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The impact of technology in a multicultural society



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Executive summary

This report was commissioned to examine the impact of technology in a multicultural society. Does culture influence people on how they perceive, react and use technology?

The research draws attention to three different countries, Ireland, China and France. The last past years the new technologies have move our society considerably. Computer, genetic, researches are changing our world in a fast way. This evolution is bringing a lot of benefits and also some risks. But how do people react to this? What influences our behaviour to technology? Is culture a factor of how we interact with technology? If so, is there a difference in a multicultural society?

Further investigations reveal that when talking about technology, people from different culture don't have a different opinion about technology. In fact, we have more and more modern society today, technology is now common in some society.

The report evaluates this range and concludes that culture doesn't have any influence on the relation people have with technology. However, we have to take into account that this only concern people from different cultures but all from a modern society.

Introduction

New technologies changed our world the past few years, it has move many things at a rate that it's hard to control the impact it has today. Our world is now run by the technology, internet connectivity for all aspects of our life. The industry, health sector, entertainment industry, has considerably develop.

We are going to analyse the impact of technology on people from different cultures. The objective is to know if technology impact differently on people from different country. We have decided to conduct a secondary research on 3 sub-topic, Health, Entertainment and Online shopping. We allocate our research, each person is going to study a country, China, France and Ireland. Then we will put together our findings, compare them and peek the main point to answer our objectives.

Through this section, we are going to analyse our secondary findings, compare it to each country. And we are also going to determine if culture has an influence on how technology impact people.

Our objectives

Concerning “Health and Lifestyle”, the objective to determine how new technology has had a positive impact on the health and lifestyle of Irish people. We also want to Describe how modern technology has benefited health professionals and the patients in Ireland. Evaluate how modern technology has influence people's physical well-being and fitness

Regarding “Online Shopping”, the objective to determine how e-commerce has become a new commercial operation mode and analyse how online shopping has become the method people use to purchase and sell products and services. We also want to find the positive and negative impact of online shopping on people. Moreover, we want to find out what is the most popular form of technology that people use for online shopping (mobile phone, tablet...).

In terms of entertainment, we want to analyse how people's ways to entertain themselves changed in the last few years because of the development of technology. We also want to determine what are the consequences of this change on people's daily life.

Methodology

In order to carry out this project, in the first time we collected data from the literature source. In other words, secondary data were carried out, we collected the information online and in some books. We gathered the information and analysed it together, our objective was to answer the main research question of the project.

However, we still couldn't draw our findings for the project. We couldn't find all the information that we needed on internet. We collected quantitative data and then we wanted to collect more qualitative data. In regard to our purpose, we conducted a primary research.

We decided to interview 18 people, each of us had to interview 6 people from each country. We analysed our interviews and some findings stood out, then we gathered our findings. At this point we had opinions from the different participants and we could finally draw our findings and answer our main research question.

Literature review: French Market

Online shopping

According to a research by the “Fevad” Federation of e-commerce and distance selling, 68% of the French population are internet users, and 80% of them buy online. That is to say that there were nearly 35 million internet users who made online purchases in the third quarter of 2014.

The statistics from the INSEE (National Institute of Statistics and Economic studies) on “*Online shopping according to the age group*” published in 2016, show that in 2015, the French that shopped online in majority was between 30 to 44 and 15 to 29. Approximately 76% people of each age group shop online.

According to the Ecommerce news Europe, the E-commerce market in France in 2015 was worth 64.9 Billion euros. French online shopper buy clothes in majority, 44% of them have buy fashion product online in a period of 6 months. Then in the second place we can find trip and tourism with 38%. Cultural products are the third one with 35%.

According to a survey by the consumer barometer in 2014/2015, most of the people use the computer to purchase something online (90%). Only 4% use their smartphone, 4% use their tablet and 2% other kind of devices.

Also, The research done by the Fervid show that the C2C (consumer to consumer) develop a lot over the years. 70% of online shopper have already buy something with an individual, we can also talk about the carsharing 15% use this service and 19% think to use it.

