

	Cluster					
	1	2	3	4	5	I receive so much information online that I often miss things that are important or time critical
Q9_1	2	2		2	1	I don't mind being interrupted when it's about something important
Q9_2	2	2	2	2	2	I often receive notifications about things that could have waited for later
Q9_3	2	2	2	2	2	Getting interrupted by notifications/alerts when I'm trying to get things done is a problem for me
Q9_4				2	2	My online services always get it right
Q9_5	1	1	1	1	1	Online services always get it right when they judge what I'm interested in
Q10_1	1		1	1	1	Not all of the things that I follow (hashtags, people) are equally important to me
Q10_2	2	2	2	2	2	I want to be able to tell online services what matters to me most
Q10_3		2	2	2		I don't have enough control over what online services choose for me
Q10_4	2		2	2	2	I'm happy to have a computer make decisions about what content I should see
Q10_5	1	2	1	1	1	The idea of being able to rank or prioritise hashtags and other content appeals to me
Q10_6	2	2	2	2		I am happy to put in effort to 'train' the online services in order to see better results
Q10_7		2		2		I trust online services to make the best decisions about what to show me
Q11_1	1		1	1	1	I'm happy to share information about my interests and activities with online services if it will improve the service
Q11_2	1	2	1	2	1	I am uncomfortable about sharing personal information with online services because I don't know what they do with it
Q11_3	2		2		2	I prefer to keep information about my interests & activities under my control
Q11_4	2	2	2		2	I'm more willing to let a computer program have personal information if I know that I can control it
Q11_5		2		2		I always take time to customise the applications and devices that I use
Q13_1	2	2	2	2		I regularly update and ensure I have the latest version of applications I use
Q13_2	2	2	2	2		I'm always looking to try new applications and services
Q13_3						I consider myself very tech-savvy
Q13_4	2	2	2	2		Computers are just tools rather than interesting in themselves
Q13_5						I use all of the features on my phone and connected applications
Q13_6			1			I keep my work and personal applications entirely separate
Q14_1	2				2	I find it easy to switch off from work
Q14_2	2		1			I'm happy to receive some work-related notifications during personal time
Q14_3	1				1	I prefer to keep certain applications (such as instant messaging on my phone) for personal things and not for work
Q14_4	2	2	2	2	2	I'm happy to see personal notifications while I'm at work
Q14_5	2	2	2	2	2	My employer is happy for me to receive personal notifications while I'm at work
Q14_6		2	2			I don't mind both work and personal information coming from the same device or application as long as it gets the timing and content right
Q14_7		2	2			

1=DISAGREE
2=AGREE
Blank=NEUTRAL