

Use of Digital Devices by Digital Immigrants and Digital Natives

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Abstract: The aim of this study is to examine the perceptions and habits of Bulgarian users in the context of the use of digital devices and technologies, as well as user experience (UX). The research was conducted from September 2020 to February 2023, with 197 individuals living in Bulgaria, primarily students, as well as a small number of adults. Two types of surveys were used to collect data: the first focuses on the use of information and communication technologies and UX evaluation, while the second focuses on the use of digital devices in everyday life and their significance for education and entertainment. The results show differences between age and educational groups in terms of device usage habits, work and entertainment habits, and perceptions of UX for technologies such as virtual reality (VR).

Keywords: digital devices, user experience, information and communication technologies, virtual reality, educational technologies, user habits.

1. Introduction

In recent decades, technology has significantly transformed people's lives, with digitalization impacting more and more areas of our daily lives. Research in the field of user experience (UX), focusing on digital devices [1-3], is essential for understanding how different user groups interact with new technologies. The UX definitely relies on a variety of icons and that is why special attention is to be paid to images used as icons [4]. In this regard, it is worth mentioning the proposed two-stage approach to studying the excessive use of smart technologies [5]. The adoption of digital technologies depends on various factors such as age, education,

social environment, and personal preferences. According to Mark Prensky, in his work "Digital Natives, Digital Immigrants," the way the brain functions physically depends on how individuals grow up. The brain of a person born in the 1980s works differently from that of someone born after 2000. He argues that the very pattern of information processing differs, introducing the following terms that will be used in this study: "digital natives" – those born after the advent of digital technologies, and "digital immigrants" – people who lived before that [6].

The aim of this study is to analyse the differences in the use of digital devices between students, pupils, and adults in Bulgaria. The research focuses on two main areas: the use of technology for education and entertainment, and the evaluation of user experience with new technologies such as virtual and augmented reality. The obtained results from the conducted survey could give information about how digital technologies are used by different age groups and how these technologies impact users' daily lives.

2. Methodology and Surveys

The study was conducted in two phases. In the first phase, from September 27, 2020, to December 3, 2021, the author surveyed 27 students from the University of Library Studies and Information Technologies (UniBIT), using a questionnaire that included 22 questions related to the use of information and communication technologies and user experience – Survey 1. In the second phase, from January 13, 2023, to February 3, 2023, 130 students aged 10 to 19 and 40 adults aged 20-55+ years were surveyed, using a questionnaire that included 29 questions focusing on the use of digital devices in everyday life – Survey 2.

2.1. Survey structure

The surveys were structured into four main sections:

- *Identification:* Age, education, occupation, place of residence.
- *Digital devices as part of everyday life:* How users interact with technologies in different everyday situations.
- *User experience and established habits:* Users' habits for using digital devices and their perception of the convenience and efficiency of these devices.
- *User experience with new technologies:* Users' impressions of innovations such as virtual reality (VR) and augmented reality (AR).

2.2. Survey results

The survey results show a clear division in digital device usage depending on age. While all students actively use digital technologies for education (Fig. 1), half of the younger students (ages 10-19) prefer traditional learning methods (Fig. 2). Among adults, the use of digital technologies for work and education is more

widespread, with an average of 8 hours per day spent on devices for these purposes.

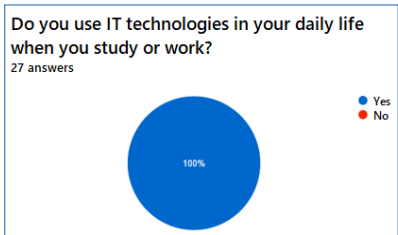


Fig. 1. Percentage of respondents using ICT for work or learning (Survey 1)

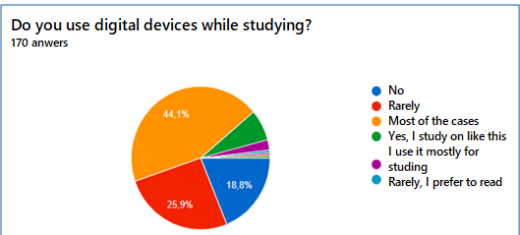


Fig. 2. Percentage of respondents using ICT for work or learning (Survey 2)

