



**¿Internet (over)use
within AUCA community?**

Internet usage within AUCA community

1. Smartphone?

2. Email?

3. Social Media?

Smartphone Addiction

Smartphones have become necessities in our lives.

- The first thing we look at in the morning?
- The last thing we look at before to sleep?

Excessive usage, habitual checking on missed calls/messages may result in compulsive usage and phone addiction:

- Sleep disturbance?
- Depression?
- Affect biological system?

Smartphone Addiction

Excessive users exhibit such signs as:

- (1) preoccupation with the phone,
- (2) increasing amounts of time spent using the phone in order to achieve the same level of satisfaction
- (3) repeated, unsuccessful efforts to control, cut back, or stop the use;
- (4) feelings of restlessness when attempting to reduce the use;
- (5) jeopardizing significant relationships, jobs, or educational or career opportunities because of phone use;
- (6) using the phone as a way to relieve a dysphonic mood (e.g., a feeling of hopelessness, guilt, anxiety, and depression).

Lee, Yu-Kang, et al. "The dark side of smartphone usage: Psychological traits, compulsive behavior and technostress." *Computers in Human Behavior* 31 (2014): 373-383.

Email Addiction

Effects of e-mail addiction and interruptions on employees.

Information overload.

Managing email is now a standard requirement and principal part of university community day-to-day tasks.

Gambling effect



Dr Tom Stafford, University of Sheffield

- Same fundamental learning mechanisms that drive gambling addicts are also at work in email users;
- The volume of email has led to some users to become addicted
→ enough to make it difficult for users to resist checking email.

Characteristics of an email addict

Clinical characteristics

Feeling preoccupied with emails

Feeling the need for more time to read emails Making repeated unsuccessful efforts to control, cut back or stop email use

Staying on your email account longer than originally intended

Behavioral characteristics

Opening email account first, before doing anything else

Leaving email programs open on computer screen between sessions

Checking for email on an hourly basis (or less)

Potential policies

Educating employees through email training:

Is this email necessary? If so, is the email easy to read and straight to the point? Does it tell what is expected of the recipient? Does it state what and when action is required?

Burgess, A., Jackson, T. and Edwards, J. (2005), "Email training significantly reduces email defects", International Journal of Information Management, Vol. 25 No. 1, pp. 71-83.

By simply being aware of this problem, employees with addictive tendencies show a remarkable improvement (own schedule to manage time...)

→ Different steps to adopt an email schedule

McCorry, Karen J. *Organize your work day in no time*. Que Publishing, 2005.

Social Media Addiction

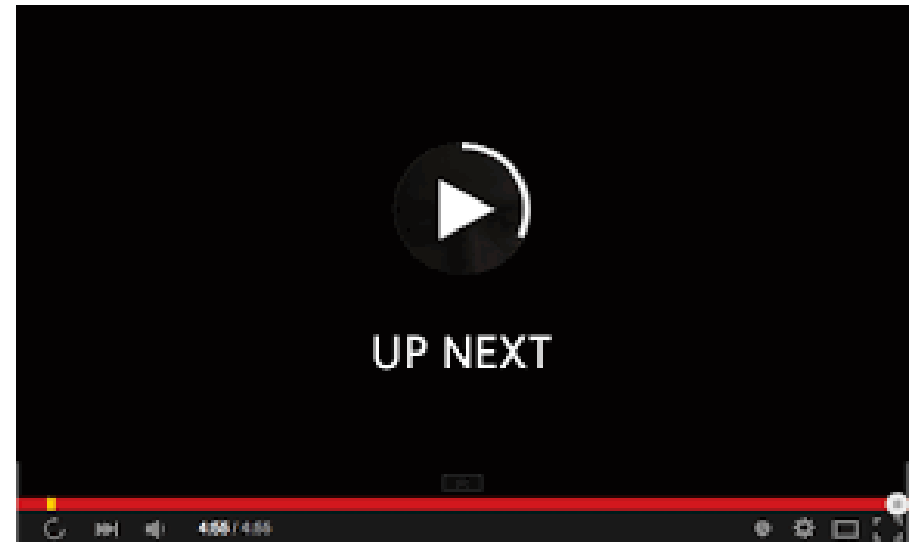
Because Technology Hijacks our minds...

Facebook, Youtube etc. exploit our weaknesses, in order to grab our attention, to maximize our time spent online.

