O1 – A2: Definition of Desirable Situations: Report of survey results in United Kingdom

in SCREEN MODE

MODEration strategies of SCREEN abuse for Generation Y(outh)

Lead Organisation:

NTU

CONTEXT

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(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference	Title
1	2017-1-UK01-KA205-036208	in SCREEN MODE proposal
2	O1-A1 Deliverable	O1-A1 User models design
3	O1-A2 Deliverable	O1-A2 Definition of desirable situations – Survey questionnaire
4	O1-A2 Deliverable	O1-A2 Definition of desirable

		situations – Template for reporting Survey results
5	O1-A2 Deliverable	O1-A2 National reports – Survey results (Cyprus, Greece, Lithuania, Poland, UK)

Disclaimer

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1 Executive summary

The project aims at empowering young people (16-25 years old) to deal effectively with situations concerning excessive preoccupation with Internet or screen abuse, equipping them with the skills and the methodological and engineering tools to modify maladaptive computer behaviour for healthy computer use. Internet addictive behaviour (IAB) or screen abuse is defined as a behavioural pattern characterized by loss of control over Internet use, which potentially leads to isolation and neglect of social, academic, occupational and recreational activities, and personal health.

In order to achieve its goal in SCREEN MODE will create a personal eLearning environment integrating easily use tools (i.e. an Internet Addiction or Problematic Internet Use Genie) that will offer personalized Internet withdrawal or screen reduction plans for each specific user. These plans will be based on personalized user models populated with demographics/situational (i.e. age, educational level, occupation, locality, etc.) and behavioural data (i.e. current Internet or screen use and other coexisting factors responsible for triggering binge behaviour over Internet).

2 Introduction

In order to rationalise the user models design elaborated under O1-A1 and get information about young individuals' (16-25 years old) desirable situations in terms of moderations goals a survey questionnaire was created that was translated in all partnership national languages. In this deleverable the results of the survey conducted in all counties are reviewed and presented so that we provide an overview of the full sample, focusing on investigation of the extent to which internet use varies across participating countries or exhibits similarities that will used for the elaboration of the withdrawal plans. The implementation of survey in the target population in different countries (UK, PL, EL, LT, RO, CY) will help to investigate the potential link between sociodemographic data, psychological constitution, behavioural patterns on internet use and desirable situations in terms of moderation across the different European countries participating in the project.

3 Results in all countries

3.1 Sociodemographic data

- **Sex**

		Answers	Ratio
Female		126	63,96%
Male		71	36,04%
No Answer		0	0,00%

- **Education level**

		Answers	Ratio
Basic school/Elementary school		11	5,58%
High school		80	40,61%
Vocational school		3	1,52%
College/University		88	44,67%
Other		13	6,60%
None		2	1,02%
No Answer		0	0,00%

- **Current occupational status**

		Answers	Ratio
Student at school/college/university		131	66,497%
Public service employee		14	7,107%
Private company employee		35	17,766%
Self-employed/freelancer		5	2,538%
Unemployed		6	3,046%

|			
Other		6	3,046%
No Answer		0	0,000%

Overall, **197 respondents** (126 female and 71 male) took part in the survey in partnership countries. Regarding the educational level of the respondents, 41% of them have so far completed high school, 45% of the respondents have already completed university of college. Regarding the current occupational status, 67% of respondents study at school, college or university.

Taking into account the sociodemographic data of respondents who took part in the survey, we can conclude that the results of the survey will be mainly based **on the views and characteristics of those young people who are a part of the educational system,** which is great for the project as they fit better into the overall projects aims and objectives.

3.2 Personality characteristics

Big five dimensions	Users with low level personality traits	Users with high level personality traits
1. **Extraversion vs. introversion**	**Q13 introverted: 47.21%** **Q21: bashful: 30.96%**	**Q17: talkative: 65.48%**
2. **Agreeableness vs. antagonism**	**Q5: reserved: 50.76%**	**Q1: agreeable: 69.04%** **Q10: helpful: 83.76%** **Q15: kind: 84.26%** **Q19: cooperative: 80.71%** **Q22: pleasant: 78.68%** **Q28: sympathetic: 77.67%**
3. **Conscientiousness vs. lack of direction**	**Q4: sloppy: 23.86%**	**Q8: careful: 70.56%** **Q12: organized: 60.41%** **Q25: neat: 55.33%** **Q16: thorough: 59.90%** **Q6: deep: 64.57%**
4. **Emotional stability vs. neuroticism**	**Q3: irritable: 36.55%** **Q7: nervous: 42.64%** **Q11: touchy: 38.58%** **Q20: anxious: 45.18%** **Q24: fearful: 31.47%** **Q29: high-strung: 27.92%**	**Q27: systematic: 56.85%** **Q9: quiet: 44.67%**
5. **Openness vs. closed to experience**	**Q26: withdrawn: 27.92%**	**Q2: imaginative: 69.54%** **Q14: complex: 58.88%** **Q18: innovative: 50.76%** **Q23: artistic: 46.19%** **Q30: creative: 63.96%**

