

*Xavier Remedios*

# iMind

Let your phone be a tool you use,  
not a tool that uses you.



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Rapid technological innovations over the past few years have led to dramatic changes in the present day's mobile phone technology. While these changes have improved the quality of life of its users, the use of smartphones has also impacted its user negatively resulting in outcomes to people mental health such as anxiety, addiction, bullying and depression as well as, in some cases, placing users in unsafe behaviours with serious health and safety implications such as distracted driving and relationships with others around.

Since the first release of the iPhone by Apple in **2007**, society as a whole evolved through the major technological advancements in the smartphone brand with Apple ultimately leading the phone market the top company still till the present day. Over time it became abnormal if people didn't own an iPhone leading to the development of mainstream perceptions in society mainly within the younger generations. Shown in the study of the 2018 digital report - Australia, stating the average daily time spent on the internet via any device being **5 hours and 34**

**minutes** with **69% of the total population** being active users on social media with a **1 million growth** from the previous year. Many applications within the phone are designed and marketed to capture and engage with its audience through the use ads, suggested tabs and notifications it has led to the addiction of smartphones.

Social Media companies such as Facebook and Snap use specific strategies to entice the viewer through consistent notifications and attractions whilst both on and off the application such as *'Blake is typing...'* and *'Jess mentioned you in a comment'* leading users to create the fear of being left out over social media. Also the competitive feeling and that of wanting more likes for your picture/post and the disappointment when someone doesn't get as many as they'd have hoped, in competing with others and witness famous personas gaining within social media.

Through the increased access and availability to social media through iPhones a wide range of the youth have been exposed to cyberbullying which can include





any hate or rude comments posted online. The exact number of who experience cyberbullying reminds uncertain however it is very common online and happens worldwide. People across the world can send hateful messages to the other side through the power of smart technology. Further impacting one's mental health.

Phone addiction is found largely within the younger generations worldwide which has been labeled as iGen, with **(91%) of Australian teens aged 14-17 own a mobile phone** equating to just over a million shown in studies by Roy Morgan Research Institute (2016) with these statistics are rising yearly, overall impacting their mental health. Through the increase in screen time with exposure to phone screens can lead to the loss of sleep and other issues affecting an individual's health both mentally and physically simply through the addictive usage of a mobile phone.

A recent study by Jean M. Twenge (2017) uses population data to find association between growth rates of 'new media' (electronic device use and social media)

screen time and a rise in mental health issues that examined a large population of teens. It found that young people who spent more time on new media were more likely to report mental health issues including depression, suicide, and suicide-related outcomes than young people who spent more time on non-screen activities such as in-person social interaction, sports, and homework.

In conclusion, addiction through Apple's iPhone is a serious matter and is presented in everyday life worldwide. Apple are trying to limit the use of screen time, however, aren't putting an official screen time ban on applications and devices still allowing viewers to access freely. Whilst the continuation of yearly releases of new iPhone create a cycle of obsolesce within society, hopefully, the release of more actions to limit the screen time of devices eventually limiting the addictiveness of iPhones.

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# Statistics

Australia



**5H 35MIN**

Daily  
Usage  
Online



**1,000,000**

Growth  
Media Users  
2016-2017



**91%**

Teens  
Own An  
iPhone

Since release of iPhone  
2007 - 2015



Hanging out with friends



↓ 40%



Feeling left out



↑ 10%



Feeling lonely



↑ 20%



Likely to not get enough sleep



↑ 10%