How Technology Hijacks People's Minds

By Tristan Harris

THE HUFFINGTON POST



The measurement of Internet addiction

Internet Gaming Disorder part of the Diagnostic and Statistical Manual of Mental Disorders (DSM).

Debate goes on about whether or not the DSM should designate **Internet addiction** a mental disorder.

The first serious proposal for diagnostic criteria was advanced in 1996 by Dr. Young, modifying the DSM-IV criteria for pathological gambling.

Dr Young Diagnostic Questionnaire

- (1) Is preoccupied with the Internet (thinks about previous online activity or anticipate next online session);
- (2) Needs to use the Internet with increased amounts of time in order to achieve satisfaction;
- (3) Has made unsuccessful efforts to control, cut back, or stop Internet use;
- (4) Is restless, moody, depressed, or irritable when attempting to cut down or stop Internet use;
- (5) Has stayed online longer than originally intended. Additionally, at least one of the following must be present:
- (6) Has jeopardized or risked the loss of a significant relationship, job, educational or career opportunity because of the Internet;
- (7) Has lied to family members, therapist, or others to conceal the extent of involvement with the Internet;
- (8) Uses the Internet as a way of escaping from problems or of relieving a dysphoric mood (e.g., feelings of helplessness, guilt, anxiety, depression).

If 5 'Yes' → Addicted

12. **Do you stay on-line longer than originally intended?**

Mark only one oval.

☐ Yes

☐ No

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

Mark only one oval.

☐ Yes

☐ No

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

Mark only one oval.

☐ Yes

☐ No

15. **Do you sometimes use the Internet as a way of escaping from problems?**

Mark only one oval.

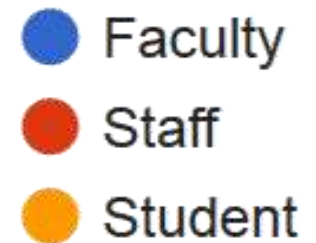
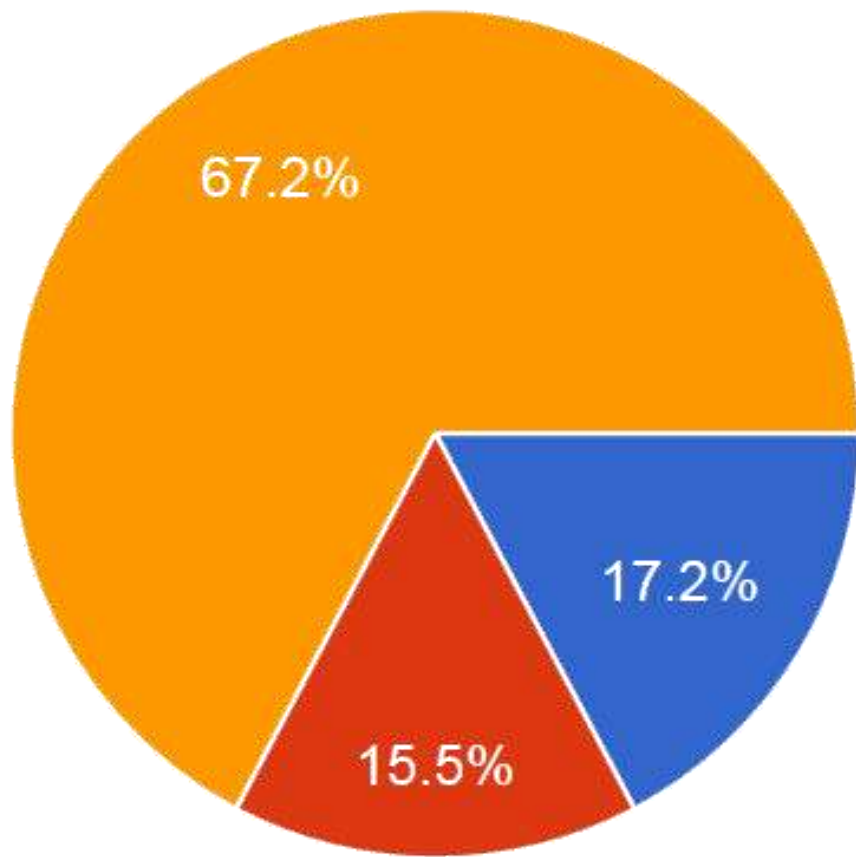
☐ Yes

☐ No

My survey

- Dr. Young Diagnostic Questionnaire in it (7Q/8Q).
- Behavioral addictions.
- Email management, addiction, overwhelming...
- Smartphone Addiction.
- An experience itself for the participant.

