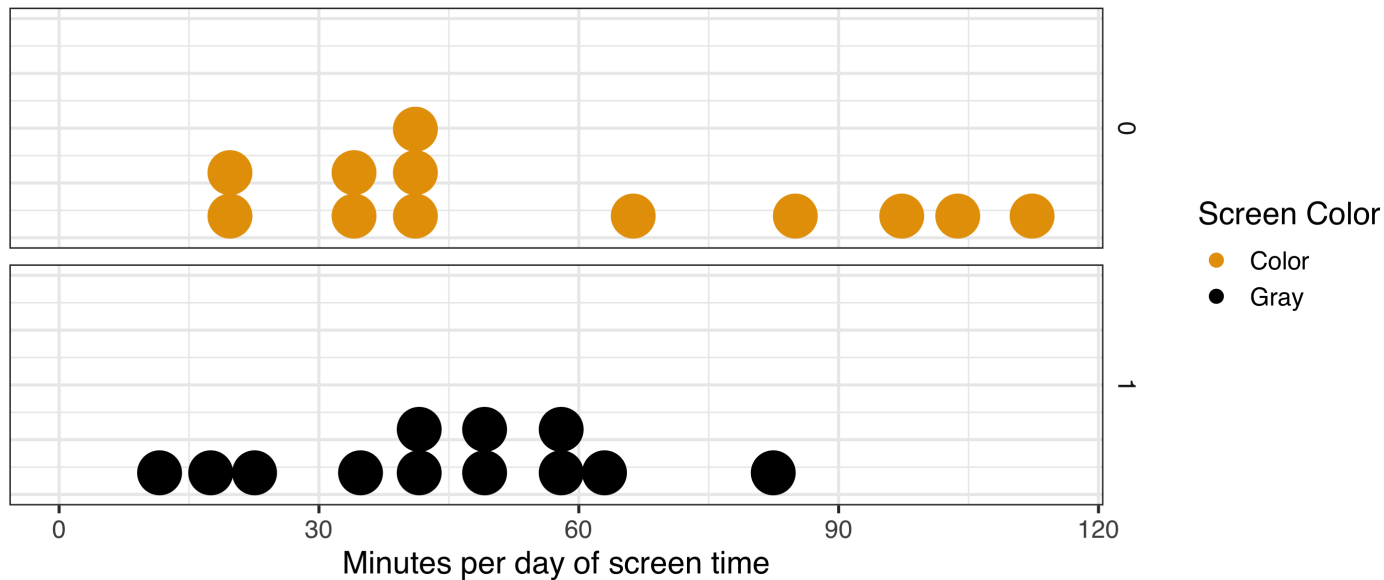


## The Effect of a Gray Phone on Minutes Per Day

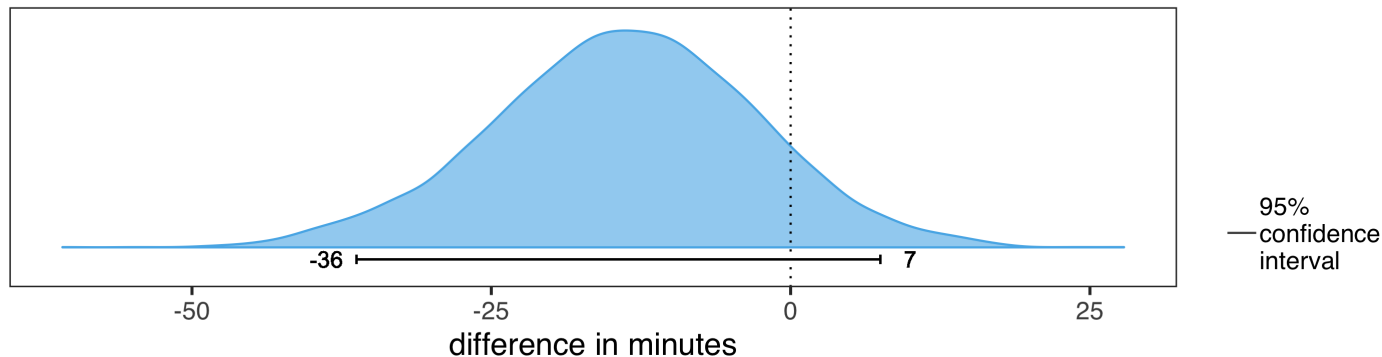
This animation shows how many minutes you spent on your phone on days with a full-color or a gray screen.



What, if any, is the difference in screen time between color days and gray days? This next chart illustrates the range of possible effects from turning your phone gray. We estimate a 95% chance that an experiment would observe an effect on your phone, in your life between these two numbers.

If you are curious about whether there is a positive or negative effect, the chart also reports the percent chance that an experiment would find an effect of at least 5 minutes per day in a positive or negative direction.

**Turning your phone grayscale causes a difference in screen time between -36 and 7 minutes on average.**



Results from non-parametric bootstrap (n = 26 days). If you repeated this experiment 5000 times, 95% of those experiments would find an average difference somewhere between -36 and 7 minutes. Increase: 4% would find that a gray phone \*increased\* your screen time by 5 minutes or more per day. Decrease: 79% would find that a gray phone \*decreased\* your screen time by 5 minutes or more per day. Analysis by the Gray Phone Challenge (Princeton University and CivilServant.io)