

we investigated the effects of a digital detox on social media use, mental wellbeing, and experienced automaticity and craving. A total of 120 young adults motivated to reduce usage were randomly assigned to either an experimental or waiting-list condition. After a one-week baseline measurement, participants in the experimental group removed all social media apps for one week (i.e. detox), followed by three weeks of follow-up measurements. Using a combination of ecological momentary assessment, smartphone usage logging data and weekly questionnaires, we found that the detox significantly reduced social media use, automaticity and craving up to three weeks post-detox, while improving mental wellbeing, sleep quality and experienced social media use problems. Our findings suggest that social media is driven by both automatic habits and craving, and that detoxing is an effective way to reduce social media habits for those who want to cut back.

**Keywords:** social media, detox, automaticity, habit, craving

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### **Phubbing: Features of addictive behavior of the russian youth**

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The problem of smartphone addiction is becoming relevant to the youth (Servidio, 2014; Karadağ, 2015; Chotpitayasonondh, 2016; Zhou, 2016; Kayis, 2016; Cizmaci, 2017; T'ng, 2018). This problem is currently understudied in Russia. The purpose of this research was to investigate addiction aspects among the youth of the central part of Russia (Kostroma). *Method:* 525 people participated in the research, 72,4% male, 27,6% female (aged 17 – 29). We used the Phubbing Scale (Karadağ, 2015) as the most popular instrument of addiction investigation, together with Generic Scale of Phubbing (GSP), the Generic Scale of Being Phubbed (GSBP) (Chotpitayasonondh, 2016). *Results:* Age and gender differences in the intensity of addiction to smartphones were revealed. The younger respondents showed more signs of addiction. They feel more inferior without their smartphones ( $p < 0,01$ ), though they realize that ‘the time allocated to social, personal or professional activities decreases because of my mobile’ ( $p < 0,001$ ). They also show more sensitivity to being phubbed by others – ‘others would rather pay their attention to their phones than talking to me’ (at  $p < 0,001$ ). Young females, rather than males, reported their addiction to smartphones – ‘when I wake up in the morning, I first check the messages on my phone’ ( $p < 0,001$ ). Other researchers also got similar results (e.g. Karadağ, 2015). The data received from GSP and GSBP questionnaires proved gadgets to be a demonstration of their dominance in the relationships for the males, where as for the females, the addiction to smartphones is caused by the lack of self-control ( $p < 0,001$ ) and anxiety.

**Keywords:** phubbing, smartphone addiction, partner neglect, addictive behavior, victim of phubbing