Looking after your digital wellbeing

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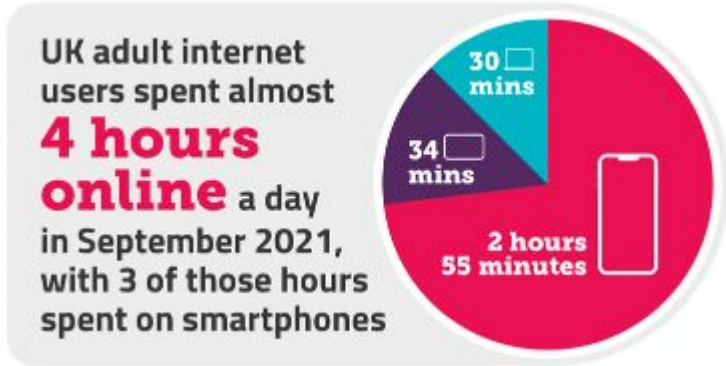
What does
digital wellbeing
mean to you?

Digital Ubiquity

UK adult internet users spent almost **4 hours online** a day in September 2021, with 3 of those hours spent on smartphones

30 mins

34 mins

2 hours 55 minutes

UK nation	England	Scotland	Wales	Northern Ireland
Average daily hours online (hours:mins) in September 2021	3:59	4:18	3:43	3:25

Source: © Ipsos, Ipsos iris Online Audience Measurement Service, 1 September 2021 - 30 September 2021, adults, age 15+, UK. Note: Custom data supplied by Ipsos.

How much time do you spend online?

Figure 1.3: Average time spent online across computers, tablets and smartphones, per UK adult visitor per day (hours: minutes): September 2021

UK age	15+	15-17	18-24	25-34	35-44	45-54	55+
Average daily time spent online (hours:mins) in September 2021	3:59	5:04	5:06	4:36	4:32	3:51	2:58

Ofcom (2022)

Meta-owned apps made up the top four smartphone apps most visited daily by UK adults in September 2021
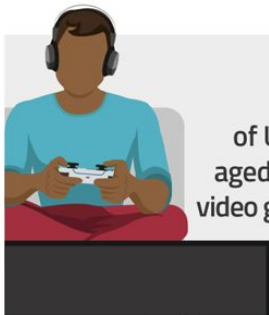
58% of UK individuals aged 13-64 watch video games-related content

30 mins
34 mins
2 hours 55 minutes

UK adult internet users spent almost **4 hours** online a day in September 2021, with 3 of those hours spent on smartphones

The majority (**67%**) of UK internet users aged 13+ feel that the benefits of being online outweigh the risks

Save post
Report post
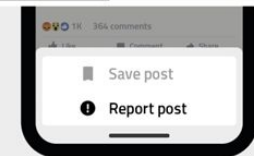
62% of users have encountered at least one potential harm online in the last four weeks

