

Cluster Mapped statements

Bold: Statement is unique to this cluster

Normal: This cluster is one of only 1 or 2 matching this statement

Grey: This cluster is one of 3 matching this statement

- 1 Keep work and personal separate
Easy to switch off from work
Overload, miss things
Not comfortable sharing
Not happy to share to improve service
Not happy to receive work notifications in personal time
- 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
- 3 Not comfortable sharing
Happy to share personal & work notifications on same device
Always takes time to customise apps and devices
Always looking to try new apps & services
Don't use all features
Not happy to share to improve service
Not easy to switch off from work
- 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
- 5 Keep work and personal separate
Interruptions are a problem
Not comfortable sharing
Not happy to share to improve service
Not happy to receive work notifications in personal time
Does not experience information overload