



Social Media: The Importance of Balance

The problem

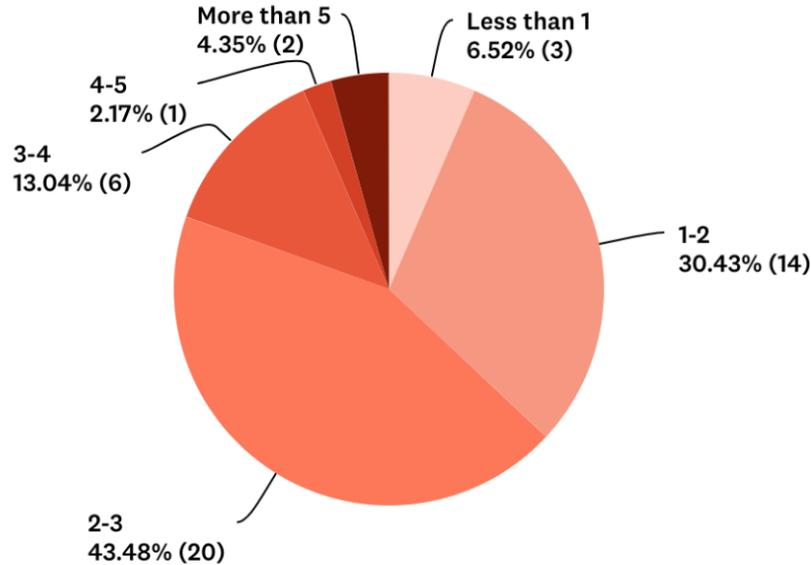
- Perception of social media by schools - banning of phones
- Lack of balance between positive and negative usage of social media
- Impacts mental health negatively
- Exposure to negative influences
- Highly addictive
- Causes us to procrastinate --
Productivity is inversely proportional to the amount of time spent using social media.

- Access to vast amount of knowledge
- Rapid connections
- Great TOOL

The evidence - from the students

How many hours do you spend browsing social media per day?

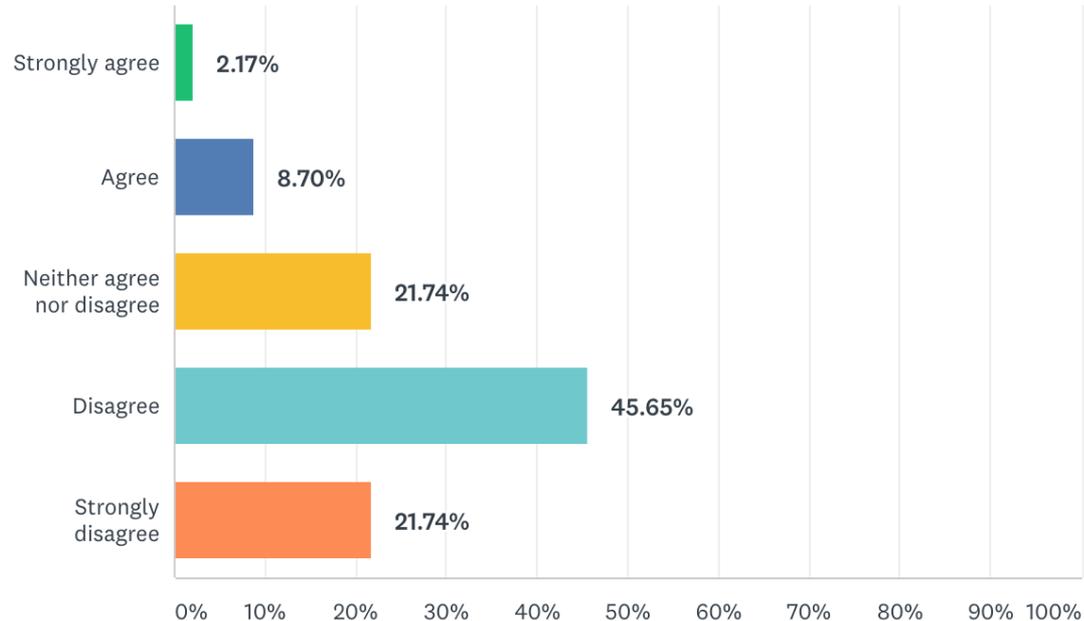
Answered: 46 Skipped: 0



The evidence - from the students

Using social media makes me a more productive person.

