



# SWIPE LESS LIVE MORE

41% of teenagers lose 8+ hours per day on screens



Learn how to  
reel it in

**TIP:** Proactively watch less short form content

**TIP:** Be aware that tech companies intentionally addict you to sell your attention to advertisers



## ADDICTIVE BY DESIGN

Social media companies use **intermittent random reward** to **addict** users.

The same **psychological manipulation** as gambling companies.

Once a tool for connection, now a **weapon of mass consumption**.

## Productivity Decline

**75%** of students believe their phone use is hurting academic performance.

GenZ's attention span for advertisements is **1.3s** compared with 12 seconds average attention span in 2000.

*'Deep focus is now one of the most valued skills in high performance work places'*

**Harvard Business Review**

*'Attention has become the defining skill of our age.'*

**Dr Paul Redmond**

Less than **4%** of students can study for an hour without checking their phone.



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# MENTAL HEALTH IMPACT

Young people who spend **3+ hours per day** on social media face **double the risk of mental health issues**.



**Young people with eating disorders are:**

**142%** more likely to see an exercise video in their next feed.

**146%** more likely to see an appearance-orientated video.

**335%** more likely to see a dieting video.

**4343%** more likely to see a Toxic Eating Disorder video.

**than someone who doesn't have an eating disorder.**

**TIP: Be aware and sensitive of how the content you watch impacts your mental health.**

# WHAT OTHER COUNTRIES ARE DOING

**Banned smartphones in the classroom:**



Netherlands, France, Australia, Finland, Bangladesh, South Korea, Singapore...

Many other countries like **Australia** have changed the age restriction of social media to **16 years old**.

**'Clear, causal link between the rise of social media and the harm to the mental health of young Australians.'** (Anthony Albanese, Australian Prime Minister)



**TIP: Join us in calling the UK to action.**

# TIPS



- Track your usage.
- Find positive substitutes for your time.
- Buy an alarm clock.
- Explore smartphone modes like 'Do Not Disturb'.
- Challenge yourself to delete addictive apps for a day.
- Set healthy time limits on devices and apps.
- Get someone else to set the screen time password on your phone.
- Put your phone out of sight when trying to focus.
- Leave the devices outside your bedroom.
- Change your phone to greyscale.
- Create digital free routines.
- Schedule intentional screen use.

**TIP: Persuade a friend to join you in your digital detox.**



[www.reelitin.uk](http://www.reelitin.uk)



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REFERENCES