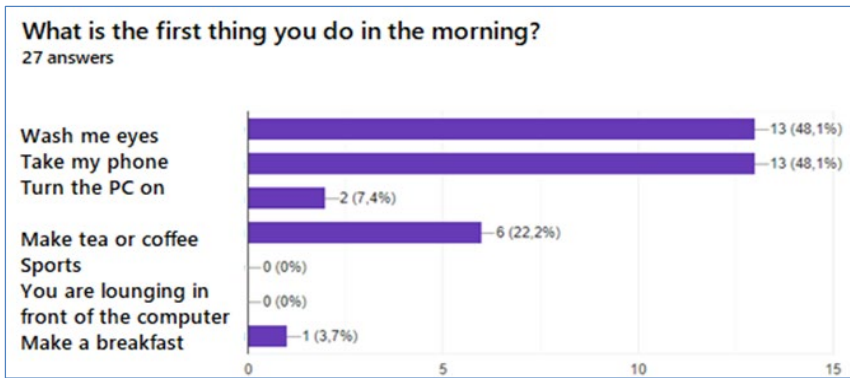


Fig. 3. Morning habits of respondents from (Survey 1)

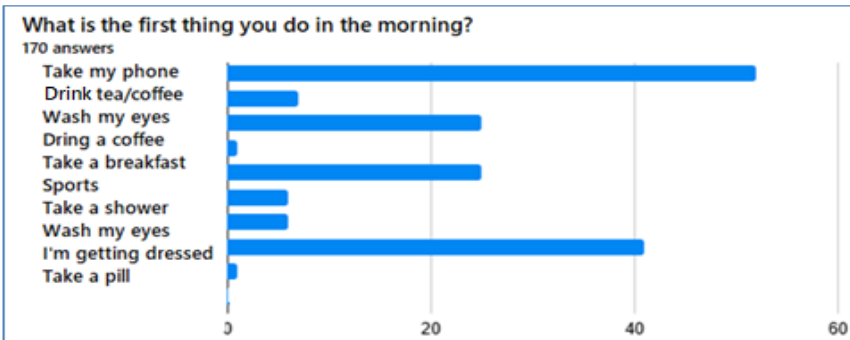


Fig. 4. Morning habits of respondents from (Survey 2)

The study shows that 30% of the respondents start their day by using their mobile phones, indicating a high level of dependence on mobile technologies right from the start of the day (Fig. 3) and (Fig. 4). For many users, the smartphone is

the primary means of accessing information and communication, demonstrating how integrated this device is in the daily life of young people.

User ratings for app customization are presented in (Fig. 5) and (Fig. 6). The results show that over 80% of all users prefer apps that can be personalized.

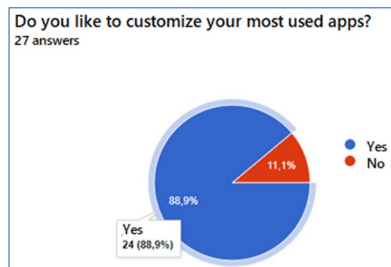


Fig. 5. Do you customize the appearance of the apps you use? (Survey 1)

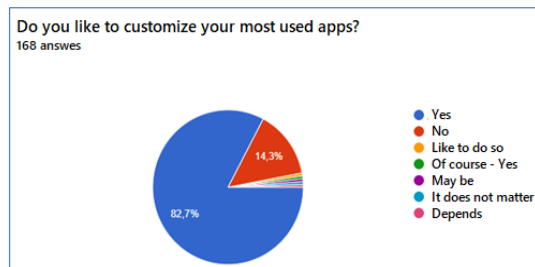


Fig. 6. Do you customize the appearance of the apps you use? (Survey 2)

Our study is consistent with other research that shows that the effectiveness of people's interactions with digital devices is influenced by various characteristics of an individual's cognitive style. Cognitive styles influence users' effectiveness, success, and satisfaction when interacting with digital devices [7].