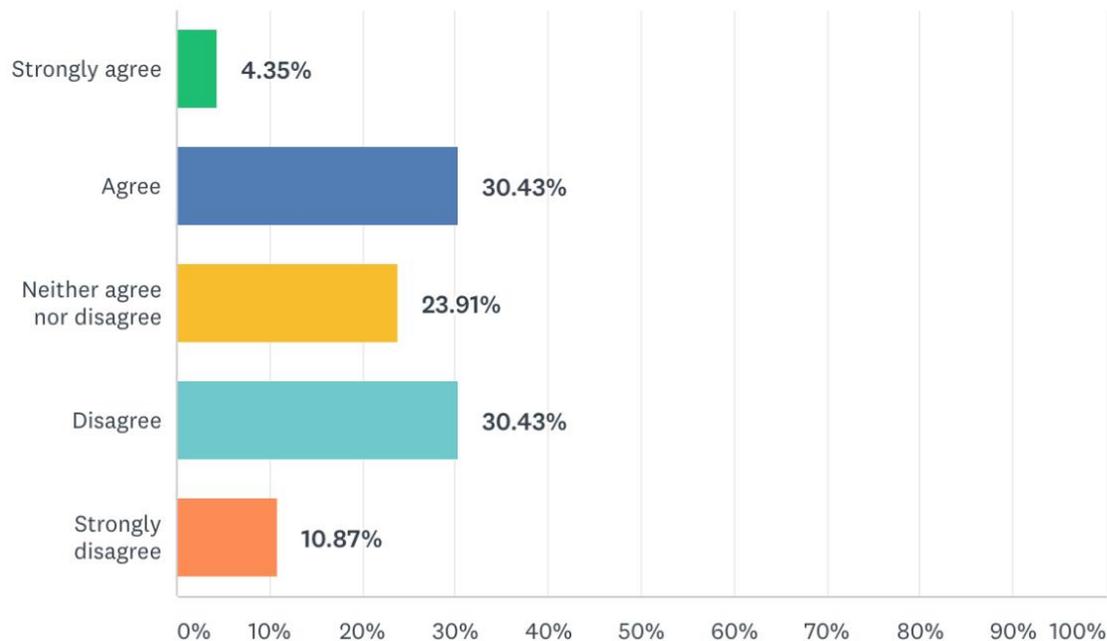
Answered: 46 Skipped: 0



The evidence - from the students

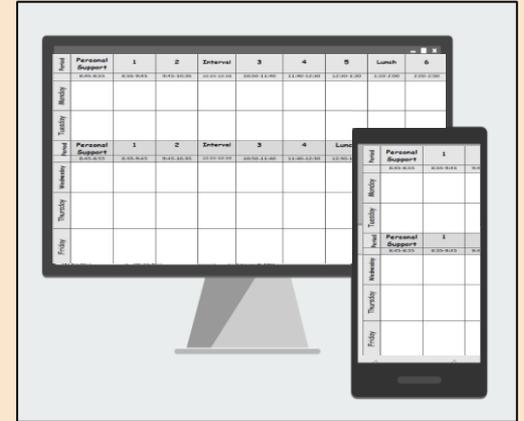
Social media negatively impacts my mental health.

Answered: 46 Skipped: 0



The solution - Educational App 'Balance'

- An app that is purely educational and that encourages a **positive relationship** with your phone - helps you be productive
 - School **timetable**
 - A **reward** system
 - **Facts** about social media
 - **Stop-button**
 - **Educational search system**
 - Easy way to **contact** teachers



The design concept of 'Balance'

- Simple
- Not distracting
- No blue light



The long term effects

Positive relationship with phones - every morning you check your social media and the app = balance



Students prone to less addiction



Improves your mental health



Schools could lift the ban of phones - possibility for students to use their phones productively at school = more resources in class



New environment in school makes you more aware of the impact of social media



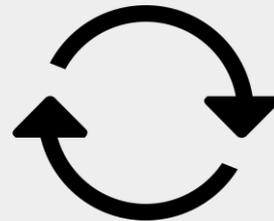
Share ideas



Spread the message of balance

How can we spread the message of balance?

- Conversation with local community
 - AppStore
 - Revenue



The Kahoot! logo is displayed in white text on a dark purple background. The background consists of a solid purple rectangle on the left and a purple triangle pointing to the right on the right, creating a stylized 'K' shape.

Kahoot!

Quiz time!

<https://create.kahoot.it/share/slw-phone-addiction/ed524c98-30a4-4607-806e-d565c5aa9aa0>