



CARLUCCI AMERICAN INTERNATIONAL SCHOOL OF LISBON



Digital Addictions: A Parents' Guide to Prevention and Treatment

CAISL is a student-centered educational community in which we challenge ourselves and each other to do our best and to make positive contributions to our diverse and ever-changing world.



Let's Define Terms...

Addiction is a condition in which a person finds themselves unable to stop using a substance or engaging in a behavior

(Medical News Today)



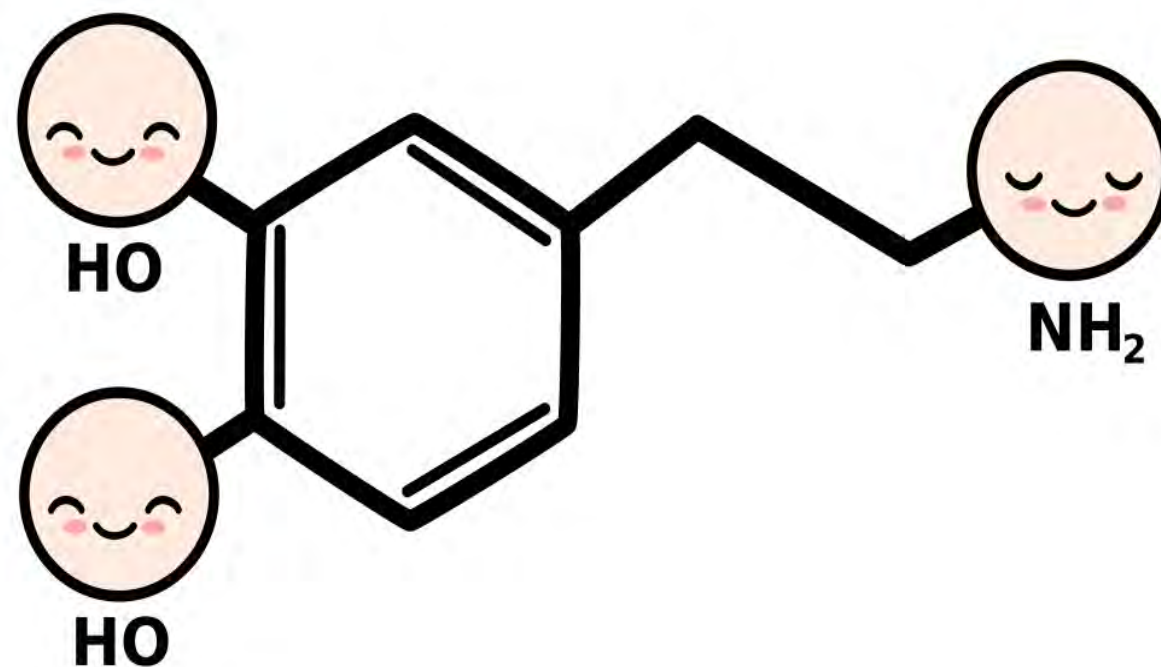
“Social Media is about sociology and psychology more than technology”

