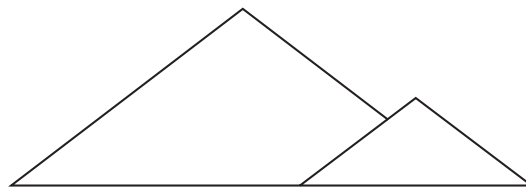# Dis-Connecting
Switch the off-button on

peaktime

a digital communication concept

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Gothenburg Spring term 2012
Degree Project, MA Program in Design, 120 hecs

Abstract

Since the opportunities to connect with each other independently from time and space are increasing we are running the risk of losing control over our own time and get permanently stressed. Peaktime is an application concept that enables us to decide over our reachability and by that gives us the chance to take time off whenever we want.

Content

1. Introduction

1.1 Background

1.1.1 How communication technology changed our daily life

Since the digital revolution our access to information through the World Wide Web is growing rapidly. As notebooks and smart phones became our constant companions, communication technologies enabled us to get connected with each other independently from time and space (Antonelli, et al., 2011, p. 13).

The new possibilities of communicating and data sharing also change our daily life and behaviour. Work places and time become flexible, long-distance relationships use the advantage of video calls furthermore job interviews in other countries are no problem anymore. It is hard to imagine a life without these advantages since we adopted them in our everyday life. Used to everyone's reachability we like to keep options like exact meeting times open just in case something else comes in between. Phones, e-mails and social media sites are checked regularly no matter where we are in order not to miss something or someone. Able to have conversations on different media, we often have several simultaneously, even without a clear end. That means if we do not answer a sender of a message directly we can do that later.

1.1.2 Constant reachability and its negative consequences

Constant reachability make us believe that we always have to be available as well. By that we are demanded to be flexible, multitasking and even manage everything in a polite manner. Also nowadays need of socialising is sometimes turning out to cause more addiction and pressure rather than being helpful (Ling, McEwen, 2010). These named issues can lead to permanent stress and as a matter of fact the risk of getting a burnout or depression increases (Bauer, 2011).

1.1.3 Need for time off

In our fast paced and connected society it can be very difficult to find time by yourself in order to recharge energy and calm down or just to think without ruffle and excitement and reflect upon incidents.

1.1.4 Personal interest in the theme

About a year ago I started to reflect about our todays seemingly increasing burnout cases and depressions as some people close to me were affected. Getting a better understanding of these diseases I was very interested in the circumstance that stress in our fast paced society can be one of their main triggers.

1.1.5 Purpose

With my project I want to take another way than the current trends in technology which enforce reachability and socialising. My work deals with the need to

disconnect from digital communication every once in a while in order to be alone and calm down, have quality time with a friend or simply just not to be disturbed.

1.2 Aims

1.2.1 Set objectives

As there are many reasons to get stressed in our fast moving surroundings I focused on the fact of always being reachable at any place and at any time.
My aim was to create an object that helps you to disconnect from digital communication whenever you want. I did not intend to work against the new media but rather take advantage of it and by that getting back control over this technology and use it in its best ways. During my research I decided to enable that by involving an application which should work like a digital answering machine to all your communication channels.
Developing a concept that questions our nowadays constant reachability I wanted to present it by using different media for storytelling in order to clarify and strengthen my project. During my working process I decided to use video material to introduce the idea and to design a handbook for the application.

1.2.2 General aims

In our digital society it became an active as well as difficult decision to just be by yourself as it seems to be something negative. Having hard times to calm down burnout cases seem to become ordinary and spas and recreation centres get more popular as they promise us some wellness time on our own which we hardly find by ourselves in every day life. We pay platforms like freedom.com to help us to shut down our internet connections completely for once in a while to get calm time for other things. How come that we are about to lose our ability to just take some time off by ourselves? I would like to make people reflect upon these questions and start to think and discuss upon these daily current issues.

