

How can EY adapt to Millennial Digital Dependency?

ACP Thought Leadership Programme

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Executive Summary

Background

- ▶ Millennials are aged 22-36; by 2020 they will be 40% of global workforce.
- ▶ Millennials are a new breed of consumer and employee who engage with the world digitally through laptops and phones.
- ▶ Our survey covered ACP1s, ACP2s and SC1s in EY Dublin.

Millennial Digital Dependency

- ▶ It is normal for young people to be active on 4 platforms.
- ▶ Different platforms draw different levels of usage and types of content, impacting time and mental health differently.
- ▶ Our EY millennials survey assessed what platforms, how often, for how long, and why.

Digital Dependency and Well-being

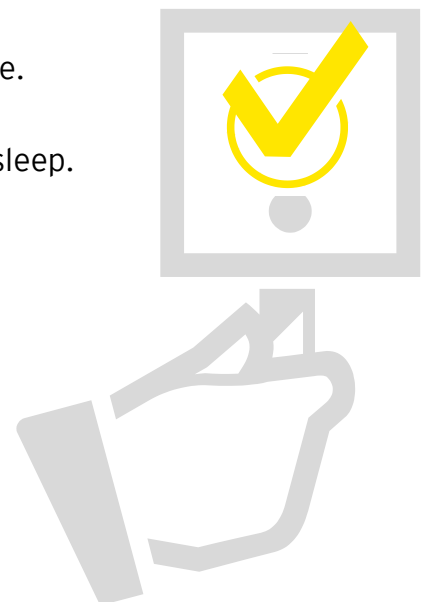
- ▶ Social media is linked with anxiety, depression and poor sleep in young people.
- ▶ 35% of EY respondents reported that use of social media had a detrimental impact on their mental health and wellbeing.
- ▶ 68% of our EY millennial sample wanted to cut down on their social media use.

Digital Dependency and Work

- ▶ 49% of respondents believe it negatively impacts our work productivity.
- ▶ It can take a person **23 minutes** to revert to task once distracted by a notification.
- ▶ 50 ACPs working 5 days a week for 48 weeks cost the company ~ €200,000.

Recommendations (Campaign)

- ▶ Download 'Your Hour' App to monitor time spent on phone.
- ▶ Phones down for better meetings and interactions.
- ▶ EY branded alarm clocks so no phones in bed and better sleep.



A high-angle, long-exposure photograph of a busy pedestrian walkway. The floor is made of large, dark grey stone tiles. Several people are walking, their figures blurred due to motion. In the top left corner, there is a bright yellow rectangular overlay. Inside this overlay, the numbers '01 02 03 04 05' are written in a white, sans-serif font. Below the yellow overlay, the word 'Introduction' is written in a white, sans-serif font. In the center of the frame, a person is standing and looking down at a smartphone. To the left, a person in a red jacket is walking. To the right, a person in a dark coat is walking. The overall scene is a busy, modern urban environment.

01 02 03 04 05

Introduction

'The ever-growing dependency on social media via mobile phones is apparent in everyday life among millennials. Recent findings indicate that increased social media usage can result in anxiety and depression. It might be interesting exploring whether this link exists within millennials/graduates in EY, and consider how that might affect work productivity and job satisfaction'

Millennials & Digital Dependency

Our Approach

By 2020 approximately 40% of the global workforce is expected to be made up of millennials. According to Pew Research Centre, the term ‘millennial’ applies only to those born between 1981 and 1996, making them between the ages of 22 and 36 in 2019. Millennials are a new breed of consumer and employee for a new age transformed by technology. Today, communicating, engaging and contributing to the world around us often takes a digital form through our laptops, phones and gadgets. This constant connection to the internet has resulted in a new phenomenon, that of ever-growing digital dependency.

Millennials make up a large proportion of EY’s current workforce, this key demographic will define the future of work. Understanding, leveraging and managing digital dependency will be key to EY’s success in competing in evolving markets, attracting and retaining top talent and capitalising on new opportunities.

This report explores the opportunities and challenges arising as a result of digital dependency.

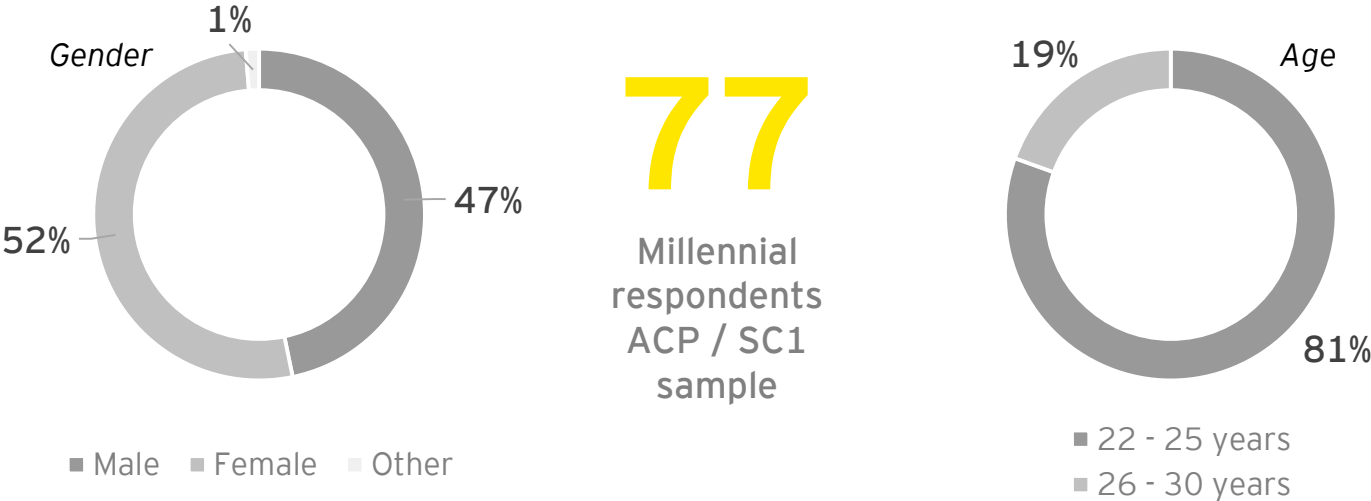
Our research focuses on the impact of millennial digital dependency across two main themes:

- Wellbeing
- Work

Existing research suggests digital dependency detrimentally impacts our lives in more ways than one, affecting our concentration, sense of personal fulfilment and physical state.

