Life on Demand:

How technology is transforming daily life

Contents

1.

Introduction.

In 2008 trend forecasters The Future Lab predicted a phenomenon where technology would allow us to seamlessly blend business and leisure. Dubbed 'bleisure,' the idea seemed a little far-fetched in a world that was still only at the beginning of the mass-market smartphone and tablet revolution. The practice of using smart mobile devices to do everything related to our work, personal and social lives was still far from a mainstream reality.

Fast-forward to 2014 and so much has changed it's as if decades – rather than a mere six years - have passed. **Seventy-six per cent** of Australians **now use a smartphone** and **45% use a tablet** [i] and there are more mobile services in operation in Australia - 31.09 million [ii] – than people.

But what impact is the explosion in the number of smart devices – and technology more broadly – having on how we live? Is this concept of 'bleisure' – the blending of work and play – a genuine reality? And for whom? What does it mean for the traditional boundaries between work, personal and social life? How have devices changed the way we work? How have they changed the way we play?

To find out Microsoft in collaboration with global research firm Ipsos conducted a quantitative survey of 1027 Australians aged 18-65 [iii]. Researchers also drew on ongoing qualitative research from *The Ipsos Mind & Mood Report* for further insights on how people feel technology is changing their lives.

LIFE ON DEMAND:
The transformation of daily life

Summary of key findings

It has been widely reported that technology has taken over our lives, and we're battling to stay in control of everything we need to get done 'right now'. When we started on this research journey that's what we believed too - and that only a small percentage of the population were in control of their blended work and leisure time. But the results show this simply is not true.

Australians across all age groups and demographics are masters of their technology and their time. Work and play are completely interchangeable – no matter what time it is, we maximise every spare moment, whether it's for life admin, work or leisure.

30% of Aussies are checking work emails on devices at home before they leave for work, 23% are doing work activities while they are socialising with their friends. 44% are doing work activities after work at home and 38% are working on the weekend.

But all that work is not at the expense of our leisure. 53% of Australians play while at work, dipping in and out of gaming, watching videos, online shopping, browsing blogs/media and checking or updating social media.

Our technology has become a constant extension of us, wherever we are – a complete departure from the way we lived life as little as five years ago. Social context and location no longer determine what we do. Two thirds of people use productivity apps to get things done throughout their day and 3/4 of Aussies believe technology has made their life easier.

Despite technology being embedded into our daily life already, an overwhelming majority think that there's still room for more. In the next ten years 40% of Australians believe we'll be using embedded wearables to monitor our health and well-being and one in three believe we won't have to go into the office anymore.

We're starting to see society question the cultural norms around presentee-ism – the need to be highly visible at work to signify that you are contributing. Flexible, collegiate ways of working are eroding the command and control style relationships between managers and team members that have been commonplace in the workplace until now. As a result, we'll start to see greater emphasis on trust, autonomy, and accountability in work, as exemplified by flexible work styles and practices.

The future workspace will evolve to provide a mix of environments suitable for different types of work. It will look less like a traditional office and instead embrace influences from our home lives and places where we relax and play, such as the local café. Indeed, future workspaces may not even be an office, for an increasingly mobile workforce, it will be wherever best enables the job to get done. Social media networks will become increasingly prevalent in the work environment as organisations continue to appreciate the value derived from social networking in our personal lives and applying it to get a competitive advantage in a corporate context. In this version of the future office, networks will be used to harness the wisdom of the crowd to solve problems, offer real-time feedback, share ideas, co-create products and improve social and cultural cohesion.

Technology has empowered and liberated us to do anything, anywhere, anytime but this new freedom and flexibility also has its 'growing pains,' challenging social and cultural norms about what it means to be present and focused on the here and now. After an intensely rapid period of adoption of devices we're entering a more reflective phase. We need devices and services that give the flexibility to move from one part

of our life to the next, but we're also learning how to adapt to this new way of living and negotiate some 'tech-etiquette' around the role of technology in our lives. An honourable 79% believe it's rude to text or use your phone when out with friends, while 71% get irritated when family/ friends use their phones when they are talking to them.

Millennials or 18-35 year olds, the group living the most extreme 'Life on Demand', are spearheading the call for a new phase in tech-etiquette with one in five imposing a no-contact time-out each week to help them 'switch off' and the same number doing some form of mediation to help them 'power down'.

'Life on Demand' is a reality for everyday Australians. This white paper paints a vivid picture of exactly what this new way of living looks like, and also explores what lies ahead to ponder the ways technology will continue to transform our lives.

2.

The Full Research Findings.

A QUIET REVOLUTION:
How the transformation of daily life snuck up on us

"I'm connected to work and social life all the time."

The results of this survey reveal that the way most Australians conduct their day-to-day lives has been transformed. Smart devices are now our constant companions and much of what we do in our daily lives involves some kind of interaction with them. This is the case no matter where we are, what time it is, who we're with or what else we're doing. They have become embedded into daily life and many can't imagine living without them. The ability to access the world and everyone we know from a device in our pocket feels like the most normal and natural thing now, a mere utility that we have a right to, rather than the relatively recent technological and social phenomenon that it really is.

We now have the world's knowledge at our fingertips and the ability to connect with anyone and everyone at will. There is, however, another facet to this mobile revolution and it's reinventing how we live our daily lives by bringing all of our worlds - work, personal and social - previously separate and compartmentalised – together into the one new 'space'.

Now, with our devices, we are constantly plugged in to all of our worlds, dipping in and out of them anywhere, anytime, constantly throughout the day, resulting in - as the research findings reveal - a new way of living where the once firm boundaries that have been in place since the industrial revolution are beginning to become less relevant. We are witnessing the beginning of the end of rigid divisions between 'work' & 'play,' and 'work' & 'personal,' as we have known them for the last 150 years.

It's happened so quickly, seamlessly and 'naturally' that it's difficult to remember what life was like before. It's the quiet revolution that literally snuck up on us.

Almost all Australians use some form of mobile technology

93% Use at least one **mobile device** (smartphone, tablet or laptop)

And they love their smart devices

82% Almost everyone **uses at least one smart device** (phone or tablet)

When asked to reflect on how devices and more broadly, technology, had changed their lives in the last five to ten years, Australians were clear about how central it had become.

"I can't imagine life without it."

"It's amazing how I can't live without technology now."

"There are very few times in the day when I am not using some sort of technology, whether it's my phone or laptop."

Some could hardly believe how different their lives were now.

"I can't see myself without technology for an extended period of time, whereas 10 years ago I didn't even have a phone."

"I've gone from nearly no technology to using it for just about everything."

OUR DEVICES ARE AN EXTENSION OF US

"My smartphone is attached to me. I feel odd without it."

41%

Panic when their **smartphone battery is low** when they are out and about
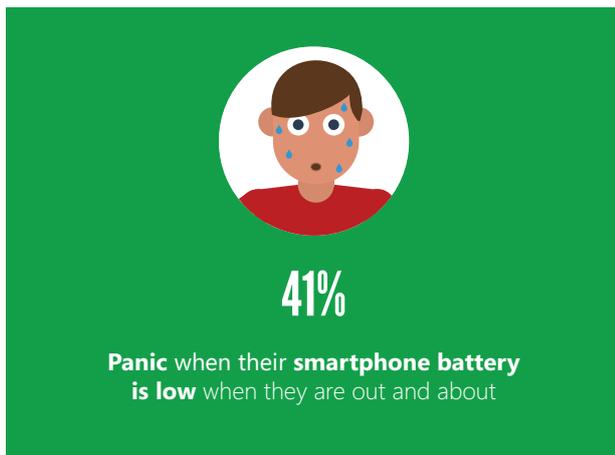
As smart devices have changed how we live, allowing us to stay plugged in to our work, social and personal worlds constantly throughout the day, our attachment to them has grown.