My sample



Students: 117 (**1099**)

Faculty: 30 (200)

Staff: 27 (200)

Total: 174 (1499)

From statistics to probability

→ Test your sample

By calculating a margin of error (confidence interval), we can tell how much the opinions and behavior of the sample the survey is likely to deviate from the total population.

Population Size = N

Margin of error = e

z-score = z

Z-score is the number of standard deviations a given proportion is away from the mean.

$$\text{Sample Size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

From statistics to probability

Calculate my Margin of Error:

- Population Size: The total people that should be represented (AUCA Community)
- Confidence Level (%): The probability that my sample reflects the attitude of the population. (Industry standard 95%)
- Sample Size: The number of people that took my survey.

From statistics to probability

Margin of Error for AUCA Community:

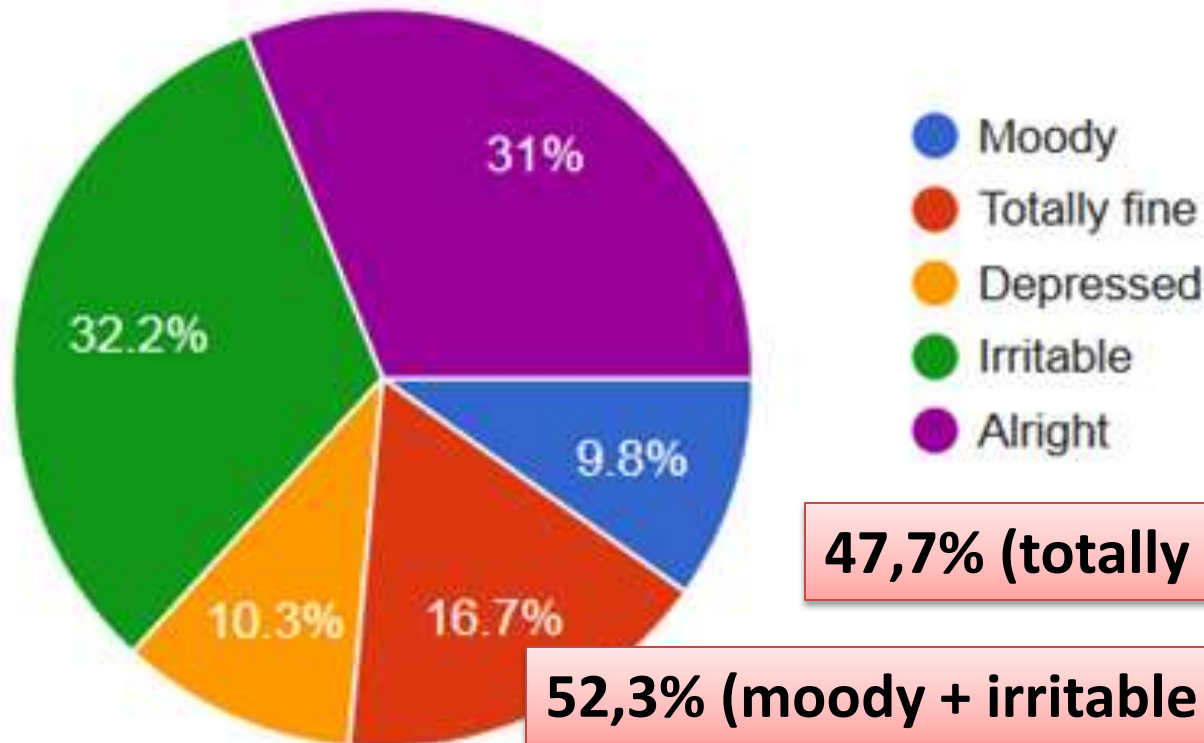
- Population Size: 1499
- Confidence Level (%): The probability that my sample reflects the attitude of the population. (Industry standard 95%)
- Sample Size: 174

6.99%

From statistics to probability: examples

144 participants use Facebook → More than 90%

How do you feel when you cannot use the Internet for any kind of reasons (no internet connection, cinema, etc.)?