-Brian Solis

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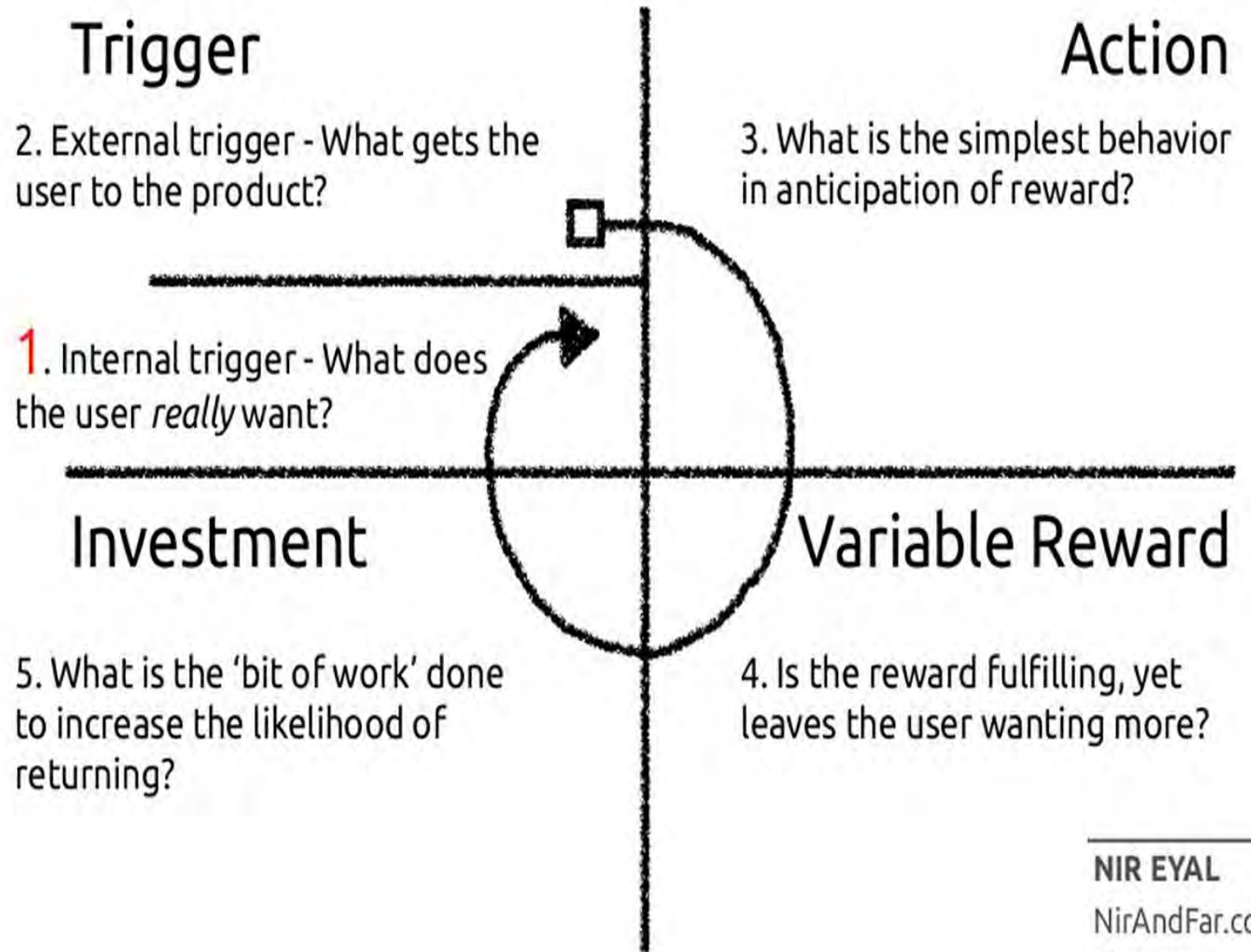


Social Media and Your Brain



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How online addiction is formed



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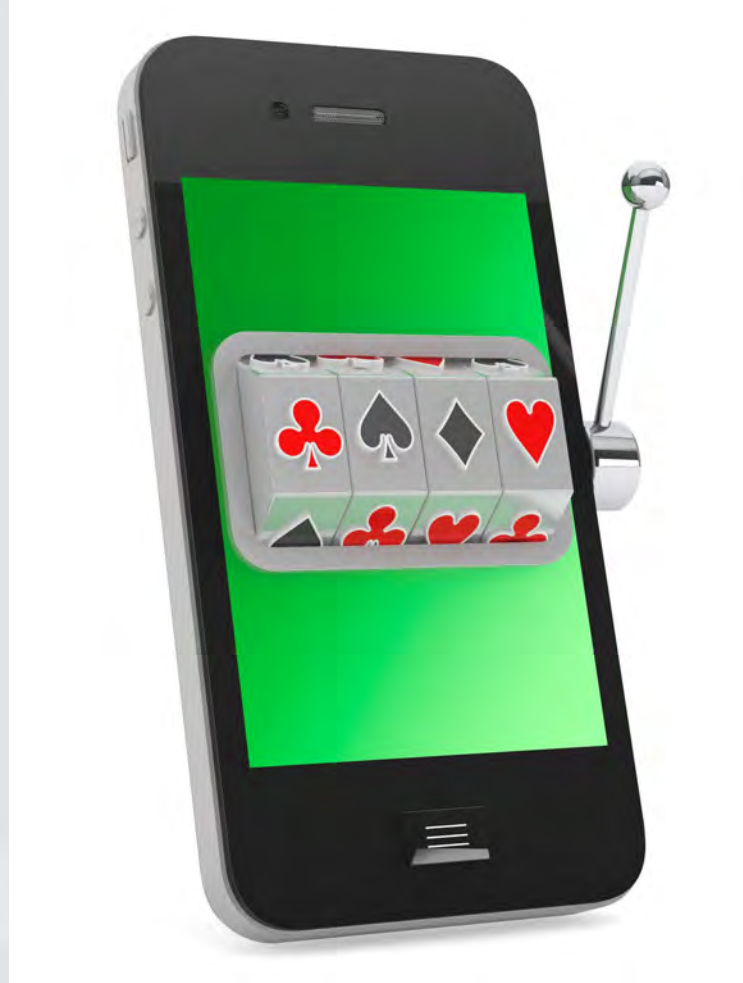
Neuroplasticity: we become what we do



