CLUSTER 4

Trust online services to make content decisions
Experiences information overload
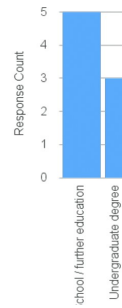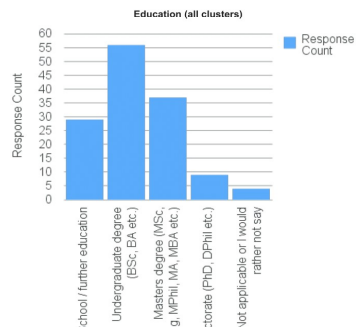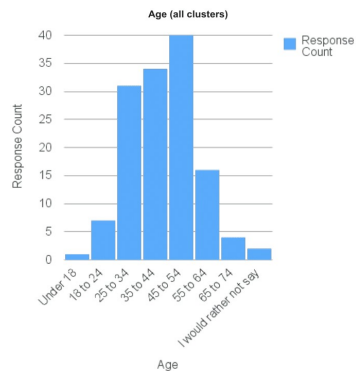Interruptions are a problem
Want to be able to differentiate
Ranking/prioritisation are important
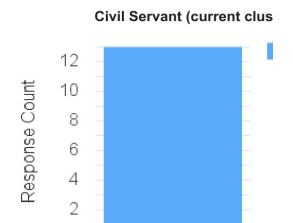Happy to put in effort to train
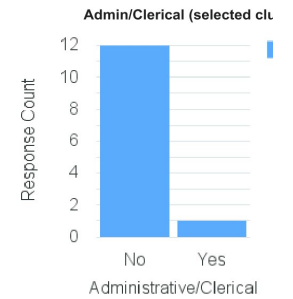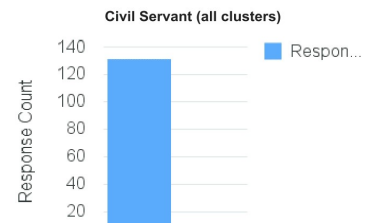Happy to share to improve service
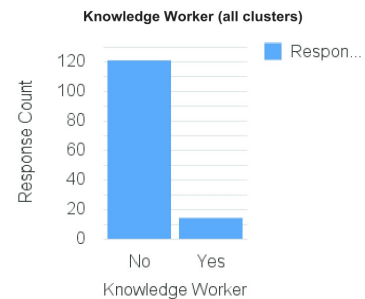Happy to share if I can control it

Cluster of clusters (9-14) 4 of 5

Cluster of clusters (9-14) 4 of 5

Age (all clusters)

Education (all clusters)

IT Professional (all clusters)

IT Professional

IT Professional (selected)

Academic Researcher (all clusters)

Academic Researcher

Academic Researcher (selected)

Student (all clusters)

Student (selected)

Admin/Clerical (all clusters)

Administrative/Clerical
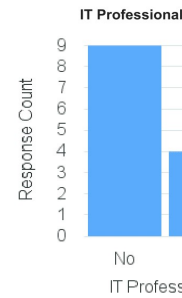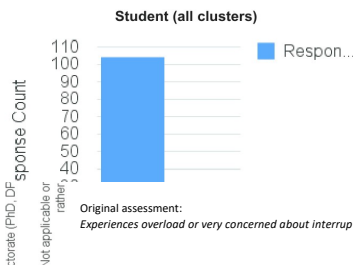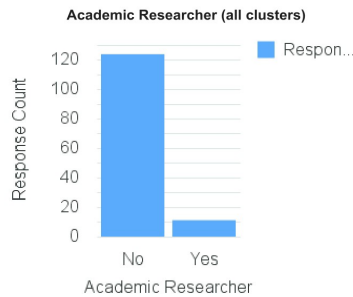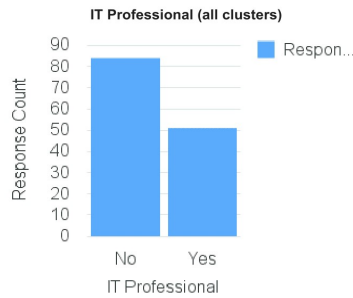
Admin/Clerical (selected clusters)

Administrative/Clerical

Knowledge Worker (all clusters)

Knowledge Worker

Knowledge Worker (selected)

Knowledge Worker

Civil Servant (all clusters)

Civil Servant (current cluster)

Original assessment:
Experiences overload or very concerned about interruptions; low level of confidence and in online services, but prepared to invest effort in training; slightly more trusting of services than other clusters; pragmatic; switching off from work not a problem