

Psychology of Technology & Gaming

Interview of Dr. Zur by Dr. Riolo

John Riolo: Hello, this is John Riolo. Welcome to the Insider Podcast Series. My guest today is Doctor Ofer Zur, a colleague and friend, who has been with us before. Doctor Zur is a licensed psychologist, instructor, forensic and ethics consultant, and expert witness in private psychotherapy practice. He practices in Sonoma, California. He has been in practice for over 20 years and is director the Zur Institute and his website will be located prominently on this Podcast. He offers continuing education online and courses for mental health practitioners online and in-person. His teachings and writings focus on ethics, critical thinking, boundaries, dual relationships, the creation of managed care free private practices, and a critique of DSM boundaries and sundry other topics.

His books, some of which have been featured on this podcast before, include *Dual Relationships in Psychotherapy*, *HIPAA Compliance Kit*, *The Complete Fee-for-Service Private Practice Handbook*, and *Boundaries in Therapy*. We will be discussing an article today he coauthored with his daughter, I'm sure he is a proud father, Azzia Zur, dealing with internet addiction. So, as a return guest, welcome Doctor Zur.

Ofer Zur: Thank you so much for having me, John. It's always a pleasure to be with you, to get a critique by you, to get challenged by you, especially on this open field cutting edge issue that we probably do not know more than we know.

John Riolo: Okay. Let's start. There are so many things in your article. I read it over several times, actually, before this podcast and I'm not quite sure where to begin. Let me throw it out to you to start. What do you think are some of the most salient issues that our listeners both professional and layperson alike may need to understand about the concept of internet addiction, use, misuse, proper use, et cetera? Take it from there.

Ofer Zur: First of all the article we are referring to that I coauthor with my daughter is at www.zurinstitute.com/internetaddiction.html. You can find it on Doctor Riolo's webpage as well. The article's title on "Digital Immigrants and Digital Natives" and in some regard this is perhaps one of the most potent issues facing parents and children this day and age. The parents come into the children's room and yelling, "You are wasting your time on a computer." Then we come to the ... We see them spending even more time and we see them checking their Facebook and email every 2 minutes or every 2 seconds. We feel that they don't do their homework and when they do their homework their iPod is on, a little trailer is playing on the computer, they check their MySpace and Facebook profile and perhaps a game or two playing and at the same time they are doing their homework.

To add to all this at the same time they have to hear us parents yelling at them and
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by doing all this stuff. So, we are at a loss. The kids are in the virtual world and we parents as I call it, I adopted a name kind of from another doctor that talks about digital immigrants. We digital immigrants are at loss. It's hard to deal with the children this is one issue. That the--

John Riolo: I interrupt you there because I think it's a major important point. Predominantly I think you are absolutely correct. It's a generational issue, but not exclusively. Some of us older people past childhood, although some will say that I've gone into my second and third from time to time, are more into the digital world than others at different levels. Some of the things you said about parents checking in on their kids or whatever, I've had members of my family make those same comments about me, although I still can't text very well. My thumbs are not as coordinated as the average 9-year-old. It's a generational ... Your other phrase I think is even more half, it's digital natives and digital—people with visas and people who are on outside altogether, foreigners.

Ofer Zur: You know, you and I are eager adopters of technology. The fact that we are doing this podcast and you are going to digitalize it, and I'm going to put on my huge website and you are going to put it on as big of a website, means that we are eager adopters. Nevertheless, you and I are immigrants into the world of digital. My sons, 14 and 18, grew up with that. It means they were already having computers at age 3. Even though it was my computer at the time, they were already clicking on that. At age 5 or 6, when they want to learn how to type, they are having a Mavis Beacon to type. It's like you and I moving to England. You and I may have been in England for a long time. We were reading notes and nuances of the British culture. We know how to go to the Irish pubs and to order a beer. We are very comfortable, but you know what? We were not born there.

John Riolo: Good point. I think you really hit on something there. I like that.

Ofer Zur: We are eager adopters, unlike many people who are reluctant adopters, or very few who are nonadopters all together, even though somebody has said it's very hard to function in this world without any access to the internet. The kids, what's the difference is that the kids and some people will argue that even their brains, as a result of being native, may be functioning differently. Lets go to your original question. What are the other hot topics? The first topic is immigrants versus natives, parents versus children. The difference is my son will not talk to me on the phone. He will text me 200 times a day. He won't talk on the phone. That's what they do. We will talk about it later on.