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Variable reward: dopamine boost

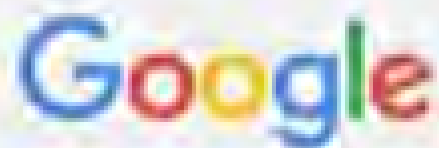


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Image: Shutterstock

The pull of dopamine is **so strong** that studies have shown **tweeting is harder for people to resist** than cigarettes and alcohol.





Instagram makes me depressed

instagram makes me **depressed**

instagram makes me **feel ugly**

instagram makes me **sad**

instagram makes me **feel insecure**

About 9,140,000 results (0.49 seconds)

Google/The Huffington Post UK



60 billion
messages are
sent a day

facebook

1.47 billion daily
users



500 million people
use Instagram
stories every day
4.2 billion
instagram likes per
day



187 million daily
users

NETFLIX

Every week 1 billion
hours are watched on
Netflix

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Examples

- Snapchat turns conversations into streaks, redefining how children measure friendship.
- Instagram glorifies the picture-perfect life, eroding our self worth.
- Facebook segregates us into echo chambers, fragmenting our communities.
- YouTube & Netflix autoplays the next video within seconds, even if it eats into our sleep.

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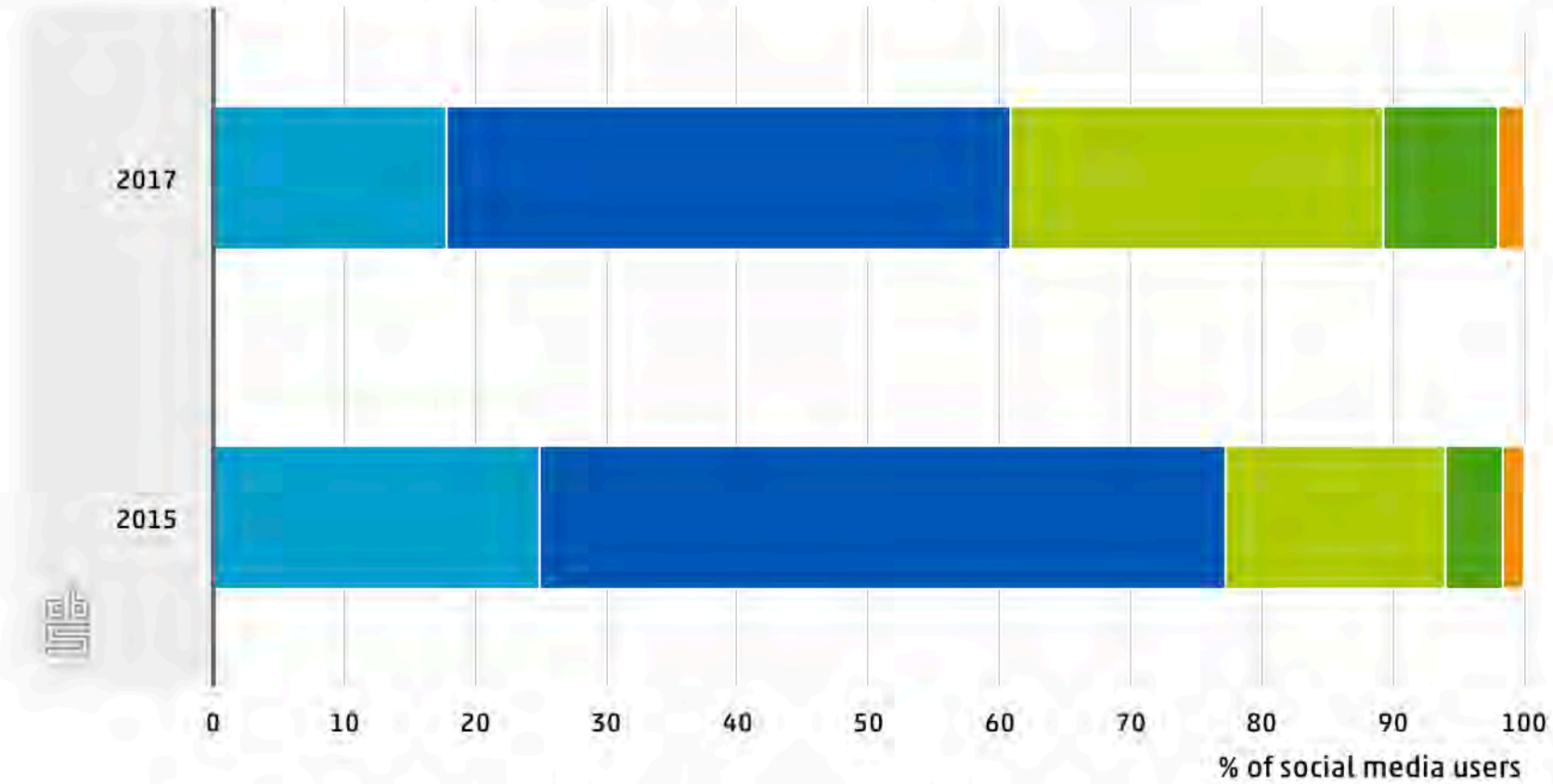
Internet users spend an average of

