



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:
CIVIC**

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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

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).

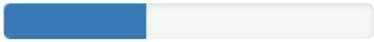
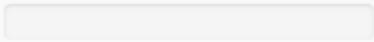
2 Introduction

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 delevorable the results of the Survey conducted in United Kingdom are presented following the template provided to the partners in order to summarize the results in their country.

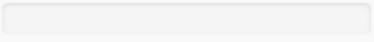
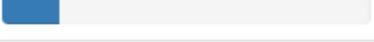
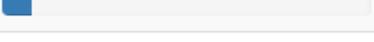
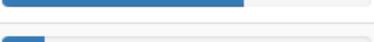
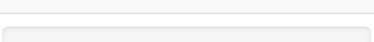
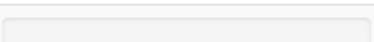
3 Results

3.1 Sociodemographic data

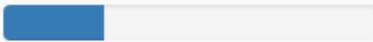
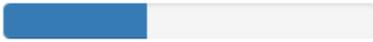
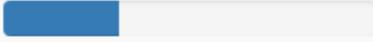
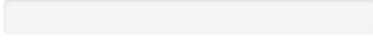
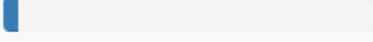
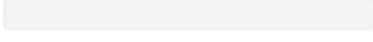
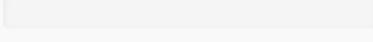
Sex

		Answers	Ratio
Female		16	61.54 %
Male		10	38.46 %
No Answer		0	0.00 %

Education Level

Basic school/Elementary school		0	0.00 %
High school		4	15.38 %
Vocational school		2	7.69 %
College/University		17	65.38 %
Other		3	11.54 %
None		0	0.00 %
No Answer		0	0.00 %

Current occupational status

		Answers	Ratio
Student at school/college/university		7	26.92 %
Public service employee		10	38.46 %
Private company employee		8	30.77 %
Self-employed/freelancer		0	0.00 %
Unemployed		1	3.85 %
Other		0	0.00 %
No Answer		0	0.00 %

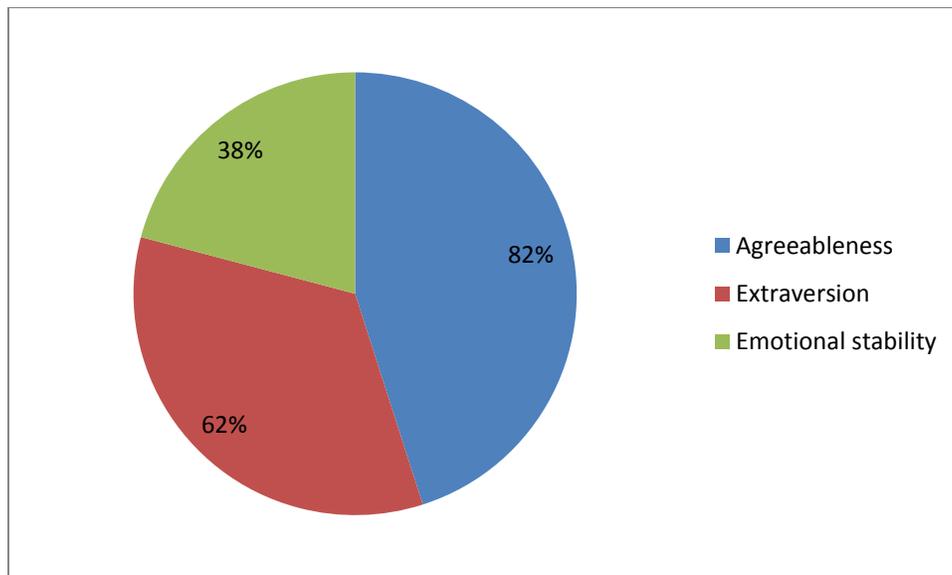
A total number of **26** participants took part in the survey for the UK; **16 females and 10 males**. 65% of those who participated had completed college or university and 15% had completed high school with no further education. 8% attended a vocational school and no participants had only attended basic elementary school. Therefore, all of our participants had received some form of education, with a high number being further educated after high School.

Participants occupational status varied between either the Public sector or the Private sector and just over a quarter of participants were still students at either school, college or university. Therefore, our results will present a mix of opinions which is great for analysis.