For many, devices have become much more than just mini computers and mobile gateways to the Internet. With so much of our lives – from our bank account to our best friend, mother and boss - accessed through devices and so much of our personal experiences and memories stored on them in the form of photos, videos, emails and texts, they have become super-charged with value and meaning. So it's hardly surprising that many report feeling a strong emotional and psychological attachment to them.

Many discuss their devices, smartphones particularly, as much more than just tools or appliances, but as extensions of themselves.

"I feel like something is missing when I don't have my phone with me."

"Couldn't live without my smartphone and tablet. I feel lost without them."

Participants also described their devices as repositories of everything that is important and valuable in their lives.

"I have everything on my phone, do everything with it. If I lost it, I would lose my life."

"My whole life is on my phone - banking, contacts, calendars/reminders. I would be lost without it."

Others felt empowered by having access to the world in their pockets.

"I couldn't live without my phone and instantaneous Internet access wherever I am."

"It [smartphone] has granted me an infinite wealth of information in the palm of my hand."

A snapshot of the average* Australian

Sleeps
7.9 hours
a night /
8.4 hours on the
weekend

Spends
48 mins
**commuting to
and from work each day**

Spends
17.5 hours
on the **internet**
a week

Has
21 apps
downloaded onto their
smartphone

Has
107
**Facebook
friends**

Has
18
**connections
on LinkedIn**

Average Australian working or studying

Life on Demand: How technology is transforming daily life

One device is not enough for many Australians
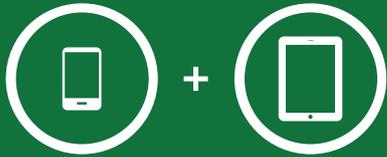
39%

Use both a
smartphone and a tablet

30%

Use all three devices -
tablet, smartphone and a laptop

Busy is the new normal: How we're keeping up with it all

1 in 2

Take a **power nap** to recharge their batteries for the day

1 in 3

Carry their smartphone **charger / portable battery** with them on the go

2 in 5

Drink multiple cups of **coffee** in a day to keep them going

7 in 10

Exercise weekly

LIFE ON DEMAND:
A new way of living

"I'm on my phone continually, checking messages, checking work emails, a quick text. I do everything on the run, it's so easy."

Smart devices have given us the ability to do almost anything, anytime, anywhere, creating a new way of living where location and social context no longer determine what we do.

But what does anything, anytime, anywhere actually look like? And what exactly are we doing anytime, anywhere?

To find out we asked survey participants to tell us what types of things they did on their devices throughout the day, starting from when they woke up right through to when they went to bed at night. The results revealed that Australians are indeed living life constantly in motion and shredding the boundaries between work, personal and social life along the way.

As the infographic opposite shows, work is no longer done only at 'work' but is now completely blended into our day. The 9-5, Monday to Friday work/play boundaries are becoming an outdated view of our working week.

58% believe that **technology empowers them** to do what they want, when they want

Personal and organisational tasks and chores are done everywhere, including at work and while out with friends. Bed has become the new leisure, entertainment and shopping zone, and so too has work. Connecting with friends on social media has become a 24/7 activity, where no location or social context is off limits, including at work or while out catching up with mates. Even the daily commute to work has been completely reinvented as the place to get things done – from work and grocery shopping right through to catching up on your favourite TV series.

Anything, anytime, anywhere: Location and social context no longer determines what we do

1 in 4
Are doing **organisational tasks** on their devices while they're out **socialising with friends after work/study**

Half
Are using a **smart device** while **in bed** to watch **videos, surf the net, access social media and shop**

THE TRANSFORMATION OF DAILY LIFE
We are living life 'on demand'
Australians working or studying

The boundaries between work, personal and social life are blurring with the average Australian using smart devices to dip in and out of these worlds throughout the day no matter where they are, what time it is, who they're with and what else they're doing. They're living life constantly in motion, using technology to do anything, anywhere, anytime.

WAKE UP: 6.50AM

MORNING AT HOME

30% check work/study emails on tablet/phone

46% do leisure activities on device (games, video, shop, read media/blogs)

41% on social media

ON THE COMMUTE

35% on social media

29% listen to music

46% do work/study activities

WORK

65% do personal activities on their devices

41% do leisure activities on device (games, video, shop, read media/blogs)

32% on social media

AFTER WORK OUT WITH FRIENDS

35% do leisure activities on device (games, video, shop, read media/blogs)

23% do work/study activities

AFTER WORK AT HOME

44% do work/study activities

42% use their smartphone or tablet while watching TV

SLEEP TIME: 10:45PM

WEEKEND

38% do work/study activities

THE REINVENTION OF THE WORK DAY

"Technology has changed my life dramatically - I can do work related things no matter where I am."

The very concept of the workday is being reinvented by smart mobile devices. Work is no longer done only at 'work' and the extent to which work has infiltrated other areas of daily life is startling. While most white collar workers - 70% - are still doing the majority of their work from the office (and 60% of all workers doing the majority of work from their workplace), there is almost no time, place or social context that is out of bounds now for plugging in to work. We're doing it at home before work, on the commute, at home after work, when we're out with friends, on the weekends and even in bed.

Technology has made us more productive

78% Believe that **technology increases their productivity**

42% of Australians* are doing **work related tasks at home** in the morning **before leaving for work/study**

23% are doing **work related activities** on their devices while out **socialising with friends after work/study**

44% are doing **work related activities** when they **get home from work/study**

38% are doing **work/study related tasks on the weekend**

*Average Australians working or studying

There are clear payoffs to staying connected to work, according to participants, including greater flexibility to do other things during traditional work hours and to get work done when it best suits them. In fact, **almost half believe that technology has had a positive impact on their ability to create work/ life balance.**

As these participants state, being constantly connected to work via their mobile devices freed them from the office.

> *"I don't need to be in the office all the time anymore."*

> *"Technology has made it possible for me to work away from the office. If I don't have appointments in the office I can still work from home or when I'm out and about."*

For others, staying connected to work helped them manage their productivity and efficiency **- almost half of working/studying Australians believed that being able to access work email on the go on their devices allowed them stay on top of their workload and get more done.**

Devices are transforming how we work in the office too

42%

Use more than one device at work

Amongst those who are working (full or part-time)

We're running our own businesses on the go

Employees aren't the only ones undergoing a transformation because of smart mobile devices. The self-employed are running their businesses anywhere, anytime too.

31% of self-employed workers spend more time working 'on the go' away from their main workplace.

> *"I can run my dance school on the go."*

> *"I now use my smartphone to run my business remotely."*

> *"I have a tablet and I run my business off it. I do my emails on it, Facebook. I don't use my laptop much, only for bookwork now."*

But devices are keeping us connected to 'play' at work too

Devices may be keeping us connected to work anywhere, anytime but they're also keeping us connected to play while we're at work. For every moment employees spent on work outside of the workplace and traditional work hours, they were also doing the reverse. Now, thanks to smart mobile devices, more and more **'play'** and **non-work** activities are being done while at work.*

41% are doing activities that fall into the **leisure and entertainment** category **at work/study** (such as shopping, playing games, etc.)

