



IO1/A2

VALIDATION OF USER MODELS & DEFINITION OF DESIRABLE SITUATIONS

National Report – [CYPRUS]

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Revision History

Version	Date	Author	Description	Action	Pages
1	29/04/2020	Emphasys Centre	Creation of the document	C	16

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

Referenced Documents

ID	Reference	Title
1	2019-1-UK01 KA204-062021	Internet Abuse Identification and personalised withdrawal strategies
2		

Applicable Documents

ID	Reference	Title
1	IO1.A2.1	User Model Design
2		

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1. Introduction

1.1 Objective of the survey

For the purpose of validating the outcomes of I-aid IO1/A1 research for the user model design, a survey has been conducted in Cyprus targeting adults 35 years old and above. The survey results will help us towards the IAB assessment, models for the development and maintenance of IAB and treatment of users. The main objective of the survey is to validate user profiles and see what reduction they consider as a major improvement and conclude to desirable reductions.

1.2 Methodology

The survey has been translated in Greek language in order to disseminate the survey in Cyprus. The survey has been uploaded online using google forms which can be found on the link below:

<https://forms.gle/HfJhPtX65cHt4Ga78>

The online questionnaire was disseminated on Emphasys' Centre Social Media accounts. The questionnaire included a short description on the purpose of the survey and the main objectives of I-AID. Participants who were interested in taking part in the survey have then responded to the questionnaire. Overall, 33 survey responses were collected.

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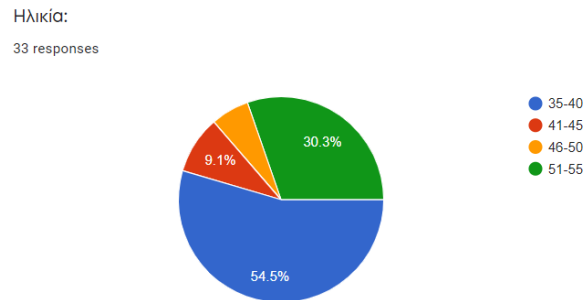
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2. Survey Results

2.1 Participants

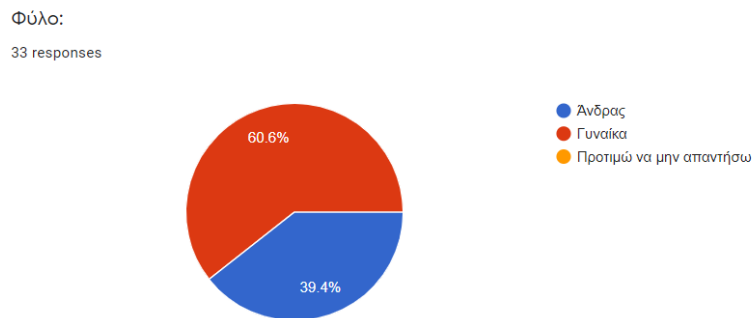
Information on participants' demographic data:

Figure 1: Age of participants



As figure 1 displays 54.5% (18) of participants were between 35-40 years old, 9.1% (3) were between 41-45, 6.1% (2) were between 46-50 and 30.3% (10) were between 51-55.

Figure 2: Gender of participants



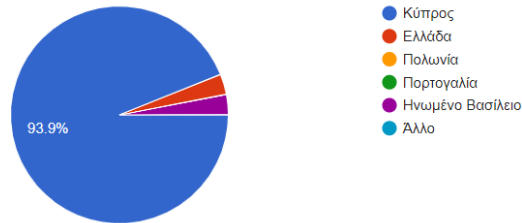
39.4% (13) of the survey participants were men while 60.6% (20) were women.

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Figure 3: Country of Origin

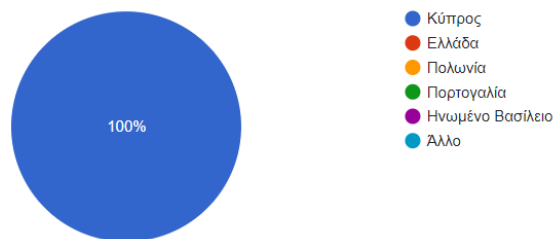
Χώρα Καταγωγής:
33 responses



The majority of the participants are from Cyprus (93.9%- 31 participants). 3% (1) is from Greece and 3% (1) from the UK.

