

# EVIDENCE FOR SOCIAL DEVELOPMENT



UNPLUGGED  
REBELS  
NZ

Children with smartphones spend longer in a virtual world **without human interaction**

- The quality of family relationships and friendships **decreases for every year** younger a child is given a smartphone

- **Hinder development** of social skills and relationships

- **Social Self** – **how we see ourselves** and relate to others – shows the most significant and steepest improvement with older age

- Damaging for **family relationships**

The **daily average** of 5-8 hours adds up to **1,000 to 2,000 hours a year** that would otherwise be spent in face-to-face social interactions, learning and mastering these important skills and building strong relationships