41% are doing **organisationsal activities at work/study** (such as online banking, managing calendars and making shopping lists)

Average Australians working or studying

The 18-35s are the masters of blending work and play

A snapshot of the average **18-35 year old**

33%
Spend more than 28 hours a week **online**

39%
Don't mind being **contactable by work 24/7** (amongst those working full or part-time)

76%
Use **productivity apps** to help manage their time

30%
Drink **energy drinks** to keep them going

1 in 5
Does some form of **meditation** to help them unplug

1 in 5
Takes a self-imposed 'no-phone', 'no contact' **time out**

THE TRANSFORMATION OF DAILY LIFE
We are living life 'on demand'
18-35s are living the most extreme version of life on demand

The traditional boundaries between work, personal and social/leisure aren't just blurred for this cohort – they don't seem to apply. This group is living the most extreme version of this new anything anywhere, anytime lifestyle, staying plugged in to their work, leisure and their social worlds everywhere they go. But they're also making the most effort to find some balance.

WAKE UP: 7.05 AM

MORNING AT HOME

One in five shops online on device

54% on social media

55% do work/study activities

ON THE COMMUTE

37% play games on their device

46% on social media

61% do work/study activities

WORK

45% on social media

51% do leisure activities on device (games, video, shop, read media/blogs)

78% do personal activities

AFTER WORK OUT WITH FRIENDS

30% do work/study activities

45% do leisure activities on device (games, video, shop, read media/blogs)

AFTER WORK AT HOME

56% do work/study activities

61% on social media
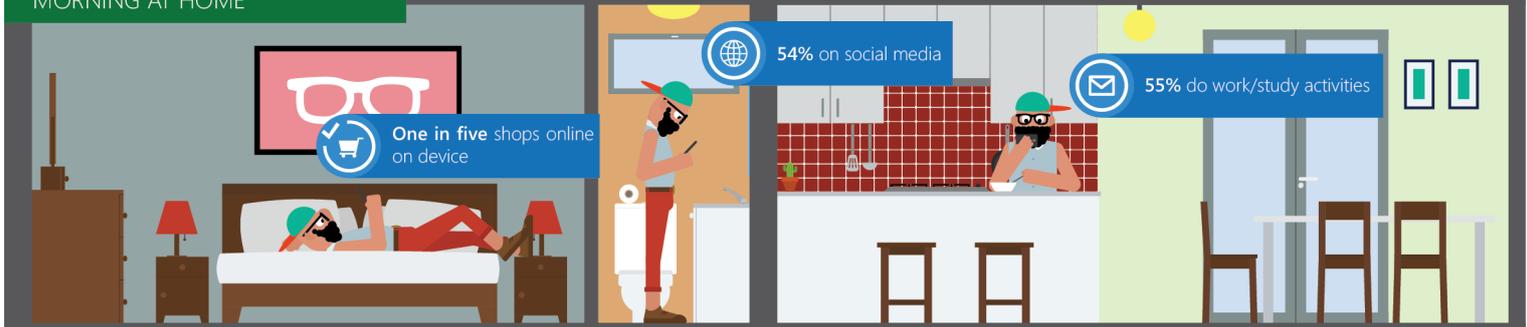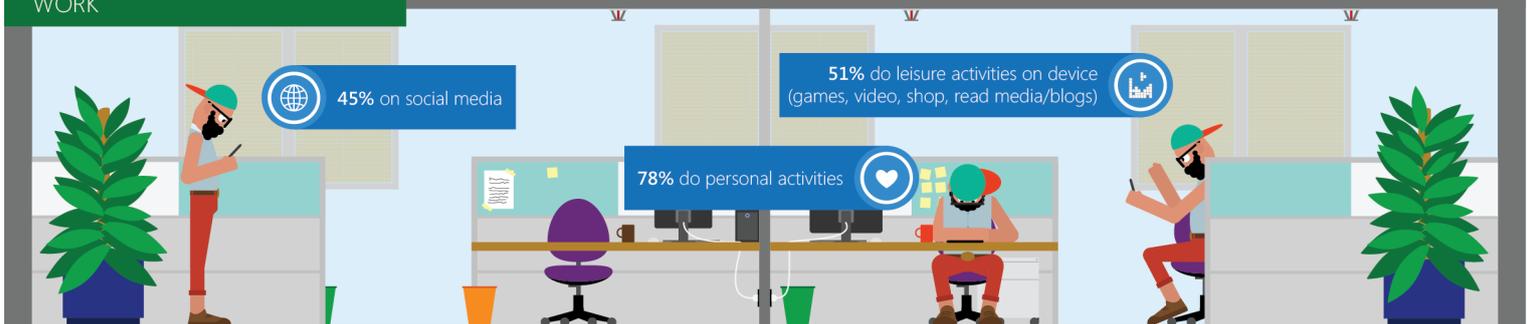
SLEEP TIME: 10:58PM

WEEKEND

47% do work/study activities

THE COMMUTE: THE NEW PRODUCTIVITY ZONE

"I'm on my phone all the time on the bus. Facebook is my 'get through the bus trip' mentality."

Gone are the days when daydreaming or reading a book were the only activities appropriate during the daily commute on public transport to and from work.

The average Australian (working or studying) spends 48 minutes a day commuting and devices have enabled those who take public transport to put their time to good use, transforming the daily commute into an important productivity zone where they're getting all sorts of 'life admin' tasks done, as well as catching up with friends on social media and what's been going on in the news.

We're doing it all on the commute using devices*

Activity	Percentage
Are on **social media**	35%
Are checking **work/study emails**	32%
Are doing **work/study related activities**	46%
Text or message friends	27%
Play games	26%
Watch video/TV content or **shop online**	24%
Do **online banking**	19%
Listen to music	29%
Read **news websites**	32%
Watch sport or check **sport scores**	16%
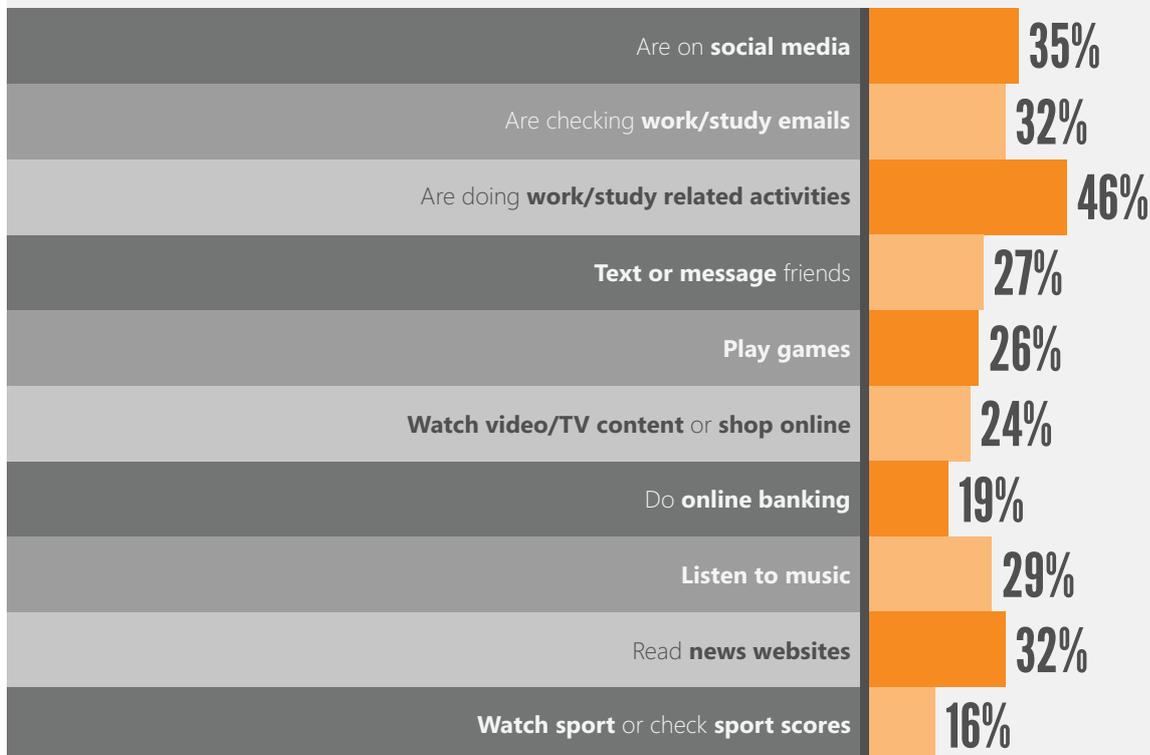
Amongst those who commute on public transport

