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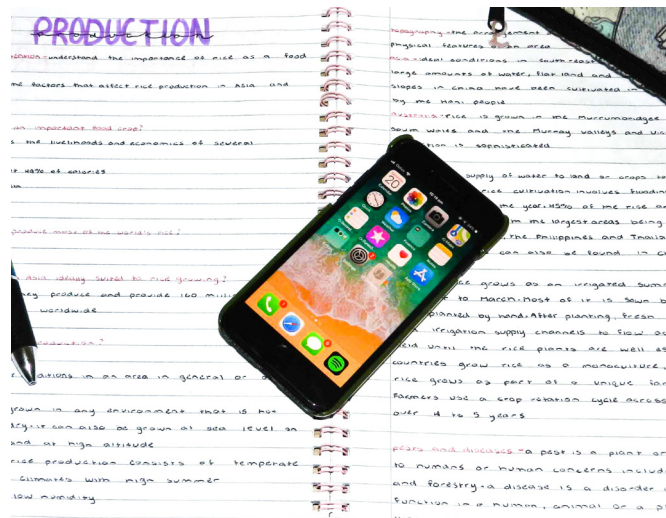
iAddict

The epidemic sweeping the world, are you next?



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In the past decade technological advancements have been unprecedented, this has benefited the world in so many ways from medicine to smartphones. With over 2.5 billion people now owning phones stated by Tristan Harris, Former Google design ethicist, smartphones have impacted the population immensely, connecting people from all around the world, making it easier to do day-to-day activities and the ability to track and monitor people's health. Unfortunately, there is a big negative impact iPhones inflict on individuals around the world, phone addiction. iPhones are made to capture the user's attention and engage them, impacting children greatly through its diverse variety of applications and uses, potentially impacting mental health and relationships with friends and family.

iPhones are manufactured to not only assist the user, but to constantly engage and capture the attention of the user. US adults spending an average of 3 hours, 35 minutes per day on mobile devices in 2018, an annual increase of more than 11 minutes according to a report by Yoram Wurmser, eMarketer author. Mobile games and applications are a large contributors

to the cause of phone addiction, using sounds, lights and colours to capture the user's attention. Social Media companies uses specific procedures to engage the consumer and force them to use their phone, Facebook uses constant unpredictable notifications, an example includes "... mentioned you in a comment". This "fear of missing out" and curiosity drives individuals to check phones causing this phone addiction.

Phone addiction is largely found in younger populations around the world, with 91% of Australian teenagers 14-17 using mobile phones with numbers increasing each year, impacting their mental health and their education greatly, referring to Roy Morgan Single Source Australia, July 2015 – June 2016 statistics. User's mental health is at risk when using their iPhone, due to the phone's addictiveness individuals lose sleep and begin a habit of constant lack of sleep due to using iPhone usage potentially causing obesity, heart disease, high blood pressure and diabetes in the future. Depression as been linked to phone usage due individuals comparing themselves to celebrity and model profiles on social

media, the more time spend on iPhones, more harm can be caused on youth around the world.

Along with mental health issues, iphone addiction also impacts user's relationships with friends, family and partners. Due to the addictive effect iphones have on their users, people prioritise using their phones over friends, according to Men's Health Magazine, 2 out of 5 Australians said damaging their phone would be more upsetting than being cancelled on by friends. In some cases, it's noted that children refuse to eat or bathe due to extensively using their iphone. Relationships can potentially be fractured with the overuse of iphones with couples always on their phones instead of communicating in person, with 1 in 10 Australians admitted to using their phone during intercourse with their partner (Bray Stoneham, Men's Health Magazine).

These issues can potentially negatively impact young user's of Apple's iphone emotionally and physically, luckily Apply as created a possible solution to lessen an individual's usage their phone and

potentially cure their addiction. After two major investors urged Apple to take action to curb how addictive iphones are to children, Apple introduced the "Screen Time" to their IOS 12 software update which monitors and gives you control of your iphone usage. This update allows the user to "disable" a applications of their choosing for a chosen period of time based on the statistics usage time on each app and overall screen time of the user. Tristan Harris, Former Google design ethicist also states that turning off all notifications apart from messaging applications, and turning the colour of your screen to grayscale will assist in stopping young user's phone addiction.