For the full sample, the identification of these numbers shows that participants in the survey have a high percentage of agreeableness (79%) and a relative high percentage of extraversion (66%), therefore they may prove **beneficial with regards to prevention actions. A lower percentage of emotional stability (51%) should be considered as an indication that they may need extra help to cope with feelings of anxiety, nervousness or lack of self-confidence.**
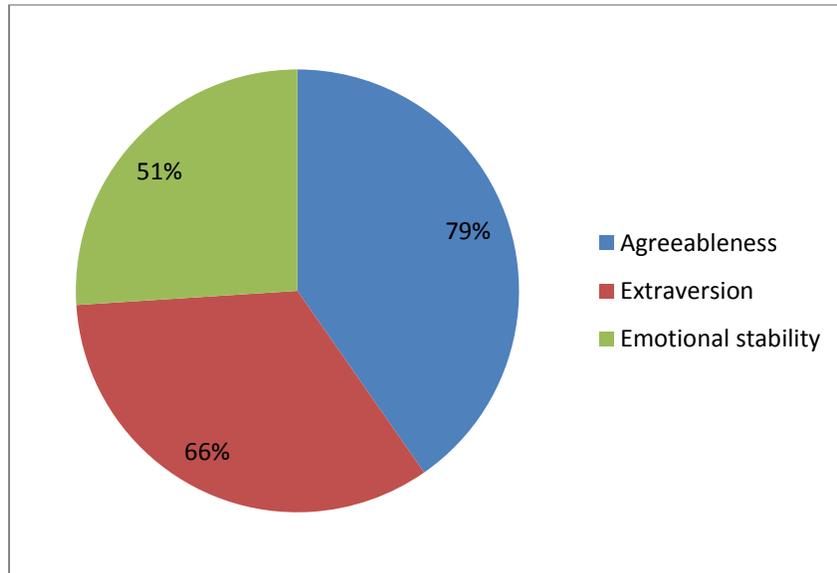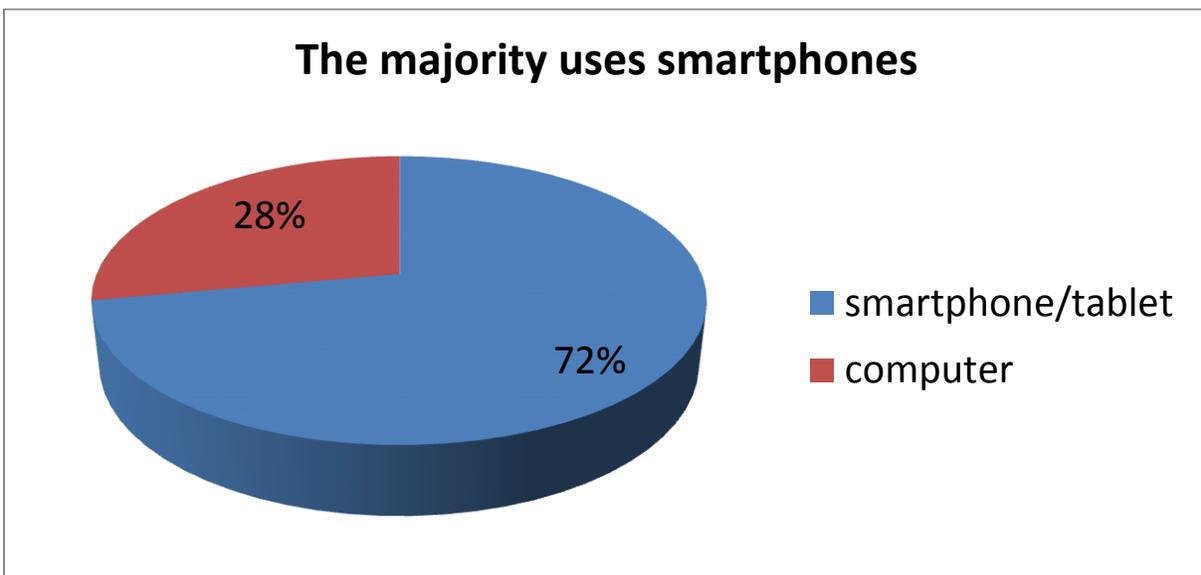