As part of our research we conducted a survey on our own sample of millennials. Our survey was circulated among ACP1s, ACP2s and senior consultants (SC1s) in the EY Dublin office. The data collected from this survey, combined with our review of literature, informed our key findings and recommendations for EY.

Survey Demographics





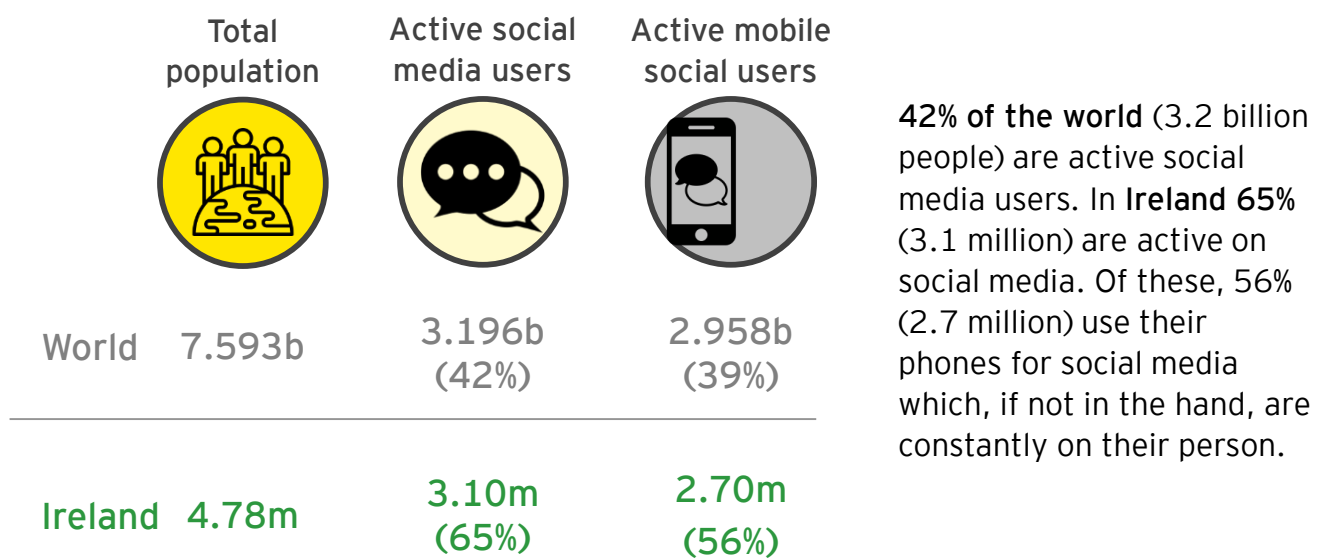
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Millennial Digital Dependency

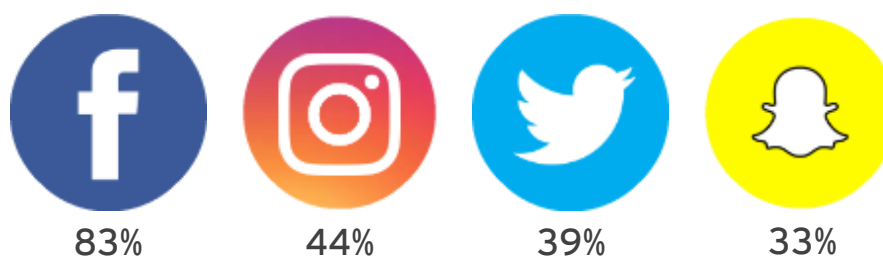
How dependent are millennials on social media?

Social media are websites and applications that enable users to create and share content or participate in social networking through comments, photos, or videos.

Digital around the world & Ireland in 2018



Most used social platformers in the US among 18-29s



88% of those aged 18-29 in the US are active on social media. The median 18-29 year old is active on 4 platforms. 83% have Facebook, 44% have Instagram, 39% have Twitter, and 33% have Snapchat.

This does not reveal frequency and quantity of time spent. Before we talk about “dependency” we need to know how often and for how long millennials go on social media.

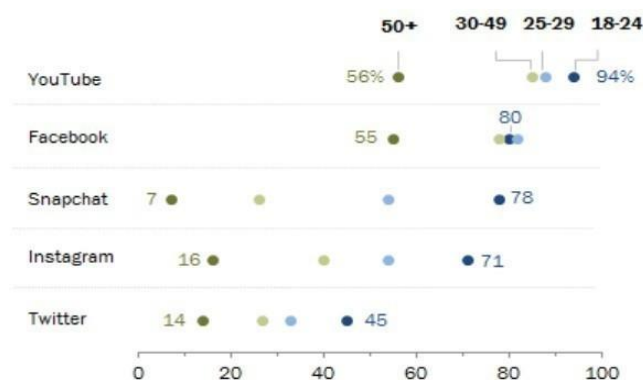
Do different age groups use social media differently? Why and what are the effects?