27% recently encountered the most common potential harms - scams, fraud and phishing
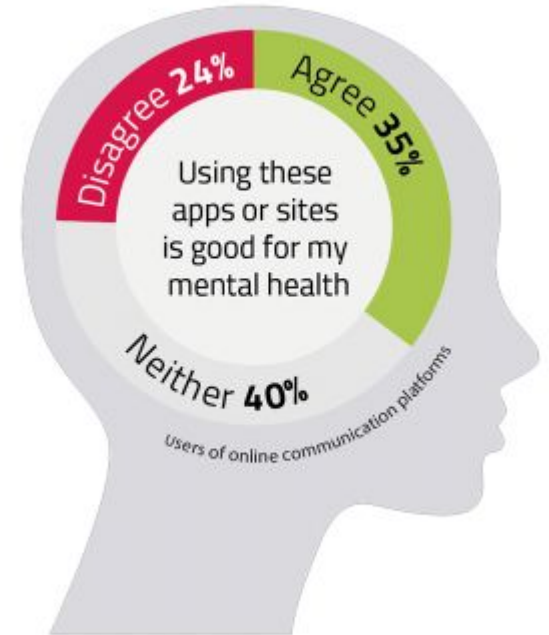
Women are significantly less likely than men to feel that being online allows them to share their opinions and have a voice (**42%** vs **48%** of male users)
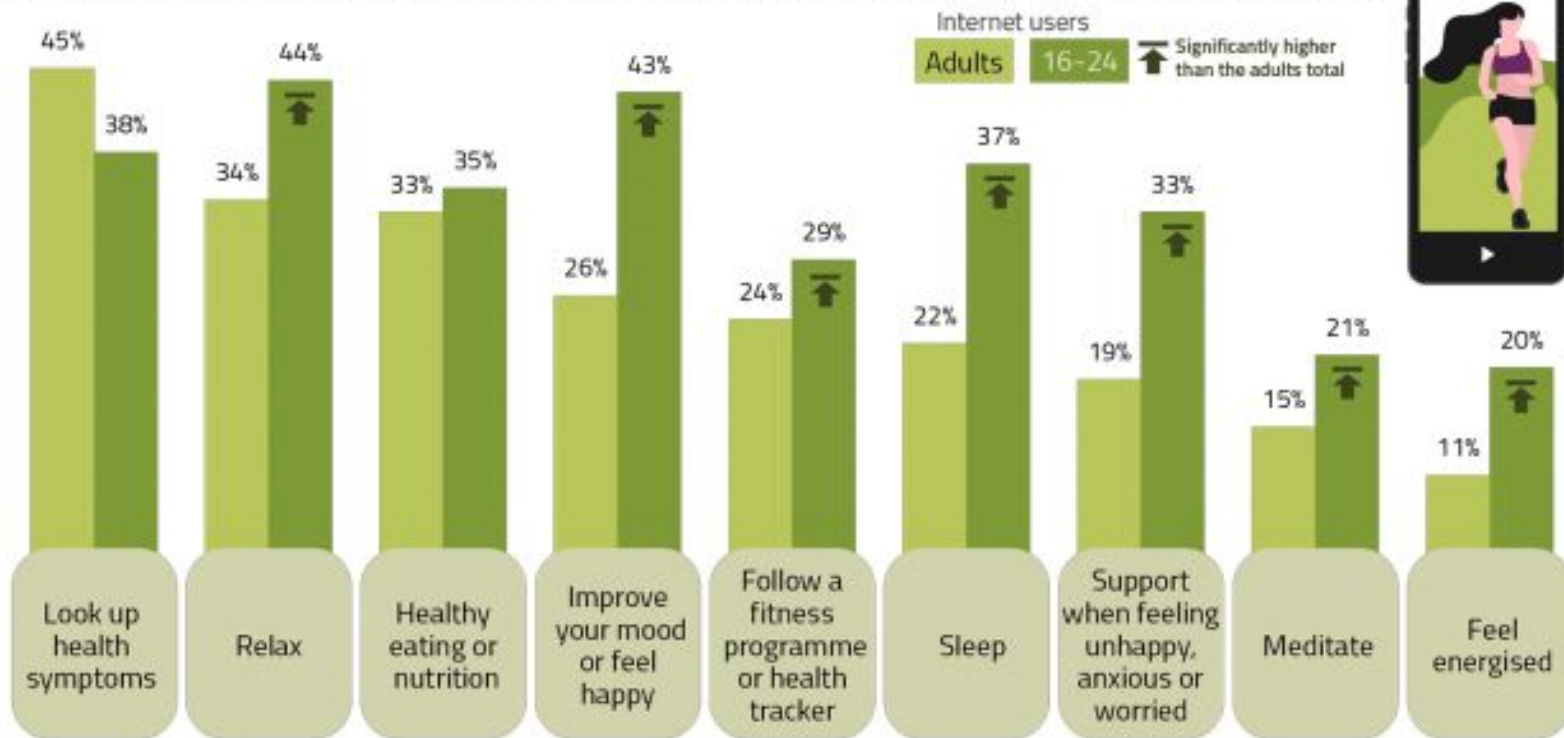
Online Nation

Mental Health & Wellbeing

- Opinion was divided on the mental health impact of using online communication platforms

- Most internet users had been online to support their wellbeing.

