

A Meta-analysis of Interventions for Problematic Smartphone and Social Media Usage

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Abstract:

Many people would like to reduce their smartphone or social media usage in the hope of improving productivity and well-being but fail to do so due to the habitual nature of smartphone and social media use. Understanding how to encourage consumers to change a habitual behaviour is important for policy makers. We investigate strategies to manage this consumption with a meta-analysis examining what types of strategy work best. We compare the effectiveness of interventions -- ranging from simply setting usage restriction goals to choice architecture based digital nudges. Within this framework, we also address the critical question of consumer heterogeneity (i.e., which interventions work best for which users and why). This study aspires to guide future research of digital addiction interventions, and provide actionable recommendations for policy-makers, advocacy groups, and consumers to initiate cost-effective and lasting behavioural change in the domain of smartphone and social media use.

Keywords: digital consumption, consumer well-being, meta-analysis

Track: Digital Marketing & Social Media