

# Swiping left on phone addiction.

Design Proposal 2019  
Jordan, Ashlee & Josh

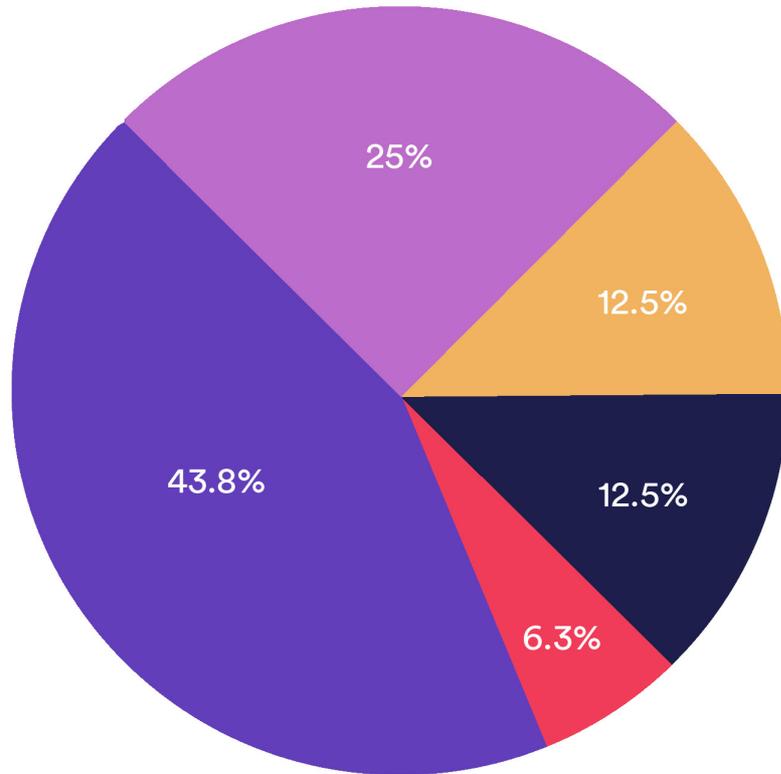
**Audience**

# THIS IS KEVIN

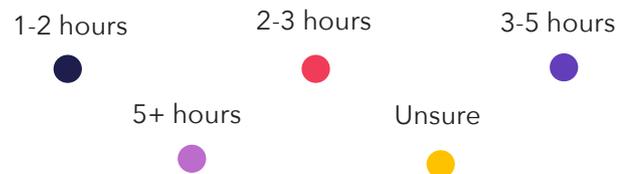


Kevin is a 20 year old male university student, living in an urban area. He is anxious due to a heavy workload and stays up late at night. He tends to keep his phone with him at all times. He uses it whenever he can, sometime a little too often. Do other students like Kevin have a smartphone addiction?

## Exsiting Situation



### The amount of time Univeristy Students spend on their phones: <sup>5</sup>



## Exsiting Situation

# Smartphone Addiction

Smartphone addiction in students is increasing rapidly<sup>2</sup>. Because of this, many of them are generally spending more time looking at screens and socialising online rather than making meaningful physical connections.



### Life of Kevin

*Kevin brings his phone with him everywhere and uses it very frequently, even if he doesn't need to. Because of this, he lacks the motivation to utilise his social time well and doesn't see many people in person.*

## Existing Situation

---

# 86%

---

of university students we surveyed by us consider themselves to use their phones **too much**.<sup>5</sup>

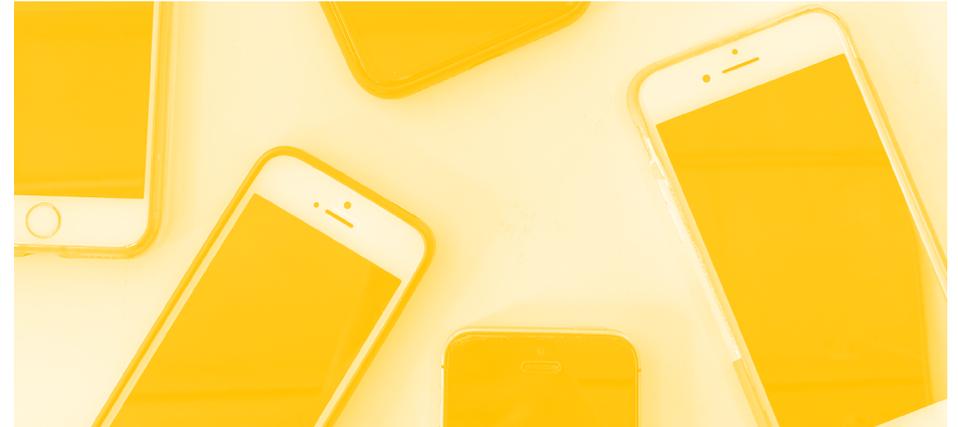
---

# 50%

---

spend **3-5 or more hours** online in an average day.<sup>5</sup>

## Existing Situation



## Social Impacts

Studies have shown the compulsive use of smartphones can be seen to be subtly destroying the deeper meaningfulness of physical interactions that we have with others. This is because it can be seen to "disconnect us from the world around us" which is leading us into a sense of isolation within today's society.<sup>1</sup>

These interactions are important for students to regain, as face to face interaction is proven to "comfort us and provide us with some important sense of well-being"<sup>1</sup>.

