

**obsession** *n.* a strong  
or impulse that is  
anxiety but cannot  
session domi

# The Digital Vaccine

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## CHAPTER 1

# Pornography



What does it mean to be addicted to pornography? The need of people to continuously watch pornographic content in order to reach a certain level of satisfaction and fulfil a gap between reality and their desires.

Some of the identified causes of addiction to pornography are to be of cultural nature such as unhealthy and/or unrealistic societal and cultural understanding about sex and intimate life. In addition to this relationship issues and rejection can be social factors that contribute to this type of addiction. Also, mental factors seem to be in play when it comes to developing a porn addiction. Anxiety, depression and boredom are usual reasons for someone to turn to porn.

WHY?



Some solutions to prevent this could be an improved and modern sex education in schools for the people of young age to better understand and have knowledge what sex is. What is more, the sex education should not be divided by sex and gender but accessible to everyone. Also, it would be beneficial if more NGOs focus on creating awareness about such taboo topics such as pornography and sex in order to educated people that this could become a problem. This will also be good to provide a safe space for people to talk and share their experience. To prevent this the personal problem of an addict should be found. A good way for someone to deal with this problem is to replace this routine with a more healthier hobby.

# Stop Now: Pornography – Video

An informational campaign that showcases that the pornographic content will not be the solution to a deeper rooted problem, but will only further complicate it. The informational campaign aims to raise awareness and begin the conversation around the taboo topic of addiction.

#RaiseAwareness

Digital Vaccine

To fight, you  
first need to  
know!

Campaing  
against  
porn  
addiction

## CHAPTER 2

# Betting



What is betting addiction: Gambling addiction is an impulse-control disorder which means that the addicted person can not control the urge to gamble, no matter the consequences and someone has gambling problem when he/she have gambling behaviours that disrupt his/her life.

Biological factors seems to be an important factor as young and middle aged men seems to be the majority of bet addicts. Most of them started betting because of the peer pressure as they follow their friends and later they got a gambling problem. Moreover, gambling addiction seems to be connected with mental health issues as persons with depression or anxiety gambles in order to cope with their problems. Last but not least, people with bipolar disorder and ADHD may get more easily addicted to betting.

WHY?



Regarding the prevention of the problem. The problems seems to affect non adult people, the organisation of special workshops at the schools where old addicts can share their experiences and the consequences the gambling addiction had in their lives. The same can be organised for adult people in common social places like cafes where they gather together. Also, government should be more strict in order to protect the betting community. It is important to fine the bet companies that let underage people bet and also put some limits on the amount each person can spend at the betting industry in order to protect them from serious consequences. Last but not least, already addicted people should have immediate access to special health centers that can help them deal with their addiction as nowadays most of the centers are full and people have to wait a long time to get access to treatment.

# "You Don't always win" - Poster



## CHAPTER 3

# Video Games



What is video games addiction: By video game addiction or gaming disorder we mean the excessive use of video games that affects in a problematic way other areas of the person's life.