Figure 4: Country of residence

Τόπος Διαμονής:
33 responses



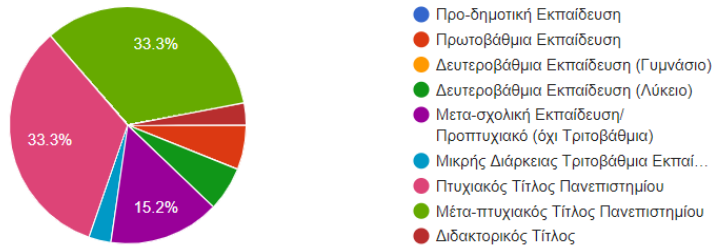
As shown in the figure above, all survey participants are resided in Cyprus.

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Figure 5: Educational level

Ακαδημαϊκό Επίπεδο:
33 responses



3% (1) of the participants has completed an Early childhood education.

6.1% (2) have completed primary Education.

6.1% (2) have completed upper Secondary Education.

15.2% (5) have completed Post-secondary non-Tertiary Education.

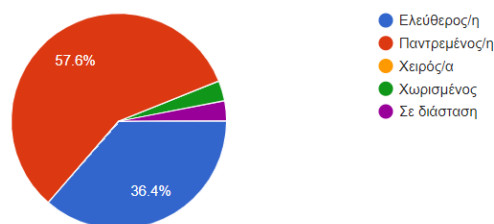
3% (1) has completed a Short-cycle tertiary education.

33.3% (11) have completed a Bachelor's degree or equivalent tertiary education level.

33.3% (11) have completed a Master's degree or equivalent tertiary education level.

Figure 6: Family Status

Οικογενειακή Κατάσταση:
33 responses



36.4% (12) of participants are single and 57.6% (19) are married. Also, 3% (1) are divorced and 3% (1) are legally separated.

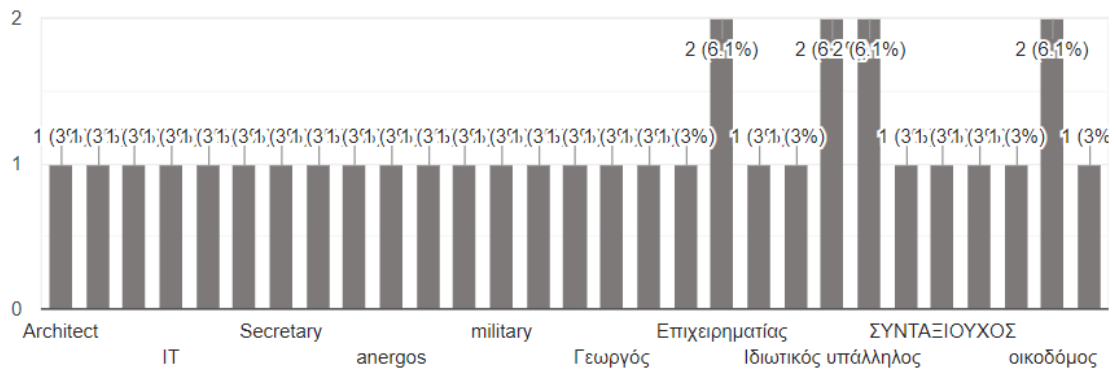
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Figure 7: Occupation

Επάγγελμα:

33 responses



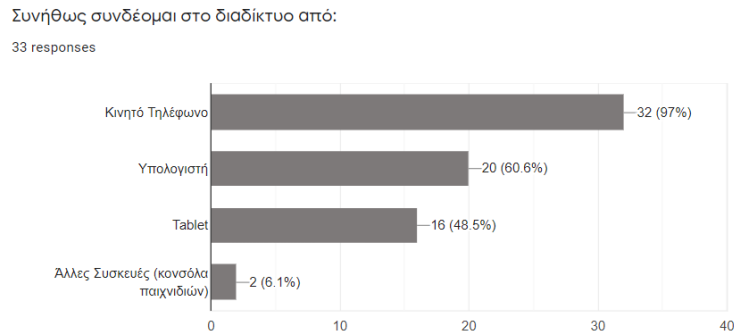
Participants come from various professional backgrounds including: Private employees (4), educators (3), technicians (3), Professors (2), Entrepreneurs (2), constructors (2), farmer, psychologist, veterinary physiotherapist, ICT teacher, Military Officer, housewife, PHD Student, retired, unemployed, musician, graphic designer, Project researcher, Architect, Public administrator, Secretary and Project Manager.

