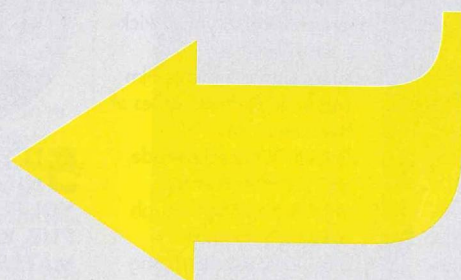


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February 2011
Circ: 192,586

PHONE ADDICTS

IS YOUR... SMARTPHONE MAKING YOU DO DUMB STUFF?

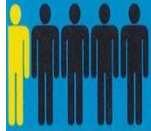


MEN OF BRITAIN! PAY ATTENTION!

Put your phone down for a second. You might well be missing something important. We all love a cool phone, yet critics believe addiction to mobile gadgets is killing relationships and turning men in particular into social zombies. But is it really a problem – and are **YOU** addicted?



SMARTPHONES: THE FACTS...



ONE IN FIVE SMARTPHONE USERS IS ADDICTED TO USING THEIR MOBILE
source: Stanford University study

75% OF PEOPLE I SEE HAVE AN UNHEALTHY DEPENDENCE ON TECHNOLOGY. THEY WILL LOG ON BEFORE THEY SHOWER, SKIP LUNCH AND TEXT IN BED - IT'S A NON-STOP CYCLE OF NEED AND INFORMATION. EVENTUALLY THESE PEOPLE SUFFER CHRONIC FATIGUE AND DEPRESSION."

Dr Nerina Ramakhan, Capio Nightingale Hospital's centre for e-addiction



75% OF US SLEEP WITH OUR MOBILES NEXT TO US IN BED
75% OF SMARTPHONE USERS ARE MORE LIKELY TO FORGET THEIR WALLET IN THE MORNING THAN THEIR PHONE

IF YOU ARE SPENDING TWO HOURS OR MORE A DAY ENGAGED WITH YOUR DIGITAL EQUIPMENT AND IT'S NOT FOR WORK-RELATED REASONS, THEN YOU'VE GOT CAUSE FOR ALARM."

Hilary Cash, psychotherapist at Restart, America's first internet-addiction recovery centre

NUMBER OF MOBILE PHONES IN UK
900: 500,000 MOBILE PHONES OWNED IN THE UK
000: 24M MOBILE PHONE OWNERS
010: 70M MOBILE PHONE OWNERS
EVEN THOUGH THE UK POPULATION IS 60 MILLION - 10 MILLION PEOPLE OWN MORE THAN ONE PHONE

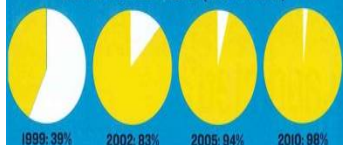


source: OFCOM

IF WE'RE CONSTANTLY SCANNING THE ENVIRONMENT, WAITING FOR THE NEXT BIT OF INFO FROM OUR DEVICES... IT PUTS OUR BRAIN INTO A STRESSFUL STATE, AND STRESS IS NOT GOOD FOR THE BRAIN."

Gary Small, author of iBrain and Professor of Behavioural Sciences at UCLA

PERCENTAGE OF 20-29 YEAR OLD MEN WHO OWN A MOBILE PHONE (FROM NISRA)



1999: 39% 2002: 83% 2005: 94% 2010: 98%

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ARE YOU ADDICTED TO DO YOU HAVE A CRACKBERRY PROBLEM?



the footy scores - she'll be ages after all.
C Upload the secret pictures you've been snapping on to Facebook so you can get an instant reaction from your virtual peers.

1 WHAT DO YOU DO WITH YOUR PHONE WHEN YOU GO TO BED AT NIGHT?

A Switch it off.
B Switch it to silent.
C Slip it into the crook of your neck - where Big Ted used to sleep - and cross your fingers that all that stuff about radiation is just a load of old scare-mongering bollocks.

2 YOU'RE ON A PLANE. WHAT'S YOUR PHONE UP TO?

A It's tucked away in your hand luggage, switched off. This flight's going to be a rare chance for you to kick back without any interruptions, watch a film and drink six mini bottles of Beefeater Gin.
B It's in 'flight safe' mode, and you're endlessly, irritably scrolling through old emails and text messages and reordering your apps.
C It's in your hand, covered by a tartan blanket with you surreptitiously sending emails, and fairly confident that you're going to defenestrate the first steward who challenges you about it. After all, it's not like one little email could actually knock a plane out of the sky, right?

3 YOU'RE ON A DATE AND SHE EXCUSES HERSELF TO GO TO THE BATHROOM. DO YOU?

A Make sure your phone is still turned off and that her glass is full.
B Have a quick check of

4 YOUR MATE HAS A WINDOWS 7 PHONE. DO YOU:

A Say, "That's nice, fancy a beer?"
B Have a quick play with it, mostly to see if he's got any HD video of that fit new girl he's seeing on it.
C Spend two hours mastering the new OS and feel overwhelmed with jealousy even though you are already loaded down with an iPhone 4, an Android-powered HTC Desire and a Blackberry Torch.



your lunch and then filtering it through Hipstamatic wore off after a few weeks.
B This weird app that just bellows the word 'BLOBBY!' really loudly when you shake the handset. No recollection of buying it, no idea what it's for. Probably seemed funny at the time.
C The actual telephone itself, on account of you driving away every person who you might actually have been able to call for a conversation.



7 WHEN DO YOU FIRST CHECK YOUR EMAIL OF THE DAY?

A At lunchtime, like every single 'productivity in the workplace' guide advises.
B First thing when you arrive at your desk.
C At about 5am when you wake up, after dreaming about emails. And then be so stressed by something in one of the emails that you just lie awake for two hours.

