

Lab0 – How Connected are You? Objectives

Survey 3 or 4 people: family, colleagues, and friends. Determine how many hours they are "connected" via any device during each day.

Background / Scenario

It is important to understand that most people born in the 1990s, will have grown up in a primarily digital world. Computers, the Internet, mobile phones, texting, social networking are all second nature to members of this group. This survey will help you to recognize how much of the day is actually spent "connected". This will help us to see the impact this generation will have on business and the economy.

Required Resources

- 3 or 4 people (friends, family, colleagues)

Step 1: Create a spreadsheet similar to the one below.

- Add extra rows for more information if needed.

	A	B	C	D	E	F
1	How Many Hours are You Connected during the Day?					
2						
3	Person 1	Age	Gender	Device	Task	Time in hours
4		43	M	Smartphone	Facebook	4
5					Talking	2
6					Texting	10
7					Twitter	3
8				Fitbit	Tracking exercise	14
9				Tablet	On-line banking	0.5
10						
11					Total	33.5
12	Person 2	Age	Gender	Device	Task	Time
13						
14						
15						
16						
17	Person 3	Age	Gender	Device	Task	Time
18						
19						

Step 2: Summarize findings.

- What was the average amount of time spent "connected" by all of your interviewees?

The average amount of time spent connected by all interviewers is 33.5

Answers will vary

Lab – How Connected are You?

- b) How many people were connected on more than one device at a time?

There is one person was connected on more than one device at a time

Answers will vary

- c) Did age make a difference to the amount of “connected” time during a day? If yes, what do you think is the reason?

yes, because younger people grow up with smart phones and it is their life but older people love to spend time with family or accessing the news

Answer is probably yes. Answers will vary for the why portion.

- d) Did gender make a difference to the amount of “connected” time during the day? If yes, what do you think is the reason?

Answer is probably yes. Answers will vary for the why portion.

- e) How might this information affect the way businesses address their processes?

Answers will vary but might include: Businesses will need to invest more money into on-line marketing and sales.