

JULY 16, 2012  
**Newsweek**

EXCLUSIVE  
DISEASE BEFORE  
SCIENTOLOGY

# iCRAZY

PANIC. DEPRESSION. PSYCHOSIS.  
HOW CONNECTION ADDICTION IS REWIRING OUR BRAINS



THE GLORIOUS DAYS  
OF NORA EPHRON  
BY JAMES ATLAS

OBAMA'S CASH-  
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BY DANIEL KLEINMAN

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Presented by :

Todd Frye (Immigrant)  
&  
Landen Frye (Native)

# My humble beginnings



And then there was ATARI!



And then Playstation

3



Another one of my humble beginnings



And then I met the Iphone

Natives vs. Immigrants

# “C” Generation

- Those of you who are 34 and under are considered a part of the digitally “connected” generation.
- You have the capability of being connected to everything (latest news, gossip, pictures, etc.).
- Information and the details of peoples daily lives are open to you with very few limitations.

# Benefits

- Instant access to information
- Social media connects us
- Online shopping, more options, cheaper prices
- Worldwide instant communication
- Helps organize our lives

# Risks

- Addiction
- Learning
- Relationships
- Pleasure



I LOVE YOU MORE  
THAN FREE WI-FI



# Addiction



- 66 million results when “technology Addiction” is googled.
  - **Nomophobia**- the fear of being separated from your phone.
  - Flashing notification of a Facebook post, text, instagram, etc. becomes an arousal trigger that can invade you at anytime.
  - The benefit of being connected can turn into the fear of not being connected.
  - The impulse to stay connected with those outside of the room can leave us disconnected with those in the room.
  - One vs. four dimensional connections.

# Learning

- Our digital gadgets are so smart that we don't have to be so smart ourselves.
- We don't have to remember how to spell words or reason through a problem when the answer is a click away.
- Our creativity, inventiveness, and ingenuity is being effected.
- It can disrupt our learning.
  - 84% of students surveyed said digital technology disrupted their learning once an hour.



# Relationships

- Connection digitally is good up to a point but does not replace 4 dimensional real intimate social connections.
- In face to face relationships it takes an advanced set of skills to talk, work through conflict, and have meaningful engagement.
- Connection through digital technology does not require that we develop the skills necessary to be face to face.
- If our primary means of connecting is digitally then our skills for face to face interaction can go underdeveloped.



