

## Before-reading questions

- 1 a
- 2 *Reader's own answer.* Types of technology: computers, laptops, tablets, mobile phones, television streaming channels like Netflix.
- 3 *Reader's own answer.*

## During-reading questions

### INTRODUCTION

- 1 After the author wrote his book *Deep Work*, his readers started to send him messages or spoke to him after he had given a talk.
- 2 Online discussion (especially about politics) and negative online comments can both make people angry.
- 3 Because the way that new technology is able to grab your attention and make you addicted is too strong.

### CHAPTER ONE

- 1 The thing that people worry about most is that we have lost control of digital technology.
- 2 On a flight, Adam Alter started playing a game on his phone and continued playing it for six hours. After that, he realized that he had become addicted to it.
- 3 Digital technology is addictive because it gives you rewards that you cannot predict, and it meets people's need for social approval.

### CHAPTER TWO

- 1 Because Tyler realized that social media were not helping him with his three goals: his work, to be connected to other people, and to be entertained.
- 2 Gabriella now only watches Netflix with other people and does not watch it on her own. The second example is people who remove social-media apps from

their phones, but still keep them on their computers and tablets.

- 3 Driving a car would stop people from visiting their own family or sick people on Sundays, and it would stop people from using local shops on Saturdays.

### CHAPTER THREE

- 1 He learned that the digital declutter works, but that it is difficult to do.
- 2 You need to find out what is important to you and what you enjoy doing instead of going online.
- 3 You should not reintroduce all the technologies that you used before.

### CHAPTER FOUR

- 1 They define solitude as when you are alone with your own thoughts, and you are not affected by input from other minds.
- 2 Solitude helps people to have new ideas, to understand themselves, and to be close to other people.
- 3 Because this is the first group of people who were children when there were smartphones, tablets, and an internet connection. This means that they use social media all the time.

### CHAPTER FIVE

- 1 You can hide it in your car. Or, if you are with someone else, you can ask him or her to keep it for you.
- 2 You should not walk with other people. You should not bring your phone; if you do bring it, you should put it at the bottom of your backpack and not use earphones. (You should also not only walk when the weather is good.)
- 3 He does it when he has to make a difficult decision, or when he is feeling bad, or when he has a great idea.

**CHAPTER SIX**

- 1 Because we can see people's expressions, body language, and we can notice how they are speaking.
- 2 Because online conversations are often easier and faster than face-to-face, and humans naturally prefer choices which require less work.
- 3 We can use technology to help us arrange a real face-to-face conversation. We can also use it to communicate with people in other parts of the world.

**CHAPTER SEVEN**

- 1 Your followers might get upset. You will lose some of your followers.
- 2 You will have more time for face-to-face conversations. It will make you calmer. It will improve your relationships.
- 3 Your "office times" should be at times when you know that you will always be available. It is also good to choose times that you would normally waste (for example, when you are traveling to and from work).

**CHAPTER EIGHT**

- 1 Hard work does not cost you money, it gives you exercise, and it is good for the health of your mind as well as your body.
- 2 We lose our sense of touch. We also lose the feeling of achievement we get when we make things with our hands, and people see them and like them.
- 3 The customers speak and laugh more loudly.

**CHAPTER NINE**

- 1 An easy project is one that you can do by following simple instructions. For a difficult project, you might need to know how to do things which are not in the instructions.
- 2 Almost every handy person he knows uses YouTube videos.

- 3 Objectives are the things you want to do, and habits are the rules for how you behave.

**CHAPTER TEN**

- 1 Benjamin Day cut the price of his newspaper, and he added stories which he knew his customers would want to read (although these stories were not serious or real news).
- 2 Because smartphones can send advertisements to people at all times of the day. Smartphones also collect information about their users to help them to send the right advertisements to the right people.
- 3 "Attention engineering" is using psychology to find ways to get people to spend more time on their smartphones.