47,7% (totally fine + alright)

52,3% (moody + irritable + depressed)

6.99%

From statistics to probability

Margin of Error for Students:

- Population Size: 1099
- Confidence Level (%): The probability that my sample reflects the attitude of the population. (Industry standard 95%)
- Sample Size: 117

8.57%

From statistics to probability

Margin of Error for Faculties:

- Population Size: 200
- Confidence Level (%): The probability that my sample reflects the attitude of the population. (Industry standard 95%)
- Sample Size: 30

16.54%

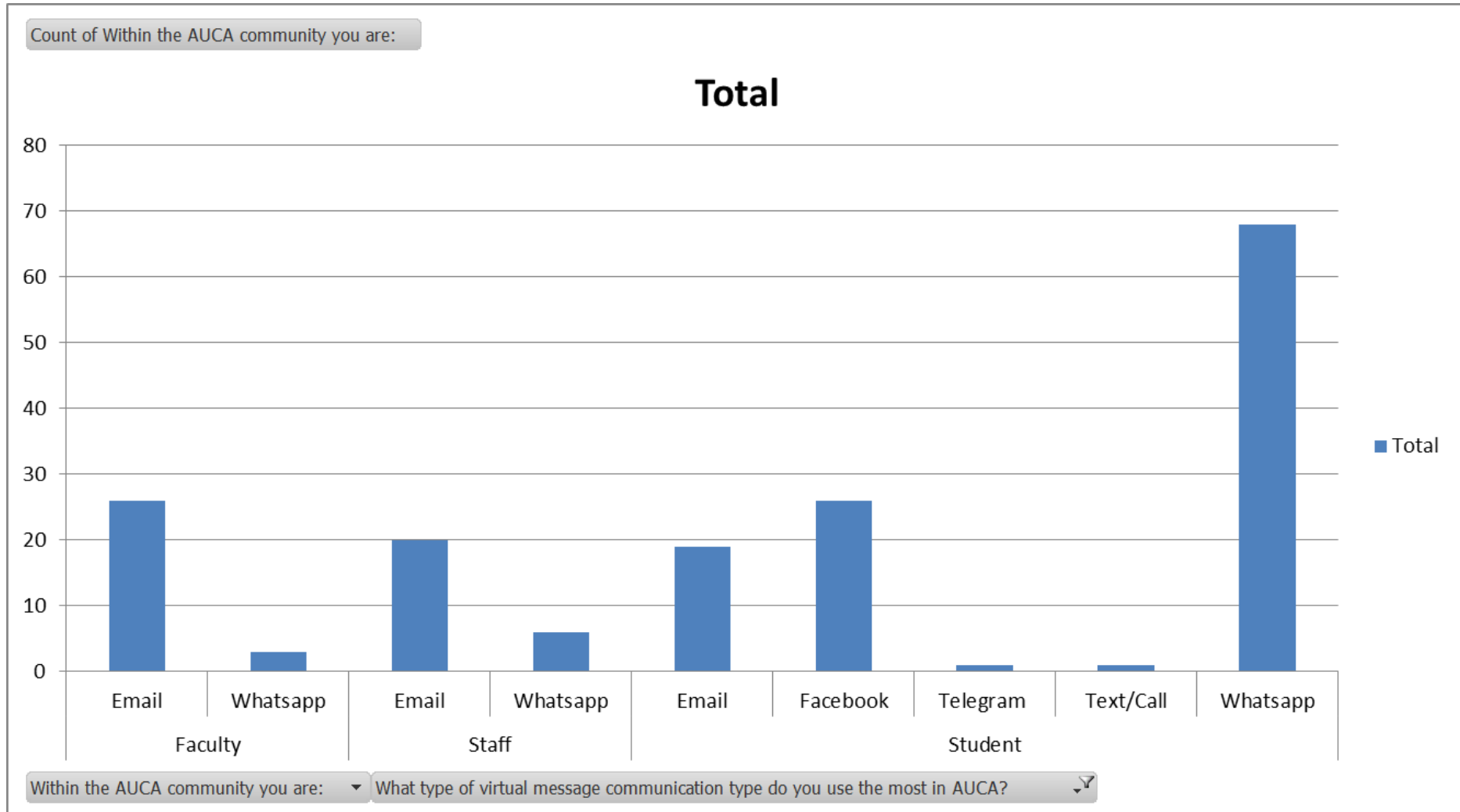
From statistics to probability

Margin of Error for Staff:

- Population Size: 200
- Confidence Level (%): The probability that my sample reflects the attitude of the population. (Industry standard 95%)
- Sample Size: 27

17.58%

What type of virtual message communication type do you use the most in AUCA?