Differences across different countries with regards to participants' psychological consitution are illustated in the following chart:

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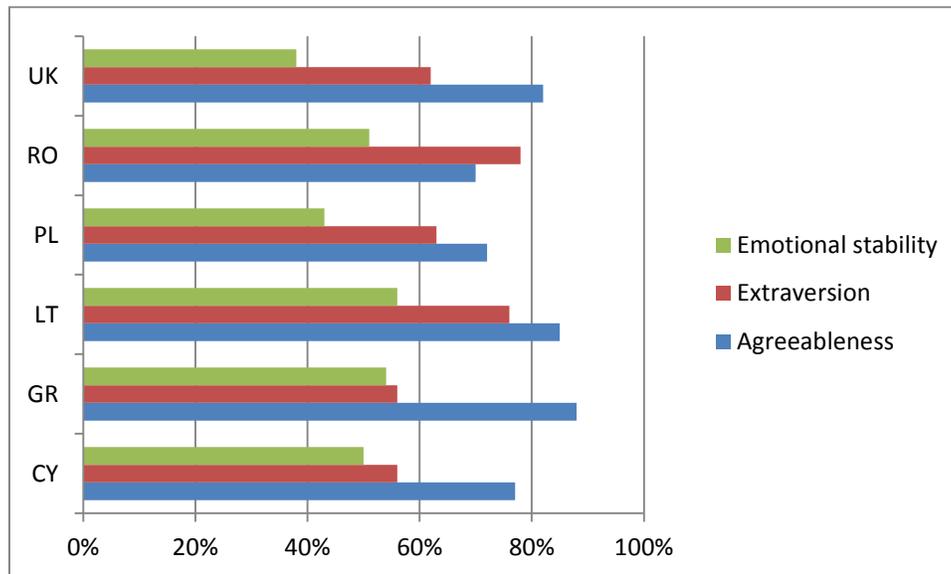
The highest percentages of agreeableness are noticed for participants from **Greece, Lithuania and UK**. The highest percentages of extraversion are identidied for young population **from Romania** and **Lithuania**. Emotional stability is still low for all countries with the highest scores being attributed to participants from **Lithuania, Greece and Romania**. Overall, as a prediciton to be verified participants from Lithuania could be more **beneficial with regards to prevention actions** and show more easily and effectively intereact with the moderation strategies that will be addressed and implemente by them.

3.3 Time spent on specific online applications

The results of this section were mainly based on the participants' own estimations, as only 30 of them (15.23%) used the exact time spent online calculated through the app, while the rest (n=167, 84.77%) did not. Furthermore, it is noteworthy that **142 participants (72.08%) reported the time spent on their smartphone/tablet** while the 55 others (**27.92%)** based their responses on the time spent on their computer.

The majority uses smartphones

28%

72%

■ smartphone/tablet
■ computer

http://www.thehealthfullifestyle.com/social-media-addiction-facts-negative-effect/

The time spent online by the respondents in all countries was reported as follows:

App or group of apps	Occasional users (Less than 2 hours – Not relevant to me users)	Frequent user (Between 3-5 hours)	Excessive user (Between 6-9 hours - More than 10 hours)
Online games	34.01%	17.26%	16.75%
Social Network Sites (SNS)	28.43%	34.52%	33.50%
Instagram	33.00%	18.78%	24.87%
Chatting (including instant messaging	28.43%	21.32%	41.12
Emailing	55.84%	15.74%	13.20%

Accessing general information and news (including sports and politics) & administration (e.g., banking, paying bills, booking, travel)	46.70%	22.84%	20.81%
Video watching	34.52%	26.90%	31.47%
Listening to music	28.93%	29.44%	48.58%
Gambling	17.26%	3.05%	5.58%
Online Shopping	43.15%	9.65%	9.65%
Online dating	15.74%	6.60%	4.57%
Online pornography	22.84%	4.57%	8.63%

Although the two most used applications were **social network sites** and **listening to music (**with respectively 191 and 190 participants using their devices for these purposes)**, other applications** were also highly represented: 178 participants used the Internet to **access general information**, 183 to **watch videos**, 134 to **play online games**, 151 **to go on Instagram**, 179 **to chat**, 167 to **use emails**, and **123 to shop online**.

