

Adapted from [WHY TECH CAN'T FIX WHAT IT BROKE](#)  
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Many tech companies claim their products can help cure loneliness, but this isn't entirely true. While social media and other digital tools can offer some connection, they often don't provide the deep, meaningful interactions that people need. Instead, these interactions can feel shallow and even increase feelings of loneliness.

One big problem is that spending too much time on technology can make us feel more isolated. For example, when we interact with friends through a screen, it doesn't have the same emotional impact as talking face-to-face. This lack of real connection can make loneliness worse, not better.

Tech companies often market their products as solutions to loneliness, but they mostly offer quick fixes that don't address the root causes. These products might give temporary relief, but they don't help build the genuine relationships that are essential for long-term happiness.

One problem is that loneliness is different for everyone. According to Dr. Jeremy Nobel, a Harvard Medical School lecturer and founder of the Project UnLonely initiative, there are three main types of loneliness:

1. **Psychological Loneliness:** Feeling like you have no one to talk to about your problems.
2. **Societal Loneliness:** Feeling excluded from a group.
3. **Spiritual/Existential Loneliness:** Feeling unsure about your purpose in life.

Each type needs a different solution. Most tech companies only focus on psychological loneliness.

For example, if someone feels left out because of their race or disability, just bringing them back into the same group won't help. They need to understand that being excluded isn't their fault and find others who feel the same way to connect with. Solving why they were excluded in the first place is a much harder problem, like fixing society's bigger issues, which can't be done with just technology.

Moreover, relying too much on technology can lead to addiction and other mental health issues. People might spend hours scrolling through social media, looking for connections, but end up feeling more alone and disconnected. This overuse of technology can also distract from opportunities to form real-life friendships.

To truly combat loneliness, it's important to focus on building real, face-to-face relationships. This means spending time with family and friends, joining clubs or groups, and engaging in activities that encourage meaningful interactions. Real connections with others are key to feeling less lonely and more supported.

In conclusion, while technology can be a tool for staying in touch, it shouldn't be the main way to fight loneliness. Genuine, in-person connections are much more effective. Be cautious about relying too much on tech solutions and instead prioritize building real-world relationships.