 filters. 149 integrated communication, 149 integrated search facilities, 149 interface, 149 personalization, 149 search for people in, 149 signaling, 149 Disloyal behavior, 27 Dissemination, of information, 158 Distracted behavior, 27 Dopamine, 100, 141, 142, 172 Dreaming, 52–53 Dynamics, of information, 13

# Ε

Education, 135-39 Electronic information, 10 E-mail. 31 Emotional memories, 48-50 Emotions as information, 95–96 unconsciousness and, 110-11 Episodic consciousness, 36 Episodic memory, 42, 114 Everyday life information seeking, 61 Exercise, brain and, 103-4 Experience goods, 16 Explicit memory, 42 Extraversion-introversion, 77 Eyesight, deterioration of, 28

# F

False memories, 50-51Fear, 49

Feelings, 9, 95-99. See also Emotions Filtering, of information, 86-87, 129 - 31setting of, 130 tips for, 130-31 Fixed costs, of producing information, 16 Flash bulb memories, 48 survival principle of, 49 Food advice, 102-3 brain and, 101-2Forgetfulness, information stress and, 98 Forgetting, 45-47, 115-17 decay theory, 45 interference theory, 46 techniques for, 116 Forgetting curve, 44 Format as barrier to information use, 25 of information, 13 Free spirits, information stress and, 98 Functional MRI (fMRI), 35, 50, 52

# G

Gatekeeper, 178 Gender, brain and, 176–77 Global *versus* detail, information aptitude, 81 Gossips, 153 Gray matter, 176 Gutenberg, Johann, 5

# Η

Haptic medium, 10 Hemispheres, brain, 38 Hippocampus, 38 remembering and, 43–44 Humor, 93 Hypothalamus, 38

# I

Ignorance, information attitude and, 84-85 Imagination, 163-64 Implicit memory, 42 Inappropriability, of information, 14 Indeterminacy, of information, 14 Indexing, of thoughts, 123 Individuality, of information, 14 Induction, of information, 158 Infomediary, 178 Information addiction to, 140-41attributes of, 12-14 brain and, 121-34 characteristics of, 6-12 communication of, 151-66 as competitive advantage, 19 data versus, 3 defined, 4, 15 derivation of word, 5-6dissemination, 158 emotions as, 95-96 features of, 16-17 filtering, 129-31 history of, 5 induction, 158 internal, 26 interpretation, 158 knowledge versus, 3-4 life cycles, 12 loss of control over, 84 meaning of, 5-6navigating, 164-65

new jobs in, 178-79 organization of, 55-57, 85-86, 126-29, 158 organizations and, 4 from people, 167-71 perspectives on, 6 presentation of, 158 preservation of, 158 processing, 39, 138-39 pruning, 87 questions, 122-23 saving, 124-26 sensitive, 91-95 storing, 51 unsolicited, 25 useless, 28 value of, 11, 16–17, 141–42 workplace and, 167–84 Information anxiety, 21, 27 Information aptitude, 78–82 five senses, 79-80global versus detail, 81 learning styles, 81-82 pilers versus filers, 80-81 readers versus listeners, 78–79 speakers versus writers, 79 verbalizer versus imager, 79 Information attitude, 82-85 ignorance, 84-85 information junk, 82 required knowledge, 83 uncertainty, 83-84 Information behavior, 57 defined, 59-60 of groups, 175-76 of managers, 174 observations on, 57-59 theories, 60-68values and, 64 Information coach, 178

Information culture, 142–43 Information fatigue syndrome (IFS), 21, 27 Information flows, analysis of, 75 - 76Information foraging, 62 Information glut, 21 Information ground theory, 62-63Information handling, 85-89 filtering, 86–87 information organization, 85 - 86information pruning, 87 personal information management, 85 time management, 87–88 to-do lists, 88-89 Information horizon theory, 64 - 65Information junk, 82 Information literacy skills, 137–38 Information management practices, 64 Information obesity, 21 Information orientation, 63–64 Information overload, 20, 181 causes of, 29-31 characteristics and, 22 collecting mania, 23–24 concept of, 21-22 defined, 22-23 symptoms of, 27-29 today, 31–32 Information processing collective intelligence, 139 delegation and, 139 disturbances and, 139 Information productivity, 140-43 increasing, 140 Information professional, 178

Information profile, 73–90 attitude, 74 components of, 74 decisiveness, 74 defined, 73 influence, 74 organization, 74 personal background and, 75-78 selection, 74 skill, 74 Information pruning, 131–34 questions, 132-33 take-outs, 133-34 Information sabbatical, 181 Information-seeking behavior, 59 Information stress, 97-99 addiction, 98 creativity, 98 forgetfulness, 98 free spirits, 98 multitasking, 98 postponement behavior, 99 pressure, 99 symptoms of, 97 Information technology, 30-31 information competencies and, 76 practices, 64 Information use, barriers to, 25-27format, 25 organization, 26-27 people, 26 Information-use behavior, 59 Information workers managers as, 173–74 managing, 171-79 Informed decision, 83 Integrity, 64 Intelligence development of, 37

technology, 146–50 in workplace, 143–46 Interactivity, 11 Interference theory, 46 Internal information, 26 Internet, 30, 31, 135 brain and, 41 navigating, 164–65 personality tests on, 77 Interpretation, of information, 158 Intuition, 96–97

## K

Keeping found things found theory, 65–66 Kinesthetic medium, 10 Knowledge as attribute of information, 14 information *versus*, 3–4 limiting access to, 9 required, 83

# L

Language, 151-52 Laughter, 92-93 Learning, 135-39 information literacy skills, 137 - 38information processing, 138-39 principles, 138 Learning styles, 81-82 activist, 81 pragmatist, 82 reflector, 81 theorist, 82 Left brain, right brain versus, 51 - 52Life cycles, of information, 12 Lighting, 92 Limbic system, 37, 51

