



"Smombies" on the screen – in an expert discussion with Prof Dr Ulrike Detmers, shareholder, Member of the central corporate management and speaker for the Mestemacher Group, Prof Dr Sarah Diefenbach, professor at the Ludwig-Maximilian University of Munich and Reiner Mihr, Editor in Chief Lebensmittel Praxis (f.l.t.r.). Photo: Hellmut Schlingensiepen

"Smombies" – Digital competence instead of digital depression expert discussion at Mestemacher

Cologne, 9 October 2017: What we do, how we feel, how we present ourselves toward others and our manner of behaviour: all of this is increasingly characterised by the rules dictated by the smart technologies such as those found in smartphones. The mere presence of a smartphone already has a negative impact on the discussion atmosphere. More and more, social media channels are becoming a source of self-esteem. "No likes, no recognition," Sarah Diefenbach, professor at Ludwig-Maximilian University of Munich highlights during an expert discussion at the Anuga trade fair booth of Mestemacher. The hunt for likes becomes a source of self-esteem. Media consumption replaces self-reflexion. For the so-called "Smombies", every moment is filled with smart technology. Reflexion is out, unreflecting dissemination of texts and images is in. According to the renowned business psychologist, the number of "Smombies" is on the rise. Professor Diefenbach uses "Smombies" as her starting point for her survival tips for the modern media world. She advises resisting the automated movement of picking up the phone, and suggests treating oneself to the mute function and leaving it in one's handbag or pocket from time to time. "Let's take time and not lives," is the opinion of the co-owner of Mestemacher, prof Dr Ulrike Detmers, who moderated the expert discussion with Reiner Mihr from Lebensmittel Praxis.

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