



Broad Solutions To Smartphone Addiction

A Survey of Workplace Managers

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Screen Education



Survey Overview

Background

1. Americans have been concerned about smartphone addiction since the news media began reporting on it in 2017.

2. Screen Education's research finds it has a deleterious effect on school and the workplace.

3. People are frustrated by their smartphone addiction, and wish they could control it.

4. Yet very little has been done to address the problem.

5. We wondered whether people were sufficiently fed up with their smartphone addiction that they were hungry for bold, broad-based solutions.

Primary Objective



To get reaction to a set of bold, broad solutions to smartphone addiction from workplace managers.

Secondary Objectives

1. To determine the extent of the problem of smartphone addiction in the workplace.

2. To understand the negative consequences of smartphone addiction for the workplace.

3. To understand the level of concern about smartphone addiction among workplace managers.

4. To understand the degree of desire for assistance in addressing smartphone addiction.

Research Team

Research Team Members

Rahul Bhatnager, Director – Platform Solutions, *Innovate MR*

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Research Organizations



Research Process

Recruitment



We recruited participants using
InnovateMR's Vision Suite™.

Participant Qualifications

- At least 24 years old
- Employed full-time
- Non-dangerous, non-industrial work setting
- Believe at least some of their employees use their smartphones for personal reasons during work hours
- 3 or more direct reports

Online Survey



Respondents completed an online survey that was programmed and fielded using InnovateMR's Vision Suite™ and proprietary PointClub Panel

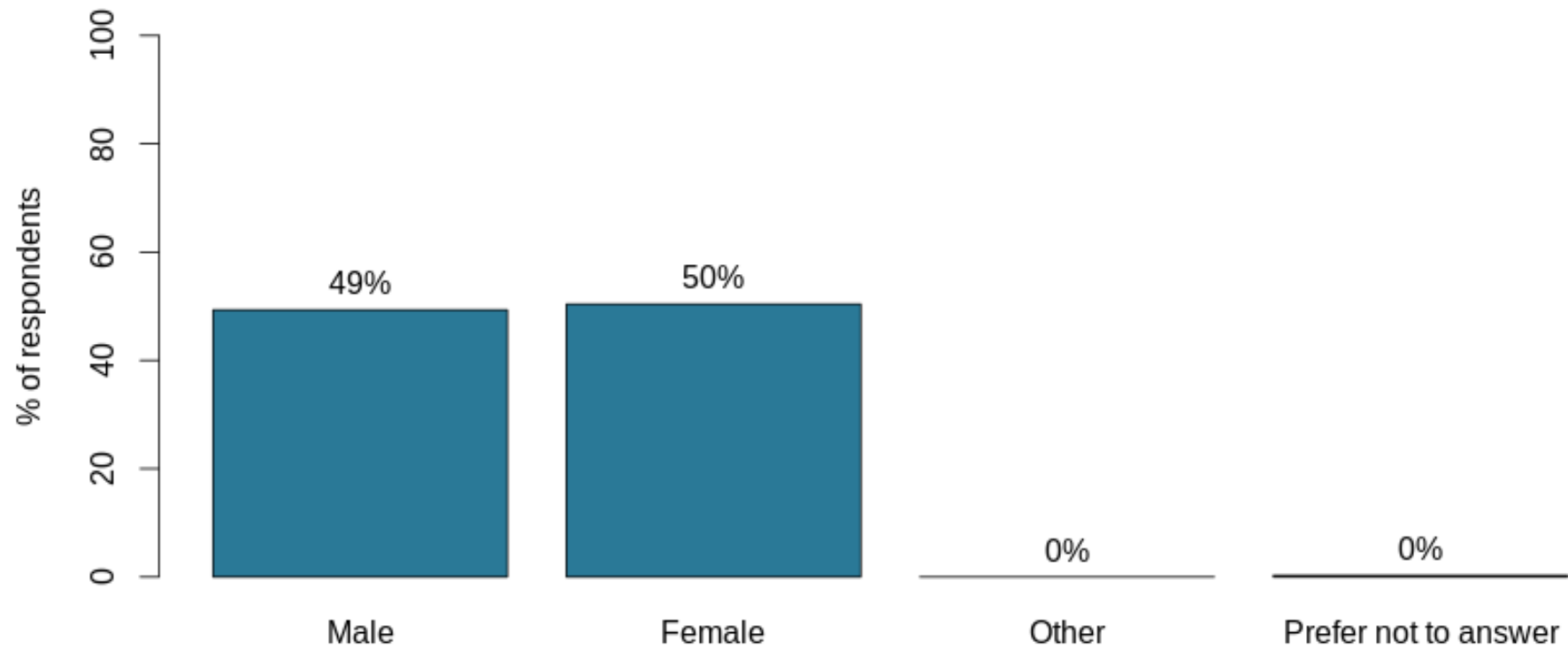
Sample Size



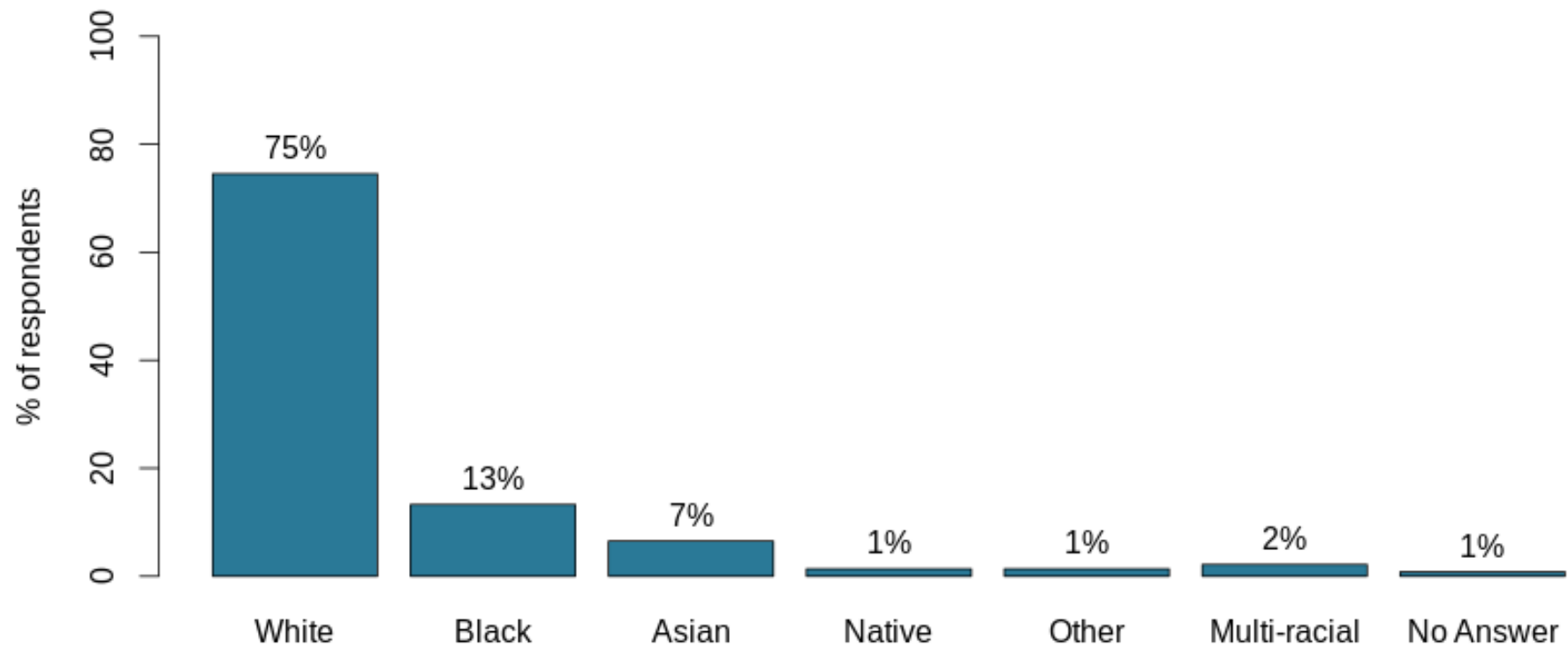
- Completed surveys: 369
- Margin of error: 5%