In conclusion, phone addiction through Apple's iphones is very serious issue and can potentially cause issues with children's mental and physical health, education and individual's relationships. The constant innovation in technological advancement continues for smartphone with more people buying iphones everyday, now there is a solution with the issues it creates tackling phone addiction with positive results hopefully coming in the future.



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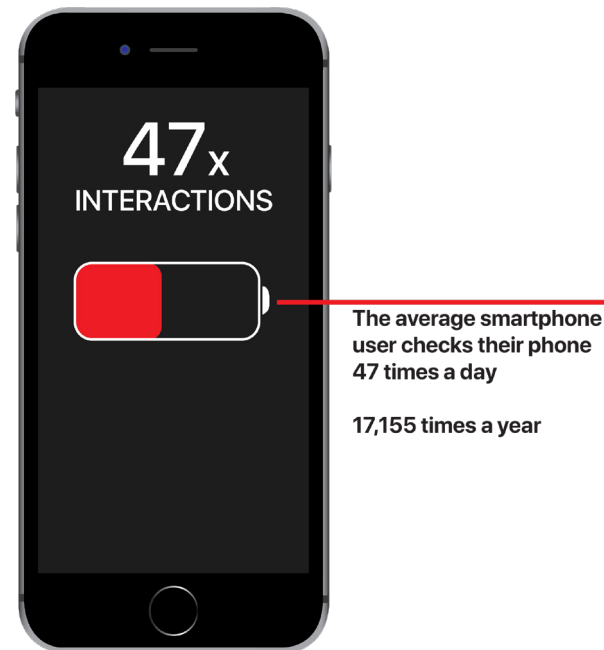
