



HOLDS US CAPTIVE.

69% of adults check their iPhone hourly.

50% of teens feel addicted to their iPhones.

Do you?

PHONE ADDICTION HAS CONSEQUENCES.

Phone addiction causes **stress** Lee et al. (2014)

Phone addiction harms **relationships** Shahibi et al. (2017)

Phone addiction undermines **productivity** Duke et al. (2017)

WHY IS APPLE RESPONSIBLE?

iPhones are our gateway to addictive services (read: Facebook and company), so Apple is uniquely capable of helping us curb our dependence. Even though Apple's business model does not rely on device addiction, they fail to take common sense steps to address the issue.

WHAT CAN APPLE DO?

Take phone addiction seriously:

1. **Transparent Usage Patterns** Include an app with every iPhone that tracks phone usage and clearly reports patterns (think: like the Health app, except instead of counting steps, it tracks how much time you spend on Facebook, Snapchat, Instagram, Reddit, etc.)
2. **Control Over Notifications** Allow users more fine-grained control over their notifications (think: what if you only got notifications for the things you actually cared about)
3. **Modes To Reduce Distraction** Give users the option to use their phones in simpler ways (think: alongside Airplane Mode and Low Power Mode, you would have Essential Mode: just calls, texts, and photos)

WHAT CAN YOU DO?

1. Request these features. Reach out to Apple online (www.apple.com/feedback/iphone.html) or through store employees.
2. Make your phone less addictive now: (1) watch your phone usage, (2) turn off notifications and (3) turn your display to grayscale to minimize dopamine hits.

STANFORD STUDENTS AGAINST ADDICTIVE DEVICES

VISIT US @ **CAPTIVE.ML**