

Case study 9

Jamie Robertson, 27, is obsessed with social media. He spends most of his time checking and updating his accounts on Instagram, Facebook and Twitter. He suffers from **phubbing**, that is, he ignores the people around just because he is always looking at his smart phone. His day starts by checking the comments on his accounts and saying hello to his followers, then he proceeds to detail his routine on Instagram, uploading photos and posting comments.

Needless to say, he follows many other influencers so he never finds the time to live with the real people around him. Luckily he lives on his social media accounts and that's not bad, he earns quite well. However, his friends think that he should limit his social media usage and try to live far from his phone at least half of the day. That would be too much for Jamie, who is also affected by FOMO (fear of missing out), that is, the desire of staying continually connected and never miss the opportunity of social interaction through the social networks.

CASE STUDY 10

Mildred Johnson, 56 , is addicted to tobacco. She likes smoking a lot. She doesn't care the way she smokes, a cigarette, a cigar or a pipe. She has been smoking for thirty years and she finds it difficult to stop now. She considers herself a social smoker, she smokes whenever she meets friends even though many of her friends gave up smoking a long time ago. They find Mildred should stop smoking as soon as possible as she has had some severe illnesses related to her heart and lungs.

Mildred lives alone and she is free to smoke any time and anywhere, there are no restrictions at home. Unfortunately, she is taking this addiction to far and her relatives do not visit her because she doesn't even stop smoking in front of their children. Smoking is affecting her health and her social life, needless to say she smells of tobacco all the time, even her house.

CASE STUDY 11

Robert ,23, is obsessed with healthy eating. Even more he is hooked on eating just ecological products. He tries to buy ecological food without pesticides or any other kind of chemical treatment. Fortunately, he has a small garden in his house where he can grow some vegetables.

However, he has to buy the rest of products that he needs and they are a bit expensive for a man of his age, as he doesn't earn enough money as a waiter. He would like to stop eating meat and become a vegan but that is really difficult for him, he is still quite dependent on eggs and milk.