Respondent Demographics

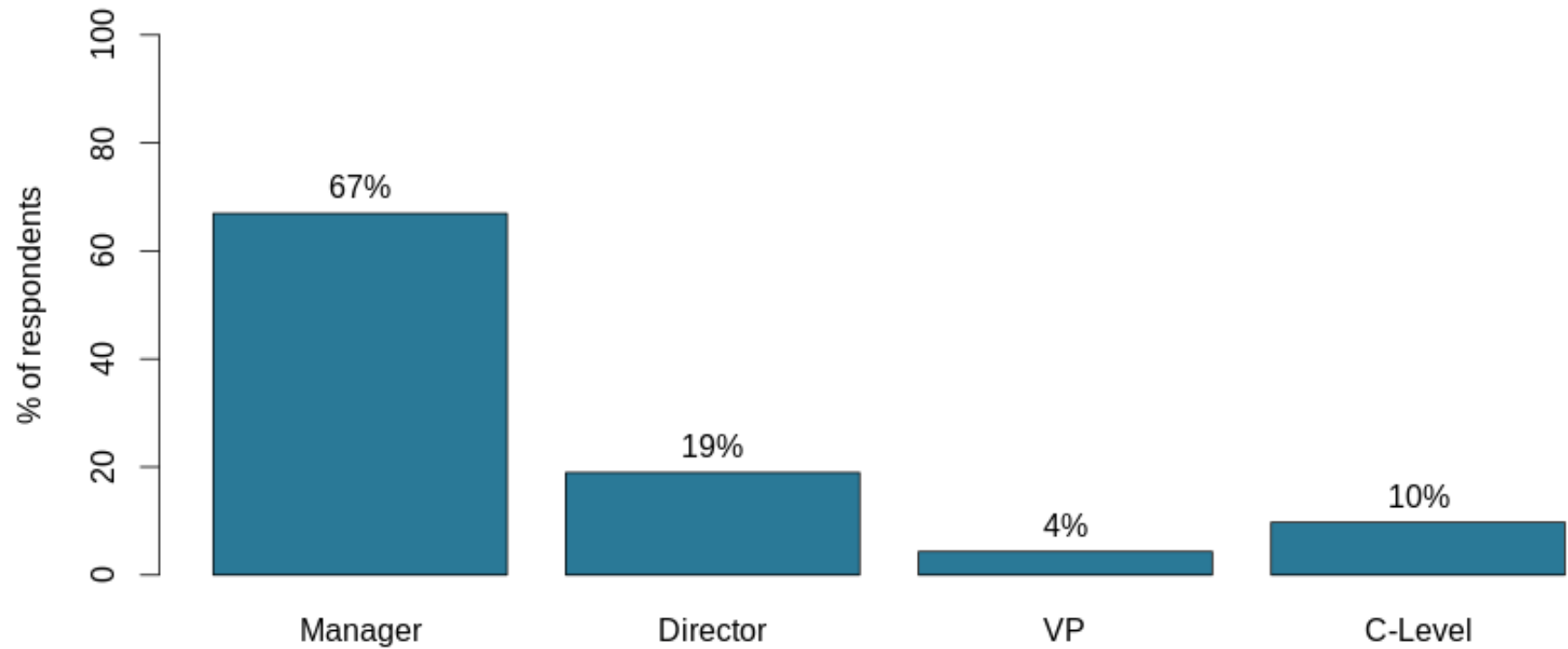
Gender



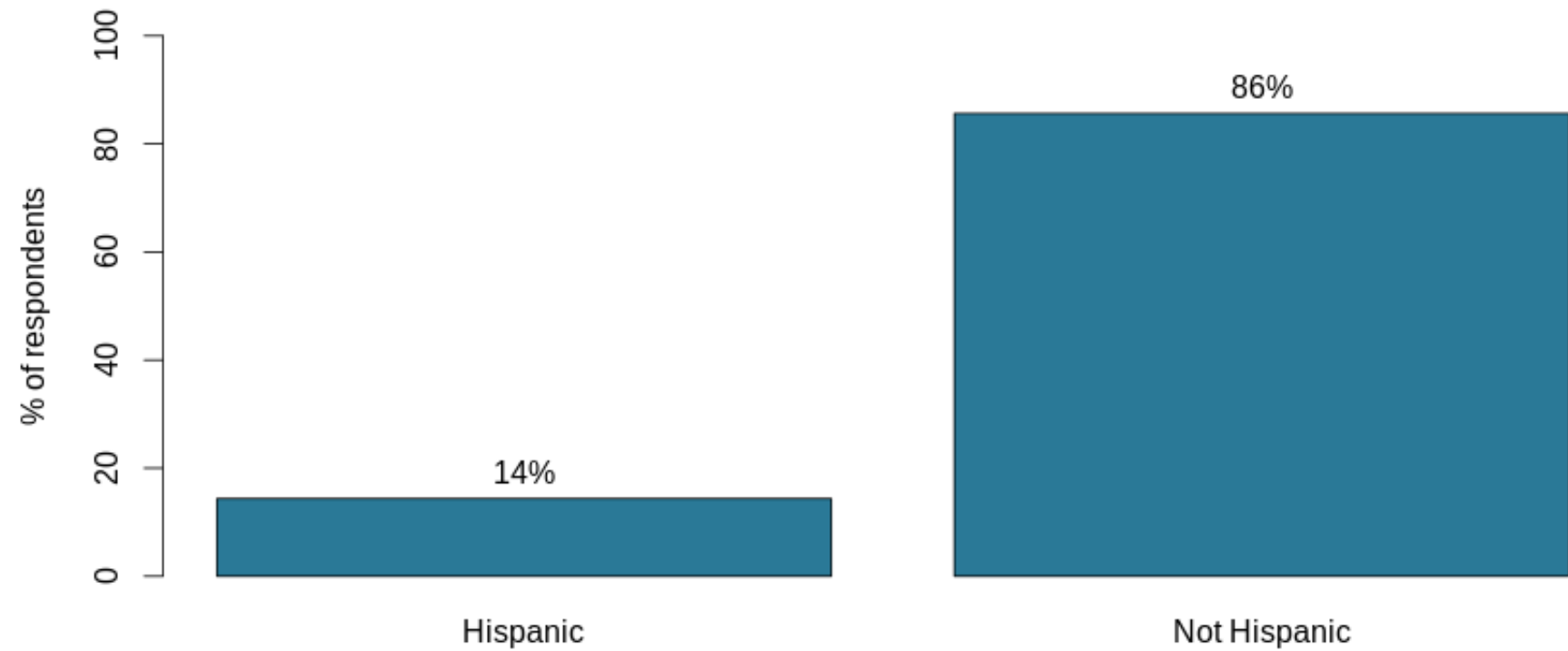
Race




Position



Ethnicity

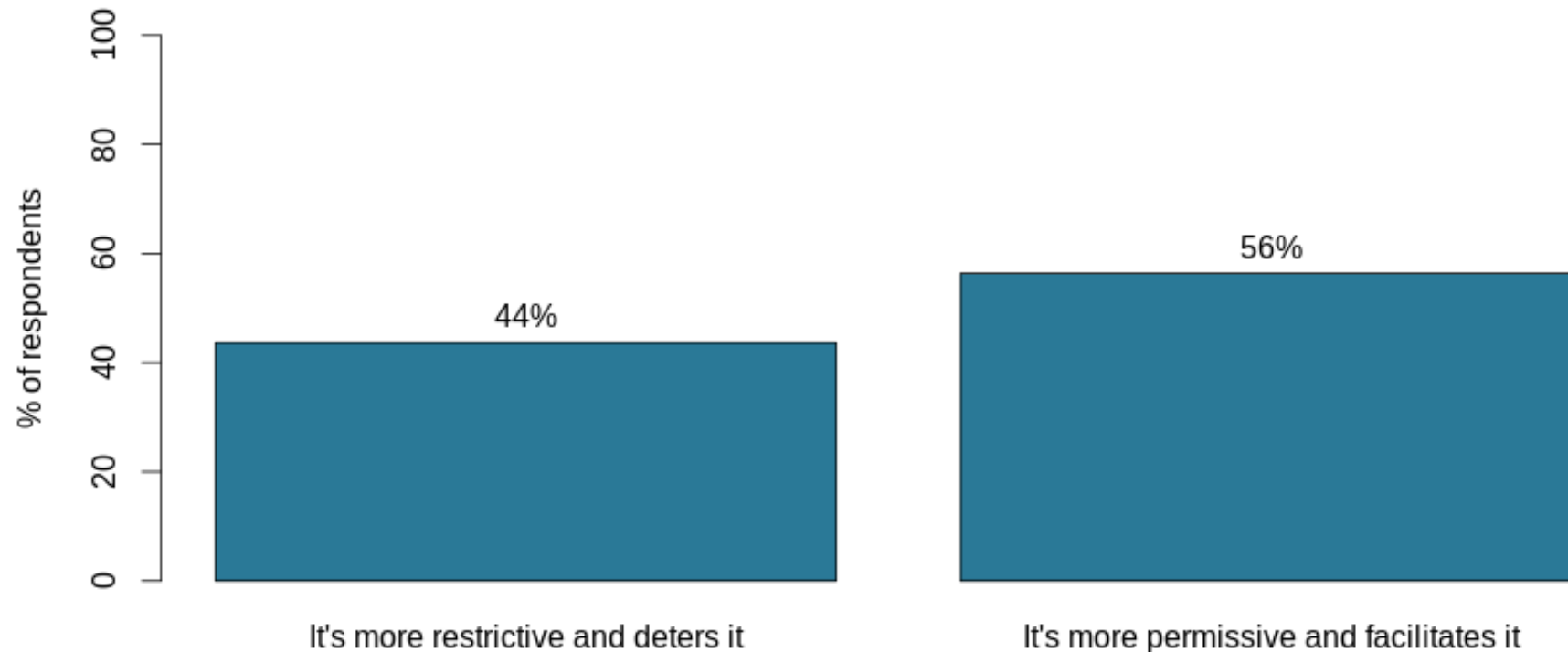


How much of a problem is
smartphone addiction?



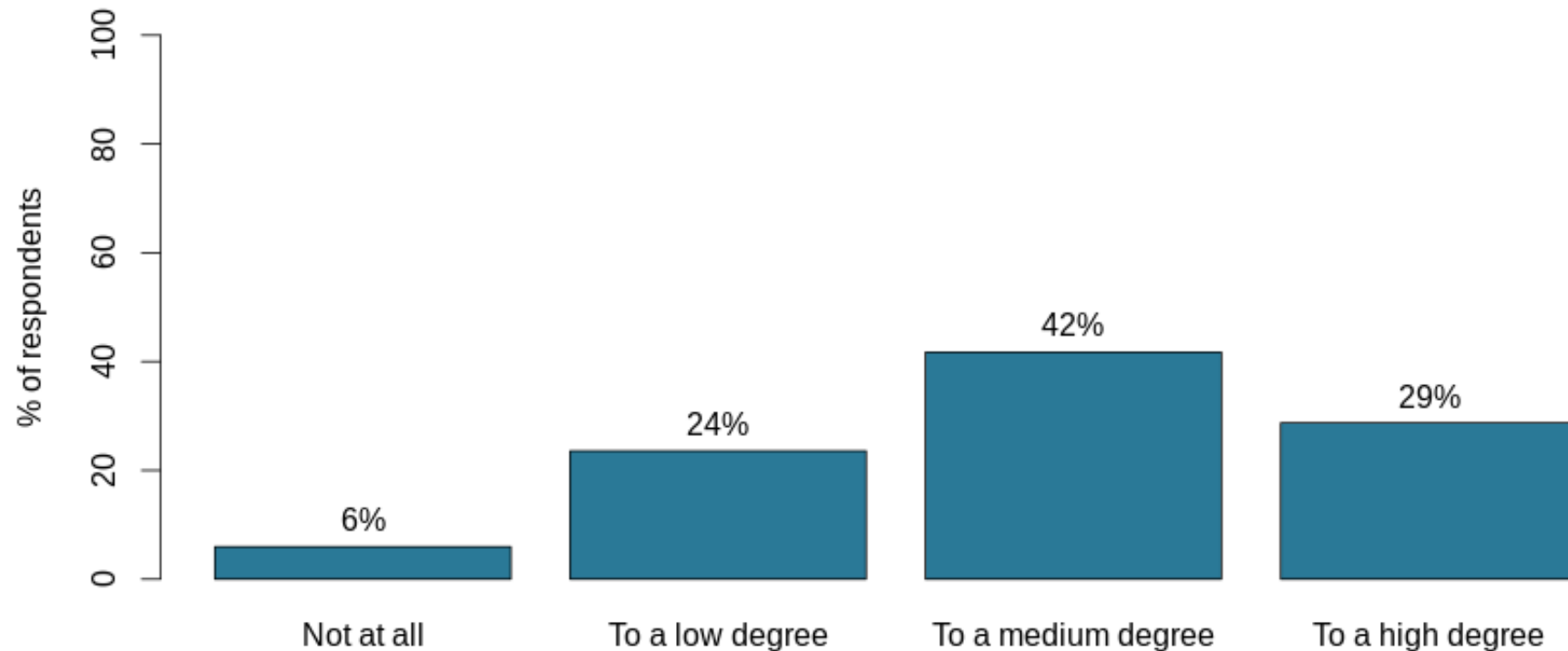
Managers estimate the average employee at their workplace spends **2.5 hours** each workday using their smartphones to access digital content that's unrelated to their jobs.


Regarding employees' use of smartphones during the workday to access digital content that's unrelated to their jobs --- do you feel your organization's culture is more restrictive and deters this behavior, or is it more permissive and facilitates this behavior?



