

# PHONE ADDICTION

THE NEW DRUG THAT IS KILLING AN ENTIRE GENERATION...

A hand is shown holding a smartphone. The phone's screen displays a syringe icon, symbolizing addiction. The background is a dark, textured surface.

**MODERN MOBILE PHONES  
ADDICTION: REASONS AND  
CONSEQUENCES**

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# SYMPTOMS OF THE DISEASE



# WE'RE ADDICTED TO CHECKING OUR PHONES

**58%**  
OF SMARTPHONE USERS

**DON'T GO  
1 HOUR  
WITHOUT CHECKING  
THEIR PHONES**



AGE 18-34



AGE 35-44



AGE 45-54



AGE 55+





# HOW DID YOU FEEL WHEN YOU MISPLACED YOUR PHONE



73%

PANICKED



14%

DESPERATE



7%

SICK



6%

RELIEVE

# Cell Phone Evolution!

1990



options: Call

2000



options: call  
text msg  
mini games  
choose ringtone

2010



options: touch pad  
internet  
games  
applications  
mp3 player  
camera  
GPS  
text msg  
--- call?

2020



options: drive, auto pilot,  
shield, gun, GPS. Radio,  
mp3 player, applications,  
internet, mail, brain  
connected, voice text msg  
camera, recording cam...  
and I think you can call!!!

# NIR EYAL

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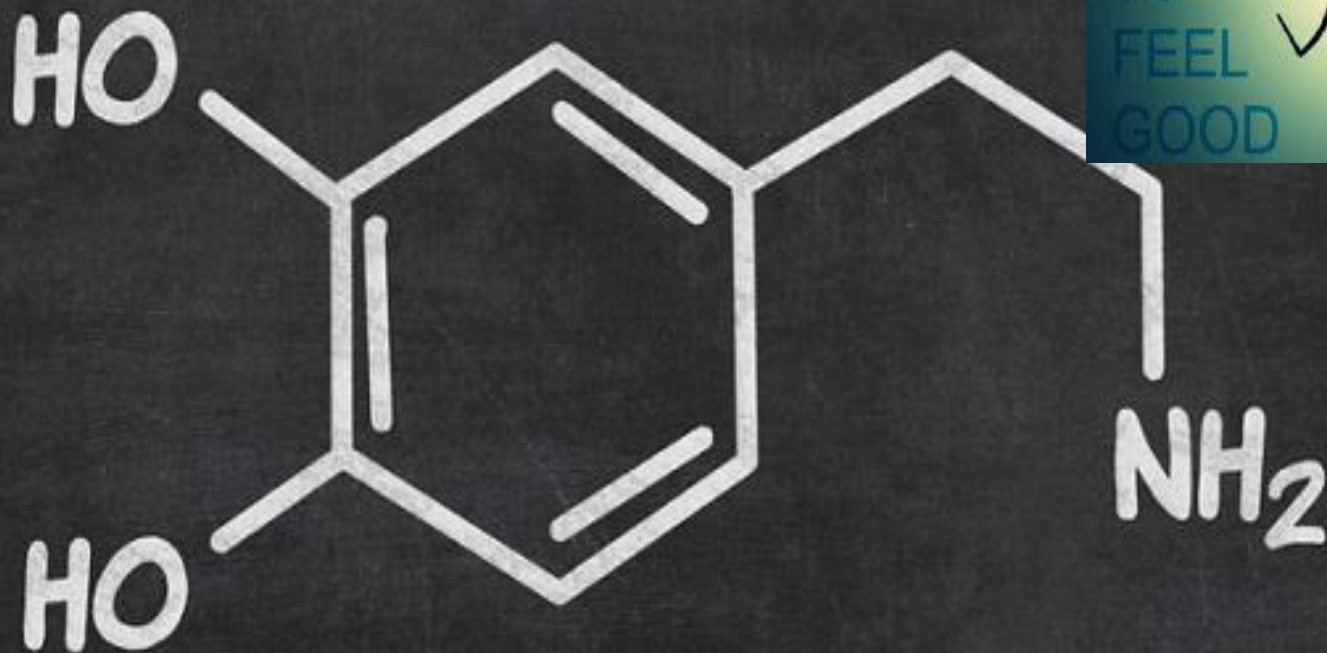
HOOKED: HOW TO CREATE  
HABIT FORMING PRODUCTS

