

I R R E S I S T I B L E :

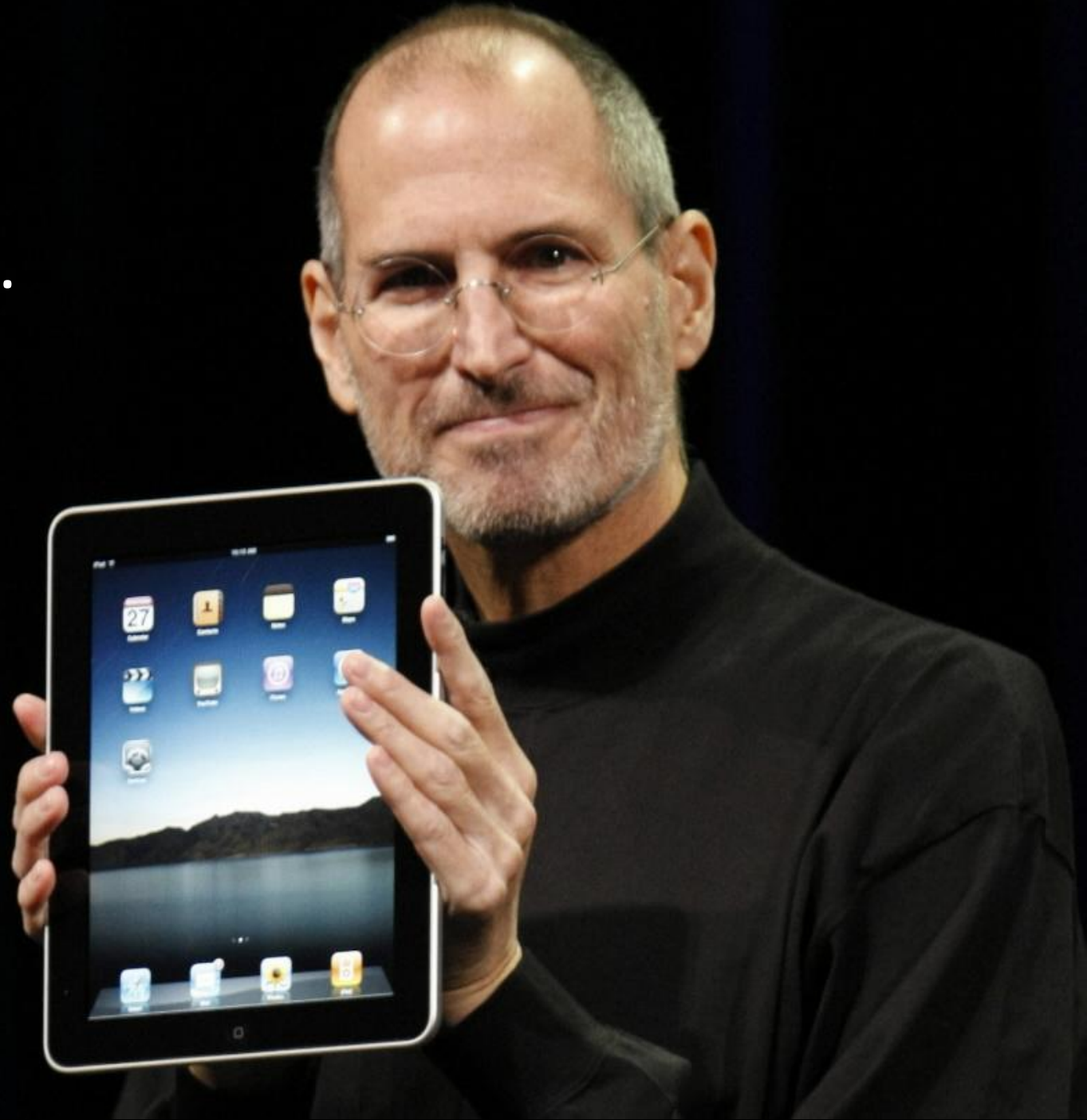
W H Y W E C A N ' T
E S C A P E O U R S C R E E N S



Adam Alter--New York University
Twitter: @adamleealter

What this device does is extraordinary...

...it offers the best way to browse the web; way better than a laptop and way better than a smartphone; it's an incredible experience.



The New York Times



Bilton:

So your kids must love the iPad?

Jobs:

They haven't used it. We limit how much technology our kids use at home.