- Just over half (51%) of social media users aged 16-24 thought they spent too much time on social media.

Disagree 24%

Agree 35%

Using these apps or sites is good for my mental health

Neither 40%

users of online communication platforms

Getting well appy!

Have you ever used websites, apps or other online services to help you with any of the following things?

Internet users
Adults | 16-24 | Significantly higher than the adults total

Category	Adults	16-24
Look up health symptoms	45%	38%
Relax	34%	44%
Healthy eating or nutrition	33%	35%
Improve your mood or feel happy	26%	43%
Follow a fitness programme or health tracker	24%	29%
Sleep	22%	37%
Support when feeling unhappy, anxious or worried	19%	33%
Meditate	15%	21%
Feel energised	11%	20%

Ofcom (2023)

Understanding your habits

Digital Wellbeing

What do we mean by 'wellbeing"?

Wellbeing refers to **our sense of self and our ability to live our lives as closely as possible to the way we want to**. It encapsulates the abilities to have positive relationships, promote healthy living and feel life satisfaction.

When we are talking about wellbeing we are **not just thinking about the fleeting moments of happiness** we experience but also our **overall life satisfaction** (King, 2016).

Positive Psychology

"The scientific study of what makes life most worth living." (Peterson, 2008)

Positive emotion

Engagement

Relationships

Meaning

Achievements

Seligman (2011)

Jisc Digital Wellbeing Model

Individual perspective: personal, learning and work contexts: this involves identifying and understanding the positive benefits and any potential negative aspects of engaging with digital activities and being aware of ways to manage and control these to improve wellbeing

My own awareness and capacity to change my digital practices

How technologies can improve digital wellbeing

Positive impacts of technologies on my wellbeing

Negative impacts of technologies on my wellbeing

Jisc Digital Wellbeing Model

Societal or organisational perspective: providers of digital systems, services and content have a responsibility for ensuring that these are well managed, supported, accessible and equitable. They also need to empower and build capability in users so that all who engage with them are equipped to do so in a way that supports and/or improves their wellbeing

It's unique to you...

What provides you with a sense of calm, satisfaction, fulfillment, happiness will be personal to you.
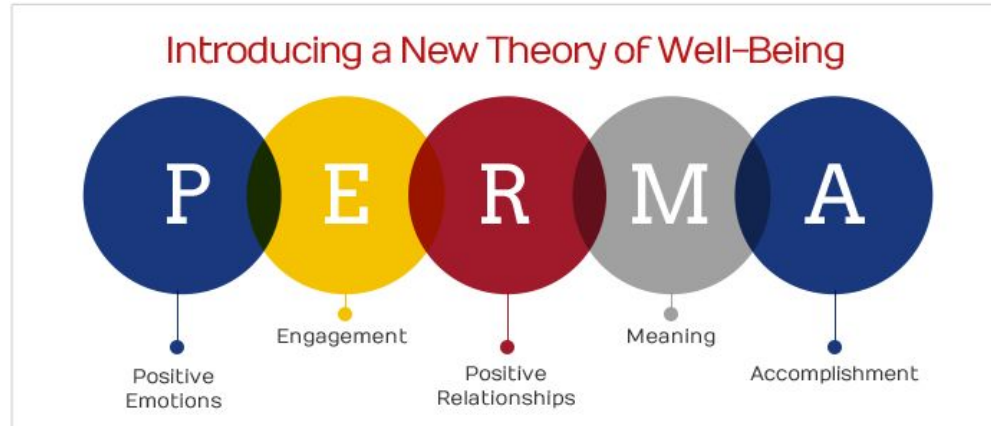
This translates to the digital realm and activities you undertake online.

Emotional responses to digital activities

Positive Psychology Indicators

❖ When you were spending time online, were you actively engaging, or were the tasks just passive?

❖ Were there activities that you feel help you build relationships and feel connected with others?