1 More granular data is available for 18-24 year olds. Platforms such as **Snapchat and Instagram** are especially popular among this group. The majority of Snapchat and Instagram users visit these platforms daily.

- 78% of 18-24 year olds use **Snapchat**; 82% of these use it daily; 71% use it multiple times a day.
- 71% of 18-24s year olds use **Instagram**; 81% of these use it daily, 55% use it multiple times a day.

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

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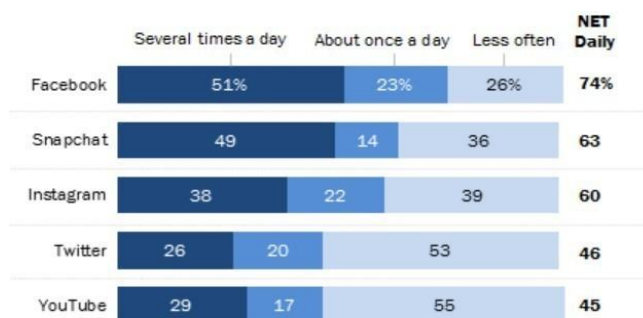
2 This data tells us more about usage but 18-21 year olds are not millennials. Moreover, while 78% of those aged 18-24 use Snapchat, that share falls to 54% among 25-29 year olds.

This is important as different platforms inspire different levels of usage and promote different types of content, thus impacting time and mental health differently.

All of this data is a good start to understanding which age groups are using what platforms, how often, for how long, and why.

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ____, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

3 Millennials' responses worldwide to questions about why they use social media are as follows:

- Fill up spare time: 43%
- Stay in touch with friends: 43%
- Updates on current events: 43%
- Find entertaining content: 42%

From this we developed a survey for millennials in EY Advisory Ireland to determine whom, what, how often, and why with respect to social media usage.

The most used Social Media for EY Millennials, in order of popularity, are WhatsApp, Instagram, and Facebook.

65% of our respondents use WhatsApp for more than 30 minutes per day.

Top reasons for using social media are:

- Stay in touch with friends
- Updates on current events
- Find entertaining content



01 02 03 04 05

Digital Dependency & Wellbeing

How does millennial digital dependency impact mental health and wellbeing?

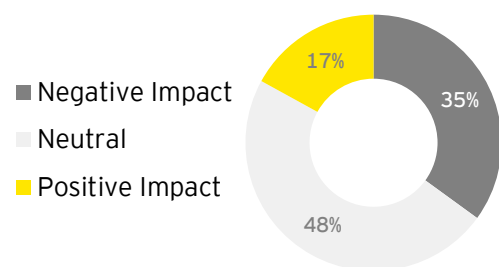
Mental Health Impacts

Although research findings on the impact of social media usage and mental health are mixed, the use of digital technology and social media has been found to be linked with increased rates of anxiety, depression and poor sleep in young people.

A 2017 study of 14 - 24 year olds in the UK, conducted by the Royal Society of Public Health, found that social media overall had a negative impact on mental health, varying by type - Instagram and Snapchat were found to have the most negative impacts on mental health.

Current Research

In our millennial EY sample, **35%** reported that use of social media had a detrimental impact on their mental health and wellbeing, **48%** believed social media did not impact their mental health and wellbeing and **only 17%** reported that social media had a positive impact upon their mental health and wellbeing.



Negative impacts of social media on wellbeing:

1. Comparison to others	2. Waste of time	3. Disrupting sleep
"It encourages comparison with other people's 'highlight reel'"	"I feel I am wasting my time on social media."	"Too much overthinking as a result."
"Instagram has impacted my mentality in a way that you can see what your peers are doing and comparing yourself, which causes self doubt, depression and demotivation."	"[Facebook] was very distracting, yet did not provide much happiness."	"Easy to get distracted, negatively impacting the amount of time I sleep for."



Positive impacts of social media on wellbeing

1. Connecting with people	2. A source of news / education	3. Reducing boredom
"The benefit is that I can maintain connection with my friends abroad."	"Some can be useful for news/events etc. (Facebook, Twitter)."	"Reduces boredom, shows me funny memes."
"It has helped me maintain friendships/connections with friends outside of Dublin - as I'm not from here this helps my personal mental health and wellbeing."	"This is where I see motivating articles, and learn about the importance of mental health."	"Entertainment when you're bored."

Digital dependency and mental health: What does this mean for organisations?

Work-Related Digital Dependency & Wellbeing

The research presented indicates that there are negative impacts associated with social media usage in millennials - including anxiety, depression and poor sleep. It is a logical step to then connect millennial digital dependency to poor job performance. This is why the negative impact of work-related digital dependency should also be considered.

As outlined by the EY white paper 'In a digital world, how can being more human be key to unlocking more growth?', the culture of "always on" technology is causing a rise in mental health issues such as "digital stress" from 24/7 work availability. The nature of the internet means that it is increasingly hard for employees to get away from work - with constant access to the internet and emails.



"I don't like the fact that my life constantly revolves around a screen of some sort"



68%

of millennials at EY want to cut down on their social media use

Technology Fatigue

Work-related digital dependency also intersects with social media use - as outlined in our research, where it was reported that WhatsApp groups are frequently used for work purposes. This leads to a blurring of lines between 'personal life' and 'work life', contributing to an inability to 'turn-off'. The nature of modern workplaces mean that most of the working day is spent using digital technology in a work-related capacity. This is followed by 'recreational' screen time. Our research found that 68% of our EY millennial sample wanted to cut down on their social media use. Reasons provided included the relentless nature of digital dependency in our lives today - "I don't like the fact that my life constantly revolves around a screen of some sort."



