SMARTPHONES APPS ARE ADDICTIVE BY DESIGN

Tech companies spend billions on making apps and devices as addictive as possible because ‘maximising engagement’ is the fundamental objective of their business model.

So it’s little wonder that many children are routinely ‘spending six, seven, eight hours a day on social media – often more’ (Ofcom, 2024).



46%

of teens say they use the their phones “almost constantly”

Pew Research Centre, Aug 2022

29 hours

Per week is the average British 12-year-old now spends on their smartphone

Childwise Monitor Report, 2021

2 in 3

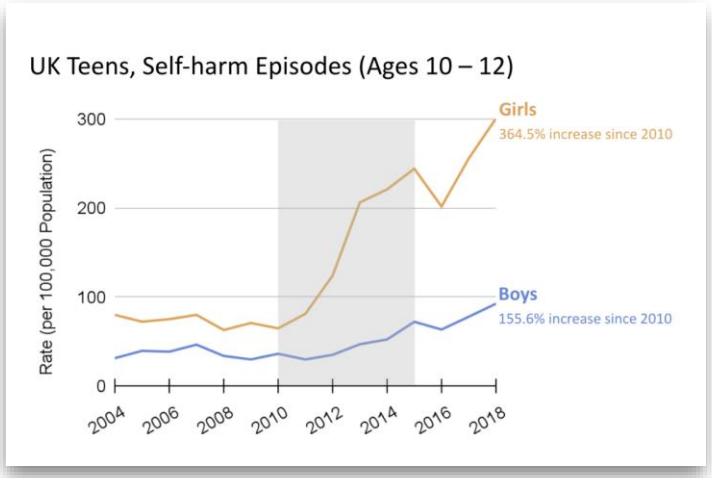
of 11-17 year olds ‘often’ or ‘sometimes’ find it difficult to put down their phone

Common Sense Media, 2023

SMARTPHONES ARE FUELLING A MENTAL HEALTH CRISIS

Rates of depression, anxiety, self-harm and even suicide among teens have all dramatically spiked globally since 2010 – when children started getting smartphones.

A 2023 global study of 27,969 young adults from Sapiens Labs showed that the younger they got their first smartphone, the worse their mental health today.



3x

Teens with problematic smartphone-use are twice as likely to have anxiety and three times as likely to have depression

King's College London, 2024

1 in 5

UK 16 to 18 years olds say that their social media has made them feel that 'life is not worth living'

Parentkind Poll, 2024

53%

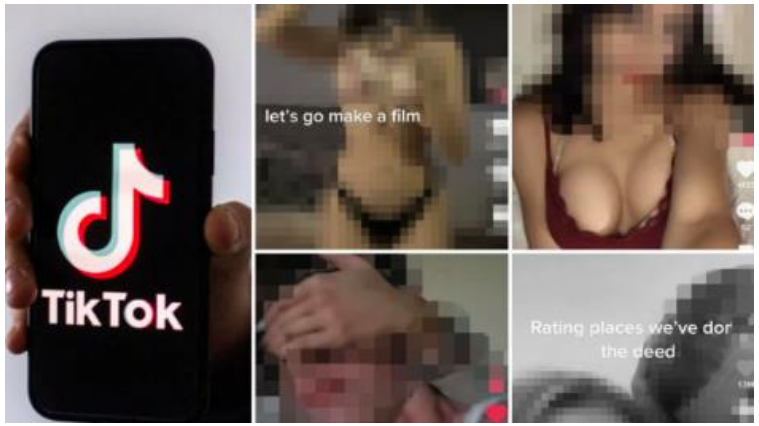
The number of children referred to emergency mental healthcare in England has soared by 53% in three years

Royal College of Psychiatrists, 2024

SMARTPHONES EXPOSE KIDS TO HARMFUL CONTENT

Having unrestricted access to the internet in your pocket creates a gateway to extreme content and viewpoints that we'd never dream of exposing children to in real life.

Hardcore pornography, extreme political views, sexualised and violent imagery, trolling and material promoting suicide, self-harm and eating disorders have become part of the fabric of modern childhood.