**WALDORF
SCHOOL OF THE
PENINSULA**

**75% of the students at the Waldorf
School are the children of Silicon
Valley tech execs.**

Weaponizing by Brute Force

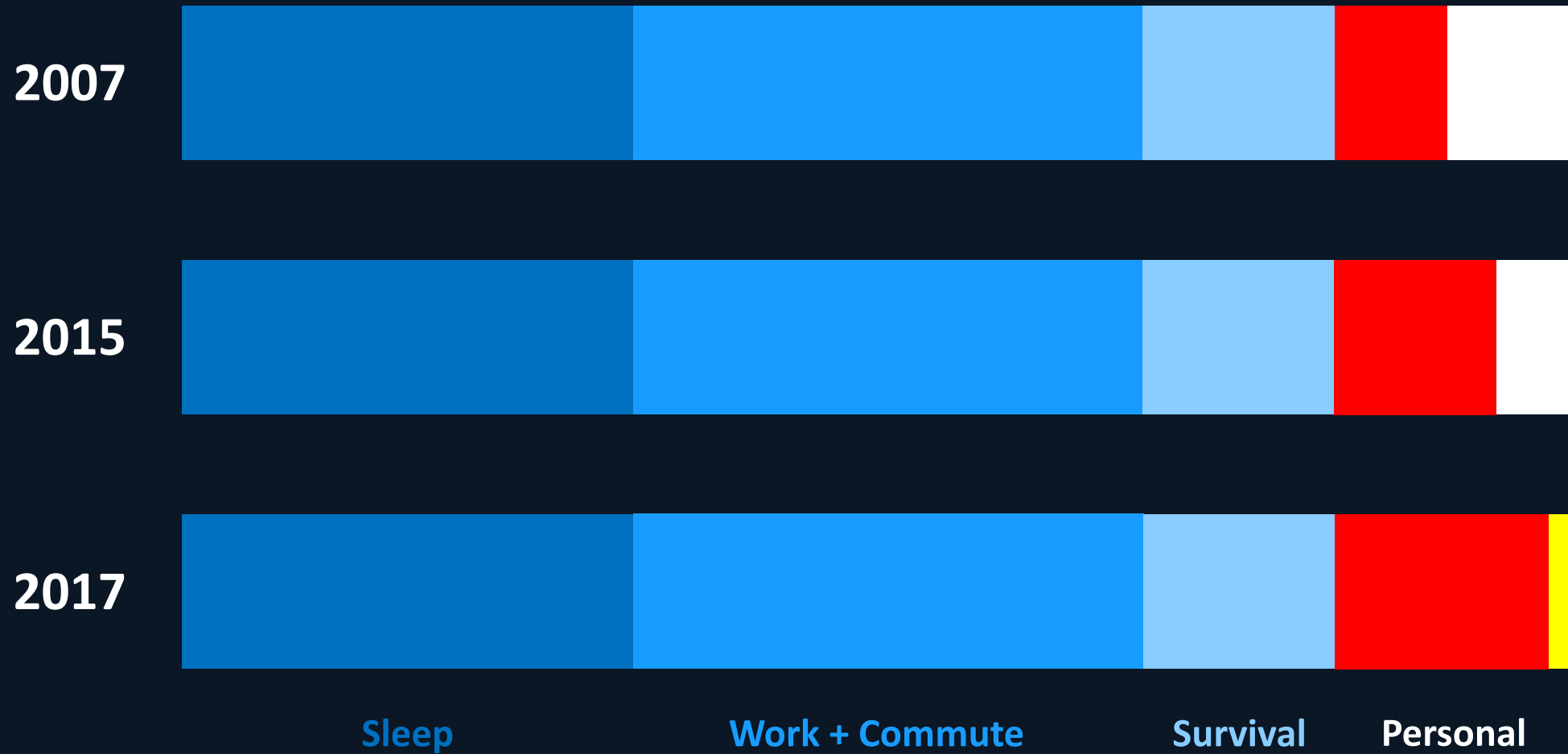


Weaponizing by Brute Force



Like

The average 24-hour workday



54% 46%



YOU IN 2-4 YEARS.



Profile picture placeholder [] 7 hrs · []

Is this the future for inflight entertainment? Guy opposite me on plane this morning with his VR gear on. (And a snazzy bow tie.) — at LaGuardia Airport.

VR/AR INDUSTRY
(\$ BILLIONS) [VALUE]
B



Behavioral Addiction

The drive to engage in an immediately rewarding behavior despite negative long-term consequences for physical, mental, social or financial well-being.