Applications most used frequently and excessively

- ■ Social media
- ■ Listening to music
- ■ Accessing general information
- ■ Video streaming
- ■ Email
- ■ Online games
- ■ Online shopping
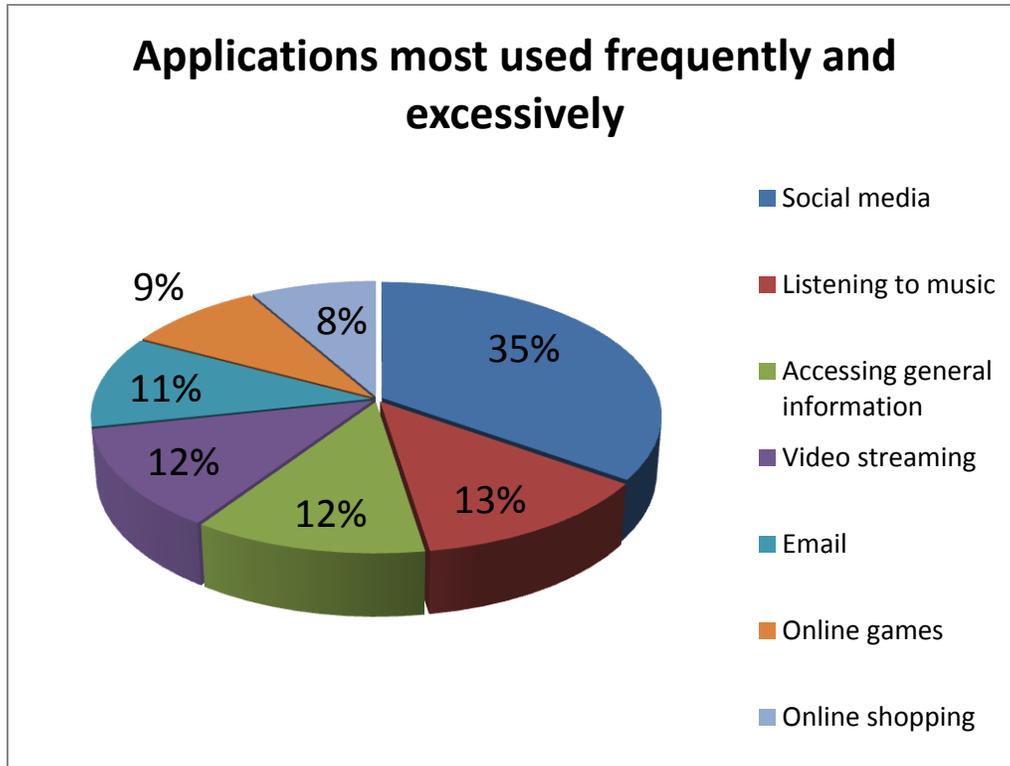
The other applications, on the other hand, did not reach 100 users. Interestingly, for some of these applications, the percentage of excessive users was biased due to the aforementioned small number of users. However, when calculating the percentage of users presenting excessive use without including the non-users, the percentages increased drastically for **online pornography** (from 8.63% to 23.94%), **online dating** (from 4.57% to 16.98%), and **gambling** (from 5.58% to 21.57%).

Increased percentages for some activities when excluded the non-users

17%   24%

22%

- online gambling
- online pornography
- online dating
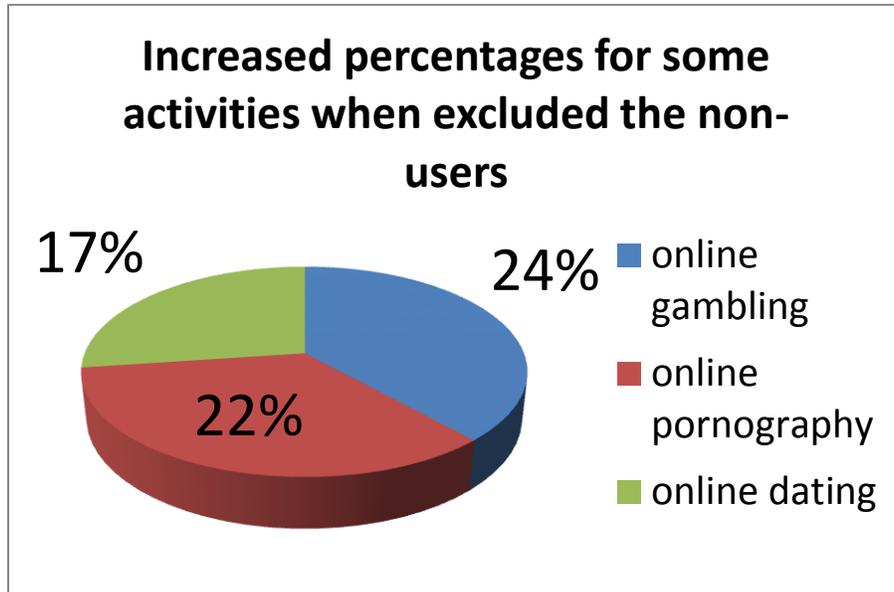
Differences between the different countries are illustrated in the following chart: **Social media** is a popular activity in **Cyprus, video streaming** in **Poland** and **Romania**, **online shopping** in Poland, and the highest percentages of users for **online pornography** in Cyprus.

