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CITA Salmerón Ruiz M^a Angustias. Impacto de la IA. "Beneficios de la desconexión digital en contacto con la naturaleza". 26 jornadas encuentro pediatras y odontopediatras. 2025

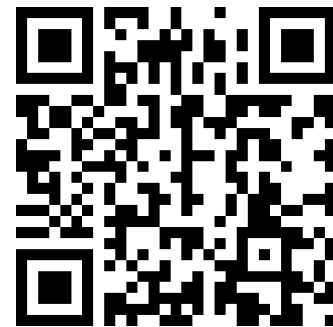


"Beneficios de la desconexión digital en contacto con la naturaleza"

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REGALO TIEMPO

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COMPROBAR TIEMPO DE USO Y
APLICACIONES

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Marketing y salud



marketing y salud





NO

DESDE EL DISEÑO ES ADICTIVO

EL NEGOCIO SON LOS DATOS, LES DA IGUAL COMO CONSEGUIRLOS.

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arXiv:2411.12083v2 [cs.HC] 29 Jan 2025

The Engagement-Prolonging Designs Teens Encounter on Very Large Online Platforms



1
Pressuring
Users

1A)
Artificial Social Obligations

Platforms create social pressures that push users to interact more, presenting these interactions as social obligations.

Content Sharing Prompts

Design features that use notifications or suggestions to encourage users to share content with their friends, fostering social interaction and engagement.

Congratulatory Prompts

Design features that encourage users to send congratulations to their connections for achievements or milestones, creating a sense of social obligation and maintaining engagement.

Anthropomorphic Language for Social Pressure

Design features that use human-like language or characteristics attributed to the platform or digital elements to evoke social pressure. These features target the user's empathy or sense of personal obligation by creating an artificial sense of personal interaction or social relationship with the platform.

Social Reminders

Design features that encourage users to connect or re-connect with other users.

Contact Sync Prompts

Design features that encourage users to sync their phone or other app contacts with the platform to find more friends or connections, promoting expanded social networks and increased engagement.

1B)
Platform-Manufactured Tasks

Platforms pressure users into extending their engagement by creating tasks and to-do items for them to attend to. These can be explicit requests or implicit cues through interface design.

Rating Requests

Design features that ask users to rate or review a product or service they have used, encouraging ongoing engagement with the platform.

In-app Incomplete/Unread Badge

Design features such as badges displayed within the app to indicate incomplete tasks or unread notifications, prompting users to engage with the platform to clear them.

New Feature Prompts

Design features that encourages users to explore and use new features within the app, or to create new posts or repost existing content.

Personal Data Solicitation

Design features that encourage or request users to provide personal information, such as their name, email address, phone number, location, or preferences, to enhance user engagement or personalize their experience on the platform.

Advanced Personalization Setting

Design features that prompt users to personalize their experience by setting up an avatar, adjusting privacy settings, or customizing other personal preferences, encouraging deeper engagement with the platform.

Task Chunking

Design features that break down tasks into manageable steps or label them by difficulty level, setting targets or goals for users to reach. This approach breaks task into easy pieces to engage quick start and fosters a sense of commitment to achieving significant milestones or completing specific activities, encouraging sustained engagement with the platform.

1C)
Fabricated Time Pressure

Platforms add urgency to users' actions, encouraging immediate engagement through a false sense of scarcity or urgency.

Scarcity-Based Urgency

Design features that notify users about limited-time discounts, special deals, or fleeting job opportunities, creating a sense of urgency due to perceived scarcity. eg. "Only 2 seats left at this price!"

Vague Urgency Cues

Design elements using language or visual cues that create a general sense of urgency or time sensitivity, without specifying concrete deadlines. These prompts aim to motivate immediate action by emphasizing the passage of time or the fleeting nature of opportunities.

Deadline-driven Prompt

Design features that present tasks or challenges that must be completed within a specific time frame, creating a sense of urgency to encourage quick engagement and participation.

Disappearing Content

Design features such as stories or posts that disappear after a set period, encouraging users to engage quickly before the content is no longer available.

Autoplay Countdown Timer

Design features that use a countdown timer to prompt users to take action to stop the autoplay of the next video, creating a sense of urgency to interact with the platform.

