



Don't scroll life.

**CONTROL IT!**



# THE MECHANISM OF MINDLESS SCROLLING



Why can't we stop scrolling?

The dopamine loop – instant rewards create the urge for more.

Every swipe is a micro-dose of pleasure that builds an addictive cycle.



How much time do we waste?



**2-4 H  
A DAY  
SPENT SCROLLING**

This is the average amount of time spent scrolling mindlessly through social media feeds.

These are hours lost every day on content that adds no real value to our lives.



# The impact of social media

## What happens in your brain?



### Concentration

Reduced concentration  
and constant distraction.



### Memory

Impaired working memory  
and difficulty with deep  
thinking.



# Overstimulation and FOMO

## CONSTANT NOISE

Continuous notifications and information overload distract and exhaust you. Your brain was not designed to process this amount of stimuli.



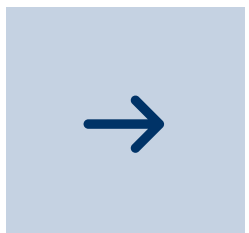
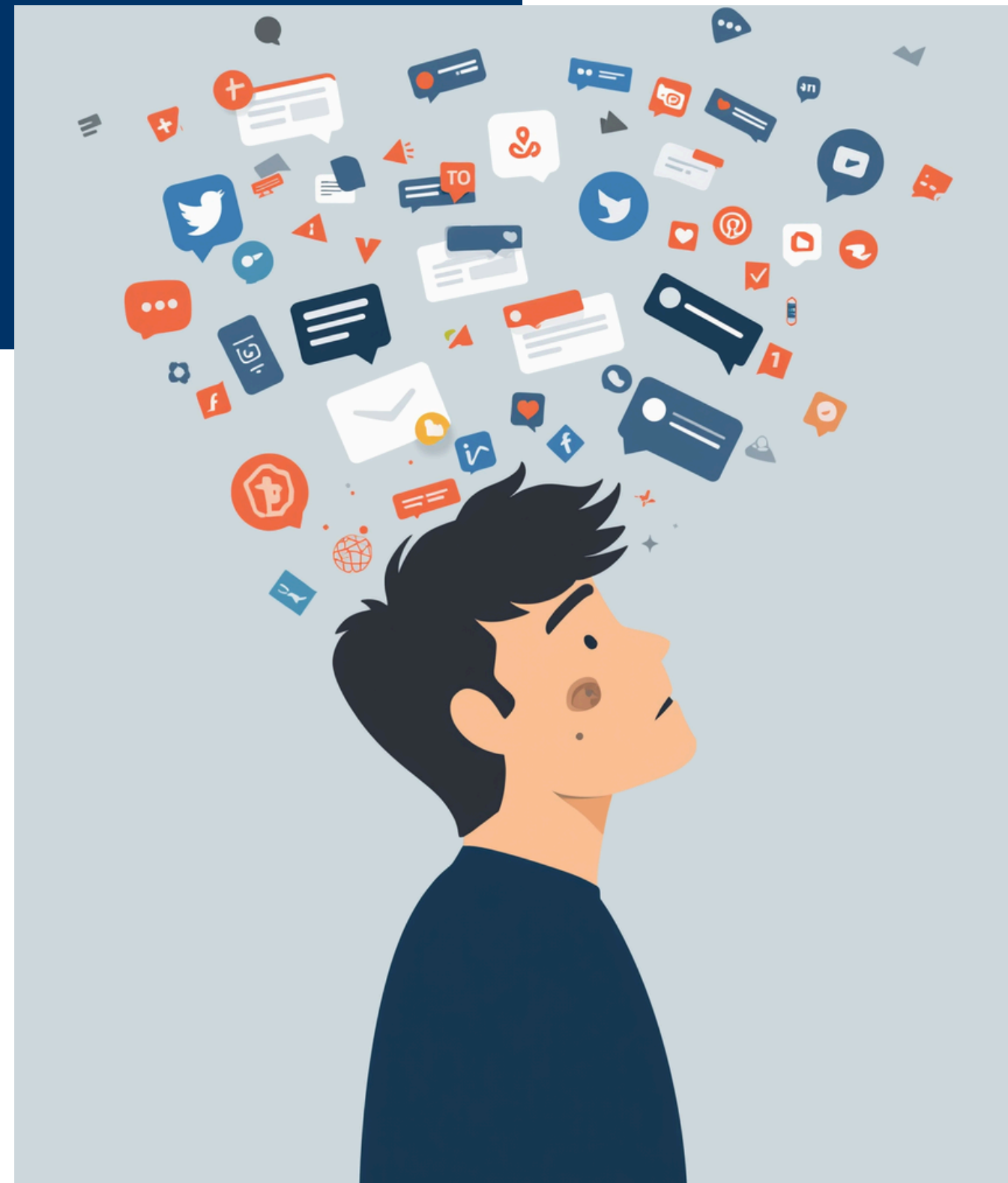
### **Non-stop notifications**

Every sound and vibration interrupts your concentration and increases stress level.



### **FOMO – Fear of Missing Out**

The fear of missing out pushes you to constantly check your phone.