- Cyprus
- Poland
- Lithuania
- Romania

Social media / Video streaming / Online shopping / Online pornography
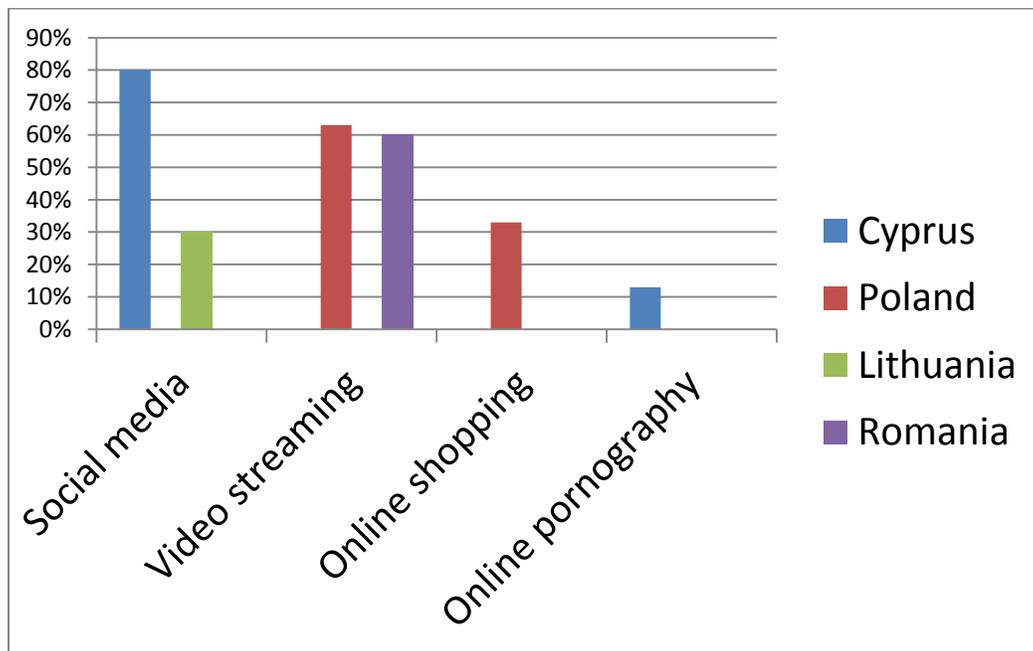
3.4 Behaviours and feelings experienced due to Internet excessive use

The results of the responses by the respondents in all countries regarding their behaviours and feelings experienced due to the excessive use of the internet is summarized in the following tables:

Loss of control - Serious conflict with partner, friends, family

		Answers	Ratio
Not applicable to me		120	60,91%
At average applicable to me		51	25,89%
Applicable to me		17	8,63%
Very applicable to me		9	4,57%
No Answer		0	0,00%

Sacrificing other activities - Neglect of daily obligations

		Answers	Ratio
Not applicable to me		76	38,58%
At average applicable to me		85	43,15%
Applicable to me		27	13,71%
Very applicable to me		9	4,57%
No Answer		0	0,00%

Sacrificing other activities- Internet use instead participating in sport or recreational activities

		Answers	Ratio
Not applicable to me		100	50,76%
At average applicable to me		63	31,98%
Applicable to me		20	10,15%
Very applicable to me		14	7,11%
No Answer		0	0,00%

Continuing use despite negative consequences - Internet use despite serious performance problems experienced at school or at work as a result of spending too much time on Internet

		Answers	Ratio
Not applicable to me		111	56,35%
At average applicable to me		53	26,90%
Applicable to me		26	13,20%
Very applicable to me		7	3,55%
No Answer		0	0,00%

Continuing use despite negative consequences - Internet use despite the loss of an important friendship or relationship

		Answers	Ratio
Not applicable to me		159	80,71%
At average applicable to me		27	13,71%
Applicable to me		6	3,05%
Very applicable to me		5	2,54%
No Answer		0	0,00%

Impairment or distress - Worried, nervous, panicky, tense, keyed up or anxious

		Answers	Ratio
Not applicable to me		97	49,24%
At average applicable to me		69	35,03%
Applicable to me		21	10,66%
Very applicable to me		10	5,08%
No Answer		0	0,00%

