

CZUBA PROFESSIONAL IDENTITY ESSAY

Screening Consultant Professional Identity Essay

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Screentime Consultant Personal Mission Statement

Over the last several months, I've been working to provide mental health support and resources to a growing audience of social media users who struggle with chronic internet overuse and excessive screen time. I've cultivated an effective approach at behavior modification through my own short form content and create encouraging videos on a regular basis to continuously achieve my mission: to humanize the internet.

Professional Identity Statement

My work in this field began out of necessity. I realized my own dependence on my smartphone (and particularly addictive social media content) was getting in the way of living a meaningful life. My relationships suffered, I wasn't pursuing fulfilling goals, and I was frustrated at how much time I was losing to the detrimental process of mindless scrolling. I intuitively understood that I could change my relationship to these addictive apps by transitioning from chronic content consumption to intentional content creation. By contributing to the flow of content in a helpful way, I could change how I engage with the information economy. This prompted me to start posting my experience in reclaiming my attention span and time from social media. The message resonated with thousands of people, and I realized how prevalent this topic was for so many digital citizens who found themselves trapped in a negative relationship with the internet. From here, my mission to "humanize the internet" by speaking about mental health and positivity on a typically toxic content feed became clear.

Prior to this discovery process, my studies of psychology at the University of Illinois-Chicago prepared me for an independent career in mental health. The most meaningful experiences throughout my college career came from courses centered on the clinical

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interviewing process and using core social skills to help people process difficult emotions in a natural way. These skill sets have closely informed my communication style through short form videos as well as the curriculum I'm assembling to bring to schools and businesses looking to consciously improve their relationship with digital technologies.

To amplify this message as much as possible (to the most appropriate audiences,) my most urgent course of action as a screentime consultant is to create, workshop, and launch a keynote speaking event to educate middle and high school students on how they can fundamentally take control of their digital habits in a way that creates an empowering relationship with technology. This same curriculum can be adapted for businesses looking to maximize results and productivity. Ultimately, the mission to humanize the internet starts with what everyday digital citizens can do to regulate their technology use. Part of my work is to educate people on how I'm working to achieve this for myself while still recognizing the technology we're faced with is inherently designed to maximize our use and get us dependent on them. This message is crucial to my work as a consultant to remind people it's not their fault they struggle with excessive phone use.

My work as a screentime consultant comes down to meeting people where they are. Everyone I work with has a unique experience and individual challenges in their lives that cause them to turn to technology to cope. There is no one-size-fits-all solution to my approach which is why it's so important to talk to as many people as possible and gather detailed human data to continuously develop new strategies and curriculum for achieving the desired transformation.

As I strive to maximize my message and reach as a screentime consultant through meaningful written and video content (as well as in-person presentations) I'm most excited to explore how this type of work can create positive results out of people across industries,

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backgrounds, and experience levels. Anyone and everyone who uses a smartphone and social media is impacted by the addictive technologies subjected upon them and can stand to gain from changing their relationship to social media through intentional, focused use. This is the work I set out to do.