The Domestication of the Internet
How time-pressed women integrate the internet into their role as household managers

Participants have New Powers Over Time

Shift Time
Convenience first
Matching time spent to importance
Making the most of time
The Domestication of the Internet
The Day We Took the Internet Away...

Pause Time
Convenience first
Matching time spent to importance
Making the most of time

Dial Time Up/Down
Convenience first
Matching time spent to importance
Making the most of time

Mirror Time
Convenience first
Matching time spent to importance
Making the most of time

Maximize Time
Convenience first
Matching time spent to importance
Making the most of time

Our study at-a-glance

2012
2010
2012
2010
5,600
624
12
6
10
10
23
32
25
10

What did participants do?
- They took a walk
- They talked to people
- They shopped
- They fixed things
- They took care of their kids
- They fixed things
- They fixed things
- They fixed things

Response Mode
I have to get it done now!
- I get a minute — I can look up a phone number or address
- I take care of something urgent, necessary or a product of the urgent, necessary or a product of the
- I want to do it quickly, not necessarily all at once

Opportunity Mode
I've got a minute — I can make progress
- I plan ahead for something I want to do
- I look at a task and think about how I might do it
- I take a minute to think about what I want to do

Routine Mode
It's time... time to check my bank balance
- I have to do something, so I check my bank balance
- I have to do something, so I check my bank balance
- I have to do something, so I check my bank balance

What did participants feel?
- They felt adrift
- They felt angry
- They felt frustrated
- They felt anxious
- They felt relieved
- They felt relaxed
- They felt adrift
- They felt adrift

The Day We Took the Internet Away...
We asked our participants to give up their internet for a day. No email. No banking. No shopping. No weather.com. No Facebook. Here’s what they told us:

Participants have More Modes to Manage Their Tasks

Convenience first
Matching time spent to importance
Making the most of time