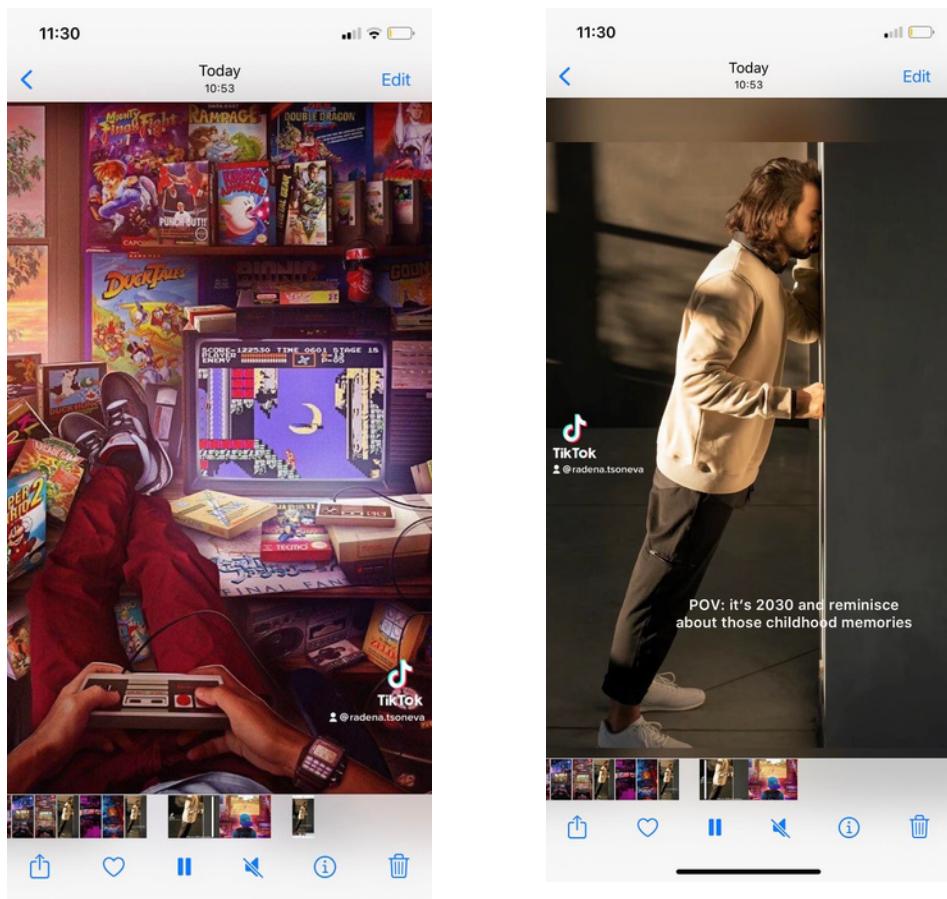
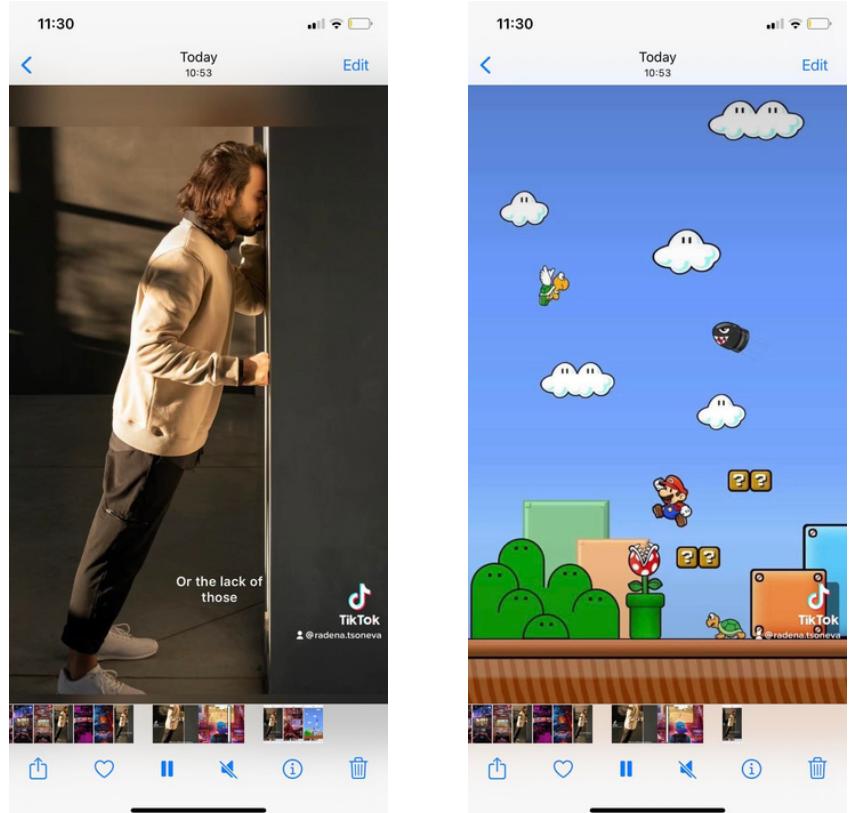
Most people starts playing video games as a way to connect with people. Also, it is way to cope with anxiety, loneliness and depression. But usually after a while the gamer, instead of coping with these problems, feels even more lonely and anxious. Younger ages seem to become addicted from really young because most parents push their children to video games in order to keep them entertained without controlling them at all. Biological factors also seems to matter as males are more likely to become video gaming addicts than females.

WHY?



One great way to cope with video game addiction is to find other ways to keep yourself busy and get entertained. A great way to avoid addiction to video games is by establishing a healthier daily routine. Someone can do active outdoors sports, go for a walk or work on a hobby or a creative project. Also, the gamer needs set limits for play and stick to them, trying to block the access to video games after spending a certain amount of time on them. One good way is to keep the bedroom screen free. An addict should always be able to ask for help from parents or friends and not be criticized for this. The government from its part should make sure that there are the suitable public facilities for someone who is a gamer addict to get professional treatment if it's needed.

# "Among Us" - Tik Tok



## CHAPTER 4

# Social Media



Social media addiction is an unhealthy dependence on platforms like Facebook, Instagram, TikTok etc. It is a behavioral addiction that has been found to negatively impact the mental health and everyday life of the addicted person. Use of social media releases dopamine at a fast pace and has the same effect on the human brain as drugs and alcohol.

Many people use social media and becomes addicted to them in order to deal with loneliness, anxiety and awkwardness. A great percentage of people uses social media because of the fear of missing out. They believe that they will lose touch with friends and be left out of conversations and invitations. Also, many people use social media to create a new image about themselves and then become really addicted to this new reality.

WHY?



The person does not need to completely give up from social media. The users can use app blockers and prevent access to their social media after a certain amount of time. Users can turn off notifications, put their phones away from them in order to avoid getting distracted from their phones and check social media. Also, putting less weight on your social media profile can save you time from using them. One more radical way to deal with the social media addiction but a really difficult one is to do a digital detox. Avoid using a smart phone and try to be as less depended on digital apps as possible. Last but not least, addicts can ask doctors for special treatment for their addiction or visit special clinics.

# "It's in your hands""

- Insta reel