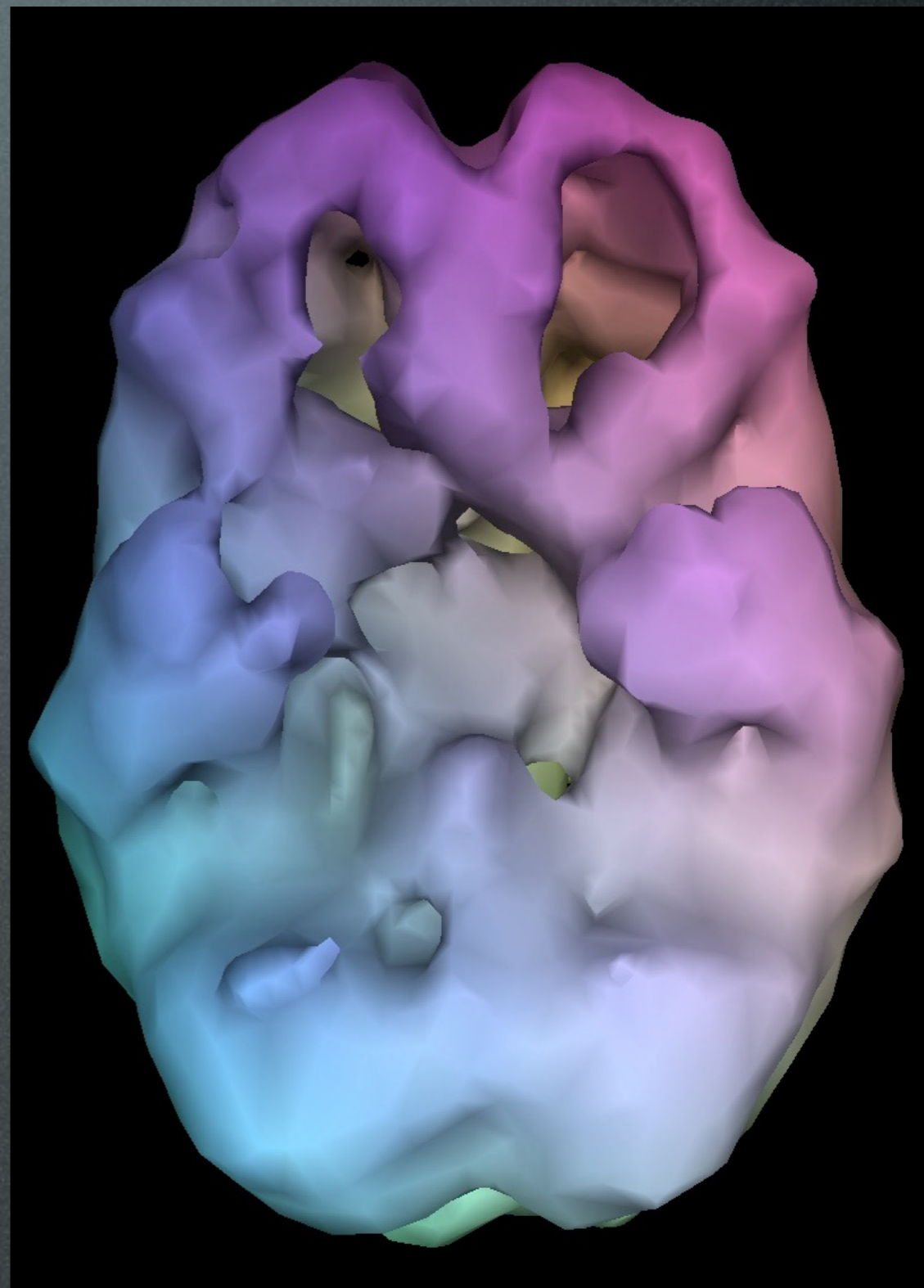
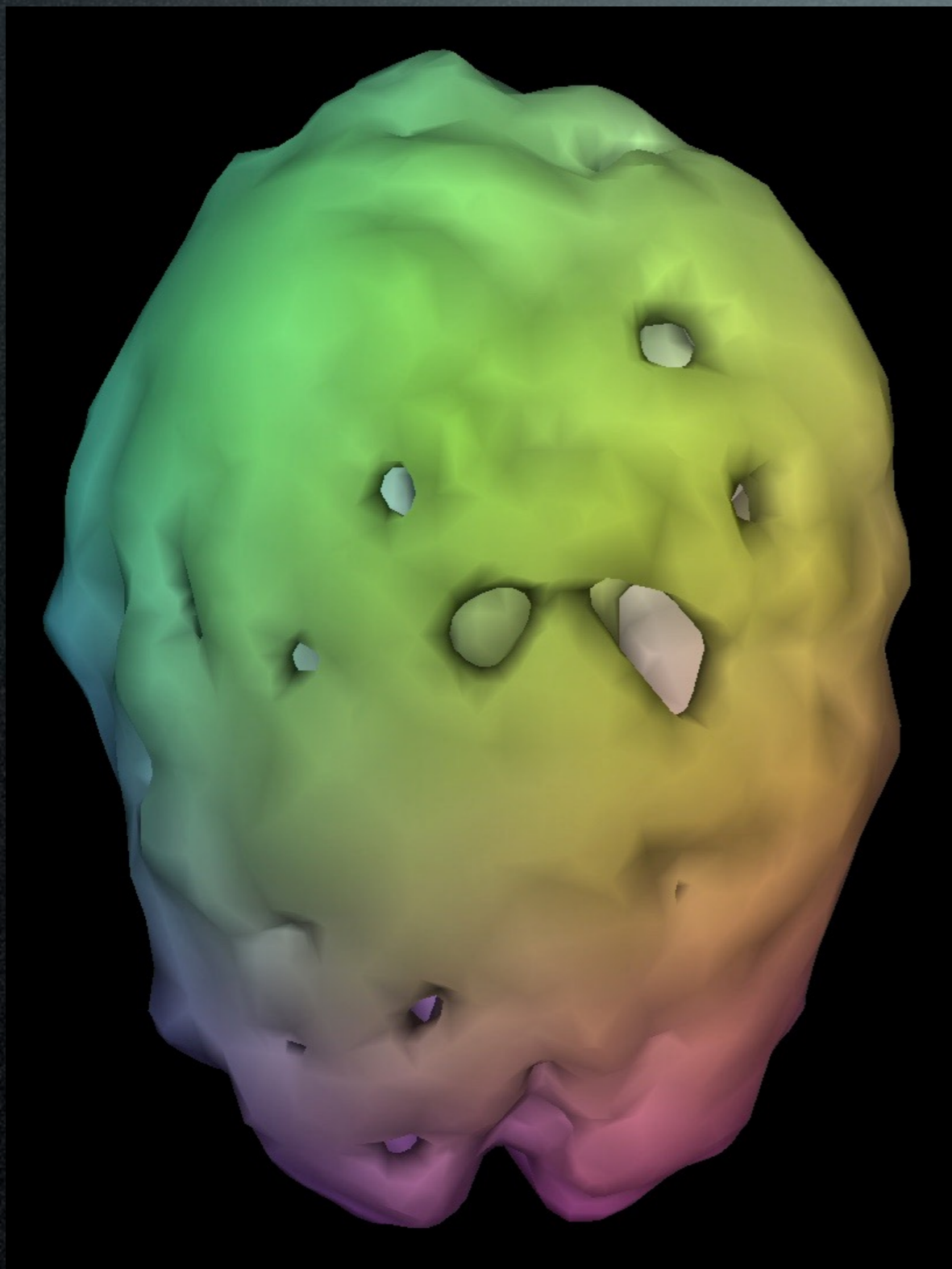
“While the brains of generation C are wiring up for rapid fire digital connections while the pathways for human interaction and communication weaken”

Archibald Hart

# Pleasure

- **Anhedonia**- Loss of the capacity to experience pleasure.
- Constant visual stimulation can overload the pleasure center of the brain, leaving it flooded.