1.3 Delimitations

With my background in architecture and design I told a story by using an object and its way of presentation. I focused on the conceptual part as it was more important to clarify my idea rather than the actual implementation of a real product. That means that I never intended to put technology or programming into practice but to illustrate its possibilities.

2. Implementation

2.1 Research

2.1.1 Methods
To strengthen my idea I needed to research stress but also our communication habits and how they are about to change according to our digital opportunities. At the same time I looked into nowadays technological possibilities in communication devices as well as the upcoming trends in that branch.
I collected literature materials, online video information, talked to one professional app developer and people who had depressions as well as I did my own field study in form of a questionnaire and documentation.
Under point 2.2 I show up the different research outcomes in the areas of stress, communication and technology as well as my drawn conclusions according to the project.

2.2 Stress

2.2.1 Purpose of stress
The feeling of stress is an important tool of our body to warn us on an upcoming danger. By producing an hormone called cortisol different body reactions are created to manage the situation. Like the production of adrenalin increases which keeps us aware, and others like feeling hungry are regulated in order not to disturb us. Is the situation overcome the so called recovering phase begins and our body catches up the neglected processes. (Bauer, 2011)

2.2.2 How permanent stress affects us
Nevertheless do we feel ourselves exposed to permanent stress situations, may it be occupational or private, our body does not find any possibility to turn into the recovery phase. Consequently the hormone release will no be regulated over a longer time period and our immune system weakens - we get more vulnerable for diseases. In addition our complex gene system learns to react faster and even stronger in known situations. Getting into a period of rest becomes more difficult over time. In the book „Gedächtnis des Körpers" (english: Our body's memory) dr. Bauer (2011) describes explicitly how scientifically proven by the lack of regulation of our hormone system, psychological diseases like depressions occur. But also how drastically the danger to suffer from a physical illness like heart attacks or lung cancer exists.
Spitefully, diseases that are based on this reason cannot be cured by medicine in the long run. Affected people have to work on their way of living and thinking to avoid their unnecessary stress triggers and help their bodies to find back to a healthy hormone regulation. Mostly this is only possible with the help of a psychologist. (Bauer, 2011, pp. 51-161)

2.2.3 Importance of time off periods

People who have no control over their time schedule as they have to be reachable around the clock, cannot really „detach psychologically and let go from their job-related-thoughts" - they are not able to really take time off „which leads to permanent activation of their bodily stress symptoms" (van Hoff, Geurts, Beckers, Kompier, 2011, pp.57-58).

But even if there is a time-off policy at work, some things have to be ensured to make people take advantage of it. They obviously have to know about their right obviously and be aware of that they can take it without any negative consequences. If they have to explain themselves or furthermore might be considered as lazy by others, they will never take their needed recovery phase and run high risk to be affected by burnout syndromes (Cedfeldt, et al., 2010, pp.977-984)

Work periods without a clear beginning and ending accompanied by a pressure to be good, rivalry and being afraid to lose the job lead to new ways of self-exploitation (Blech, 2012 cited Holzer, 2012). A 3d artist in my questionnaire pointed out that he would love to use my answering machine but would get „paranoid of missing a job opportunity" (see attachment Nr. 1). These so called „soft facts" which deal with our emotional constitution and by that with our regulation of stress, are nowadays leading illness source (Bauer, 2011, p.19).

2.2.4 Stress - Conclusion

Being „off" does not only mean to spend time on your own but also to psychologically free your mind.

That is only possible if you do not have to pay attention if someone might try to reach you. Also you have to be sure about how much time you actually have for yourself in order to calm down. Equally your wish to be undisturbed has to be generally excepted and unquestioned.

In my survey (see appendix 6.4) most people agree that they would need some time off once in a while but fear to miss out on something important or to appear impolite. Someone even said disconnecting would be like „breaking" the new social laws. A new question for me became how to reach that disconnecting is a positive and socially acceptable behaviour?

