

Barclays Research Highlights: Sustainable & Thematic Investing

Smartphone Addiction: the need for digital detox

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Smartphone Addiction: the need for digital detox

Sustainable & Thematic Investing

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Symptomatology of problematic smartphone use...



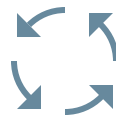
Dangerous use

Conscious use of phones in prohibited contexts (e.g. whilst driving)



Interpersonal problems

Social and family conflicts and confrontations, as well as loss of interest in other activities



Abandonment

Continuing the behaviour despite the negative effects and/or personal malaise



Harm

Physical, mental, social, work or family disturbances (e.g. eye strain, stress)



Lack of control

Frequent and constant checking of phone in very brief periods of time, leading to insomnia and sleep disturbances



Tolerance

Increase in use to achieve satisfaction or relaxation to counteract a dysphonic mood



Excessive use

Need to respond immediately to messages, preferring the phone to personal contact



Abstinence, dependence, craving

Anxiety, irritability if smartphone is not accessible, feelings of unease when unable to use it



Nomophobia

The irrational fear of being without your mobile phone



“We limit how much technology our kids use at home.”
— Steve Jobs

Young children owning smartphones is the new normal

Average age for a child getting their first smartphone

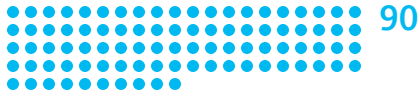
10 in 2016 / vs. **12** in 2012

Smartphone Zombies

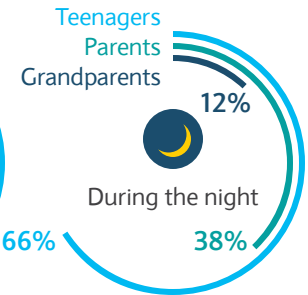
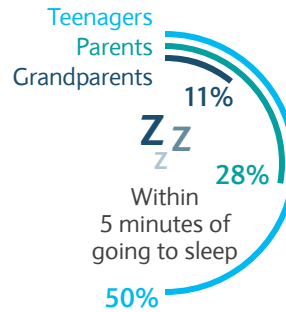
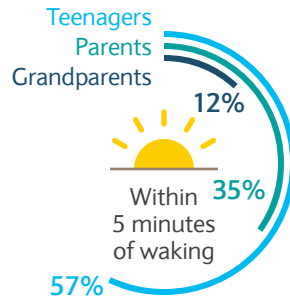
74% of younger consumers aged **16–24** in the UK use their smartphones while walking

FOMO (Fear of Missing Out)

No. of times teenagers check their phones per day



When people check their phone...



Ways to combat smartphone addiction...

Collective responsibility

| Government | Tech Industry | Parents |
|---|--|--|
| <ul style="list-style-type: none"> Regulation Digital literacy Product labelling Digital detox clinics Mandatory phone registrations | <ul style="list-style-type: none"> Address underage use Mandatory parental control Interactive digital health apps Usage prompts: time limits, 'take a break' reminders, automatic grayscale Less persuasive technology, embrace ethical design | <ul style="list-style-type: none"> Lead by example Monitoring usage Education |

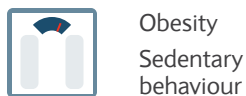
Over usage is causing...



Social anxiety
Depression
Impulsive behaviour
Loneliness

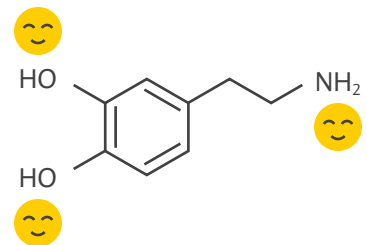


Physical discomfort:
Text claw
Eye strain



Brain imbalance
Negative impact on cognitive capacity

Dopamine Loop



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