

# mmm.MMM.MMM.MMM.MULTITASKER



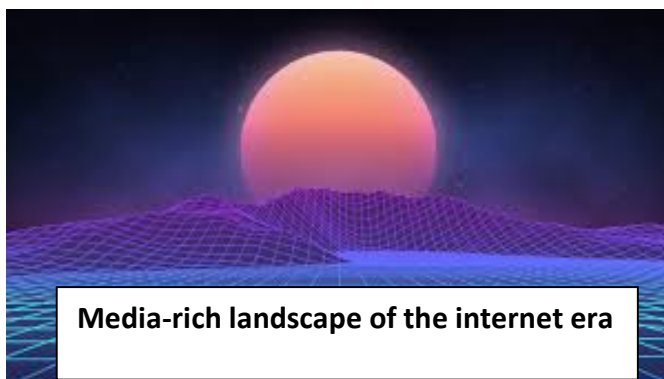
First Known Use of word *multitasker* can be traced to year 1982.

Definition of multitasker, according to Merriam-Webster Dictionary: a person who can perform or manage many tasks at the same time.

The first published use of the word "multitask" appeared in an IBM paper describing the capabilities of the IBM System/360 in 1965. The term has since been applied to human tasks.

Human multitasking is the ability to perform more than one task or activity at the same time, such as talking on the phone while greeting someone.

Media and technology are ubiquitous elements, as a part of “necessary evil” of our daily lives, and their use offers multiple benefits and rewards.

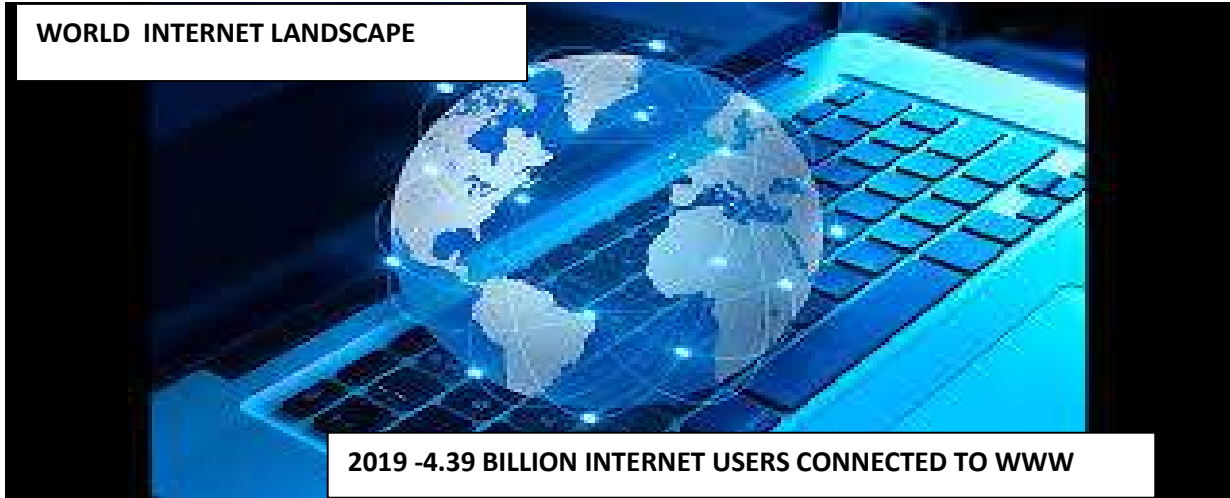


## **Multitasking a productivity killer**

Multitasking seems like a great way to get a lot done at once. But our brains are not wired at handling multiple tasks as we like to think they are. In fact, some researchers has suggested that multitasking can actually reduce productivity by as much as 40%.

We might presume that we are accomplishing multiple things at the same time, but what we are really doing is *quickly shifting attention* and *focus* from one thing to the next.

## WORLD INTERNET LANDSCAPE



Perhaps you're also listening to music, texting a friend, checking your email in another browser tab, or playing a computer game. However, switching from one task to another, makes it difficult to tune out distractions and can cause mental blocks that can slow one down.