Excessive phone use is causing
problems

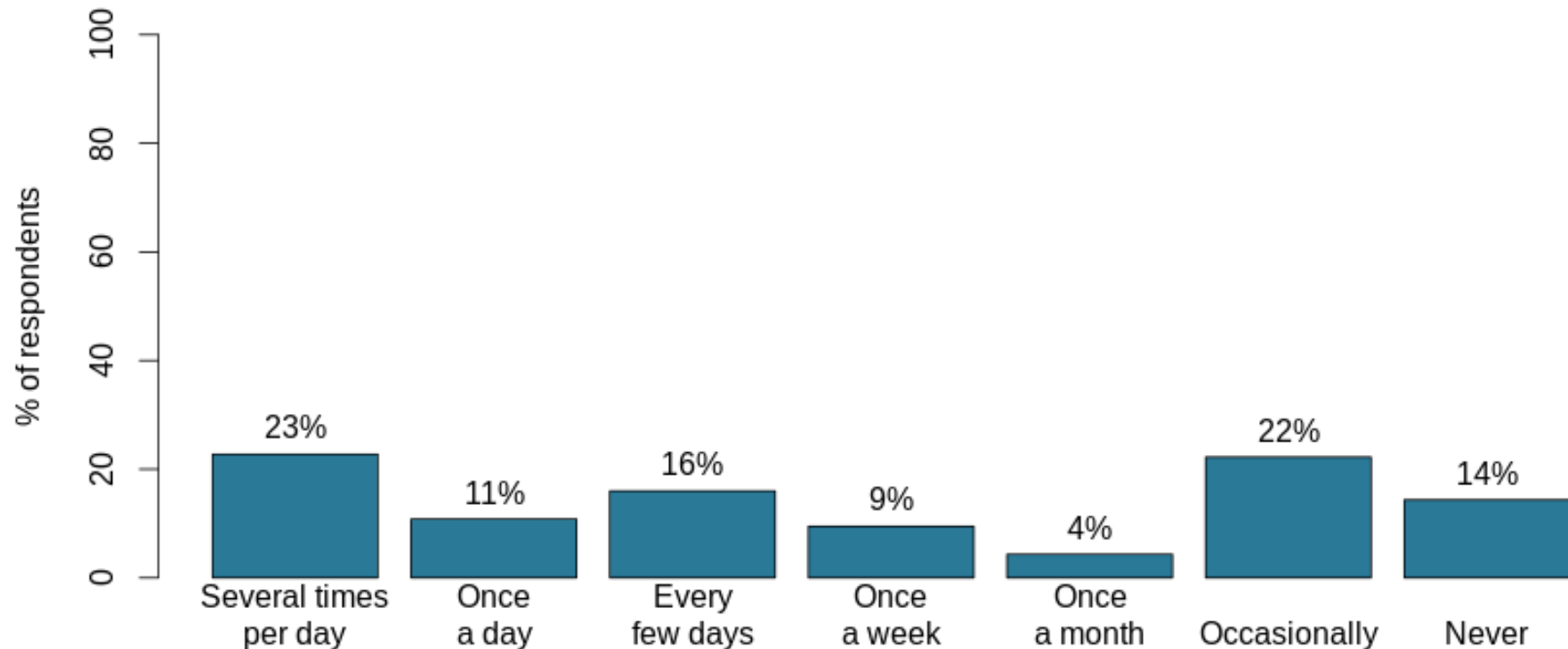
To what degree does your organization's employees' use of smartphones during the workday to access digital content that is unrelated to their jobs diminish your organization's overall productivity?






Managers estimate that **25%** of employees at their workplace have difficulty regulating the time they spend each workday using their smartphones to access content that's not work-related.

How often does conflict erupt in your workplace because an employee is using his/her smartphone to access digital content that isn't work-related?





Managers estimate **2.3 accidents** have occurred in their workplace in the last 3 years that they know were caused by someone who was distracted by their smartphone.

These accidents have resulted in **.75 injuries** on average.

Examples of Accidents

“An employee was distracted with their smartphone and he spilled hot coffee on someone.”

“Got hit by a car that was moving into a lift, snapped his leg.”

“I saw an employee walking along the crosswalk in the middle of our production floor and trip over a non-moveable object on the ground. He ended up...(requiring) 6 stitches.”

“Injuries due to people not paying attention when they should, including a head injury, a foot injury and one impalement.”

Examples of Accidents

“One girl was coming down the stairs and was on (her) smartphone and she slipped and broke her leg.”

“The person was texting while driving. They were in a collision and bodily injuries were involved.”

“People fell down the stairs while looking at their phones.”

“There were bruising, there was a bad fall, someone broke his arm when a car hit him.”

Examples of Accidents

“Severely cut finger due to trying to use a phone while cooking. Another sever burn caused by lack of attention because of phone.”

“Someone was on the phone while driving a golf cart and ended up running into someone else.”

“Someone fell off a scaffolding while in the field texting his girlfriend. His leg was broken.”

“A female was...watching videos. She walked in front of a co-worker who was parking their car. She ended up with a broken clavicle.”

Examples of Accidents

“The first happened when an employee was walking from the parking lot across the street and wasn't watching both ways then he got hit by a car while being distracted by his phone. The second incident happened when an employee did the same exact thing 1 year later.”

“They fell and broke their ankle because they were looking down at their phone.”

“They fell from the stairs because of their smartphone.”


Examples of Accidents

“This accidents occurs in our office. First one occurs when an employee fall down when he hit a table using phone.”


“Tripped and sprained their ankle from looking at their phone.”

“They hit another car while driving. One of them were bleeding.”

Employees' Desire For Help

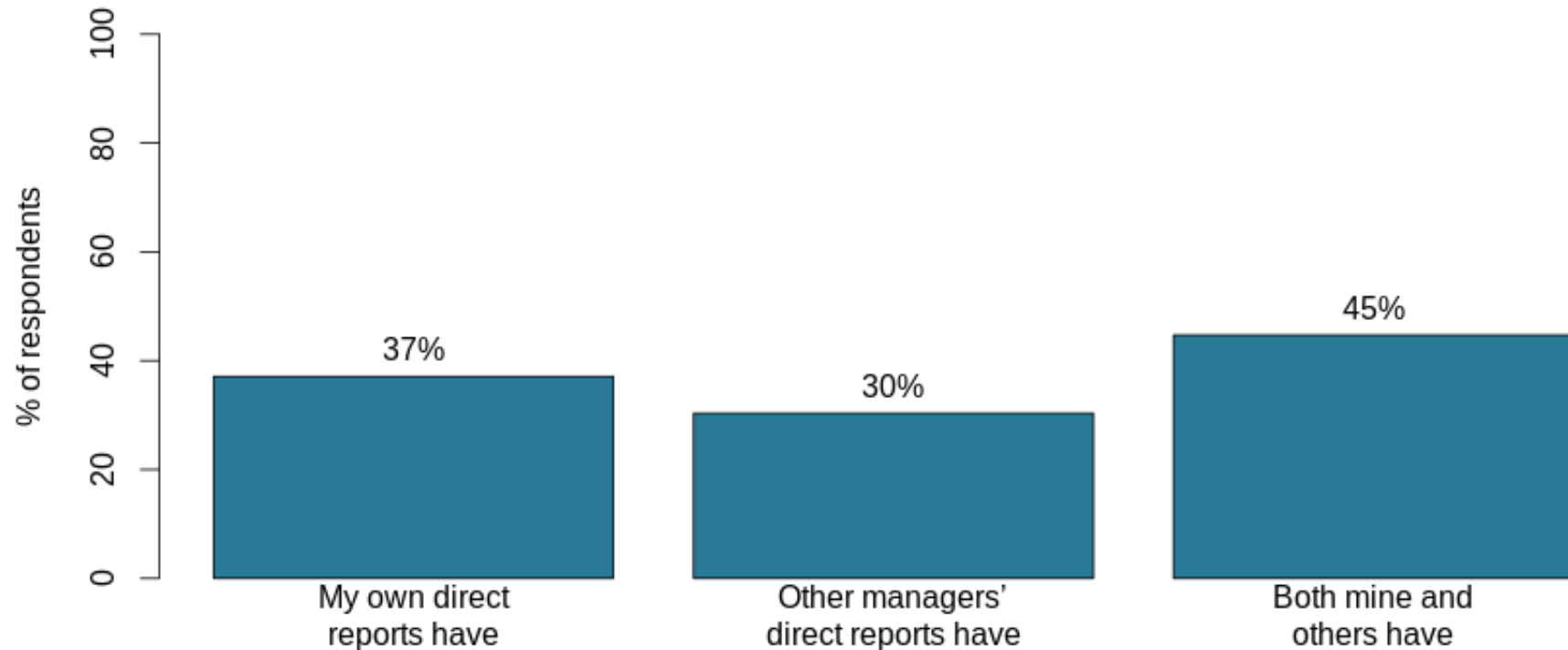


39% of managers believe employees at their workplace would welcome training in how to control their smartphone use during work




54% say employees in their organization have complained to management about other employees using their smartphones too much during work hours.


