OUR TOPIC

PROBLEM FRAMING
How might we tackle the problem of short attention span of children in a digitalized society?

PSYCHOLOGICAL
How have behavior & psychological patterns worsen over time?

What are the root causes?

EDUCATIONAL
How much does education struggle in the worsening of attention span / behavioral pattern?

BUSINESSES
How do businesses fall to find the balance between societal implication of digital addiction and the growth of their business?

WHAT

PROBLEMS RELATED TO SHORT-ATTENTION SPAN

- What does short-attention span mean?
- What causes children to have decreasing attention span?
- How would education & parents play a role in this?
- What is the implication of having less attention span?

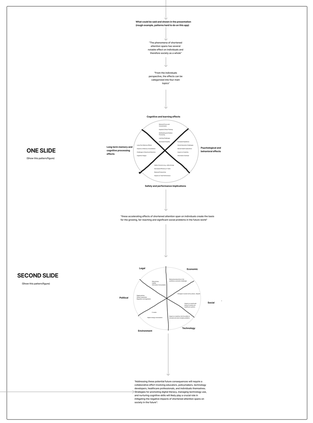
WHY

REASONS THIS TOPIC IS CRUCIAL TO ADDRESS

- Paying attention and persisting on tasks are **foundational skills** that are critical early in life and continue to affect individuals throughout childhood & into adulthood
- Especially important for accomplishing major life goals: academic achievement, social behavior, etc.

HOW

POSSIBLE SOLUTIONS / IDEAS TO TACKLE IT



App that sends notifications after using the same app for a long time?
- videos/time
- alternative suggestions
- are you feeling like...
- how much of your day was wasted looking at your phone

Sara Alto

Some ideas / otso

Digital Literacy Education; incorporate Digital Literacy into Curriculum: Educational institutions should include digital literacy as a core component of the curriculum. **Students should be taught how to critically evaluate information, manage digital distractions, and use technology mindfully.**

App and Website Design: App and website developers should design interfaces that minimize distractions and promote focus. This includes options for turning off notifications and reducing clutter. – **As discussed, after sometime it won't be that effective anymore?**

Distraction-Free Modes: Offer distraction-free modes in apps and software for tasks that require concentrated effort. – **"we think schools should ban phones because of these good reasons we just presented"?**

Psychological Support: Counseling and Support: Could the EU make it mandatory for governments to offer **psychological support and counseling services to individuals who struggle with technology addiction or attention-related issues. (example)**

STATISTICS / DATA

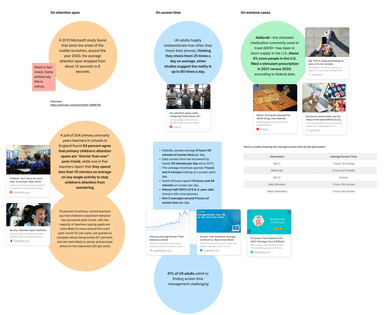
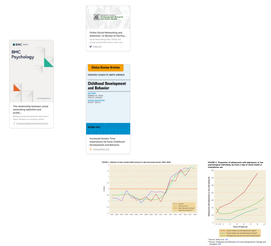
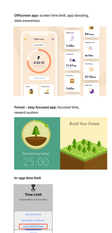


FIGURE. Screen media overuse and associated outcomes.



IDEAS / SOLUTIONS

1. What are we trying to tackle?
2. Why is this problem so hard to tackle?
3. In areas where screen time could be reduced, is there an existing solution out there?
4. What are the barriers from the existing solutions?
5. In what way can we make a difference in addressing it?
6. Any gaps / opportunities we can utilize?
7. What novel solution can we offer apart from existing ones?



How should we systemize / integrate them?

Section 2

PRESENTATION FLOW

The problem
1. The big problem: Shocking data about screen time?
2. The complexities: Why is this hard to tackle
3. Areas of which screen time could be reduced
4. Existing solutions: Do we need another screen time app?
5. Three Barriers: Reluctance, Ineffectiveness, Anxiety
6. HMW provide better motivation for younger generation to reduce screen time?
7. 2 contrasting statistics: Digital native generation & Social craving generation

Solutions
8. Logo + movement
9. Logo + service
10. Activities
11. Discounts numbers
12. User approval
14. Touchpoints
15. Future research/possibilites

Section 2

IDEAS / SOLUTIONS

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Offer discounts corresponding to your screen time. so, for example, a maximum discount of 50% will be valid for everyone who used the phone for less than 2 hours a day (according to average statistics)