

KRISTY GOODWIN



CREATIVITY AND THE DIGITAL DISCUSSION



EPISODE 94

CREATIVITY AND THE DIGITAL DISCUSSION

Kristy Goodwin 00:02

Wouldn't this be great so that we can invest our time in other ways be that on creative pursuits be that on downtime, they call it the productivity paradox. My concern is that if we're not in control, the technology we use and rely on has been designed to rob us as humans of two most important resources, our time and our attention. In the good old fashioned days when we used to go on a plane and they didn't have Wi Fi, I used to do my best thinking up in the sky.

Chris Meredith 00:35

Hello, and welcome to The Common Creative podcast. My name is Chris Meredith. Then I'm

Paul Fairweather 00:47

Paul fairweather, and Chris and I are pulling the plug on creativity in business and life through the lens of ideas, stories, and visual cognition.

Chris Meredith 00:57

And first week's guest, Dr. Kristy Goodwin, she's a neuroscientist, she's an author published a book full Dear Digital, We Need to Talk at a keynote speaker, and I think a campaigner in a way for creativity, because she has spotted the risks we all face by becoming tethered to digital technology. Paul, what did you learn?

Paul Fairweather 01:22

I learned so many things and people about this interface between our biological systems and technology. She talks about the fact that when we use technology a lot, we Silas in sighing is very important for us to do it every five minutes about our gaze. Like I really just found her insights and information to be stellar, unless you know opened up why my gaze to many things about the interface between technology and creativity that I've never understood.

Chris Meredith 01:51

I think what really struck me is how fast things have changed in the last two or three years since the pandemic that technology has moved so fast, and how they gotta be changing very rapidly as AI comes online. And of course, our brains won't have changed. We're still stuck with that kind of not quite prehistoric brain. But the brain doesn't change as fast the technology does and those threats that she highlighted. Let's get rid. Let's find out. Dr. Kristy Goodwin with a huge welcome to the common creative podcast.

Paul Fairweather 02:21

Hi, Kristy, great to have you on board.

Kristy Goodwin 02:23

Great to be here.

Chris Meredith 02:25

Kristy, you and I were kind of drones which I noticed you stood out in a crowd at an event I was at. You have a beautiful brightly colored top on and you confess after we said hello, that your thing is about the



impact of digital technology on our lives. I can't wait to hear more about that because I think it's a huge topic, a huge threat, I think for people who are creatives like Paul and I. But before we get it, how did you end up as a speaker and campaigner on this. It's not a mission I imagine many people aspire to

Kristy Goodwin 02:58

Now and if truth be told, it was a series of serendipitous events that led me to where I am today. I started off my career as a teacher and then became an academic. And my research was particularly interested in the impact of technology on kids and teens who I colloquially referred to as our screenagers. And so I was fascinated with how particularly our brains and bodies are being shaped by our digital saturation and our kids and teens' digital saturation. And I initially began as a speaker speaking to parents, teachers and health professionals about the particularly the neurobiological impact of technology on young people's learning and breeds. But it was actually parents who would sit in parent seminars and come up very discreetly at the end and say, so much of that was pertinent to me, I realize I'm tethered to technology. I can't put it down. I am so distracted. I can't get deep focused work done. I've seen my attention span shrink. I know it's impacting my eyes, my hearing like I'm physiologically experiencing this myself, do you speak to adults? And like any good entrepreneur? Of course, I said, Oh, yes, I certainly do. And then behind the scenes started to really dive into broadening my research to also look at the impact on adults. Because the harsh reality is nobody is immune to the digital poll. We all get sucked into the digital vortex because of the way the text is designed. And so I guess for the last six or seven years my research has expanded to now look at the impact technology is having on all of us, but particularly adults and particularly us as adults who are knowledge workers who are spending the bulk of our working days in front of some sort of screen.