Impairment or distress - Bored, fatigued, low in energy, hard to get motivated

		Answers	Ratio
Not applicable to me		100	50,76%
At average applicable to me		60	30,46%
Applicable to me		23	11,68%
Very applicable to me		14	7,11%
No Answer		0	0,00%

Conflicts experienced due to Internet overuse
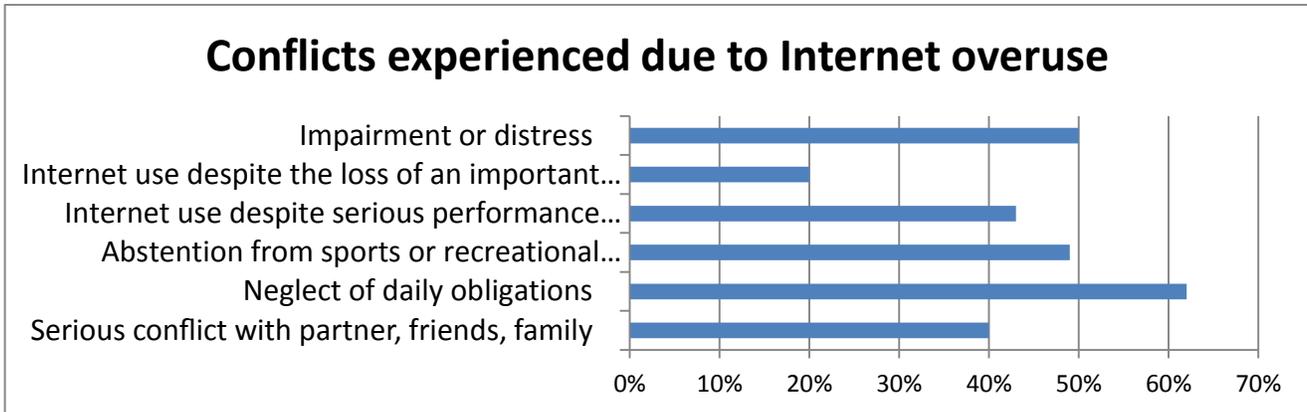
From these numbers, it can be observed that the only cases where **more than half of the participants** answered that the conflicts they experienced were at least "at average" applicable to them was for the **neglect of daily obligations** (**61.42%**). The other applications were either **around 50%** of the sample replying **they experienced conflicts** (i.e., school/work consequences [43.65%] and sports/activities participation 49.24%), or significantly less than half of the participants experienced such conflicts (i.e., with their close relationships, 39.09%). Finally, **19.29%** of the sample **experienced the loss of an important relationship due to their internet use**.

Regarding impairment or distress, were present among more than half of the participants, **50.76%** of the sample affirmed feeling nervous, panicking, etc. regarding their internet use, and **49.24%** reported that they were bored, fatigued, etc.
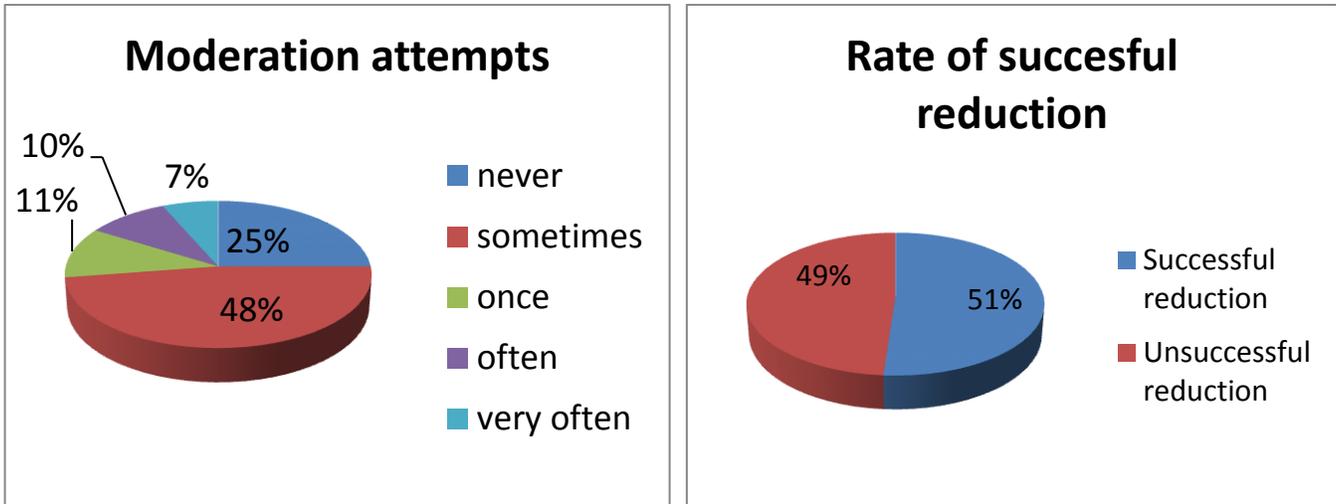
3.5 Moderation goals

Have you ever tried to moderate the time you spend on your favourite online activities and applications?