„Both the perception of being able to take time off and actually doing it may result in a feeling of control over one's work environment" which makes you feel sure and relaxed (Cedfeldt, et al., 2010,p.).

All in all it has to be an obvious available choice to disconnect, which stands for an excepted positive and good experience.

2.3 Digital Communication

2.3.1 Communication
Communication in any way is very important as it creates community and the feeling of belonging. However we do not only speak with our language but also with our facial expression, gesture, intention and body language. (Nyiri, et al., 2001, p.271). Face to face conversations are very important for our personal development as they happen directly. What we reveal unconsciously by for example our voice mostly tells more than what we say contextually. And observing our dialog partner lets us learn about our own acting and appearance as well. Also dealing with just one person over a longer period and by that listening to the non spoken parts and less important information as well, allows us to built up a real emotional relationship (Turkle, 2012)

2.3.2 Digital conversations
Through the digital area new communication opportunities are constantly created. They help us to gain and keep more personal contacts than ever possible before. Technology tries not only to widen our sphere of activity but as well to mimic our face to face conversations as good as possible in order to make us feel emotionally connected. Voice, video, chat and new symbol languages like emoticons are used to reach reality as far as possible (Nyiri, et al., 2001, p.271). By all different available communication possibilities naturally we often have several conversations simultaneously. Nowadays more people say that „they rather text than talk" as it is easier to catch up and has other advantages as well (Turkle, 2012). We can rethink and modify our answers and questions as well as we can skip to listen to the uninteresting parts. By that the conversations take less of time and in addition we can address ourselves to other things on one go (Turkle, 2012). Social networks developed an even faster way to communicate by introducing the „share" and „I like" buttons. By just one click you show interest and an opinion, you communicate to others without talking (Antonelli, et al., 2011, p.128).
As we can get any information we want directly also the advertising industry needed to react on our new possibilities. Experiences and meanings have to be designed to gain people's attention. Delivering facts which everyone can look up themselves is not enough anymore (Volkswagen, 2009).

2.3.3 Consequences of digital communication
Getting digital we have more opportunities than ever before to socialise (Ling, McEwen, 2010). In my survey (see attachment Nr.04) most people think that they spend around two to three hours a day with digital communication. But in a study I asked twenty persons of my target group (see 2.3.5) to document their communication habits in the virtual world over one week (image Nr.01), the result showed, that in average they spent 34 hours a week on digital communication which means 4,85 hours a day. Even if we communicate more than ever we, and especially the generation born into the digital world, run risk to lose our ability to make real emotional connections. Some of our digital conversations become just fragments without revealing our real selves. Said pointedly we only get to know others how they want to be seen by us. In consequence we do not learn anything about ourselves from these conversations anymore (Turkle, 2012).

image 01

2.3.4 Communication between humans and objects
With digital communication and technology new work fields like interaction and web design developed as storytelling used in traditional graphic design with a beginning middle and end do not suit the new interfaces anymore. Platforms for personalised conversations but unknown users have to be designed (Antonelli, 2011, p.13).
Interaction designers have specialised themselves in what experiences people get when interacting with products. As they nowadays often become our „companions" it is important to know why (Antonelli, et al., 2011, p. 13). Likewise it has to be regarded that objects which appear too human deliver an uncanny feeling. That was probably the reason why the product like tamagochi was a more successful toy than robots that really looked like humans. The same boundaries have to be considered in communication areas. For example when virtual personas with fake backgrounds are designed for service centres it has to be considered how real they actually should appear to make me as a customer feel emotionally connected (Antonelli, et al., 2011, p.163).

