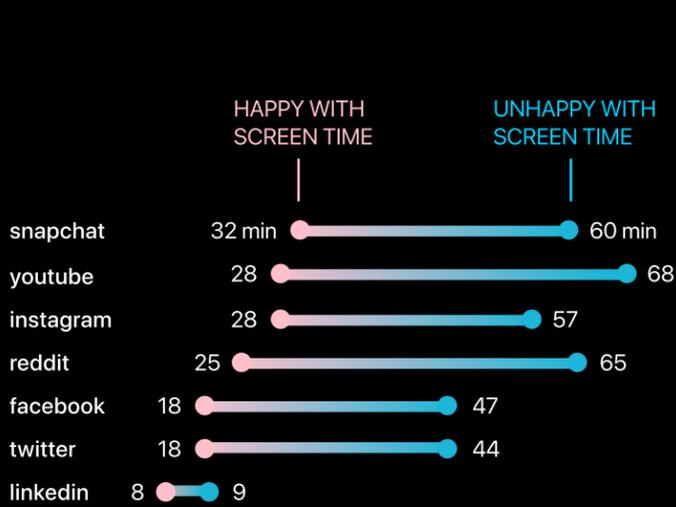


The urge to quit social media

"It was a love-hate relationship from the beginning. But it always felt like the benefits outweighed the costs."

IS THIS YOU?
WELL, YOU'RE NOT ALONE.



AVERAGE DAILY TIME SPENT ON SOCIAL MEDIA

it's not what you do on social media, it's how long you stay on it at a time.

P.S IT IS NOT YOUR FAULT.

INFINITE SCROLLING • VIDEO AUTO PLAY • PERSONALISED CONTENT • THE DOPAMINE HITS • CONFIRMATION BIAS • RECIPROCITY



THEY ARE BUILT TO BE ADDICTIVE



EVERYONE AROUND YOU IS ON IT

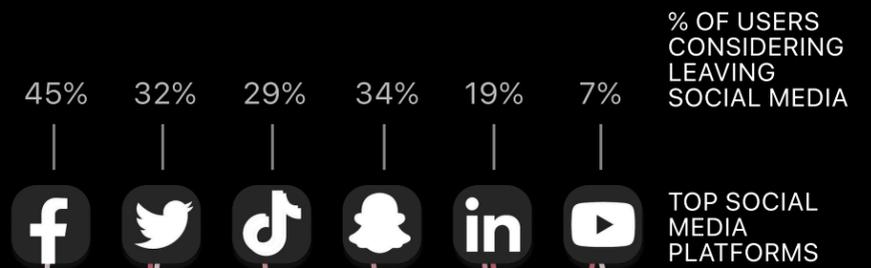


PEOPLE SAY THEY SHARE TO GIVE OTHERS A BETTER SENSE OF WHO THEY ARE & CARE ABOUT.



PEOPLE SAY THEY LIKE TO STAY CONNECTED & MAINTAIN RELATIONSHIPS

#TAKEBACKYOURLIFE



lara | 19 yrs
*guilt quitter
*every few weeks
#confused

ruhi | 30 yrs
*intentional quitter
*for 2 years now
#evaluating

caleb | 24 yrs
*experimental quitter
*for one month
#discovering