❖ Did any of the activities give you a sense of purpose or meaning?

❖ Did you get a sense of accomplishment from any of the activities that you engaged in?

Introducing a New Theory of Well-Being

P E R M A

Positive Emotions | Engagement | Positive Relationships | Meaning | Accomplishment

Digital Distractions

Pickersgill (2016) [Removed](#).

Technological design

"[T]he race for our attention"

Tristan Harris, 2017,
['How a handful of tech companies control billions of minds every day'](#)

Advertising makes up a huge amount of tech companies' income. [More than 80%](#) of Alphabet's (Google's parent company) income comes from Google ads.

Platforms are designed to keep us using them and not using their competitors, so as to generate more revenue. What impact might this have on our lives?

In 2017, [Netflix's CEO claimed](#) their biggest competitor was 'sleep'.

If the products free...

Where online communications services are **free of charge**, they typically **rely on monetisation of the data collected** from the user's device or account.

The data collected may be used to facilitate **targeted advertising, based directly on the user's online activity**, or by **identifying connections or contacts between consumers by creating a social graph**.

The service may make money directly from these advertising and profiling, sharing data with other services within their group eg Meta, Alphabet, or in some cases sharing with third parties.

Strategies for **improving**

Doing your best work

Susan's perfect work day

Early start:
focused work

Meetings:
working,
meaningful,
short

Check comms:
first thing,
mid-morning,
mid-afternoon

Calendar:
time divided between
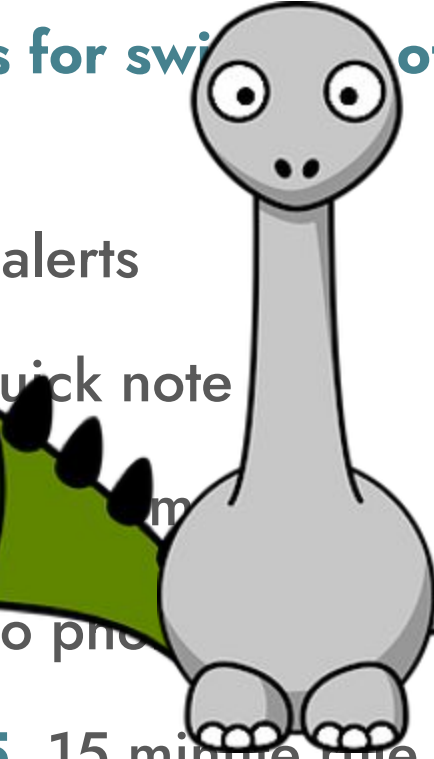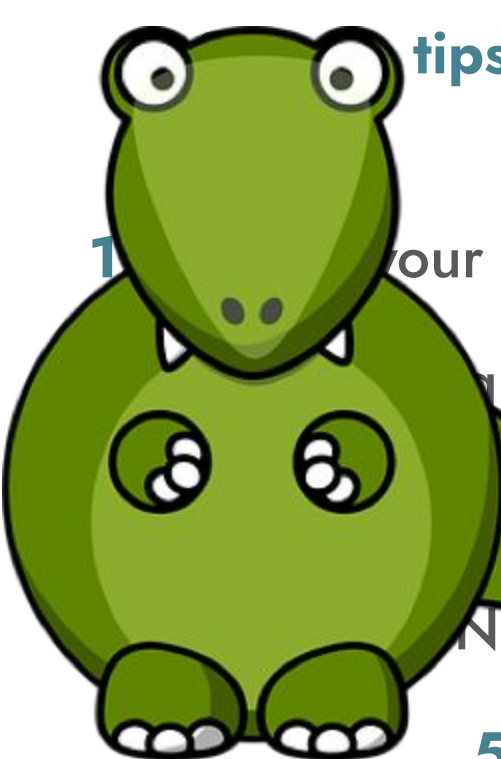meetings and solo work

