SMARTPHONES & SLEEP

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INTRODUCTION

AudienceNet are a social and consumer researcher agency based in London. AudienceNet utilise innovative quantitative and qualitative methodologies and benefit from having offices in the UK, Australia and the United States.

AudienceNet's work has been presented to audiences around the world at the highest level. Despite this, the research is usually focused around social good – notable projects include tracking public perceptions about the refugee crisis and addressing the disconnect between Millennials and politics.

OBJECTIVES AND METHODOLOGIES

AudienceNet has access to a nationally representative survey sample of 2,500 American adults via the GO2Crowd. In addition to this, specific respondents can be contacted for qualitative follow-up using an industry-first AI bot. Questions were derived from existing literature and distributed to the survey panel. Excel was used to tabulate the data and draw out key findings.

As an intern for AudienceNet, I was given the freedom to utilize access to this survey panel and undertake an independent research project. My interest in the problematic use of digital media and sleep situates itself within a mental health crisis for young people and growing social pressures. The survey panel was used to ask questions regarding smartphone use and sleep habits. The findings were visualised collaboratively with the Data Design team.

KEY FINDINGS

9 IN 10

9 IN 10 OF THOSE AGED 25-34 TAKE THEIR SMARTPHONE TO BED WITH THEM AT NIGHT TIME, AND THEN FALLS PROPORTIONATELY WITH AGE

15m

50%

LOOK AT THEIR SMARTPHONE WITHIN 15 MINUTES OF SLEEP

87%

OF THE US POPULATION OWN A SMARTPHONE - MAKING IT THE MOST POPULAR NEW MEDIA DEVICE IN THE HOME

57%

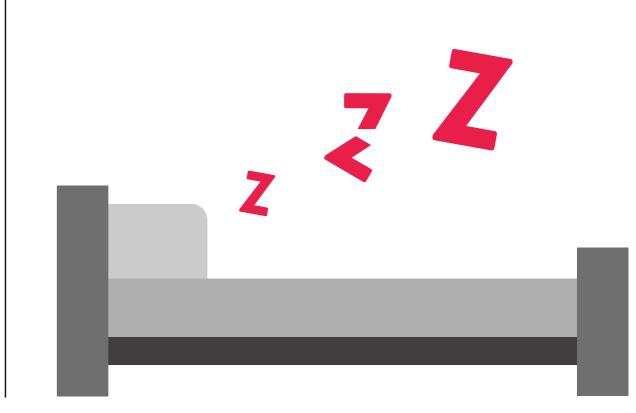TAKE THEIR SMARTPHONE TO BED WITH THEM AT NIGHT TIME

36%

OF THOSE AGED 18-24 LOOK AT THEIR PHONE IMMEDIATELY BEFORE GOING TO SLEEP

National Sleep Foundation recommends at least an hour between looking at your smartphone and going to bed...

83%

PEOPLE ARE AT RISK OF DISRUPTED SLEEP FROM SMARTPHONE USE ALONE

OVERALL ACHIEVEMENTS

I applied for the Q-Step internship aiming to learn the research skills necessary to build narratives from quantitative data. With the guidance of the AudienceNet team and through independent learning I feel my confidence working with quantitative data has increased significantly. Having worked on several projects with AudienceNet, I feel knowledgeable in the range of research and data visualisation methods that can be used to meet a client's needs. Most importantly, I have been inspired to write a quantitative dissertation and pursue a future career in social research.