



Lab – 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.

- a. 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.

- a) What was the average amount of time spent “connected” by all of your interviewees?

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

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

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

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