

## **Do you think mobile games are addictive and why?**

Cell phones have been a part of our lives since the beginning of the modern era. Companies are gradually developing new features and apps, including mobile games, with the aim of providing entertainment to consumers like us. For some, they provide harmless entertainment; for the others, however, mobile games are like the eyeball thieves which cause the consumers to become addicts to their game. Therefore, to a large extent, I believe that the mobile gaming industry causes addiction to consumers.

One reason why people are addicted to mobile games is that the games are designed to be eye-catching to them. One example is Clash Royale. The characters are specifically designed to appeal to young people. They are also very popular on the Internet to attract more young people to play the game.

The other reason why people play a lot of mobile games is advertisements. Companies use marketing tactics like targeted advertising to entice people into downloading and playing even more games than before. These advertisements appear so often that playing whack-a-mole isn't as tough as closing the mobile advertisements. As a result, people tend to download games shown in mobile advertisements and addiction becomes more imminent than before.

To make matters worse, game developers use a range of tactics to entice people into playing longer in their game by incorporating a level-up system. This system is extremely common in mobile games, as they make players addicted to playing all day and being a relevant part of that game's community. The game developers make sure that the players won't escape their cages.

As a result of these, people have started to become forgetful about their daily chores or tasks like cleaning up the bedroom, finishing homework, etc. They have started to lose their interests or hobbies like playing the guitar, reading their favourite books or even taking a walk outside.

They would later on start to become unusually belligerent against their family members, like talking back against their parents for not doing their chores or getting annoyed by their brothers or sisters since they also wanted to play that game together, etc. These people might even meet bad friends as a result of their interest in the same game. They might develop bad habits like smoking, drinking alcohol, etc. They might even commit some serious crimes like illegal gambling, or stealing in the worst scenario.

Last but not least, the adolescents' academic performances are heavily affected as a result of their addiction to playing mobile games. For instance, they lose their ability to focus on academic tasks such as studying and taking notes during classes, making them unprepared and

anxious about their upcoming exams. They do not know what to answer in the exam papers, even though they have months to prepare for these exams. As a result, their exam results are unsatisfactory and when adolescents receive their results, they start to feel depressed, and then go on to play their favourite mobile games again. Thus, the vicious cycle continues.

Mobile games are truly the psychological manipulators of young people. They cause more problems than solutions. Luckily, not all is bad, as you can avoid using the phone too much by doing more of your favourite hobbies like cycling, talking to friends or asking parents to keep your phone when studying before exam. Eventually, you will feel truly happier and healthier.