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2.2 Access to Internet

Figure 8: Access on internet devices



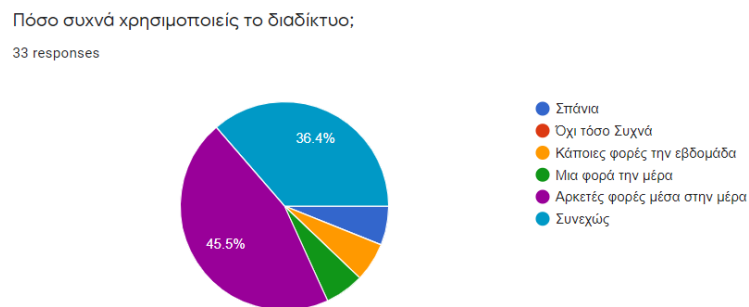
97% (32) use a Mobile phone to access the internet.

60.6% (20) use a computer.

48.5% (16) use a tablet.

6.1% (2) use other devices (such as gaming consoles)

Figure 9: How often do you have access to Internet? *



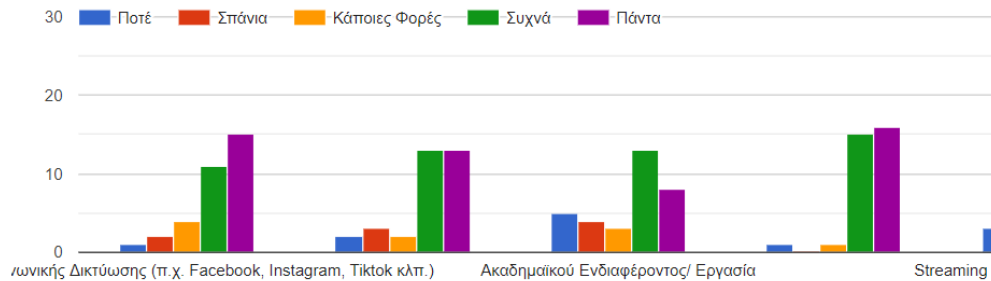
6.1% (2) access the internet rarely. 6.1% (2) have access to internet at a weekly basis. Additionally, 6.1% (2) access the internet once a day and 45.5% (15) several times a day. 36.4% (12) of participants access the internet constantly.

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Figure 10: How often do you have access to the following groups of applications?

Πόσο συχνά έχεις πρόσβαση στις πιο κάτω εφαρμογές;



For Social Networking (i.e. Facebook, Instagram, TikTok, etc.)- 1 participant said never, 2 seldom, 4 noted sometimes, 11 said often and 15 noted always.

For Personal emails/Administration (e.g., banking, paying bills, booking, travel)- 2 participants said never, 3 seldom, 2 sometimes, 13 often and 13 always.

For Academic/work-related surfing- 5 responders noted never, 4 seldom, 3 sometimes, 13 often and 8 always.

For General information search (News)- 1 participant noted never, 1 sometimes, 15 often and 16 always.

For Streaming (e.g., YouTube, Netflix, etc.)- 3 participants responded never, 4 seldom, 6 sometimes, 9 often and 11 always.

For Music- 1 participant noted never, 7 seldom, 6 sometimes, 9 often and 10 always.

For Online gaming websites- 19 participants said never, 5 seldom, 3 sometimes, 5 often and 1 always.

For Online gambling- 28 responders noted never, 3 seldom and 2 often.

For Online Pornography- 28 participants said never, 4 noted seldom and 1 said sometimes.

For Online shopping (buying and selling)- 8 participants responded never, 8 seldom, 8 sometimes, 8 often and 1 always.

For Dating websites- 29 responders of 33 said never, 3 seldom and 1 sometimes.