**"HUMANS  
NEED REAL-  
TIME, REAL-LIFE  
INTERACTION  
NOT JUST SOCIAL  
INTERACTION"**

- JANNA ANDERSON & LEE RAINIE <sup>3</sup>

## Power to change

There needs to be a way to generate the motivation to change phone habits and make people care about their phone addiction. This could be done through creating an awareness around the negative impact that smartphone addiction has on our social lives. There needs to be a push on promoting social interactions in person rather than on social media.



### Life of Kevin

*Give Kevin the awareness he needs to change his phone habits, and give him a safe environment where he feels comfortable socialising without his phone.*



## Barriers and Identified Opportunities

**1 in 4 students would be devastated if they had no access to digital technologies for a month.** <sup>4</sup>

### Barriers

Through our primary research we were surprised that half of the answers were that they don't try limit their phone usage at all.

**Students know that they're addicted to their phones but don't care enough or have a good enough reason to change their habits.** <sup>5</sup>

### Opportunities

The other half of students limit their phone usage by keeping their phone in a separate area and/or turning it on silent or off.

Through our primary research many students showed an interest in reading in a situation where they didn't have a phone.

Because students know phone addiction is a problem there is opportunity for change in attitude with the right push.



### Life of Kevin

*Kevin doesn't have the sufficient motivation and information to provoke action.*

---

The average screen time is

**4 hours**

a day.

---

That is

**1,460**

hours a year.

---

---

If worked, that equals to

**\$25,842**

extra a year <sup>4</sup>

---

**Students could  
be spending  
their time  
more wisely.**

---

**How  
might  
we...**

---

---

**convert the  
social media  
phone habits  
of university  
students into  
real life social  
interactions?**

---

**"CELL PHONES  
ARE SO  
CONVENIENT  
THAT THEY'RE AN  
INCONVENIENCE"**

- HARUKI MURAKAMI <sup>5</sup>

## Connecting with others

**MAWSA (and other uni student support)** - "We speak up on your behalf, listening to your needs through class reps in each course and the annually-elected student executive, making sure students' views are represented at all levels of decision making throughout the university, by appointing students to sit on college boards and representatives on a number of other university committees."  
(Mawsa)

Student organisations such as MAWSA listen to the needs and problems of their students. Using their resources they can help to implement events, clubs and programmes for this issue.

**Mentalhealth.org.nz and health.govt.nz** - These health organisations can help us to raise awareness and provide information.



# Like minded projects

## Screen time apps

This app is designed to monitor your screen time on smartphones and also connecting you with real life interests to encourage you to get out and do other things. According to our survey, students dont respond well to this as theyre already aware they use their phone too much.

## Massey Makery

For example these events are: Creative DIY sessions, such as beeswax wraps, weaving, language skills etc. This is an effective initiative because it helps in building communities and making friends, which the knowledge is then able to be passed onto the wider massey community.