01 02 03 04 05

Digital Dependency & Work

What do we know about digital dependency and work?

Literature Findings demonstrating the effect of digital dependency on employee work performance

There are two major outcomes for people who get distracted in work:

1. It wastes their time and the company's time
2. Their work may then be completed at a lower quality to what could be produced

How does digital dependency affect work performance?

Studies found the key work related aspects to be affected, as a direct result of social networking, were employee knowledge, skills, motivation and productivity levels.

The correlation analysis of the relationship between social networking and employees work performance shows that social media has a strong impact on employee knowledge and productivity (64% and 65% respectively) and moderate impact on employee skills and motivation (48% and 38% respectively).

Through our survey we tried to find out whether these areas were affected within our EY colleagues, and if so did they feel it was a positive impact or not - i.e. did they feel their work productivity was impacted in through their social media use.



Studies have shown it can take the average person up to **23 minutes** to revert to task once distracted by a notification - this is the time they look at the notification (be it social media, emails, text, etc..) to the time they can return back to the 'deep work' state they were in before the distraction.



Why do employees use social media in the workplace?

Through further readings we found common reasons behind why employees use social media in the workplace - to reduce boredom in the workplace, entertainment as well as to pass time. However according to survey respondents in the US, social media use was not due to an unsatisfying, demanding or non-demanding job. This conflicting data led us to investigate the reasons why our EY millennial's use social media in the workplace

In 2013 an average American graduate started off on a salary of \$43,327. If they work on average 2000 hours (50 weeks by 40 hrs per week) - with simple math we see their hourly wage as \$22.66. If they get distracted by one singular notification - it **costs the company \$8.69** - or **23 minutes of wasted time**.

How does millennial digital dependency impact EY?

Why do EY millennials use social media in work?

Our colleagues responded to our survey exactly as expected based on our research. 73% agreed that they use social media to reduce boredom and over 50% disagreed with the notion of using social media to escape from a demanding or non-demanding job, or using it to escape from an unsatisfying job. There are times in the work day when there isn't a million things to do and it can be used as a mental palate cleanser - it is in these cases we believe social media use can help us and our colleagues.

Is the impact of social media on work positive or negative?

As we can see from the graphs below, 46% of our counterparts believe that social media affects our work knowledge positively. However, 49% of respondents believe it negatively impacts our work productivity. The key takeaway is that social media in the work place is a given. Therefore the focus should be about how EY encourages their employees to balance their use of social media and their work and productivity levels in work.



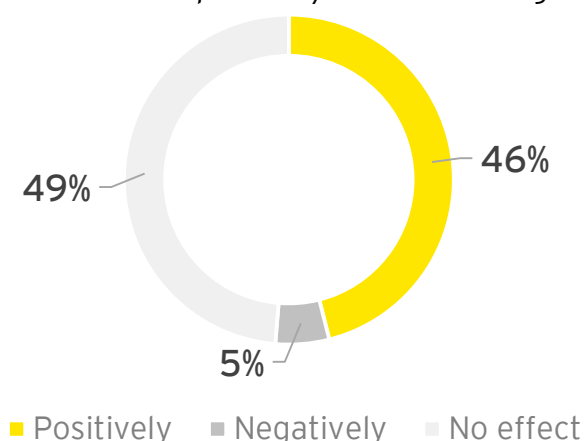
What does this mean for EY?

On the ACP programme we earn on average €31,500 over two years, If we work 48 weeks a year at 40 hours a week (standard client site hours), this totals 1,920 hours. Therefore our average hourly wage is €16.40.

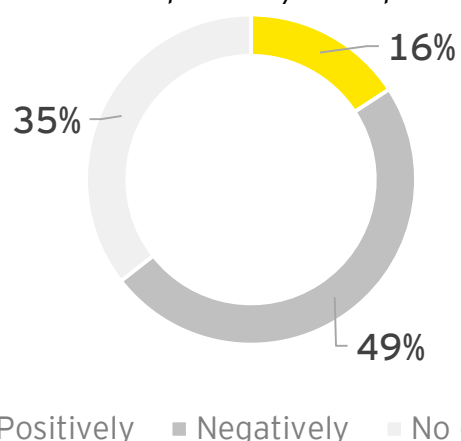
We have learned of the average person taking 23 mins to revert to task, lets say at EY it takes us only 15 minutes.

For this example lets say an individual looks at their phone 4 separate times in a day (not unheard of). This means that in an average day we cost you approx. €16.40 or one hour's wage for checking our notifications That means if we have 50 ACP's employed (roughly what we have now in PI alone) and we work 5 days a week for 48 weeks - ***we cost the company just shy of €200,000 over the course of one calendar year.***

Social media impacts my work knowledge...



Social media impacts my work productivity...





01 02 03 04 05

Recommendations for EY

Recommendations for EY

Based on our research we believe that to tackle the harmful effects of millennial digital dependency, organisations should adopt a two-pronged approach:

1 Leverage digital technology to improve employee well-being

Although it appears counterintuitive due to the negative impacts of digital dependency, technology can be utilised by organisations as a force for good. Organisations can leverage technology to improve employees' wellbeing, which is particularly relevant for millennial employees due to their high usage of digital technology.

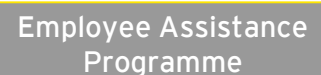
EY is already a leader in this space, with several initiatives offered in Ireland:



Webdoctor
Online GP



Partner Mental
Health Series



Employee Assistance
Programme

2 Encourage employees to reduce screen time

We also believe that to improve the wellbeing and productivity of millennial employees, organisations should encourage employees to reduce their screen time to mitigate the harmful effects of digital dependency.