Main conclusions I've selected

- 'Internet clinical addiction' → Dr. Young
- 'Behavioral Addiction'
- Smartphone use
- Amount of time we spend online



'Internet clinical addiction'

Do you usually feel preoccupied with your Email box (think about previous on-line activity or anticipate next on-line session)?	Do you have the impression you need to increase the time you spend online to feel satisfied?	Have you repeatedly made unsuccessful efforts to control the way you use email/messages?	Do you stay on-line longer than originally intended?	Have you risked the loss of significant relationship, job, educational or career opportunity because of the Internet?	Have you lied to family members, or others to conceal the extent of involvement with the Internet?	Do you sometimes use the Internet as a way of escaping from problems?	How many YES
Yes	Yes maybe	Yes	Yes	No	No	Yes	5
Yes	Not really	No	Yes	No	No	Yes	3

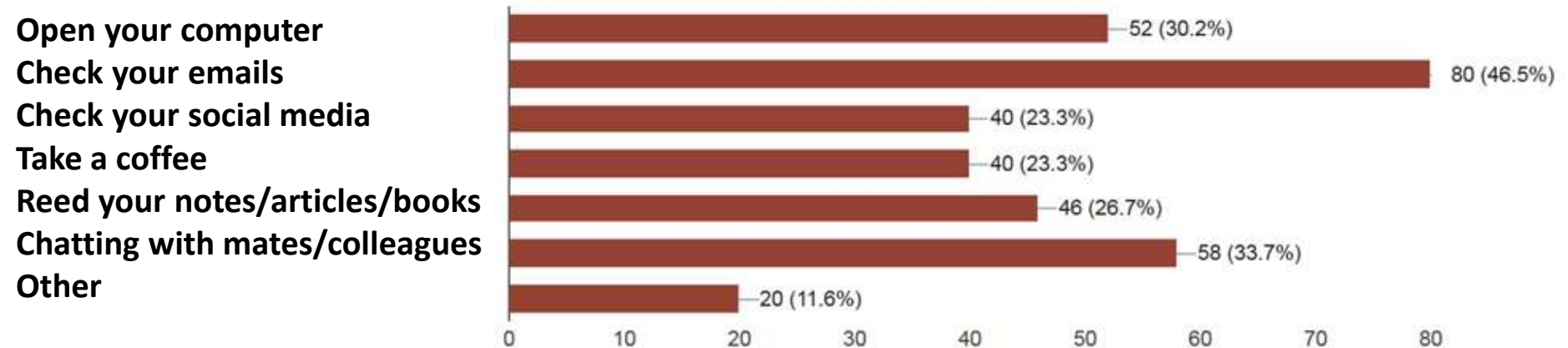
28 participants

→ 16, 28%

If 5 'Yes' → Addicted

‘Behavioral Addiction’

What are the first things you do when you arrive at AUCA?