The other issues that are very hot and very unresolved are the whole issue of addiction. If internet and gaming are addictive or it is just a case of different people have difference tolerance to how much people spend in front of the computer. Are we addicted to shopping? Are we addicted to being on the treadmill? Are we addicted to television? Either the addiction idea overused or it is difference between people's tolerance to what they do. Some pharmaceutical companies would like to make more money by finding more disorders. We can talk about that.

The whole question, is it addictive or not? There are definitely cases of kids spending 15, 20 hours a day on the computer, which is harmful, no doubt, but there are a lot of harmful things that are not necessarily addictive and many harmful things that are addictive that may not be mental disorder. If we have time we can cover these issues.

The third hot issue, and this will be the last one kind of for the big three biggest issues that we are facing I think as a culture, and we will focus today in this podcast, is the issue of online gaming. Online gaming got a very bad name. We think our kids are alone in front of the computer, while they are really hanging out with 40 other kids from 30 different countries and strategically trying to have a raid or strategically trying to acquire something, games in other groups. There is a huge misunderstanding about educational and communal aspects and developmental aspects of online gaming. There is a similar misunderstanding about what is MySpace and what is Facebook in regard are they isolated or are they connected while they are on the computer? These are the 3 main issues and you pick and choose which one we are going to focus on today.

John Riolo: Well, lets see if we can at least do some justice to all 3. I think we started to talk about the generational issue and I agree with you. I think the concept in terms of kids today who at the age of 3 started out on a computer, whether their brains are different, I think they see the world very different than even you or I do, who may spend many hours a day at our offices, part of which on the computer. I think it's an interesting point.

Ofer Zur: Beautifully said. Lets kind of even expand on that. How are we different than our kids' generation? We prefer to talk on the phone and they prefer to text. As I mentioned earlier, my son will respond to my text. He can text while the cell phone is his pocket. He is not supposed to do it during class. Hopefully, he does it very little during class, but I'm sure he does some. He will respond to texts. They prefer what we call asynchronistic communication. You and I prefer to pick up the phone or to hang out in Rhode Island or to do this podcast . These kids prefer like they do in email. It's one and sequentially responding to the one prior. They prefer asynchronistic or sequential communication, unlike our generation that prefer to have synchronistic in real time. They do MySpace, Facebook, they are all asynchronistic sequential type of communication.

We like manuals. We grew up ... When you want to change a carburetor in the car and we have one, lift up the hood. Two, release these 5 bolts. Four, yank out these holes. Five, replace the carburetor. They don't have manuals. This generation are intuitive. The mediums that they are working with are responding to their intuitive way of looking at the world. It's a quick trial and error, click, click, click, and they figure it out. This is why we cannot program the VCR and they can. The whole relationship to manual versus intuitive way of figuring out.

We like to hang out in person. I had lunch with my friend yesterday and breakfast with another friend today and my wife and I will go on a date tonight.

They hang out often in chat rooms. They hang out in social networking. When I'm upset with my son at midnight going on my Facebook or MySpace he will say dad I'm just hanging out. They don't go behind the school. They don't sit in the cars, and they do it online. Good or bad. We like to use proper English. Needless to say when they text they use their own English. They share a lot. They share. They go to a trip and they put the pictures online before they come back. Actually you and I are doing it as well, but most of adults don't do that. We gather information on the internet, they use the internet to socialize, to play, to watch videos, to create videos, to play with graphics, and to watch shows.

We think they waste their lives online. Many aspects of this young generation is actually happening online. We call the internet as not real life. Guess what? It is real for them. We need to use the term online and offline rather than real life and not real life. We like to have one task at a time and sometimes we eat and drive, so we multitask. Needless to say what these kids can do in multi-tasking. Amazing research, a conflicting research about how does the brain adopt to that? We are concerned with kidnapping and assault and robbery and they are concerned with more sexual inappropriate pornography, cyber stalking, identity theft. They are going to face somewhat different ways of even experiencing danger compared to our generation. This is kind of the quick summary of some of the differences between the generations.