We recommend that EY should introduce a campaign to encourage ACP and SC employees to reduce screen time through the following initiatives:



Reduce social media time

Build Awareness

- Download 'Your Hour' App to monitor the time you spend on your phone. Promote this campaign as self-awareness is the first step towards change.



Better quality interactions

Phones Down

- Promote this campaign with posters and emails suggesting your team introduces funny penalties for violation in meetings etc..



Better sleep

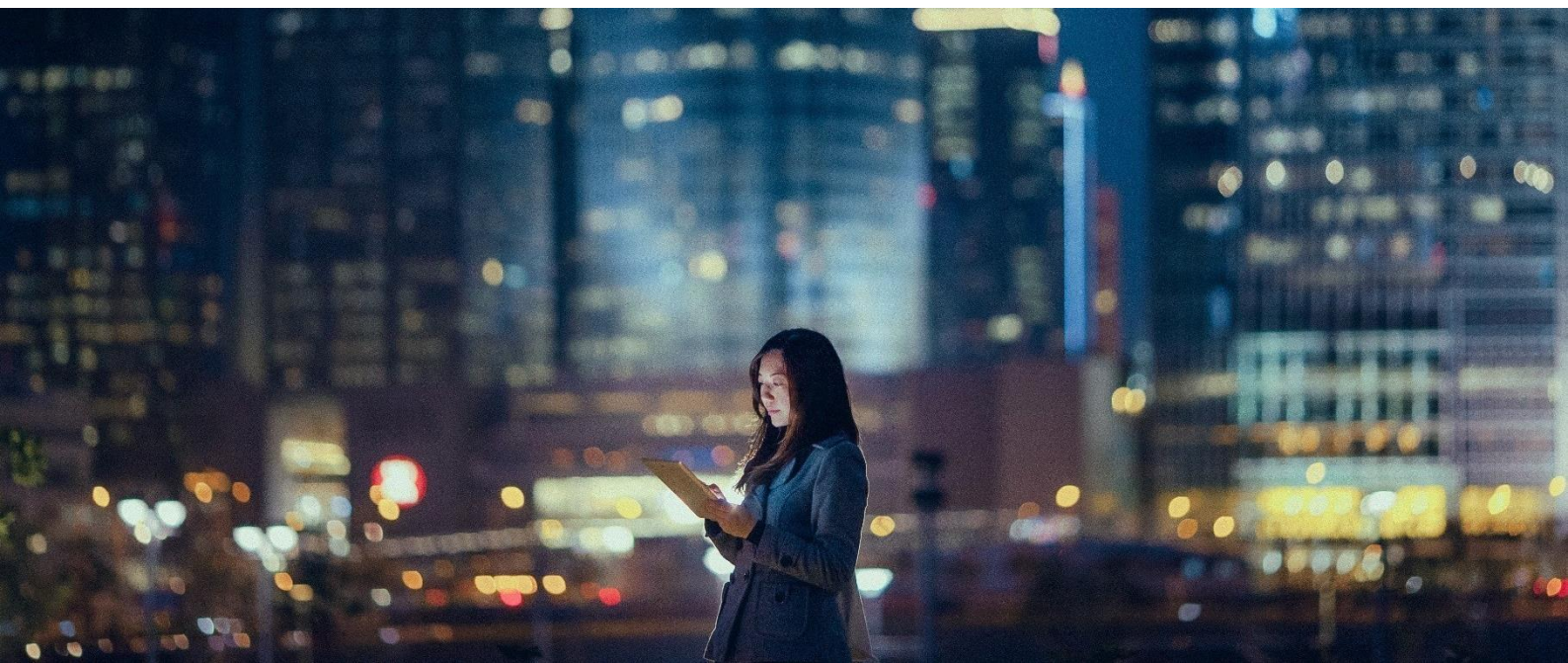
Alarm Clocks

- Give everyone a cheap EY branded alarm clock. Promote campaign not to bring phone to bed with you to limit its disruptive effect on sleep.

Looking ahead...

What happens when digital dependency become a necessity?

This research report highlights the impacts that digital dependency has on millennial employees and the workplace, which is particularly interesting as more and more of the workforce are 'digital natives'. As technology continues to evolve, it is imperative EY adapts to the digital age.



How can EY thrive in a digital world?

There is no doubt that digital technology can be transformative for organisations and industries - consider how social media has become a necessary and effective form of employer branding.

For EY to truly continue living by its purpose - and building a better working world - it needs to leverage digital technology.

Therefore we recommend that EY should engage in further research into the impacts of digital technology, to remain a world leader in digital innovation and understand how to benefit from this digital age.

"Things change all the time, but your organization's purpose transcends any individual product or service."

**- Mark Weinberger,
Global Chairman & CEO**

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A high-angle, long-exposure photograph of a busy pedestrian walkway. The floor is made of large, dark grey stone tiles. Several people are walking, their figures blurred due to motion. In the top left corner, there is a bright yellow rectangular overlay. Inside this overlay, the letters 'A' and 'B' are printed in a dark, sans-serif font. The word 'Appendices' is written in a large, white, sans-serif font across the middle of the image.

