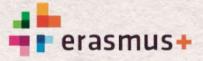
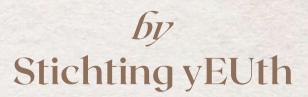


Funded by the European Union



Study visit in Zwolle about the modern addictions. Breaking Free from Modern Addiction Data analysis





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Descriptive Analysis of Social Interview Data (Zwolle, September 2024)

This analysis is based on the data from a social interview where respondents were asked two questions:

- 1. What is the modern-day addiction according to you?
- 2. How can we prevent it?

Key Themes from the Responses:

• Modern-Day Addictions Identified:

- The most frequently mentioned addictions continue to be **telephone/phone usage** and **social media**, mentioned in nearly every response.
- Other addictions mentioned include **drugs** (such as alcohol, smoking, and weed), **vaping, sugar addiction, shopping addiction, comfort,** and **processed food.**
- Prevention Methods Suggested:
 - Many respondents suggested **education**—both within schools and by parents— as a primary prevention method.
 - Other popular methods include **limiting screen time**, fostering **selfawareness**, and **promoting outdoor activities and social interaction without technology**.
 - Some respondents emphasized making addictive substances (like drugs and tobacco) more expensive, alongside calls for advertisement restrictions for substances like vaping.

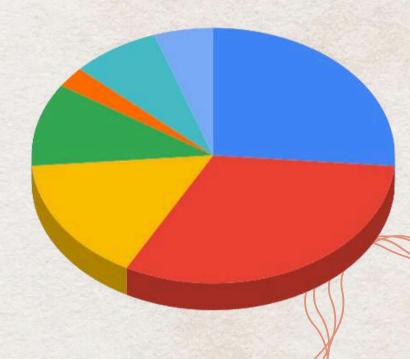
Categorization of Responses:

To proceed with both descriptive and statistical analysis, we will categorize the responses into distinct groups based on the types of addiction and the prevention methods suggested

Modern-Day Addictions Identified:

Addiction Type	Number of Mentions	Percentage of Total (%)
Telephone/Phone	10	43.5%
Social Media	12	52.2%
Drugs (e.g., alcohol, weed)	6	26.1%
Smoking/Vaping	4	17.4%
Comfort	1	4.3%
Sugar/Food Addiction	3	13.0%
Shopping Addiction	2	8.7%

- Telephone / Phone
- Social Media
- Drugs (e.g., alcohol, weed)
- Smoking/Vaping
- Comfort
- Sugar/Food Addiction
- Shopping Addiction



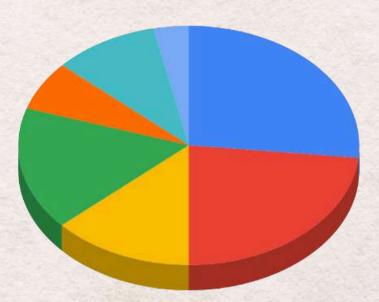
Key Insights:

- Social media has surpassed phone addiction as the most frequently mentioned addiction, with over half of respondents (52.2%) identifying it as a major concern.
- Drugs and substance abuse, including alcohol and weed, along with smoking/vaping, remain significant concerns but are mentioned less frequently than technology-related addictions.
- Sugar addiction and shopping addiction were newly introduced as modern-day addictions by a few respondents, reflecting concerns about consumer and dietary habits.

Prevention Method	Number of Mentions	Percentage of Total (%)		
Education (Schools and Parents)	8	34.8%		
Limiting Screen Time	7	30.4%		
Nature/Spending Time Outside	4	17.4%		
Awareness and Self-Control	5	21.7%		
Family Engagement	2	8.7%		
Regulations (e.g., Making Substances Expensive)	3	13.0%		
Advertisement Restrictions (e.g., vaping)	1	4.3%		

Prevention Methods Suggested:

Education (Schools and parents)
Limiting Screen Time
Nature/Spending Time Outside
Awareness and Self-Control
Family Engagement
Regulations (e.g., Making Substances Expensive)
Advertisement Restrictions (e.g., vaping)



Key Insights:

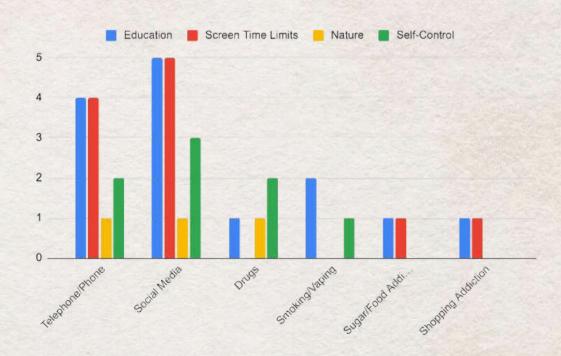
- Education remains the most frequently mentioned solution (34.8%), underscoring the importance respondents place on schools and families in shaping responsible habits.
- Limiting screen time remains a common suggestion (30.4%) for preventing technology-related addictions.
- Some respondents focused on **spending time outdoors** or engaging in non-digital activities (17.4%), which could help reduce dependence on phones and social media.
- A small but notable proportion of respondents (13%) suggested **legal** or financial regulations, like making drugs or cigarettes more expensive, as deterrents to substance addiction.

Statistical Analysis:

To analyze patterns, we can examine the relationship between the addiction types identified and the prevention methods suggested. A cross-tabulation of the data helps reveal these patterns.

Cross-Tabulation of Addictions vs. Prevention Methods:

Addiction Type	Educati on	Scre en Time Limit s	Natur e	Self-C ontrol	Family Engagem ent	Regulatio ns	Advertisi ng Restrictio ns
Telephone/Ph one	4	4	1	2	1	-	-
Social Media	5	5	1	3	1	-	1 <u>-</u> 7
Drugs	1	-	1	2	-	3	2 .
Smoking/Vapi ng	2	-	-	1	-	1	1
Sugar/Food Addiction	1	1	-	-	-	-	-
Shopping Addiction	1	1	-	-	-	-	-



Key Observations:

- **Telephone and social media addictions** continue to be strongly linked to **education and screen time limits.** Respondents often suggested these solutions to combat technology overuse.
- **Self-awareness and self-control** were also frequently recommended for technology addiction, suggesting that people feel personal responsibility is an essential component of prevention.
- For drug and smoking/vaping addictions, there was more emphasis on regulations, such as making substances more expensive, and on education. However, some respondents were skeptical of education alone as a solution, noting that many people persist in harmful habits despite educational efforts.

Summary of Findings:

1. Technology Addiction (Phone & Social Media):

- **Social media** addiction was the most frequently mentioned (52.2%), with **phone addiction** close behind (43.5%).
- Prevention methods for these addictions focused on education, limiting screen time, and encouraging self-awareness. These solutions suggest that respondents see both institutional (schools, families) and personal responsibility as crucial to addressing technology overuse.

2. Substance Abuse (Drugs, Smoking, Vaping):

- **Drugs, smoking, and vaping** were mentioned by 26.1%, 17.4%, and 17.4% of respondents, respectively.
- Prevention methods included education, regulation, and selfawareness. There was a significant focus on legal measures, such as making substances more expensive, to curb these addictions. Advertisement restrictions were mentioned specifically for vaping.

3. Other Addictions:

- New concerns were raised about sugar addiction and shopping addiction. These were linked to screen time limitations, education, and promoting healthier lifestyle habits.
- There was a strong focus on addressing these consumer-related addictions by helping individuals become more conscious of their behaviors and habits.

General Observations on Prevention:

- **Education** remains the most commonly suggested prevention method, emphasized for both technology and substance-related addictions.
- Many respondents suggested a combination of **self-awareness, family involvement**, and **legal or financial regulations** to combat both digital and substance addictions.
- Several responses highlighted the challenges of addressing **stubbornness** and **resistance to change**, especially in the context of substance addiction. This suggests a perceived difficulty in preventing addiction through conventional means alone.

Conclusion:

The updated analysis continues to reflect a strong concern with **technology addiction**, particularly **social media** and **phone use**. Respondents believe that **education** and **limiting screen time** are the most effective ways to combat this modern issue. At the same time, **substance abuse**, while not as frequently mentioned, remains a persistent problem. **Regulations**, such as making substances more expensive, and **education** are seen as essential strategies to combat these traditional addictions. A **combined approach** involving institutional education, family guidance, and personal responsibility is again highlighted as the key to tackling these issues.



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