

# Facebook, Twitter more alluring than sex

A study arousing interest online found that checking Facebook or Twitter is more alluring than sex for most people immersed in Internet Age lifestyles.

The week-long poll conducted in Germany by the University of Chicago Booth School of Business classified checking social network tweets, pictures, comments and other posts as stronger than sex and cigarettes in terms of temptation.

"Desires for media may be comparatively harder to resist because of their high availability and also because it feels like it does not cost much to engage in these activities, even though one wants to resist," Wilhelm Hofmann, the study's lead author, told the Los Angeles Times.

People ranging in age from 18 to 85 took part in the poll by using smartphones to regularly update researchers regarding their cravings to check in with online communities.

Study participants were also asked to track hankerings for sex, alcohol, cigarettes, or other gratification.

Yearnings for fixes of Facebook, Twitter or other social networks were ranked as the hardest desires to resist, according to reports about the findings.

The study also revealed that work was a fierce addiction.

People able to stave off urges for sex, shopping sprees, or other temptations tended to cave when it came to working, the study showed.

Source: *AFP* via I-Net Bridge