Health and lifestyle

Concerning the professional area, according to an article on the European parliament actuality done in 2015, technology has an impact on the health and independence of the patients. The “online health” allow patients to have access to their own medical information online, they are well informed and the communication between the patient and the doctor is easier. There is also the “mobile health” that is a part of the “Online health”, it’s the use of application to self-evaluate and monitor the health of the patient. It is an emerging field, according to the committee 100 000 smartphone applications dedicated to health are available in 2015.

An article done by Emmanuel Schupp on “the impact of the new technologies on the health professionals” published in 2016, talk about a research done by Vidal CNOM that show that 61% of physician who possess a smartphone use medical application. The medical professionals and new technologies now move together.

The articles also state that those new technologies allow to avoid some travel expenses or heavy fees for administration. Therefore, the professional can concentrate on their patients and families.

Thanks to the new technologies, the doctor and patients are free from the distances. As reported by the article, 57% French people declare to be favourable to the establishment of session of video-conference with their doctor. During the last couple of years, numerous researches are moving the medical world. According to the research firm “Grand View Research”, the e-health market should reach 400 milliards of dollars in 2022.

Technology has an impact on all the medical ecosystem, it’s not just the new machines, robots, it also in priority the support that it gives to the physicians, doctors in the daily practice of their work.

In regard to how many people use internet to make research about information about health, we can observe on this INSEE ‘s study that 28% people in France make this research before going to the doctor. The primary date also show that people tend to search on internet when they feel sick.

Entertainment

Other statistics from the INSEE published in 2016, show us that in 2014, the electronic equipment of each household quickly progress through the years. The access to internet has known a boom during that period. In 2013, 3/4 household had a computer and access to internet. In 2004, less than 1/2 household had a computer and less than 1/3 had access to internet. Some durable goods such as smartphones, microwaves (...) continue to diffuse while some tend to stabilize such as Televisions (...).

The use of internet for the purchase of durable goods but especially for cultural goods such as music, videos and books (...) has increased. The online shopping for this type of purchase went from 2% in 2006 to 11% in 2011 for cultural goods.

Through these findings, we can observe that over the years, technology takes an important place in each household. In a little time, technology has broken to our house, today we all have computers, televisions (...) at home. And these technologies influence on the way we entertain ourselves now.

According to a research done by the GFK institute, each French surf on internet 2 hours and 17 minutes per day.

A survey done by the Consumer Barometer with Google about how often do people watch online videos. It's shows that 32% of people they asked, watch online videos daily, 23% weekly, 30% monthly or less than once a month and 25% never. Moreover, 50% of them watch video for entertainment, to relax or to follow a hobby. Also, 67% of the respondents watch online videos alone.

This shows that people tend to use technology has a new way to entertain themselves. This survey also show how much time people spend their time watching online video online. 43% answer in the afternoon, 26% in the evening, 13% in the morning.

Literature review: Chinese market

Online shopping

According to the online shopping news in China, in 2010 china's online shopping industry had a turnover of \$80billion.China's Internet users have more than 78 million. Online shopping will be combined with the store to form a new retail model, china online shopper buy women's clothes in majority.

Data on China's computer ownership and Internet use have been limited, but the NBSC has started to publish more data in recent years. The NBSC data on computer ownership, indicate that the average number of computers per 100 households increased steadily from 5.91 in 1999 to 65.74 in 2009 in urban China and from 0.43 in 2000 to 7.46 in 2009 in rural China. The data were compiled from China's annual national urban and rural household surveys conducted by NBSC.

In 2012, China's online shopping market turnover reached 1259.4 billion yuan, an increase of 66.5% over 2011. Online shopping market transactions continued to increase, but the growth rate slowed down significantly. 2012, the total retail market transactions accounted for 61% of total retail sales of social consumer goods.

In all kinds of shopping sites, Taobao's user scale is still the highest, the user penetration rate reached 88.1%, ranked second is the Tmall, the user penetration rate of 50.7%, ranked third is the Jingdong Mall, the user penetration rate 29.9%, ranked fourth is Dangdang, the user penetration rate of 16.9%, ranked fifth is where customers Eslite, the user penetration rate of 12.2%

Entertainment

Mobile portability and the popularity of Wi-Fi environment, so that transactions occur anywhere, breaking the traditional shopping scene restrictions, stimulating more impulsive consumer behaviour.

