The internet, the 'compulsion loop' and contemporary youth

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Some 'initial declarations'….

- However we define the condition, there can be no doubt there is harm, and distress, and public concern

- A purely 'mental health' focus is not adequate – educational, social, political

- Much of public, and Media, focus concerns teens/ youth

- IT likely to continue to change in ways unforeseen

- Despite overlaps, there are underlying *differences* between Social Networking (SN) and Gaming

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What do Teens *really* crave in development?

- Instant feedback
- Commercial/ consumer priming; 'loss of Youth'
- The 'holy Trinity' of attraction:

  CONNECTION

  AGENCY

  REWARD   and the 'effort/reward ratio'
- Psychoanalytical: substitute parent; attachment object
- Or, conversely, the 'special/ secret Zone'
- *Apeirophilia :* innate desire for 'touching the infinite'

- *Apeirophilia in*

  Representational Art :

Slide 1:

- *Apeirophilia in Representational Art :*

Caspar David Friedrich

'The Wanderer above the Mists' (1818)
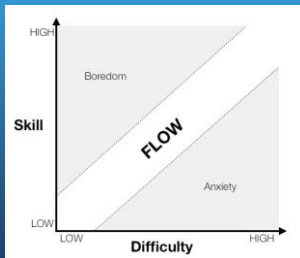

Slide 2:

Core Gaming principles: the 3 'Fs'

- FLOW

- *FIERO*

-FRUSTRATION *or* 'FUN FAIL'

…think of examples of 'successful games' !

Slide 3:

The 'Aristotlelean Principle' (or 'engagement curve' in Flow Psychology)
– adap. M. Csikszentmihalyi 1990

Slide 4:

Core principles in Social Networking

- As noted, offer intense reward/ feedback loop

- Now, an indispensible form of 'social currency'

- The *Zeigarnik Effect* – need of working models for closure…. 'The Never-Ending Story'

- Key concepts (Prof. R Putnam) of *Bridging* and *Bonding*

- SN differs from Gaming in that it *enhances* one's 'real life' socialising, vs. a 'virtual space'.

Adolescent sleep and IT usage

- Sleep medicine now a major clinical area

- Circadian Rhythm Disorders/ Delayed Sleep-Phase Disorder

- Emission spectrum from IT is at UV – wake drive highly susceptible

- Psychological aspects of 'sleep hygiene'

Are IT companies *intentionally* designing in 'addictive' features?

- A highly controversial point… SN interfaces include highly compelling user features

- Indisputable that Gaming employs core features 'learned' from Gambling industry

- Clive Thompson (*Wired,* 2007)… "The xxxx design lab looked more like a psychological research facility than a gaming company.."

- As ever, up to an *informed, engaged, empowered* stakeholder society to address these key issues

"On the Internet, nobody knows you're a dog."