Life on Demand: How technology is transforming daily life

THE UBIQUITY OF 'PLAY'
– WE'RE PLAYING EVERYWHERE, TOO

"I use my smartphone for entertainment, I read books, play games and watch overseas news on it."

Devices may be keeping us connected to work, but they're also keeping us connected to play - even at work. We can now dip in and out of leisure and entertainment activities whenever we have a spare moment, no matter where we are. Play and leisure are now a ubiquitous part of daily life.

32% **Play games** on their smartphone / tablet daily

Devices are keeping us constantly plugged in to play, no matter where we are

What we're doing for '**play**' on our devices:

🎵 listening to music   🎮 playing games

🛒 online shopping   ▶ watching video

🏓 checking sports scores   🎬 reading media/news sites & blogs

Where we're '**playing**' on our devices.

46%	60%	41%	73%	35%	74%
Before work	On the commute*	At work	Home after work	Out after work	Weekends
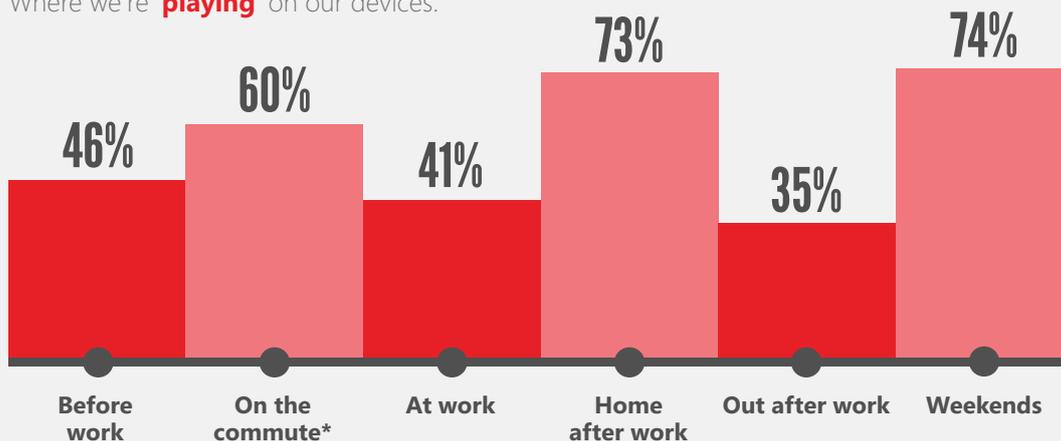
The percentage of Australians (working or studying) using their devices at different times of the day for play & leisure

*Amongst those who use public transport

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But it's not all about play, technology is also enriching how we connect and learn

Many study participants felt that their devices – and more broadly technology and the Internet – had greatly enriched their lives by becoming tools for learning and discovery and for making new and meaningful connections.

"Technology has enabled me to make rich, deep connections with people around the world that I would never have met otherwise. It's also enabled me to research and learn about subjects in my own way and at my own pace."

"It has expanded my hobbies, arts and crafts. I use it in every aspect of my life. Many of the hobbies I do could not be done now without access to technology."

"You play games with people you've never met online and they develop into deep friendships. We've got friends all around the world now."

And it's not just working Australians that are using technology for play and learning – retirees are too.

Retirees* are embracing technology as part of their leisure time

Age is no barrier when it comes to technology, with retirees embracing mobile devices to do everything from shop online and play games throughout the day.

"Technology has absolutely changed my life - I'm retired now and it's 80% of my recreation time."

48%
Are on **social media** during the day

41%
Stay in contact with friends and family via **text message**

30%
Use their device to **check emails** during the day

33%
Use their device to **shop online** during the day

54%
Use their devices to do **leisure & entertainment** activities during the day

1 in 5
Are using their devices to **play games** during the day

*Retirees aged up to 65 years.

We love our devices but we're still doing all of the things we used to do for fun

81%

Watch TV daily (all formats)

48%

Read a book weekly (hard copy or digital)

60%

Hit the shops weekly for a dose of retail therapy (bricks & mortar and online, excluding grocery)

37%

Eat out at least once a week

53%

Go out to **socialise with friends and family** at least once a week

23%

Play games on a gaming console at least once a week

21%

Attend a live **sporting event** at least once a month

30%

Go to the **cinema** at least once a month

THE UBIQUITY OF 'FRIENDS'
– WE'RE SOCIAL-ISING EVERYWHERE

"The first thing I do when I wake up is get on my phone and check social media. At work I'll have the smartphone on the whole time, I'm always checking Facebook."

Connecting with friends and family is no longer something we do only in our spare time. We're connecting to them on social media and via text message/ messaging apps 24/7, no matter where we are, who we're with or what else we're doing.

This new era of ubiquitous social media and messaging has turned the very concept of 'social life' on its head. Almost every place and space – including the office, the bus and our beds have become zones for socialising.*

Technology has made us more social

50%

Agree that they **communicate much more often** with their friends, family or partner because of **social media & text/messaging apps**

74%

of **18-65 year-olds** are active on **at least one social media platform**

41% are on **social media at home before** they leave for **work/study**

32% are on **social media** while at **work/study**

29% are on **social media** while they're **out after work/study** with 'real' friends

45% are on **social media** (amongst other leisure activities on phone or tablet) **in bed**

32% text/use messaging apps to **communicate** with friends/family while **at work/study**

*Amongst average Australians working or studying

Social media report card: How connected are Australians?