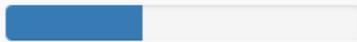
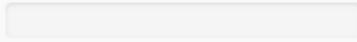
3.2 Personality characteristics

Big five dimensions	Users with low level personality traits	Users with high level personality traits
1. Extraversion vs. introversion	Q13 introverted: 46%	Q17 talkative: 62%
	Q21 bashful: 42%	
2. Agreeableness vs. antagonism	Q5 reserved: 58%	Q1: agreeable 73%
		Q10: helpful 85%
		Q15: kind 92%
		Q19: cooperative 81%
		Q22: pleasant 81%
		Q28: sympathetic 85%
3. Conscientiousness vs. lack of direction	Q4: sloppy: 15%	Q8: careful 77%
		Q12: organized 62%
		Q25: neat 50%
		Q16: thorough 62%
		Q6: deep 38%
		Q27: systematic 35%
4. Emotional stability vs. neuroticism	Q3: irritable 38%	Q9: quiet 38%
	Q7: nervous 62%	
	Q11: touchy 42%	
	Q20: anxious 58%	
	Q24: fearful 54%	
	Q29: high-strung 31%	
5. Openness vs. closed to experience	Q26: withdrawn: 31%	Q2: imaginative 73%
		Q14: Complex 50%
		Q18: innovative 35%
		Q23: artistic 46%
		Q30: creative 50%

The identification of these figures shows that the participants in the survey have a quite high percentage of agreeableness (82%) but a much lower percentage on extraversion (62%) and a quite low percentage on emotional stability (38%) should be considered as an evidence that they may need extra help to cope with negative feelings or disorders related to anxiety, loneliness, sadness and/or depression, lack of self- confidence, etc. since they are especially at risk of using the Internet in a problematic way.



3.3 Time spent on specific online applications

		Answers	Ratio
I have reported actual online use based upon the results of browser add-ons or smartphone/tablet applications		10	38.46 %
I have reported online use based on my estimations		16	61.54 %
No Answer		0	0.00 %

10 participants used an application for at least one month and used the results to complete the rest of the survey. 16 participants filled out the survey based on their estimations. **88% of those reported their time based on their smart phone or tablet and 12% reported based on their desktop or laptop.**

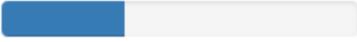
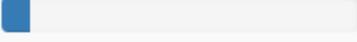
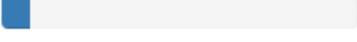
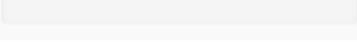
App or group of apps	Occasional users (Less than 2 hours – Not relevant to me users)	Frequent user (Between 3-5 hours)	Excessive user (Between 6-9 hours - More than 10 hours)
Online games	81%	15%	4%
Social Network Sites (SNS)	43%	42%	15%
Instagram	46%	27%	27%
Chatting (including instant messaging)	42%	31%	27%
Emailing	54%	19%	27%
Accessing general information and news (including sports and politics) & administration	62%	19%	19%

(e.g., banking, paying bills, booking, travel)			
Video watching	38%	31%	31%
Listening to music	96%	0%	4%
Gambling	96%	0%	4%
Online Shopping	66%	15%	19%
Online dating	70%	15%	15%
Online pornography	88%	8%	4%

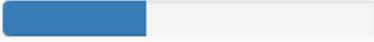
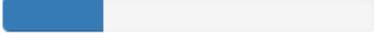
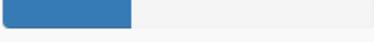
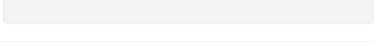
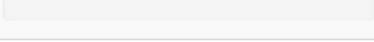
It can be summarised that a high percentage (**31%**) spend around 6 – 9 hours of their day **watching videos**. 27% of participants also said that they spend 6 – 9 hours **emailing, chatting on their devices and on Instagram**, and **19% said that they spend the same number of hours online shopping and accessing general information like the News**. It can be summarised that emails could be a daily part of participants jobs, however, online shopping, chatting on devices and watching videos for over 6 hours a day is extremely excessive and a high percentage of participants noted that this is the case for them on a day to day basis.

3.4 Behaviours and feelings experienced due to Internet excessive use

Have you had serious conflict with your partner, friends, family because of your Internet use?

		Answers	Ratio
Not applicable to me		13	50.00 %
At average applicable to me		9	34.62 %
Applicable to me		2	7.69 %
Very applicable to me		2	7.69 %
No Answer		0	0.00 %

Do you neglect your daily obligations (work, school, or family life) because you prefer to go on the Internet?

		Answers	Ratio
Not applicable to me		10	38.46 %
At average applicable to me		7	26.92 %
Applicable to me		9	34.62 %
Very applicable to me		0	0.00 %
No Answer		0	0.00 %

Do you prefer to go on the Internet instead participating in sport or recreational activities?

