



IO1/A2

VALIDATION OF USER MODELS & DEFINITION OF DESIRABLE SITUATIONS

National Report – [United Kingdom]

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I-AID	Version: 1
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Revision History

Version	Date	Author	Description	Action	Pages
1	24/04/2020	CIVIC	Creation of the document	C	23

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

Referenced Documents

ID	Reference	Title
1	2019-1-UK01 KA204-062021	Project Application
2		

Applicable Documents

ID	Reference	Title
1	IO1.A1.1	User Model Design
2		

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1. Introduction

1.1 Objective of the survey

The aim of the survey was to understand the 'As-Is' situation of adults at risk of Internet Addiction in the UK in order to define their 'To-Be' situation. More specifically, the responses received aimed at validating the User Models elaborated in O1/A1: User Models Design created by AKNOW. Thus, we asked participants about their behaviour in relation to Internet use as well as information about their personal characteristics. The results provided us with a clear picture of Internet use behaviours combined with personality traits, and demographical data among adults of 35 to 55 years old in the UK. Based on the data collected, the consortium will elaborate the needs of the target group in terms of reduction of Internet use training.

1.2 Methodology

The survey was distributed to CIVIC's network, including clients, partners, partners in other Erasmus+ projects, IAID stakeholders, local charities and organisations. They were contacted mainly through social media, email, and personal contact. Additionally, we distributed the survey internally in the company in case some of CIVIC's staff were interested in participating in the project. A short description of the project, its aim, objectives, and foreseeable results were provided to the individuals reached.

An estimate of 150 people was reached, and we received 31 responses.

2. Survey Results

2.1 Participants

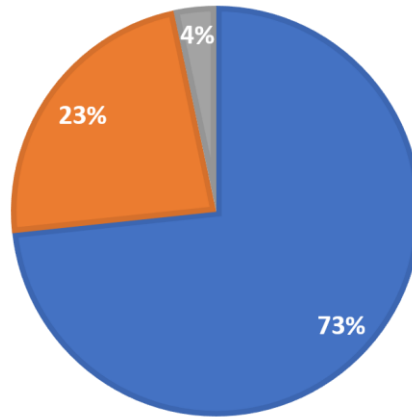
Below you will find pie charts illustrating the demographic data of the survey respondents:

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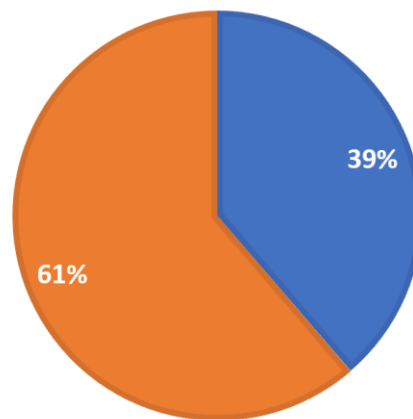
AGE

■ 35-40 ■ 41-45 ■ 46-50



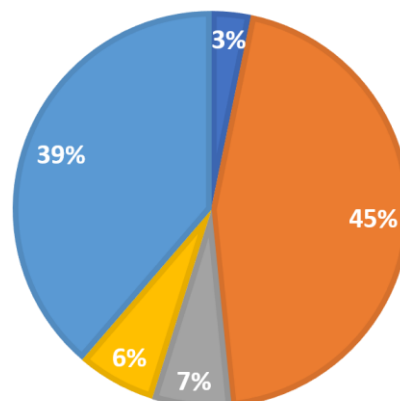
GENDER

■ Male ■ Female



COUNTRY OF YOUR ORIGIN

■ Cyprus ■ Greece ■ Other ■ Poland ■ United Kingdom

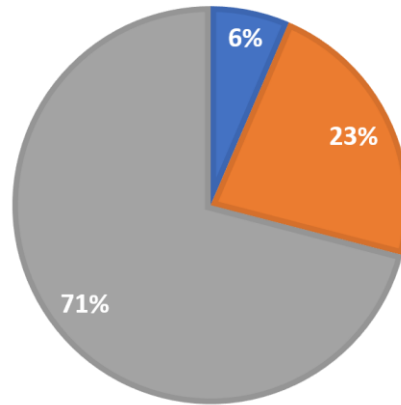


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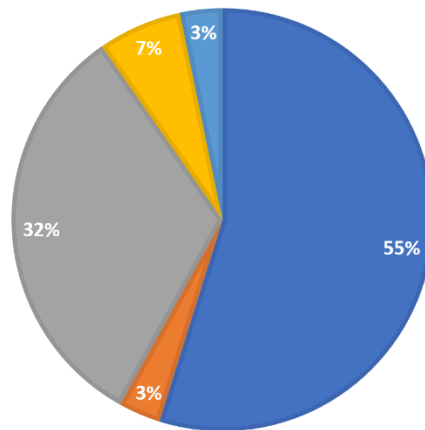
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FAMILY & MARITAL STATUS