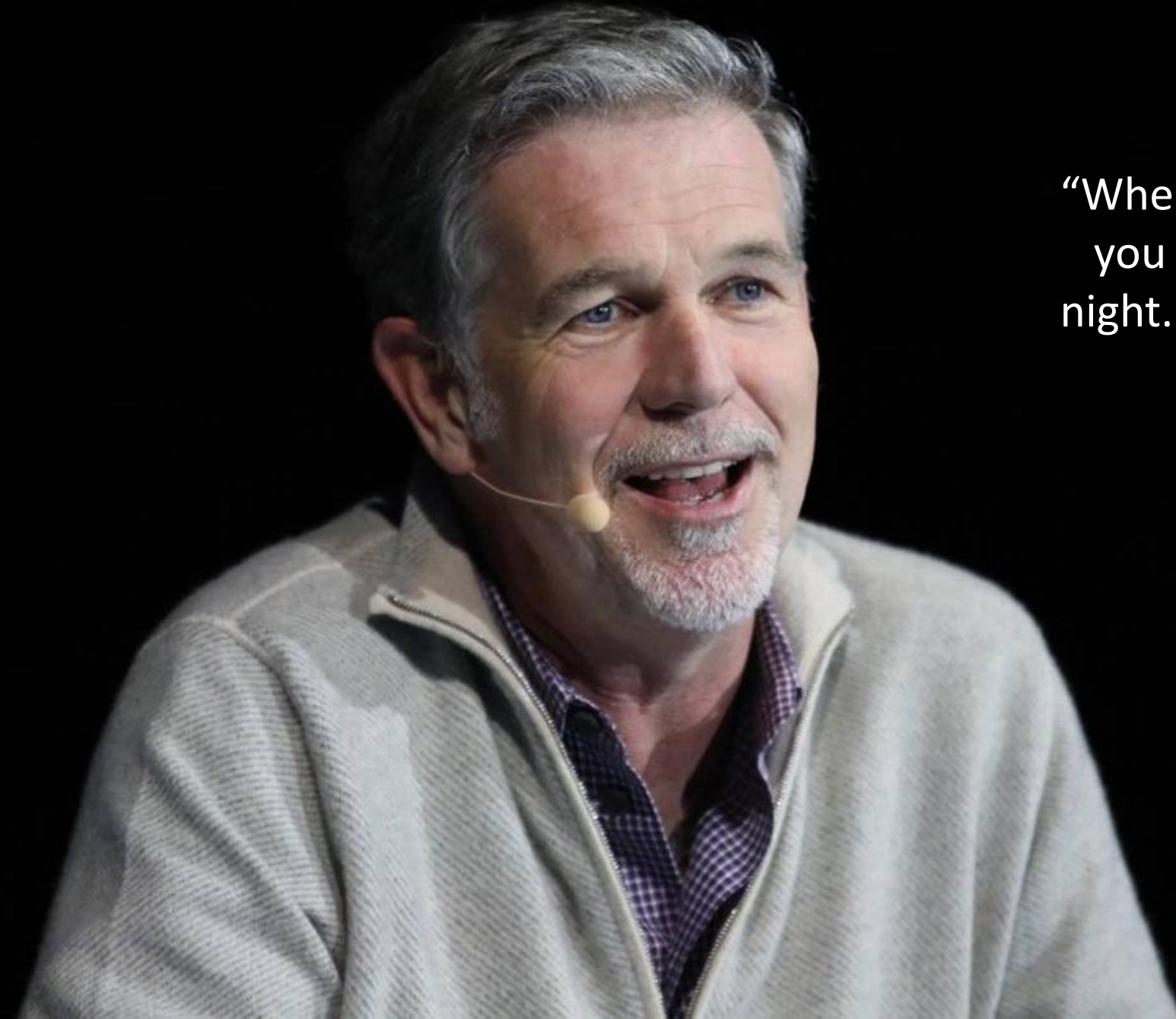
Examples: games, social networking (Facebook, Instagram, Twitter, Snapchat), dating apps, shopping, exercise, work, gambling, email, porn, binge-viewing, etc.

THREE DRIVERS
OF IRRESISTIBLE
SCREEN EXPERIENCES

1. Stopping Cues

“When you watch a show from Netflix and you get addicted to it, you stay up late at night. Really, we’re competing with sleep.”

How do you beat sleep?



