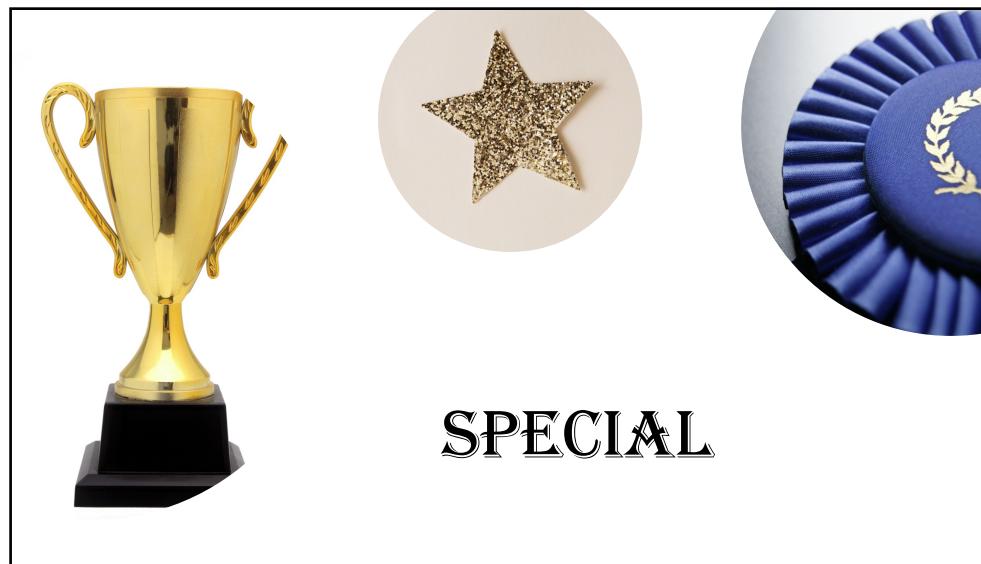


1



2

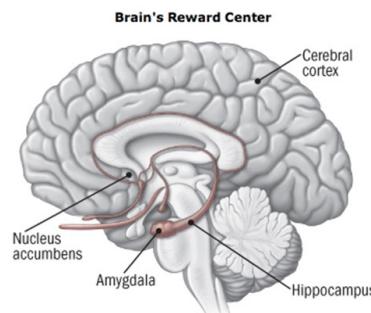


Meet Tom

- Tom is eight.
- He is sometimes allowed to use his father's iPad to play Minecraft when he has been well behaved.
- He's also sometimes given his mum's phone to play with as long as he keeps quiet. If he gets noisy, it's taken away.
- For Tom, playing on a device is associated with parental approval.
- The 'reward' part of his brain is now associated with 'device'. This is associative learning.

3

When something is used as a reward and is paired with approval, it starts to feel more rewarding



4

Their relationship with screens is now different. It's not just about enjoying it, it's about the 'gold star glow' that has acquired.

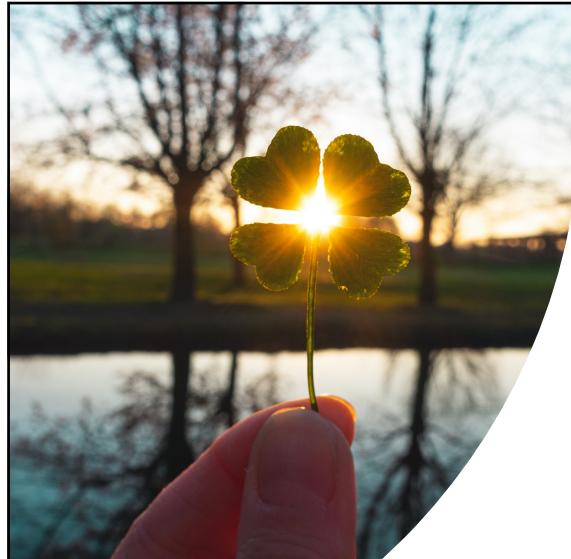


5

Think about gold stars! Is it really the star which feels good?