A B

Appendices

Appendix A - References

- *A Study on Relationship between Use of Social Networking Sites and Employees' Performance at Work Place*, IOSR Journal of Business and Management, IOSR-JBM, 2018
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- *#StatusOfMind Report*, Royal Society of Public Health, 2017

Appendix B – Survey Data

- Respondents: 77 millennial respondents, ACP or SC level at EY Dublin

1. Which age group do you fall into?

22 - 25 years	26 - 30 years
80.52%	19.48%
62	15

2. Select your gender.

Male	Female	Other
46.75%	51.95%	1.3%
36	40	1

3. How often do you use...

	Don't use	Every couple of days	< 5 minutes per day	5 - 15 minutes per day	15 - 30 minutes per day	> 30 minutes per day
Facebook	11.69% 9	27.27% 21	7.79% 6	19.48% 15	18.18% 14	15.58% 12
Instagram	12.99% 10	2.6% 2	5.19% 4	9.09% 7	%	51.95% 40
Snapchat	26.32% 20	14.47% 11	7.89% 6	21.05% 16	14.47% 11	15.79% 12
WhatsApp	0 0	3.9% 3	5.19% 4	6.49% 5	19.48% 15	64.94% 50
Twitter	63.51% 47	14.86% 11	2.7% 2	5.41% 4	5.41% 4	8.11% 6
LinkedIn	7.89% 6	40.79% 31	11.84% 9	21.05% 16	14.47% 11	3.95% 3
Yammer	90.79% 69	7.89% 6	0 0	1.32% 1	0 0	0 0

Comments (other social media used)

Pinterest

Reddit

Viber

Tinder

Grindr

Appendix B – Survey Data

4. I mainly use social media...

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
To escape from a non-demanding job	25.00% 19	28.95% 22	25.00% 19	19.74% 15	1.32% 1
To escape from a demanding job	20.78% 16	32.47% 25	22.08% 17	22.08% 17	2.60% 2
To escape from an unsatisfying job	22.37% 17	30.26% 23	22.37% 17	22.37% 17	2.63% 2
For general networking with other people	5.19% 4	12.99% 10	31.17% 24	40.26% 31	10.39% 8
To share photos and videos with others	10.67% 8	14.67% 11	14.67% 11	41.33% 31	18.67% 14
Because a lot of my friends are on them	6.49% 5	5.19% 4	24.68% 19	44.16% 34	19.48% 15
As part of my daily routine	5.26% 4	11.84% 9	18.42% 14	40.79% 31	23.68% 18
To reduce boredom	5.19% 4	2.60% 2	19.48% 15	54.55% 42	18.18% 14
To find funny and entertaining content	5.19% 4	9.09% 7	11.69% 9	48.05% 37	25.97% 20
To stay up to date with news and current affairs	5.19% 4	5.19% 4	15.58% 12	49.35% 38	24.68% 19
To stay in touch with what my friends are doing	0.00% 0	3.90% 3	11.69% 9	38.96% 30	45.45% 35

Appendix B – Survey Data

5. Do you feel social media impacts your...

Work knowledge:

Very negatively	Negatively	Neither positively nor negatively	Positively	Very positively
0 0	5.26% 4	48.68% 37	43.42% 33	2.63% 2

Comments	
I think social media can have both a negative and positive impact on me - sometimes it is positive to see your friends talk about their personal achievements and then at other times it can be negative as you may feel like the only person not out on a particular Saturday night etc..	YouTube -expands my knowledge by listening to keynotes. However, the other social media platforms have negative impact, including of parts LinkedIn
Snapchat discovery has The Economist updates.	Get industry knowledge from twitter
Business news and articles etc..	LinkedIn and keeping up to date with affairs
Social media allows me to see what is going in the field of my job and new developments	Don't use social media to gain work knowledge.
Relevant information can be found on LinkedIn. I don't use my other social media accounts for professional purposes	It definitely improves knowledge about current affairs - I would find out most of my news from Facebook/Twitter.
If it didn't exist I would more likely focus my time on something which added more value e.g. reading, learning new skills etc..	LinkedIn & Facebook can have some insightful articles that relate to my work
I've found useful information (articles, papers etc..) on LinkedIn and Twitter which have related to work tasks	I think it has a positive impact on my work knowledge because can read new information in relating to work, especially in Yammer and LinkedIn.
Keeps me updated with what's happening in the world	Social media has no implications on my work knowledge
Using WhatsApp and LinkedIn to keep up with what other people/teams/competencies/offices are doing	Ideas / articles / research shared - LinkedIn
Do not feel it has an effect	Thought Leadership articles on linked in I wouldn't see otherwise
It can be a distraction	My work knowledge usually comes from work itself
It can distract me sometimes and take away from relevant work knowledge I suppose	LinkedIn articles are very interesting and sometimes applicable.
Spending an hour on LinkedIn focusing on good content is a brilliant source of knowledge	May only spend 5/10 mins a day at work on it, has no real impact

Work skills:

Very negatively	Negatively	Neither positively nor negatively	Positively	Very positively
0 0	8.33% 6	69.44% 50	20.83% 15	1.39% 1

Comments	
It impacts your concentration	I can't say with certainty that it impacts my ability to perform my job
I do not use social media to enhance work skills	WhatsApp allows me to ask questions to my colleagues to find answers
YouTube improves my skills by watching tutorials, maybe Reddit as well. However, the rest have no impact or negative impact.	doesn't impact
Networking	I don't think any social media site impacts my work skills - potentially LinkedIn as it can help improve networking skills
I don't believe it has any effect on my skills	Waste time on social media rather than being productive
Don't use social media to gain work skills.	I feel social media in general doesn't require / teach any skill!
I don't think it has an impact on my work skills - except my typing!!	Creativity inspiration - Instagram and Pinterest
There are much better sources to improve work skills	Due to my use of SM I have become a lot quicker manoeuvring around a desktop & keyboard
as above-Thought Leadership articles on linked in I wouldn't see otherwise	I do not think social media impacts my skills
LinkedIn articles are very interesting and sometimes applicable.	If watching videos/ tips on shortcuts on word etc.