1. Stopping Cues

NETFLIX

Executive Story Editor
PETER GOULD

Season 2, Ep. 13 - ABQ

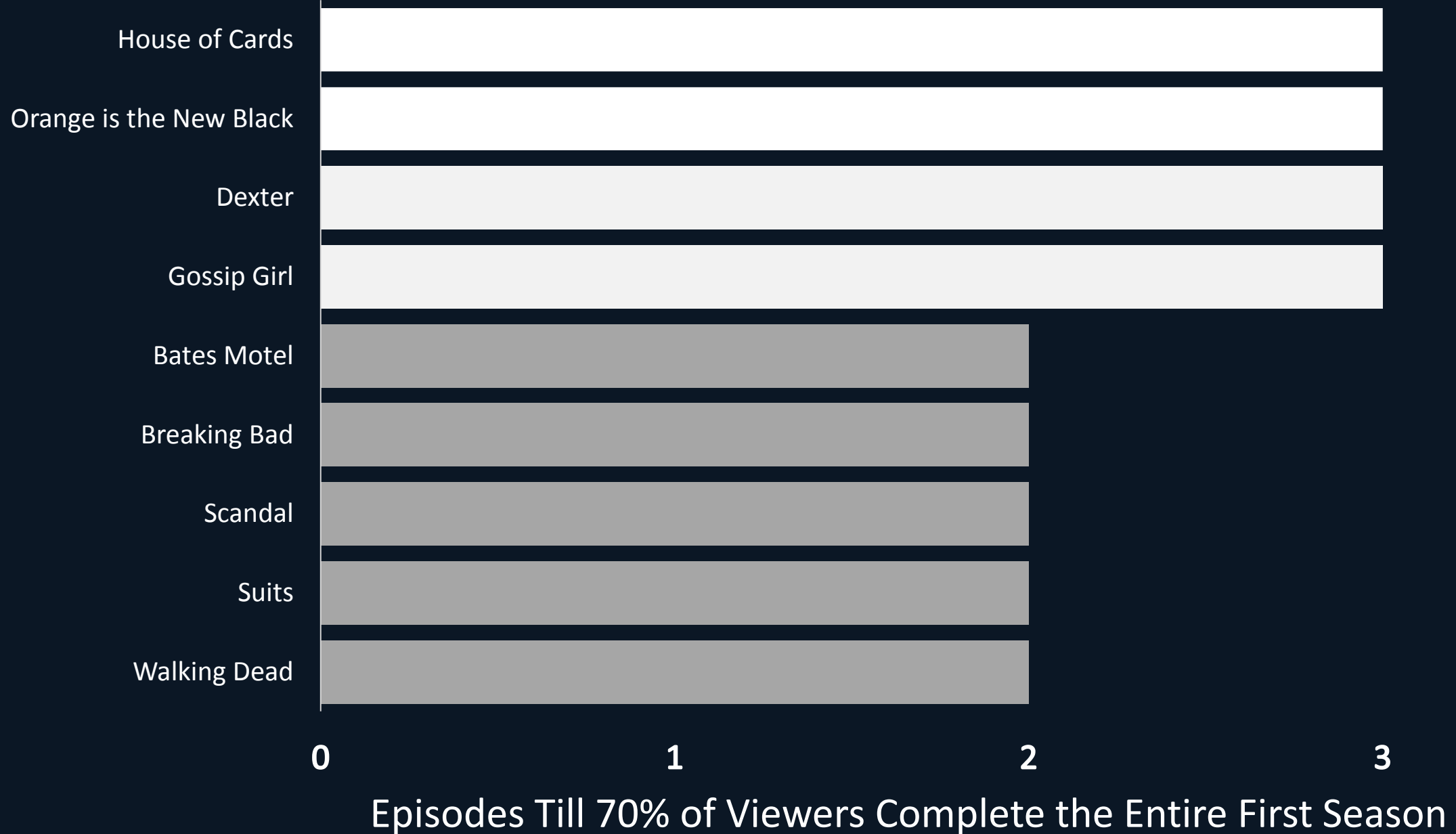
2009 TV-14 47 minutes

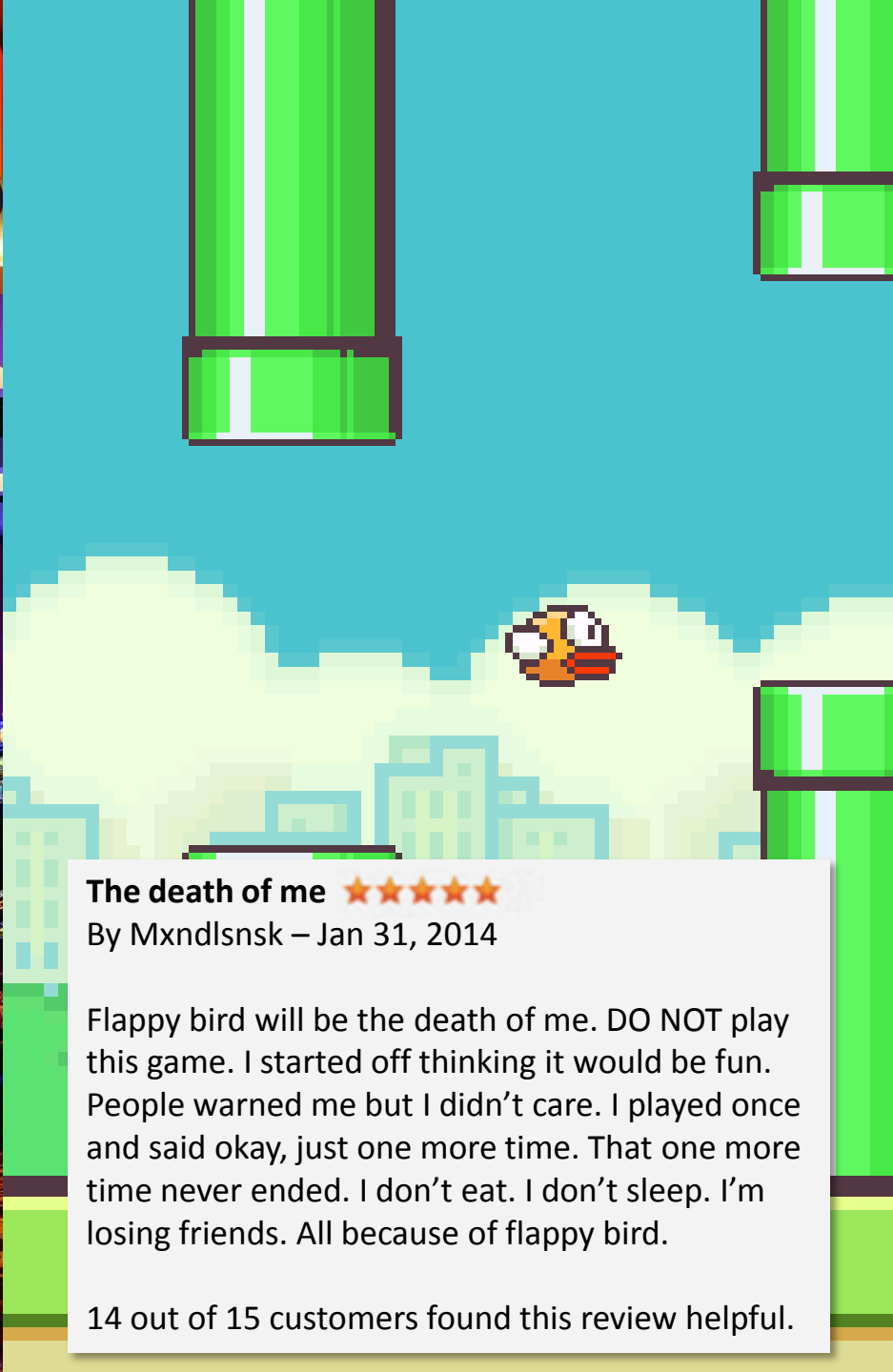
Walt tries to put his and Jesse's lives back on track as he prepares for surgery and looks to keep his money source a secret from Skyler and Walt Jr.