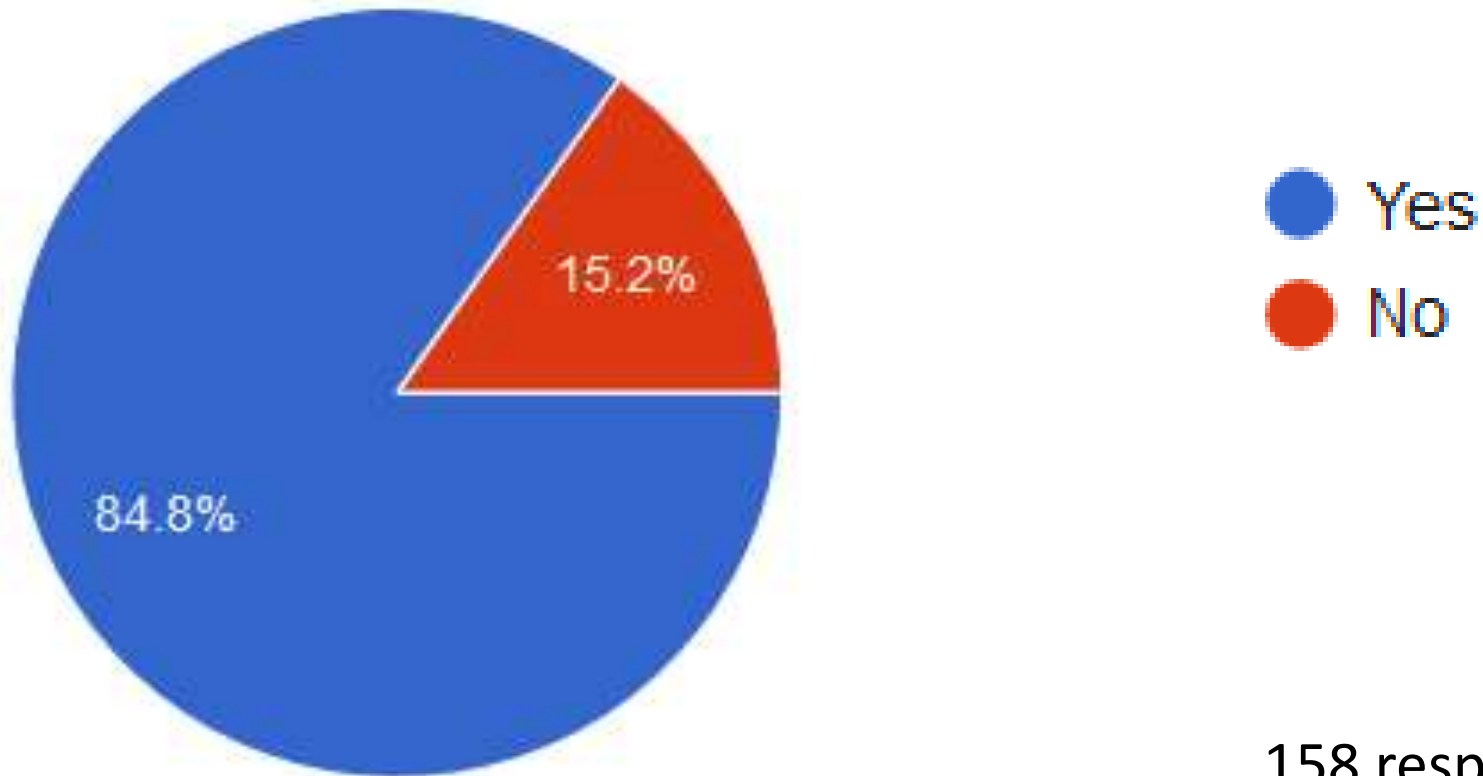
'Behavioral Addiction' + Email management

	Count of How often do you check your emails/messages during one day?	%
A few times	67	39%
Constantly	39	23%
Every hour approximately	47	27%
Once or Twice	20	11%
Grand Total	60% feel overwhelmed, very, extremely when managing their emails/messages	

