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# The iSocial Bug

How far does the iPhone affect the minds,  
emotions and behaviour of our society?



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Since the inception and release of the Apple iPhone in 2007, the iPhone has been often described to be an extension of our physical selves. Referenced, as **an umbilical cord, anchoring the information of society into an individual being**. The idea of buying and owning an Apple iPhone makes the user feel good about themselves and creates the feeling of being connected globally at just a fingertip away.

Since smart phone devices such as the iPhone have evolved and improved with new technology advancements and design style over the decades, the popularity of owning an **iPhone** or smart phone device has increased dramatically since release. Owning an iPhone allows the user to connect to a wider network of contacts without a limitation.

In an individual's everyday lifestyle, the iPhone or any other smart phone device has become the primal focus and subject for the user to have at all times. The negative impact and consequence to this is what is known as **dependent** or **develop** both an **emotional and physical attachment to their**



**iPhone.** The idea of cell phone attachment and dependency evolved from users using the iPhone as an alarm clock or timer to sleeping with the iPhone under the pillow or on the bedside table. The dependency and attachment of a user to an iPhone gives the impression of being constantly connected, involved within the world and brings to light the idea of feeling less alone. In particular teenagers are the most common factors with phone dependency.

In a 2015 journal article, an alternate explanation or reason as to why people (users) are attached to their iPhone is the idea of **"fear of missing out" (FoMO)**. Which can be defined as *"the fears, worries, anxieties people may have in relation to being out of touch with events or experiences that is out of their extended social circles"*.

The (FoMO) draws a negative impact for the iPhone image as users become heavily reliant on a smart phone device and artificial intelligence rather than real events. Leading to **excessive iPhone usage and addiction that can bring harmful effects to our mental health**. The Apple iPhone was

designed strategically and specifically with the support of app developers to design online platforms with the intention and goal to keep users occupied for long periods at a time. The pre-installed apps are designed to “hook” people to their devices.

Social media is dominant platform with excessive iPhone usage daily as an approximate 30% of daily smart phone users use social platforms such as WhatsApp or Facebook by the 15-35 years market range. Social platforms were designed to attract users and is a factor of excessive iPhone usage daily.

**2.71 billion humans use a smartphone worldwide**, the excessive usage of smart phones can be referred to as a phone addiction. A phone addiction creates the impact and consequence of social communication and an impact with face-to-face interactions. Excessive usage lowers a users empathy and social skills with the idea of communicating through a screen is more plausible.

It is most common that adolescents are identified as a major risk group for falling to the smart phone addiction or the ‘iPhone craze’. This period is important as excessive usage whilst brain development in adolescence is at a higher risk and prone to addiction. The impact of mobile addiction can result in common symptoms of:

*Lack of control, withdrawal, mood modification, lies, or loss of interest. the course of climate.*

**How exactly does the iPhone affect the minds, emotions and behavior of our society?** It is found the average user within the young adult group send 109.5 text messages per day or check their phone at least 60 times a day. Being dependent on an artificial intelligence through multiple social platforms and receive numerous notifications creates the idea of feeling wanted and connected rather than feeling ‘alone’. **The downfall creates senses of panic, anxiety and depression. How far will it go?**



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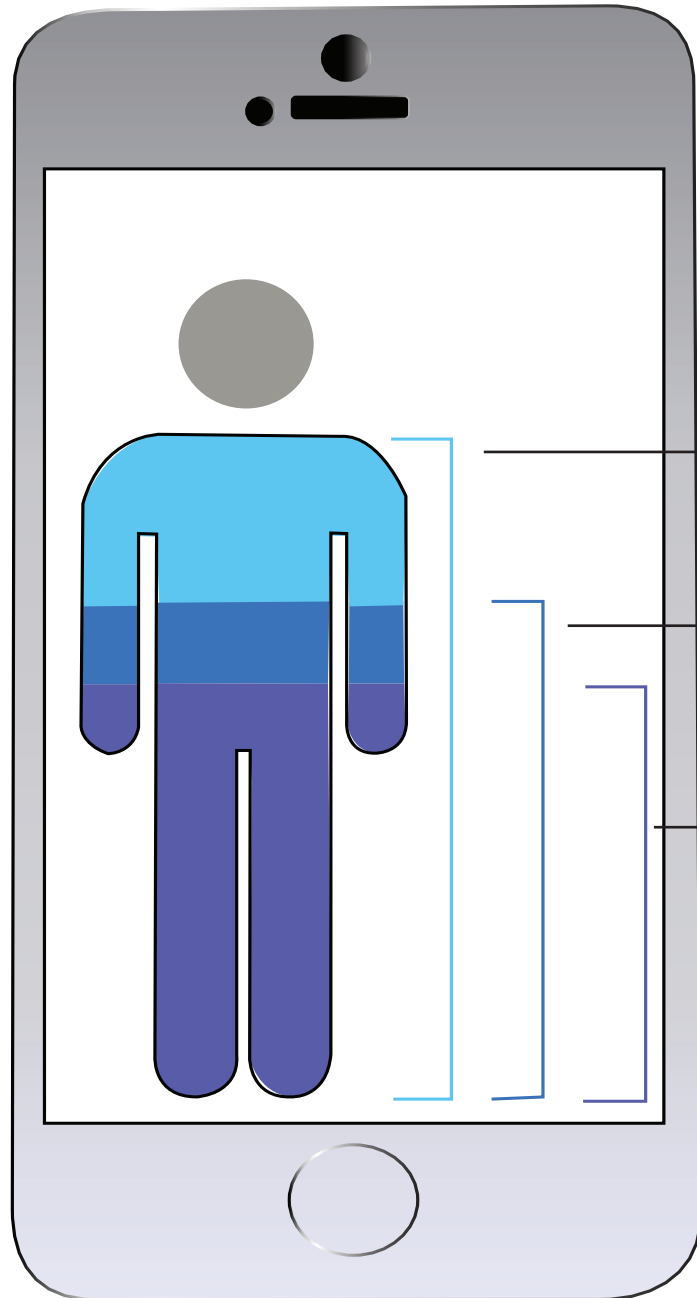
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# How does Social Media affect the Society?



80%

*Reported that it is easier to be deceived by others through their sharing on social media.*

60%

*Report that it has impacted their self-esteem in a negative way.*

50%

*Report social media use having negative effects on relationships.*

# Common symptoms in those who excessively use Social Media

- Using social media to modify mood
- Neglecting personal life
- Preoccupation with social media
- Building a tolerance
- Using social media for escapism
- Lying about the time spent on social media



# Percentage of people using social media on a daily basis