18-25 year-olds

88%	f	239
37%	twitter	29
45%	instagram	59
26%	in	13

26-35 year-olds

83%	f	146
39%	twitter	24
31%	instagram	17
37%	in	22

36-45 year-olds

76%	f	85
25%	twitter	9
19%	instagram	9
33%	in	23

46-55 year-olds

67%	f	51
19%	twitter	6
7%	instagram	1
25%	in	14

56-65 year-olds

57%	f	37
18%	twitter	1
7%	instagram	1
26%	in	14
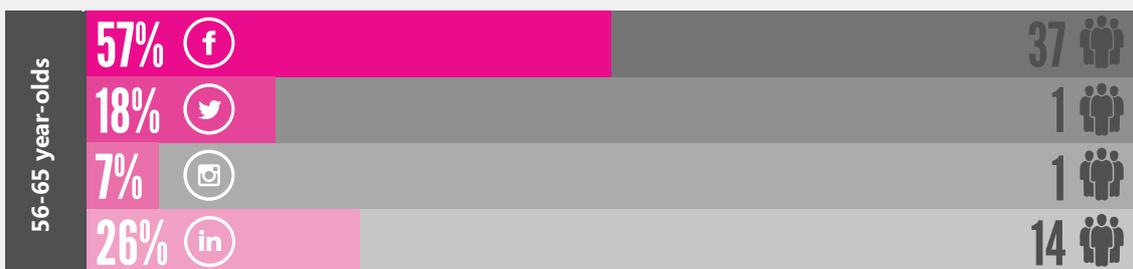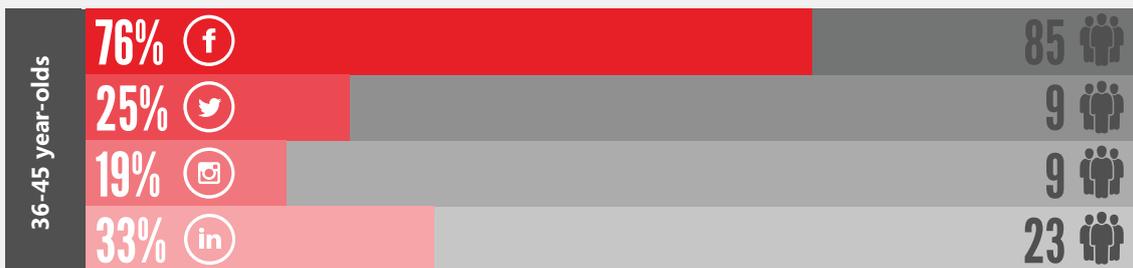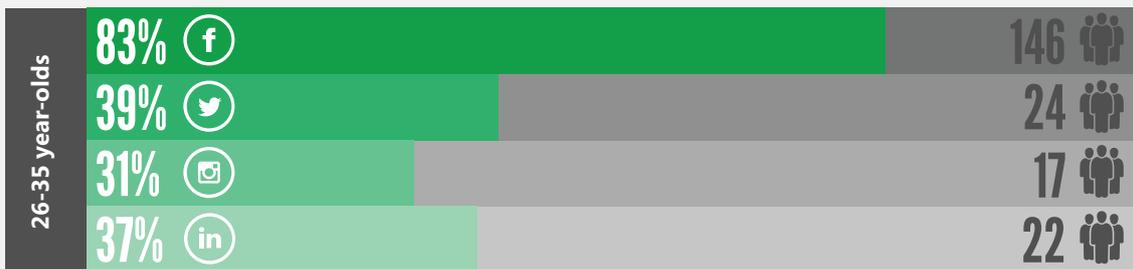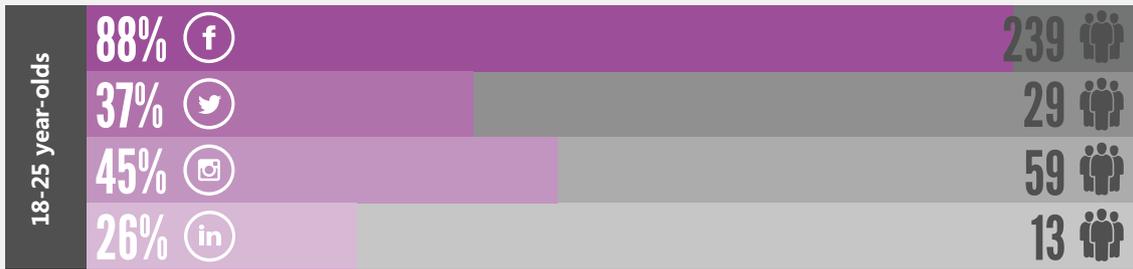
% of population in each age group
on each social media platform.

= Average number of friends /
followers / connections

APP-TIVITY: WE'RE DOING IT ALL WITH APPS

"Everyone has a chore. I've downloaded an app, everyone has a day for washing the dishes, then the cleaning of different rooms rotates."

Apps have become an essential element of digital life, moving far beyond acting as simple 'shortcuts' to specific online destinations such as our bank and Facebook page. Apps have become essential tools that extend the utility of devices in a myriad of ways, including helping us to increase productivity and help organise our lives, monitor our fitness and wellbeing, and amuse ourselves.

The average Australian has:

21	**24**	**9**
Apps on their smartphone	Apps on their tablet	Apps on their laptop

Apps downloaded, that did not come pre-installed with the device.

Types of apps they are using:

Type	Percentage
Use **gaming** apps (games for them, not their kids)	68%
Use **banking** apps	61%
Use **messaging** apps	41%
Use **music** apps	37%
Use **health and fitness** apps	29%
Use apps for **grocery shopping** (planning, making lists, shopping)	25%
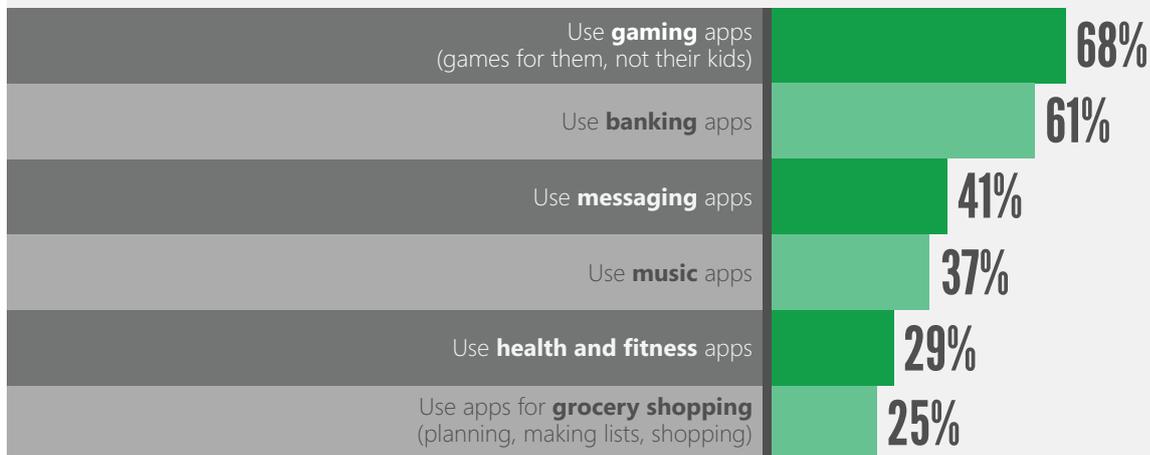
Many still marvel at the kinds of things they were able to do with apps – from tuning in to global media to organising their shopping and managing the household chores.
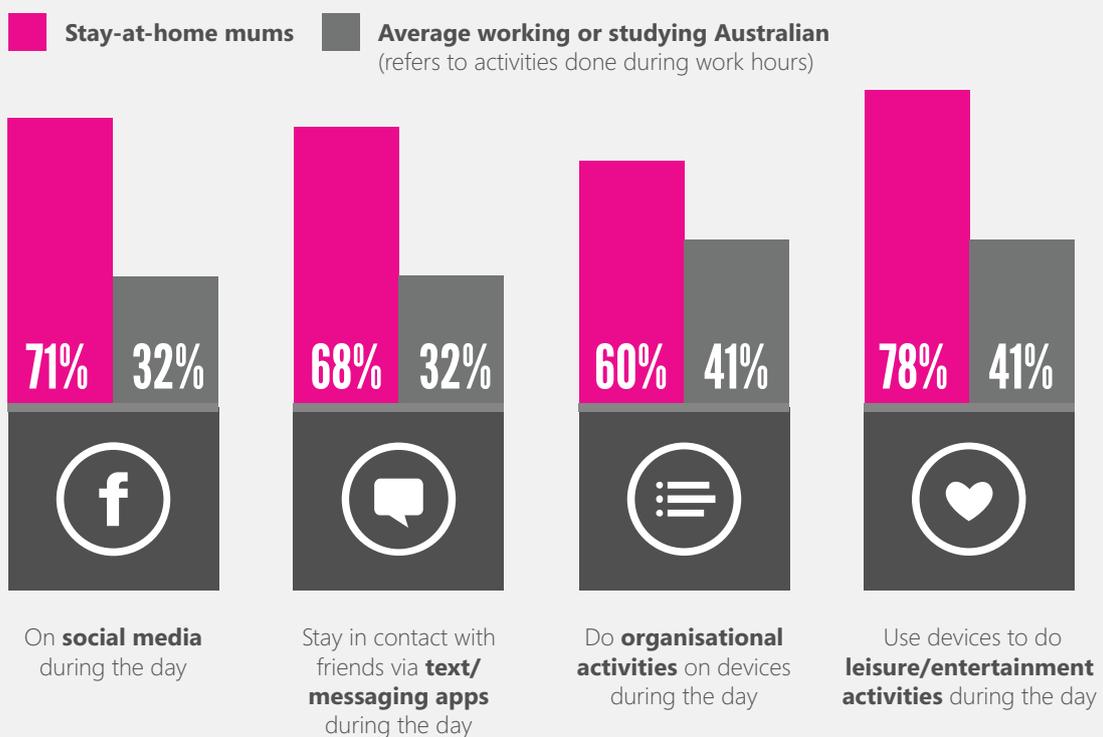
"On my phone I've got this app called TuneIn Radio and I listen to it all day at work. There are 50,000 stations and I just pick the music I want and it only plays that genre of music all day. It's awesome."

