Reshaping Everyday Life?
The impact of new technologies on citizens' time

14:00 to 17:00, Tuesday 21 November

At the ippr, 30 - 32 Southampton Street, London WC2E 7RA

The ippr and Chimera would like to invite you to an afternoon seminar looking at how citizens' every day lives have been impacted by the development of new technologies, particularly the internet.

This seminar forms part of Chimera's innovative research on the use of time data to analyse large and small-scale social changes in a digital society. It aims, through the use of such data, to assess what, if any, impact the so-called digital revolution has had on the way citizens actually go about their daily lives, and what implications this has on the way we use technologies in social inclusion strategies. The event will provide an early opportunity to learn more about Chimera's emerging conclusions and will feature original primary research.

This half day event will include presentations on:

- **Time Use Data: Looking Back to Look Forwards,** *Ben Anderson, Chimera*
  Ben Anderson will give an introduction to time-use data and provide some examples of its use in analysing social change.
- **'Civic' Time Use of Citizens,** *Paul Stoneman, Chimera*
  Paul Stoneman will present data outlining the UK's civic culture, focussing on trust in government, political participation rates and levels of 'civic literacy'.
- **The Prevalence of Multi-Tasking,** *Susan Kenyon, University of Kent*
  Susan Kenyon will introduce the topic of multitasking presenting evidence from a longitudinal, diary-based panel study and questionnaire. The research provides empirical evidence regarding the prevalence of multi-tasking.

- **Millennium Multitasking,** *Caroline Patridge, Chimera*
  Caroline Partidge will present multi-tasking time-use data focusing on time spent on leisure, media, travel, social life and shopping. How and when people perform simultaneous activities will be discussed, as well as how these change with socio-demographic factors such as age, sex and the presence of children within a household.
- **Time in Space,** *Ben Anderson*
  In this presentation Ben Anderson will present preliminary results from a project that is attempting to estimate and model time-use at the small area level.

Space at this seminar is limited, so to reserve your place please rsvp to digitalsociety@ippr.org.

Chimera (http://www.essex.ac.uk/chimera/) is an Institute of the University of Essex that combines the social and technological sciences to generate insights into the personal and social use of information and communication technologies. Their objective is to understand what people do, how they do it, how this changes over time and what difference it makes. They then apply this understanding to the design of new technologies, commercial strategies or public policy interventions.

The **Institute for Public Policy Research** is the UK's leading progressive think tank, producing cutting edge research and innovative policy ideas for a just, democratic and sustainable world. The ippr's **Digital Society & Media** programme (http://www.ippr.org/digital) exists to explore the political implications and opportunities raised by the pervasiveness of new Information and Communication Technologies across society. The purpose of this programme is to track changes in information flows, to draw out the political implications of these changes, and to outline a progressive vision of how information flows should be structured in a digital age.

Abstracts

Time Use Data - Looking Back to Look Forwards
Ben Anderson will give an introduction to time-use data and provide some examples of its use in analysing social change. Using a unique historical cross-country time-use dataset developed at the University of Essex he will also provide some analyses of long term social trends and discuss these in the context of the emergence of information and communication technologies.

'Civic' Time Use of Citizens
Paul Stoneman will present data outlining the UK's civic culture. Focusing on trust in government, political participation rates, and levels of 'civic literacy', the attitudes and civic time allocation of UK citizens are contrasted with other West European societies.

The Prevalence of Multitasking
Susan Kenyon will introduce the topic of multitasking. The phenomenon has long been recognised as important, yet it is only in the past decade that time use researchers have begun seriously both to record and analyse related data. Such studies have shown that a more fully informed understanding of the true extent of time use and activity participation can emerge through the consideration of multitasking. Susan will present evidence from a longitudinal, diary-based panel study with c. 100 participants and a questionnaire survey with 1,000 participants, which supports the prevalence and importance of multitasking. The research provides empirical evidence regarding the prevalence of multitasking and reveals clear implications of Internet use for the same.

Millennium Multitasking
Caroline Partridge will present multitasking time-use data from the HomeOnline longitudinal three-wave dataset, carried out between 1998 and 2001. The results will focus on the areas of interest within the eSociety project, namely time spent on leisure, media, travel, social life and shopping. How and when people perform simultaneous activities will be discussed, as well as how these change with socio-demographic factors such as age, sex and the presence or absence of children within a household. Also of particular interest to this project is how these factors change when participants acquire a new technology such as the internet.

Time in Space

In this presentation Ben Anderson will present preliminary results from a project that is attempting to estimate and model time-use at the small area level. By combining the ONS' 2000 time-use survey with ward level (c 2,500 households) data from the UK's 2001 census Ben will describe estimates of the patterns of time spent on particular activities of commercial and policy interest. He will also discuss ways in which the results can be forecast into the future to form the basis for the analysis of intervention scenarios.