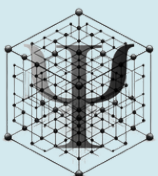


MARCH 2025

NEWS- LETTER

ZENTRUM FÜR MEDIEN-
PSYCHOLOGIE UND VER-
HALTENSFORSCHUNG

ZEMV



Zentrum für
Medienpsychologie und
Verhaltensforschung

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ABOUT THE NEWSLETTER

Dear reader,

ZeMV newsletters are meant to provide key information on our work, our advancements and methods, and easily accessible information based on empiric evidence.

Presented in concise and accessible format, they are meant for both academics, prospective members and collaborators and the general public.

LEGAL INFO

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01

ABOUT THE INSTITUTION

ZeMV understands itself as a scientific research non-profit with the goal of informing and educating the broader public on the manifold effects of (social) media consumption, with the objective to bridge the gap between rigorous academic research and actionable, evidence-based guidance. The institution sits at the intersections of psychology, psychiatry, medicine and modern media.

TWO-FOLD MISSION

We conduct and synthesize high-quality academic research to advance the understanding of how media consumption impacts psychological, social and neuropsychiatric development. Our aim is to attract and collaborate with top-tier scientists to produce innovative, methodologically robust studies that contribute to global academic discourse.

We translate these complex findings into accessible, practical insights tailored to the needs of parents, educators, policymakers, and the general public. By breaking down seminal research into clear, actionable advice, we strive to empower decision-makers and individuals alike to foster healthier media habits and environments.

02

LATE 2024 WHITE PAPER

Our publication 'Clip Thinking – The Fragmentation of Thought: What We Know so Far'

Available from several resources on the web, our publication evaluated information on the phenomenon of *Clip Thinking* and the rising popularity of short-form content platforms. Crafting a synthesis from numerous different perspectives, it also suggests a unified definition and provides a careful outlook into the future of media influence on young people.

NOTABLE NEWS:



ZeMV is now a partner institution of the **Wellbeing Project** and the **Wellbeing in Higher Education Network (WHEN)**. We want to express our gratitude for this important step and extend a warm welcome towards all members and other partner institutions. We are happy to get in touch and work together.

Special thanks to **Alejandra Garza** for the warm welcome and her efforts to make this partnership happen.

GLOBAL HEARTH SUMMIT:

“*Wellbeing inspires Welldoing*”

In June 2025, The Wellbeing Project hosts the **Global Hearth Summit** in Ljubljana, Slovenia.

ZeMV is going to follow the invitation of the prestigious gathering convening more than 1,200 leaders and changemakers from over 100 countries. We highly anticipate the opportunity to connect with international experts across various disciplines and aim to contribute to the collective discourse on wellbeing.

We are enthusiastic about integrating new insights into our ongoing research and initiatives. Engaging with such a diverse assembly promises to enrich our understanding and inspire innovative approaches within our work.

We look forward to sharing our experiences and learning from the wealth of knowledge that will be present at the summit. Our participation underscores ZeMV's commitment to fostering global collaborations that enhance wellbeing and drive positive social change.



CURRENT DEVELOPMENTS:

England considering Social Media ‘age of consent’

British chief medical officer **Sir Chris Whitty** will be asked to investigate whether children and adolescents below the age of 16 years should no longer be allowed on social media, in a similar fashion that Australia implemented last year as a landmark law.

According to an article published in The Times, kids spend an entire workweek (35 hours) on their smartphones, which is raising ever growing concerns in public health professionals.

While parents in the UK have reportedly cried out for smartphone-free schools to better school behavior, **Joe Ryrie**, co-founder of Smartphone-Free Childhood, accuses the government of ‘dragging its feet’, stating:

“Big Tech’s profits are still being prioritised over kids’ wellbeing.”

The practice of monetizing children’s attention and time with a disregard for their mental health is one of the aspects we addressed in our 2024 publication ‘Debunking Instagram’s Algorithm-Sugarcoating’.

NOTEWORTHY



VERIZON'S DIGITAL WELLNESS SUMMIT

One day ahead of the **Global Day of Unplugging**, Verizon tells its customers to put their phones down. They are hosting the first ever **Digital Wellness Summit** in New York City on March 6, 2025. As a thoughtful step towards a better digital hygiene and a more conscious use of digital devices, Verizon acknowledges:

“Building healthy habits in our digital lives is essential for overall well-being.”



GENERATION Z POLL

A CALL FOR BETTER POLICIES!

(SOURCE: THE TIMES; MARCH 6, 2025)

These days, only 22% of Gen Z believe, that social media does more good than harm. Whereas 62% agree, that the opposite is true.

While Generation Z has always been the age group that the main concern of health scientists and educators centered around when it came to the numerous effects of social media, it seems to have dawned on the vast majority of this generation, that they need better agency over their data, their decisions and their wellbeing.

It is interesting that Gen Z have come to realize the many harmful consequences of being overly indulged with modern media and now Gen Z themselves advocate for better policies and stricter guardrails in the media world.

Being the first generation that grew up with digital devices, it is especially noteworthy that such a majority of polled individuals recognize the detriment and are able to critically question their own habits and environment.

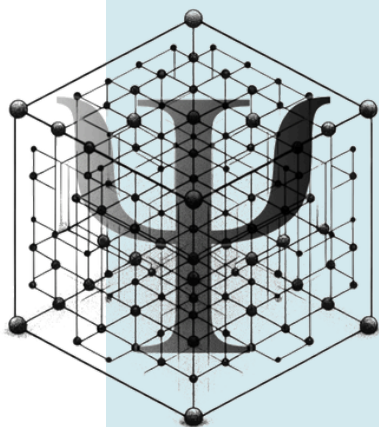
While 70% admitted they would struggle staying off social media, a staggering 74% advocated for stricter rules and the majority would keep their own children off of social media for as long as possible.

THANK YOU!

TO EVERYONE INVOLVED AND ALL SUPPORTERS,
INTERESTED READERS, AND THOSE WHO SPREAD
THE WORD.

Interested in more, or you would like to get
involved? Visit www.zemv.org.

We are happy to answer your questions!



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