135 minutes

per day on **social media**



18 to 24-year-olds: hours per day on social media






允许使用手机
但风险自负
CELLPHONES
ALLOWED BUT RISK IS YOUR OWN



请勿使用手机
NO CELLPHONES

homodistractus

Image: China Daily/Reuters



Constant online choices
distract us from making
decisions



- We can't choose if presented with too much choice
(Sheena Iyengar)
- The mere presence of your smartphone makes you distracted
(University of Texas)
- Insignificant choices deplete our problem-solving skills
(Stanford)





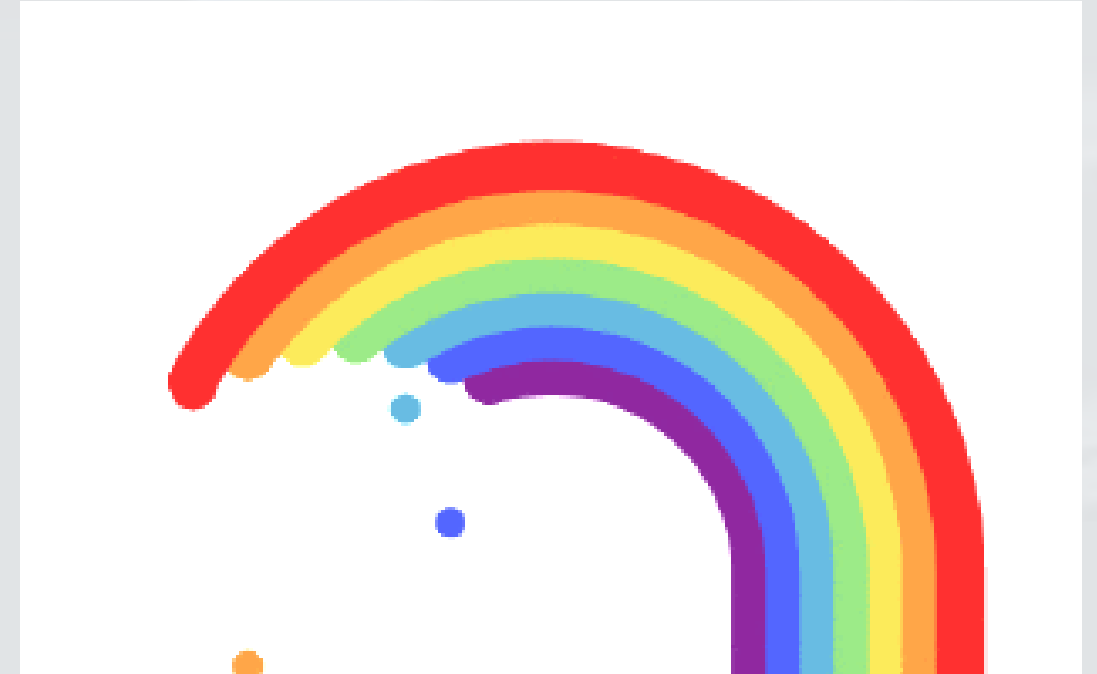
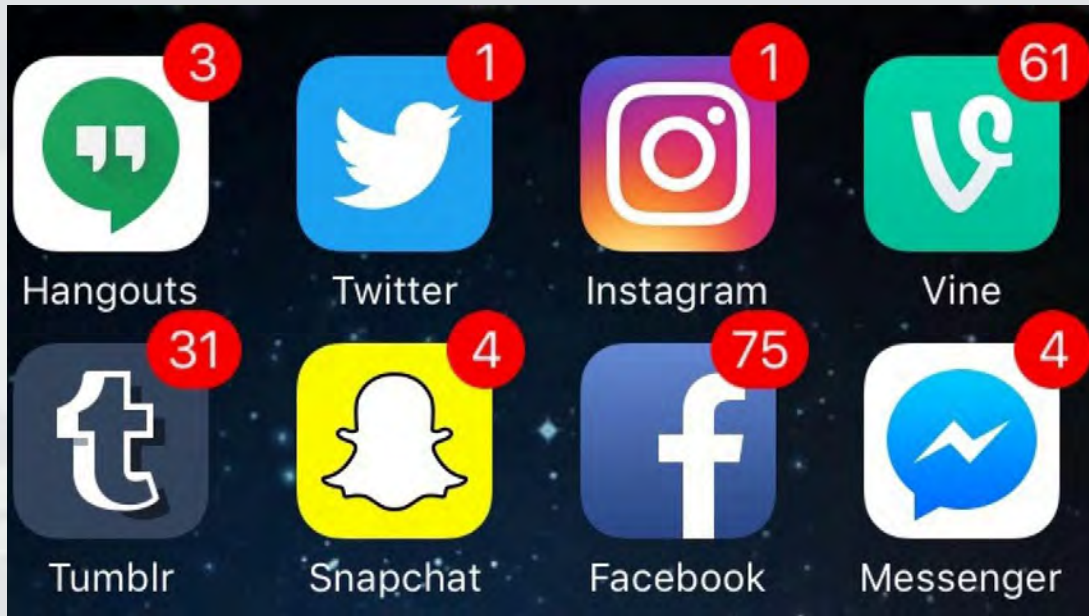
"Social media is about people, not about your business. Provide for the people, and the people will provide for you."

-Matthew Goulart

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The Use of Color



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87% of Android and 47% of iOS users opt in to receiving app notifications on their smartphones
(Kahuna Q4 2015 report)

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“The Price of a Like”



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“The Infinite Scroll”



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Helpful Strategies

- Reduce the number of apps
- Restrict notifications
- Monitor and limit device time... it may seem counter-intuitive, but there are apps to help with this

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The four principles

Your digital control strategy

Time management

1. Disable notifications/use blocking apps
2. Delay checking devices
3. Define start and finishing working time (Volkswagen)
4. Longer time slots with no interruptions (Virgin)
5. Plan for distractions
6. Limit multitasking

Space management

1. Devices-free areas in house (i.e. bedroom ->, buy an alarm clock)
2. No phones in the meetings (mobile spa)
3. Eat outside of the desk without a screen
4. Hide phones from sight when need to focus

Relationship management

1. Manage expectations of senior stakeholders and clients
2. Minimize number of channels you use
3. Do your things first before checking your messages/news
4. Focus on how not to distract others

Self-management

1. Allow time to be bored
2. Do more things that boost natural dopamine
3. Don't rely on willpower
4. Regularly get into the nature
5. Meditation/mindfulness
6. Read a book/play an instrument

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