

**FACTORS CONTRIBUTING TO DIGITAL ADDICTION AND RISK FACTORS TEAMWORK:**  
Through brainstorming exercises, participants will categorize factors into individual, community, and societal domains. They will then analyze real-life situations involving digital addiction and attempt to identify underlying factors

# Causes and Risk Factors of Digital Addiction

## **Objective:**

To identify and analyze the factors contributing to digital addiction by categorizing them into individual, community, and societal levels.

## **Method:**

Teamwork, brainstorming, and case analysis.

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## Activity Plan

### **1. Introduction (5–10 min.)**

- Briefly discuss what digital addiction is and why it is becoming an increasingly relevant issue.
  - Provide examples, such as:
    - excessive gaming
    - constant social media checking
    - compulsive online shopping
    - overuse of smartphones or other digital devices
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### **2. Brainstorming in Groups (15–20 min.)**

- Participants are divided into groups of 3–5 people.
- Each group generates as many possible factors that may contribute to digital addiction.
- Encourage broad thinking, taking into account:
  - emotional aspects (e.g., stress, boredom, anxiety)
  - social aspects (e.g., need to belong, desire for attention)
  - technological factors (e.g., algorithms, app design, notifications)
  - cultural factors (e.g., trends, norms, advertising)

Each group needs to name at least 3 individual, 3 community, 3 societal factors contributing to digital addiction using sticky notes. Write factors on different colour sheets of paper. If your group will find more factors, you are free to name more.

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### **3. Categorization of Factors (10 min.)**

Groups sort the collected factors into three levels:

1. **Individual Factors**  
e.g., low self-esteem, social isolation, emotional difficulties, anxiety, impulsivity, poor time management.
  2. **Community Factors**  
e.g., peer pressure, limited leisure activities, family technology use patterns, school community norms.
  3. **Societal Factors**  
e.g., media and advertising influence, digital marketing strategies, easy internet access, dominance of technology as a primary communication tool.
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#### **4. Group Presentations and Discussion (10–15 min.)**

- Each group briefly presents their insights.
  - Discussion points:
    - Which factors appeared most frequently?
    - Which seem most influential?
    - What preventive measures could be taken (individual, school, community levels)?
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## **Expected Outcomes**

Participants will be able to:

- understand the complexity of digital addiction;
- identify individual, community, and societal risk factors;
- analyze real-life situations and determine the underlying risk factors.