■ Divorced ■ Married ■ Single - never married



YOUR EDUCATIONAL LEVEL



■ Bachelor's degree or equivalent tertiary education level
 ■ Doctoral degree or equivalent tertiary education level
 ■ Master's degree or equivalent tertiary education level
 ■ Primary Education

When asked about their occupation the participants indicated the below:

Your occupation:
office worker
Sales manages
SENIOR MANAGER
Wev developer
Service Delivery Manager

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Assistant to the HR Department
Lawyer
Technical support
Unemployed
Unemployed
Teacher
Business analyst
accountant
Project Coordinator
Project Manager
Accountant
Mature student
Civil Engineer
Teacher
Nail artist
GP
Marketing Manager
Working in retail
Educator
translator
office employee
Programmer
Plumber
Accountant
Project Manager
lecturer

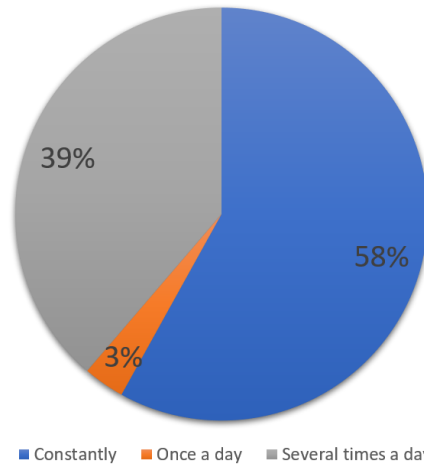
2.2 Access to Internet

Below you will find a pie chart illustrating the frequency in which the survey respondents go online:

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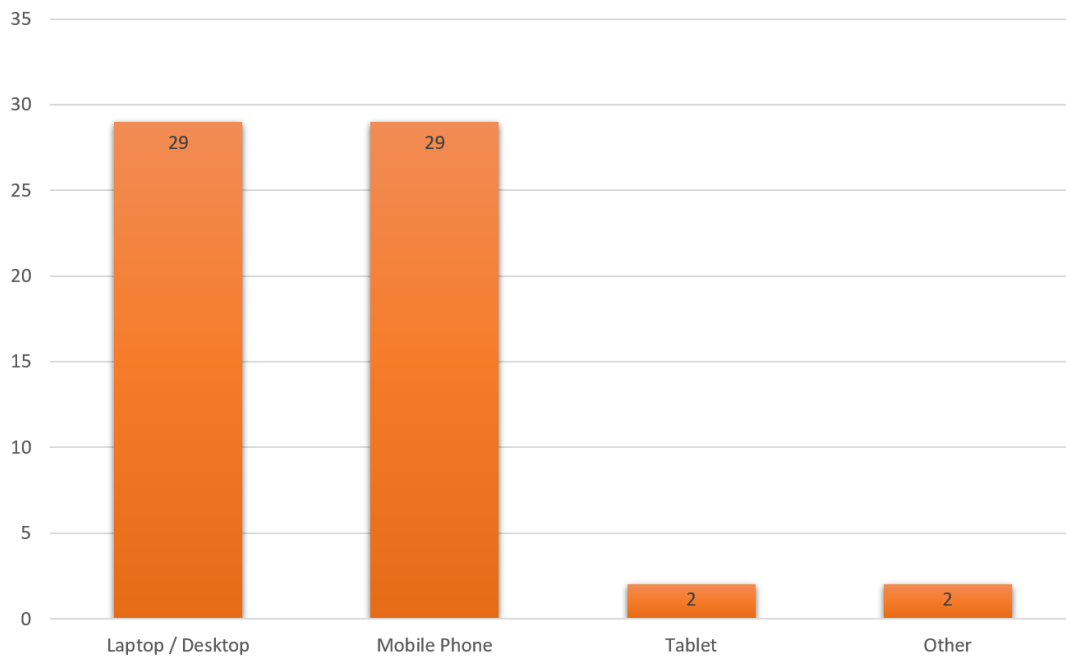
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How Often Do You Have Access To Internet?



