Beat: Health

CELL PHONES ARE THE NEW ADDICTION - WE SEARCH FOR WAYS TO JUSTIFY OUR HABIT

EXACERBATION ADDICTION TO CONNECTIVITY

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USPA NEWS - Nowadays people stay connected to the internet when they leave home, and their smartphones and tablets are just as or even more convenient than desktop computers. That means we have no rest from endless Twitter or Facebook feeds, even in the subway or on a bus...

Cell phones are the new addiction, and a new public opinion poll from the National Safety Council shows Americans realize it. According to the poll, 82 percent of Americans believe cell phones are addictive. We only need to look around to see that perception materialize. The emergence of smartphones has exacerbated our addiction to connectivity, not to mention pleasure.

We need to dispel the myth of multitasking. Many of us think the key to having it all is doing it all - at the same time, without missing a beat. In reality, when we try to multitask we are virtually assured of missing something. When we ask our brains to focus on two cognitively demanding tasks at the same time, the brain will prioritize one above the other and shift between the two.

Basically, high-frequency internet users get distracted more easily even when they are not surfing in the web. For instance, they demonstrate a tendency to miss important appointments or even forget why they have just moved from one room to another.

Overcoming addiction is incredibly difficult. Some smokers kick the habit when they understand the grave consequences. But far too many end up looking back and wishing they'd stopped.

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V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Yasmina BEDDOU (Journalist/Director/Photographer)

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Editorial program service of General News Agency:
UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
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