

EXHIBIT 55



A Call to Minimize Distraction & Respect Users' Attention

By a concerned PM & entrepreneur
[go/distraction](https://www.google.com/go/distraction)

UPDATE 8/12/15: [go/post-distraction](https://www.google.com/go/post-distraction)
UPDATE 2/1/15: [Watch TED talk](https://www.google.com/watch?v=TEDtalk)
UPDATE 4/2/15: [Watch Wisdom 2.0 talk](https://www.google.com/watch?v=Wisdom2.0talk)

I'm concerned about how we're
making the world **more distracted**

And my goal with this presentation
is to **create a movement** at Google...

... to create a new design ethic that
aims to **minimize distraction**

and I'd like to
get your help.



Distraction matters
to me because
time is all we
have in life...

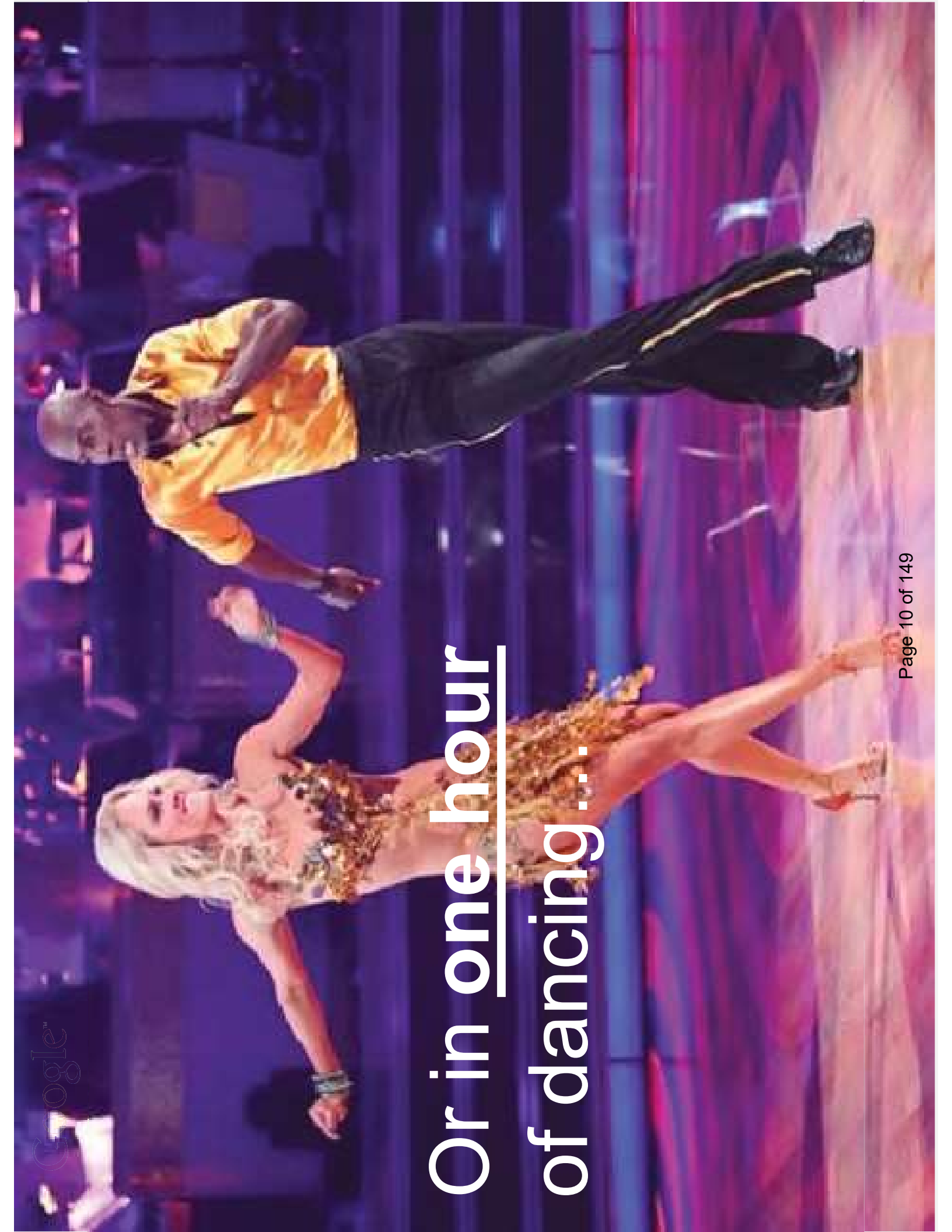


... time is **expanded and contracted** when
we're in flow vs. distracted.

