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## New age Addictions: A menace in progress

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We are living in an information age and technology is invading our lives at every turn. From mobile telecommunications to digital television to the futuristic computer-controlled homes, we deal with new technology every day in our work places and our homes. Yes, smart phones have made our lives easy in doing things at the tap of fingers, but they also made our lives busy in wasting time and disturbing sleep patterns. Today we have smartphones, smart TV, smart homes, smart cars, smart cities, smart gadgets but at the end of the day we are becoming dumb. Technology should be used to the extent that we should become smarter to do multitasking and never become dumb humans. New age addictions come with new age problems and behaviours; human race has never seen such impact before. Mobile phone has become an external organ in our lives and connectivity to internet as a blood stream. The biggest worry is people as young as 5 years are addicted to mobile devices to stream videos, playing games and they are unaware of radiation impact. As tobacco and alcohol industry is leveraging the freedom of social media to influence the youth, pornography is emerging as another threat in creating havoc among young minds. Youth getting access to porn videos are getting addicted to it, which will have serious impact on their behaviours as they grow up. At the dawn of

the next century we must ensure that health issues pertaining to new age addictions emerge and remain as a major area of national and international concern and action. We at VChangeU help young people by educating them what tech addictions really are, how constant use of mobile phone and social media can lead to addiction that can wreak havoc with health and well-being of entire family.

### Speaker Biography

Vijay Bhasker Reddy Yetapu is founder and president of a true non-profit organisation VChangeU. His area of expertise is to promote longevity of life through innovative and creative approaches. His research addresses motivational processes involved in healthy living across the life span. Having over 20 years of critical thinking experience in a consulting, management, corporate role in IT and over 10 years in non-profit leadership. Delivered over 2000 sessions on Healthy Living in schools, colleges, universities, industries, companies and conferences. He has received several national and international scholarships for his work on health which includes 2 times scholarship awardee for 15th and 16th "World Conference on Tobacco or Health", "International Conference on Public Health Priorities in the 21st Century: The Endgame for Tobacco!". His paper "A good sleep makes you younger by the day" was selected to present in 3rd International Sleep and Breathing Conference held at Barcelona, Spain.

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