Chris Meredith 04:43

It is remarkable. I'm very aware that we are good. My wife's been for us. Well Paul, and we've probably I can remember having a calculator. Some one of the kids at school had a calculator that was the very first sort of digital thing. Have we learned how to write upside down on people's keyboards? So, at school, we didn't really talk about that. So when you could write oil, and we didn't really have much technology, I actually even now know how to use slide rules. But the world's changed dramatically. And, and what was, I think behind the assumption behind every new bit of technology was that this is a step forward, this is a Help Now we put calculators and we have computers, and we got the internet, each stage is a step forward. And what you're highlighting, I think the rest of us are catching up with you on this. So that may not be true. Kidding. Heartbeat wrote a fascinating book, which I proposed, but I have not yet read it. Otherwise, it's called Dear Digital, we need to talk. Could you give us some headlines? What are the downsides of this tethering to technology? How is it negatively impacting us?

Kristy Goodwin 05:53

This is certainly not an anti tech message. You know, I don't suggest we ever go, you know, on a digital detox, they don't work. It's not saying we need to aim for Inbox Zero. They're outdated, redundant strategies. The harsh reality is whether we love it or loathe it, technology is here to stay, and it plays an integral role in our lives. My concern, however, is that I am seeing some of the adverse consequences if we're not in control of the technology, if the technology controls us. And I think if we took a harsh look at our digital habits and behaviors, and both professionally and personally, we would recognize that we are tethered to technology. And my concern is that if we're not in control, the technology we use, and

rely on has been designed to rob us as humans of two most important resources, our time and our attention. And there are some researchers who are saying we're now living in the attention economy. And so my concern is from a physical perspective, we know the research is telling us that you know, excessive amounts of screen time or screen use can have adverse impacts on our, our vision, on our hearing on our musculoskeletal health is having a profound impact on our sleep, not only the quantity of sleep we get but also the quality of sleep. From a mental health perspective, we know it's having a huge impact on our stress. And even just a really pragmatic example of how we don't even recognize that I think it's sometimes the very subtle ways that Tech's crept into our lives. As humans we are biologically designed to sigh every five minutes whilst we're awake. It's a natural built in stress mechanism that regulates our oxygen and carbon dioxide levels. We do it, we are not even aware that we're doing it to inhale Serrano's and an exhalation through our mouths. And it's our lovely way of calming ourselves down. Those of you with teenagers, I'm not talking about the very overt melodramatic exasperation, five years. So we all know that one. But as humans, as adults, we should be saying every five minutes, but new research tells us that when we are looking at a screen be that our phone or laptop, our desktop computer, when our eyes converge, our sight rate falls off the cliff, meaning that we are in an elevated stress state, just by the mere fact that we have a very narrow gaze, why one of our most basic biological needs as humans is that we're designed to dilate our gates, we're designed to look in the distance, we are not designed to have a very narrow gaze. And yet this is how many of us are spending our days. And we're not saying we're not regulating our stress response. So I believe, I think I mean, two things have happened simultaneously. The first thing that's happened is our tech habits of adding a tiny little micro stress to our days, tiny little things that on their own would be benign. But they accumulate things like alerts, and notifications, multitasking, having that narrow gaze and the other part of the equation. The second thing that's happened simultaneously is that our digital habits professionally and personally, have completely eroded, annihilated the biological buffers that were once baked into our days that helped us to regulate our stress response. So I think our take is having a profound impact. And we're not even really at the full understanding of how it is impacting us, psychologically and physically.

Paul Fairweather 09:21

Kristy, I see that's a sign of bad times to come. But listen, I'm really like some of the things that you said absolutely fascinating, which I didn't know about, about the guys and the sign what I'm also interested to know that you do in the stuff on neuroplasticity, you know, the obvious things, and I know that I was looking at my phone and we're aware of those things, but what's what, you know, what's the research about what's happening inside our brain? Because, you know, even someone else's brain can affect their brain, you know, we are always reacting to our environment. So, what is happening in the in the latest studies in terms of the rewiring of the brain?