**CHAPTER ELEVEN**

- 1 They invented swiping down to refresh an app and showing new posts with bright red buttons.
- 2 Instead of blocking the whole internet, you can now choose the websites that you want to block. And you can create schedules to start this blocking at a time you decide.
- 3 TweetDeck helps you to search for different subjects on Twitter. You can ask it to show you only tweets about a subject which has at least fifty likes or retweets.

**CHAPTER TWELVE**

- 1 You need to concentrate when you use Slow Media. Slow Media are higher quality than other kinds of media.
- 2 Focus only on high-quality news. Look at reports after something has happened, rather than breaking news while it is happening. Find and follow only the best writers.
- 3 Because tablets and laptops have become so light and easy to carry that you no longer need a smartphone.

## After-reading questions

- 1 *Reader's own answer.*
- 2 **Example answer:** The author does not like some of the things that technology companies do. He believes that technology companies want people to use their products regularly, and even get people addicted to them, so that they can make more money. The companies change and develop their products to make this happen (see Chapter One). An example of this is the "Like" button, which makes people want to check social media much more often (see Chapter Seven). Another example is "attention engineering," where technology companies used psychology to find ways to get people to spend more time on their smartphones (see Chapters Ten and Eleven).
- 3 *Reader's own answer.*
- 4 *Reader's own answer.*

## Exercises

### INTRODUCTION AND CHAPTER ONE

- 1 1 addict
- 2 focus
- 3 download
- 4 solution
- 5 predict

### CHAPTER TWO

- 2 1 false
- 2 true
- 3 false
- 4 false
- 5 true

### CHAPTER THREE

- 3 1 In a digital detox, you **replace** bad habits with better ways of behaving.
- 2 The author needed **volunteers** to try the digital declutter.

- 3 A **temporary** detox is not as good as a permanent one.
- 4 In a digital declutter, you take a break from all **optional** technology.
- 5 People doing the digital declutter **remove** social-media apps from their phones.
- 6 Some people found **unusual** ways of using digital media.

### CHAPTERS THREE TO FIVE

- 4 1 Cal Newport wasn't sure whether to include TV in his experiment, but the participants said: "You **should** include it."
- 2 Daria admitted that during the first few days of the experiment, she **would** compulsively get out her phone.
- 3 I **wish** that he had been a participant in the experiment, too.
- 4 Many people know that they use their phones more often than they **should** do.
- 5 When Cal Newport worked at MIT, he **would** sometimes meet his wife by the river.

### CHAPTERS SIX AND SEVEN

- 5 1 Nowadays, people use short messages and **clicks** to communicate with each other.
- 2 Social media can have bad **effects** such as making people feel lonely.
- 3 When we communicate face-to-face, we see the **expressions** on people's faces.
- 4 Face-to-face conversation is a better way of supporting **relationships** with your friends than texting.
- 5 Facebook collects **data** about the things you like.
- 6 You can change the **settings** on your phone so that you still receive texts from a list you have chosen.

### CHAPTERS EIGHT AND NINE

- 6 1 Pete Adeney
- 2 Arnold Bennett

- 3 Gary Rogowski
- 4 David Sax
- 5 Benjamin Franklin
- 6 Cal Newport

## Essay questions

*Reader's own answers.*

### CHAPTERS NINE TO ELEVEN

- 7 1 If these companies want to make money, people have to use their products for **as many** minutes as possible.
- 2 Many people spend **too much** time on the internet.
- 3 You will start to wonder why you used to spend **so much** time staring at a screen.
- 4 They wanted to create newspapers which were **so good that** people would be happy to pay to read them.
- 5 Day realized that he could change things, **so that** his readers became his product, and the advertisers became his customers.
- 6 This is the reason I believe that Ginsberg and Burke's article was **such a** bad idea for Facebook.
- 7 Social media help people with life changes, **such as** going to university for the first time.
- 8 It is not a good thing to be connected to **so many** people for so much time.

### CHAPTERS TEN TO CONCLUSION

- 8 1 explanation
- 2 product
- 3 limit
- 4 suggestion
- 5 choice
- 6 tweet
- 7 organization
- 8 experience

*Reader's own answers for example sentences.*

## Project work

*Reader's own answers.*