According to Chinese Internet user's entertainment survey, the number of nearly 20,000 people in the game category, 43% of the first mobile games, 22% of people choose computer games, 16% do not play games, 6% select the host game. This survey also show how much time people spend their time play games. Fifteen percent of people play games on mobile devices for one hour a day, 15 percent play games in three hours, and 14 percent in three hours.

In 2015, the proportion of different sites click-through rate, 33% of online users to use Fantastic Art click-through rate of 155300, 22% of online users to use Tencent video click-through rate of 107,706, 16% of user's use Sohu video click rate of 79036,9 % Of users using Youku click rate of 44785, 8% of online users use PPTV click rate of 41767, 8% of users are using music and Thunder look at click-through rate of 41592,5% of online users use other platforms hits 22127.

Health and lifestyle

Science and technology is to promote the progress of human society, weapons, science and technology change and affect human life, science and technology are constantly promoting change and affect human health. Since ancient times, human life and health and technology development and progress are not unrelated. Today, people's life in the extended, the ability of human resistance to disease is also constantly enhanced.

In the penicillin, has not been found before a small cold can take away human life, and today the development of various types of antibiotics and the upgrading of the quality of life has been to our people's health index has been continuously improved.

Biotechnology plays a positive role in human health, and it has a broad prospect and strong superiority in the prevention, diagnosis and treatment of diseases. Biopharmaceuticals are a great breakthrough in disease prevention.

Medical equipment strengthening and innovation is also an important support for the development of human health. A survey shows that over the past decade the increasing rate of medical equipment in China is growing, a domestic third-class hospital medical equipment has reached the minimum value of 400 million yuan, up to 10 billion yuan, which from the side of expression. The importance of medical devices is growing, more and more powerful functionality.

In china, healthcare network is the health of the company's health services platform, providing more than 1,000 top three hospitals, 100 million co-operation doctor's medical guidance and health services.

Literature review: Irish market

Health & Lifestyle

Mobile technologies have been used in recent years for implementing health monitoring interventions. Mobile health technologies have been beneficial in supporting patient-management of chronic diseases such as type 2 diabetes but insufficient attention has been paid to leveraging such technologies for risk management for disease prevention.

Healthcare tends to be more accessible to urban communities as opposed to rural communities. Mobile health monitoring and new technologies can aid access to healthcare. A study was completed in a rural population to assess the feasibility of exploiting a mobile health technology kit for self-management of metabolic syndrome risk factors and physical activity. Three times a week the blood pressure of twenty-four participants aged 30-72 was monitored as well as their blood glucose levels two times per day using Bluetooth enabled devices paired with a smart phone. Pedometer steps were inputted manually and body-weight was inputted weekly. The data was transmitted and stored using a health monitoring system with a smartphone application with a secure online database. As a result of the eight-week intervention blood-pressure, waist-circumference, total-cholesterol were reduced and physical activity and fitness were increased. Furthermore, participants found that the technology helped them in adopting new practices to improve their well-being and did not interfere with activities of daily living. (Stuckley, 2013)

In the world's battle with chronic illness, research suggests that a moderate physical lifestyle has significant impact on psychological and physical health. Wearable technology has the potential to encourage physical activity through increasing health awareness and persuading change through timely feedback. It can encourage individuals to manage their lifestyle with a view to a more user-friendly health management. More importantly, wearable computing can give more control to the patient through decentralizing health care and wellness and ultimately shift the focus from health treatment to prevention.