Another part of the study focuses on the use of digital devices supplemented with virtual technologies. Virtual reality for educational technology is applied to bring real-life experiences into the classroom, while emphasizing the ability of technology to inspire and capture students' attention [8].

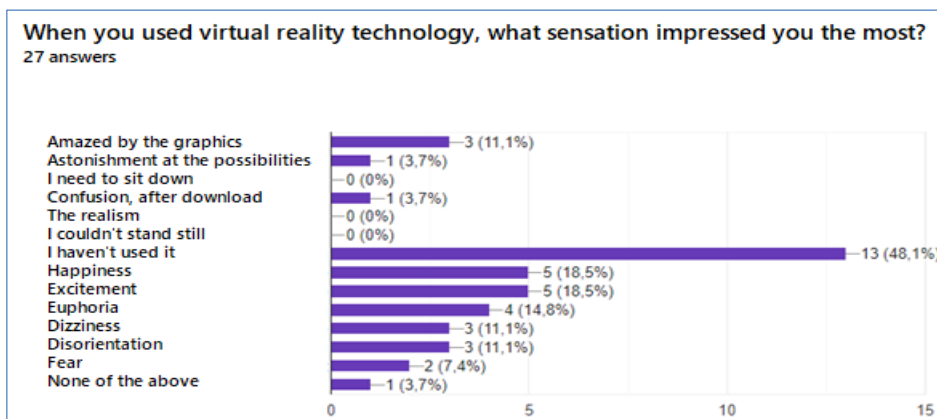


Fig. 7. Impressions of VR technology (Survey 1)

Although 62.9% of the surveyed students and 60.1% of the pupils expressed positive impressions of using virtual reality (VR), not all groups have easy access to this technology (Fig. 7) and (Fig. 8).

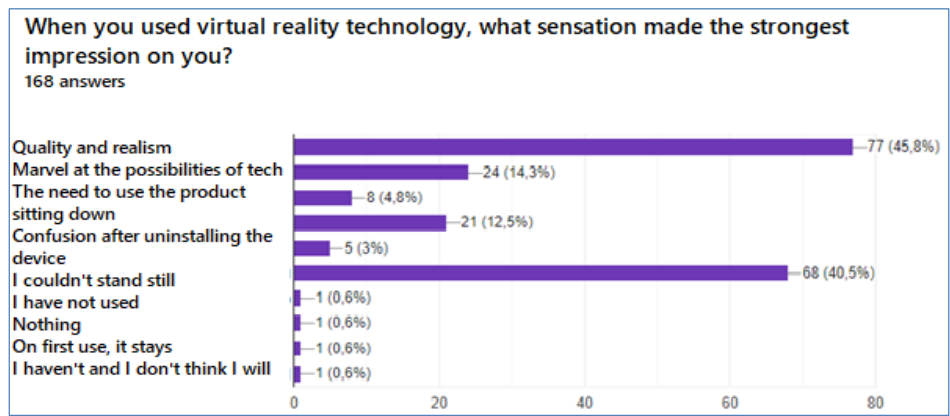


Fig. 8. Impressions of VR technology (Survey 2)

Only about half of the students have used VR technologies, which may be related to their higher educational background and the availability of equipment.

According to more than 70% of the respondents, the two most important criteria for a quality product are: “The product should be useful” and “The product should be easy to use” (Fig. 9) and (Fig. 10). This is one of the reasons these two criteria are prioritized among the seven criteria for good UX design of products [9].