5 IT'S FRIDAY NIGHT, AND YOU'RE IN THE PUB, WHEN YOUR MATES HAVE AN ARGUMENT ABOUT THE LAST TIME LIVERPOOL WON THE TITLE. DO YOU:

A Offer to take money on anyone who is willing to bet against 1990.
B Offer to look up the answer on Google in an effort to end the argument.
C Immediately break off from the group so you can get a better signal on the pub's rubbish free wi-fi and fire up one of three footy trivia apps you own.

6 WHAT'S THE LEAST USED FUNCTION ON YOUR PHONE?

A The camera. The novelty of photographing

8 THE RELEASE DATE FOR THE IPAD 2 HAS JUST BEEN ANNOUNCED. DO YOU:

A Shrug your shoulders - you are quite happy with your new iPhone.
B Make a mental note to wait for the reviews - it'll be interesting to see if it's any better than the current model which you think weighs a ton.
C Use your work iPad (the good one is for movie viewing only to keep the screen clean) to pre-order an iPad 2 and immediately retweet your confirmation email triumphantly.

YOUR MOBILE? FIND OUT WITH OUR HANDY QUIZ...



9 WHAT ACCESSORIES DO YOU OWN AND REGULARLY USE?

A None. By its very nature, your smartphone is a self-contained entity, and with the iPhone 4 boasting 128,000 times as much memory as the computer from the Apollo space shuttle (256MB), what more would you actually need?
B Just a protective case, nothing too fancy.
C Multiple cases (to match your outfit), dashboard dock, Bluetooth attachment, worldwide travel charger, foaming screen cleaner, handlebar mounted holder, armband, separate speakers...



10 YOU GO FOR A MEDICAL AT WORK WHEN SIGNING UP FOR THEIR HEALTHCARE PROGRAMME. WHAT'S THE PROGNOSIS?

A You're fighting fit.
B You're getting curvature of the spine from sitting at a desk all day, but it's nothing a health kick wouldn't fix.
C The bollock nearest your phone pocket has doubled in size; your eyes are incapable of focusing on anything more than 18 inches away; there's a worrying shadow on your brain; you may be suffering from manic depression and you've developed RSI in your right hand.

HOW DID YOU SCORE?

MOSTLY A'S: You've got a perfectly healthy relationship with technology. You are the master of your communications technology. Go to the top of the virtual class.

MOSTLY B'S: You're just about holding it down, but you're a bit of a borderline case. Keep an eye out for warning signs - getting a bit breathless looking at phone adverts, constantly reaching for your handset to check your messages, travelling into central London just to mash your scrotum up against the window of Apple's flagship Regent Street store etc.

MOSTLY C'S: The fact that you're reading this paper magazine presumably means it's now six months down the line and you're in the doctor's waiting room having given yourself some combination of radiation sickness, malnutrition, RSI and cataracts. Still, plenty of time to order an iPhone-shaped wreath for yourself.

"SCREW YOU, MODERN TECHNOLOGY!"

HOW LONG CAN ROB HUSTON, 26, LIVE IN A '1991 BUBBLE' CUT-OFF FROM THE NET?



Supergrass went mugging

TUESDAY

"Why aren't you answering your emails, you twat?" This comment has become the running subtext to my life. When I try to explain to them that I'm undergoing a new kind of devolving experiment, they look at me like I've given up alcohol. "Why? Did you have some type of problem?" Their chagrin makes me feel like a Lone Wolf. It's me against the world, it seems. Have come to terms with the fact that I'm living 'off the grid'.

WEDNESDAY

On the bus to work, I'm so bored I end up reading Metro, a free paper full of nonsense I never remember. It's at times like these I wish I had my iPhone with me to check on football news. On the connecting train I am surrounded by nine-to-fivers all tapping away at their phones. One guy on my right is watching *The Godfather Part II* on his, another in front of me is playing *Geo-Defence*. I'm overcome by jealousy.

SATURDAY

With my phone now stored away in my pants drawer, my inability to check and respond to emails and text messages instantly has left me with more time on my hands; time I'd normally waste downloading 'time-saving' phone apps that, ironically, take an inordinate amount of time to find. Meanwhile, the prospect of not feeling burdened by tens of Google Alerts to check has lifted my spirits.

SUNDAY

Last night saw me sleep deeper than I have in some time, mainly because I wasn't under the sheets until after two reading Twitter updates from people I swear I haven't consciously 'followed'. However, am now convinced I'm missing out on vital information, or news of a new app I should download as highlighted by a mate on Facebook who I only met once at Glastonbury through my girlfriend's brother. Or perhaps my voicemail now has news of a job offer. Unlikely. Still, anxiety is building.

MONDAY

Have decided to conduct all office business via... normal phone!?! Yes. Normal phone. And instantly I notice I'm less pissed off because I haven't been drawn into email-related politics. I also haven't spent the entire morning sending round YouTube links of a grotesquely overweight man firing a tiny high-powered handgun. And without the luxury of checking Facebook every time the boss turns his back, I'm actually doing some old-fashioned work. And I'm enjoying it. A bit.

FRIDAY

It dawns on me that I haven't heard a decent song outside of the Top Ten all week - am starting to lose contact with all the things that define me. When I finally fold and click on my phone drunkenly in the evening, I experience a surge of adrenaline at all the missed texts and emails. But after about 45 minutes of scything through the content, all I'd really missed were a few calls from the bailiff. Brill!

Conclusion: If you really want to speak to someone, you'll pick up an old fashioned phone and contact them. Everything else is just white noise... (PS Definitely going to buy myself an iPad when the price drops - those things RULE! ;-)

Pictures: Neale Haynes, Alamy, Getty, Absolute Film.

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