

Your Brain on Screens

Nobody's going to tell you to throw your phone in a lake. But the apps you use were built by people who study exactly how your brain works. Here's what the research actually found.

PAGE 1 OF 2
FOR TEENS
PARENTS → BACK

8h 39m

Average daily screen media use, US teens 13–18 —
not counting schoolwork

Common Sense Media Census (2021 data)

31%

Of ~4,300 US kids tracked from age 10 to 14, this share developed an **increasing addictive pattern** of social media use

Xiao et al., JAMA, 2025

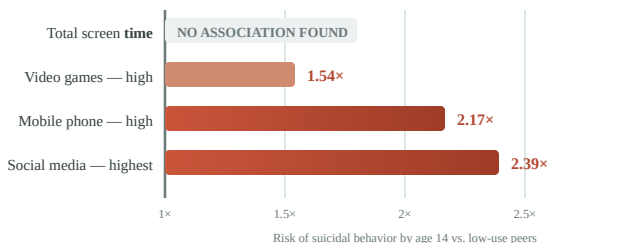
8–10

Hours of sleep a 13–18 year old needs each night to function well

American Academy of Sleep Medicine

1 It's not how many hours. It's how hooked.

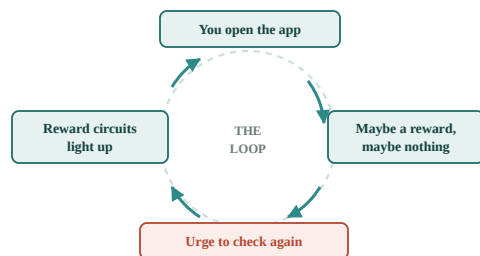
The finding that surprised researchers most — and it changes the whole conversation.



How to read it: researchers followed 4,285 US kids from about age 10 for four years. Kids whose use looked *addictive* — craving it, unable to cut back, distressed without it — had roughly double the risk. Kids who simply logged a lot of hours, without that pattern, did not. Bars show the highest-use group; the 31% “increasing” group’s risk was 2.14x.

2 Why it's genuinely hard to put down

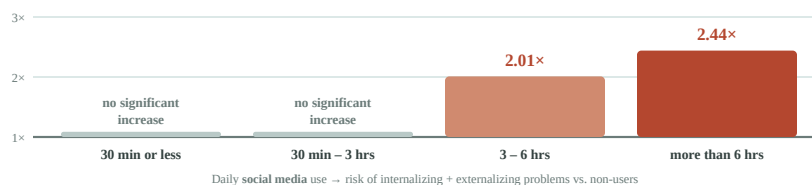
This is design, not weakness. Knowing the mechanism is most of the defense.



- **The payoff is unpredictable on purpose.** Most of what you scroll past is forgettable — then something lands. That's *intermittent reinforcement*: the same reward schedule that makes slot machines hard to walk away from. Designers know this. (Montag et al., 2019)
- **Likes hit real reward circuitry.** Brain scans of teens 13–18 showed the nucleus accumbens — a core reward region — activating more strongly for a photo with many likes than for the identical photo with few. (Sherman et al., Psychological Science, 2016)
- **Your brain is in an unfair fight right now.** Sensitivity to reward peaks in mid-adolescence, while the prefrontal cortex — the part that pumps the brakes — is one of the last regions to finish developing, into the mid-to-late 20s. That gap is normal biology, not a character flaw. (Crone & Konijn, 2018; NIMH, 2023)

3 Where the line seems to fall

In 6,595 US adolescents, risk didn't climb steadily — it stayed flat, then bent.



Riehm et al., JAMA Psychiatry, 2019 (n = 6,595, ages 12–15). In a separate UK study of 10,904 fourteen-year-olds, depressive symptom scores ran 50% higher in girls and 35% higher in boys at 5+ hrs/day vs. 1–3 hrs — much of it running through **sleep loss, online harassment, low self-esteem, and body image** (Kelly et al., 2018).

4 The sleep problem

The most consistent finding in the whole literature.

2.2x

Odds of too little sleep when you use a device at bedtime

1.8x

Odds when the phone is just in the room — not even used

55%

Melatonin suppressed after 4 hrs of a bright screen before bed

90%

Of 67 studies reviewed found screens linked to worse sleep

Carter et al., JAMA Pediatrics, 2016 (125,198 children); Chang et al., PNAS, 2015 (lab study, adults); Hale & Guan, 2015. **Look at the second tile:** the phone didn't have to be used. Being reachable was enough.

Quick self-check — be honest, nobody's grading this

These reflect the “addictive use” pattern the research measures — not hours.

- | | |
|--|---|
| ☐ I've tried to cut back and couldn't stick to it. | ☐ I feel restless or irritable without it. |
| ☐ I reach for it automatically, before deciding to. | ☐ I use it mainly to avoid a feeling I don't want. |
| ☐ It's cost me sleep, grades, or time with people. | ☐ I feel worse after, but go back anyway. |

Three or more? Not a diagnosis, and it doesn't mean something's wrong with you. It is worth bringing into session — it's a specific, workable thing to change.

Also worth naming: what the screen is doing *for* you. Boredom, anxiety, loneliness, avoidance — each has a different fix.

5 What actually has evidence behind it

Reduce — don't quit

Across 10 randomized trials, **cutting back** lowered depression symptoms (g = 0.25). Quitting entirely wasn't shown to work better.

May et al., 2025 (N = 1,491)

Phone sleeps elsewhere

Charge it outside your room. The highest-yield single change on this page.

Carter et al., 2016

Cut screens before bed

A 4-week trial of a **30-min** pre-bed cutoff added ~18 min of sleep and lifted mood. AAP advises an hour.