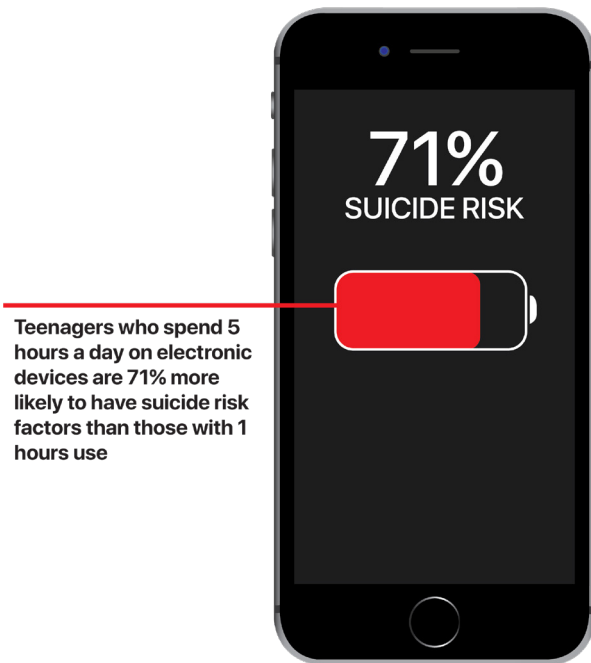
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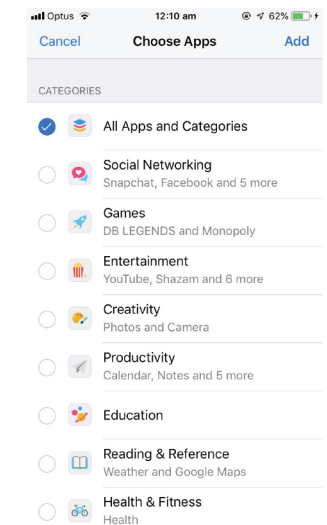
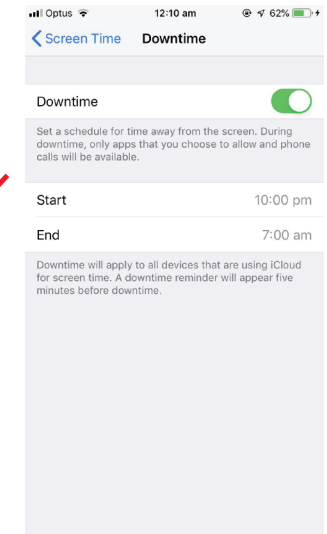
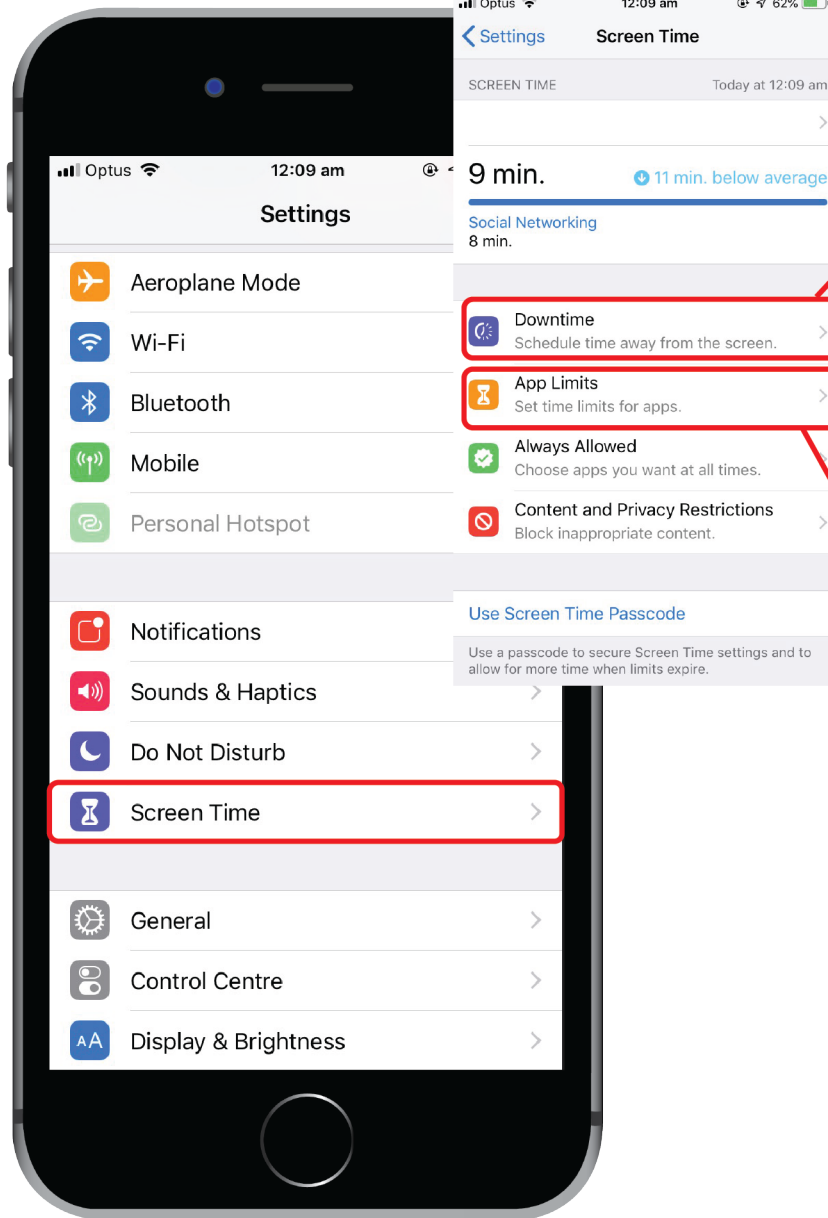
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Downtime

Downtime allows the user to set a schedule for time away from the screen. During



App Limits

Allows the user to set daily time limits for app categories they want to manager