Have any employees in your organization ever asked for help addressing their own smartphone distraction? Select all that apply.



Company Smartphone Policy

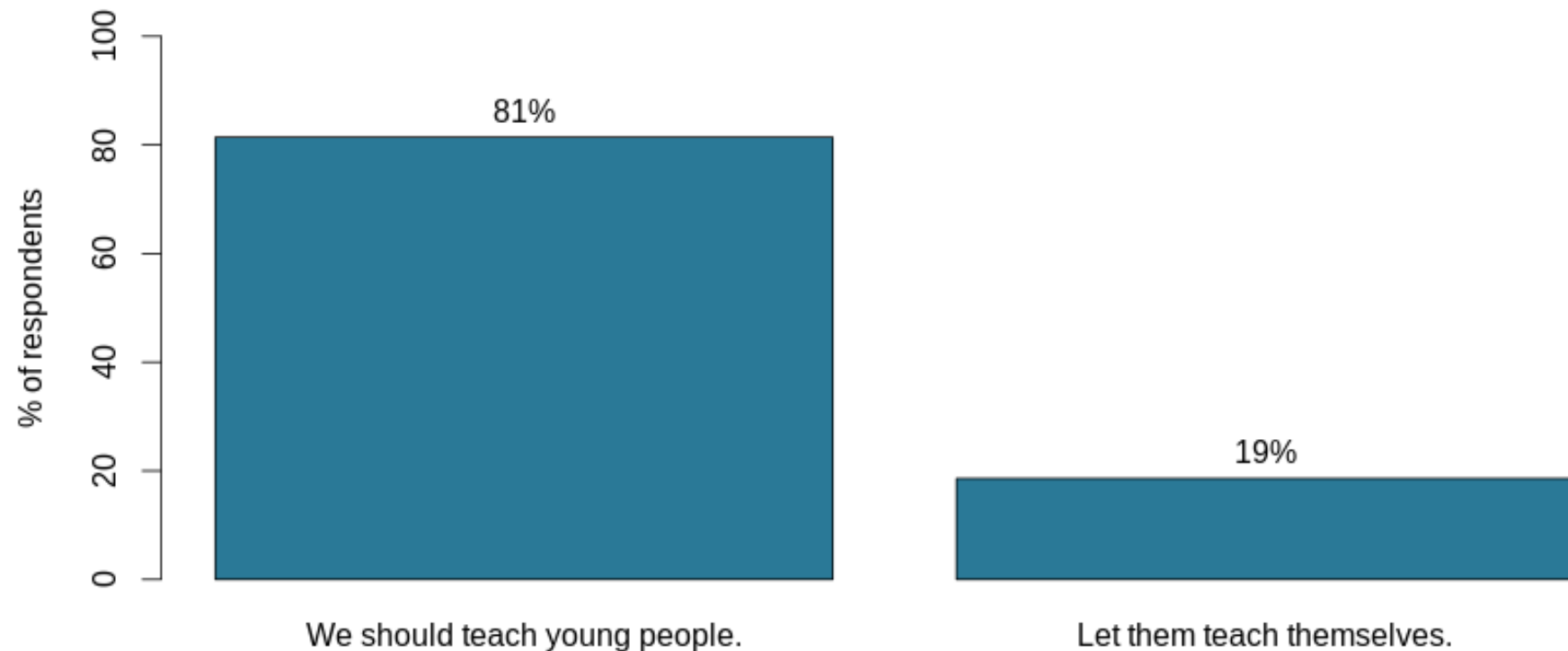


65% of managers say their organization has a policy restricting the use of smartphones to access digital content that is not work-related

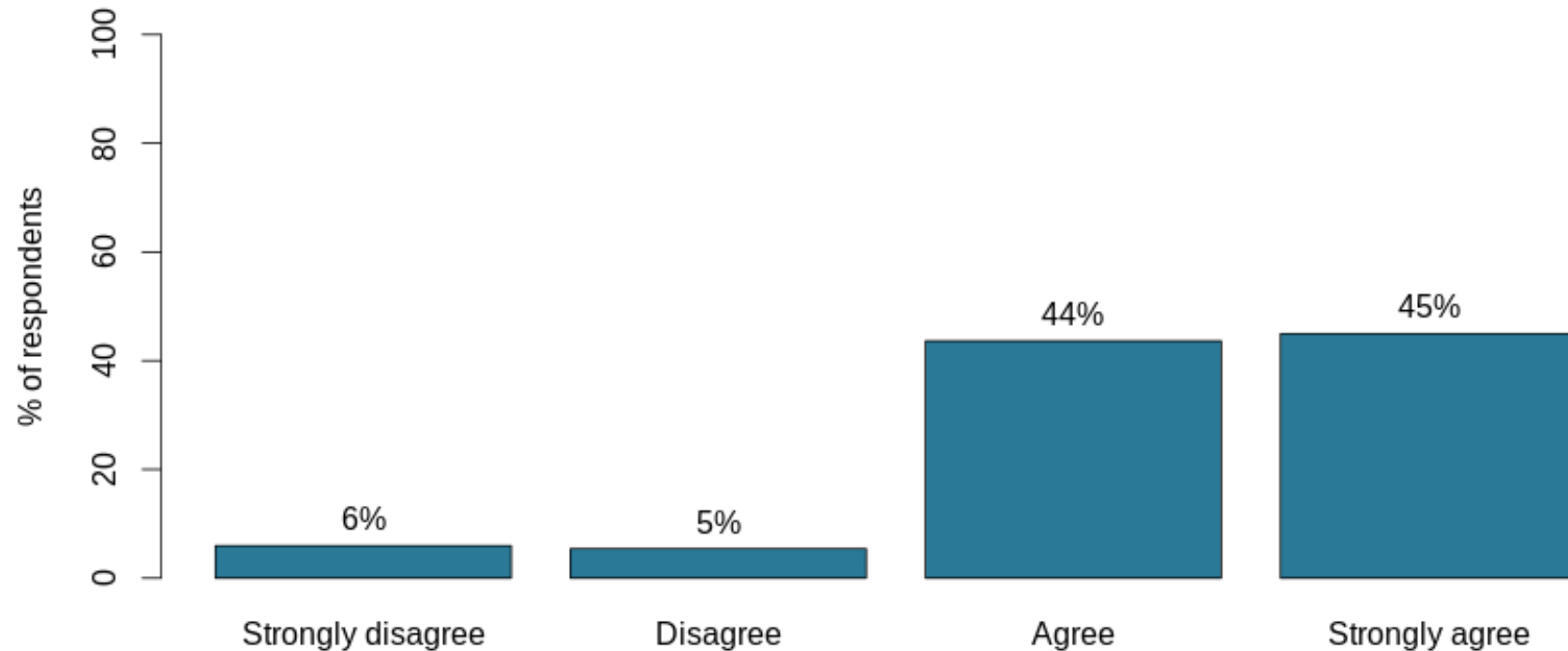


Of those whose organization does not have a policy, **43%** think employees in their organization would find it helpful to have a policy restricting the use of smartphones to access content that's not work-related

Should people be taught when they are young how to self-limit their screen time, or, would they be better off if they were left to teach themselves how to self-limit their screen time?