51%

of UK 11-13 year-olds have seen hardcore pornography online

British Board of Film Classification Report, March 2022

75%

of UK 15 year olds questioned had been sent beheading videos

Digital Childhoods, children's commissioner report, 2022

90%

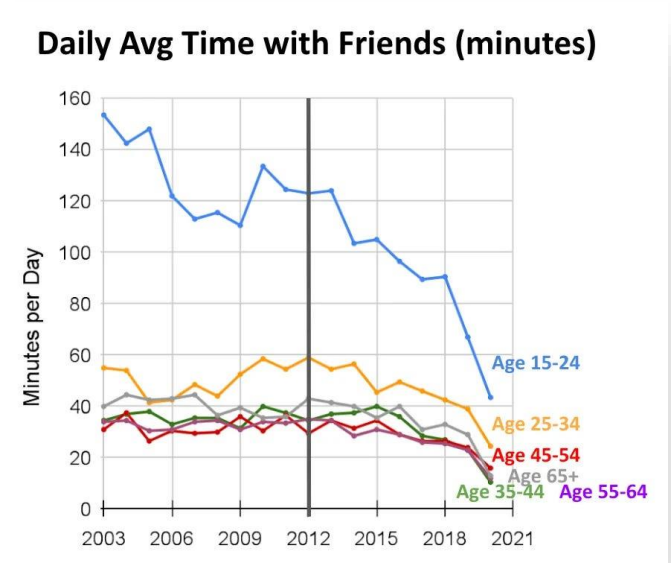
of girls and 50% of boys say they are sent unwanted explicit content

Ofsted review of sexual abuse in schools, 2021

SMARTPHONES ARE FUNDAMENTALLY CHANGING CHILDHOOD

Smartphones are experience blockers, distracting children from engaging in the real world activities and connections that are crucial to healthy childhood development.

The opportunity cost to childhood is profound. The average UK 12 year-old now spends over four hours per day on their smartphone, displacing the kinds of activities that have shaped childhood for millennia.



43%

of US teenagers waking minutes are spent on screens

Gitnux Marketdata Report, Jan 2024

237

On average teens are bombarded by 237 smartphone notifications a day

CommonSense Media 2023

65%

The daily average time that teenagers spend with friends has plummeted by 65% since 2010

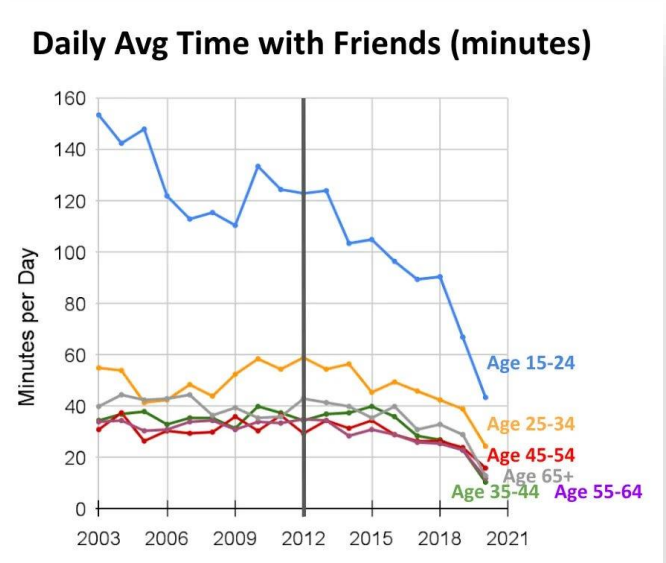
American Time Use Study

SMARTPHONES ARE AN ACADEMIC DISTRACTION

Smartphone addiction has negative impacts on student learning and overall academic performance.

The greater the use of a phone while studying, the greater the negative impact on learning.

The skills and cognitive abilities students needed for academic success are negatively affected by excessive phone use.



43%

of US teenagers waking minutes are spent on screens

Gitnux Marketdata Report, Jan 2024

237

On average teens are bombarded by 237 smartphone notifications a day

CommonSense Media 2023

1-2

Children at schools with effective smartphone bans get GCSEs 1-2 grades higher

Disconnect 2024