Impact on sleep

## Scrolling before sleep is harmful



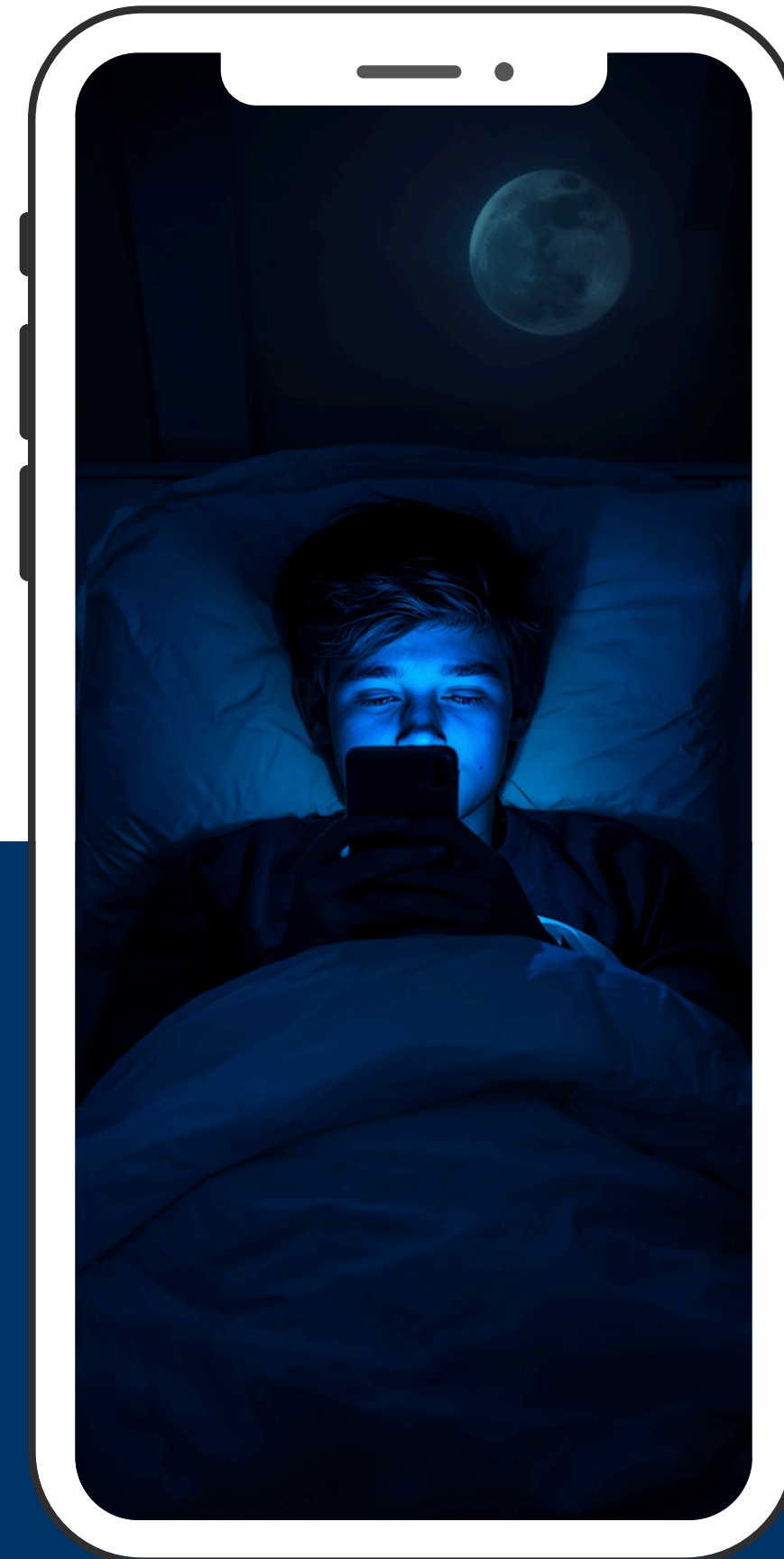
**Blue light**

Blue light suppresses melatonin and makes it harder to fall asleep.



**Circadian Rhythm**

Disrupted circadian rhythm leads to poorer sleep quality.



# Mental health

Social media affects our well-being. Constant comparison with others and digital information overload negatively impact mental health.



## Comparison triggers anxiety

The “perfect lives” seen on social media create anxiety and lower self-esteem.



## Digital depression

This is a real threat — excessive scrolling increases the risk of depressive symptoms.



## Regain control **TOOLS**



### 🌙 Focus Mode / Do Not Disturb

Mute notifications and focus on what matters.

### 📱 Grayscale Mode

Remove colors and reduce the screen's attractiveness.

### 🕒 App Time Limits

Set a daily limit and stick to it.



## Regain control **TECHNIQUES THAT WORK**



- Digital detox – taking a break from the online world.
- Disconnect for a while to regain energy and mental clarity.
- Mindful scrolling – conscious scrolling.
- Pause and ask yourself: do I really need this?
- Time blocking – scheduling online time.
- Set specific time blocks for social media use.



# YOUR TIME = YOUR LIFE



## Control consciously

Don't let algorithms dominate your life. Choose how you spend your time — it's your decision.

## Start today

Every minute is a choice. Start with one small change — turn off notifications, set limits, put your phone away.

**TAKE  
CONTROL  
NOW**