



Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter

Steven Johnson

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From the author of the *New York Times* bestseller *Mind Wide Open* comes a groundbreaking assessment of popular culture as it's never been considered before: through the lens of intelligence.

The \$10 billion video gaming industry is now the second-largest segment of the entertainment industry in the United States, outstripping film and far surpassing books. Reality television shows featuring silicone-stuffed CEO wannabes and bug-eating adrenaline junkies dominate the ratings. But prominent social and cultural critic Steven Johnson argues that our popular culture has never been smarter.

Drawing from fields as diverse as neuroscience, economics, and literary theory, Johnson argues that the junk culture we're so eager to dismiss is in fact making us more intelligent. A video game will never be a book, Johnson acknowledges, nor should it aspire to be—and, in fact, video games, from Tetris to The Sims to Grand Theft Auto, have been shown to raise IQ scores and develop cognitive abilities that can't be learned from books. Likewise, successful television, when examined closely and taken seriously, reveals surprising narrative sophistication and intellectual demands.

Startling, provocative, and endlessly engaging, *Everything Bad Is Good for You* is a hopeful and spirited account of contemporary culture. Elegantly and convincingly, Johnson demonstrates that our culture is not declining but changing—in exciting and stimulating ways we'd do well to understand. You will never regard the glow of the video game or television screen the same way again.

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Playing with family in the park, coming to see the marine world or hanging out with buddies is thing that usually you may have done when you have spare time, then why you don't try factor that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition info. Even you love Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter, you can enjoy both. It is good combination right, you still need to miss it? What kind of hangout type is it? Oh can occur its mind hangout men. What? Still don't understand it, oh come on its identified as reading friends.

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