The Human Digital Intelligence
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From 3D to 2D and back
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Just a few words about me.

• 20 years of experience in (digital) marketing
• First digital marketing course in 2001.
• Creator of the first digital marketing study program of it’s kind at Algebra University
• Mental health ambassador in digital era
• Active blogger at Medium, top writer for Mental Health
• Co-founder of hdi.vision
• Co-founder and vice president of HDI NGO
I WANT TO LEAVE
Full control from inside the shower!
Trends in screen activities, non-screen activities, and depressive symptoms, 8th and 10th graders, Monitoring the Future (MtF), 2009-2015. Image: Jean M. Twenge

2010-2012
Percentage Increases in Antidepressant Usage and Suicide Rate, 2000 to 2014

Males 12 and older

- Antidepressant usage
- Suicide rate

2010-2012

The Teen Suicide Spike
Suicides among 12- to 17-year-olds

Year

Suicides per 100,000 pop.


4

5

6

7

Source: CDC WONDER

2010-2012

Teens are More Depressed
Major Depressive Episodes among 12- to 17-year-olds

Year

% Depressed for 2+ Weeks in Past Year


8%

9%

10%

11%

12%

13%

Source: NSDUH (trend using LOESS)
Drugs Involved in U.S. Overdose Deaths* - Among the more than 64,000 drug overdose deaths estimated in 2016, the sharpest increase occurred among deaths related to fentanyl and fentanyl analogs (synthetic opioids) with over 20,000 overdose deaths. Source: CDC WONDER
The evolution of technology adoption and usage

% of U.S. adults who ...

Source: Surveys conducted 2000–2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

2010-2012
“a clear pattern linking screen activities with higher levels of depressive symptoms/suicide-related outcomes and non-screen activities with lower levels”

Comparing these to publicly available data on mental health and suicide for these ages between 2010 and 2017 showed...
Between 2009 and 2017 rates of depression among kids ages 14 to 17 increased by more than 60%
This University Has a 'Cry Closet' for Stressed-Out Students
In 2015, the overall costs related to mental ill-health are estimated to have exceeded 4% of GDP across the 28 EU countries.
WHY
Human Digital Intelligence via Human Digital Index (HDI)

Human Digital = HDI
Some types of phthalates have affected the reproductive system of laboratory animals and that more research is needed.
The data shows data, smartphones sales are way up and productivity is way down.

While productivity has been on a downhill slide for decades, it's taken a particular tumble since smartphones were introduced in 2010.
We have started building a more stupidity-inducing environment
Basically:
Our digital intelligence goes up, while our true intelligence tumbles
Human Digital = HDI
The Dopamine Reward Loop

Pick Up Your Phone

Dopamine Decreases

You Feel Happy

Dopamine Increases

FROM 2D TO 3D
From 2D to 3D

3D
Discomfort (distress)
Distract (diversion)
Delight (dopamine)
DIGITAL DEXTERITY
Digital problem solving
Almost 75% of millennials admit they have no idea how to change a tyre, a study has found.

Almost 75% of millennials admit they have no idea how to change a tyre, a study has found.

How to Change a Car Tyre: YouTube: 519,000 results

DIGITAL DEXTERITY
Digital problem solving
DIGITAL RESILIENCE
Digital safety
Once a sewer sensor finds telltale traces of home-brewed explosives it sounds an alarm.

DIGITAL RESILLIENCE
Digital safety
• 45% of people publicly disclose their birth date
• 29% share their phone number on the Internet
• 20% share their address
• 14% mentions their mother’s maiden name
• 7% share their social security number online

DIGITAL RESILLIENCE
Digital safety
DIGITAL INTEGRATION
Digital personality
What if you lost your smartphone?

Nomophobia

DIGITAL INTEGRATION

Digital personality
77% 18-24 nomophobic
66% sleep next to smartphone
70% women have separation anxiety

DIGITAL INTEGRATION
Digital personality
DIGITAL HEALTH
Digital wellbeing
The 4-Cs of the Serotonin Up-Building Process – Connect, Contribute, Cope, and Cook

DIGITAL HEALTH
Digital wellbeing

Connect:
Face-to-face and eye-to-eye connection generates empathy through mirror neurons

DIGITAL HEALTH
Digital wellbeing
Contribute:
There are a lot of different ways to contribute. Ultimately it has to be outside yourself.
Cope:
Get adequate sleep.
Singletask.
Exercise.
Achieve.

DIGITAL HEALTH
Digital wellbeing

Cook:
Eat food containing Tryptophan.
Eat food containing Omega-3 fatty acids.
Avoid food containing fructose.
90% of serotonin is produced in our intestines.

DIGITAL HEALTH
Digital wellbeing
DIGITAL INFLUENCE
Digital reach
Digital Reach

- popularity,
- digital geography,
- platform,
- momentum

DIGITAL INFLUENCE
Digital reach
Digital Relevance

- authority,
- likeness,
- authenticity, interest,
- occurrence,
- duration

Digital Influence

Digital reach
Digital Perlocution

- Emotional capital,
- amplitude,
- persuasion

DIGITAL INFLUENCE

Digital reach
Passive Facebook Usage Undermines Affective Well-Being

Facebook admits it poses mental health risk – but says using site more can help

DIGITAL INFLUENCE
Digital reach
Thank You!
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