The following chart shows how many participants out of the total of 31 use the below devices to mainly access the Internet.

YOUR ACCESS TO INTERNET IS MAINLY THROUGH



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When asked about the specific applications that they use when online participants answered the following:

How often do you have access to the following groups of applications? [Social Networking (i.e., Facebook, Instagram, Tiktok, etc.)]

Always	45%
Often	39%
Seldom	10%
Sometimes	6%

How often do you have access to the following groups of applications? [Personal emails/Administration (e.g., banking, paying bills, booking, travel)]

Always	52%
Often	32%
Seldom	6%
Sometimes	10%

How often do you have access to the following groups of applications? [Academic/work-related surfing]

Always	42%
Never	3%
Often	32%
Seldom	6%
Sometimes	16%

How often do you have access to the following groups of applications? [General information search (News)]

Always	19%
Often	52%
Seldom	10%
Sometimes	19%

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How often do you have access to the following groups of applications? [Streaming (e.g., YouTube, Netflix, etc.)]

Always	19%
Often	58%
Seldom	3%
Sometimes	19%

How often do you have access to the following groups of applications? [Music]

Always	16%
Often	48%
Seldom	6%
Sometimes	29%

How often do you have access to the following groups of applications? [Online gaming websites]

Never	45%
Often	6%
Seldom	32%
Sometimes	16%

How often do you have access to the following groups of applications? [Online gambling]

Always	6%
Never	68%
Often	3%
Seldom	13%
Sometimes	10%

How often do you have access to the following groups of applications? [Online Pornography]

Never	45%
Often	6%
Seldom	32%
Sometimes	16%

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How often do you have access to the following groups of applications? [Online shopping (buying and selling)]

Never	3%
Often	39%
Seldom	29%
Sometimes	29%

How often do you have access to the following groups of applications? [Dating websites]

Never	61%
Often	10%
Seldom	16%
Sometimes	13%

2.3 Quick Big Five Traits

When asked about their personality traits, the survey respondents answered the following:

I see Myself as someone who worries a lot.

Agree	32%
Disagree	10%
Neither agree nor disagree	13%
Somewhat agree	23%
Somewhat disagree	23%

I see Myself as someone who gets nervous easily.

Agree	19%
Disagree	35%
Neither agree nor disagree	10%
Somewhat agree	23%
Somewhat disagree	10%
Strongly agree	3%

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I see Myself as someone who remains calm in tense situations.

Agree	23%
Disagree	6%
Neither agree nor disagree	10%
Somewhat agree	29%
Somewhat disagree	19%
Strongly agree	13%

I see Myself as someone who is talkative.

Agree	32%
Disagree	3%
Neither agree nor disagree	10%
Somewhat agree	32%
Somewhat disagree	10%
Strongly agree	13%

I see Myself as someone who is outgoing, sociable.

Agree	23%
Neither agree nor disagree	10%
Somewhat agree	32%
Somewhat disagree	16%
Strongly agree	19%

I see Myself as someone who is reserved.

Agree	16%
Disagree	19%
Neither agree nor disagree	6%
Somewhat agree	26%
Somewhat disagree	26%
Strongly disagree	6%

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I see Myself as someone who is original, comes up with new ideas.

Agree	19%
Neither agree nor disagree	19%
Somewhat agree	32%
Somewhat disagree	13%
Strongly agree	16%

I see Myself as someone who values artistic, aesthetic experiences.

Agree	26%
Neither agree nor disagree	10%
Somewhat agree	26%
Somewhat disagree	13%
Strongly agree	26%

I see Myself as someone who has an active imagination.

Agree	26%
Neither agree nor disagree	10%
Somewhat agree	29%
Somewhat disagree	10%
Strongly agree	26%

I see Myself as someone who is sometimes rude to others.

Agree	3%
Disagree	26%
Neither agree nor disagree	6%
Somewhat agree	19%
Somewhat disagree	26%
Strongly disagree	19%

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I see Myself as someone who has a forgiving nature.

Agree	52%
Disagree	3%
Neither agree nor disagree	6%
Somewhat agree	19%
Somewhat disagree	13%
Strongly agree	6%

I see Myself as someone who is considerate and kind to almost everyone.

