

Multidisciplinary strategic partnership from 4 countries

PARTNERS:



UNIVERSIDAD
DE BURGOS

Sonia San-Martín (Coordinator)
sanmargu@ubu.es Spain



POLITÉCNICO
DE LEIRIA

CARME
CENTRE OF APPLIED RESEARCH
IN MANAGEMENT AND ECONOMICS

Neuza Ribeiro
neuza.ribeiro@ipleiria.pt Portugal



gestionet
Play Think Learn

Máximo Sedano Hoyuelos
maximo@gestionet.net Spain



IES PINTOR LUIS SÁEZ

Sebastián Santos Santos
ssantos@iespintorluissaez.es Spain



media
educazione
comunità

Gregorio Ceccone
g.ceccone@gmail.com Italy



PoliBienestar
UNIVERSITAT DE VALÈNCIA

Jordi Garcés Ferrer
Jordi.garces@uv.es Spain



Center Spirala

Toni Vrana
toni@centerspirala.org Slovenia



Co-funded by the
Erasmus+ Programme
of the European Union

COORDINATION

Sonia San-Martín
Full Professor of Marketing
Universidad de Burgos (Spain)
sanmargu@ubu.es

Project
2019-1-ES01-KA201-064250

Facing youngsters' mobile addiction through an
innovative technological app

CONTEXT

- Importance of preventing youngsters from mobile phone addiction at everyday life.
- Potential interferences in work, school or social relations.
- Promote correct use, not forbid smartphones.
- Key role of schools, parents, teachers and youngsters.

TARGETS

- 1) **School students** between 10-15 years old as they are learning and starting to use smartphones and are conscious of their behavior.
- 2) **Parents, school teachers and policy makers** as they are interested in the correct use of the mobile phone by youngsters.

OBJECTIVES

- To **design and develop**:
 - An **innovative app** that allows parents and teachers to identify the level of youngsters' addiction to mobiles;
 - A **virtual tutor** that accompany the youngsters in the process of learning a correct use of smartphones.
- To deliver **useful and practical materials** to schools and parents to design **tailor-made strategies** to promote a correct use of smartphones and prevent mobile addiction.
- To offer **practical recommendations** also for policy makers to promote a correct use of mobile phones.