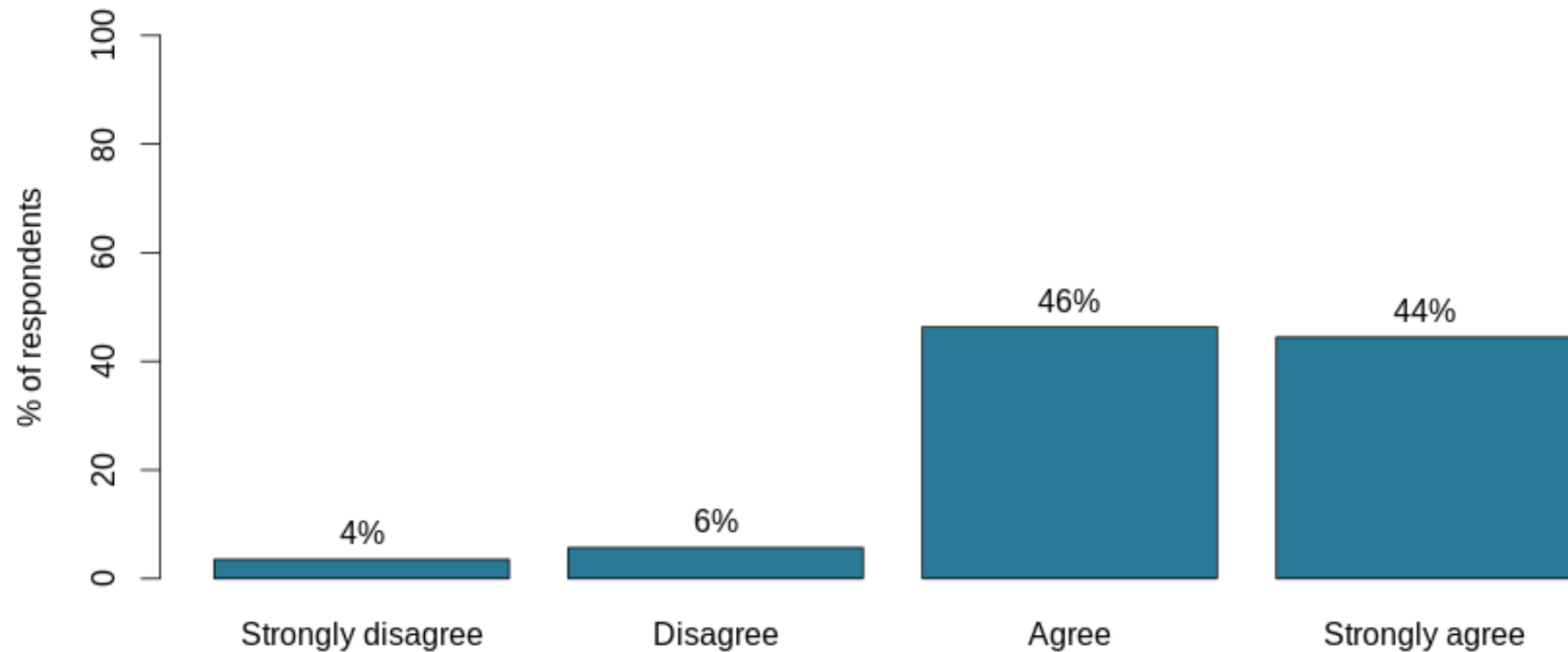



Agree or disagree: It would be helpful to me and my organization if my employees, upon hire, already had the ability to self-limit their screen time.



Solutions: School-Driven

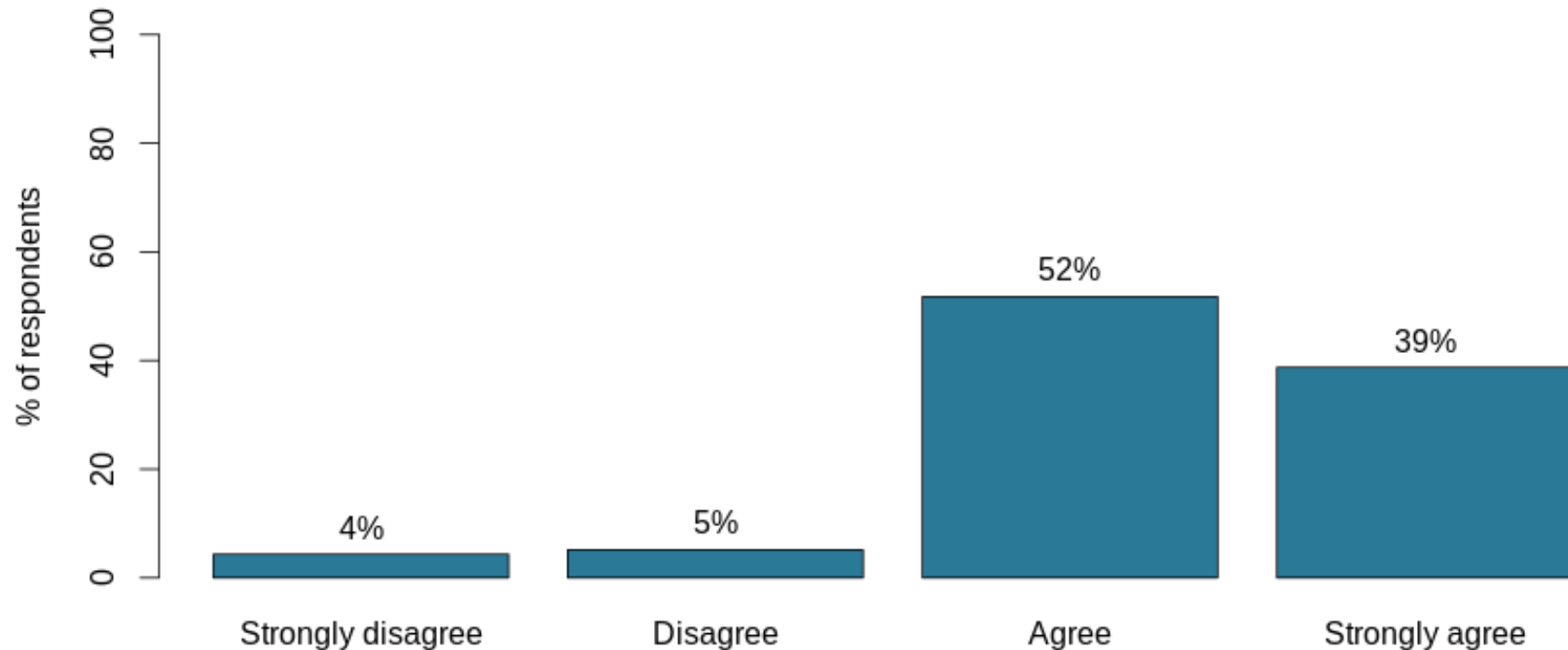
Agree or disagree: Our schools could be a very effective force in helping young people develop the ability to self-limit their screen time.