Next episode playing in **11 seconds**



1. Stopping Cues





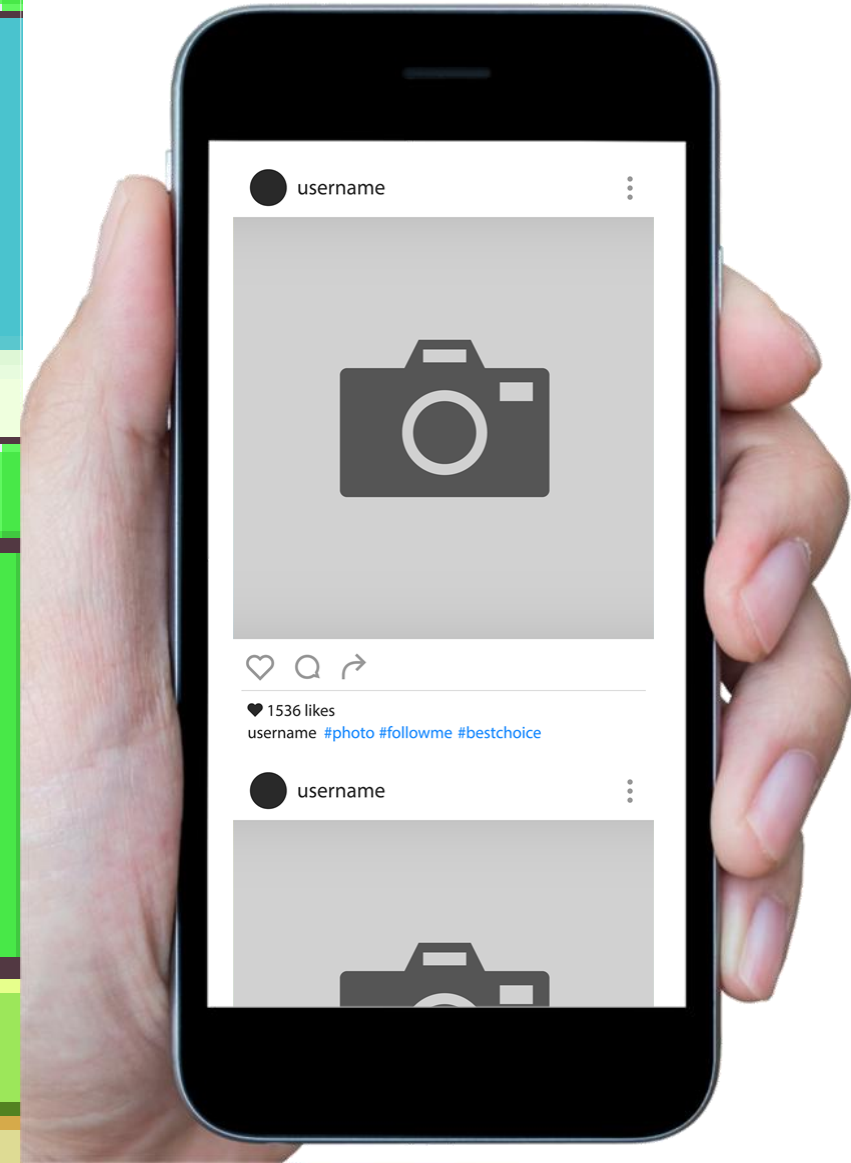
The death of me ★★★★★

By Mxndlsnsk – Jan 31, 2014

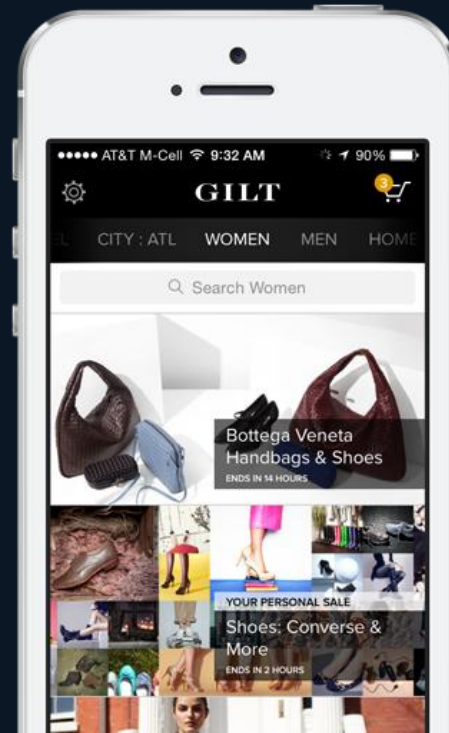
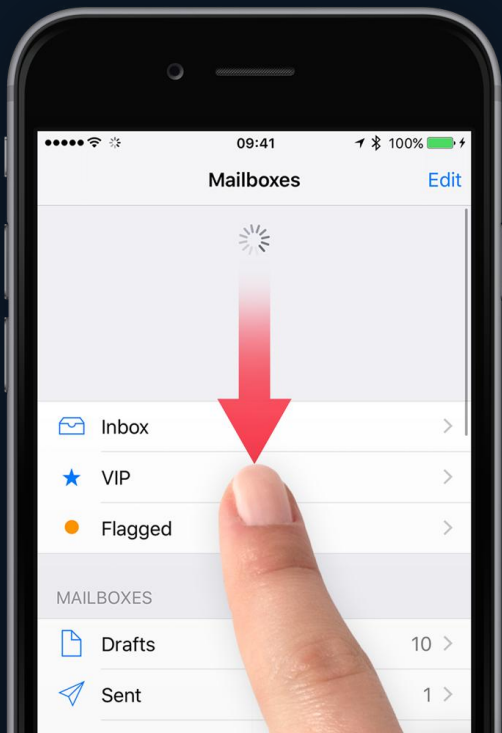
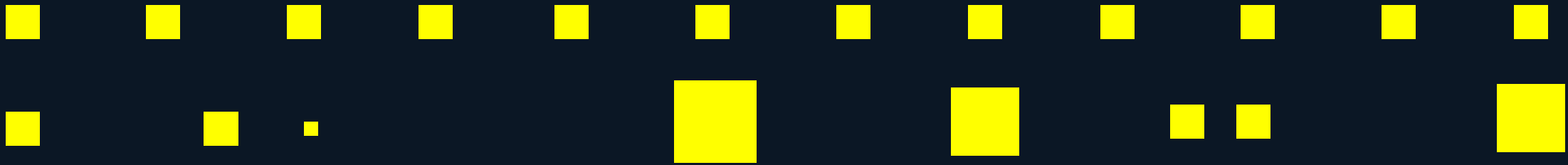
Flappy bird will be the death of me. DO NOT play this game. I started off