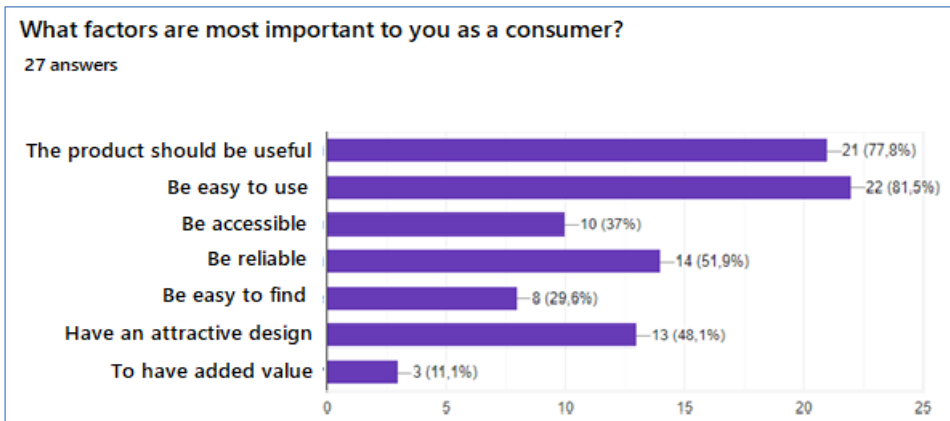


Fig. 9. What factors contribute to UX, according to respondents (Survey 1)

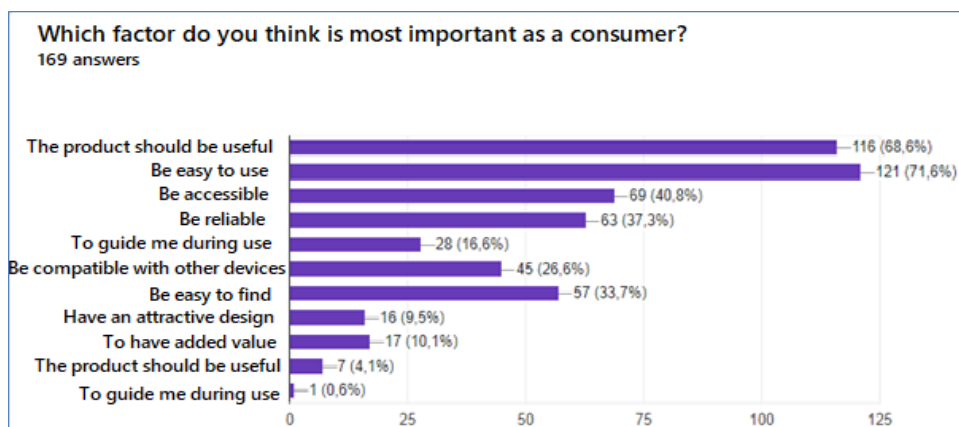


Fig. 10. What factors contribute to UX, according to respondents (Survey 2)

3. Analysis of Results

When considering the age distribution of responses, it becomes evident that students, who are digital immigrants, have integrated into the technological ecosystem and use more technological solutions for a wider range of purposes in their daily lives compared to pupils. Among digital natives, aged between 10 and 15 years, technology usage is primarily for entertainment and communication. As a general conclusion, it is observed that the time spent using digital devices and the variety of applications used over a 24-hour period increase with age.

There is a clear trend in the preferences for software personalization among both students and pupils, indicating that this is a key criterion for user experience when using digital devices.

The study found that around 50% of all respondents had used virtual reality (VR) technologies and had positive impressions. Improving accessibility to this technology will increase the number of users.

Regarding education, students use digital technologies not only for academic purposes but also for work, while pupils often prefer other forms of learning that do not require extensive digitalization. The conclusion that can be drawn is that the digitalization of education is advanced in universities, but there are still many areas for development of the digital infrastructure in secondary schools.

4. Conclusion

The study concludes that digital technologies and devices play an important role in the lives of users in Bulgaria, as they are used in various contexts – from education to entertainment. The studied groups – pupils, students, and adults –

show differences in their digital device usage habits, with adults spending more time on work and learning, while young people spend more time on entertainment. Furthermore, user experience is central to the choice of devices and technologies, with the most used devices being smartphones and laptops due to their mobility and easy accessibility. Positive impressions of virtual and augmented reality technologies indicate the growing importance of innovations in users' everyday lives, but access to these technologies is still limited.

