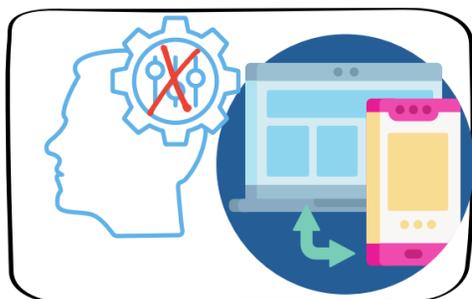
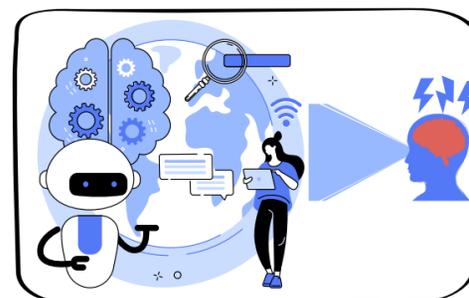




* American psychologist Craig Broad was one of the first scientists to point out that computer technology can cause stress in its users. He introduced the term 'technostress' to refer to psychological reactions to negative experiences with computers.



* According to his definition, technostress is a "modern disease of adaptation caused by the inability to cope with new computer technologies in a healthy way."



* A more specific definition describes technostress as "a negative psychological state associated with ICT use or threat of use in the future. Literature shows that technostress has negative effects on the individual's health and organizational productivity."



* Technostress has significant negative impact on employee productivity and effects in role overload, role conflict, exhaustion, burnout and decreased job satisfaction and commitment.



EAVI



* The European Association for Audience Interests, which promotes media literacy and full citizenship rights, and supports the adoption of initiatives that enable citizens to read, write, and participate in public life through the media - some useful specific practices have been developed to adopt better rituals and habits that help users become "media literate" by discovering the benefits of media technologies to promote well-being.



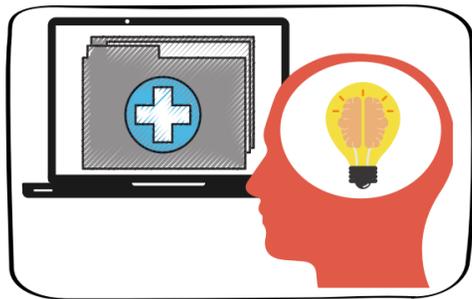
* It refers to the way we live in the digital environment and the technical skills needed to use media to our advantage and control our digital experiences.



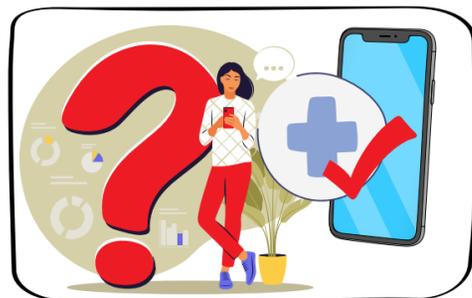
* According to UNESCO, digital well-being is "the enhancement and improvement of human well-being in the intermediate and long term, through the use of digital media."



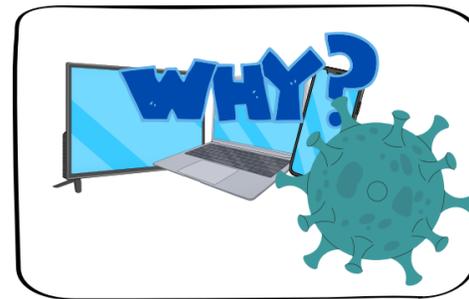
* Social media can increase communication, information, and social overload. In particular, constant connectivity is induced by social media push notifications and messages, which can distract people from their work and lead to concentration and sleep problems, exhaustion, burn out and technostress.



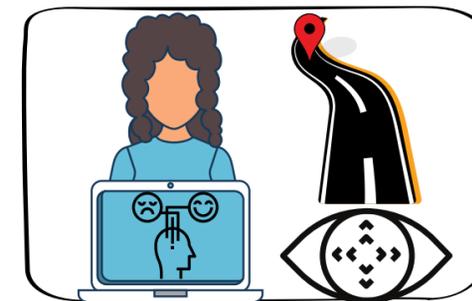
* At EAVI, they believe that mindfulness and critical thinking are essential to acquiring digital wellness skills. It should be top priority for a healthy lifestyle. Therefore, it is necessary to respond to these fundamental questions:



* • Is it time I do something about it and care more about my digital well-being?



* • Why exactly do I use my telephone, computer, smart tv, and other digital tools?
• How my habits have changed during the COVID-19 pandemic?



* • And how do I feel when I eventually watch something different than my screen? How long do I need to recover?
• What have I learned? Was I in control of my navigation?