thinking it would be fun. People warned me but I didn't care. I played once and said okay, just one more time. That one more time never ended. I don't eat. I don't sleep. I'm losing friends. All because of flappy bird.

14 out of 15 customers found this review helpful.

1. Stopping Cues



2. Feedback



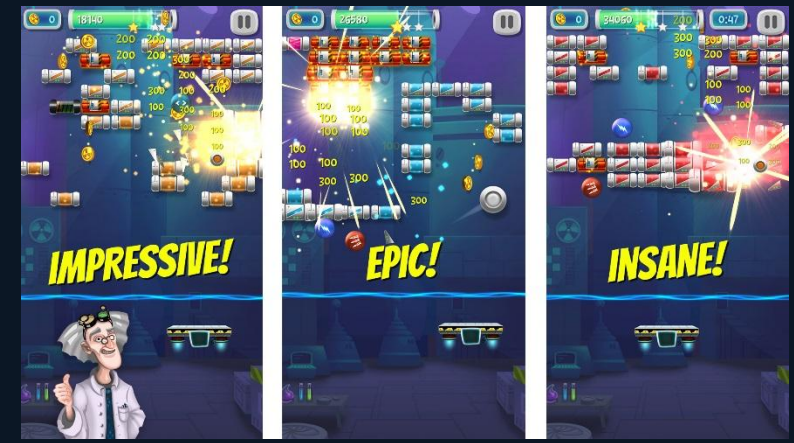
“JUICE”