The findings of this study can be useful for the development of new technologies and educational platforms that meet the needs and habits of different age groups and offer a better user experience.

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Appendix I

Survey “User Experience (UX) Evaluation Survey Combined with Information and Communication Technologies” – Appendix No. 1

Number of respondents: 27 students in “Computer Science” and “Information Technologies”

Total number of questions: 22

1. Which age group do you belong to?

- | | |
|---|--|
| <input type="checkbox"/> Under 18 years | <input type="checkbox"/> 40 – 55 years |
| <input type="checkbox"/> 18 – 29 years | <input type="checkbox"/> Over 55 years |
| <input type="checkbox"/> 30 – 40 years | |

2. Education level?

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Primary education | <input type="checkbox"/> Master's |
| <input type="checkbox"/> Secondary education | <input type="checkbox"/> Doctorate |
| <input type="checkbox"/> Bachelor's | |

3. In which field do you work?

- | | |
|--|--|
| <input type="checkbox"/> Information Technologies | <input type="checkbox"/> Management |
| <input type="checkbox"/> Medicine | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Marketing and Advertising | <input type="checkbox"/> Hospitality and Tourism |
| <input type="checkbox"/> Library Sciences | <input type="checkbox"/> Music Art |

4. Where do you live in Bulgaria?

- | | |
|--|--|
| <input type="checkbox"/> In a city | <input type="checkbox"/> In a small settlement |
| <input type="checkbox"/> In a large settlement | |

5. Do you use IT technologies in your daily life for entertainment, learning, or work?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

6. Do you perceive instructions better when they include images?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> No | <input type="checkbox"/> Rather yes |
| <input type="checkbox"/> Rather not | <input type="checkbox"/> Yes |
| <input type="checkbox"/> Neutral | |

7. How would you categorize UX as part of the product development process?

- | | |
|---|---|
| <input type="checkbox"/> Using UX is essential for developing a successful service/product | <input type="checkbox"/> Considering UX is useful when building a service/product |
| <input type="checkbox"/> Using UX is an important factor during the creation of a service/product | <input type="checkbox"/> Using UX is an unnecessary investment of time and money |

- 8. Which factors are most important to you as users? (mark 3)**
- | | |
|--|--|
| <input type="checkbox"/> The product should be useful | <input type="checkbox"/> It should be easy to find |
| <input type="checkbox"/> It should be easy and convenient to use | <input type="checkbox"/> It should be attractive, based on innovative technologies |
| <input type="checkbox"/> It should be accessible | <input type="checkbox"/> It should have added value |
| <input type="checkbox"/> It should be reliable | |
- 9. Do you like to customize the most frequently used applications to your taste?**
- | | |
|------------------------------|--------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Other |
| <input type="checkbox"/> No | |
- 10. What are the first two things you do when you wake up?**
- | | |
|---|--|
| <input type="checkbox"/> Wash your face | <input type="checkbox"/> Lounge in front of the computer with phone and coffee |
| <input type="checkbox"/> Take your phone | |
| <input type="checkbox"/> Turn on the computer | <input type="checkbox"/> Other |
| <input type="checkbox"/> Make coffee/tea | |
| <input type="checkbox"/> Exercise | |
- 11. Have you experienced discomfort when using devices that add 3D effects to objects: glasses or headsets?**
- | | |
|---|--|
| <input type="checkbox"/> Yes, I prefer headsets, glasses give me a headache | <input type="checkbox"/> No, I use them and I like the realism it achieves |
| <input type="checkbox"/> I've only used glasses, without discomfort | <input type="checkbox"/> I haven't used them |
- 12. When using a device/product, what is most important to you?**
- | | |
|--|---|
| <input type="checkbox"/> The product should be useful | <input type="checkbox"/> The product should be compatible with other devices |
| <input type="checkbox"/> The product should be ready to use immediately | <input type="checkbox"/> The product should be licensed |
| <input type="checkbox"/> The product should guide me during use | <input type="checkbox"/> The product should come from a specific company |
| <input type="checkbox"/> The product should be beautiful and comfortable | <input type="checkbox"/> The product should integrate the latest technologies |
| | <input type="checkbox"/> Other |
- 13. When you've used a virtual reality system, what impressed you most?**
- | | |
|---|---|
| <input type="checkbox"/> Amazement at the graphics | <input type="checkbox"/> Realism made me smile |
| <input type="checkbox"/> Surprise at the possibilities of the product | <input type="checkbox"/> I couldn't sit still, but I was afraid to move my legs |
| <input type="checkbox"/> The need to use the product while seated | <input type="checkbox"/> I haven't used it |
| <input type="checkbox"/> Confusion after removing the product | <input type="checkbox"/> Other |
- 14. Do you like applications with augmented reality for various landmarks that provide additional information about them?**
- ☐ Yes