Presionar a los usuarios

2 Enticing Users	2A) Reinforcement Schedules	elements that reinforce desired patterns of engagement through intermittent rewards or explicit acknowledgments of prolonged engagement.	Random Surprise Rewards	Design features that provide congratulatory notifications or awards for maintaining usage streaks or daily active engagement. These may include daily quizzes or challenges to encourage users to return and interact with the platform consistently.
	2B) Curiosity Teasers	Platforms use gamification and suspense to increase user engagement by building anticipation and curiosity. This involves hinting at mystery content, displaying partially hidden items, and using enticing prompts to keep users engaged.	Streak Rewards and Daily Challenges	
			Promised Mystery Prizes	Design features that offer users the chance to gain unspecified or mystery prizes, creating anticipation and curiosity to increase engagement.
			Intrigue-Inducing Headline	Design features that use headlines or prompts framed as questions or intriguing statements to pique users' curiosity and encourage further exploration or engagement.
			Deceptive Social Notifications	Design features that generate deceptive alerts or messages to grab a user's attention and encourage engagement, even in the absence of real activity or updates to report.
			Profile View Teasers	Design features that provide hints or teasers about who has viewed a user's profile, encouraging curiosity and prompting more engagement with the platform.
			Filtered Content Showcase	Design features that display interesting videos or photos created by others using filters, enticing users to try the feature themselves and engage more with the platform.
	2C) Tailoring Content to Base and Hyper-Personalized Pleasures	Platforms serve up guilty-pleasure recommendations to entice users with irresistible content, often tailored to the user's specific tastes and behaviors through automated profiling and A/B testing.	Provocative Content	Design features that showcase highly sexual or grotesque content to capture user attention and drive engagement by leveraging shock or sensationalism.
			Prioritizing Content from Most-Interacted Friends	Design features that prioritize displaying posts from friends with whom the user interacts most frequently at the top of their feed, rather than showing content in chronological order, to increase engagement by highlighting familiar connections.
			Preference-Based Content Curation	Design features that solicit user preferences and use this information to curate and display personalized content, enhancing user engagement by aligning with their interests.
	2D) Social Quantification	Platforms entice users into extended engagement by appealing to their desire for social validation and connection. They provide features that quantify likes, followers, and other measures of responsiveness to the user's content.	Likes/Dislikes/Symbols Response Counts on Content	Design features that display the number of times a video or post has been viewed, encouraging user engagement by quantifying the popularity and reach of content.
			View Counts on Posts	Design features that show the number of times a post or content item has been viewed, indicating its reach and potential influence.
			Viewers/Reactors List	Design features that display a list of usernames or profiles of users who have viewed or reacted to content, enabling users to see who engaged with their posts and potentially connect further.
			Top Fan/Contributor Ranking	Design features that rank users based on their interaction levels or contributions (eg. top fans, most active, spending most on virtual gifting/tipping) to incentivize higher visibility and status among other viewers. This creates a competitive environment to incentivize higher engagement and visibility. and monetization through social recognition.
			Content Analytics Dashboard	Design features that provide detailed analytics on content performance, including metrics like viewing time, demographic breakdowns, measure of content effectiveness, and audience responsiveness rates, serving as a visible measure of social influence and connectivity.
			Social Activity Alerts	Design features that send alerts to users about new social interactions on their content, such as likes, followers, comments, replies, or views, encouraging continuous engagement and responsiveness on the