John Riolo: I take up on that because I think one of the things I can recall, in fact we may have even discussed it at different times in other podcasts, or at least in communications that we've had, the idea of online therapy. Many of our colleagues, and I'm straddling the fence a little bit, ambivalent about it, in part I think it's asynchronous. At least the way it's been for the most part. We were brought up, I was trained to look somebody in the eye, or at least when I was analytic, have them lay down on my couch and it was simultaneous. Many of our colleagues, many of us were taught to think that well, if it's asynchronous, it's not as good as. Yet I think what you are saying is that in terms of its application for professionals, there may be problems with online therapy and maybe a lot of issues that need to be looked at....

But the fact that it's asynchronous, at least for the up and coming generation, may not be a big issue at all.

Ofer Zur: Not only may not be a big issue. It will be the preferable mode of interacting. I just said, my son, my young one, 13, loves to talk to me. When we are in person in the car, playing basketball, whatever that we do, he loves talking to me. On the phone he will only text me. He will be very responsive and very ... The young generation is going to take to E-therapy. What happens is that we have a lot of old people like you and I who are reluctant adopters in our field and they create all kind of big values about looking straight in the eye and reading body language and we cannot interfere in crisis. You and I talked about it before. It's silly. Suicide prevention happens online, by a hotline for 50 years, and they have been very effective. Some people think more effective than face to face.

The new generation as you beautifully put it out, is more likely to respond to E-therapy, asynchronous, than the older people and we have to stop moralizing the face to face. We have to stop talking about the lack of efficacy of E-therapy because it's not true. We have researched that it's effective, and so it's our reluctance and, like being an immigrant, that causes us to moralize the differences between E-therapy and face to face, and you said it beautifully. On top of it, some people, even the older generation, just prefer to do it via the phone. They can talk about without shame. I'm talking to an engineer in LA. And he can talk about his pornographic use without looking me in the eyes. You can produce much more information and gain much more insight without feeling as much shame.

John Riolo: The way that you have a patient lie on the couch without looking at you?

Ofer Zur: Absolutely. Absolutely. It's very similar in this regard.

John Riolo: The other piece you brought up that I want to touch in terms of the idea of multitasking and what that means for our young people today, for adults today, and for maybe for the future, one of the things that I hear very regularly is that how inattentive or the attention span of adolescents are. That's seen as a negative thing. In fact many people associate that as one of the major symptoms with ADD, ADHD, and even they medicate for the problem, it's got to be addressed in some way. If I understand your article correctly, part of the implications may be well that may not be such a big problem for the next generation as our generation might think, because that may be more the norm than the outlier and what we might be considering a diagnosis they're considering an asset. Am I reading that correctly?

Ofer Zur: You know, you are correct and I must really declare that the research is still out about the whole meaning, implication, brain issues that come around multitasking. What we know is generally most people in our generation can drive and talk on the phone. Right now I sip my coffee, I'm talking to you and this is multitasking. We can even talk on the phone and drive and eat at the same time. When it comes to complex tasks, the way we see our kids doing the term papers as well as watching a movie, as well as perhaps responding on Facebook, these kinds of tasks the brain does not multitask. What really the brain does, the brain oscillates. In other words, the brain hops from task to task to task. My sense is that the younger generation has a greater capacity to hop than we do.

Their brains hop faster than we do when it comes to complex stuff. Now, the question is, is it disruptive ... 2 questions that you raised. One, if multitasking interferes with retention of information and comprehension of information. The jury is out of that. Some research has shown that actually the retention of most important information is intact. Other research says that retention and comprehension is really being interfered in college classes. We know that several Fortune 500 and other Silicon Valley companies have instituted what they call topless meeting. In the topless meeting they refer to gathering where laptops and other mobile devices like Blackberries and iPhones are all banned. They do it in

order to increase participants' focus, attention, and productivity.

We know it irritates people. We know that it may interfere; we don't have the data on that. The other parts of, kind of, refer to that it's their world again. Multitasking is part of their world and it's not ADHD, because they stay focused on all this multi-task for hours and hours and hours. On one hand, we yell at our kids, "Don't spend so much time on Facebook." On the other hand we call them ADHD. This is kind of crazy. They can spend 20 hours on gaming. Nothing is ADHD about it. They are focused and ferociously sticking with the task. We don't want to confuse multitasking and ADHD because they are very different phenomenon.