- ☐ Yes, I really like it and find it useful
☐ I wouldn't install such apps on my phone
- ☐ No, I prefer to enjoy the place rather than looking at my phone
☐ Other
- 15. Do you have an IT brand/company whose services/products you prefer because they pay special attention to your experience while using them? Please provide an example.**
- ☐ The answer to this question is open _____
- 16. Are there services/products you stopped using because they didn't meet your needs? Please provide an example.**
- ☐ The answer to this question is open _____
- 17. Do you regularly use any of the technologies listed in question 17 in your daily life?**
- ☐ Augmented Reality
☐ Virtual Reality
- ☐ 3D Technologies
☐ No
- 18. If you use any of the technologies listed in question 17, please specify the reason.**
- ☐ For pleasure
☐ For work
- ☐ For learning
- 19. In your opinion, do the technologies listed in question 17:**
- ☐ Make our lives easier
☐ Complicate our lives
- ☐ I cannot answer
- 20. Do you like to visit museums virtually through 360-degree photos?**
- ☐ Yes
☐ Yes, I like that I can view everything calmly in detail
☐ No
- ☐ No, because if the movement isn't realistic, I get disoriented
☐ Other
- 21. When do you update the IT technologies you use?**
- ☐ They update automatically
☐ Immediately when I can
☐ When the new solution increases the usefulness of the technology
- ☐ When the new solution is easy and convenient to use
☐ When circumstances demand it
☐ When the technology is no longer in use

Survey "Digital Devices Usage Survey" - No. 2

Number of respondents: 170 Bulgarian citizens living in the Republic of Bulgaria

Total number of questions: 29

1. Which age group do you belong to?

- | | |
|---|--|
| <input type="checkbox"/> Under 10 years old | <input type="checkbox"/> 30 – 39 years old |
| <input type="checkbox"/> 10 – 15 years old | <input type="checkbox"/> 40 – 55 years old |
| <input type="checkbox"/> 16 – 18 years old | <input type="checkbox"/> Over 55 years old |
| <input type="checkbox"/> 19 – 29 years old | |

2. What is your level of education?

- | | |
|--|---|
| <input type="checkbox"/> No education | <input type="checkbox"/> Vocational high school education |
| <input type="checkbox"/> Primary education | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Secondary education | <input type="checkbox"/> Master's degree |
| <input type="checkbox"/> High school education | <input type="checkbox"/> Doctorate |

3. What is your occupation?

- | | |
|---|--|
| <input type="checkbox"/> Student | <input type="checkbox"/> Worker/Employee |
| <input type="checkbox"/> University student | <input type="checkbox"/> I hold a managerial position in a company |
| <input type="checkbox"/> Teacher | <input type="checkbox"/> Other |
| <input type="checkbox"/> Parent | |
| <input type="checkbox"/> Unemployed | |

4. In which field do you work?

- | | |
|--|--|
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Hospitality and Restaurant Industry |
| <input type="checkbox"/> Medicine | <input type="checkbox"/> Culture |
| <input type="checkbox"/> Marketing and Advertising | <input type="checkbox"/> I do not work |
| <input type="checkbox"/> Education | <input type="checkbox"/> Other |
| <input type="checkbox"/> Management | |
| <input type="checkbox"/> Finance | |