Appendix B – Survey Data

5. Do you feel social media impacts your...

Work motivation:

Very negatively	Negatively	Neither positively nor negatively	Positively	Very positively
1.3% 1	19.48% 15	55.84% 43	20.78% 16	2.6% 2

Comments	
I follow travel pages so makes me have wanderlust!	Don't use it much at work
Social media can motivate me to work harder in comparison to people I see on social media	It keeps my day ticking over so I can crack on with work when I need to - prevents drowsiness at the desk
I get to see what other people in the industry are doing and this is motivating	It doesn't affect my motivation but does affect my attention span
LinkedIn helps with my work motivation as I can see that there are many opportunities on the market and I can work globally.	It can either perk me up when it is a stressful day or do the opposite when it's a dull day
LinkedIn helps with my work motivation as I can see that there are many opportunities on the market and I can work globally.	Sometimes LinkedIn articles encourage good work motivation
If I am motivated in work I will barely use social media	Don't use social media at work
Again following good leaders in industry on LinkedIn is very motivating to see what you can do/ change	I sometimes see other successful people on social media and it motivates me to work hard and also be successful at what I do.
I would say positively - particularly work WhatsApp groups, seeing what other people on my team are doing, and LinkedIn, seeing what my wider network are doing and the different opportunities that are out there.	LinkedIn + Instagram can make you feel like other people's jobs and daily work is more exciting than yours
Can act as a distraction	false perception that there are many better options out there
I would say most often than not the access to social platforms e.g. LinkedIn offers a strong medium for communicating motivating messages that are relatable to your day-2-day job.	Instagram/snapchat lower motivation because I often focus my attention on these instead of being productive with my time - looking at these sites also impacts my sleep from time to time
They can be quite distracting if I'm not busy doing a specific task	LinkedIn, Financial News
Makes we want to quit and move to Cuba	

Work productivity:

Very negatively	Negatively	Neither positively nor negatively	Positively	Very positively
7.89% 6	40.79% 31	35.53% 27	14.47% 11	1.32% 1

Comments	
Don't use while at work - if using it is for a work WhatsApp group which has the benefits of team morale etc..	I don't think it's particularly ground-breaking to say that social media aren't renowned for enhancing productivity...
I don't use social media in work.	Probably doesn't contribute positively, so probably is negative
Sometimes I access social media during work hours, negatively affecting my productivity	Bit of both positive and negative. Can distract me some days and provide the perfect short break on other days so that I can stay fresh minded
No impact.	Waste too much time.
Gives you a break - time to relax and recuperate.	It's distracting and you can lose time on it
Again, if I'm motivated and productive in work, I wouldn't use social media during the day. I mainly use it as a break or due to boredom.	Similar to motivation - my productivity peaks when needed due to my intermittent breaks on SM
Social media does not impact my work productivity.	A quick way to give you a light break while at your desk
It definitely impacts negatively on work productivity, as it can be a real distraction!	I suppose if I did not check my phone every now and then, I would get more done
Unless my phone is put on silent and way from my desk, WhatsApp is sending notifications throughout the day, news alerts; an unavoidable newsfeed that in turn reduces productivity	Short attention span means I pick up my phone every few minutes to have a scroll through Instagram etc.
Can act as a distraction	LinkedIn articles are very interesting and sometimes applicable.
Facebook and Instagram can become quite distracting	Use my phone too much on the job

Appendix B – Survey Data

6. On the whole, using social media has impacted my health and wellbeing...

Very negatively	Negatively	Neither positively nor negatively	Positively	Very positively
2.6% 2	32.47% 25	48.05% 37	16.88% 13	0 0

Comments	
There is a strong focus on image and showing your best self on social media. There is a pressure if you post content/pictures etc.. that it shows how funny you are, how good you look, how cool you are etc.. You can easily be influenced by what you see online and feel you don't meet certain standards. Social media can be a good tool for keeping up to date with news/current affairs, opinion pieces, what your friends/family are up to, especially those you find hard to keep in touch with. But again, people can easily be triggered to feel inadequate due to what they see online.	Instagram has had a dramatic influence on how I interact with those I am apparently "connected" with. The ease of which content is created using the "Stories" functionality means I am inadvertently spying on peoples lives. Conversations now start with "You were at ____ over the weekend, how was that?" instead of "How was your weekend, what did you get up to?" We can now shape our opinion of someone's experience before they even tell us about it themselves - I believe this ability to see into others experiences before they can tell the story verbally has negatively impacted the way we interact with others
I used to have Facebook but I deleted it a couple of years ago because it made me unhappy looking at other people's highlights and I would compare myself. It was also very distracting, yet did not provide much happiness.	Some can be useful for news/events etc. (FB, Twitter); others like Instagram are objectively not good for subjective wellbeing
I feel I am wasting my time on social media, it also makes me feel sad to see how well people are doing sometimes	In the past Instagram has negatively impacted my mental health negatively. However in recent years I have made a conscious effort to only follow content which positively impacts my mental health.
Social Media has a negative impact on my relationships which have a knock-on effect on my wellbeing. The benefit is that I can maintain connection with my friends abroad.	I'd imagine both. Negative: It can be miserable exploring through Instagram looking at ripped, beautiful people living the life you'd love. Positive: can be great old craic.
Too much overthinking as a result.	I don't think Instagram has benefitted me in any way besides being something that helps with boredom.
It has shone light on issues to do with mental health. That being said I can see though the other side of it and know people that can be affected negatively.	Instagram has impacted my mentality in a way that you can see what your peers are doing and comparing yourself, which causes self doubt, depression and demotivation
It has shone light on issues to do with mental health. That being said I can see though the other side of it and know people that can be affected negatively.	Gives you a false view of the world we live in.
It has impacted both positively and negatively. It can be positive in that I can keep in contact with my family and friends, but overall I would say more negative as it can prevent you from actually meeting up with friends and encourages comparison with other people's 'highlight reel'	Bad from the sense of wanting to live the unsustainable lifestyle
Comparing myself to the lives of others, which on social media looks attractive, but in reality is probably no better than mine.	There are positive aspects - keeping in touch with friends in other cities (Facebook), educating yourself (Twitter) or entertainment when you're bored, but on the whole it has negatively impacted my wellbeing - affects concentration if you spend hours scrolling, also can affect your mood when you see people online who appear to have a 'better' life than you.
Social media can have a negative impact depending on how we use them. I purposely stay away of accounts / groups / other that would have a negative impact	It has helped me maintain friendships/connections with friends outside of Dublin - as I not from here this helps my personal mental health and wellbeing.
I have heard of it negatively impacting people but I haven't had any instances of this myself.	It has taken conscious effort and work to prevent it from affecting my mental health negatively. Now it does not.
I don't feel its made a difference	Certainly negatively with the desire for instant gratification, and seeing others who are 'so much better off'. But also this is where I see motivating articles, and learn about the importance of mental health.
There are elements to fb, snapchat and Instagram where heavily edited photos are misleading and can make you feel negatively about your body. I have had to unfollow people who clearly have eating disorders on social media as it is sickening to watch them starve themselves yet receive positive comments from usually young men / women. this creates a vicious cycle.	Reduces boredom, shows me funny memes

