

DIGITAL CONTENT TIPS

Did you know?

The digital landscape is vast; however, it is your job to curate it.

In 2019 globally...

4.4 ZB

THE ESTIMATED
AMOUNT
OF DATA ONLINE

50 bps

HUMAN INFORMATION
PROCESSING
CAPABILITY

11 M bps

INFORMATION GATHERED
BY OUR SENSES
FROM THE ENVIRONMENT

1

CURATION

Choose your sources and time online wisely to avoid information overload

2

MANAGEMENT

Actively decide about the types and the amount of content you consume online

3

COMPETENCE

When making choices about online sources, think of the skills you already have (books, radio, TV)

4

AGILITY

Monitor, review, adjust, reflect on and improve your content curation skills

5

OWNERSHIP

Take the responsibility back from the tech companies - you are in charge of your wellbeing

"In 2017, we reported that there was there was 2.7 Zettabytes (ZB) of data in our digital universe. PwC believe that this reached 4.4 ZB in 2019, but more staggeringly predict that this will grow to 44ZB of data this year. In fact, IDC predicts the world's data will grow to 175 ZB by 2025! (...) If you stored 175ZB on DVDs, the stack of DVDs would be long enough to circle the Earth 222 times."

Source: <https://www.nodegraph.se/how-much-data-is-on-the-internet/>
(including the stats on the top)

"Many researchers (being human) expected that the human brain would show a tremendous information processing capability. Interestingly enough, (...) they came up with a maximum capability of less than 50 bits per second. (...) Clearly, the exact number depends on various assumptions and could vary depending on the individual and the task being performed. It is known, however, that the senses gather some 11 million bits per second from the environment."

Source: <https://www.britannica.com/science/information-theory/Physiology>
(including the stats on the top)