2.3.5 Digital communication - Conclusion
My research strengthened me in the assumption that digital communication replaces our face to face conversations more and more. In technological messages it is important to be as close as possible to a real personal conversation to make the receiver emotionally connected to you.
Also the boundaries between our different areas of life disappear largely as we are reachable at any place and time. Mobile communication leads to a continuous compulsion to always check the different communication systems as well as to always need an answer and opinion (Nyiri, et al., 2001, p.271). By that we cannot disconnect psychologically from our devises and seemed duties. As described under point 2.2.4 this fact leads to stress.
I decided to work with a target group which enabled me to design a good thought through concept and object. Otherwise a study in cultural differences as well as design for different ages and classes would have been unavoidable and too time consuming.

target group

The target group consists of western Europeans around thirty who remember times when they only had a landline at hand, which makes them to understand my purpose. They should have no nine to five jobs but flexible working hours, maybe be freelancers but not run their own business. The persons should use at least three of these digital communication possibilities on a regular basis: email, sms, chat, video call, social network and mobile phone calls.
According my research these people are easy to feel stressed by digital communication

2.4 Communication Technology

2.4.1 Today's possibilities and future development
To be able to understand if and how my idea would be able to put into practice I had to research basic functions and operating systems of communication technology.
My project idea was an answering machine that worked for all platforms and devices. A storyboard (see appendix 6.1) helped me to discuss my idea with Bernhard Slawik, a German app developer, who was a huge help in explaining several possibilities with their advantages and disadvantages.
My solution was to work with a web server that runs an application. If the app would just be on your smart phone it would be out of action as soon as you switch the device off. With cloud computing the program would always be activated as well as reachable from everywhere. „Today cloud computing appears to mark the evolution to a whole new way to conceptualise storage and information access."(Herther, 2011, p.11)
Bernhard Slawik clarified that I would need to think about data security as I worked with a lot of different platforms. As it was not relevant for my concept I decided not to deal with this issue during my thesis.

2.4.2 Trends
There is a clear trend towards more and better wireless broadband as it leads to greater flexibility. Data and communication possibilities being available nearly wherever you are became ordinary and people got addicted to it (Frenzel, 2011). Naturally so called smart devices will become a bigger part in our „digital and wireless" society (Forcier, 2011).
And as applications allow us to customise our products also their service is increasing. „An IDC research study released in June 2010 estimated that 107 billion apps were sold or acquired in 2010 and predicted the number of apps would rise" to182.7 billion by 2015." (Herther, 2011, p.8). Most of nowadays apps are used to give you just-in-time content or help you access your facebook account, but it is time to think further by considering the usage of applications in a more meaningful way (Herther, 2011, p.1). Like with the smart device „jawbone" where a bracelet with an integrated application shall help you to sleep, eat and exercise in a more healthy way (jawbone, 2012).

2.4.3 Communication Technology - Conclusion

I am sure that my project came in the right time as it is a smart device that deals with our living and rises current questions. Regarding technology it would also be possible to implement my idea today if you manage to work with all the different application platforms.

2.5 Conceptual work and sketches

2.5.1 Inspiration

When I feel the need to get away from it all to be able to relax, I love to go to the Alps nearby my hometown Munich. Standing on a summit and feeling the raw nature makes me feel free and I am disconnected from all digital happenings. The mountains enable me to reflect upon my personal issues from a certain distance. They became my big inspiration source for my project.

2.5.2 Formulated outcome

During the research phase my project was formulated and until the mid presentation on march 14th I had decided on the outcome.
I wanted to create a smart object that would be portable and by that always with you. The idea should be introduced by a short movie, in order to make people curious on my project in an easy understandable way. The actual app behind my device should be explained more detailed in a handbook. It was important that all the parts spoke the same graphical and conceptual language and by that form one whole concept in the end.

2.5.3 Used media

I used storyboards, mood boards, hand sketches, paintings, paper and clay models as well as 3d modelling techniques to formulate my project idea.. The designing of the movie, the jewellery and handbook went hand in hand but under the following points I show the three parts separately.

2.5.4 The object

As the object should be portable I had three possible options for its design:

1. small and portable but standing on its own

2. adjustable to a phone, key or other item

3. wearable

Furthermore I decided to let the object interact with the owner. That lead me to design a wearable jewellery which had the possibility to have skin contact and by that react on the wearer's feelings.