Stay-at-home mums are super connected

Smart devices are essential to the daily life of stay-at-home mums, who are using them to stay connected to their social world, organise the family and weave a bit of leisure and play into daily life.

"I buy a lot of things online now. I spend more time online these days".

■ **Stay-at-home mums** ■ **Average working or studying Australian** (refers to activities done during work hours)

71% 32%	**68%** 32%	**60%** 41%	**78%** 41%
On **social media** during the day	Stay in contact with friends via **text/ messaging apps** during the day	Do **organisational activities** on devices during the day	Use devices to do **leisure/entertainment activities** during the day

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A NEW ERA IN LIFE 'MANAGEMENT'

"I organise my life using reminders/calendar on my devices."

With so much information and communication coming at us throughout the day – from Facebook messages and texts to work emails, calendar notifications and the newsletters we subscribe to from our favourite blogs - the need to 'manage' it all has increased exponentially.

Many participants felt that smart devices had greatly enhanced their ability to manage their lives by bringing all of their worlds together into the one 'nerve centre.'

"My phone basically organises my life. I love having all my emails in one spot, my calendars synched."

There was very little that participants weren't doing on their smartphones.

"I have no home phone and rarely use my laptop… my smartphone does it all wherever I am."

"I use my phone for everything [online]. It's pretty much a computer. I only use my laptop for study."

Staying organised wasn't the only benefit discussed by participants. The majority believed that technology, more broadly, had not only made their lives easier, but more productive – both at home and at work.

On the work and study front, technology helped participants work more efficiently.

"Technology has enabled me to work faster and smarter."

"I'm faster, more organised."

"It's allowed me to study more efficiently."

On a personal level, the majority believed that technology saved them time on the tedious but necessary chores of daily life, which they believed helped them reclaim time for leisure and play.

"It allows me to do things more easily and in shorter frames of time, letting me spend more time doing what I want with the people I want."

"It's created more time for leisure activities because work can be done more quickly via technology."

"Technology has freed up my time from running errands, I can do all of that at home now."

Technology boosts our productivity

Believe that **technology makes their life easier**	**73%**
Use productivity apps*	**65%**
Believe that being able to do tasks like paying bills at home or during the commute **saves them time** for other things	**62%**

*Amongst those who use devices (laptop, smartphone or tablet). 'Productivity' apps include banking, transport, expense and budget, etc

THE TRANSFORMATION OF DAILY LIFE
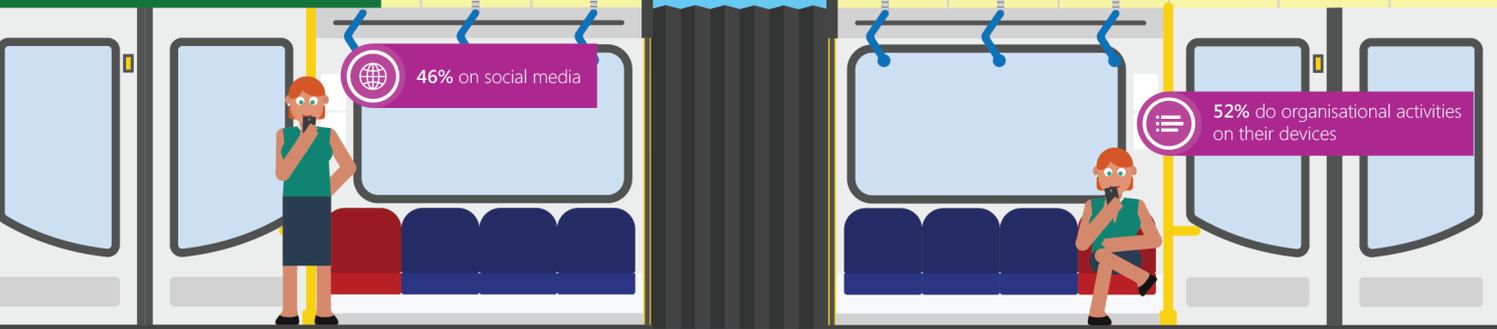## We are living life 'on demand'
Working mums are masters of productivity

Working mothers are the master jugglers of technology, embracing the blurring of boundaries by putting spare moments anywhere, anytime to good use so they can get things done. They're using devices to organise their busy schedules (and the kids) and knock household tasks off the to-do list at every opportunity but also to stay conneted to their social worlds, via social media and text/message apps, to weave a bit of play into their day.

WAKE UP: 6.36AM

MORNING AT HOME

52% do organisational activities on their devices

34% texting and messaging friends/family

47% on social media

ON THE COMMUTE

46% on social media

52% do organisational activities on their devices

WORK

46% do organisational activities on their devices

36% texting and messaging friends/family

One in four catching up with news/media on devices

AFTER WORK AT HOME

52% cook while watching TV or using smartphone/ tablet

61% do organisational activities on their devices

46% do work/study activities

34% shops online on device

SLEEP TIME: 10:40PM

WE LOVE BEING CONNECTED BUT WE ARE ALSO LEARNING TO 'LOOK UP'

"I am constantly plugged in now, I'm constantly connected."