		Answers	Ratio
Not applicable to me		**100**	**50,76%**
At average applicable to me		**60**	**30,46%**
Applicable to me		**23**	**11,68%**
Very applicable to me		**14**	**7,11%**
No Answer		**0**	**0,00%**

Did you manage to meet your goals?

		Answers	Ratio
Yes		**89**	**45,18%**
No		**85**	**43,15%**
No Answer		**23**	**11,68%**

Only 49 participants (**24.87%**) **never tried to moderate their time spent** on their favourite online activities. Among the participants who tried, *most of them chose the "sometimes" option (94, 47.72%), the other being distributed between "once" (22, 11.17%), "Often" (19, 9.65%), and "Very often" (13, 6.60%).* Among the participants who tried to reduce their consumption, about **half of them (89, 51.15%) managed to do so, while the other half (85, 48.85%) did not.**

Moderation attempts

10%
11%
7%
25%
48%

- never
- sometimes
- once
- often
- very often

Rate of succesful reduction

49%
51%

- Successful reduction
- Unsuccessful reduction

The responses of the survey participants in all countries on their willingness to reduce their time on the Internet are summarised in the following table:
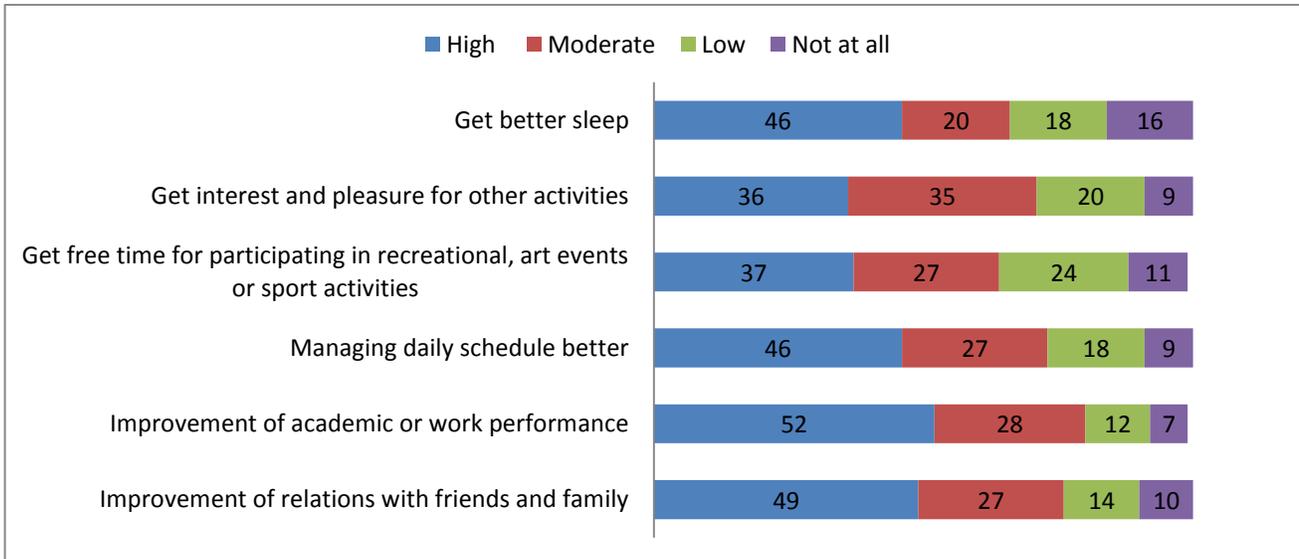
App or group of apps	Low reduction (1-2 hours less)	High reduction (3-5 hours)	Stop using at all	No reduction
Online games	22.84%	3.55%	6.60%	28.43%
Social Network Sites (SNS)	48.73%	11.17%	5.08%	29.95%
Instagram	41.62%	7.11%	4.57%	23.35%
Chatting (including instant messaging	34.01%	10.66%	1.52%	44.67%
Emailing	19.80%	3.55%	1.01%	53.30%
Accessing general information and news (including sports and politics) & administration (e.g., banking,	24.37%	4.57%	1.02%	56.35%

paying bills, booking, travel)				
Video watching	36.04%	9.14%	1.02%	45.69%
Listening to music	16.24%	4.57%	0.51%	72.59%
Gambling	4.57%	2.03%	6.60%	7.61%
Online Shopping	15.74%	1.52%	4.06%	36.55%
Online dating	6.09%	0.51%	6.09%	13.20%
Online pornography	6.09%	2.54%	6.60%	20.81%

The top 5 applications that the respondents consider being happy with the amount of time spent on using them are **listening to music** (73%), **accessing to general information and news** (56%), **emailing** (53%), **chatting** (45%), and **video watching** (45%).

