Are Your Bits Flipped?

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Overcoming Tech Misconceptions*

*with a little help from a two-year-old

Compare These Two Strings

01110**1**1101101010010110111 0   win

01110**0**1101101010010110111 0   sin

It's not your fault.

Mental Models

How Do They Work?

- The Valve Theory

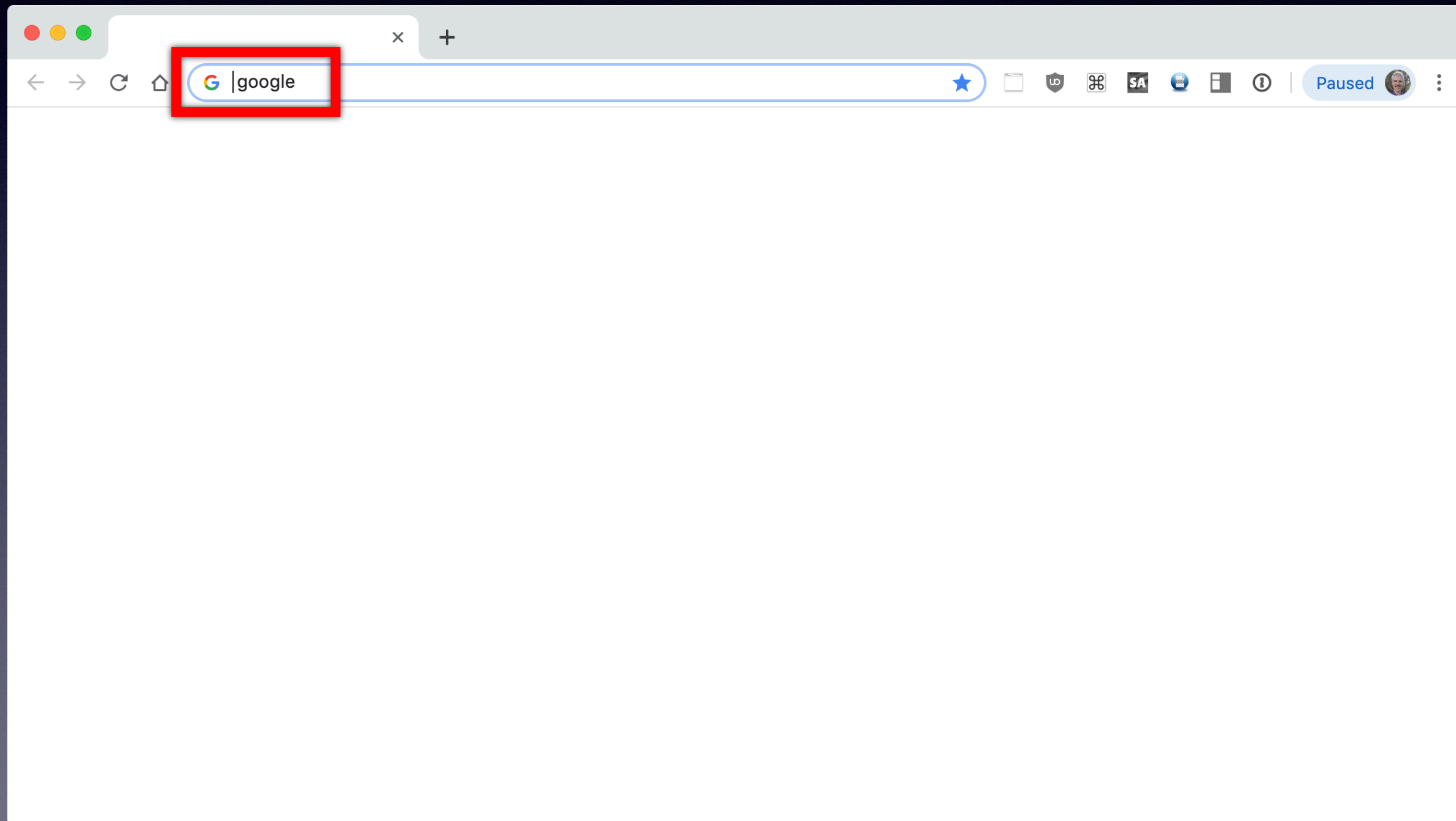- The Feedback Theory

Miscategorization

Miscategorization Examples

- "Sync is the same as backup."

- "Ads on the web are just like ads on a billboard."

- "Google is a search company."

Other Examples of Flawed Mental Models

"I can only get anywhere on the web from the Google homepage."

