

## [spwhitton/](#) [blog/](#) [entry/](#) The knowledge that one has an unread message is equivalent to a 10 point drop in one's IQ

According to [Daniel Pocock's talk at DebConf17's Open Day](#), hearing a ping from your messaging or e-mail app or seeing a visual notification of a new unread message has an equivalent effect on your ability to concentrate as

- a 10 point drop in your IQ; or
- drinking a glass of wine.

This effect is probably at least somewhat mitigated by reading the message, but that is a context switch, and we all know what those do to your concentration. So if you want to get anything done, be sure to turn off notifications.

### [comment 1](#)

[citation needed]. That's a suspiciously round number. IQ measures ability to do IQ tests, and not much else. And isn't a glass of wine pretty much the Balmer peak? :P

Comment by [jgh](#) — 11 hours and 7 minutes ago



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