He et al., 2020 (pilot, adults)

Kill the notifications

Notifications are the unpredictable trigger. Off = the loop breaks at its start.

Mechanism: Montag et al., 2019

Move 60 min a day

The federal target for ages 6–17 — and the most reliable competition for a screen.

HHS Guidelines, 2018

What's Recommended, By Stage

If you learned a screen-time number years ago, it has changed. In February 2026 the AAP replaced fixed hour limits with a framework about content, context, and what screens displace.

PAGE 2 OF 2
FOR PARENTS
TEENS → FRONT

WHAT CHANGED IN 2026

"Time limits might range from <1 hour/d for toddlers and preschoolers to 1 to 2 hours/d or more of entertainment (not school-related) media for school-aged children and teens."

AAP Council on Communications and Media. *Digital Ecosystems, Children, and Adolescents: Policy Statement*. Pediatrics. 2026;157(2):e2025075320.

Read the hedging — **"might range,"** and **schoolwork excluded**. These are illustrative, not limits; the AAP adds that *"the most important considerations are high-quality content and prioritizing healthy activities (eg, sleep, play, physical activity, reading)."* The 2016 rules many handouts still repeat — "no screens under 18 months except video chat" — are no longer AAP's framing.

THE REPLACEMENT FRAMEWORK: THE 5 C'S

The AAP's questions for a family media plan — ask them about each child, at any age.

Child
What are their strengths?

Content
What are they interacting with?

Calm
Using media to self-soothe?

Crowding out
What's it getting in the way of?

Communication
How does the family talk about it?

The one concrete AAP instruction: "Establish phone-free zones during mealtimes, in bedrooms, an hour before bed, and during homework." If you change one thing, make it the bedroom.

Guidance by developmental stage

The major bodies now disagree with each other, so each column is attributed.

Stage	AAP 2026 — screen media	WHO 2019 / AACAP 2025	Sleep (AASM)	What matters most at this stage
Under 2 Infant / toddler	No avoidance rule. Infants "do not learn from digital media," but brief, high-quality videos are "not detrimental." Video chat is framed as a benefit .	WHO: not recommended under age 2. AACAP: under 18 mo, video chat with an adult only.	11–14 hrs ages 1–2	Back-and-forth interaction with a person. Under 18 months, children can't reliably transfer screen content to real life.
2–5 Preschool	Under 1 hr/day of high-quality content, watched together where possible.	WHO: max 1 hr/day, "less is better." AACAP: ~1 hr weekdays, 3 hrs weekend days of non-educational media.	10–13 hrs ages 3–5	Co-view and talk about what they see. Watch for media as the default calming tool — that habit carries forward.
6–10 School age	Illustrative 1–2 hrs/day or more of entertainment media, schoolwork excluded.	Outside WHO scope. AACAP: build healthy habits; limit screen-based activities.	9–12 hrs	A shared family tablet beats a personal device. AAP: "Children will not miss out on learning opportunities if families delay giving their children a tablet."
11–13 Early adolescence	Same range. No AAP minimum age for a first phone; AAP points to its PhoneReady Questionnaire .	Platforms set 13 as the minimum — but that comes from a 1998 privacy law (COPPA), not a developmental marker. AAP names no specific age.	9–12 hrs to age 12	The highest-risk window: additive-use patterns in the JAMA cohort took hold between ages 10 and 14.
14–18 Adolescence	Same range; emphasis shifts to autonomy, content quality, and what use displaces.	US Surgeon General's 2023 advisory (still posted) suggests considering no devices for 1 hr before bed or overnight, and device-free meals.	8–10 hrs	Above ~3 hrs/day of social media , risk of internalizing problems rises. Negotiate rather than confiscate — and model it.

Ordinary heavy use vs. worth a closer look

The distinction the 2025 JAMA cohort drew: pattern, not quantity.

Probably just a teenager

- ✓ Long stretches, but stops when asked
- ✓ Screens are one interest among several
- ✓ Sleeping enough; grades roughly steady
- ✓ Sees friends in person at least sometimes

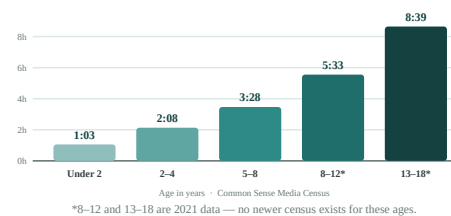
Worth raising in session

- Repeated failed attempts to cut back
- Distress or anger when it's unavailable
- Sleep loss; grades slipping; dropped activities
- Withdrawing from in-person friendships
- Using it mainly to escape a feeling

A caution on the numbers: most of this evidence is observational, and measured effects on mood are real but modest at a population level. A sudden change in a specific child matters more than any national average.

What the averages look like

Daily screen media use, largely excluding schoolwork.



Equity note: among children 0–8, those in households under \$50k averaged twice the screen time of those at \$100k+ (3:48 vs 1:52). Access to alternatives is part of the picture, not just parenting.

Five moves with actual evidence behind them — sources at refs 1, 5, 12, 18, 20

1 • Bedroom is a no-phone zone. A device merely *present* in the room raised the odds of inadequate sleep by 79%, even unused — buy an alarm clock. **2 • Reduce, don't ban.** Trials that cut use lowered depression symptoms ($g = 0.25$); quitting entirely wasn't shown to work better. **3 • Delay the personal device.** AAP

recommends a shared family tablet first; later is a real option. **4 • Protect meals and the hour before bed.** The two windows every major body agrees on — and the ones adults break most. **5 • Ask what it's replacing.** "Crowding out" is the useful question; 60 min/day of movement is the federal target for ages 6–17.

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