



A pamphlet to the citizens who want
to own their time and ideas in a world
that seeks to take everything.

Oculus. Hour esse. Idea.
www.IlluminatedCitizen.com



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THE STATE OF DIGITAL AFFAIRS

On the following pressing
SUBJECTS.

I. Three Types of Digital Citizens:

There are three types of digital citizens, and you can decide what kind to be.

II. Digital Fog Machine:

Digital platforms, tools, and information channels guide how we think.

III. Liberty Is Deciding:

Deciding what to turn on gives you freedom over your ideas and time.

IV. Attention Is Power:

We live in an attention economy. Attention is your power.

V. Know The Origin of Your Ideas:

Control what you watch to control what you think.

Presented by THOMAS ANSEL



3 STAGES of DIGITAL CITIZENS

WHAT DO YOU WANT TO BE

I. Unwitting:

A citizen who is unaware that social media and information channels are designed to be addictive and exploit envy. Has not yet realized the online world is designed to take their attention. They are entertained but unaware.

II. Disillusioned:

A citizen who is aware of how social media works but feels helpless that the status quo will improve. The challenges feel so vast that there is nothing they can do. They see the worst of social media but still uses it without much intent.

III. Illuminated:

A citizen who is aware of social media, seductive news, and bloggers' abusive structure but sees one's own power to put down a device. Does not accept the defaults. They design their digital space around what they care about and know where their ideas come from.

I Recommend:

You become an illuminated citizen.

ON BEING INFORMED

I. The big lie.

"Be informed" - this is the lie that those who make money informing tell you. Those who sell ads will tell you there is always something worthy of your attention. Those who can not stop watching tell others they must keep watching.

II. Question the default of always being informed:

What should you be informed about?

Why are you watching all this information?

Who decides what and when to inform you?

What action are you taking with the information you watch?

III. Find the intersection of caring and action

When you become one who resides in a place of understanding, you seek information about what you care about at the intersection of where you can take action.

Don't be informed, be illuminated.

Control what you watch to control what you think.

This is how Illuminated Citizens think.

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DON'T JUST TURN OFF

DECIDE

WHAT TO TURN ON

I. Liberty is in deciding.

In the face of the multi-billion dollar tech industry, you should feel powerful that you can turn off apps - tech companies have no real power over the individual, which enlightens enough to ignore them. In this way, deciding is the liberty to think for one's self.

II. What you watch is what you believe.

Most of us do not live a life based on facts; instead, we base our lives on knowledge, what we have experienced and seen.

When we watch something, that becomes our knowledge about the world, and it quickly turns into what we believe.

Controlling what you watch will control what you believe.

I encourage you to notice what you care about, turn off the social media feed, pay attention to what matters to you.

You must decide what you watch - or others will.

ATTENTION IS POWER

HOW WILL YOU USE YOURS

I. You live in an attention economy.

There are two things you are sold; products and ideas.

The average American sees 6,000 to 10,000 ads a day. Every moment you are awake, someone is trying to get your attention.

II. Time is currency.

Attention is what you focus your time on.

In a free-market economy, there is the idea of voting with your dollars; in the attention economy, you can vote with your time.

What is the return for the time you spend?

III. What you give attention, you give power.

When you watch and listen to the content of others, you give them power by the spread of their ideas, money in advertising, behavioral data to target others, and social proof that people are watching them, all of which is used to draw in more attention.

Attention is your power - you can give it, or power can be taken.

How will you use your power?

I recommend you give attention and power to yourself, your friends, family, community, local content, none newsworthy sources.

KNOW THE ORIGIN OF YOUR IDEAS

I. Ideas are influenced.

There is no escaping it; all your thoughts are in collaboration with the world around you. You now have more information than ever to consider, and with this, you are both smarter and more susceptible to not knowing where our ideas come from.

II. Don't let your ideas become your identity.

When ideas are connected to your identity, threats to an idea become threats to you personally. When the origins of your ideas are hidden, you may make a mistake in thinking an idea is yours and part of who you are. You should not be bound to your ideas premaritally.

III. Ask, "Where do my ideas come from?"

When you are upset or passionate or relaying some fascinating information, ask yourself, where did I get that idea?

It's not about truth or trust; instead, the point is that the ideas you have are formed by what you decide to watch and what you give the most attention to. Knowing your ideas' origin will allow you to think for yourself, be informed, and have an opinion change without feeling your identity needs to change.

Knowing your ideas' origin allows you to see why you believe what you do and keeps you free from the DFM concealing influence.

WHAT IS THE DIGITAL FOG MACHINE

The digital fog machine is all the tools and systems for sharing and getting information.

I. What's included:

Social media, news (both well known and independent), curated blogs, podcasts, experts, insiders, trusted outsiders, and even your friends - everything that affects your thinking, is part of the Digital Fog Machine.

II. Your Part:

You and others around you are a vital part of the DFM because you share information which clouds others' thinking. So while the fog machine is everywhere like an atmosphere, you can decide not to be apart of it. You can be in this world but not of it.

The crank for the Digital Fog Machine is in your hand.
Decide to turn off the noise, turn on what matters.