Atraer a los usuarios



3 Trapping Users

3A) Navigational Fog	Platform interfaces use confusing elements, unclear language, lengthy and complex interaction flows, and buried settings to create navigational “fog” that keeps the user on the platform as they struggle with the UI. This fog discourages actions that might reduce engagement, such as changing settings to manage time or turning off notifications.	Confusing Menus and Disorganized Options	Design features that use unclear menu labels and poorly structured options, making navigation difficult and confusing for users, thereby increasing time spent on the platform and discouraging actions that might reduce engagement.
		Unclear Language	Design features that use instructions or promotional language that is difficult to understand or follow correctly, creating confusion and increasing user engagement by prolonging their interaction with the platform.
		Attentional Roach Motel	Design features that bury important settings, such as notifications, subscriptions, and privacy options, under multiple layers of menus, making them difficult to find and discouraging users from adjusting settings that might reduce engagement.
		Lack of Time Indicators	Design features that obscure or blur the user’s perception of time, such as the lack of visible time indicators or continuous content feeds, making it difficult for users to track their usage duration and encouraging prolonged engagement with the platform.
		No Opt-Out Option	Design features that prevent users from opting out after they have opted in, restricting their ability to change preferences and encouraging continued engagement with the platform.
		Mix of Irrelevant and Relevant Content	Design features that mix irrelevant content with relevant content, causing users to spend more time searching for what they need and inadvertently increasing time spent on the platform.
3B) Obligatory Engagement	Platforms hold users captive by constructing mandatory tasks that extend engagement. These tasks often serve as barriers to performing actions that might reduce engagement.	Mandatory Sponsored Content Viewing	Design features that require users to watch sponsored content, such as Stories, in order to continue viewing other content, thereby extending engagement on the platform.
		Mandatory Manual Select	Design features that require users to manually select at least one option before they can proceed to the next step, thereby extending user engagement by creating additional interaction steps.
		Nagging	Design features that repeatedly present the same directive or guidance through constant reminders, repeated pop-ups, or persistent notifications, nudging the user towards a particular behavior, such as enabling notifications or completing a task.
		Pre-Selected Options Requiring Manual Deselect	Design features that automatically select multiple options for the user, requiring them to manually deselect each one if not desired, thereby increasing engagement by adding extra steps to the process.
3C) Persistent Interfaces	Platforms keep users engaged through UI components that persistently follow them or continue demanding engagement, even when users take actions to disengage.	Mandatory Instructional Steps	Design features that require users to complete specific instructional steps in order to access certain app features, extending user engagement by adding additional tasks before full functionality is available.
		Picture-in-Picture Playback	Design features that automatically play the most recent video in a picture-in-picture frame or as audio while the user navigates the app.
		Continued Video Playback After App Exit	Design features that allow videos to continue playing even after the user exits the app, ensuring ongoing engagement by keeping content accessible outside the app environment.
		Pin App Features to Home Screen	Design features that enable users to pin specific app features to their phone’s home screen, providing quick access and encouraging frequent engagement with the platform.
		Accidental touch	Design features that place elements in a way that increases the likelihood of users unintentionally interacting with them, keeping users engaged by triggering unintended actions or responses.
		Endless Exploration Instructions	Design features that instruct users to return to an endless exploration mode, encouraging prolonged usage and continuous engagement with the platform.
		Watch & Explore History displayed on the Main Page	Design features that display a history of videos or content the user has watched directly on the main page, rather than in a settings page, encouraging further exploration and continued engagement with similar content.