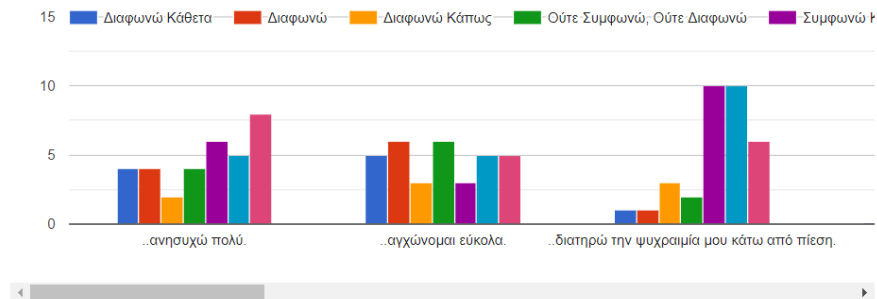
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2.3 Quick Big Five Traits

Figure 11: I see Myself as someone who..

Βλέπω τον εαυτό μου σαν κάποιον που...



For **...worryes a lot**- 4 out of 33 participants responded strongly disagree, 4 disagree, 2 somewhat disagree, 4 neither agree nor disagree, 6 somewhat agree, 5 agree and 8 strongly agree.

For **...gets nervous easily**- 5 responders noted Strongly disagree, 6 disagree, 3 somewhat disagree, 6 neither agree nor disagree, 3 somewhat agree, 5 agree and 6 strongly agree.

For **...remains calm in tense situations**- 1 said strongly disagree, 1 disagree, 3 somewhat disagree, 2 neither agree nor disagree, 10 somewhat agree, 10 agree and 6 strongly agree.

For **...is talkative**- 2 said strongly disagree, 5 neither agree nor disagree, 5 somewhat agree, 9 agree and 12 strongly agree.

For **...is outgoing, sociable**- 1 said somewhat disagree, 2 neither agree nor disagree, 10 somewhat agree, 10 agree and 10 strongly agree.

For **...is reserved**- 10 said strongly disagree, 6 disagree, 3 somewhat disagree, 4 said neither agree nor disagree, 4 somewhat agree, 7 agree and 1 strongly agree.

For **...is original, comes up with new ideas**- 4 noted strongly disagree, 5 said neither agree nor disagree, 5 somewhat agree, 9 agree and 10 strongly agree.

For **...values artistic, aesthetic experiences**- 2 said strongly disagree, 2 somewhat disagree, 4 neither disagree nor agree, 6 somewhat agree, 12 agree and 7 strongly agree.

For **...has an active imagination**- 2 said disagree, 1 somewhat disagree, 7 neither agree nor disagree, 5 somewhat agree, 9 agree and 9 strongly agree.

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For **...is sometimes rude to others**- 10 said strongly disagree, 6 disagree, 4 somewhat disagree, 2 neither agree nor disagree, 5 somewhat agree, 5 agree and 1 strongly agree.

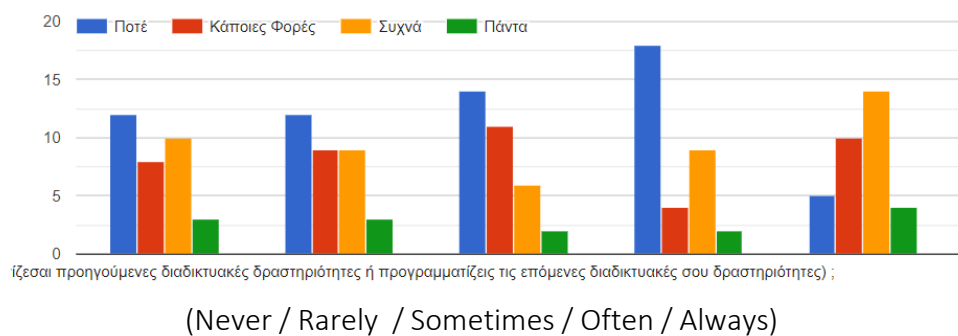
For **...has a forgiving nature**- 1 said disagree, 3 said somewhat disagree, 6 neither agree nor disagree, 5 somewhat agree, 11 agree and 7 strongly agree.