Kristy Goodwin 10:00

Yeah, well, we take many, many years to evolve as humans. So a lot of people say to me, surely our brains are or are in the process of evolving so that we can multitask. So a common thing I hear from people, particularly younger people who say I'm adept at multitasking, I can have a headphone in, I have 18, tabs open and my phone next to me and I can perform at an optimal state. The research conclusively tells us that our brain is incapable of splitting our attention. When we think we're multitasking, we're actually doing something called continuous partial attention. We're task switching



and it's cognitively exhausting. We know the brain releases cortisol, the stress hormone, when we multitask, we burn through glucose, our brain's energy supply, so we feel really tired and foggy. And we actually don't retain information when we multitask. Instead of information going to the brain's hard drive, which I call the hippocampus, it's basically the brain's memory center. When we multitask, it doesn't activate the hippocampus, it goes to a part of the brain called the striatum. So we are not, we cannot really outperform some of our biological constraints, we have a biological blueprint that we need to adhere to. Another way that we are: I'm often hearing people say I'm capable of working for a really long period of time, you know that people that sit down at the desk and try to pump out five hours worth of work without a break. The harsh reality is that our body has something called ultradian rhythms, meaning we go through peaks and troughs roughly every 90 minutes. That's why we are always so sleek for roughly 90 minute cycles. But this is one of our biological constraints. So we are working against our biology, and our basic neurobiological needs when we keep pushing and pushing and pushing. So I don't think our brains are necessarily changing because of the tech, they are certainly adversely responding to what I call our textbook tations sort of the digital norms and habits that we're implementing and expecting of ourselves in congruent with what I call our HOS, Human Operating System.

Chris Meredith 12:07

Krissy. I'd love to hear about you in your own life. So I woke up in the morning, and I got a family in the UK . My phone or many messages overnight were shot. Lots of people, the first thing they do is check and I read stuff, so you shouldn't do that. Personally, I managed to get away from the target, which was a beach trip to swim, but then you aren't back on my lap. So that's what I do. I'm sure lots of people will likely tell us about your mother. How did you untie yourself from technology? Or how do you control it?

Kristy Goodwin 12:38

Yes, and you're not alone. research estimates that 90% of adults now reach for their phone, or for their partner first thing in the morning. We are so connected that we actually have a name for when we cannot find our phones. It's called nomophobia. And it is a legitimate fear when people cannot find their beloved digital appendage. So my morning and again, this is not about some sort of digital utopia where I never touch my phone. Ideally, we would try to avoid our phones for the first 15 minutes. Now it doesn't have to do you know longer than that's great. But if you can aim for 15 minutes. And the reason is our brain transitions from these really rich, often creative states. Many people say it germinates when they first wake up in the morning, it's often in the shower when they're driving or walking. And that is because our brain is in this rich transition state where it's moving from being asleep to being awake. Now if we pick up our phone, and we start scrolling, we check the weather, we check a sports report to check the family Whatsapp group, we need to see one upsetting, stressful concerning message or post and we activate the limbic brain, our stress response system. And so this also triggers the beta brain state. That's the busy brain state. Now, if we were to keep those first 15 minutes, and for a lot of people I know that seems like a long time. But that is a really rich opportunity for creativity, for mind wandering. So I try to keep those first 15 minutes free. I do some exercise first thing in the morning. The other thing that I've shifted in the last 18 months is I make sure I try and get natural sunlight. We know many people are not getting enough sunlight exposure and that's why we're seeing an increased rate of myopia, which is nearsightedness. Researchers are arguing at the moment as to whether it's 90 minutes or 120 minutes a day, but somewhere between that hour and a half to two hours is the total

sunlight exposure we need in the day. If we get that first sunlight exposure within the first hour of waking up 16 hours later, our body will naturally start to produce our sleep hormone melatonin. It's matchI like that is just absolutely incredible. 10 minutes of exposure on a sunny day. 20 minutes is recommended on an overcast day, but just getting out in the sun in that first hour. we're waking up, we'll help you with your sleep. We also know being in sunlight activates your hypothalamus. So that puts you in a really alert focused state. So they're the sorts of things I do, some exercise, some sunlight exposure, and then I try and have my coffee about an hour and a half after waking up. Because we also now know that if we have and your listeners probably won't hear this, I can see you too cringing. If we have our coffee in that first period of the day, it can actually make us feel really sleepy later in the day because it stops our body from blocking these adenosine receptors. And adenosine is what builds up in the day, a chemical that makes us feel sleepy. And if we have coffee, first thing, we stop that from being absorbed. And that's why we hit that sort of slump around two or three o'clock, and we're reaching for another coffee or the biscuits or the chocolate. So that's sort of what my morning routine looks like.

