



Blog Post #4

Addressing Smartphone Addiction in Adolescents: The TechWell Project's Innovative Approach

Adnan Veysel Ertemel

Assoc. Professor of Marketing Istanbul Technical University Department of Management Engineering
Director of ITU Entrepreneurship and Innovation Center (Ginova)

Owing to the rapid rise in mobile phone penetration worldwide, smartphones have become an indispensable part of daily life. While they offer beneficial features, smartphones also bring about certain negative consequences. In particular, smartphone addiction has emerged as one of the most prevalent forms of technology addiction, alongside digital gambling addiction.

Digital platforms are often criticized for designing "architected experiences"—features such as gamification and immersive user experiences—that can lead to problematic smartphone use. For example, a teenager who logs into Instagram or TikTok with the intention of a brief check, like seeing a quick update, may find herself mindlessly scrolling through videos for tens of minutes, often engaging with content from people she doesn't even know.

Our EU-funded TechWell Project aims to address this issue by employing these techniques to promote the mindful use of smartphones. The project will focus specifically on adolescents, as they represent a demographic still relatively new to smartphone ownership and therefore may be more receptive to interventions. The initiative will be implemented in three countries: Turkey, Italy, and France. Beyond traditional research methods, the project will incorporate experimental studies to yield deeper insights.

We are thrilled to work with a top-tier team of researchers from different countries on this exciting project.

Stay tuned for updates!

Adnan Veysel Ertemel

Assoc. Professor of Marketing Istanbul Technical University
Department of Management Engineering
Director of ITU Entrepreneurship and Innovation Center (Ginova)



<https://techwell.itu.edu.tr/>



techwell_project



@TechwellProject



Techwell Project



Techwell Project