Dinner Speaker
Cybersecurity Through a Behavioral Lens II

Jonathan B. Spira
CEO and chief analyst, Basex

TOPIC: “Society, the Knowledge Worker, and Information Overload”

Abstract:
Information Overload, which cost the U.S. economy $997 billion in 2010, is an equal-opportunity problem from which no one is exempt. Every day, the 78.6 million knowledge workers in the U.S., not to mention the tens of millions of knowledge workers around the world, lose as much as 25% of their day thanks to Information Overload-related issues which range from search failures to cognitive failures.

Information Overload is “death by a thousand paper cuts” in the form of e-mails, documents, and interruptions. It’s front page news (and last Thursday was Information Overload Awareness Day, a fact not overlooked by CNN) and yet few people if any think anything can be done to lessen its impact.

There are, however, many steps that can be taken and the first is understanding the root causes of the problem. This is where Jonathan Spira, author of Overload! How Too Much Information Is Hazardous To Your Organization, co-founder of the Information Overload Research Group, a non-profit, and chief analyst at Basex, a think tank focusing on knowledge economy issues and challenges, thinks we need to start.

Bio:
A noted author and expert in the field of Information Overload, Jonathan B. Spira is CEO and chief analyst of Basex (www.basex.com), a research firm focusing on issues companies face as they navigate the knowledge economy. His new book, Overload! How Too Much Information Is Hazardous To Your Organization published by Wiley & Sons, is the culmination of more than ten years of research with some of the world’s top companies. The book details how Information Overload has infiltrated the workplace and our daily lives, and offers tips and strategies on how to deal with the dizzying excess of information.

Mr. Spira is recognized as one of the technology industry’s leading thinkers and pundits, having pioneered the study of knowledge workers and how information technology impacts them. He began studying the problem of Information Overload more than two decades ago and his findings, which include data on the lost productivity of knowledge workers, have been cited by thousands of papers and articles on the topic.

Mr. Spira, who directs all research and analytic activities at Basex, is a founding board member of the Information Overload Research Group, a consortium of large companies created to help stem the tide of Information Overload.

He is also the author of Managing the Knowledge Workforce: Understanding the Information Revolution that’s Changing the Business World (Mercury Business Press) and co-author of The History of Photography (Aperture), which was named a best book of the year by the New York Times.

Mr. Spira speaks regularly to industry and business groups on Information Overload-related subjects. He is a frequently cited news source and commentator for a broad range of business, trade and broadcast media (including Time magazine, the New York Times, Business Week and the Wall Street Journal).