Agree	42%
Neither agree nor disagree	6%
Somewhat agree	32%
Somewhat disagree	10%
Strongly agree	10%

I see Myself as someone who works thoroughly.

Agree	35%
Neither agree nor disagree	3%
Somewhat agree	23%
Somewhat disagree	13%
Strongly agree	26%

I see Myself as someone who tends to be lazy.

Agree	13%
Disagree	26%
Neither agree nor disagree	10%
Somewhat agree	23%
Somewhat disagree	23%
Strongly disagree	6%

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I see Myself as someone who does things efficiently.

Agree	58%
Disagree	3%
Neither agree nor disagree	3%
Somewhat agree	13%
Somewhat disagree	6%
Strongly agree	16%

2.4 Problematic Internet Use

In the survey section regarding Problematic Internet Use, the participants gave the following responses:

How often do you feel tense, irritated, or stressed if you cannot use the Internet for as long as you want to?

Always	26%
Often	26%
Rarely	29%
Sometimes	19%

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?

Always	3%
Never	32%
Often	26%
Rarely	26%
Sometimes	13%

How often do you feel tense, irritated, or stressed if you cannot use the Internet for several days?

Always	23%
Never	3%
Often	26%
Rarely	26%
Sometimes	23%

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How often does it happen to you that you wish to decrease the amount of time spent online but you do not succeed?

Never	13%
Often	26%
Rarely	29%
Sometimes	32%

How often do you feel that your Internet usage causes problems for you?

Never	16%
Often	29%
Rarely	23%
Sometimes	32%

How often do you dream about visiting specific platforms or websites on the internet?

Never	32%
Often	10%
Rarely	39%
Sometimes	19%

How often do you realize saying when you are online, just a couple of more minutes and I will stop?

Always	13%
Never	6%
Often	26%
Rarely	26%
Sometimes	29%

How often do you feel that you should decrease the amount of time spent online?

Always	10%
Never	10%
Often	23%
Rarely	13%
Sometimes	45%

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How often do people in your life complain about spending too much time online?

Never	13%
Often	35%
Rarely	29%
Sometimes	23%

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?

Always	3%
Never	29%
Often	13%
Rarely	35%
Sometimes	19%

How often do you choose the Internet rather than going out?

Never	23%
Often	19%
Rarely	35%
Sometimes	23%

How often do you try to conceal the amount of time spent online?

Never	23%
Often	16%
Rarely	29%
Sometimes	32%

How often do you think that you should ask for help in relation to your Internet use?

Never	58%
Often	6%
Rarely	19%
Sometimes	16%

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How often does the use of Internet impair your work or your efficacy?

Never	26%
Often	10%
Rarely	19%
Sometimes	45%

How often do you neglect household chores to spend more time online?

Always	3%
Never	13%
Often	19%
Rarely	23%
Sometimes	42%

How often do you choose the Internet rather than being with your partner?

Never	26%
Often	6%
Rarely	39%
Sometimes	29%

How often do you spend time online when you'd rather sleep?

Always	6%
Never	16%
Often	35%
Rarely	26%
Sometimes	16%

2.5 Internet Addiction Test

In the last section of the survey the respondents indicated the following:

Do you feel preoccupied with the Internet (think about previous online activity or anticipate next online session)?

Always	3%
Never	29%
Often	29%
Sometimes	39%

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Do you feel the need to use the Internet with increasing amounts of time in order to achieve satisfaction?

Always	3%
Never	39%
Often	29%
Sometimes	29%

Have you repeatedly made unsuccessful efforts to control, cut back, or stop Internet use?

Never	39%
Often	23%
Sometimes	39%

Do you feel restless, moody, depressed, or irritable when attempting to cut down or stop Internet use?

Always	6%
Never	45%
Often	13%
Sometimes	35%

Do you stay online longer than originally intended?

Always	23%
Never	3%
Often	35%
Sometimes	39%

Have you jeopardized or risked the loss of significant relationship, job, educational or career opportunity because of the Internet?

Never	61%
Often	13%
Sometimes	26%

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Have you lied to family members, therapist, or others to conceal the extent of involvement with the Internet?

Always	3%
Never	74%
Often	13%
Sometimes	10%

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)?