According to the respondents in all countries, the moderation of time ranging from low reduction (1-2 hours per day) to high reduction (3-5 hours per day) is mostly desired for the use of **Social Network Sites** (60%), **Instagram** (49%), **video watching** (46%), and **chatting** (44%). Respondents from all countries show an unwillingness to reduce time in **online gaming**.

The survey results in the full sample showed that **improvement of interpersonal relations and academic or work performance, managing daily schedule better and get better sleep are considered as the four most important aspects for the respondents in the context of the Internet use.** The summary of their responses regarding the importance of different aspects of their life is provided in the following chart:

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Legend: ■ High ■ Moderate ■ Low ■ Not at all

Category	High	Moderate	Low	Not at all
Get better sleep	46	20	18	16
Get interest and pleasure for other activities	36	35	20	9
Get free time for participating in recreational, art events or sport activities	37	27	24	11
Managing daily schedule better	46	27	18	9
Improvement of academic or work performance	52	28	12	7
Improvement of relations with friends and family	49	27	14	10

4 Conclusions – Summary of results

Overall, **197 respondents** (126 female and 71 male) took part in the survey in partnership countries. Greater participation of women in the survey might be indicate of their increased problem awareness relative to men. Taking into account the sociodemographic data of respondents who took part in the survey, we can conclude that the results of the survey are mainly based **on the views and characteristics of those young people who are a part of the educational system,** which is great for the project as they fit better into its aims and objectives.

Reagrding to their psychological constitution, the full sample participants showed a high percentage of agreeableness (79%) and a relative high percentage of extraversion (66%), therefore they may prove **beneficial with regards to prevention actions. A lower percentage of emotional stability should be considered as an indication that they may need extra help to cope with feelings of anxiety, nervousness or lack of self-confidence.**

For the full sample, the identification of these numbers shows that participants in the survey have a high percentage of agreeableness (79%) and a relative high percentage of extraversion (66%), therefore they may prove **beneficial with regards to prevention actions. A lower percentage of emotional stability (51%) should be considered as an indication that they may need extra help to cope with feelings of anxiety, nervousness or lack of self-confidence.**

Although the two most used applications were **social network sites** and **listening to music other applications** were also highly represented: **accessing general information**, **watching videos**, **online gaming**, **Instagram**, **chatting**, **using emails**, and **online shopping.** It's noteworthy that the percentages of users presenting excessive use increased drastically for **online pornography** (from 8.63% to 23.94%), **online dating** (from 4.57% to 16.98%), and **gambling** (from 5.58% to 21.57%) when calculating the percentage of users presenting excessive use without including the non-users.

Differences were identified between the different countries, i.e., **Social media** is a popular activity in **Cyprus, video streaming** in **Poland** and **Romania**, **online shopping** in Poland, and the highest percentages of users for **online pornography** were recognized for respondents from Cyprus.

As to their behaviours due to heavy Internet use **more than half** of the participants answered that the conflicts they experienced was for the **neglect of daily obligations. Around 50%** of the sample replied that **they experienced conflicts** in their school/work performance and **neglecting sports/activities participation**. **Regarding impairment or distress** were present among more than half of the participants who affirmed feeling nervous, panicking, bored and fatigued regarding their internet use.

Less than half of participants reported that **experienced such conflicts with their close relationships or experienced the loss of an important relationship due to their internet use.**

These figures may indicate that helping them to manage their time spent on Internet to manage better their daily schedule, embrace **alternative offline activities** instead of Internet use, in particular **exercising and sports** and also assisting them to cope with negative affects and physical faintness may prove beneficial to their moderation strategies.

The high majority **is mostly desired for the moderation of time spent** on the use of **Social Network Sites** (60%), **Instagram** (49%), **video watching** (46%), and **chatting** (44%), **as they see that in this way they** may achieve **improvement of interpersonal relations, better academic or work performance, managing daily schedule better** and **get better sleep,** which are considered as **the four most important aspects** for the respondents from all countries in the context of the Internet use.