The rise and rise of smart devices also has some downsides too, according to study participants.

After an incredibly fast rate of adoption and what could be described as a period of enthusiastic 'binging' on devices, where we just couldn't seem to get enough of them, some are starting to take a step back and reflect on the social and emotional impact of all of this screen time.

For some, it was the sheer ubiquity of screens that caused them to feel conflicted, with **35% reporting that they felt overwhelmed with all of the technology in their lives sometimes.**

The majority – **72% - also felt that devices had created a culture of 'right now,' believing that others expect an instant response to their emails and texts.**

> *"These phones have changed everything. It used to be that when someone sent you an email they expect a response by the end of the day. Now when someone sends you an email they expect a response straight away."*

Some felt that devices could distract them from being truly 'present' when they were with family and friends. This sentiment was also captured recently in the hugely popular video, **Look Up**. A call to arms against the trend towards living life glued to screens, the video (which has been viewed more than 45 million times - at the time of writing) pleaded for us to 'look up' from our screens and plug back in to the 'real' people and experiences of the present moment.

The majority of participants in the study mirrored this sentiment, believing that the time had come to develop some etiquette around when to use devices.

It's time for some tech-etiquette

Screen time was a big NO NO when interacting with family and friends.

79%

Think it's **rude** to **text** or **use your phone when out with friends**

71%

Get **irritated** when family/friends **use their phones when they're talking to them**

WE'RE READY FOR A FUTURE WITH MORE TECHNOLOGY

"I believe that in the next ten years I won't have to leave the house to go to work or do the shopping or anything else."

With change now a constant in our lives, many are wondering what else the future could possibly hold.

Despite technology being embedded into our daily life already, an overwhelming majority think that there's still room for more, with **79% believing that we will become more dependent on it in the future. And it's going to be a bright future**, according to more than half, **who say they are excited about the future of technology.**
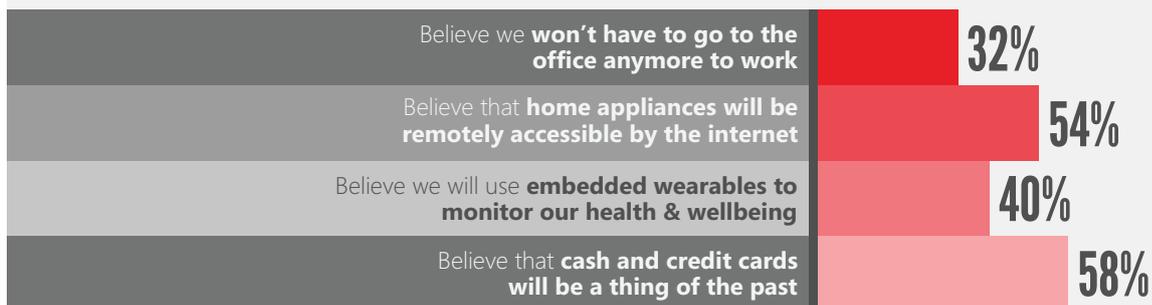
When asked to ponder what was in store for the future; participants imagined a life with even more flexibility, mobility and connectivity.

"I'll be able to work when and where I please through remote connection which will become a reality with better data speeds and connectivity of smart devices."

"A lot of things will be able to be done remotely and less need to go outside your home except for socialising. We will work with people around the world instead of just in the country. Tech will make life easier, everything more connected."

"I will be able to be more mobile and still be in complete access and communication with everything and everyone. We'll rely on technology for everything in life."

What else do Australians believe lies ahead in the next ten years?

Believe we **won't have to go to the office anymore to work**	**32%**
Believe that **home appliances will be remotely accessible by the internet**	**54%**
Believe we will use **embedded wearables to monitor our health & wellbeing**	**40%**
Believe that **cash and credit cards will be a thing of the past**	**58%**

3.

What
Next.

WHAT NEXT:
Experts reflect on the findings

So what does the new Life On Demand culture mean for the future of work and play and society at large?

Steven Miller
Head of Microsoft Office Division, Microsoft

While the rise of Life on Demand didn't surprise Steven Miller, the sheer range of what people were doing 24/7 did. "One of the most interesting things about these findings is the amazing array of activities people are doing on their devices," he says. "They work, play, talk, create, share, collaborate, research, watch, listen, they manage – the list goes on. When you think about it, this is a significant departure from how we lived life in the very recent past, where people's activities were predictably tied to specific times and places and where they used specific devices for specific tasks," he says.

"Our devices have become much more than just utility products, they're the nerve centres of our lives," he continues. Miller believes that devices have also democratised technology in ways we could only have dreamed about in the past. In years gone by, technology companies designed software and hardware tailored specifically for particular 'types' of consumers but the growth of devices as mass market lifestyle tools has meant that labels have become irrelevant. "We make stuff for 'people,' " Miller explains. "Not office workers, consumers, IT Pros or developers. Just people – who are, more and more, integrating technology into all parts of their lives. Technology isn't just a tool anymore, it's a facet of modern life".

Miller also believes that the job of technology in the future is to find innovative and creative new ways to enhance this sense of seamlessness that people are embracing in their lives. "People move fluidly between activities, without changing who they are, from minute to minute," he says. "We want our devices to work harder for us so we can get more out of our day,

it's about picking up where you left off with friends, family and work - and it's interchangeable."

The explosion of smart devices isn't just changing how we live, Miller says. It has also has major implications for creativity, particularly via apps. "It's been fascinating to see how people are starting to unlock the creative potential of their devices, " he explains. "The big categories that we've seen so far in apps are entertainment/games, organisation/productivity and health but I think we've really only scratched the surface of what we can do with our devices using apps. Apps and software can transform our devices into almost anything and the possibilities for our personal creativity are endless. They have the potential to transform our devices into a kind of 'artist's' tool kit of the future."

"As a technology company, a big part of our job is about imagining the future, about anticipating where people will want to go next. That's why we have such a broad innovation and developer agenda. We watch how people navigate their day and work to remove the friction and frustrations that keep them from doing even more in both their personal and professional lives. And they need services that follow them throughout their day, wherever it takes them."

"The relationship we have with our devices is constantly evolving and we're designing the software of tomorrow to enable people to harness all the possibilities at their fingertips. The balance we individually find with technology is personal to our own individual needs which is why we need to create a user experience you can make uniquely you and fit into your increasingly fluid life".

Foad Fadaghi
Managing Director, Telsyte

The degree to which technology has become embedded into daily life comes as no surprise to analyst Foad Fadaghi, who heads the Australian technology research firm Telsyte. "Once you're connected, there's no going back," he says. "As technology advances, the lines between the different parts of our lives are going to become more blurred."

Fadaghi believes that the blurring of boundaries around work have facilitated a whole new and exciting era of collaboration for business. "I can work with people in say, San Francisco, anytime, it's so seamless. Technology is allowing us to be everywhere at once, no matter what time of day it is here or in another country or where we happen to be," he says. "Once only multinationals could collaborate on a global scale for business like this. Now any kid with a device can connect with other people around the world to share ideas and create new things. The implications for how we do business and innovation are huge."