5. What is the first thing you do in the morning?

- | | |
|---|---|
| <input type="checkbox"/> Wash my face | <input type="checkbox"/> Have breakfast |
| <input type="checkbox"/> Pick up my phone | <input type="checkbox"/> Get dressed |
| <input type="checkbox"/> Take a shower | <input type="checkbox"/> Exercise |
| <input type="checkbox"/> Drink coffee/tea | <input type="checkbox"/> Other |

6. How much time do you spend on electronic devices while working/studying?

- | | |
|---|---|
| <input type="checkbox"/> 0 hours | <input type="checkbox"/> Up to 6 hours |
| <input type="checkbox"/> Up to 30 minutes | <input type="checkbox"/> Up to 12 hours |
| <input type="checkbox"/> Up to 60 minutes | <input type="checkbox"/> More |
| <input type="checkbox"/> Up to 2 hours | <input type="checkbox"/> Other |
| <input type="checkbox"/> Up to 4 hours | |

7. Since when have you been using digital devices?

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Since I can remember | <input type="checkbox"/> For 1 year |
|---|-------------------------------------|

- ☐ For 5 years
- ☐ For 10 years
- ☐ For 20 years
- ☐ Since they appeared

8. Do you use electronic devices for learning?

- ☐ No
- ☐ Rarely, I prefer reading
- ☐ In most cases
- ☐ Yes, I only learn on electronic devices

9. What digital devices and technologies do you use?

- ☐ Phone
- ☐ 3D glasses
- ☐ Smartwatch
- ☐ Augmented reality apps
- ☐ Tablet
- ☐ Desktop computer
- ☐ Xbox
- ☐ Laptop
- ☐ GPS locator
- ☐ Virtual reality glasses
- ☐ VR gloves
- ☐ Other

10. How do you make payments?

- ☐ I mainly use a debit card
- ☐ Only with cash
- ☐ I use my phone
- ☐ With a smartwatch
- ☐ Small amounts in cash, larger ones with a card
- ☐ Someone else pays

11. Do you understand instructions better when they are presented with pictures?

- ☐ No
- ☐ Rather not
- ☐ No opinion
- ☐ Rather yes
- ☐ Yes

12. Which of the following factors are most important to you as a consumer?

- ☐ The product should be useful
- ☐ It should be easy and convenient to use
- ☐ It should be accessible
- ☐ It should be reliable
- ☐ The product should guide me during use
- ☐ It should be compatible with other devices
- ☐ It should be easy to find
- ☐ It should be attractive based on innovative technologies
- ☐ It should have added value

13. Do you use navigation when traveling?

- ☐ No, I prefer not to use it
- ☐ Sometimes
- ☐ Only abroad
- ☐ Yes, to check traffic conditions
- ☐ Yes, as soon as I get in the car

14. Do you have an IT brand/company whose services/products you prefer because they pay special attention to your experience while using them? Please give an example.

- ☐ This question has an open-ended answer _____

15. When do you stop using a service or product?

- ☐ When the competition offers something better
- ☐ When they stop updating it
- ☐ When they become paid

- ☐ When I like one company, I don't change it
- ☐ Other

16. Do you like to customize your most used apps to your liking?

- ☐ Yes
- ☐ No

17. What will you do if you forget your phone and you won't be returning for 2 days?

- ☐ I will immediately go back as soon as I realize it's missing
- ☐ I will continue with my plan, I have another device through which I can communicate
- ☐ I won't go back, it must have been meant to be
- ☐ I will order it to be sent to me because I can't go back
- ☐ I will log into my account from another device and post on social media so all my friends and followers know
- ☐ I will panic
- ☐ Other

18. How do you entertain yourself?

- ☐ I exercise
- ☐ I watch TV/movies
- ☐ I watch sports events
- ☐ I play video games
- ☐ I study interesting things
- ☐ I meet with friends
- ☐ I travel
- ☐ I play team outdoor games
- ☐ I dance
- ☐ I draw
- ☐ I read books
- ☐ I read social media posts
- ☐ On my phone
- ☐ I listen to music
- ☐ I play a musical instrument
- ☐ Other