John Riolo: Very important point. A couple of pieces I want, hopeful we could get to that are in your article, certainly I think the issue of the social networks. Again, you mentioned Facebook, MySpace. We are both on it, more and more adults are getting on it, but how it's used by young people and how it's used by us immigrants as opposed to the natives, I know when I go to MySpace--

Ofer Zur: Actually, most of them are actually adults, unlike what we thought, but we fail also because we also have a bigger number than the kids. Number-wise we are in a majority, but we can say percentage wise there are more kids on the social networking. It's really their world to connect. This is how they hang out. This is how they share pictures. My daughter used to ... I'm not sure if she is still doing it ... To get up in the morning and she shared her dreams with only five people. She had a dream support group or dream analysis group online. She is a fantastic writer as apparent from her writing this article with me. Definitely the English is hers in the article. With a BA in Philosophy, she is a thoughtful girl and she finds that email can bring at times much more thoughtfulness, with a time that allows you to write or rewrite, when the people respond specifically to points in the emails.

I find sometimes talking to her via the email is much deeper than talking to her on the phone, which may be easier just to say, "I love you and I care for you. I miss you." and all this stuff. What they do online is hanging out, but they also create, discuss dreams or discuss moods. They have a mood scale at all time on this network, social networking. They create art. They manipulate photos. They create graphic art. They do and redo and redo their profile, which each time is a creative endeavor of some sort. We think they are wasting their time, but they are learning and socializing and having fun. Three things that perhaps immigrants need to understand about the natives.

John Riolo: What I think your article is helping me do is conceptualized a little differently. As you know, I have been very concerned over the years about confidentiality online and I have a number of my articles on the website dealing with that in particular for the professionals as well for the average everyday person. When I will go to Facebook, like even just yesterday, I would notice that a part of me would cringe a little bit. Somebody, I would see people I would know, people that are my friends or whatever, or friends of them, would say things to me you are not going to get me to put in writing anywhere. I mean, torture wouldn't get out of it quickly, and

yet they do it as a matter of course.

Ofer Zur: I tell my kids, "Everything you put online, treat it as being posted on the front page of the New York Times. Your employers, your future employers, will see it, your college counselors, admission officer will see it, your potential girlfriend or boyfriend will see it." Part of internet literacy that we need to do with the young one and the old one is to realize that once they put something online there is no place to hide. I continue to ... This is true about therapists, and this is true about clients, and this is true about our children.

John Riolo: Even with that said, I think the idea of many younger people, the natives, seem to be less concerned about that issue than we might be and--

Ofer Zur: There is much bigger sense of tolerance/transparency. There is no doubt about it. Nothing wrong with that as long as they know that what is there is available to their employer, boyfriend, girlfriend, and college counselor. As long as they know that, but they have much more tolerance than you and I will have to transparency.

John Riolo: Yeah. That's something that I noticed. I see pretty regularly on my website, on my Facebook page if anybody goes there are things that I want to be there and I want people to know about. The things I don't want to them to know, you are not going to find there.

Ofer Zur: Yeah. It's a different world because they have higher tolerance to being known and to share. Many of them do it consciously and deliberately. Again, this is a native way of looking at the world. They don't have the privacies of our generation or even more so our parents' generation. When I just was lecturing in Singapore and there the problem is even bigger, because the issue of privacy in the far eastern cultures is very highly rated. When the kids cross this line and are so transparent it creates even a bigger rift between the natives and the immigrants.

John Riolo: Fascinating. Now, what are the things that we can go back to? we touched on before. Our time is beginning to reach an end for this time although I have a feeling we may want to come back and do a couple on this. Because the more we talk about it the more issues keep popping into my head that are important to discuss, is the idea of online gaming. Now, first, a qualification, having had some experience with people who have been involved in gambling. What do you want to call the gambling addiction or compulsive gambling. The casinos refer to that as gaming. There is gambling gaming, but I think you were talking about gaming in a different sense if I'm not mistaken. Correct?

Ofer Zur: I was talking about online gaming, which can be a fantastic tool for learning. We talked yesterday, instead of teaching history about the Roman Empire, go play a game when you are a Roman soldier. You need to march all the way to the holy land. If you don't prepare well you are going to die and you have a chance to do it again. If you don't cooperate with your fellow soldiers the whole unit will die and you can try to do it again. Whether you want to run a zoo by playing zoo tycoon, or

you would like of course the biggest game in the world is the world of Warcraft and you would like to socialize and have fun and strategize some raids with fellow players all over the world. I'm talking about online gaming.

