**INSTAGRAM WOULD LIKE TO ASK USERS TO TAKE REGULAR BREAKS**

Adam Mosseri talks about a recent test in a new video. After a certain amount of time, this reminds users to exit the app and do something else.

* divide
* handoff
* divide

Apps like TikTok, YouTube, or Instagram want users to spend as much time as possible in the applications. The fact that this does not necessarily contribute to (mental) health has been discussed at least since the revelations by Frances Haugen. But the platform's advertisers pay for the eyes on their ads. That means more time online means more money for Instagram. However, the app is now testing a function that could have the opposite effect: users are reminded to take a break after a set time.

**Take a break: Instagram reminds you to take breaks from the app**.

In a short Instagram video, CEO Adam Mosseri explains the test. Users can select a time (10, 20, or 30 minutes) after which Instagram will remind them that they want to take a break. The pop-up also gives tips on what to do instead, like taking a few deep breaths or listening to your favorite song.

*©Instagram*

Fight against smartphone addiction.

Many applications use this type of reminder – especially those that target children. For example, the Nintendo Wii regularly reminded people to take breaks in the fresh air. Netflix also asks after a few episodes if you're still there and want to continue watching. But with social apps, it seems that not only children need to be reminded of regular breaks. The platforms are designed in such a way that even adult users can hardly get away from them. Young people spend up to 70 hours a week online, 41 of them on their smartphones. For some, excessive use even leads to addictive behaviors, as evidenced by users feeling uncomfortable when their phone isn't around or panicking when the battery is low.

Therefore, Instagram's test, which is initially visible to one to two percent of users, should be well received. If so, the feature is set to roll out to everyone in the coming months. The intention behind it, i.e., whether Instagram is concerned about the well-being of the users or wants to limit damage according to the Facebook files, can be considered secondary.

B *do you feel like you're on your cell phone too much? And do you set yourself limits in terms of usage?*

Source: <https://storiesdown.com>