Defining addiction:

a strong inclination to do, use, or indulge in something repeatedly https://www.merriam-webster.com/dictionary/addiction

40 hours of reading news maybe considered knowledgeable, curious minded 40 hours of tik tok is someone with little passion, ambition discipline

How can we attribute such a basic concept but also large word when we judge it by different means

https://ieeexplore.ieee.org/abstract/document/9416645

Second, and a related point, is that it is not clear to what extreme a behavior must fall before it would be considered an "addiction". That is, one may ponder whether or not merely occasional (e.g., a couple of gambling sprees) or constant engagement (e.g., gambling to the point of bankruptcy) in an addictive behavior could indicate appetitive motive, preoccupation, loss of control, temporary satiation, and occurrence of negative consequences of sufficient magnitude or frequency to label the behavior as an addiction.

A final limitation is that we did not place emphasis on the knowledge that addiction may be context-dependent. That is, what is considered an addiction in one social-environmental location may not be considered an addiction in another location [27]. For example, daily use of marijuana may be considered an addiction in the United States but not in some settings in Jamaica. Likewise, at a more specific level of inquiry, the five definitional elements offered herein (appetitive engagement, preoccupation, satiation, loss of control, and negative consequences) may vary in application in different social-environmental locations. It is likely that more extreme levels of each of these elements would be considered definitive of addiction when examining marijuana use in settings in Jamaica in comparison to the US; that is, it may be difficult to remove addiction and its defining elements from varying normative standards of behavior. A common scenario is one in which

a person forgets where they parked their car after a drinking episode. This scenario might be interpreted as a negative consequence of drinking, or as a humorous story, depending on the social norms in operation when the event is being vocalized (e.g., at church *versus* a college fraternity gathering).

But even if we solfided the definition addiction too:

https://www.healthdirect.gov.au/what-is-addiction#:~:text=Addiction%20is% 20when%20you%20have%20a%20strong%20physical%20or%20psychologi cal,that%20it%20causes%20you%20harm.

Addiction is when you have a strong physical or psychological need or urge to do something or use something, companies especially these days, don't even need your undivided attention to mak e money, simply being on insta for 5 mins provides them with money bc of how much they get from ads so they don't need an urge or heavy usage, simply a visitation, to briefly bring you back

Defining engagement: Emerging from this research is a definition of engagement—a term not defined consistently in past work—as a quality of user experience characterized by attributes of challenge, positive affect, endurability, aesthetic and sensory appeal, attention, feedback, variety/novelty, interactivity, and perceived user control.

https://onlinelibrary.wiley.com/doi/10.1002/asi.20801

- Based on quality IDEA, many companies genuinely working towards a good experience for their customers

If we were to take apart this argument...3

Something that in itself is not so addicting. Playing a board game can be addicting and so a shift online doesn't randomly introduce addictive content. It's always been there

Similarly, people have always been interested in media and entertainment...now, because clips are shorter, it is easier to digest a larger amount of information and amount of videos, it's not necessarily that addiction was just introduced, it's always been there.

- Get smth in return, so not taken advantage, addiction implies that
- Quick clicks bring ads
- Not all addiction is bad
- Shifting addiction from IRL to online, addiction still existed

- Don't have to be addicted to buy a product