Always	3%
Never	16%
Often	42%
Sometimes	39%

3. Conclusions

- The majority of the respondents (73%) of the UK survey were between 35 to 40 years old - on the young end of the target age group. This probably had an impact on the results. For example, most of participants indicated that they are accessing the Internet through their phones and laptops whereas a small percentage through their tablets. That could be explained due to the younger age of the respondents.
- Regarding other demographic data, the majority (61%) of the respondents were female and the vast majority had a university degree. Namely, 55% had at least a bachelor's degree, 32% master's degree and a 3% had a doctoral degree. It is important to take this data into consideration as it may impact significantly the survey results.
- All the respondents live and work in the UK, but they come from different countries with a 45% coming from Greece. This can be explained due to the majority of CIVIC staff being of Greek origin and thus they have a large network of Greeks living in the UK whom they shared the survey with.
- Regarding their occupation, the participants came from a wide range of sectors.
- When asked about their internet use, 58% of the participants mentioned that they are constantly online and 39% said that they are accessing the internet several times a day. Although Internet use may be needed for work (42% said that they are always accessing the internet for work purposes), these percentages demonstrate an urgent need for the development of a program that will help participants to moderate their online time.

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- Concerning the applications and activities that the participants use online apart from work related activities, most of the participants are using social media (45% always and 39% often), personal emails and administration (52% always and 32% often), searching information and reading the news (19% always and 52% often), streaming applications (YouTube, Netflix, etc. (19% always and 58% often) and to listen to music (16% always and 48% often)
- The respondents mentioned that they spend less time in other applications/activities such as shopping, gaming, gambling, pornography, and online dating sites. These data indicate the need for a focus on the most used applications such as social media when developing the training content.
- In the Quick Big Five Traits section of the questionnaire, the majority of the respondents indicated that they agree or somewhat agree with the below sentences:
 - I see Myself as someone who worries a lot.
 - I see Myself as someone who remains calm in tense situations.
 - I see Myself as someone who is outgoing, sociable.
 - I see Myself as someone who is talkative.
 - I see Myself as someone who is outgoing, sociable.
 - I see Myself as someone who is original, comes up with new ideas.
 - I see Myself as someone who values artistic, aesthetic experiences.
 - I see Myself as someone who has a forgiving nature.
 - I see Myself as someone who is considerate and kind to almost everyone.
 - I see Myself as someone who works thoroughly.
 - I see Myself as someone who does things efficiently.
- In the questions regarding problematic Internet use behaviours most of the survey respondents mentioned that they always, often, or sometimes:
 - Feel tense, irritated, or stressed if they cannot use the Internet for as long as they want to.
 - Feel tense, irritated, or stressed if they cannot use the Internet for several days.
 - Wish to decrease the amount of time spent online but they do not succeed.
 - Feel that their Internet usage causes problems for them.
 - They are saying when they are online: ‘just a couple of more minutes and I will stop’.
 - Feel that they should decrease the amount of time spent online.
 - People in their life complain about them spending too much time online.
 - Internet use impairs their work or their efficacy.
 - Are spending time online when they’d rather sleep.
- In the Internet Addiction Test section of the survey most of the participants said that they always, often, or sometimes:
 - Feel preoccupied with the Internet (think about previous online activity or anticipate next online session)

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- Feel the need to use the Internet with increasing amounts of time in order to achieve satisfaction.
 - Have made unsuccessful efforts to control, cut back, or stop Internet use.
 - Feel restless, moody, depressed, or irritable when attempting to cut down or stop Internet use.
 - Stay online longer than originally intended.
 - Use the Internet as a way of escaping from problems or of relieving a dysphoric mood (e.g., feelings of helplessness, guilt, anxiety, depression)?]
- According to the survey results, the participants show behaviours (such as being constantly preoccupied with the Internet, feeling stressed when not being able to access the Internet, or using the Internet as a means to escape their problems, etc.) that indicate a risk of internet addictive behaviour. Although many participants answered positively in these questions, the majority of them (58%) indicated that they have never considered asking for help in relation to their internet use. This proves the value that the I-AID training will offer to the participants already involved in the survey as well as future participants. Apart from the support provided through the I-AID training, the project should also aim at raising awareness on the impact of excessive internet use on one's wellbeing in order to help the general public realise the gravity of the issue and encourage them to seek help.
 - Lastly, the diversity of the behaviours and the traits of the participants confirms the need of developing a personalised service that will be offering withdrawal plans based on the user's personal characteristics, situation, and behaviours.

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