Recent technological developments have made it possible to obtain measurements of physical activity by using pedometers, accelerometers and other such devices. This form of automated data allows the user to gain awareness of their physical activity patterns. In the field of wearable computing, persuading change can take the form of health monitoring information, such as blood sugar levels and providing sensory feedback via visual output. The design of wearable technologies predominantly focuses on diet and physical activity. (Ananthanarayan, 2012)

With the progress of information technology, e-medicine has become popular over the last decade. The different variants of e-medicine include e-diagnosis, e-pharmaceutics, e-healthcare, telemedicine, telehealth, etc. E-medicine came into use as early as the 1990s. E-medicine delivers healthcare by integrating the information, communication and human-machine interface technologies with health and medical technologies. E-medicine relies upon the technology enabler to realize the vision for health and it specialises in delivering health care across geographic, temporal, social and cultural barriers. E-medicine has wide applications, from diagnosis (such as teleradiology), treatment, through tele surgery and tele mentoring where a specialist surgeon can guide a beginner. E-medicine also has great impacts upon the traditional healthcare system. New technologies and methods must be explored to release the full potential of e-medicine. (Hasman, 2006)

Healthcare IT has revolutionized the healthcare industry. Healthcare information technology supports the maintenance and management of health information in electronic formats which allows doctors and healthcare professionals to have immediate access to their patients' medical information.

The field of health informatics has been given a boost by technology. Health informatics is a combination of healthcare, information technology and business. Healthcare informatics supports high quality and error-free care in efficient and effective ways. It allows ease of access of important information for professionals situated even in remote locations. Electronic health records allow for safer and more reliable prescriptions. They also help in legible and complete documentation of patients' medical history. It is easier to recognize warnings of unforeseen drug interactions with connected healthcare IT systems as well as improve decision support.

Financial benefits: It is estimated that about 50% of health care finances are wasted due to inefficient processes. Studies have shown that there are significant financial benefits of implementing healthcare IT for electronic records for hospitals. There are also lower cases of malpractice claims when electronic health records are used. Using electronic health records also allowed health professionals to receive lab results faster. There is also a faster turnaround: facilities using healthcare IT systems are able to fully audit patients records in a much faster time. Time savings: Over 82% of healthcare professionals reported that electronic prescriptions save time and reduce efforts.

One of the most significant developments in healthcare technology was the ECG (electrocardiogram) machine. The electrocardiogram is commonly used to detect abnormal heart rhythms and to establish the cause of chest pain in patients. It works by the sticking of small electrodes to the patients' arms, legs and chest. The wires from the electrodes are connected to the ECG machine. The machine detects and amplifies the electrical impulses that occur at each heartbeat and records them onto a paper or computer. The electrocardiogram is commonly used to detect abnormal heart rhythms and the cause of chest pain in patients.

Online Shopping

“Everyone in Ireland is shopping overseas”, she said, according to the Galway Independent. “Consumers in Ireland are expected to spend 487 billion euros across Europe in 2016, but Ireland’s share of this digital marketplace is worth only 9 billion euros. That’s also the most important message serial entrepreneur Emma Sinclair shared during Ireland’s Internet Day. “Only 25 percent of Irish SMEs can sell online”,

The Irish people spent their time online in 2015, 36% spend more than 20 hours a week online, 33% access the internet from mobile phones.

According to the survey, 86% of Irish internet shoppers - an estimated 1.9 million people - have made overseas purchases in the last 12 months. The average cross-border shopper spent €964 on international online purchases in the last year.

In total, Irish online shoppers will spend an estimated €1.8 billion on products from international websites in 2015 — with an expected growth of sixteen per cent to more than €2 billion in 2016.

Irish Internet users spend on average 13.5 hours online per week. Most popular products purchased online have Books 53%, Clothes and accessories 47%, Travel tickets 64%, Electrical goods 33%, Holidays 54%, Toiletries/Cosmetics 21%, Concert, theatre or festival tickets 47%.
Base: All Purchasing Online in past 6 months.

Different people have different way to online shopping, 88% Use the internet to find better deals and make better purchases, 72% have researched products online but still purchased locally, 59% Of online shoppers do so because of lower prices – resulting in savings of 36% on average, 41% of those not shopping online prefer to support local retailers.

In 2014, this is a concerning trend as, according to Irish online shoppers, 40% of their shopping online is done on Irish websites while the other 60% is going abroad. It is clear that Irish retailers online are facing significant competition from large international players and will have to focus on delivering top quality and competitive prices to protect their market share.