1980s

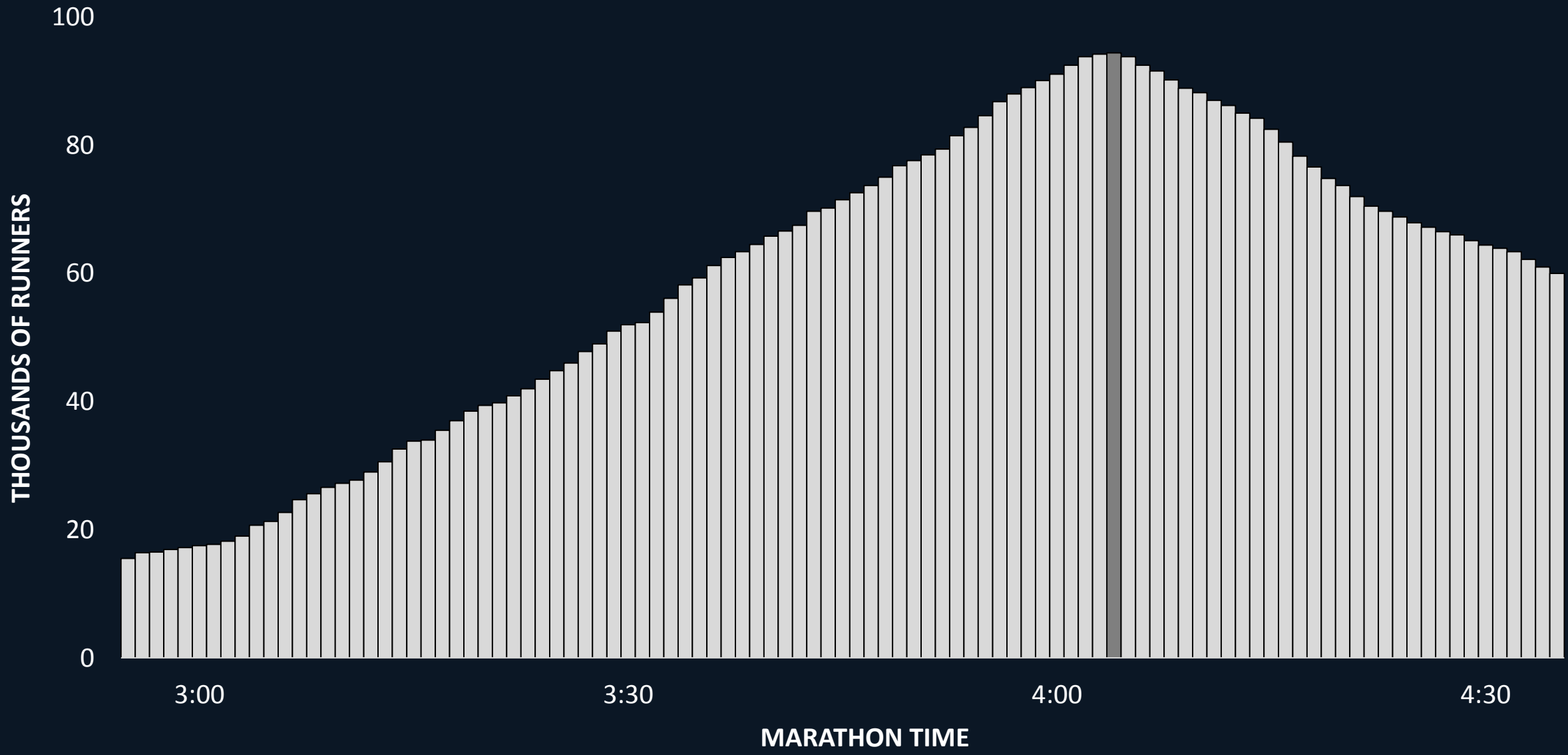


1990s

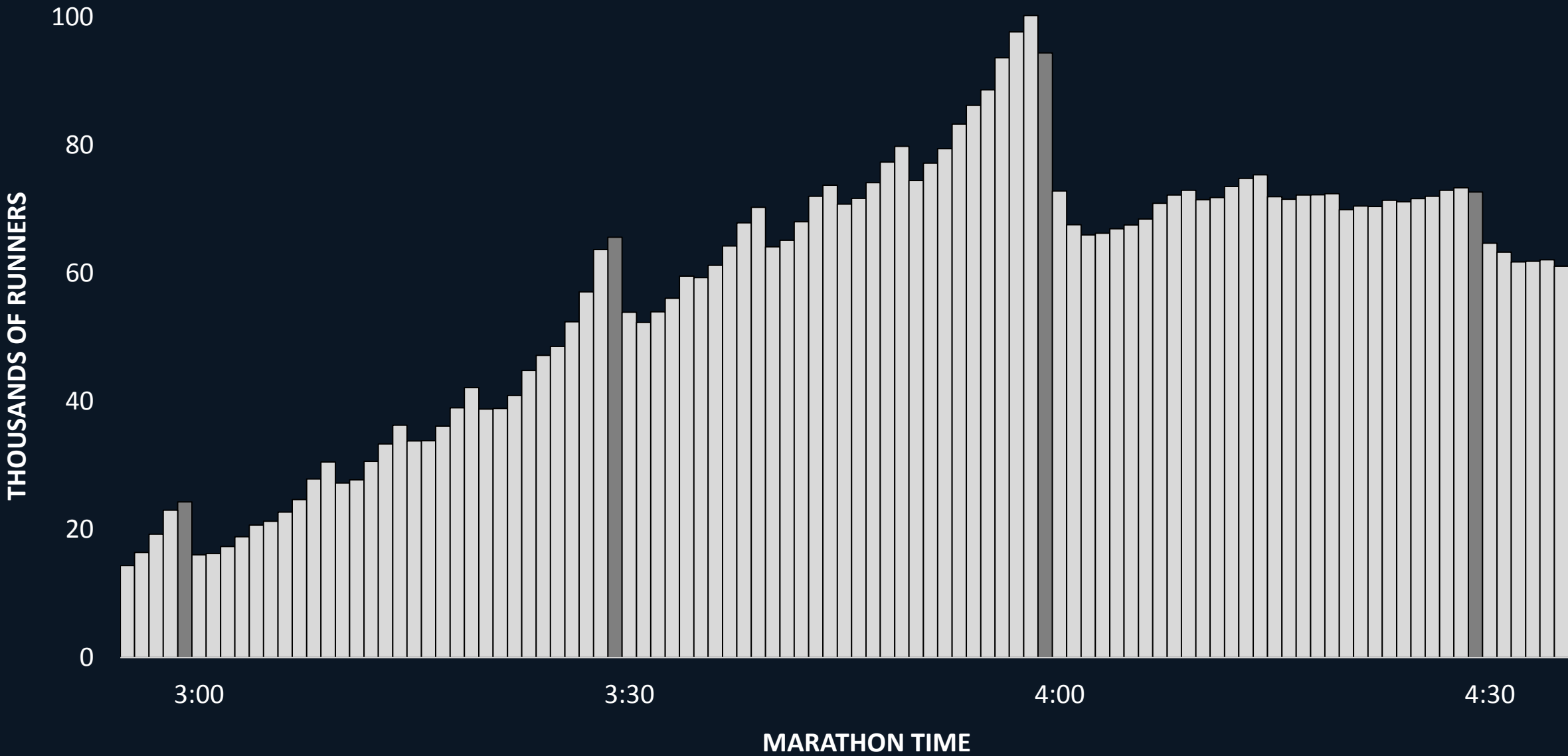


Today

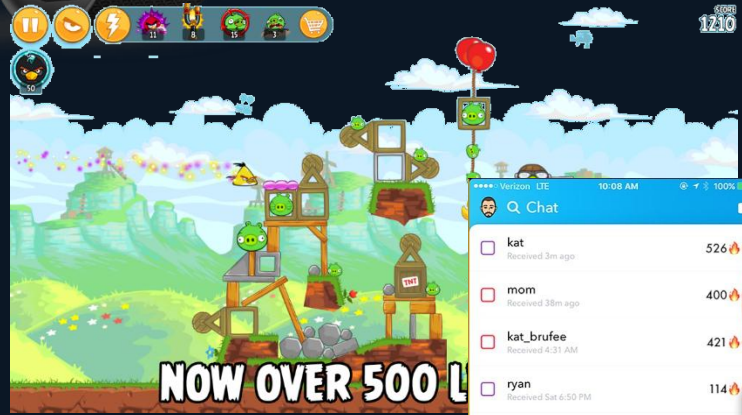
3. Goals



3. Goals



3. Goals



A screenshot of a WhatsApp chat list. The list shows several contacts with their names, last seen times, and message counts. A red circle highlights the number '3' with a fire emoji next to it. Below the chat list, there is a yellow graphic with the text 'How to Get a Snap' and a red fire emoji.



WHAT CAN WE DO?



*“It keeps me from looking
at my phone every two seconds.”*

Three Important Points

Is this addiction? Is it a medical issue? Does that matter?

There isn't enough causal evidence yet. Caution seems wise, though.

Top-down solutions are unlikely in the U.S. for now.

Consumer-side Changes and Behavioral Architecture

Space and time.

Ask why.

Virtues for introverts?

Bedtime and bedrooms.

Classrooms & learning.


Google

Digital Wellbeing


