

Why this Habit Exists

1. Constant Availability

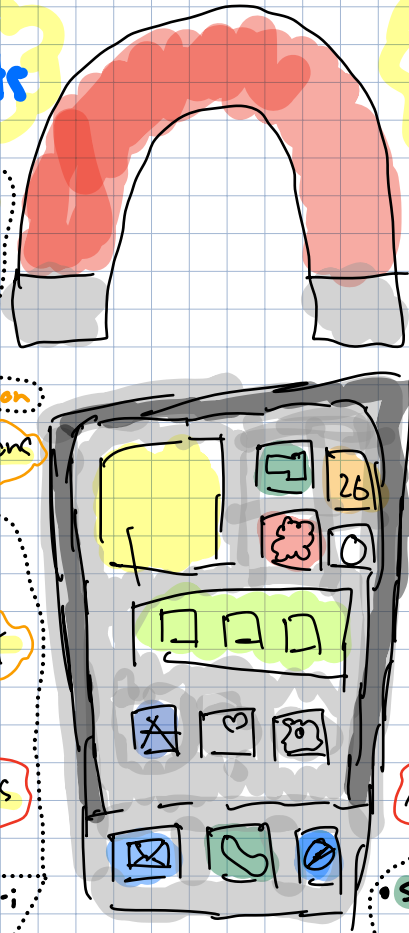
- Key idea**
- Work **bleeds** into life
 - Being "on call" = **stress** + **exhaustion**
- Notifications**

2. Attention Hijacking

- Key Idea**
- Pings **interrupt** focus
 - Even hearing a notification **hurts** performance
- Habit**
- Stress**

3. Relationship Cost

- Key Idea**
- Phubbing** = relationship damage
- Relationship Cost**
- Phubbing** = relationship damage



THE PHONE

so scary

How to Break the Habit (solutions)

Redesign the Cues

A: Remove Context Cues

- Big Idea**
- Leave phone **behind**
 - Breakfast, coffee, elevator **X**
- DANGER ZONE**

ADD FRICTION

Make bad habits harder

- Examples:**
- Silence alerts
 - Turn phone off
 - Zip phones away
 - Delete Apps

Stack a better behaviour if you do check, do something meaningful

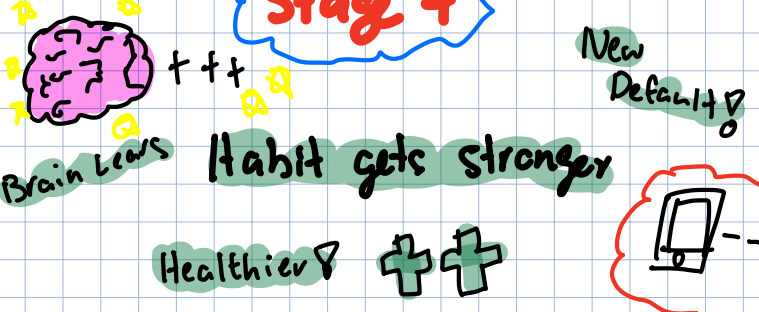
- Call family
- Raise "cost"

Big Feedback Loop: "Breaking the Phone Habit"

Stage 1



Stage 4



Stage 2



Stage 3

