

"IO SONO FUTURO" 2026 · HEALTH & QUALITY OF LIFE AI PROJECT

ScrollShield



A filter for your feed.

Not less time on social media: better content while you are there.



What if the problem isn't *how long* we scroll,
but *what* we are shown?

Every tool on the market limits the quantity. None of them looks at the quality.



The science agrees

This is what it says.

47 sec

Focus on a single screen

Average time before changing focus:
down from 2.5 minutes in 2004 and 75
seconds in 2012.

98,299

People, across 71 studies

Heavier short-form video use is
associated with poorer cognition,
attention first.

23 min

To get back to the task

Average time to return to the same level
of focus after a single interruption.

Sources: Gloria Mark, UC Irvine: Attention Span, 2023 · Nguyen et al., Psychological Bulletin (APA), Sept 2025. 71 studies, 98,299 participants.
Associations, not proof of cause.



ScrollShield is an app.

You install it. You choose what to filter. You switch it on. That is the whole user experience.

01

Install

A normal app on the phone. No account, no subscription to a platform.

02

Choose

Pick the goal for this session: study, news, downtime. Then what to filter out.

03

Switch on

From there it works by itself, in the background, while you scroll.



Everything else happens inside the phone.

The AI reads the feed on the device. No personal data is sent to an external server.



Two screens. That's it.

The user sets a goal and tunes how hard the filter cuts. Everything else happens over the social app, one post at a time.

SESSION GOAL

Study · physics

Junk threshold

Balanced

Auto-Skip

Strict

Off-goal tolerance

Balanced

Repetition penalty

Loose

Explain every decision

Doomscroll alert

● FeedGuard active on TikTok

Tune

Kept · in theme 0.84

@minutephysics · why ice floats

! HIDDEN · JUNK 0.07

Loud edit, no spoken information.

Nothing in common with study.

Show anyway

Why?

Under the hood

Five steps, all on the device.

1

Intercepts

Reads the post before it reaches the screen.

2

Understands

Text, audio and image, read on the device.

3

Compares

Measures the meaning against the goal you wrote.

4

Decides

Shows, blurs or skips and always says why.

5

Learns

Every override you make trains the filter, locally.

No server. No account. Nothing leaves the phone.

Settings: all the user ever touches

Feed: blurred or skipped, with a reason



Not just teenagers.

The same problem, at every scale. One product, three places it matters.

FOCUS

Individuals

People who want to keep using social media without losing the day to it.

PRODUCTIVITY

Companies

Attention lost is work lost. The cost shows up long before anyone calls it a wellbeing problem.

LEARNING

Schools

A calmer attention environment on the devices students already carry into class.



The technology is ready.

1 The models already exist

Open-source models read text, images and audio. Free to use, no licence to negotiate.

2 They run on the phone

Mobile inference engines make on-device analysis fast enough to work while you scroll.

3 Nobody else filters content

The whole market is built on timers. The content layer is still empty.

UN AGENDA 2030

Goal 3

Good health and well-being

Target 3.4: promote mental health and well-being. ScrollShield works on one of its everyday causes: what we consume, all day, without choosing it.

Secondary: Goal 4.4 · Goal 8.2

I N O N E L I N E

Don't limit how much you scroll.
Improve what reaches you while you do.

ScrollShield is not an app against social media.

It is a way to keep using them on your own terms, with your own goals.

Thank you.
Ezio Odorico



have a look at the mock-up!!!