

CLUSTER 5

Keep work and personal separate

Interruptions are a problem

Not comfortable sharing

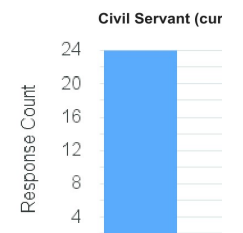
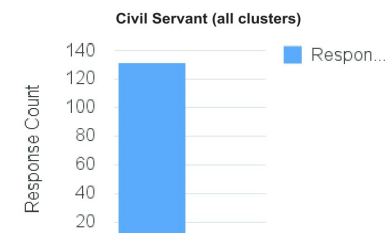
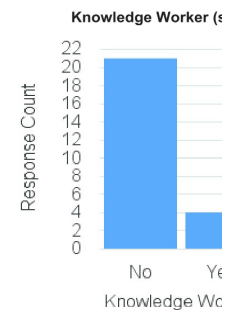
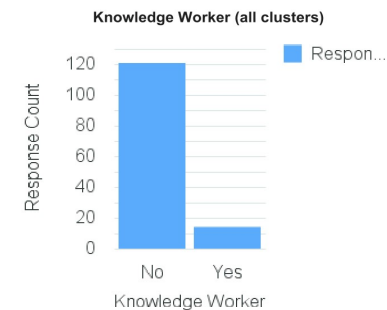
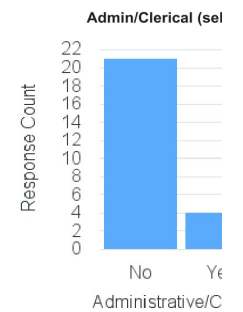
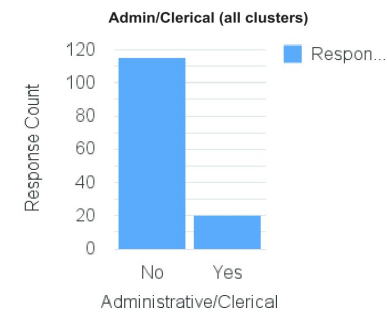
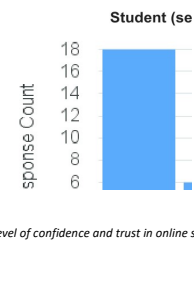
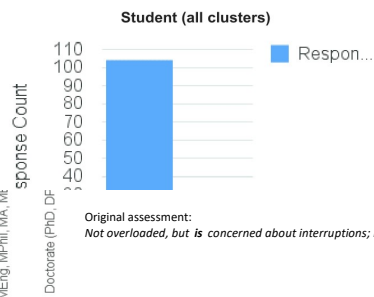
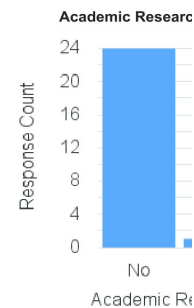
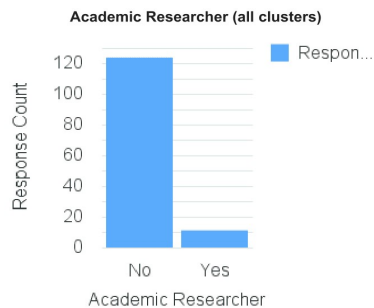
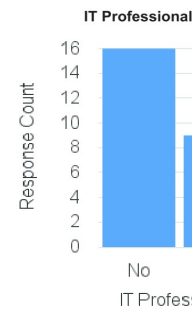
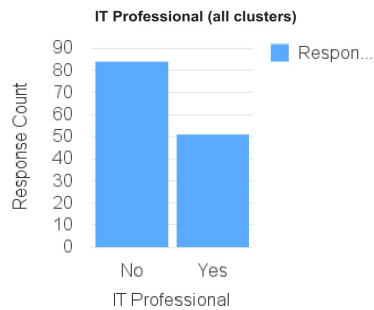
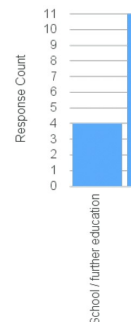
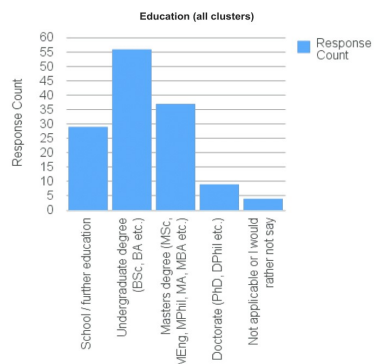
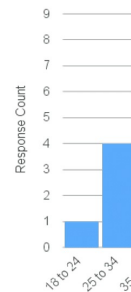
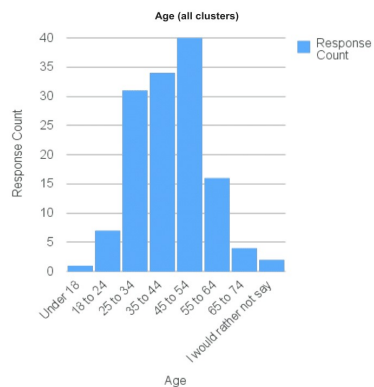
Not happy to share to improve service

Not happy to receive work notifications in personal time

Does not experience information overload

Cluster of clusters (9-14) 5 of 5

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Original assessment:

Not overloaded, but is concerned about interruptions; low level of confidence and trust in online services; less interested in investing effort in training; privacy oriented; switching off from work not a problem