

All the data learned over one lifetime  
From one person, could fit on one jump drive

One thought at a time, 10 bits per second  
The max speed limit of the human brain  
The pace of casual conversation  
Nothing faster than a telephone line  
Sensory systems: sight, smell, and hearing  
One hundred million times faster than thought  
An illusion of detail and contrast  
The paradox of human cognition  
Each slow thought enters conscious memory  
Millions of sensory inputs guide it  
Prefrontal cortex – loaded with neurons  
Creating complex solutions and plans



the slowness of thinking