

BECOMING 'TECH-TENTIONAL'



WITH SOCIAL MEDIA

Why We Open Social Media: Unpacking the Urge

Social media platforms are cleverly designed to grab and hold our attention. But what drives us to open them?



'Boredom In, Boredom Out':

The study showed most teens share they were bored so they went on, however after they felt even more bored.

- Be aware that mindless scrolling often increases boredom.
- Avoid using social media as a default boredom solution.

The '3 E's' of What Drives Usage

- **Escape:**
 - Using social media to avoid stress
 - Dealing with boredom
 - Seeking temporary distraction
- **Engagement:**
 - Connecting with friends
 - Exploring content of interest
 - Learning something new
- **Effective Design:**
 - Responding to notifications
 - Feeling anxious about accumulated messages
 - Lucrative features...



The Intentional Questioning Technique

Before you even think about opening a social media app, pause and ask yourself these crucial questions:

- "Why am I opening this app right now?"
- "What do I hope to achieve?"
- "What will I do after using social media?"
- "Am I doing mindless diversions, or deliberate acts?"

These questions can help you become aware of your true motivation and set a clear purpose for your time on social media, reminding you that being 'tech-tentional' isn't about quitting, but about using it in a way that truly serves you.