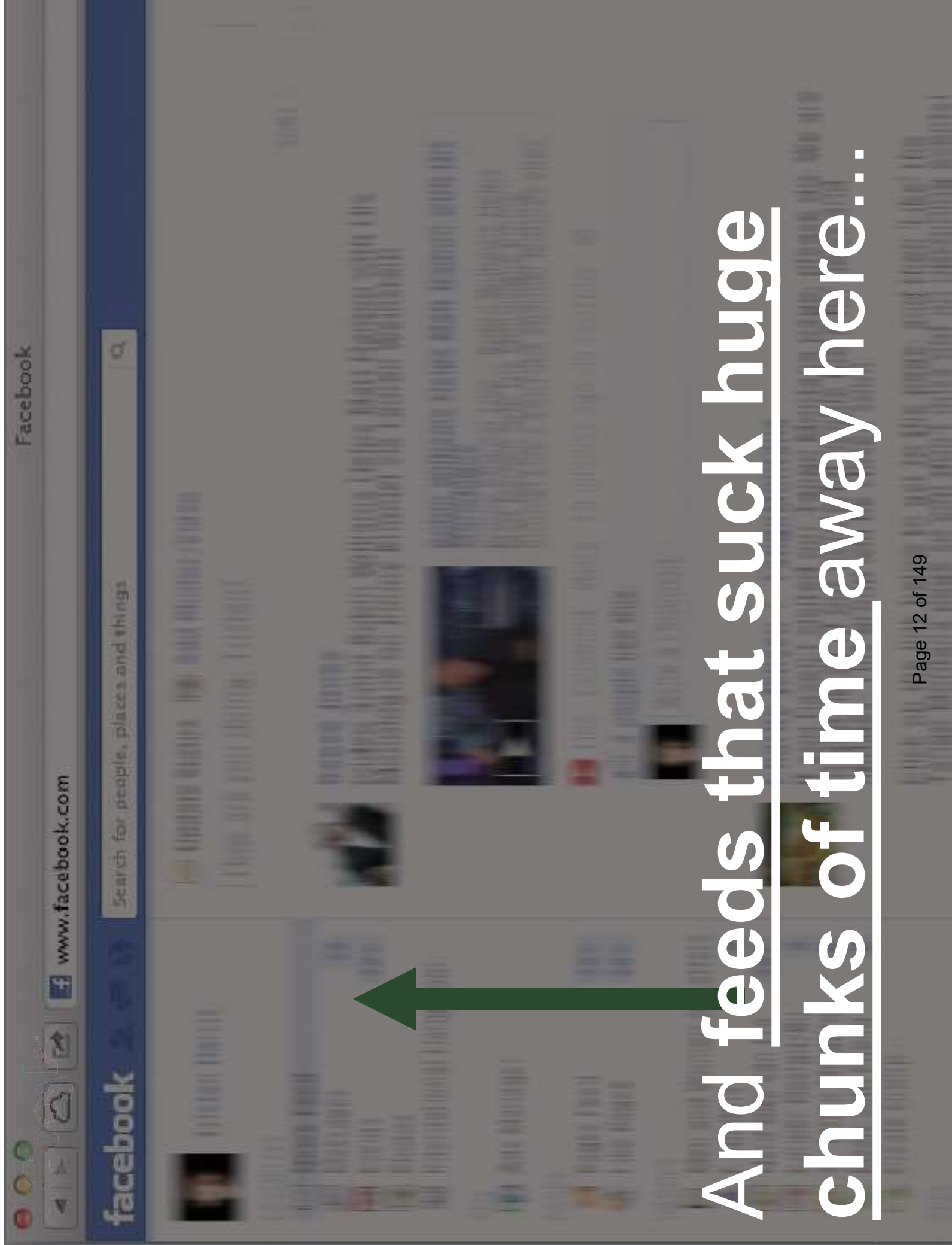


You've experienced
this before...

More can happen in a
single day traveling in a
remote country, than in
months of your work life.



Or in one hour
of dancing....



And feeds that suck huge
chunks of time away here...



...changing our relationships to
each other here

...and destroying our kids' ability to focus here

(teens 13-17 now send 4,000 texts/month,
once every 6 minutes awake)

Vulnerability #4: Slow vs. Fast Thinking (aka Mindful vs. Mindless behavior)

Humans make different decisions
when we **pause and consider**,
vs. when we **react immediately**.

If the impulse for a behavior is
too frictionless, we *lose the ability*
to consider before acting...



**When scrolling is
frictionless, we don't
think before we flick to
see what's next...**



**or when it's
so frictionless,
we don't think
before we grab our
phone after it
buzzes**



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...or so frictionless, we don't think before getting a snack after an urge.

When we **lose that moment to consider**
before acting on our impulses...



... we lose what sets us apart as thinking humans.

Instead, what if we designed to help users be **fast and efficient**, while leaving *enough friction* for users to **pause and consider**?



...just like Google
makes unhealthy food
available, but puts them
inside jars and slightly
out of sight



(in other words, behind a speed bump)