

The Problem

Over **5 billion internet users** worldwide spend an average of **7 hours per day** on digital applications, leading to widespread **digital disconnect** from real-world experiences, **passive consumption** of content, **fragmentation of personal histories**, and **difficulties in managing social connections**. This excessive screen time results in significant **productivity losses**, with the US alone experiencing an annual **cost of \$86.3 billion**, highlighting the global economic and social impact of these issues.*

* The Impact of Unmanaged excessive screen time in the United States, American Optometric Association 2024