Entertainment

Concerning how the Irish people entertain themselves with technology, as reported by the Amarach Research Report done in 2014, 86% of Irish people have a laptop at home. Between 2012 to 2014 it didn't really change, we can see an evolution of 1% only.

However, when we look at the evolution of the tablet, Smartphone and ordinary phone it's quite interesting. Between 2012 to 2014, the number of people having a tablet at home went from 19% to 54%, in other word an increase of 35% in two years. And the number of people owning an ordinary phone went to 64% to 46%, in two years it decreased of 18%.

The explanation for this decrease is the popularity of the smartphone, from 2012 to 2014, the number of people having a smartphone went to 61% to 75% (increase of 14%). Another trend that is also important is the increase of the number of people reading E-Books. Between 2012 and 2014, it went from 17% to 23%.

Still according to the same research, Irish people had on average in 2012, 3.2 devices at home and in 2014 they had 4.7 devices at home. Through those statistics, we can clearly observe how technology is constantly moving our society.

The research also showed that TV viewership has increased of 8% for the 16-24 age group, young people spend time watching TV 3 or more hours per day. The research observe that young Irish people are moving away from traditional media to the OTT (over the top) media. Online content, video streaming such as Netflix.

As reported by a study done by Sandvine, the largest driver of web traffic for fixed line networks in Ireland and UK are Netflix with 17.8% and YouTube with 19.9%.

According to AIB Ireland research in 2012, the majority of Irish people watch video clips (86%), 66% listen to radio, 55% listen to music online, 56 % Watch a film, 66% Watch online TV, 57% Watch live events, 61% Music downloads, 38% play game online, 75% use catch up or on demand TV, 51 % download video clips.

Comparison to each country

Online shopping

People from each country use different website to shop online, the Chinese usually use TaoBao and JingDong, the French often use Amazon as same as in Ireland. The Irish people also shop online on UK website. In those three different countries, online shopper buy almost the same product such as books, clothes, travel tickets, etc.

China's Internet users have more than 78 million. The French population have 68% internet users, and 80% of them buy online. That is to say that there were nearly 35 million internet users who made online purchases. Ireland internet users have 78.2% of the population in 2013. 86% of Irish are internet shoppers - an estimated 2.6 million people.

Entertainment

We can observe that in each country, households are knowing an important moving because of technology. Either China, France or Ireland, more and more people have more different devices at home. They also use those devices to a new way of entertainment. People are more interested in buying cultural goods via internet in France. Moreover, the majority of people watch videos online on daily basis and they mostly do that to relax and as a hobby.

In all country, people are starting to use technology to replace the old way of entertainment such as reading a book, now more and more people start to read E-Books. Also, the traditional media such as television (...) are being replaced by online streaming videos (Netflix...).

In regard on how people entertain themselves, we can't find significant differences between the countries. The majority of people watch online videos, play online games on computer or games on smartphones, listen to music (...).

Health and lifestyle

There is a lot more health information available online for patients particularly in regard to leading a healthy lifestyle and healthy eating. We found this to be true across all cultures - Irish, Chinese and French.

Also, communication between patients and the health care professionals can be enhanced. With the healthcare professionals, it is much easier for them to access patient's medical history and records in order to help diagnose and treat the patient.

During carrying out our research we found that people across all our cultures thought that technology has had a positive impact on theirs and people's health and lifestyle. We found very few differences between our cultures in regard to health and lifestyle.

Primary research

Questionnaire

A primary research, more precisely a survey was carried. We have 22 questions and we interviewed 18 people. As our research question concern, international people, we interviewed 6 Irish, 6 French and 6 Chinese. Key and Secondary findings were found. (See **questionnaire in appendices**)

Key findings:

About the future of online shopping

We can note that there is not a difference in the answer when comparing the French, Irish and Chinese. In regard to people's opinion about the future of online shopping, the culture doesn't influence the people to think differently. We can consider that because the subject is too broad, maybe culture can't be one of the factor that will influence it. We can observe that online shopping seduces people to the point that they can't think of a future without it.