Staff + Faculty → 32%

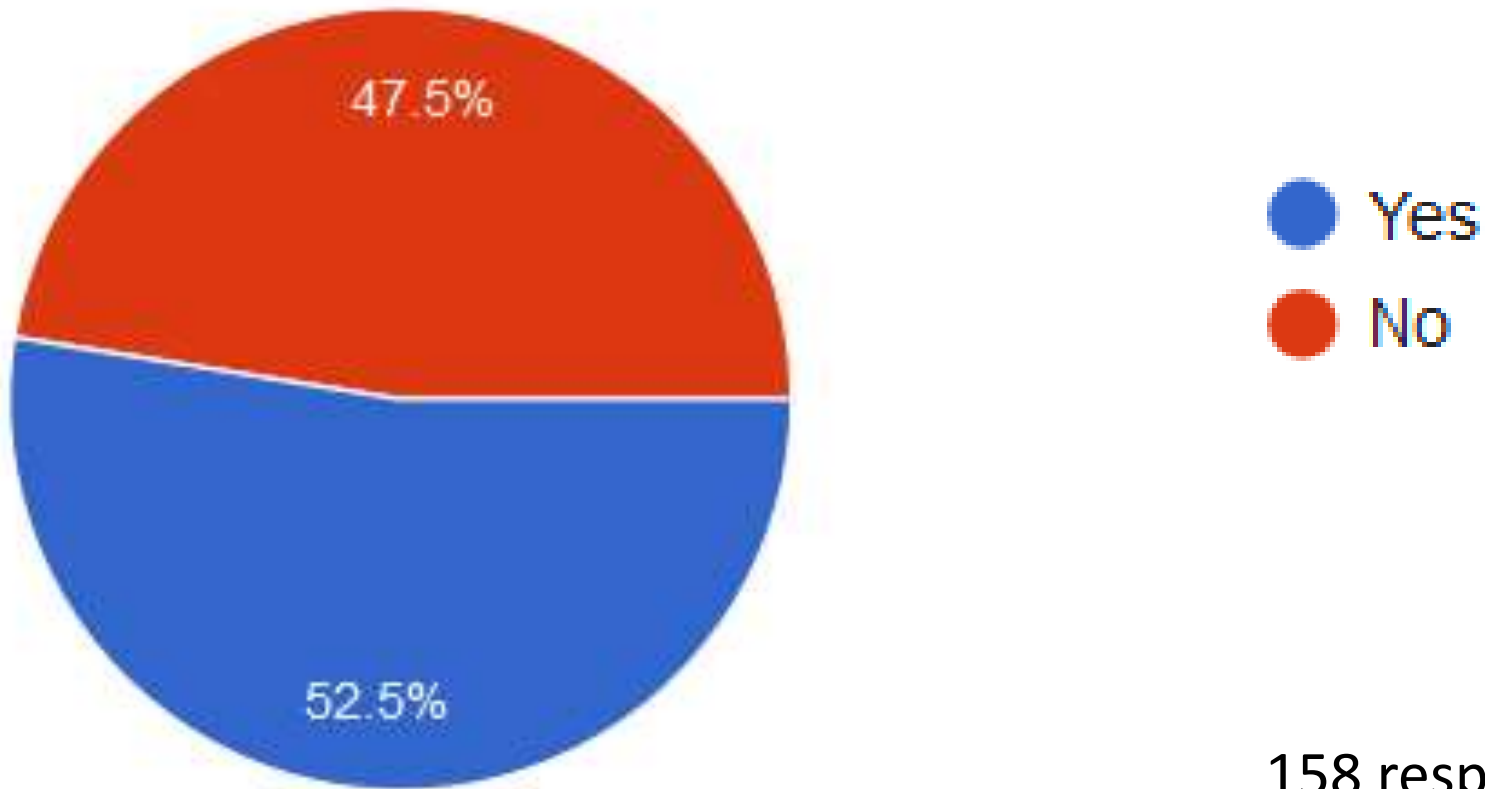
Smartphone Use

Do you usually check your mobile phone for missed calls or messages when you wake up the morning?



Smartphone Use

Do you sometimes have the impression that your phone is ringing or vibrating but it isn't?



158 responses

Smartphone Use

How do you feel without your phone?