# Overstimulation & Pornography



# Prefrontal Cortex Problems

☒ Short attention span

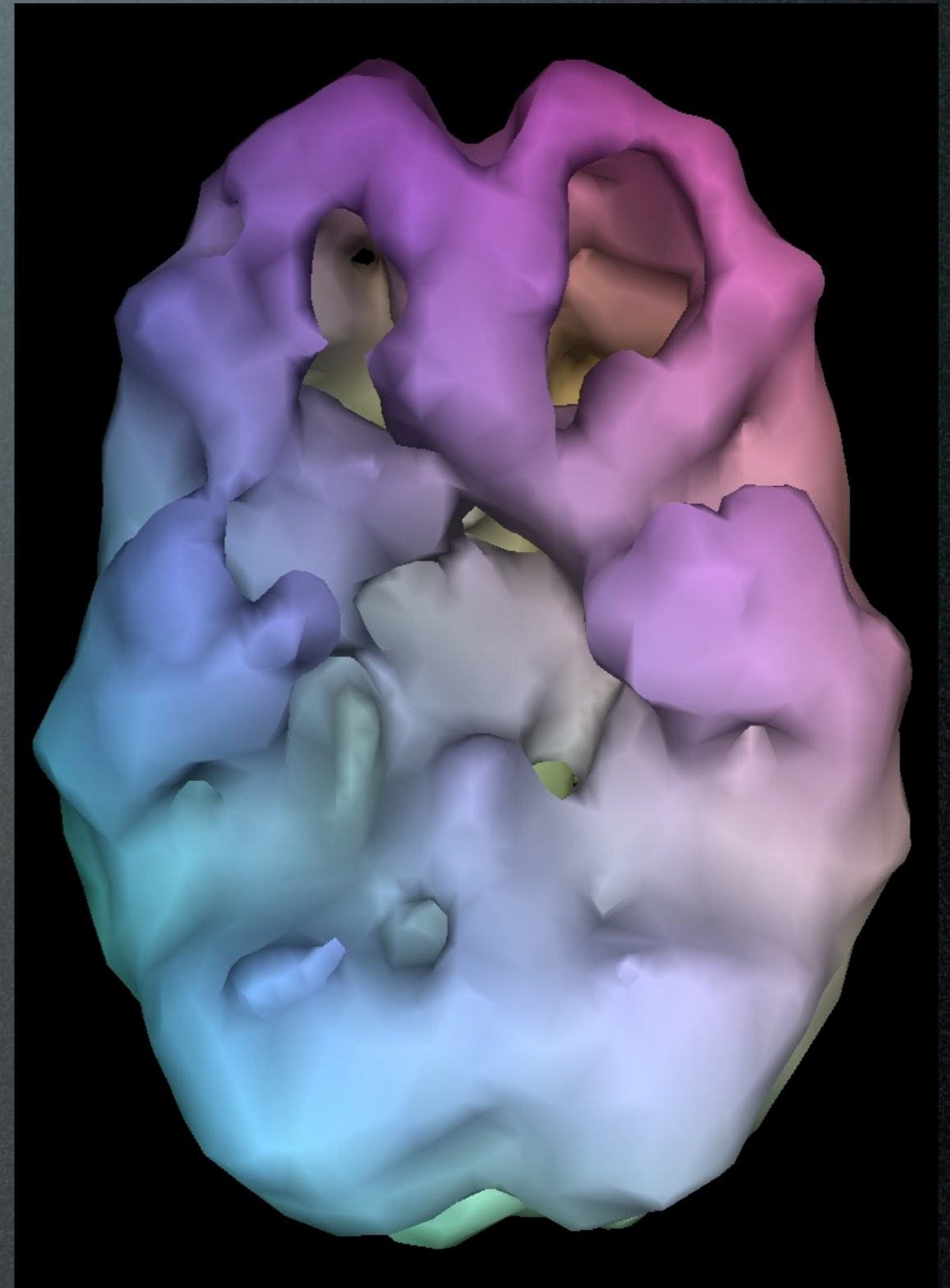
☒ Impulsivity

☒ Procrastination

☒ Disorganization

☒ Poor judgment

☒ Lack of empathy and  
insight



# Solution is Rehabilitation & Balance

- Spend time away from your phone.



- Build as many face to face encounters as you have digital encounters.
- Still your mind through mediation, prayer, and other mindful activities.
- Give your pleasure system regular breaks in order to restore it's balance.
- Notice and appreciate small pleasures.



Questions/Discussion?