About change in their entertainment

We can find some differences between the different cultures. But we can't really say that culture is the main factor that influences people to think that technology has indeed change their way to entertain themselves. We found the interesting fact that age group has an important role in how much important people think that their way to entertain has changed significantly over the years.

About technology in daily working life

For the Irish working people, they think that technology provide an easy access to information in regard to their respective work. Technology has simplified their daily working life in a way, by creating numerous of tools (E-mail, GP National Forum...).

On this question, we couldn't get any information on the French and Chinese people because we didn't have the contact necessary. Therefore, we can't give any comparison and determine if culture has an influence.

Secondary findings:

People's feeling about internet changing their habits

Some of them answered that they fear the dependency we already have towards technology. People think that they don't really have the choice, they have to adapt to the evolution of the society. The word "scare" and "shock" often appear for the people with this type of answer.

In contrast, some people think of this change as an amazing progress. They mostly praise the efficiency, the advantages such as conveniences, access to a lot of information's (etc...).

Yet, we can't note any differences when comparing the different cultures. This is more about the personal opinion of each individual person. For example, one of the person that is enthusiastic about technology changing our habits is a student studying Computer Science.

The impact on your health when using technology to entertain yourself

Technology has a positive impact on people's health as there is a lot more information regarding healthy eating and exercise online - wearable technology has the potential to encourage physical activity. Physical activity can be monitored using pedometers and other devices- this allows the user to gain awareness of their physical activity patterns. The design of wearable technologies predominantly focuses on diet and physical activity.

Analysis:

A lot of people interviewed gave the same answer. We didn't note a lot differences between the cultures. Moreover, we think that it depends on the cultures we choose to compare. France and Ireland are European countries, the culture may be different but not to the point that people think differently of technology. Chinese culture is really different, younger people (18 to 25) tend to

use more technology than the other cultures. Even if we noted some differences in the behaviour, there are not really significant differences.

Field work

As our research question concern international people so we are three students do a different job, we have analysed the influence of the technology for people from different cultures, the purpose is to understand whether the technology for people in different countries have different impact. We have decided to conduct our research on 3 sub-topic, Health, Entertainment and Online shopping.

For the questionnaire survey, the three of us interviewed six Irish, six French, six Chinese. We respectively adopted recording on the face to face interview and used the network to interview and then complete the whole questionnaire. We worked in the library, worked on the final summary and comparison of the results of our interview.

Conclusion

All the research that was done, both secondary and primary demonstrate that people from different culture don't have a different opinion about technology. Perhaps it would have been better if we had a larger sample of interviewees which would be more diverse in their opinions, attitudes and practices.

The report evaluates this range and concludes that culture doesn't have any influence on the relation people have with technology. However, we have to take into account that this only concern people from different cultures but all from a modern society.

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Appendices

Questionnaire:

Online Shopping

1. Have you ever shopped online?
2. What website do you use the most?
3. What product do you buy online?
4. What kind of offers can incite you to buy something online?
5. What are the reasons why you shop online?
6. What support do you use the most to shop online?
7. What do you think of the future of online shopping?

Entertainment

1. How do you entertain yourself with technology?
2. Do you observe a big change over the years about your way to entertain yourself?
3. What impact do you think it has on your relationships?
4. Do you think that using technology as a way to entertain yourself has an impact on your health physically and psychologically?
5. How do you feel about technology changing our habits?

Health & Lifestyle

1. A) Do you use technology to look up health information/ issues on-line?
2. B) If yes, what specifically do you look up online?
3. A) Do you think that modern technology has had a negative or positive impact on yours and people's health and lifestyle in general?
4. How often do you use technology in relation to your own health and lifestyle?
5. In your health practice/working life how often do you use modern technology? (Ie. In treating patients).

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6. What do you see as the benefits (for you) of using modern technology in your daily working life and in your own life?
 7. A) In regard to your lifestyle and wellbeing, do you exercise in a gym? B) If yes, how often and what machines do you use?
 8. A) In regard to your daily eating habits do you think modern technology influences you in regard to eating a healthier diet or do you use it at all when cooking? B) If yes, what do you use and how often would you use it?