But like the participants in the study, Fadaghi believes that the time has come to impose a degree of self-regulation on our use of devices. "You can understand if people feel overwhelmed by technology sometimes," he explains. "You have to consciously switch off because we're always connected by default now. Whereas in the past it was the reverse – we had to consciously switch on. You had to sit down and boot up the computer and consciously connect to the Internet. Now, when you come home at the end of the day you have to consciously choose to switch off, to put the phone down and watch the sunset or read a book instead."

Jess Scully
Curator, Vivid Ideas and TedEx

Much like Microsoft's Steven Miller, curator Jess Scully, who is part of the team behind the Vivid Ideas and TedX events in Sydney, believes that smart devices have the potential to increase our creativity. And not just for creative 'types,' but for everyday people by putting the tools of creation in everyone's pockets. "I think that this explosion in smart devices is creating the foundation for us to move from a consumption model to a creative one. Our devices won't just be about consuming data," she says.

"We're going to see more creative tools in the form of apps, that extend the utility of devices so they become instruments for creativity – rather than just instruments of broadcast and consumption. In this way, they become devices of creation, not just communication."

The beauty of apps, she believes, is that they have the potential to simplify complex technologies, making them accessible in ways we could not have imagined in the past. "Apps provide us with tools with simple interfaces that are intuitive, allowing us to do things that previously only experts could do," she says.

Life on Demand: How technology is transforming daily life

4.

The Future.

WHAT THE EXPERTS PREDICT:

Interview with trend forecasters The Future Laboratory

Technology is already an integral part of our lives and we're certainly ready for more, according to the research findings, but what do the experts believe lies ahead?

We asked trend forecasters, Future Laboratory, who first predicted the 'Bleisure' trend in 2008, what the key trends are for the future.

How do you think 'bleisure' will evolve in the future?

The significance of bleisure is growing. It began with habits such as checking work emails at home and home emails at work, but now these kinds of behaviours are permeating how we work, where we work, and what we think of as work.

We're starting to see the cultural norms around presentee-ism – being highly visible at work to signify that you are contributing – fading in the Bleisure era. Bleisure and flexible, collegiate ways of working are eroding the parent-child style relationships between managers and team members that have been commonplace in the workplace until now. As a result, we'll see greater levels of trust, autonomy, and accountability in work, as exemplified by the flexible patterns.

How do you think people are coping with ubiquitous connection?

As with any trend that advances quickly upon us, there are growing pains. We recently looked at how people were seeking contemplative spaces at work and yearning for digital downtime; meanwhile designers are facilitating this with 'cold spots' in offices and making WiFi unavailable. The rise of mindfulness as a movement signifies that some people find it difficult to switch off. Whil.com, a site by Lululemon founders Chip and Shannon Wilson, is designed to help people to turn off their brains for 60 seconds by visualising a dot. The tagline for the site – 'Power down, power up and power forward' – places emphasis on meditation, which enables people to become more productive and active.

What do you forecast for the world of work?

When you look at the most progressive workspace designs, very few of them look like offices. We will always have buildings that provide quiet areas for focused thought, but increasingly zoned areas in which workers can alternate between business and leisure will become the mainstay. The future workspace will look less like an office and more like a multi-purpose apartment or leisure park. Social media networks will become 'bleisurite' business tools as we turn to open and closed networks to manage our increasingly blurred office and leisure routines. In this version of the future office networks will be used to offer feedback, share ideas, co-create products and improve social cohesion. But the growing use of the virtual will still drive us back to the live and the real.

What about the role of technology in the world of play and leisure?

Technology is becoming more key in how people relax and act out their leisure time. The advent of gesture recognition interfaces like Microsoft Kinect has meant that gaming has and will continue to become more physical. Also, developments in virtual reality have the potential to drastically change how we view content, meaning that we can 'live' out experiences in the digital world rather than just 'view' them.

These advances will change the face of gaming, and push it into a scenario which blurs the line between gaming and other experiences in the new digital realm. For instance, you will be able to experience a documentary that looks at the origin of sea life, where you will float in the ocean and be able to shrink yourself to the size of a piece of plankton, or grow to the size of a blue whale. In the virtual reality experience, you will be the master of 'reality.'

How do you think technology will impact this new generation of children?

Generation I, as we call them at The Future Laboratory, are growing up with new expectations of what technology can do. Although statistically children are spending more time indoors, they want to be no less active. Expect to see more of active games that require physical interaction channeled through digital channels.

A great example of this is the play area at the Royal London Hospital, where a digital game called Woodland Wiggle is designed to help children that may have spent time recuperating in bed to become more active. The children have to jump and stretch to catch musical notes as they descend on a giant screen.

What are the other key developments that Future Laboratory forecasts for the next 10 years?

Dawn of the Age of Everyware

Global technology research firm IDC states that by 2015, 37% of the world's labour force, or 1.3bn people, will identify as mobile workers. The company also predicts that 1 trillion networked devices will be connected worldwide by 2025.

This state of mass mobile connection sets us up for the next phase of the Internet - The Age of Everyware, a term coined by urbanist Adam Greenfield in his book Everyware: The Dawning Age of Ubiquitous Computing, which explores this burgeoning reality where anything electronic will be linked to the web.

In the new Age of Everyware a range of predictive devices will be able to communicate with one another to make our working lives increasingly seamless. Work, and the functions of work, will become more sentient, anticipatory and predictive as the Internet of Things anticipates our movements, objectives and work patterns.

The Convergent Workhouse

As space is increasingly at a premium, previously unassociated brands and sectors will come together to occupy shared spaces. In this way they will be able to pursue individual, bilateral and collaborative business goals. Crucially, the workplace will be about cross-pollinating ideas.

We will see more and more virtual and real systems that allow co-workers and collaborators to generate a new kind of social, cultural and commercial currency – one that is agile, weightless, innovative and always open to embracing the new, the next and the most advantageous in terms of future opportunities. Technology has allowed these things to happen, freeing us from the very physical and restrictive demands of wires, cabling, desktop and cumbersome storage systems, and enabling us to live in the cloud. But this is only the beginning of the journey.

A FINAL WORD FROM THE AUTHORS

Laura Demasi
Research Director,
Ipsos Mind & Mood Report

As social researchers we spend a lot of time in the living rooms and kitchens of Australians listening to them talk about the things that matter to them. Lately, alongside mainstay issues such as job security and the cost of living, the conversation in the homes of everyday Australians has turned to technology. People of all ages and socio-economic groups – from Double Bay to Dubbo - are talking about how technology is changing their lives. They share their excitement and enthusiasm. And they share their anxiety.

So when we began this study we already knew that the way everyday Australians go about their day-to-day lives was being transformed, but the details of this new reality were still unclear. In quantifying these changes Life on Demand has enabled us to paint a vivid picture of this new way of living and the significant technology-led social changes afoot in our world, that I believe will continue to reshape so many facets of our lives.

Dr Rebecca Huntley
Executive Director,
Ipsos Mind & Mood Report

Life on Demand shows just how technology has revolutionalised our daily routines, our work lives, family lives, social lives and leisure time. Every time we sit and listen to Australian's talk about their lives we see the extent to which smart devices and digital tools are being used to make everything we do easier, quicker, richer and more rewarding. While there are still anxieties about the social and psychological impact of all this time online and our reliance on devices, I sense a growing confidence and sophistication among Australian consumers when it comes to technology. We are early adopters and adaptable users of technology. We see the upside more than the downside of devices. That will continue into the future.