Great technology should improve life, not distract from it.

We're dedicated to building technology that is truly helpful for everyone. We're creating tools and features that help people better understand their tech usage, focus on what matters most, disconnect when needed, and create healthy habits for the whole family.

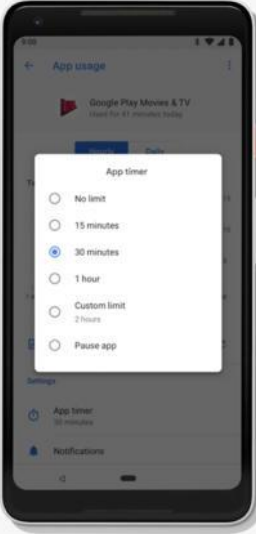
We're committed to giving everyone the tools they need to develop their own sense of digital wellbeing. So that life, not the technology in it, stays front and center.




Dashboard



App Timer



Wind Down



11:47

Instagram

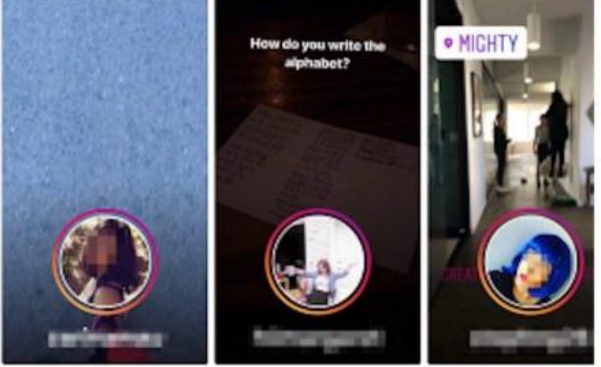
✔

You're All Caught Up

You've seen all new posts from the past 48 hours.

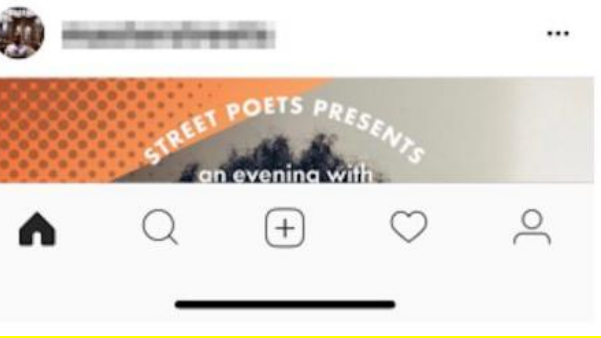
Recent Stories

▶ Watch All



STREET POETS PRESENTS

an evening with




SCREEN TIME

Time Check

5 minutes remaining for Games today

TURBO 74%



YOUTUBE 'TAKE A BREAK' REMINDER





Thanks