

Was your behavior different than normal during the test?

While the experiment compares behavior between days with gray and full-color screens, it's possible that your behavior was out of the ordinary in the weeks when you were switching back and forth. To doublecheck, we set your first seven days to be a "baseline" period and only asked you to start changing your screen colors after those seven days.

Why might your behavior be different on days during the experiment? First, because you have to use your phone to change the screen colors, you can expect to use your phone more on days when you get a text from the Gray Phone Challenge. Second, maybe participating in the study made you more attentive to how you use your phone, making the experiment conditions different from your typical life.

In this chart, we show your baseline behavior and your behavior on full-color days during the experiment. You can expect your behavior to be just a little bit different. If the results are very different, the experiment is valid, but any effects outside the Gray Phone Challenge might not be the same.