John Riolo: Gaming. The video games that we will be ... Say the foreigners or the new immigrants, they will use that phrase--

Ofer Zur: The video games and the online games will fall into kind of the online gaming kind of category. There is definitely a lot of use. There is some overuse and there is abuse. You mentioned gambling. A lot of people trying to compare online to gambling or to alcohol and try to treat it like that. Of course when money is involved sometimes people do it just for the money issue. Profit rather than what's the real issue. I think that online is an addiction or overuse around issues about the internet online gaming. It will be like more as a food addiction rather than gambling or alcohol, because you can do without alcohol. You can do without gambling, but you cannot do without food. For the future generations probably will not be able to function really successfully in the world without being online.

Then a lot of people argue, is it a mental disorder or not? The American Psychiatric Association decided not to include it in the 2012 upcoming DSM-5. There is still a debate, but it's not going to be included in the next DSM. Most people find the gaming or even the internet very exciting. They get entangled with that whether it's days, weeks, or even months, and most, most people correct. You use it, you get excited, you overuse it, and then you go back to balance. This is a kind of John Grohol model and it's a very good one. Other people were looking at addiction model as something that really escalates from normal use to excessive use, to harmful overuse, which may or may not qualify as an addiction. Some people say it's a mental disorder.

Our kids who end up playing 20-plus hours a day, 4, 5, 6, 7 days a week, and this is definitely a harmful way to use the internet and gaming. Is it an addiction or not? I don't think it really matters because we need to intervene with these players, people who harm themselves that way, especially if they are young ones that we have responsibility for. We need to intervene. I'm not sure that the addiction model ... Definitely the alcohol type and gambling addiction, I don't think is relevant. If we want to use any addiction we many need to use more the eating disorder type.

John Riolo: I think you have a point there because I think for most part, for many people anyway, the alcohol and drug addiction still seems to utilize a disease model and abstinence as the primary clue. I don't think it's going to happen with internet use.

Ofer Zur: Not going to happen. We need to use what you and I have talked before, the harm control or measured use, whatever we call it, harm reduction, and ultimately it comes to balance. This is true for anything. How much time you spend online versus how much time you spend offline. How much time do you spend with your friends versus how much time in solitude? How much time do you spend in nature

versus you spend in the city? As one of my friends many years ago coined, what's the balance between the internet and the innernet?

John Riolo: Interesting.

Ofer Zur: That has to balance.

John Riolo: Yeah. In terms of helping, because a lot of your article is geared towards many different audiences, but for parents as well, your article has some very interesting sort of guides and recommendations for parents who might be most concerned about this. As well as for professionals who are advising parents. We want to take a couple of minutes just to cover some of the dos and don'ts and things that might be helpful at least to avoid getting into unavoidable battles. Which would--

Ofer Zur: If you are a therapist reading this article and you don't know much about online gaming, this article will help you help parents understand. What we want to tell parents as counselors, therapists, psychologists, social workers, don't label the kids. Stop blaming them for wasting their time and wasting their life because they don't feel like that. Stop the nagging, stop the scolding. Stop blaming technology or the friends or the server or whatever it is. What you want to do, if possible, get on the floor and join them. If you have it in you as a parent, ask the child to teach you the game. When I asked my children to teach me the game they just made a lot of fun of me because I cannot click so fast and I cannot coordinate my fingers so fast as they do.

It was one big make fun of dad kind of session, but it doesn't matter because we were laughing. That's what really matters. I asked them to teach me. I failed miserably, but we had a connection. If you don't want to play the game just watch your children. Before you go to all these judgment about them wasting their lives and they are going to fail school and they will amount to nothing, we tell parents to watch them. Watch them and understand what is the lure of the game? What draws them to the game, before you go to any judgement. Then you will probably find that they are socializing, they have a lot of challenges being presented by the game, and most importantly they have fun.

John Riolo: I have a couple points, both the parents, and also I think it can't be stressed enough for therapists and counselors as well. I used work with ... Before I retired when I used to work with children in my practice I would often have, very unsophisticated by today's standards, very simple video games in my laptop. From time to time I would just have them come up to my laptop or bring the laptop down on the floor with them and have them teach me how to play some of these games. They were quite good--

Ofer Zur: I bet they were good. Joining the teens, telling parents, "Stop the beratings, stop harassing them, and start observing them or even playing with them." Once you understand the game and understand what the games give to the children, what do they like even about MySpace, if it's not about the gaming, but just the use of the

internet? What about them creating profiles and making movies online? If we're going back to the games, if you understand what the games serve them you will be able to know your child better. Now, at the end of the day you need to teach moderation. We tell our kids, our 14-years-old, at 10 o'clock you go to bed and in the last hour or half an hour you are reading in bed.