Paul Fairweather 15:54

It's very interesting, Kristy, we just actually introduced a lockbox into our house. We've got two teenagers who love both cars, both cars and I, you know, you know, we also reach for our phones. So one thing that you touched on there a couple of times. And there's again, some fantastic information in there, which was talked about earlier before we started the interview. What's happening to creativity, you know, what's the impact on creativity with this technology?

Kristy Goodwin 16:21

So we know I don't know about both of you. But my best thinking, my most creative ideas, my solutions to complex problems, have not once ever come to me in an Excel spreadsheet or in my inbox. They just never have. I don't know I feel this does resonate with that it has never happened.

Paul Fairweather 16:41

Well, they got a sponsorship from Microsoft.

Chris Meredith 16:47

Alongside with a, I think I'd like the sponsorship went out the window.

Paul Fairweather 16:55

Sorry,Chris.

Kristy Goodwin 17:00

So our best thinking often happens in the shower when we wake up first thing in the morning when we go for a walk we go on holidays with no Wifi. In the good old fashioned days when we used to go on a plane and they didn't have Wi Fi I used to do my best thinking up in the sky. But today we feel every bit of white space. With our screens. We order our coffee, we pick up our phones and we pull up at a red traffic light. Many people pull out their phones, we get in the elevator, we wait for the bus, we wait for the doctor's appointment, every bit of whitespace we have is filled with, we fill that void with a screen and more often than not our phone because it's usually quite frictionless. And neuroscientists say that we need to activate what's called the default mode network. This is where we turn off the thinking part

of our brain, the prefrontal cortex, and we let our minds meander. It's a fancy word for daydreaming. But we don't have time these days to daydream. You know, people go on walks down, they've got earbuds or headphones in and they're listening to a podcast or an audio book at one and a half speed. We're just constantly consuming information. And my concern is that if we're not more intentional about having pockets of downtime, where our mind can meander, I think that's a huge threat to creativity, because we're just not going to have that space. My other concern is that if we are spending so much of our time consuming information, it's really hard to disentangle what's an ingenious, creative, original idea on our behalf or whether this is sort of an idea that has morphed from something else we have consumed online. In my book, I share a really sobering statistic. And that is it is estimated that the average Australian adult will spend 17 years of their lifetime on their phones. 17 years 33% of our waking hours. If you've ever been brave enough to look at your screen time report, if you're an iOS user, or your digital belt wellbeing report for Android users, and you look at that horrific statistic that tells you your weekly average screen time school, you could see how that could happen. And I'm worried I mean that represents a significant opportunity cost for those ideas to germinate and for that creativity for blue.

Chris Meredith 19:23

I'm sort of very cut you're campaigning for some very exciting but fragile ideas of putting it like that. Sighing I've never heard anyone talk about the fool to sign before are really excited by that idea but who cares? And then and now daydreaming and mind wandering which which is great to hear you talk about the how the brain creatively knows default network and so on but, but again, a fragile idea and you know, when you caught daydreaming in class, you get whacked around the years until the concert again, it's not fashionable. It's not kind of so these are kind of fragile concepts. I think you're explaining They're powerful, important concepts. And they're pitted against the world of capitalism, the dopamine hit from technology and so on. I guess my question is what hope is there for these fragile things, to compete against advertising and that the need to be asked to know what's going on in our social groups, and so on and so on?