I  LOVE  
MARKETING





# Dopamine



THE BRAIN  
TELLS  
YOU  
TO  
FEEL  
GOOD



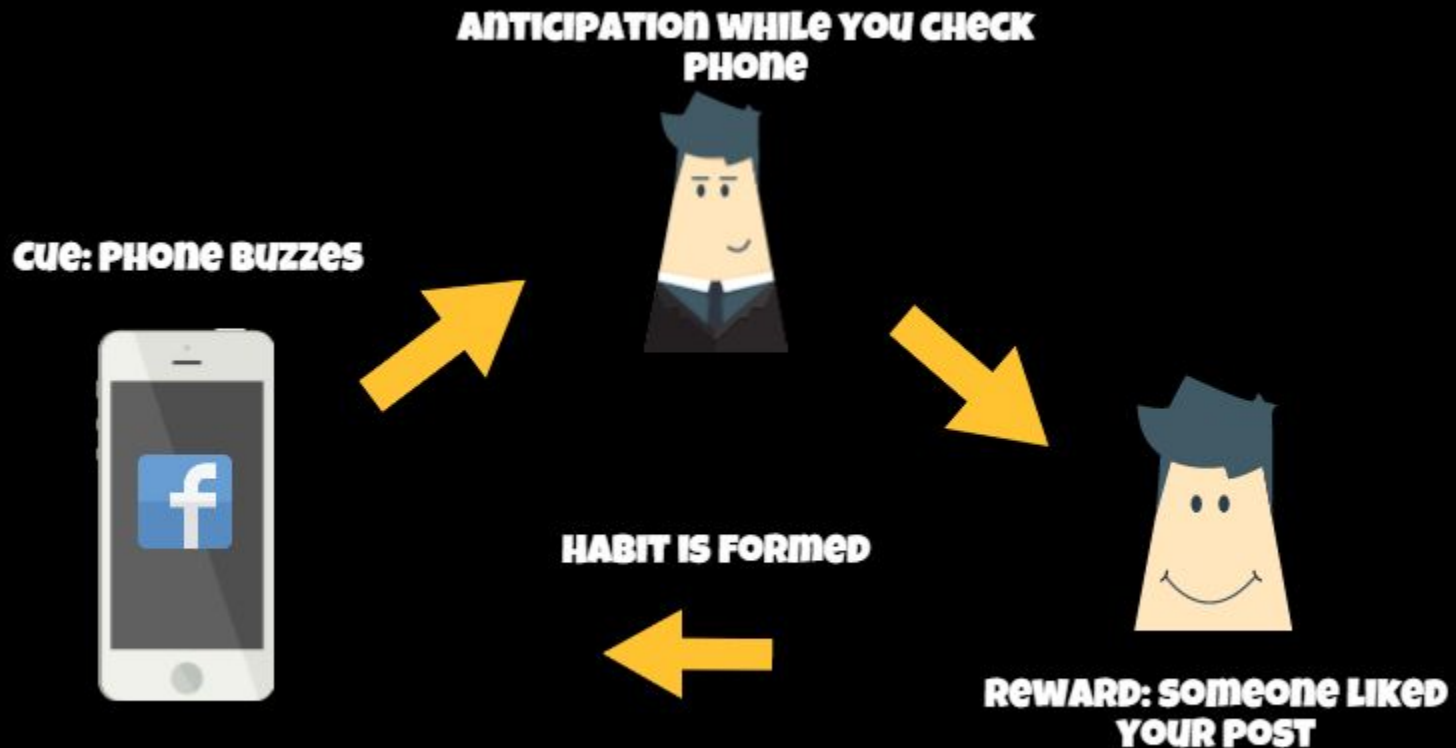
# HOW ARE WE BECAME ADDICTED? PART I





# HOW ARE WE BECAME ADDICTED?

## PART II



## Some of the Impacts....

- Development in utero
- Cognitive function
- Attention
- Memory
- Perception
- Learning Capacity
- Energy
- Emotions
- Poor sleep
- DNA mutations
- Social skills
- Reaction Time
- Motor Function
- Distraction
- Hyperactivity
- Inability to focus on long-term tasks
- Fatigue
- Impaired fertility
- Autism?

A large, white skull and crossbones symbol is centered on a black background. The skull is positioned at the top, and the two bones cross each other in an 'X' shape below it. The text is overlaid on the center of the skull and the crossbones.

**THANK YOU FOR  
YOUR ATTENTION!**