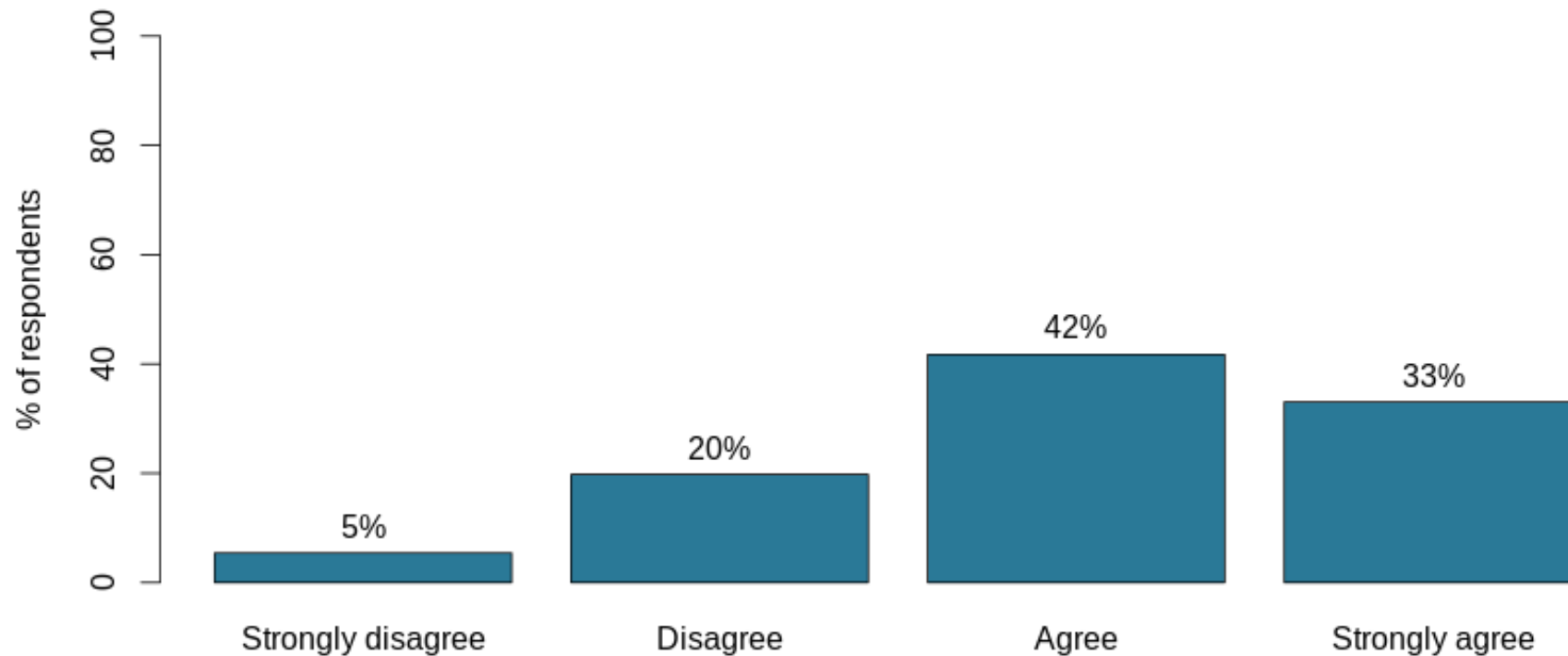
87% feel schools should play a role in helping young people develop the ability to self-limit their screen time

Agree or disagree: School systems should educate students, as they progress through each grade level, about smartphone addiction in order to instill in them, over time, the ability to independently self-limit their screen time.

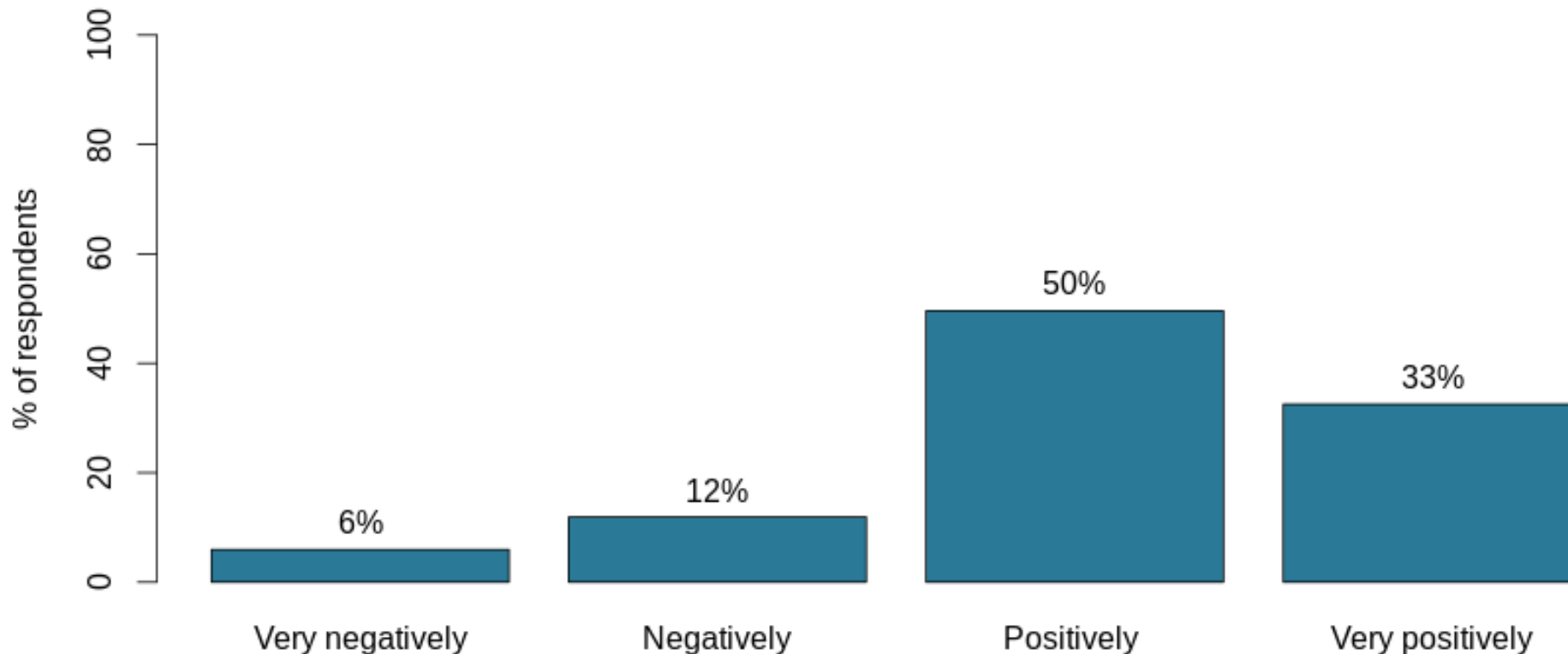


Solutions: Apps-Based

Agree or disagree: The companies that create the apps that are considered most addictive --- games, social media, streaming video --- should place daily time limits on young people in order to help them reduce their daily screen time.