We don't make it a big deal that he needs to read for 5 hours because the new generation are not great readers necessarily, they are more visual and they watch movies. Few hundred years ago people were not reading either. They were just listening to each other's stories. We need to stop moralizing what feels comfortable for us, whether it's face-to-face therapy or even reading. We need to create some balance between visual stimulation, as in movies and trailers and stuff like that and news that are very short clipped, and reading. But not to moralize the super importance of reading to a generation that's shifting away from reading into much more learning via movies, if we kind of summarize it this way.

They are not auditory necessarily and they are not words related. They are kind of more imagery related. This will be the next generation. This is how humanity is evolving right now.

John Riolo: A related point, and I think your articles touches upon it too, is that many parents and internet providers and TV makers talk about these parental controls. Now, I'm not going to say to parents they're no good at all, they can be very helpful. But I think it's a false sense of security to think that any reasonably intelligent 10-year-old cannot within a short period of time figure out how to circumvent the most sophisticated of these parental controls.

Ofer Zur: That's a fantastic point. We gave our ... Now he is 17 and half. We gave him parental control when he was 10 and it lasted for good 3 years. I think he told me that age 14 he learned how to work around it. Now he is teaching his 14-years-old brother how to go around it. What we do, it's good for young children, and I think it's very important to have it. Some of the games have built-in parental controls. For violence as well as for language and of course pornographic and violent images. The parental control can be very helpful for young kids not to just wander the internet and stumble into sections that can be developmentally very unhealthy for them to be exposed to, violence and pornography primarily.

However, at the end of the day it's my conversation with my boys and my girls that will prepare them to create internal control. You are absolutely right. For the young ones, it's very good and very helpful. 14, 15 years old can go around most of the parental control and most of the limits that we put for them in this regard, but at this point good conversation should replace the external control. We still keep ... Some of the games are very good in internal parental control that they have and it's not that easy for the kids to go around them when it comes from the gaming companies themselves. That doesn't stop them from finding all other places as part of the internet.

John Riolo: I think it's a good beginning, first step, but then again it's the self-discipline. If that's not there, these external controls won't last very long and won't be helpful for very long.

Ofer Zur: Ultimately they are going to college and they are going to the big world of leaving the house, go to work to the workforce, and we need to teach them this internal control rather than parental control. But we need to have the relationship with them. This is when the scolding and the nagging doesn't help because once we scold them all the time and nag them all the time they don't want to be with us and even it increases their internet and gaming use because they don't want to get out of the rooms. It's not fun. We are part of the problem rather than part of the solution if parents are not interacting with the kids in intelligent and developmentally appropriate ways.

John Riolo: Dr. Zur, I can see I'm going to have to have you come back again to talk about this very subject because I think we only touched the surface, really. Even though it was a relatively concise article, it's just bringing up so many different issues. I certainly hope everybody will read the article, but in the minute or so we have left I would like to give you, all my guests, the last word. What final bit of information do you think our listeners or hopefully include both professionals and nonprofessionals alike can walk away with from this podcast?

Ofer Zur: We are in a junction in the evolution of humankind, that technology kind of introduced us to. We need to bring more of, we need to bring more, to dare not to know where we are going versus just to react from fear or moralize what is familiar to us as superior. Be open, explore, dare not to know, and most important, keep the connection between people that play and people who don't play, parents and children, and the technology can be used in order to enhance this connection and then create balance. Balance in the online and offline and between physical and nonphysical, between virtual and nonvirtual, and as I said before, between the internet and the innernet.

John Riolo: That's a good place to close. Balance is certainly something we all really need to strive for. I want to thank you again and thanks to your daughter for participating in this article. I'm sure you must be a very proud father to have her working with you and bringing her expertise, which I'm sure augmented yours, in coming up with something that I would really encourage all our readers to take a ... our listeners to take a good look at. That's going to be--

Ofer Zur: I will give the URL again quickly. How is that?
zurinstitute.com/internetaddiction.html

John Riolo: Okay. That's should be prominent on the podcast blurb itself on our website. Either way people can get to it. Again, Dr. Zur, thank you again, and I think you are going to be back again to pick up part 2 of this, because I think this is really really cutting edge and important stuff.

Ofer Zur: Thank you so much John.