《手机瘾已经成为新的可以和烟瘾匹敌的坏习惯》

早在iPhone问世之前很久，香烟就成了烦躁人士的首选伴侣。而在Facebook诞生之前很久，正是烟草让你有望增进自己的社交生活。而如今，戒除智能手机已成为新的戒烟。就此，英国《金融时报》驻旧金山记者汉娜.库赫勒写下本文。

Even in Silicon Valley, people are turning off the notifications that constantly buzz for their attention, banning smartphones from the bedroom and, curiously, changing the colours on their screens to a less seductive scale of grey.

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The big tech companies will have to work out how to respond to this new generation of quitters. Facebook is the first to go public with its attempt, hoping its recent move to slash memes, brands and news from its newsfeed will make the social network feel more homely - filled with friends and family who encourage us to stay.

??????????????????????Facebook???

Last year the tech industry received a label - Big Tech - with unfortunate echoes of other industries that have faced fierce opposition, including Big Tobacco. Like them, the tech industry has to quell concern from a new generation of activist shareholders that are questioning its role in the world.

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These campaigns are nowhere near as extensive as those faced by Big Tobacco. In the 1990s, socially responsible investors refused to put money in tobacco stocks, activists lobbied for companies to spin off tobacco divisions and even targeted companies with a tangential interest in the business.

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It is far thornier for investors to challenge Big Tech and hard to separate the good these companies do in the world - connecting old friends and giving space for people to share their ideas - from the bad. The annual general meeting, where PR posturing meets shareholder grandstanding, may not be the place to reckon with these complexities.

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In the meantime, going cold turkey on technology remains problematic. The ability to achieve tech-life balance is becoming a status symbol. In The World Without Mind: The Existential Threat of Big Tech, Franklin Foer argues that tech should be seen in a similar way to junk food: a convenience that some reject for more sustaining nourishment.

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Given that the average American spends more than four hours a day on their phone, according to research firm eMarketer, I believe we need to do more to turn the tide. We need real rules to nudge people of all backgrounds away from addiction, not just those who feel social pressure to live an offline life.

????eMarketer????????????????????????4??

In the same way that public service announcements made smoking around your children taboo, we can warn parents against losing themselves in their smartphones while taking care of kids. As when non-smoking areas were established in restaurants, we can create no-smartphone zones at dinner. Eventually, smartphones could be banned from all public places, shunned in favour of actually giving our attention to the people around us instead.

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