

7 REASONS

It makes sense we struggle (There's nothing wrong with who you are)

1. We are designed to communicate through complex verbal and non verbal mechanisms, and have specific real estate in the brain to machine learn facial recognition to connect with others. Humans crave this for reassurance, but email or text as a primary communication leaves our brains in subconscious vigilance and threat.
2. Our eyes, brain, and thoughts are designed to converge on a single focus point under threat. This is exactly what we are creating biologically speaking when we focus on our phones, head down, with a single point of convergence. It's why even 2 minutes of looking at an expanse of water or nature relaxes the brain which we now lack.
3. We are wired to start a task, then finish a task just like we did as hunter gatherers. Each time we task switch (on emails alone an average of 75 times a day, let alone social media) we have to stop one task and then engage a set of 'rules' around the next one. Switching too much leaves a 'residue on a white board' that we keep writing over the top of. You can imagine what that looks like for the brain at the end of the day.
4. Our body clocks are wired to get sleepy when the sun goes down and wake when it gets light. It likes an "on-off" cadence to function, then restore. Shift work, phones and screens at night, and the merging of work and home, manually over-rides circadian patterns and for many of us leads to one big grey area - half awake at night and half asleep during the day. Prioritise sleep
5. Caffeine and alcohol use, and distraction all day and overthinking at night, has changed our sleep architecture. For example the stage of sleep designed to 'clean out the spam folder' and get rid of small, inconsequential events, is reduced so we carry over 'junk' mail into the next day. Alcohol and caffeine also reduces restorative sleep.
6. It is fuel efficient to be able to predict events. *My community is kind. My country is safe. My job is secure.* Economic, geopolitical and pandemic uncertainty now reigns and we are having to stay 'aroused' to unrest.
7. Survival depended for our ancestors depended on 'fitting in'. As we become a 'approval' driven, social media, impression managing society, we are now at risk of being cancelled or feeling we don't fit in with endless, unrealistic comparison.