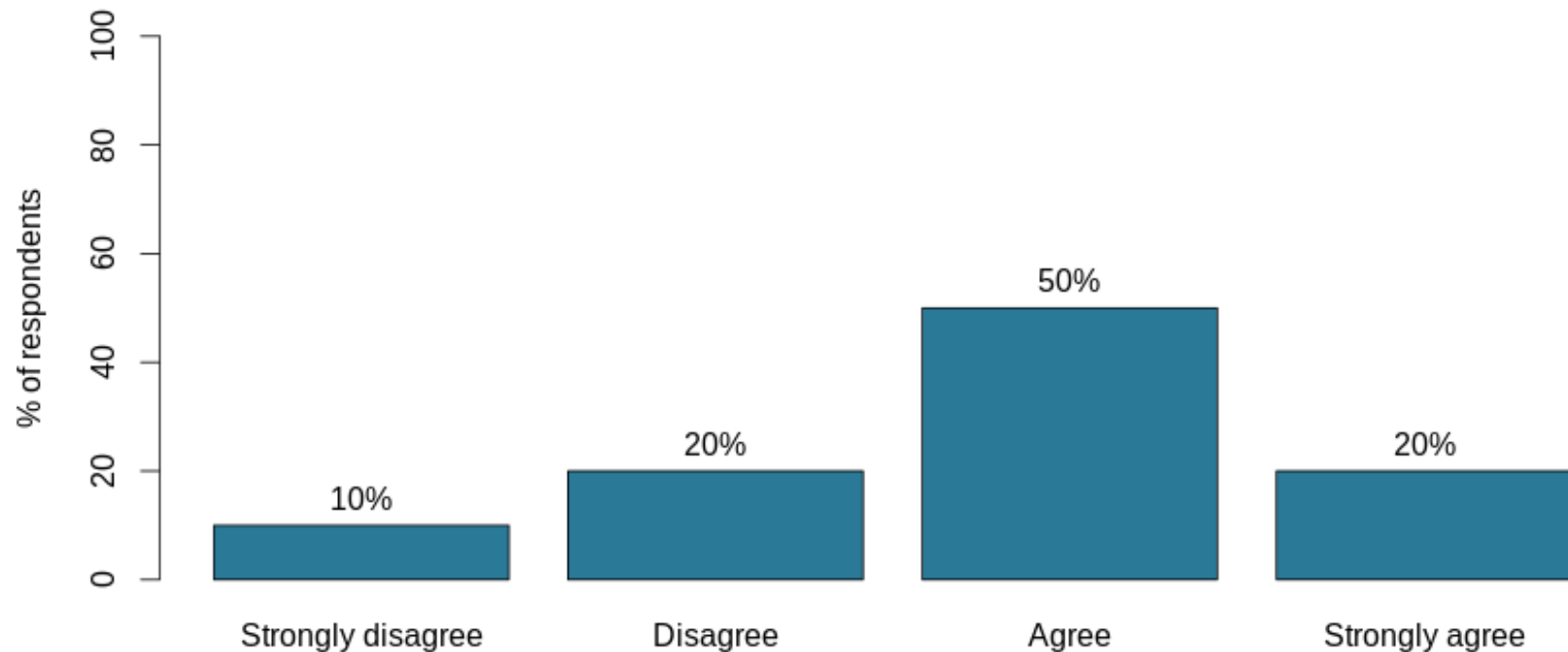


Imagine all smartphones had a built-in application that sensed when young people are using their smartphone in an addictive way, and that helped them regain control by coaching them, and by temporarily limiting their access to the addictive content. How would you react to this application?



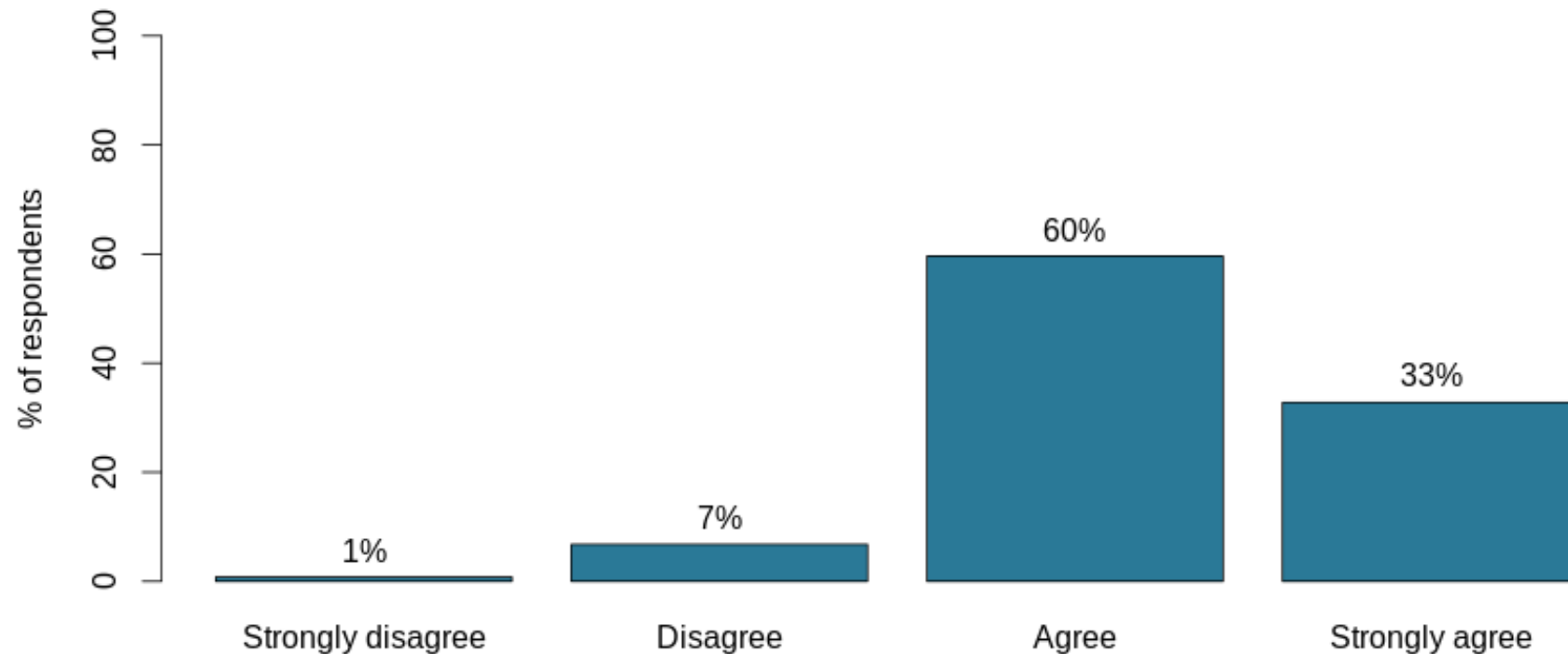
Solutions: Public Policy

Agree or disagree: There should be regulations requiring the companies that create the apps that are typically considered most addictive --- games, social media, streaming video --- to place daily time limits on young people in order to help reduce their daily screen time.



Solutions: Cultural

Disagree or agree: It would be good if society began placing greater emphasis on developing within young people personal qualities that would help them control their screen time --- qualities like discipline, self-control, sacrifice, and a focus on achievement.



Summary

1. Managers estimate that employees spend a substantial amount of time each workday using their phones to access content that is unrelated to their work.

2. Managers say smartphone distraction substantially reduces productivity, stokes interpersonal conflict, and causes accidents that sometimes cause injury.

3. Managers believe employees are frustrated by their inability to control their phone use, and wish they could control it.

4. Managers believe that we should address smartphone addiction when people are young, rather than waiting until they are adults.

Summary

5. Managers therefore strongly support organized, broad, bold initiatives that will:

- (a) impose limits on young peoples' phone use
- (b) help them develop the ability to independently self-limit their screen time

6. They support school-based, apps-based, regulatory, and cultural approaches to helping young people develop healthy smartphone habits.

Implications

1. Schools should develop curricula to teach students how to self-limit their smartphone use.

2. Apps providers should get serious about doing something to help young people by limiting the time they can spend each day using their apps.

Implications

3. Congress should consider regulations to address smartphone addiction among youth.

4. We should consider reviving traditional values that would help reorient the culture around spending less time on smartphones and more time being productive discipline, self-control, sacrifice, and a focus on achievement.



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