**It is tempting to get into a habit of dwelling in a constant sea of  
Information with too many choices**



If you are doing several different things at once, then you may be what researchers refer to as a "*heavy multitasker*." ***Ah!! Makes you proud??*** And you probably think that you are fairly good at this balancing act. However, you are probably not as effective as you think you are.



In one study, Stanford University researcher Clifford Nass found that people who were considered heavy multitaskers were actually worse at sorting out relevant information from irrelevant details.

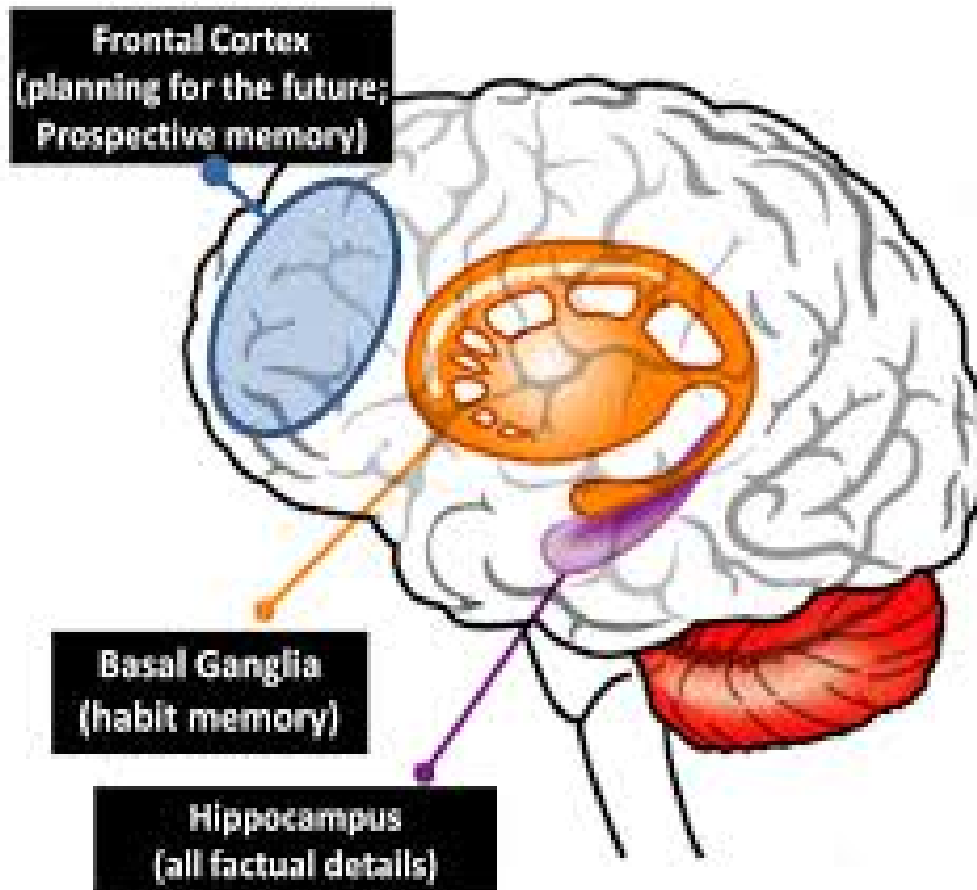


People often believe multitasking boosts efficiency when in fact “You have to switch back and forth between the two tasks as opposed to really doing them simultaneously.



To make matters worse "you're not concentrating on either task". And you need a mental warm-up to resume the suspended task

## Scientifically speaking



An fMRI study confirmed the behavioral findings. When participants *focused on the task*, they relied more on the *hippocampus*—the center of the declarative memory system. When they *multitasked*, they relied on the basal ganglia, one of the systems that build less flexible memories.

What's worst is that even when chronic multitaskers were focusing on a single task, their brains were less effective and less efficient.

## **Teens and Multitasking**

Experts also suggest that, heavy multitasking might be the most detrimental to adolescent minds. At this age, in particular, brains are busy forming important neural connections.

Spreading attention so thin and constantly being distracted by different streams of information might have a serious, long-term, negative impact on how these connections form.