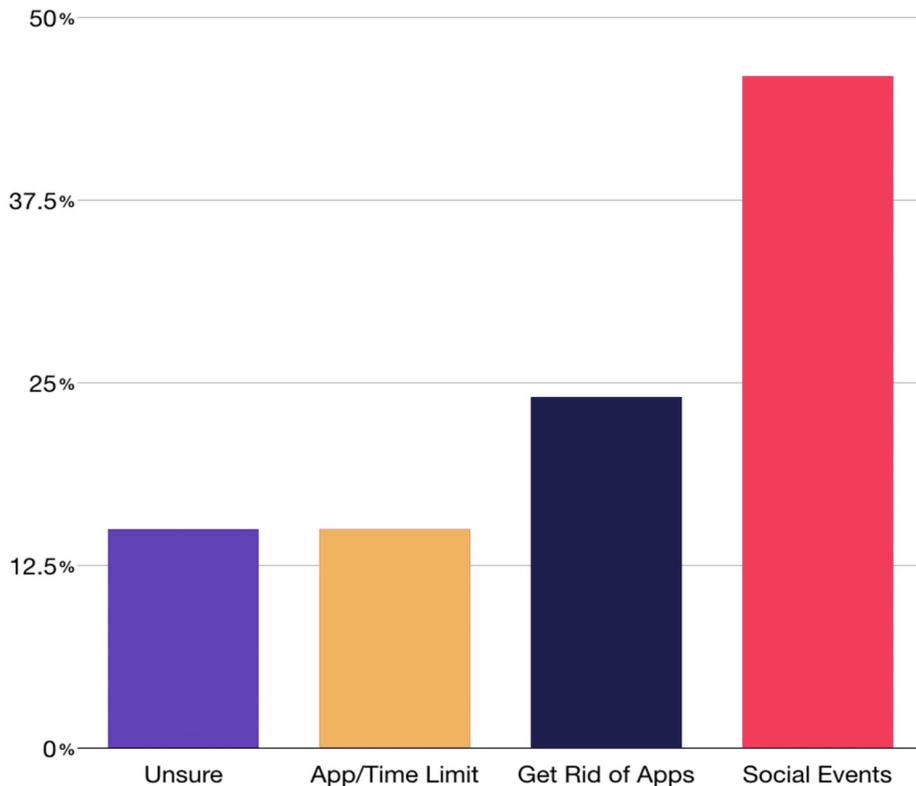
## Board game cafes

Counter Culture Cafe in Wellington is a cafe where people can put their phones down and socialise over food and board games. This is great because it's providing options for people who want to socialise but aren't sure how.

## Social media banners

Slavo Glinsky created digital banners to warn people against social media addiction that showed up on their newsfeeds. This is effective because it uses the platform people are addicted to as a platform to inform people.

### What students think would decrease their phone usage: <sup>5</sup>



# What can we do?

Phone free socialising areas, such as office spaces, cafes or hubs.

Social event that gets people to put away their phones and connect with like minded people.

Swap your phone for an animal initiative - could help looking after spca pets.

Phone usage awareness alerts - could include suggestions of what to do instead of using phone.

Analog cafes where you can write notes or draw or read, but you can't use your phone.

Volunteering - can help connect to the wider community and can be very socialable.



#### Life of Kevin

*If Kevin had more social events or things to distract himself he would be more likely to put his phone down. This would make a happy Kevin.*

# Proactive mindset

Take notice of the amount of time phones occupy in our lives and try to limit it.



Be active in getting your hands busy off the digital keyboard and into the real world.



Make real life connections with people, not online connections. So you can connect with other to benefit your wellbeing and stay away from your phone.



## Bibliography

### Secondary Research

<sup>1</sup> The Bottom Line, editor. "Technology Is Destroying the Quality of Human Interaction." The Bottom Line. University of California. Santa Barbara, 24 Jan. 2012, thebottomline.as.ucsb.edu/2012/01/technology-is-destroying-the-quality-of-human-interaction?fbclid=IwAR2tCKVXjt\_vCwoLrrHZROswH\_J\_QFvH-6H-0hU7CkbSH6Ae4Kz6Y1SEeRk

<sup>2</sup> American College of Cardiology. "Five or more hours of smartphone usage per day may increase obesity: Recent study found risk of obesity increased by 43%." ScienceDaily. ScienceDaily, 25 July 2019. <[www.sciencedaily.com/releases/2019/07/190725150918.htm](http://www.sciencedaily.com/releases/2019/07/190725150918.htm)>.

Kim, Ph.D., EunYoung., Inhyo Cho, Ph.D., and Eun Joo Kim, Ph.D. "Structural Equation Model of Smartphone Addiction Based on Adult Attachment Theory: Mediating Effects of Loneliness and Depression." Asian Nursing Research, vol. 11, no. 2, Jun 2017, pp. 92-97.

<sup>3</sup> Anderson, Janna., and Lee Rainie. "The Future of Well-Being in a Tech-Saturated World." Pew Research Centre, Apr 2018, pp. 1-82.

<sup>4</sup> Pacheco, Dr. Edgar., and Neil Melhuish. "New Zealand teens' digital profile: A factsheet." Netsafe, Feb 2018, pp. 1-6.

<sup>5</sup> Adjudia, Hiren. "Cellphones Are Inconveniently Convenient." Odyssey, May 15 2017, theodysseyonline.com/sounds-good-talk-soon.

Smith M.A., Melinda., Lawrence Robinson, and Jeanne Segal, Ph.D. "Smartphone Addiction." Help Guide, Jun 2019, [helpguide.org/articles/addictions/smartphone-addiction.htm](http://helpguide.org/articles/addictions/smartphone-addiction.htm)

### Primary Research

<sup>5</sup> Survey taken from a range of Wellington university students between the ages of 18 - 24

<sup>6</sup> Photographs taken for the purpose of this project. (All photographs in this document)

Design Proposal 2019  
Jordan, Ashlee & Josh