- "It's safe to use the same password everywhere."

- "My ISP gave me an email address, so I have to use it."

- "If I change my email address, I can't log in to any site that uses it as my username."

Keeping Your Bits from Being Flipped

Think Like a 2-Year-Old (at First)

- They wonder.

- They ask questions.

- They experiment.

Think Like a Grownup

- Pay attention.
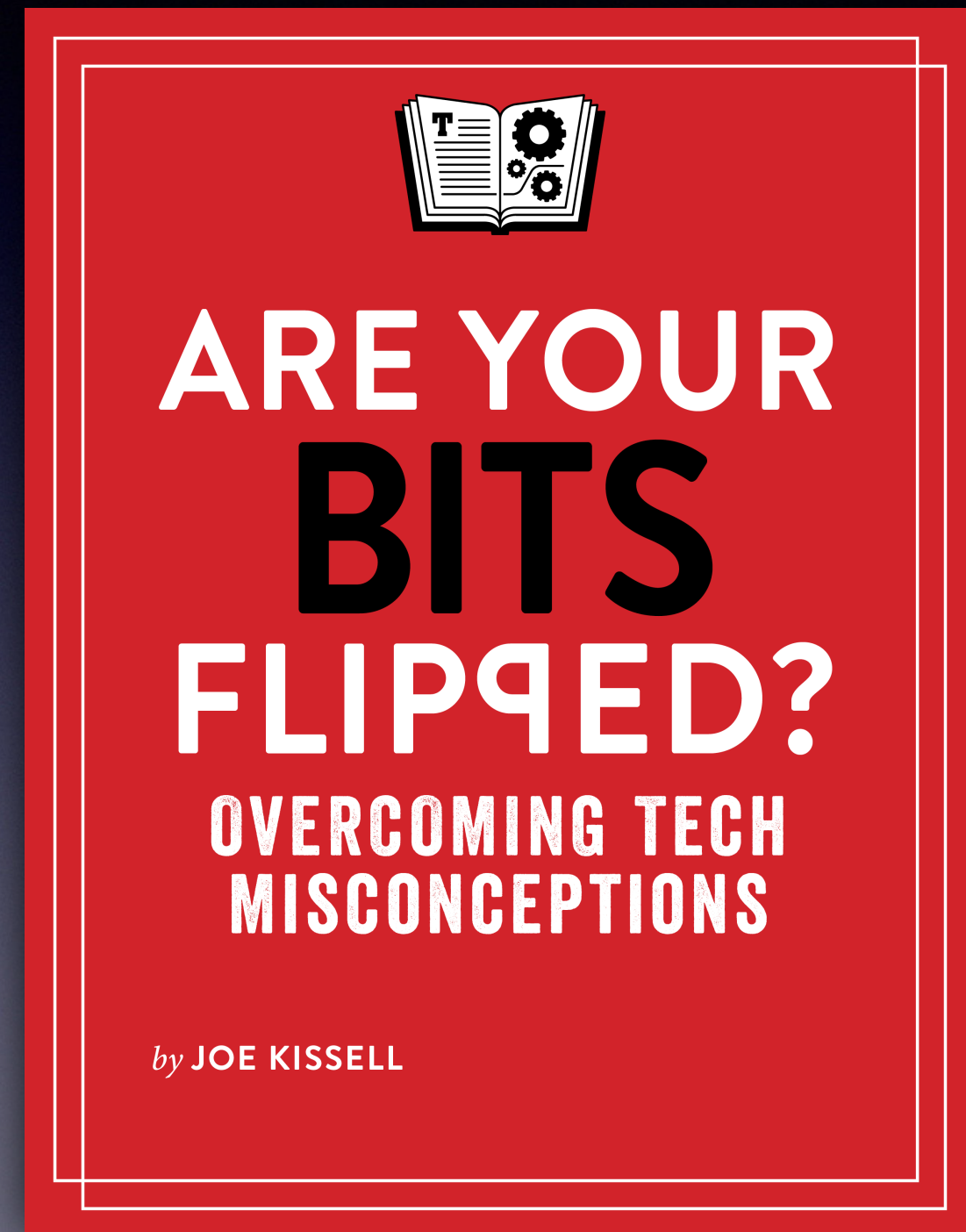- Don't be oblivious.
- Look it up.

Ask the Right Questions

- Why?

- How?

Learn More

- *Are Your Bits Flipped?*
  by Joe Kissell

- 16 chapters

- 190 pages, ~~$15~~ $10.50

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Questions?

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An International
Association of Technology
& Computer User Groups