2.5.4.1 Form giving

First shape

Inspired by old telegraphs and phones I created a mystically looking object (image 02). Installations could be done by turning several discs, speaking to it as well as pushing a button. Designed according to the settings which would be necessary in order to disconnect. But its appearance turned out to be very technical which reminded rather off a machine than a jewellery. Also the act of disconnecting became too difficult. The object would have worked good for my movie's story but not for reality so I skipped that design very quick.

image 02

Second shape

I went on formulating basic points the object's design should reach:

1. the jewellery's shape should be the same as the app's icon

2. the user should really disconnect the item by action to make the choice more consciously

3. it should look like a jewellery not like another device

4. disconnecting should be simple
   -> Decision to let the user manage all settings in the app and not within the object!

Thinking stronger on my inspiration, the Alps, while sketching (images 03, 04, 05) helped me to find a simple triangle shape for a pendant which was changeable to a mountain like appearance by sliding a small piece to the side. I decided to work with a necklace and brooch, as I needed two pieces for my movie as well as I wanted to two opportunities for the jewellery.
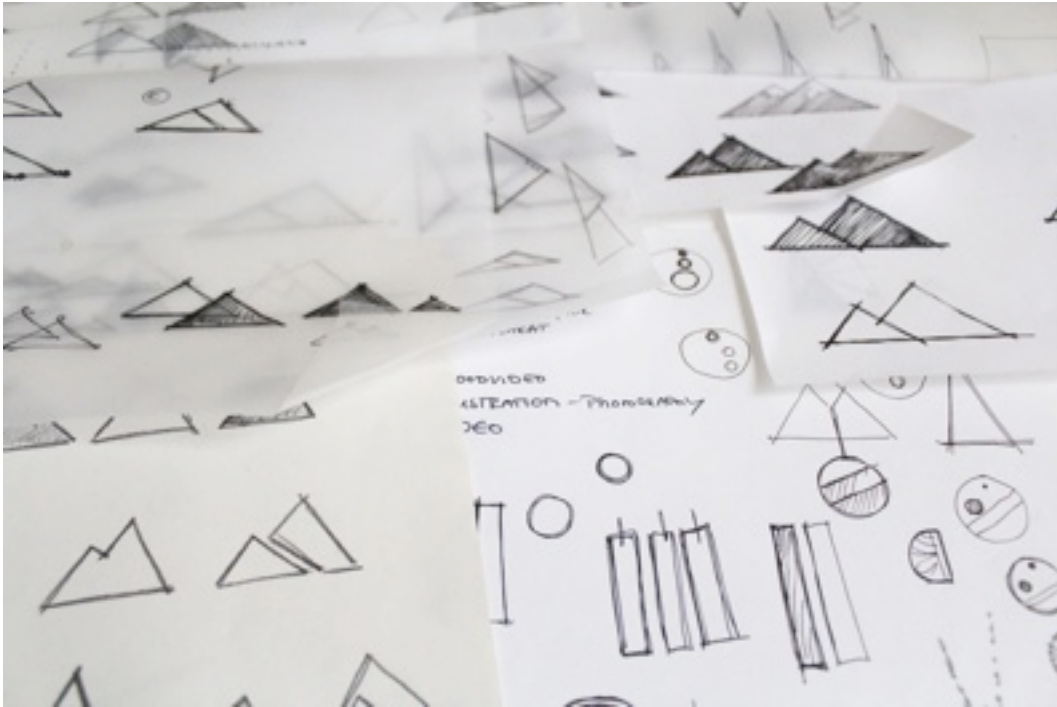
image 03