Kristy Goodwin 20:22

This is why I fall back on neuroscience, and psychology. This is why I'm an avid researcher, because it is really hard to argue with research and science. You know, when I can say this is what's happening in your brain, when you've got 16 tabs open and you're oscillating between the emails in your team's chats. This is what's going on, I find that if we can substantiate these bold claims, these you know, conceptual challenges to how we operate, and the deeply embedded I think we'd all agree, our Tech Tech has got its tentacles into every single facet of our lives. And these habits are so deeply entrenched, and they are hard to break. But I think if we go back to how we are a neuro biologically designed, what is our I guess, our biological blueprint? How can we and again, it's not an anti tech message, how can we align how we do use technology, but do so in a way that works rather than it gets to a human operating system, then I think there's a rich opportunity for us to change. But this is why I don't align with the you know, do a digital detox or cut out social media, it's your long term or sustainable

Chris Meredith 21:33



example. Are there any institutions for the educational or businesses that are getting it right? How should I guess how we should be bringing up our kids? Or how should we be training ourselves? You've talked about the morning routine, which I think some very interesting reports are about sunlight. But is it a case of switching your phone off for an hour a day or is a case of having a plan? How might this be my tech? What did we do?

Kristy Goodwin 22:01

Yeah, so the organizations who I'm seeing and working with that are leading the charge in this space, creating what I call digital guardrails, they're coming up with digital agreements or teen charters, about how they will intentionally use technology. So these are actually articulating what are our expectations? Many people feel that they have to be hyper responsive to the team's chats to the emails. We know that people feel that they can't switch off at night, because what if I miss an important message? So it's taking the time to actually and again, through no fault of anybody's you know, we were sort of thrust into remote work. And then we sort of transitioned to hybrid work. And I don't think we've ever seen such a rapid change without sort of a change management program supporting it. And so I think now's a critical juncture in time where we reevaluate, we come up with some parameters, what are our norms, practices and principles that underpin effective use of the technology. So coming up, I guess with your digital guardrails, professionally, and I also encourage people to do that, personally, you know, where are your no go tech zones? In your house? Have you got a digital depo where devices go when you come home so you can connect with your loved ones? Do you want to switch off before you go to sleep? So your sleep isn't impacted? Coming up with some of those parameters? Because the tech is only going to get more and more immersive, more and more pervasive with AI wearable technologies, the metaverse so I think if we're not sort of on the front foot and putting up those parameters and borders and boundaries, the tech will, unfortunately, have an adverse impact.

Paul Fairweather 23:43

Kristy, just before leaving aside the monster ASP, is there any research in terms of the difference between writing and typing? I know that I default to typing because I'm dyslexic, and so I make my writing illegible. So now I can see that I can't spell. So I find typing much better with spell check and stuff like that. But I know a lot of people have said, you know, if you want to be more creative, you should write rather than type it. What's the research behind that? Yeah,

Kristy Goodwin 24:17

so the research particularly on I've looked at the research more in terms of retention. And we know you can obtain far more information if you handwrite it, and it doesn't matter if you handwrite it on a digital device. But so long as there's some sort of motor action, you will retain far more information compared to when you're typing. And there's a couple of postulated theories. One is that when we type, because we often tend to be a much faster typist than a hand writer, we type verbatim, but when we hand write I have to synthesize the information and I have to extract key concepts or I might annotate or draw a symbol that I can't really do very easily digitally. Another plausible theory is that when we are writing, we actually use muscle memory. Now, when we hit a keyboard, we do activate muscle memory. But when I touch the A key, it's the exact same muscle memory as when I touch the S key or the P key. So it's not distinguishing our brain, it's just making those subtle distinctions. So yes, and I was someone who was very reluctant. I've always had written notebooks, copious scrapbooks, I plan all of my P notes

on a big piece of paper. It's messy. But in recent times, just because I'm doing a lot more traveling, and I want to be able to access some of that handwritten information in an easier way, I have reverted to a digital handwriting tool, and it's been a game changer.

