

Everything good about pop culture, I learned from Steve Johnson

1. It's not work, if you enjoy it – pg 27
2. Popular culture has been growing increasingly complex over the past few decades, exercising our minds in powerful new ways – pg 13
3. Today's popular culture may not be showing us the righteous path. But it is making us smarter. – pg 14
4. The dirty little secret of gaming is how much time you spend not having fun – pg 25
5. Flashing arrows are a narrative signpost, planted conveniently to help the audience keep track of what's going on – pg 73
6. If you create a system where rewards are both clearly defined and achieved by exploring an environment, you'll find human brains drawn to those systems, even if they are made up of virtual characters and simulated sidewalks.... No other form of entertainment offers that cocktail of reward and exploration. – pg 38
7. Reality programming and Oprah heart-to-hearts may not be the most sophisticated offering on the televised menu but neither are they the equivalent of junk food: a guilty pleasure with no redeeming cognitive nourishment – pg 104
8. It's not *what* you're thinking about when you're playing games, it's the *way* you're thinking that matters – pg 40
9. Popular culture can be addictive and time consuming... but you can't figure out where to draw the line if you don't have a working theory of the potential benefits – pg 211
10. The culture is getting more intellectual demanding, not less – pg 9
11. It's not the change in our nutritional diet that's making us smarter; it's the change in our *mental diet* – pg. 144
12. To plan a balanced diet you need to know something about all the food groups, not just the ones that have tradition on their side – pg. 211
13. You literally learn by playing – pg. 42
14. This is progress: more sophisticated delivery of stupidity – preface, pg. 1
15. The sky is not falling, in many ways the weather has never been better. It just takes a new barometer to tell the difference – preface, pg. 3