6



SCARCITY

7



*We can do
anything you
like today -
as long as it's
not on a
screen.*

8

Marketing uses this all the time

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WEIGHT LOSS

- RESTORE FOCUS
- WAKE UP RESTED
- FEEL REVITALIZED

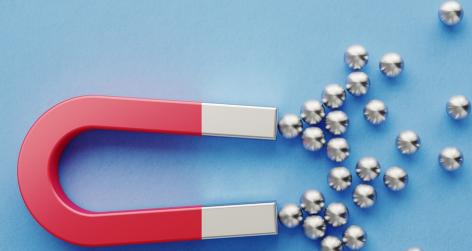
10

Screens are now
not just another
activity, they are a
**special scarce
reward**

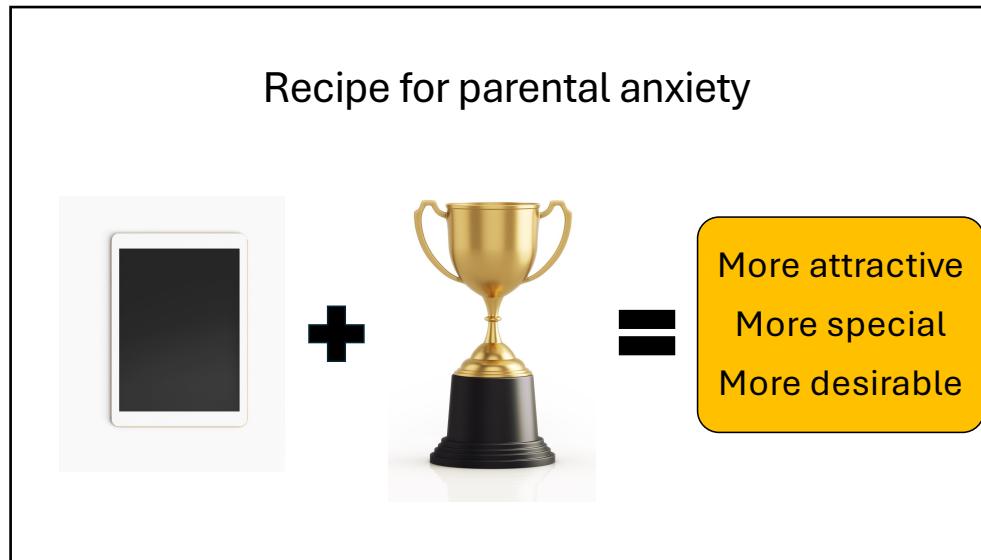


11

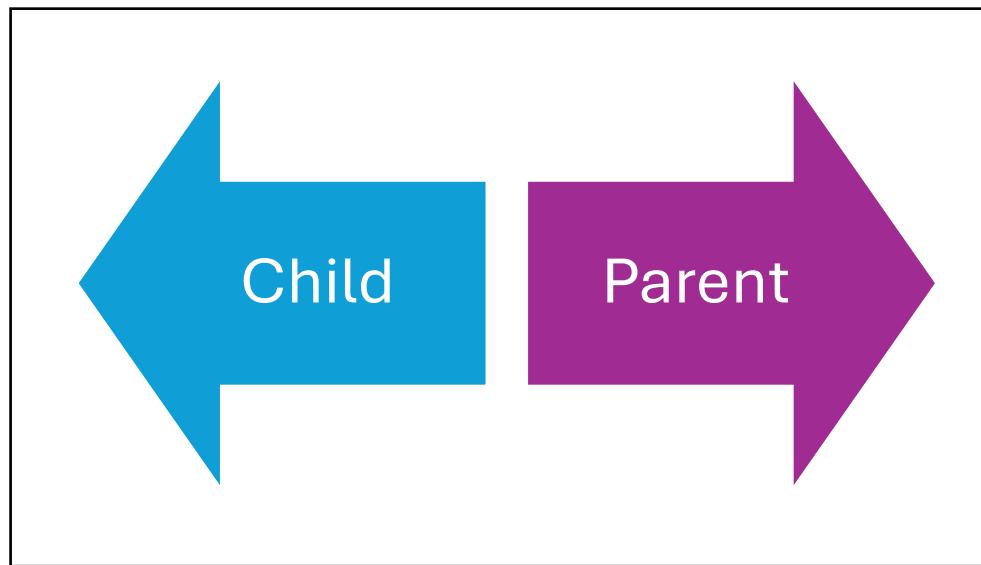
We've added an
extra attraction
on top of natural
motivation