Appendix B – Survey Data

7. Would you like to use less social media?

Yes	No
67.53% 52	32.47% 25

Comments	
I would have more time to be productive, and would not be comparing myself to others	I don't think it contributes positively to productivity
Although it has benefits, it is more of a waste of time and encourages superficiality.	Again, while some of it can be helpful for news/current affairs/interesting information, it is by and large distracting
I don't use enough so actually need to start use more social media.	To not feel like I depend on it day to day
I have compared usage to my friends and I use it the least (although they use are probably at the extreme end of the spectrum).	I don't like that my life constantly revolves around a screen of some sort
I use social media mainly to talk/make plans with friends.	I think social media, especially Instagram is so bad for your mental health and I would love to use it less, or not at all.
I feel like it is a waste of my time, easy to get sucked in.	I could be doing better things with my time
Has the tendency to affect my productivity in work at times	I would like to take a break from social media to reduce depression and avoid negativity.
Don't use it that much	I spend a lot of time on social media just for the sake of it. Although it is seen as a good communication tool across the web and keeping in touch with the world, it can also act as a barrier to communication. How often do you see a group of friends at dinner without their phones on the table, in their hands etc.. It can affect how you interact in person with people. Most people my age would rather text than have a conversation with someone which is worrying. There are so many better things you could do with your time. I'd like to take a break from it, but on the flip side you don't want to feel you're missing out on anything.
SO I can spend quality time with my friends	It wastes a lot of time when I could be doing a more productive activity.
It wastes so much time and is sometimes very pointless	wastes time
I keep my usage quite low (mostly use WhatsApp to communicate with friends and family abroad)	Waste too much time on it
It is quite anti-social	I think social media is valuable and useful but in small doses - the issue is it's addictive
Because it's a distraction in social settings.	I enjoy keeping in touch with friends, both in Ireland and abroad. I enjoy sharing and keeping memories in one area.
I feel I have formed a slight addiction to mainly Instagram and snapchat, I find myself clicking onto the apps when I go to my phone for something else.	Takes up a large part of my day and if I could cut that usage down by even an hour a day it would be worthwhile, mostly for sleep/sleeping pattern purposes
Fell out of the habit of using it recently- at a happy amount	Takes up a large part of my day and if I could cut that usage down by even an hour a day it would be worthwhile, mostly for sleep/sleeping pattern purposes
Engage and interact more with others	I limit myself to 20 mins a day of "waste content" where I am not learning anything . e.g.. catching up with friends on fb etc.. Using LinkedIn for me only has positive impacts
I could use my time better	I spend too much time on my phone when I could be doing other things
Its a big distraction with less focused + valuable information being drowned out by "noise"	Time consuming

Appendix B - Survey Data

8. I feel social media is a necessity to get through the day-to-day of my job.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
20.78% 16	40.26% 31	22.08% 17	14.29% 11	2.6% 2

Comments

To keep in touch with my friends	Not a necessity, just a handy distraction
To keep in touch with my friends	Definitely not day-to-day. As a consultant it is good to keep up with some market trends and new ideas (LinkedIn articles)
I have enough work to get me through my day-to-day job	If you asked me when I was 20 / 21 I would say yes but now definitely not
Certainly not a necessity.	It's not necessary. It has benefits however such as work WhatsApp groups
Google, LinkedIn, YouTube and some other sites are much more useful on my day-to-day of my job.	LinkedIn can be handy but most social media are not essential on a daily basis
It is nice as a break in work but I would need WhatsApp at a minimal to communicate with people.	I often wouldn't look at it from 9-5
Social media has nothing to do with my job.	I don't think its a necessity but it definitely is something that I would find difficult to go without for an entire day
It is a daily habit, but definitely can go days without looking at my phone and is definitely not a necessity in terms of being able to do my job.	I agree to the extent that we use WhatsApp groups a lot in work. Other than that we don't use it/I don't need it in my job.
I don't use social media in work.	I do not need social media to get through my work day. It is detrimental to my productivity
I can survive without it if I am distracted elsewhere.	I rarely feel challenged in my day-to-day job and find it monotonous so I like to take breaks to use FB messenger or Instagram
Social media is not required to support my day-to-day responsibilities.	It is part of my day to day to remain non drowsy and perform well when needed to.

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