Atrapando a los usuarios

4 Lulling Users	4A) Autoplay and Autoadvance	autoadvance features to take advantage of user inertia, removing the need for users to actively decide what to watch or play next, thus extending engagement.	Autoadvance in Games	Design features that automatically advance to the next sequence or level in a game, maintaining user engagement by eliminating pauses between gameplay moments and encouraging continuous play.
			Autoplay Videos on Scroll	Design features that automatically play videos as soon as they scroll into view, increasing user engagement by providing continuous, passive content consumption.
	4B) Autopopulated Fields	Designs that lull users into decisions that benefit the platform by autopopulating text fields and offering one-click interaction mechanisms. These pre-populated suggestions model platform-desired behavior and enable users to act with minimal thought.	Trending Quick Suggestions	Design feature that automatically populates suggested options based on current trends, allowing users to quickly engage with popular content through a single-click interaction.
			One-Click Personalized Recommendations	Design feature that autopopulates content suggestions based on users' past interactions and engagement history, enabling users to access tailored options with a single click for minimal decision-making effort.
			One-Click Sharing	Design features that allow users to share content effortlessly with a single click, encouraging quick and frequent sharing to enhance engagement and content spread.
			Pre-Selected Emojis/Contents for Quick Responses	Design features that offer a set of pre-selected emojis for users to quickly respond with, facilitating rapid interactions and enhancing user engagement through streamlined communication options.
	4C) Endlessness and Visual Overwhelm	Platforms lull users into extended exploration and mindless scrolling by providing an endless stream of content and using highly salient graphics to compete for attention. This design creates a visually overwhelming experience, desensitizing users to the bombardment of content.	Infinite Scrolling	Design features that automatically load more content as the user scrolls down, creating an endless stream of content that encourages prolonged exploration and mindless scrolling.
			Casino Pull-to-refresh	Design features that prompt users to pull down on a touchscreen to refresh content, often accompanied by engaging or visually stimulating elements, encouraging frequent interaction and continued content exploration.
			Visually Engaging Recommendations Grid	Design features that display a grid of recommendations with bright, exaggerated visuals and dense, provocative images to attract attention, encouraging users to engage with a visually overwhelming array of content.
	4D) Transitions into Sponsored Content	Platforms create seamless transitions from user-generated content to sponsored content, extending engagement by making the shift feel natural and unnoticeable. This design integrates commercial content smoothly into the user's	Sponsored Content Blending or Mixing with Regular Content	Design feature that uses a format similar to a post to appear as if it were created by other users, blending these posts with regular content.

Arrullar a los usuarios



DESPLAZAMIENTO HÁBITOS DE VIDA SALUDABLES

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Sueño

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1. El uso de pantallas perjudica la salud del sueño entre niños y adolescentes.
2. El contenido del uso de pantallas antes de dormir perjudica la salud del sueño.
3. Las estrategias e intervenciones conductuales pueden atenuar los efectos negativos del uso de pantallas.



REVIEW ARTICLE · Volume 10, Issue 4, P373-384, August 2024

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The impact of screen use on sleep health across the lifespan: A National Sleep Foundation consensus statement

[Lauren E. Hartstein, PhD^a](#) · [Gina Marie Mathew, PhD^b](#) · [David A. Reichenberger, PhD^c](#) · ... · [Jamie M. Zeitzer, PhD^m](#) · [Joseph M. Dzierzewski, PhDⁿ](#) · [Lauren Hale, PhD^o](#)   ... [Show more](#)

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[https://www.sleephealthjournal.org/article/S2352-7218\(24\)00090-1/fulltext](https://www.sleephealthjournal.org/article/S2352-7218(24)00090-1/fulltext)



Deporte (equipo)



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Relaciones sociales significativas cara a cara.



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- El tiempo frente a la pantalla aumentó:
 - 0.23 h/día 0-1 a.
 - 1.58 h/día 0-2 a.
 - 3.28 h/día 0-3.
- Videojuegos aumentó más en los niños.
- RRSS en las niñas.
- La duración del sueño disminuyó 0-3.
- La actividad deportiva/de ejercicio
 - Disminuyó 0-1 a.
 - Aumentó 2-3 a.
- Otras actividades:
 - Disminuyó en 0.13 h/día 0-1 a.
 - Disminuyó 1.60 h/día 0-2 a.
 - Disminuyó 3.38 h/día desde 0-3 a.

BMC Pediatrics

<https://doi.org/10.1186/s12887-025-06368-z>

Article in Press

Longitudinal changes in screen time, sleep, and sports/exercise activity in early adolescence

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<https://link.springer.com/article/10.1186/s12887-025-06368-z>



Comer en familia.



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What we know about screen time and social media in early adolescence: a review of findings from the Adolescent Brain Cognitive Development Study

Nagata, Jason M.^a; Lee, Christopher M.^a; Hur, Jacqueline O.^a; Baker, Fiona C.^b

Author Information 

Current Opinion in Pediatrics 37(4):p 357-364, August 2025. | DOI: 10.1097/MOP.0000000000001462