12



13

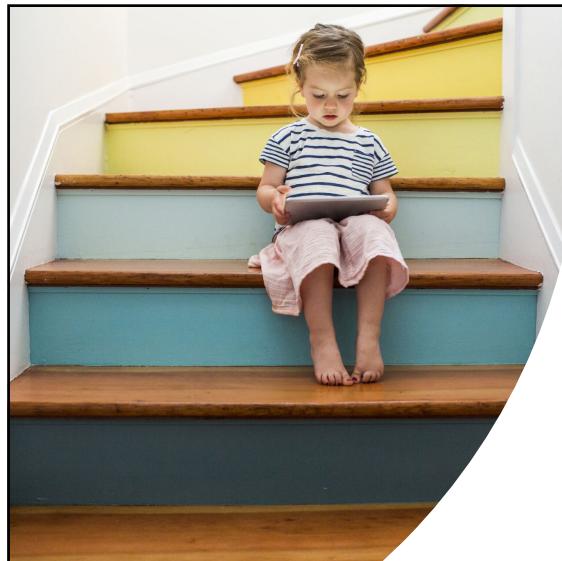


14



Parents then see this desire as ‘addiction’ and get more scared – and so they limit more

15



16

Meet Marianna



- Marianna is twelve. She loves playing Minecraft, Among Us, Fall Guys and Roblox.
- Marianna's mother allows Marianna to play for one hour a day but she tells her that she thinks they are addictive rubbish. She never asks about Marianna's games.
- Marianna knows her mother thinks video games are bad for her – but she loves them.
- Marianna never talks to her mother about her video games, she is too afraid of her disapproval.
- Marianna feels guilty about enjoying video games so much and knows that her mother regrets ever getting her an iPad.

17

Parents (inadvertently) make screens more attractive at the same time as telling children they have no value

- They really want to use their screen but also feel bad about it.
- It can lead to the behaviour which makes parents worried about addiction.
- It stops children from being able to freely choose to do other things than their screens.

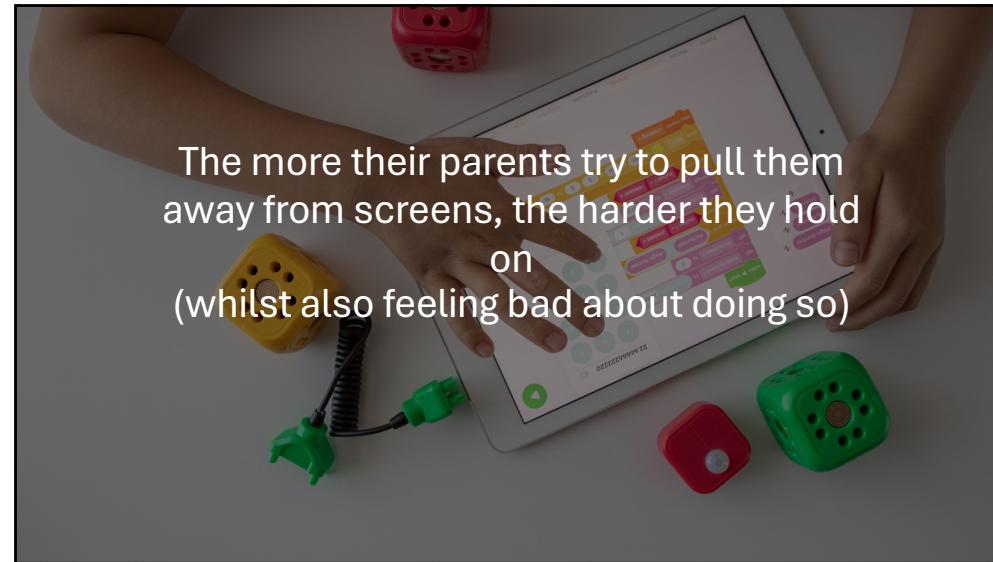
18

This damages the relationship between a parent and their child

- Children lose trust in their parent.
- They feel that something they are doing isn't valued by the parent.
- Parent takes a very different attitude to screen time than to (for example) reading, outdoor activities, games, crafting...
- Everything becomes about the tension 'can I get them off their screen?'.

19

The more their parents try to pull them away from screens, the harder they hold on
(whilst also feeling bad about doing so)



20