Chris Meredith 25:46

I remember you were holding it when we first met when I asked you about it. Yes. So maybe that is an example of technology, helping in other words, it's harnessing the augmented. Thank you. I was gonna ask the opposite because we've been deep diving on the perils and pitfalls. And are there some upsides what what how innocently technology helped us, especially with creativity. Because you are very aware of this mind wandering idea that it's so important for downtime to come to Daydream to let your brain explore ideas and to live with uncertainty. But so how can technology help us be creative?

Kristy Goodwin 26:33

I think there's huge opportunities here. One of the key things I think we've got the capability now and it's easier to do with the presence of AI is to automate tasks. You know, those manual repetitive, mundane tasks zap us about brain power, but are essential things that we have to get done, automating some of those particular tasks so that we then have more space, my concern, and I'm the first to say, I think AI presents really rich opportunities. My concern is that if we do remove it, remove some of those more rudimentary, you know, mind numbing tasks that what we'll end up doing is filling that void with more and more work. And yeah, I want us to be really intentional and say, well, wouldn't this be great so that we can invest our time in other ways be that on creative pursuits, be that on downtime. They call it the productivity paradox. And many of the digital technologies that were introduced into our society years ago that were touted to make us more efficient to make us more effective, haven't had the productivity gains because they've either distracted us, or B, we fill that time doing other tasks as well. So I think there is certainly a rich opportunity. Offloading we know, I don't know about both of you, but I experienced something called Digital dementia, I find it really hard to remember facts and details they did states. And we're not imagining it, the research has quantified or estimated, I should say that the average adult is now consuming the equivalent of 74 gigabytes worth of data a day, 74 gigabytes, that's more than our ancestors would have consumed in a lifetime. And the part of our brain that I mentioned, before that hippocampus has,

Chris Meredith 28:19

oh, you're holding up a model of a human brain. Yeah. And so

Kristy Goodwin 28:23

our hippocampus hasn't got any bigger, so we just can't consume that huge volume of information. And that's where technology can sit in, you know, offloading things to a digital list to a CRM, having a calendar that's

Chris Meredith 28:38

but your message then is, let's use technology to free us up to be creative. Let's not use technology to help us to be creative. I think it's really helpful. Paul will have Herbie tell the story before but I have in my mind's eye a vivid recollection of a pension in a magazine that I was getting when I was about 10, or 11 years old, is a kid's kind of educational magazine. And they did a forecast of what life would be like

in the year 2000, for giving my age away now. It miles in the future. And there was this picture of these almost alien looking people. This is the human beings ad for the year 2000 wearing strange clothes and big braids. And because it's all about what happens in your brain. And the question that it addressed was how are we going to fill out with waking hours because computers will do everything for us machines will do everything for us. So it will be all about leisure. It'll be we'll have to sort of come up with things to do. And of course, the technology has arrived and that part of the forecast worked. But the result hasn't been leisure. The result has been more work and I can absolutely understand this idea of the productivity paradox. And maybe now it's time to kind of dig our heels in and say if I'm becoming more efficient, that gives me more time to stop and gives me more time to wander. It gives more time to be creative, not less. Yeah, and

Kristy Goodwin 29:59

I think we serve them. But I also think it's part of a broader societal, particularly Western society narrative about the busy and the burnout and the hustle culture. And I think we still have very attached notions to what productivity and performance looks like, I think we still have industrialized models of performance. And that is, the more hours I work, the more output I create. And, you know, for people who are Creatives or we people who need to perform a job with some creative elements to it, that's simply not it's not, you know, input output measurements. So we really need to shift. And I still think in many organizations across the globe, we still have adopted and are sort of worshipping that industrialized model.

Chris Meredith 30:46

It's very true, I can remember frustration, sometimes when I'd be doing work for clients. So they, you maybe get to produce a little video clip or a report or something. And the question he asked is, How long will it be? And the implication is a longer clip is better than a shorter one? What will give you more value? Or if it's a report, how many pages is more than more value? And I'm thinking this is a creative product, you're mainly on one page, I can deliver a whole lot more than 100. But no longer is better, more hours is better. Yep.