image 04
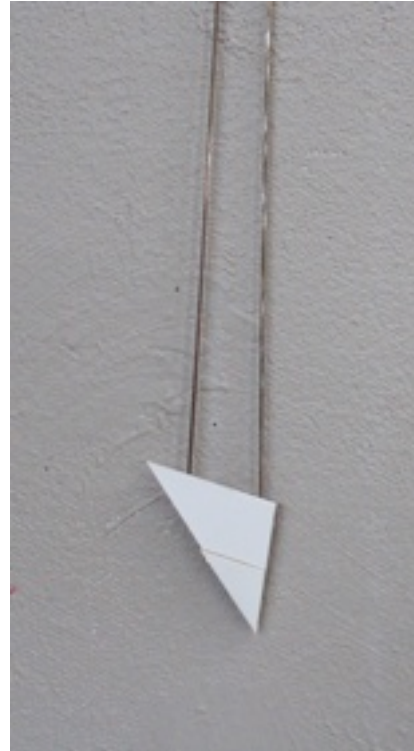
image 05

2.5.4.2 Interaction

Thinking about the jewellery becoming a companion I wanted it to communicate with the wearer. If the person would feel stressed and restless the object would react and remind that it's time to take some time off.

I thought about several possibilities how the interaction could happen. For example by temperature, change of shape or by noise. I decided to work with colour as it seemed a simple and clear solution as well as it influences our mood.

Colour

I decided to let the colour change from white (neutral) over yellow to orange (stressed) and back again (images 06, 07,08). The colours where not only decided by their warning signal but also by the Alps and their appearance in the so called alpenglow effect. It can be observed on the mountain's peaks after sunset or before sunrise through the backscattering of light and provides a sheer breathtaking atmosphere. I decided to call my project alpenglow.

image 06

image 07

image 08

But thinking about how the effect would be adopted in real life I changed my opinion. If everyone can see wether someone is stressed it would make the one feel bad and he would not use the jewellery. I changed my idea slightly to let the object just shimmer and sparkle. Like a positive light of hope that mostly the wearer would recognise. The colour itself would not be affected.

2.5.4.3 Material
The interaction of the jewellery could be implemented today by using intelligent textiles. They are used in the medical area and other products start to take advantage of them. Like the before named jawbone concept under point 2.4.2 (jawbone, 2012).
But as it was not part of my project to put the interaction into practice I considered the best way of how to show my idea in the prototype. I researched different materials like metal, plastic, ceramic and glass according to their properties as well as their processing and decided to work with glass. Due to its transparency and hard texture it reacts on light conditions in a way that lets it appear equally fragile and strong.

2.5.5 The movie
In the beginning of my project I had several ideas in mind of how to present the object.

1. Physical art installation
   I skipped that idea quite quickly as being too artistic would
   have needed to0 much interpretation by the observer. I wanted an easy introduction to my work at the probably crowded exhibition.

2. Experience
   Inspired by Volkswagen's advertisement, the fun theory by (Volkswagen, 2009) I started to think about how to design an experience. I wanted to create a real situation and film people's behaviour. But either my ideas seemed to try to lecture people or they went to far into interaction design which was not possible for me to implement, so I abolished that idea as well.

3. Info graphic
   I thought about making posters with info graphics. But as it reminded me on exhibitions in museums where you have to read a lot as well as the posters cannot really be shown elsewhere I did not realise it.

4. Movie
   Making a short movie as a teaser seemed to be the best way for me to deliver an atmospheric feeling, which people would understand immediately.

2.5.5.1 First story

Working with the mystic object explained under point 2.5.4.1. I thought about a person walking through a town which seems to move faster and faster moving. The one cannot keep pace, struggles and breaks down. Suddenly a small object on a sideway's corner feels to draw the person into its spell and makes him or her take it. He or she gets confident and knows what to do. By turning the discs, the person installs the settings, speaks to it by closing the eyes and then pushes the button certainly. Suddenly the setting changes to the mountains.

As the whole story seemed to show a negative weak picture of the person taking time off and the object was too complicated I went on to the next story.

