CLUSTER 2

Happy to share personal & work notifications on same device
Overload, miss things
Happy to receive work notifications in personal time
Experiences information overload
Services get it right about my interests
Want to be able to differentiate
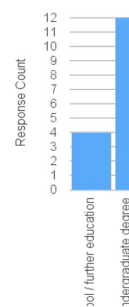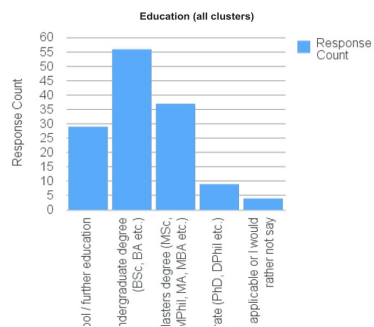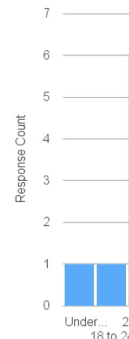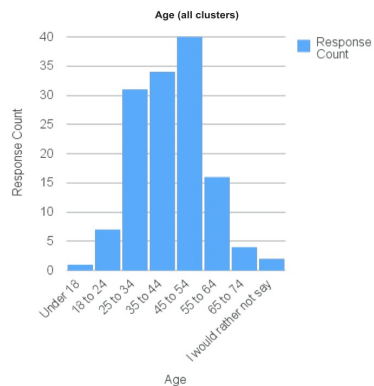**Happy for computer to make decisions**
Happy to put in effort to train
Trust online services to make content decisions
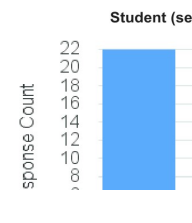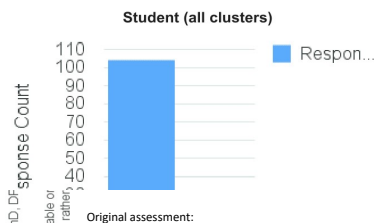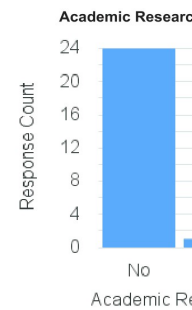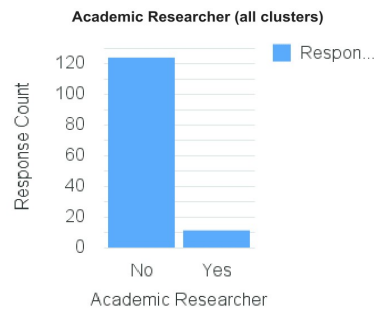**Happy to share to improve service**
Happy to share if I can control it

Age (all clusters)

Education (all clusters)

IT Professional (all clusters)

IT Professional

Academic Researcher (all clusters)

Academic Research

Student (all clusters)

Student (se

Admin/Clerical (all clusters)

Admin/Clerical (sel

Knowledge Worker (all clusters)

Knowledge Worker (s

Civil Servant (all clusters)

Civil Servant (cur
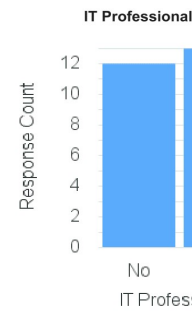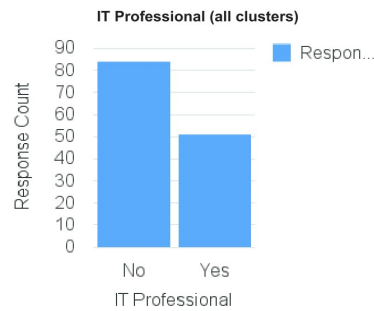
Original assessment:
Not overloaded or very concerned about interruptions; more content to let algorithms make decisions and put in effort to get better results; pragmatic; switching off from work not a problem