		Answers	Ratio
Not applicable to me		11	42.31 %
At average applicable to me		5	19.23 %
Applicable to me		7	26.92 %
Very applicable to me		3	11.54 %
No Answer		0	0.00 %

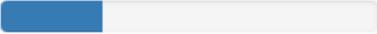
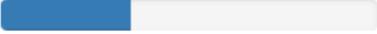
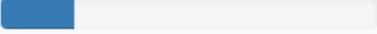
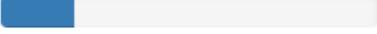
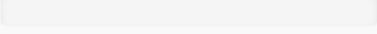
Do you continue to use the Internet despite serious performance problems experienced at school or at work as a result of spending too much time on Internet?

		Answers	Ratio
Not applicable to me		11	42.31 %
At average applicable to me		10	38.46 %
Applicable to me		5	19.23 %
Very applicable to me		0	0.00 %
No Answer		0	0.00 %

Do you feel worried, nervous, panicky, tense, keyed up or anxious when you cannot use the Internet?

		Answers	Ratio
Not applicable to me		9	34.62 %
At average applicable to me		8	30.77 %
Applicable to me		6	23.08 %
Very applicable to me		3	11.54 %
No Answer		0	0.00 %

Do you feel bored, fatigued, low in energy, hard to get motivated, or lie down a lot when you cannot use the Internet?

		Answers	Ratio
Not applicable to me		7	26.92 %
At average applicable to me		9	34.62 %
Applicable to me		5	19.23 %
Very applicable to me		5	19.23 %
No Answer		0	0.00 %

It can be concluded that in the UK, **excessive internet use does have an impact on participants behaviours and feelings. Half of the participants noted that excessive internet use had never caused a serious conflict with their partner, friends or family.** However, 35% it was applicable to them to some extent; meaning it has caused conflict at some point in their life and 16% noted that it was either applicable to them or very applicable to them. This is concerning as it means that a quarter of participants have regular arguments or disagreements with close friends, partners or their family due to excessive internet use.

Between **20% - 35%** also noted that **excessive internet use has caused them to neglect daily obligations like work or school leading to performance issues.** This is a major concern as education is an extremely important part of a young adult's life. If this is tarnished by the distraction to use the internet on a daily basis, it could have serious implications on their future.

38% also noted that **they would prefer to go on the internet than participate in recreational activities.** Obesity is on the rise in the UK and the internet seems to be acting as a distraction away from exercise.

The most worrying results of all is that **35% of participants said that they feel worried, panicky, tense, keyed up or anxious** if they cannot access the internet. **40% said that they feel bored, fatigued, low in energy and hard to get motivated or lie down and relax** when they can't use the internet. These figures are particularly high, and it seems that the internet has become a necessity for people to function.

3.5 Moderation goals

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

		Answers	Ratio
Never		9	34.62 %
Once		6	23.08 %
Sometimes		10	38.46 %
Often		1	3.85 %
Very often		0	0.00 %
No Answer		0	0.00 %

Did you manage to meet your goals?