Paul Fairweather 31:16

Kristy, you've given us so many insights and tips and tricks. We're just unfortunately, running out of time, one of those commodities. And if there's any attention, well, no, it's just me kind of digitizing a little packet, all the other things you've got to tell us. But if they were, you know, three simple things, you know, for our listeners to, you know, so you're not about, you know, doing a 30 day detox, only that, what what are the three simple things that you would advice you'd give to our listeners? Yes.

Kristy Goodwin 31:50

So number one is to identify your peak performance window, we according to our biology have a chronotype and our chronotype biologically dictates when we're most focused on alert it can also shape when we're more creative. And the trick I believe in this modern landscape we're in is to then build a fortress around our focus during our peak performance or creative windows of the day. So we need to start aligning the cadence of our days to our Chrono type, and that's what dictates those sorts of focus and creative periods of the day. When it comes to building that fortress around our focus, I have three golden rules with notifications, one, turn off all nonessential notifications, our brain cannot biologically

differentiate between a team's notification pinging us and a tiger chasing us, our brain says potential danger or stress or I better look, I better respond. So first, turn off non-essential ones. Second, unbundle or batch all notifications, you can now choose what time or times of the day your team's notifications, you want that notifications to come to you rather than sort of dribbling in throughout the day. And number three, is to create VIP lists. So when you activate focus mode, or Do Not Disturb mode, everybody gets blocked, apart from those VIPs. So whether that's if you've got children, child care, or schools, whether you've got aging parents, whether you've got a colleague, and you're working on a time sensitive project, they will need to get through to you. So creating those VIP lists can be another way. So we've talked about Chrono type, your notifications, and my third one is about switching off. You know, we have to turn off. We don't need to expect our machines to keep going all of the time. We provide our machines with maintenance, we do upgrades on them, we update their operating systems. We need to afford ourselves the same luxury. So we need to be more intentional. And I think we need to reconceptualize the importance of switching off and unplugging. And just being idle for them all they'd be money up there.

Paul Fairweather 33:57

So fantastic. And a great thought to leave this on.

Chris Meredith 34:00

Thank you very practical, really helpful. Christy, I've learned so much from you. I'm very inspired. I can't wait to buy a hard copy of your book, the digital, we need to talk about.

Kristy Goodwin 34:12

Thank you for having me. I appreciate it.

Paul Fairweather 34:15

It's been fantastic. Thank you so much for your time

Kristy Goodwin 34:17

Thank you. They were great questions. Thank you. I really enjoyed that.

Paul Fairweather 34:24

Chris, what a fabulous conversation and besides all the information, the way that Kristy summed up, you know, the end of the interview with those three points, very, very actionable, very detailed, with good reason. So I thought that was an absolutely excellent interview.

Chris Meredith 34:44

Really, what one of the most inspiring kicks were in terms of prompting me to take action. I'd love to read a book. I feel I'm switching my laptop off right now. I want to make sure I don't have my phone by the bed in future. I'm in a way alarmed. But hopefully alarmed in a good way by what technology might be doing to us and T operatives.

Paul Fairweather 35:08



Yeah. Now look, I think you're right. It is that balance of what she is. It's saying that the impacts are but giving us some insight about what we can do. So the complex issue, one that, you know, most of the world is somehow involved in. And yeah.

Chris Meredith 35:25

So, if you're listening to this, and you've got a comment, please write us a letter, or perhaps pop around and have a face to face. Or put a comment in the chair. We're going to use digital technologies we kind of have to, but we'd love to hear from you. Please put a rating we'd love it if it's a five star rating but, but most of all, tell your friends about the carbon credit podcast after this show, particularly I think, tell them about how they can untether themselves from technology.

Paul Fairweather 35:52

So thanks for listening. And please tune in next week for the next episode of the common creative podcast.

Chris Meredith 35:59

We'll see you then.





Dr. Kristy Goodwin (Special Guest)



Paul Fairweather - Co-host



Chris Meredith - Co-host



Two Common Creatives

