

Nowadays why are so many people on their phones?

Possible ways to minimize its usage

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Annotation: *This topic explores the reasons behind the widespread usage of smartphones and offers strategies to minimize their excessive use. It delves into the impact of smartphone dependency on individuals and society, while also providing practical methods to establish a healthier relationship with technology. The focus is on understanding the root causes of excessive phone usage and promoting mindfulness and balance in engaging with smartphones.*

Key words: *Smartphone usage, Addictive apps and game, Information overload, Notification, Mental health, Physical health, Relationships, Quality of life, Social media, Productivity, FOMO (fear of missing out)*

Smartphones are very important and wonderful communicative tools used by all age group people especially young generation. Without smartphones one feels incomplete and it has become the need of hour . Phones can have fruitful influence in all areas of life including business, education, health, marketing, social life and others, if people know how to use them properly. However, for many humans , smartphone usage has become excessive and even addictive . We constantly check our phones , even when we do not need to, and it can be hard to pull ourselves away from them . In coming paragraphs we will explore three common reasons why people tend to spend so much time on their smartphones and how it can impact their lives.

1. Addictive apps and games

There are many reasons why people waste their time on smartphones. One reason is the abundance of addictive apps and games that are designed to keep people engaged for as long as possible. These apps and games are often free to download

and use, but they often contain in-app purchases and other features that can keep people hooked. Additionally, many of these apps and games are designed to be played in short bursts, making them perfect for filling in the gaps between other activities. They are designed to be engaging and stimulating, which activates the brain's reward system and encourages continued use. Many apps and games use techniques such as variable rewards, which keep users coming back for more in search of the next reward. These techniques, combined with the convenience and constant availability of smartphones, make it easy for people to get sucked into using their devices for longer periods of time than they had intended.

2. Greed for information

Another reason why people waste their time on smartphones is the sheer amount of information and content that is available at their fingertips. With access to the internet, smartphones allow people to access an almost limitless amount of information, entertainment, and communication. This can be incredibly useful and productive, but it can also be overwhelming and lead to people spending hours scrolling through social media, watching videos, or reading news articles. The constant search for new information can lead to excessive smartphone use as people feel the need to constantly check their devices for updates and notifications. This constant need for information can become addictive and can lead to people spending excessive amounts of time on their smartphones. This excessive use can have negative impacts on people's mental and physical health, as well as their relationships and overall quality of life. It can lead to feelings of anxiety and disconnection, as people prioritize their smartphone usage over real-life interactions and activities. Additionally, the constant exposure to a never-ending stream of information can lead to information overload and difficulty in focusing and processing new information.

3. Too many notifications and alerts

Another factor that contributes to people wasting their time on smartphones is the constant notifications and alerts that they receive. With notifications for email, text messages, social media, and other apps, smartphones can be a constant source of interruptions and distractions. This can make it difficult for people to focus on

important tasks and activities, and it can lead to them spending more time on their phones than they intended. This screen time can have negative impacts on people's mental and physical health, as well as their relationships and overall quality of life. It can lead to feelings of isolation, anxiety, and even depression, particularly when people are exposed to other people's "perfect" lives on social media platforms. It can lead to FOMO (fear of missing out), as well. The constant checking of notifications can disrupt sleep patterns and lead to a lack of focus and productivity. Ultimately, the constant notifications can make it hard for people to disconnect from their phones and fully engage in the present moment.

Avoiding excessive phone usage can be achieved through a variety of proactive measures and lifestyle adjustments. Here are some effective strategies to consider:

Use apps to protect yourself from apps.

This may seem like a counterintuitive suggestion, but it's actually extremely effective. Apps such as Freedom (iOS), (OFFTIME) and Flipd allow you to block your access to pre-specified apps and websites. You can enable your app blocker when you're trying to focus at work, or you can set a schedule for which hours of the day you want to have access to games and other tempting apps. Some versions also allow you to schedule "block" sessions in advance — for example, you could lock yourself out of social media apps for two hours before bedtime — a great tool when you're trying to change a habit.

Create a reminder to check in with yourself.

A lot of times we find our phones in our hands without knowing how they got there — and then look up 30 minutes later wondering where the time has gone. To prevent these "zombie checks," create a speed bump for yourself — a small obstacle that forces you to slow down and decide whether you really want to be on your phone. Put a rubber band around it as a tactile prompt, something you have to physically move out of the way in order to get access, or set a lock screen image that reminds you to check in with yourself, asking questions like, "What for? Why now? What else?"

Delete social media apps.

When it comes to time-sucking, social media apps are the worst. That's not surprising: They're designed to get us to spend as much time on them as possible. Why? Because it's profitable. Every minute we spend on social media is another opportunity to show us ads — ads that have been targeted using the detailed personal information that we have voluntarily shared. In other words, we aren't the customers on social media apps; advertisers are. And our attention is what's being sold.

This doesn't mean you can't use social media if you really want to. But if your goal is to spend less time on your phone, consider limiting yourself to using social media only on your computer.

To sum up, while smartphones have revolutionized our lives, their addictive apps, the never-ending quest for information, and incessant notifications have led to excessive usage with adverse effects. To address this, it's crucial for individuals to set limits, be mindful of their digital habits, and prioritize real-life experiences. By doing so, we can regain control over our relationship with smartphones and lead a more balanced and fulfilling life.

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