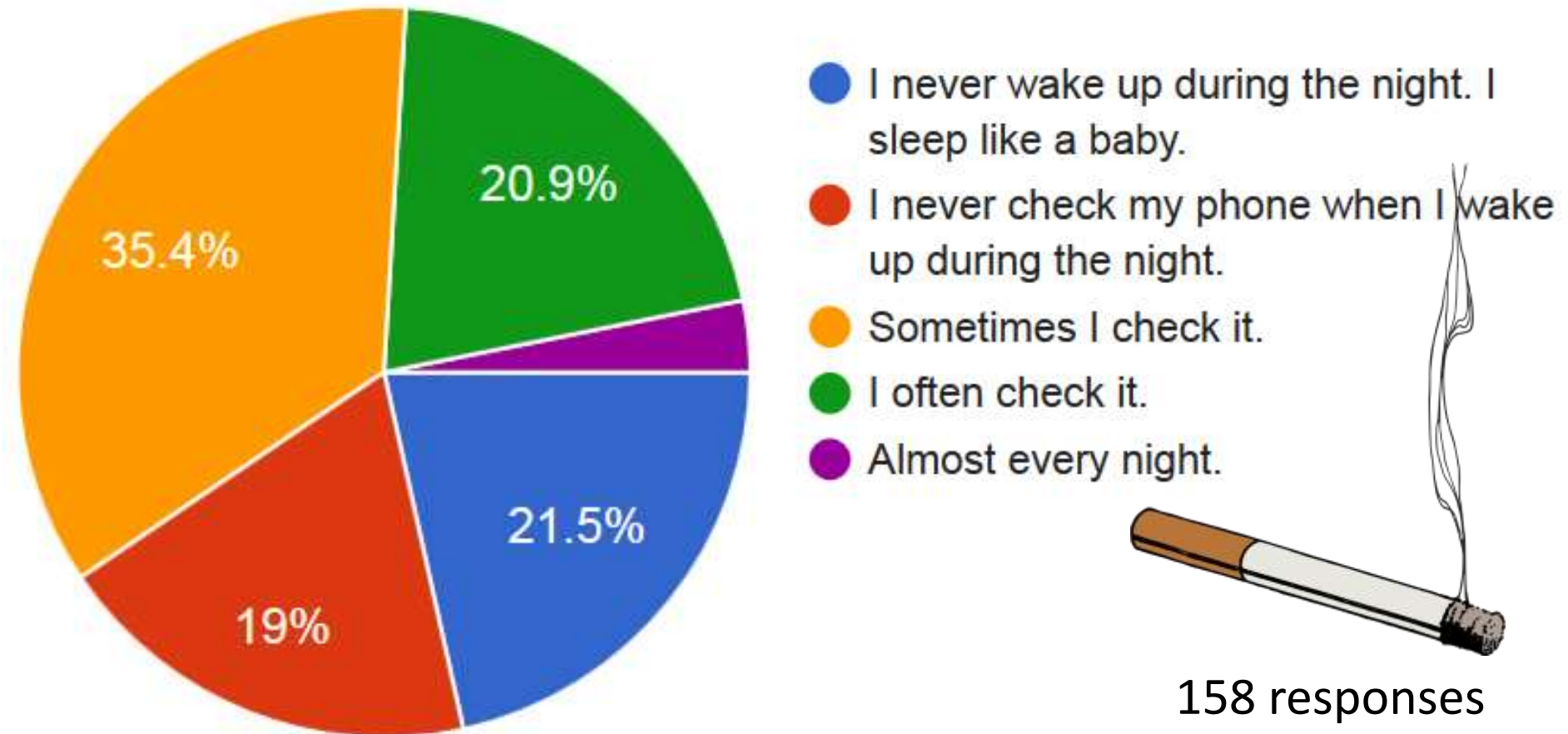
Anxious	27
Frustrated	44
Happy	9
Lost	36
Perfectly fine	41

Only 31% are happy or fine

157 responses

Among the population that wake up during the night: More than 75% check it at least sometimes.

When you wake up at the middle of the night, do you check your smartphone?



Smartphone Overuse



My own diagnostic

- More than 25% have a bigger score than 10.
- About half of the participants with 'Internet clinical addiction' have a bigger score than 10.

Amount of time we spend online

What do you think of your internet consumption?	How much time do you spend online in total every day?	How much time do you spend emailing in total every day?	How much time do you spend in total on the social networks every day?	How much time do you spend on messengers every day?	Total time email+social networks+messengers	Difference between total time and (email+social networks...)	IF diff negative	IF more than 5,5hours/day (average) what do you think about your consumption
4	4	3	0	1	4	0	Probable Underestim	

Number of possible underestimations:130 → **75,58%**

How much time do you spend online in total every day? Average: 5,5hs/day

Number of individuals saying 'totally fine':72

→ Num totally fine spending more than average: 27 (37,50%)

6.99%

The questionnaire itself an experiment!

Q: After fulfilling this survey, what do you think about your internet consumption?

Half 'concerned'

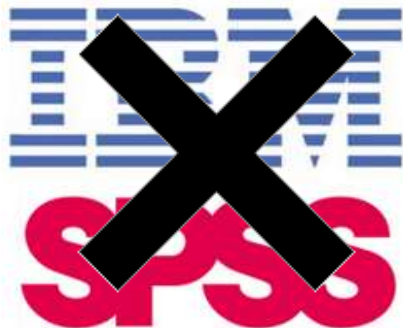
Half 'alright'



All data available online

Please visit ES Department webpage if you want to download my excel files (and other docs).

- You can manipulate yourself the data!
- The range of interpretations is infinite.
- https://auca.kg/en/research_es/



Thank you for listening!

Any questions (I hope)?