Listeners, information aptitude and, 78–79 Long-term memory, 42–43 Low-hanging fruit principle, 60

#### Μ

Mammalian brain, 37 Managers information behaviors of, 174 as information workers, 173-74 of information workers, 171-79 Mania, collecting, 23-24 Medium, 9-10 auditive, 10 communication, 156 kinesthetic or haptic, 10 visual, 10 Memory, 110 aging and, 182–84 autobiographical, 42 emotional, 48-50 episodic, 42, 114 explicit, 42 false. 50-51flash bulb, 48 implicit, 42 long-term, 42-43 problems, 46 repetition and, 44, 111–12 semantic, 42, 50 sensory, 42 short-term or working, 42 stopping, importance of, 117 - 18tip of the tongue, 113–14 types of, 41-43 working, 101 writing and, 112–13 Memory capacity, of brain, 41 Metainformation, 26

Metaphors, brain, 40–41 Mindmapping, 65, 162 Mirroring, 53–54 Mnemonic techniques, 115 Multimedia applications, 40 Multiplicative quality, of information, 14 Multitasking attention and, 107–8 brain and, 108 information stress and, 98 Muscles, brain, 103–4 Music, 93–94

## Ν

Neocortex, 38 Networking, 168 analysis of, 171 Neurons, mirror, 53 Neuroticism, 77 Nonsense, 25

# 0

Olfactory, 91-92 Openness, 77 Operant conditioning, e-mail and. 31 Oral communication, 158–59 Order, brain, 127–28 Organization, of information, 55-57, 85-86, 126-29 as barrier to information use, 26 - 27first-order, 127 second-order, 127 third-order, 127 Organizational design, information overload and, 30 Organizations, information and, 4 Oxytocin, 100

## Р

Parkinson's disease, 100 People as barrier to information use, 26 information and, 8-9selection of, in workplace, 169 - 70as sources of information, 167 - 71Personal background, information profile and, 75–78 analysis of information flows, 75 - 76IT and information competencies, 76 personality, 76-78 Personal information management, 85 Personality, information behavior and, 58 Personality, information profile and, 76 - 78agreeableness, 77 conscientiousness, 77 extraversion-introversion, 77 neuroticism, 77 openness, 77 Personal situation, information overload and, 29 Photographs, 163 Pictures, advantages of, 162-63 Pilers versus filers, 80-81 Pilot balloon, 62 Position, justification of, 24 Postponement behavior, information stress and, 99 Powernaps, 95 Pragmatist learning style, 82 Presentation, of information, 158 Preservation, of information, 158

Pressure, information stress and, 99 Principle of least effort, 67 Printing press, 21 invention of, 5 Proactiveness, 64 Productivity, information, 140-43

# Q

Questions asking, 122–23 communication and, 153–54 information pruning and, 132–33

## R

Readers, information aptitude and, 78-79 Recall, 114-15 brain and, 43-51 Reciprocity, 108, 168 Redundancy, of information, 14 Reflector learning style, 81 Remembering, 109-10 brain and, 43-51 déjà vu, 47 techniques for, 114 REM sleep, 52, 53 Repetition, 111-12 memory and, 44 power of, 136 Reptilian brain, 37 Reputation, 168 Retrieval, of information, 121-22 improving, 182–83 Right brain, left brain versus, 51–52 Rule of conduct, for information, 11

# S

Saving, of information, 124–26 reasons for, 125 Scarcity, of information, 8

Selection process, 28 Semantic memory, 42, 50 Senses, 79-80 Sensitive information, 91–95 enlightenment, 92 laughing out loud, 92–93 music, 93-94 olfactory, 91-92 sleep, 94-95 Sensory functions, information and, 10 Sensory memory, 42 Sensory overload, 21 Serendipity, 67-68 Serotonin, 100 Shorthand, 152 Short-term memory, 42 Signaling, 149 Sleep importance of, 94-95 REM, 52, 53 Social networking, 153 Speakers, information aptitude and, 79 Storytelling, 157–60 art of, 159-60 elements of, 160 oral, 158-59 verbal rules, 159 Stress information, 97-99 overload of information and, 20 Supply, of information, 14 Symptoms, of information overload, 27 - 29

## Т

Take-outs, in information pruning, 133–34 Tasks, information overload and, 30

Technology gender and, 177 helpful, 147-48 information barrage and, 20 information component of, 10 information life cycles and, 12 intelligence, 146-50 spread of information and, 5 tools, using, 146-47 Theorist learning style, 82 Time, 11 information behavior and, 58 - 59workplace and, 179–82 Time management, 87–88 To-do lists, 88-89, 112 tips for, 113 Transmission rate, in brain, 39 Trust, information and, 9 Twitter, 68

# U

Uncertainty, information attitude and, 83–84 Unconsciousness, 110–11 Unsolicited information, 25 Usage, 11–12

# V

Value, of information, 11, 16–17, 141–42
Values, information behavior and, 64
Verbalizer *versus* imager, 79
Verbal rules, of storytelling, 159
Violent behavior, 27
Visual communication, 161–64 advantages of, 162–63 imagination and, 163–64
Visualization, 161
Visual medium, 10

## W

Walkabout, 172 Wisdom, defined, 4 Working memory, 42, 101 Workplace access to information in, 142–43 breaks in, 181 digital, 148–50 information and, 167–84 managing information workers in, 171–79 new jobs, 178–79 selection of people in, 169–70 smart workers in, 143–46 technology intelligence, 146–50 time in, 179–82 Writers, information aptitude and, 79 Writing, memory and, 112–13