- 9 a 15 años.
- Más pronunciadas desde la **pandemia de COVID-19**.
- Un mayor uso de **pantallas** (RRSS, videojuegos, videochat, vídeos y mensajes de texto). **Se asocia con:**
 - **Salud mental:** depresión, ansiedad, trastornos alimentarios, trastorno obsesivo-compulsivo, déficit de atención/hiperactividad y trastornos de conducta
 - Problemas de **sueño**.
 - Factores de riesgo **cardiometabólico**.
- El **uso de pantallas por parte de los padres** y la **restricción del uso de pantallas en el dormitorio y a la hora de comer** se asocian con un **menor tiempo** frente a las pantallas en la **adolescencia temprana** y un **uso problemático**



[https://journals.lww.com/co-pediatrics/abstract/2025/08000/what we know about screen time and social media in.9.aspx](https://journals.lww.com/co-pediatrics/abstract/2025/08000/what_we_know_about_screen_time_and_social_media_in.9.aspx)



Contacto con la naturaleza

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EFEECTO PANTALLA

MEJOR, LA PANTALLA DEL CINE.

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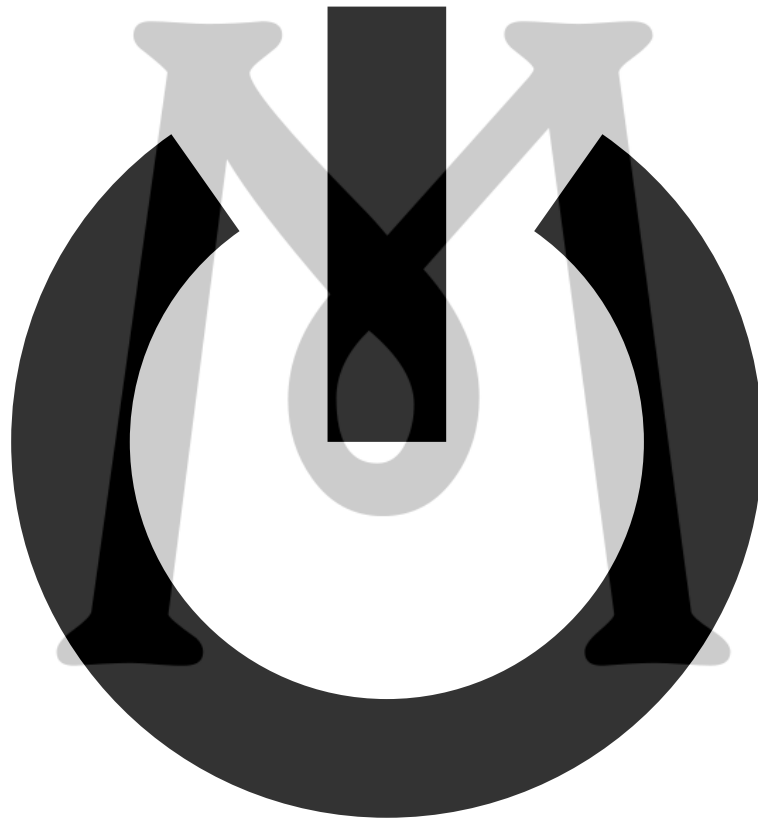


CONTENIDO

EFFECTO DIRECTO SALUD MENTAL

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DESCONEXIÓN DIGITAL CONSCIENTE



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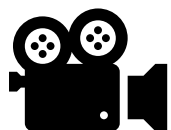
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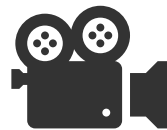


Recursos recomendables



MOVIMIENTO OFF

<https://vimeo.com/914700035?fl=pl&fe=sh>



PLAN INTERNACIONAL

<https://youtu.be/fkck7mA NwPo>



PACTO DE FAMILIAS ALM

<https://www.pacto.adolescencialibredemoviles.es/>

Adolescencia Libre de móviles



Nivel de contacto con la naturaleza

Calidad de vida y salud en la infancia y la juventud.

Menores de 17



Conexión con la naturaleza infancia y la juventud.

Menores de 17



Calidad de vida y salud en adultos.

Mayores de 25



¿Despertamos?



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M

**¿CUÁNTO TIEMPO TE VAS A
REGALAR A TI Y A LOS TUYOS?**

¿O SEGUIMOS CREYENDO EL MARKETING DE LAS TECNOLÓGICAS?

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Contacto con la naturaleza



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**MUCHAS
GRACIAS**