And during a typical week, 81 percent of young people report "media multitasking" at least some of the time.

In 2005 it was found that 82 percent of American youth use the Internet by the seventh grade in school.



## **Mini-multitaskers:**

Behind the bedroom doors of children and teens that are supposedly doing homework, you may find they're doing that and much more—text messaging friends, surfing the internet.

In fact, according to a 2006 Kaiser Family Foundation study, almost two-thirds of 8- to 18-year-olds using a computer to do homework is also doing something else at the same time.

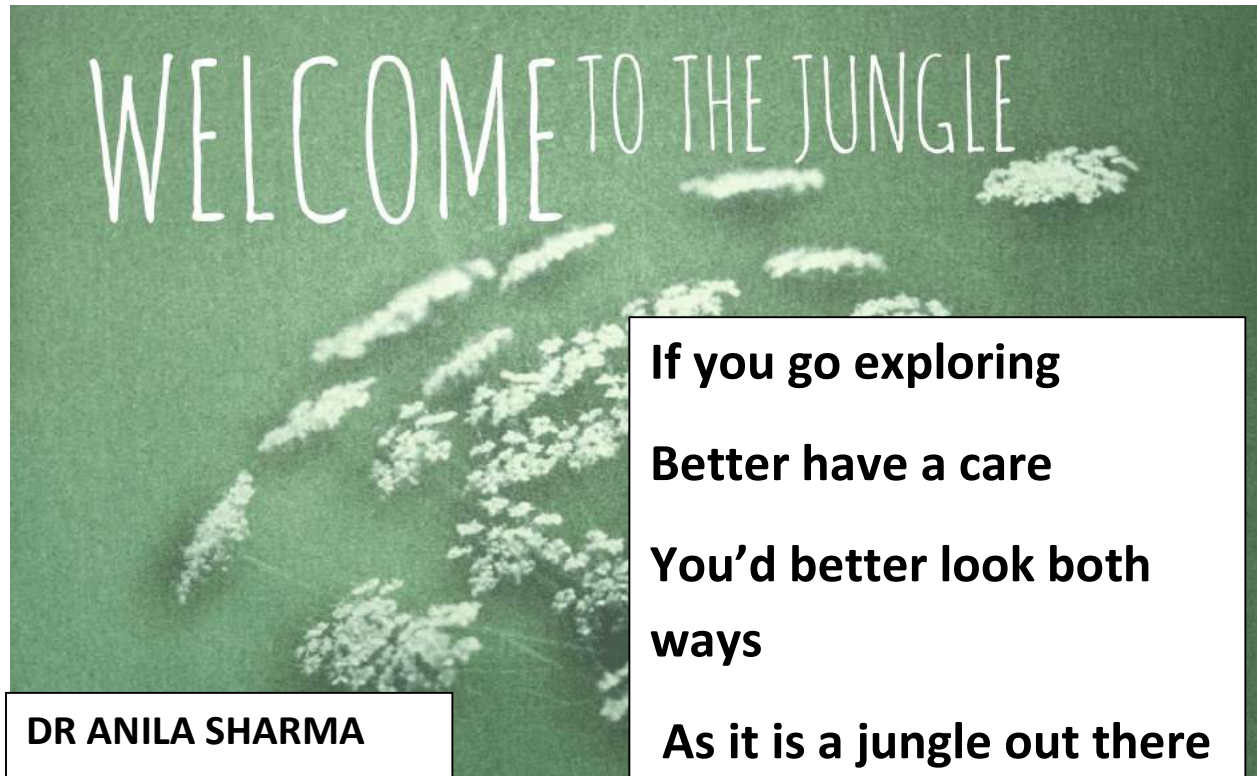
Research suggests that it slows children's productivity, changes the way they learn and even may render it superficial.

**It's not that they can't focus, It's that they focus on everything.** They hear everything, even things they would normally be able to block out because they are now so used to attending to many things at once.

**What to do???**

The "20-minute rule." Instead of constantly switching between tasks, try to fully devote your attention to one task for 20 minutes before switching to the other.

Limit to two tasks at one given point in time.



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