Tasks:
realistic,
time bound,
varied

Lunchtime walk:
screen break,
ideas generation

Evening stroll:
vent,
switch off

Strategies for **improving**

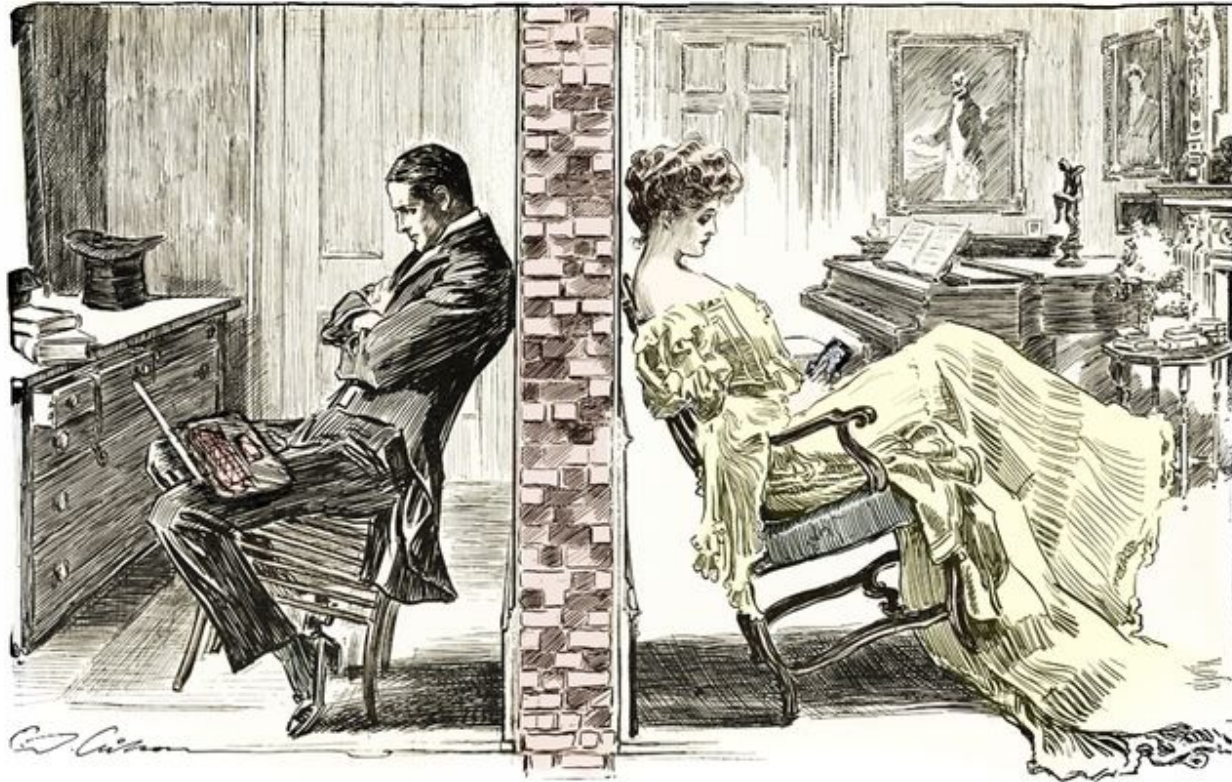**tips for swi** off to avoid burning out

1. **your alerts**

quick note

No ph

5. 15 minute rule

A room of one's own

"The Party Wall" by Charles Dana Gibson [...with additions] © CC BY MCAD Library

The game provides us with free space in which to play: a space with no obligations; just the opportunity to retreat, to rest and to restore.

What are your **strategies** for **improving** digital wellbeing?

Collective responsibilities

Don't be a jerk...

How does your behaviour affect others?

How do you respond responsibly when someone else is being a jerk?

Common ground

Open communication and building a culture where you can have honest conversations will enable you and your team to share what is working for them and what isn't.

BE EXCELLENT TO EACH OTHER

Thanks for your participation!

Any Questions?

[Digital Wellbeing Course](#) & [Digital Wellbeing Skills Guide](#)

futurelearn.com/courses/digital-wellbeing
subjectguides.york.ac.uk/skills/digital-wellbeing