		Answers	Ratio
Yes		2	7.69 %
No		19	73.08 %
No Answer		5	19.23 %

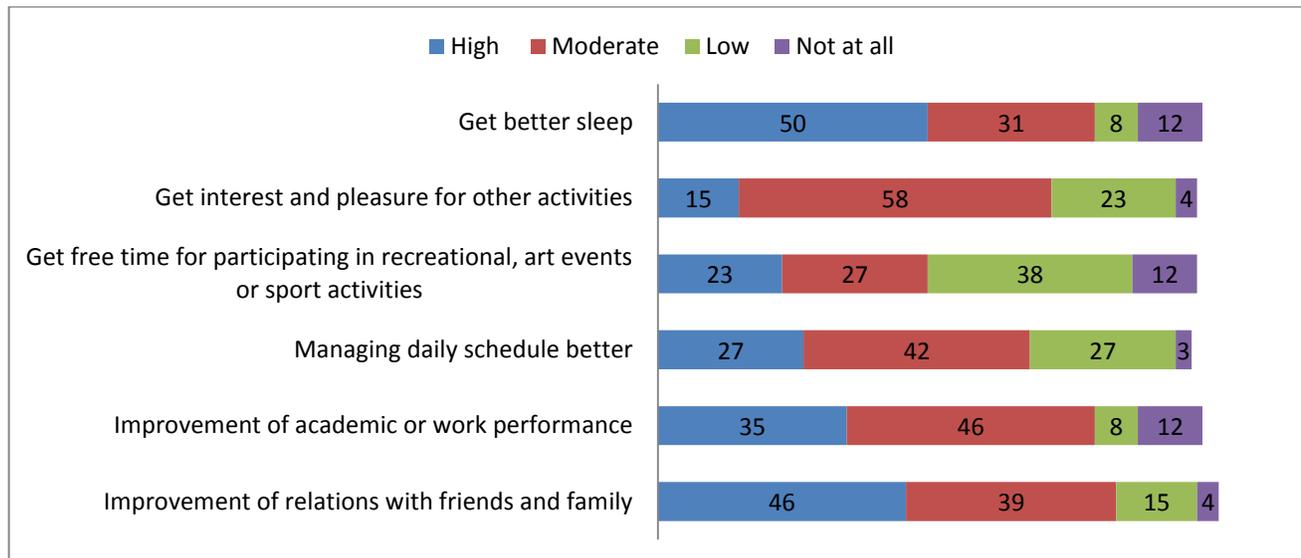
65% of participants said that they had tried to moderate the time spent online and only **8%** said that they managed to meet their goal. This provides the evidence that **over half of the participants are aware that they are spending too much time on the internet and have tried to reduce this but were unsuccessful**, proving they need some extra guidance.

App or group of apps	Low reduction (1-2 hours less)	High reduction (3-5 hours)	Stop using at all	No reduction
Online games	12%	12%	12%	8%
Social Network Sites (SNS)	30%	20%	12%	12%
Instagram	35%	31%	12%	0%
Chatting (including instant messaging)	27%	20%	4%	8%
Emailing	20%	12%	4%	0%
Accessing general information and news (including sports and politics) & administration (e.g., banking, paying bills, booking, travel)	15%	8%	12%	4%
Video watching	19%	19%	8%	4%
Listening to music	8%	4%	12%	0%
Gambling	8%	4%	4%	8%
Online Shopping	15%	0%	8%	4%
Online dating	4%	4%	4%	12%
Online pornography	4%	0%	8%	4%

The Top 5 applications that the respondents in UK consider being happy with the amount of time spent on using them are **Instagram** (35%), **SNS** (30%), **chatting** (27%), emailing (20%) and video streaming.

According to the respondents in UK, the moderation of time is mostly desired for the use of **Instagram**, **Social Network Sites** and **chatting**.

The survey results in UK showed that **getting better sleep, improving their interpersonal relations and academic or work performance are considered as the three most important aspects for the UK 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:



4 Conclusions – Summary of results

The participants in the survey in UK are mainly girls (61%) and 39% boys. The majority of the participants had attained some form of education and just over a quarter of participants were still students. Therefore, our results will present a mix of opinions which is great for analysis.

As to personality characteristics, respondents showed a quite high percentage of agreeableness (**82%**) but a much lower percentage on extraversion (**62%**) and a **quite low percentage on emotional stability (38%), which should be considered as an evidence that they may need extra help to cope with negative feelings or disorders related to anxiety, loneliness, sadness and/or depression, lack of self-confidence, etc. since they are especially at risk of using the Internet in a problematic way.**

It is observed that the main activities on which users spend an excessive amount of time, 6-9 hours and more per day, are **video streaming (31%) chatting on their devices and on Instagram, emailing (27%), and 19% said that they spend the same number of hours online shopping and accessing general information like the News.**

Overall, excessive use of the Internet and its various activities has a significant impact on the participants' physical, mental and social dimensions of their life. **35% noted that excessive internet use had at some point caused a serious conflict with their partner, friends or family.** Between **20% - 35%** also noted that excessive internet use has caused them to **neglect daily obligations like work or school leading to performance issues.** **38%** also noted that they would prefer to go on the internet **than participate in recreational activities.** **35% -50%** of participants also reported that abstinence from Internet **has physical and psychological effects on their daily life.**

A high percentage of participants (**65%**) said that they had tried to moderate the time spent online only **8%** said that they managed to meet their goal. This provides the evidence that about three quarters of the participants are aware that they are spending too much time on the internet and have tried to reduce this but were unsuccessful, proving they need some extra guidance.

According to the respondents in UK, the moderation of time is mostly desired for the use of **Instagram, Social Network Sites and chatting.**

The survey results in UK showed that **getting better sleep, improving their interpersonal relations and academic or work performance are considered as the three most important aspects** for the UK respondents in the context of the Internet use.