For **...is considerate and kind to almost everyone**- 1 said disagree, 2 neither agree nor disagree, 3 somewhat agree, 13 agree and 14 strongly agree.

2.4 Problematic Internet Use

Figure 12: Questions to identify the problematic internet use of participants

Παρακαλούμε όπως απαντήσετε τα πιο κάτω



In the question:

- How often do you feel tense, irritated, or stressed if you cannot use the Internet for as long as you want to? – 11 said sometimes, 8 never, 8 often, 4 said rarely, 2 always
- How often do you fantasize about the Internet, or think about what it would be like to be online when you are not on the Internet? - 12 said never, 8 rarely, 6 often, 5 sometimes and 2 always
- How often do you feel tense, irritated, or stressed if you cannot use the Internet for several days? - 7 said never, 4 said rarely, 10 sometimes, 9 often and 3 always
- How often does it happen to you that you wish to decrease the amount of time spent online but you do not succeed? - 6 said never, 8 rarely, 13 sometimes, 5 often and 1 always
- How often do you feel that your Internet usage causes problems for you? - 10 said never, 4 rarely, 8 sometimes, 10 often and 1 always
- How often do you dream about visiting specific platforms or websites on the internet? - 18 said never, 6 often, 4 sometimes, 3 rarely and 2 always

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- How often do you realize saying when you are online, “just a couple of more minutes and I will stop”? - 7 said never, 6 rarely, 8 sometimes, 10 often and 2 always
- How often do you feel that you should decrease the amount of time spent online? - 8 said never, 5 rarely, 9 sometimes, 9 often and 2 always
- How often do people in your life complain about spending too much time online? - 12 said never, 3 rarely, 10 said sometimes, 7 often and 1 always
- How often does it happen to you that you feel depressed, moody, or nervous when you are not on the Internet and these feelings stop once you are back online? - 14 said never, 3 rarely, 8 sometimes, 6 often and 2 always
- How often do you choose the Internet rather than going out? - 16 said never, 3 rarely 7 sometimes, 6 often and 1 always
- How often do you try to conceal the amount of time spent online? - 12 said never, 7 rarely, 6 sometimes, 6 often and 2 always
- How often do you think that you should ask for help in relation to your Internet use? - 21 said never, 3 rarely, 3 sometimes, 3 often and 1 always
- How often does the use of Internet impair your work or your efficiency? - 11 said never, 9 rarely, 7 often, 5 sometimes and 1 always
- How often do you neglect household chores to spend more time online? - 11 said never, 10 rarely, 7 sometimes, 4 often and 1 always
- How often do you choose the Internet rather than being with your partner? - 13 said never, 8 rarely, 6 sometimes, 5 often and 1 always
- How often do you spend time online when you’d rather sleep? - 17 said never, 6 rarely, 5 often, 4 sometimes and 1 always

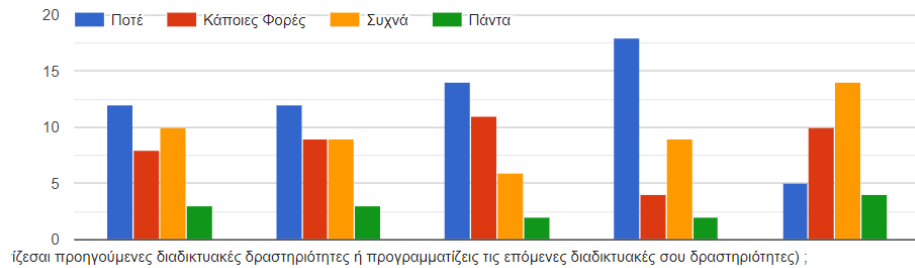
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2.5 Internet Addiction Test

Figure 13: Questions to identify Internet Addiction

Παρακαλούμε όπως απαντήσετε τα πιο κάτω



In the question:

- Do you feel preoccupied with the Internet (think about previous online activity or anticipate next online session)? - 12 responders said never, 8 sometimes, 10 often and 3 always
- Do you feel the need to use the Internet with increasing amounts of time in order to achieve satisfaction? - 12 said never, 9 sometimes, 9 often and 3 always
- Have you repeatedly made unsuccessful efforts to control, cut back, or stop Internet use? - 14 said never, 11 sometimes, 6 often and 2 always
- Do you feel restless, moody, depressed, or irritable when attempting to cut down or stop Internet use? - 18 said never, 4 sometimes, 9 often and 2 always
- Do you stay online longer than originally intended? - 5 said never, 10 sometimes, 14 often and 4 always
- Have you jeopardized or risked the loss of significant relationship, job, educational or career opportunity because of the Internet? - 19 said never, 7 sometimes, 6 often and 1 always
- Have you lied to family members, therapist, or others to conceal the extent of involvement with the Internet? - 19 said never, 7 sometimes, 6 often and 1 always
- Do you use the Internet as a way of escaping from problems or of relieving a dysphoric mood (e.g., feelings of helplessness, guilt, anxiety, depression)? - 8 said never, 8 sometimes, 12 often and 5 always

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3. Conclusions

- 33 participants between 35 to 60 years old participated in the survey. 60.6% are women and 39.4% are men. 57.6% are married and 36.4% are single. All participants are currently residing in Cyprus (2.1).
- Most of the participants have completed a university degree while an important percentage of 15% have completed an early-stage education. All of the participants come from different professional backgrounds (2.1).
- Most of the participants- 97%- use their mobile phone to access the internet, 60.6% use a computer and 48.5% use a tablet. 45.5% access the internet several times a day and 36.4% access the internet constantly. Only 6.1% access the internet rarely (2.2).
- The main applications used by participants often when accessing the internet are social networking i.e. Facebook, Instagram, TikTok etc., academic work/work-related, personal email, general information search, streaming and music (2.2).
- Most of the participants responded that they don't have access on applications related to online gambling, online pornography and dating websites. 3 responders said they access on online gambling rarely and 2 often. While, for online pornography, 4 noted seldom and 1 said sometimes. However, for accessing online gaming websites, 5 said that they have access rarely, 3 sometimes, 5 often and 1 participant noted always. (2.2)
- In respect to the Big Five Traits and personality differences of the participants, most of the participants agree or somewhat agree with the sentences: I see myself as someone who... 'worries a lot', 'remains calm in tense situations', 'is talkative', 'is outgoing', 'is original, comes up with new ideas', 'values artistic, aesthetic experiences', 'has an active imagination', 'has a forgiving nature' and 'is considerate and kind to almost everyone'. The sentences where most participants somewhat disagree and strongly disagree are: I see myself as someone who 'gets nervous easily', 'is reserved' and 'is sometimes rude to others'. Notably, through the questions it is observed that participants have mostly agreed about having personality traits in openness, conscientiousness and extraversion while most of the responders displayed that they disagree in questions relevant to the trait of neuroticism (2.3).
- In relevant to the problematic use of internet, most of the participants have shown to face problems regarding decreasing the amount spent on internet, they feel irritated or stressed if they don't use the internet as long as they want to or when they do not

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use the internet for several days. A small percentage of participants faces problems regarding choosing to spend time online instead of going out or be with their partner and neglect household chores to spend more time online. Most of the participants responded that they never dream about visiting specific platforms and do not feel moody or stressed when they are not on the internet. Significantly, responds are varied and most of the participants responded negatively to questions related to problematic internet use. Nevertheless, it is observable that internet use is not well-controlled by participants and impacts on their emotional context (2.4).

- In respect to internet addiction test, participants have positively responded in questions: ‘Do you feel preoccupied with the Internet (think about previous online activity or anticipate next online session)’, ‘Do you feel the need to use the Internet with increasing amounts of time in order to achieve satisfaction’, ‘Do you stay online longer than originally intended?’, ‘Have you jeopardized or risked the loss of significant relationship, job, educational or career opportunity because of the Internet?’, ‘Have you lied to family members, therapist, or others to conceal the extent of involvement with the Internet?’ and ‘- Do you use the Internet as a way of escaping from problems or of relieving a dysphoric mood (e.g., feelings of helplessness, guilt, anxiety, depression)?’ (2.5).
- The survey results demonstrate internet addiction issues related to the time spent online, impact of internet on the emotional context of users and importantly, the results show an overall unawareness of internet addiction and problematic use of internet by individuals (2.4 and 2.5).

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