19. What type of games do you play?

- ☐ Virtual
- ☐ Board games
- ☐ Strategy games
- ☐ Shooting games
- ☐ Racing games
- ☐ Team games
- ☐ Other

20. How much time do you spend on entertainment through digital devices per day?

- ☐ I don't entertain myself by playing digital games
- ☐ Less than 1 hour
- ☐ At least 2 hours a day
- ☐ Between 2 and 6 hours
- ☐ Between 6 and 12 hours
- ☐ More than 12 hours

21. Do you have friends you met online and communicate only with them this way?

- ☐ No
- ☐ I cannot be friends with someone I haven't met in person
- ☐ Yes, but I wouldn't call them friends
- ☐ Of course, I have many friends I met online
- ☐ Yes, but they are few
- ☐ Other

22.How do you feel after playing electronic games?

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Tired | <input type="checkbox"/> Overexcited |
| <input type="checkbox"/> Nervous | <input type="checkbox"/> Unhappy |
| <input type="checkbox"/> Energized | <input type="checkbox"/> Stiff |
| <input type="checkbox"/> Happy | <input type="checkbox"/> Other |

23.What is your favorite mobile app?

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Revolut |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> WhatsApp |
| <input type="checkbox"/> Spotify | <input type="checkbox"/> Kaufland |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Waze | <input type="checkbox"/> Viber |
| <input type="checkbox"/> ePay | <input type="checkbox"/> Other |
| <input type="checkbox"/> Netflix | |

24.Do you like apps with augmented reality for various landmarks that give additional information about them?

- | | |
|---|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No, I prefer enjoying the place rather than looking at my phone |
| <input type="checkbox"/> Yes, I really like them, and they are useful | <input type="checkbox"/> I think audio guides are very useful, but not augmented reality |
| <input type="checkbox"/> They are good when done well | <input type="checkbox"/> Other |
| <input type="checkbox"/> I wouldn't install apps on my phone | |

25.Do you like exploring objects through virtual tours?

- | | |
|--|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes, I like that I can explore everything calmly, in detail | <input type="checkbox"/> No, because if the movement is not realistic, I get disoriented |

26.Have you experienced discomfort using devices that add 3D effects to objects: glasses or headsets?

- | | |
|--|--|
| <input type="checkbox"/> Yes, I prefer headsets | <input type="checkbox"/> I've used glasses only at the cinema without discomfort |
| <input type="checkbox"/> I've only tried glasses | <input type="checkbox"/> No, I use them and I like the realism they achieve |
| <input type="checkbox"/> I don't feel well when using such devices | <input type="checkbox"/> I haven't used them |

27.When you've used a virtual reality system, what sensation impressed you the most?

- | | |
|--|---|
| <input type="checkbox"/> The quality and realism of the graphics | <input type="checkbox"/> Confusion after removing the product |
| <input type="checkbox"/> Amazement at the product's capabilities | <input type="checkbox"/> I couldn't stay in one place, but I was afraid to move my feet |
| <input type="checkbox"/> The need to use the product sitting | <input type="checkbox"/> I haven't used it |
| | <input type="checkbox"/> Other |

28. How often do you make online posts?

- | | |
|--|--|
| <input type="checkbox"/> Never | <input type="checkbox"/> At least one post per week |
| <input type="checkbox"/> Very rarely | <input type="checkbox"/> I post interesting things every day |
| <input type="checkbox"/> Once a month | <input type="checkbox"/> Other |
| <input type="checkbox"/> Every two weeks | |

29. "Finish the sentence: 'Electronic devices and digital technologies have made human life '."

- | | |
|---|---|
| <input type="checkbox"/> Easier | <input type="checkbox"/> Lazier |
| <input type="checkbox"/> Safer | <input type="checkbox"/> More sedentary |
| <input type="checkbox"/> More interesting | <input type="checkbox"/> Happier |
| <input type="checkbox"/> More complicated | <input type="checkbox"/> Other |