

00:04 - Have you ever wondered
00:05 if your phone addiction has gone just a bit too far?
00:08 Well, if you can't get from the vegetable
00:10 to the dairy aisle in the grocery store
00:13 or even stop at a stoplight without checking your phone,
00:16 I'm afraid the answer is probably yes.
00:19 What does this mean for you
00:21 if you're a studier or you're trying to get some work done?
00:24 Well, it's not good, I'm afraid.
00:27 If you need proof, let me tell you about a couple
00:29 of studies from Harvard and the University of London
00:33 where researchers asked college students to perform
00:36 some problem-solving, to do some tasks
00:38 that really required focus.
00:40 They divided them into three groups,
00:42 and one group put their phones in another room.
00:45 A second group had their phones with them
00:48 but where they usually keep them in a pocket or a purse,
00:51 and a third group had their phones next to them
00:53 on their desks.
00:55 Well, guess what?
00:56 The group that performed the best had their phones
00:58 in another room,
00:59 and the group that performed the worst had their phones
01:02 on their desks.
01:03 It didn't matter if the phone was face up,
01:05 face down, turned on, turned off, or on silent.
01:09 Just having the phone near them created
01:11 what researchers call a brain drain.
01:14 Now, obviously, you don't wanna drain your brain
01:17 while you're studying or working,
01:19 but you may be doing exactly that.
01:23 You think you're a master multi-tasker,
01:26 sitting down to do homework, but then checking social media,
01:30 checking a sports score, the weather app,
01:32 ordering a coffee, and then trying to get back to your work.
01:37 It may feel right in the moment,
01:40 but unfortunately, it's not right for your brain.
01:43 Why is that?
01:45 Well, when we allow ourselves to be distracted
01:48 by those quick hits of social media
01:50 or checking the internet,
01:51 we are igniting a part of the brain
01:53 in the back of the brain called the parietal lobe.
01:57 When we need to focus, we need to use the front
01:59 of our brain or our prefrontal cortex.
02:03 It's right here.
02:04 You probably feel that when you're working.
02:05 Sometimes you rub your forehead because you know
02:07 that's the part of your brain you're using.
02:10 Well, unfortunately, they don't really work well
02:12 at the same time.

02:14 So when you need to focus,
02:16 can't you just tell yourself now focus, self?
02:20 Well, it doesn't work so easily.
02:22 Just having the phone near you,
02:24 it's like calling your name, right?
02:26 It's telling you there's something really important
02:27 in this phone that you need to check.
02:30 In fact, it's like putting donuts next to a dieter
02:32 or cigarettes next to a smoker.
02:35 It's very difficult to ignore.
02:38 Now, I realize the irony.
02:40 You're probably watching this on your phone,
02:43 and there is a time and a place for everything.
02:45 However, when it comes to our phones,
02:48 if you are grabbing that phone
02:50 from the moment you roll out of bed in the morning
02:52 until you go to bed at night
02:54 and you're never socially distancing yourself
02:56 from your phone when you need to get work done,
02:59 you're not doing your brain any favors.
03:01 When you really wanna focus and be productive,
03:05 put your phone in another room.
03:06 Your brain will thank you.