2.5.5.2 Final story

I decided to let the main actor appear strong and self assure about disconnecting and the object should really accompany the person from the very beginning. At first I had the object's colour changed in the storyboard (see appendix 6.2) which I later decided to skip as described under point 2.5.4.2. (see appendix 6.3). The story had now three scenes :

1st. in the mountains

2nd. in the town

3rd. the mountains as a metaphor

A second actor was needed as I wanted to show that time off also can mean to have an undisturbed and nice conversation with another person. Also the fact of having two people the story became even more positive.

2.5.5.3 Preparation filming

As filming was a new field for me I showed my storyboard to Ralph Glander who works for a German television channel and directs movies on his own. He gave me helpful hints, like not to make a white transition between the second and last scene as it suggests dead. On his recommendation I also read the book „Grammatik der Filmsprache" (english: The film language's grammar) by Daniel Arjon (2001), about directing. With the gained knowledge I could prepare the filming in a good way which made the directing but also the later cutting and editing work out.

2.5.6 The application's handbook

I started very early to think about which settings would be needed and what they should look like in order to disconnect in a good way. I started to read about info graphics (McCandless, 2010) as well as I studied different manuals. Finding the objects and icons shape as well as my researches helped me to define the installations for the different needs. I was also concerned not to give too many options as it would be made easier to not really disconnect in the end after all.

2.5.6.1 Important settings

1. Time: a set time frame is good as it gives yourself a known recovery phase as well as it shows politeness to the rejected contact person.

2. Groups: the possibility to chose groups enables you to simply disconnect for example the work-group and by that spend quality time with friends.

3. Emergency number: to take people's fear of unreachability in emergency situations I decided to give an opportunity to select one contact that never can be disconnected.

4. Message: next to a standardised message, which works in all situations with all groups, you can add personalised ones. They can for example be good for messages in another language or simply be more personal.

5. Present: to not appear impolite or to show that you do not disconnect from persons because you are angry on them, I introduced the present option. You have the possibility to attach a link to a nice song or a picture to your message.

6. History: people can see their dis-,connecting history in an encouraging way

3. Result

3.1 Peaktime

Discussing the name alpenglow with others several times I came to the conclusion that it was a very poetic metaphor but did not deliver the projects idea. I finally decided to call it peaktime. Peak time is normally written in two words and expresses the high seasons which is supposed to be very busy. Peak alone stands also for a mountains summit, my inspiration from the very beginning. Writing peaktime in one word makes the two of them belong together. It stands for your time. Take your peaktime and relax!

3.2 The jewellery (image 09)

In the end I had two different jewellery's, a necklace and a brooch. The first made out of blue the other out of dark orange transparent glass.
The supporting material titan adds a rawness to their light presence. They are reminding you of the appearance of summits in different light conditions.
Being fragile the jewellery's need to be treated as carefully as you have to take care of your time.

image 09

3.3 The movie (images 10, 11, 12, 14, 15)

I travelled to Munich to make my movie directly at the inspiring Alps. Due to snow in April we could not climb the top with all the accessories as planned but found a nice spot in the area called Samerberg. As well as one originally planned actor could not make it I had to be flexible and reorganise. The jewellery was finished in time and everything went very well.
After the filming I cut the material and edited it's effects according to light, the jewellery's shining and the appearing messages . I also went on looking for the right and particularly copyright free music, which was more time consuming as I had thought. I chose it to be acoustically and electronically in order to fit the theme, time and target group.

image 10 (first scene)

image 11 (second scene 1)

image 12 (second scene 2)

image 13 (second scene 3)

image 14 (second scene 3)

image 15 (third scene)

3.4 The application's handbook

Instead of one handbook I made three brochures.

Peaktime_the short story told the girl's story from the movie and by that gave information about the target group.

Peaktime_the jewellery explained the objects functions and lead to the third one.

Peaktime_the application was most important as it was the only project piece describing the actual application. I designed the different icons and functions and showed them consciously in a hand sketched layout instead of as computer drawings in order to strengthen the conceptual idea of the project (image 16).
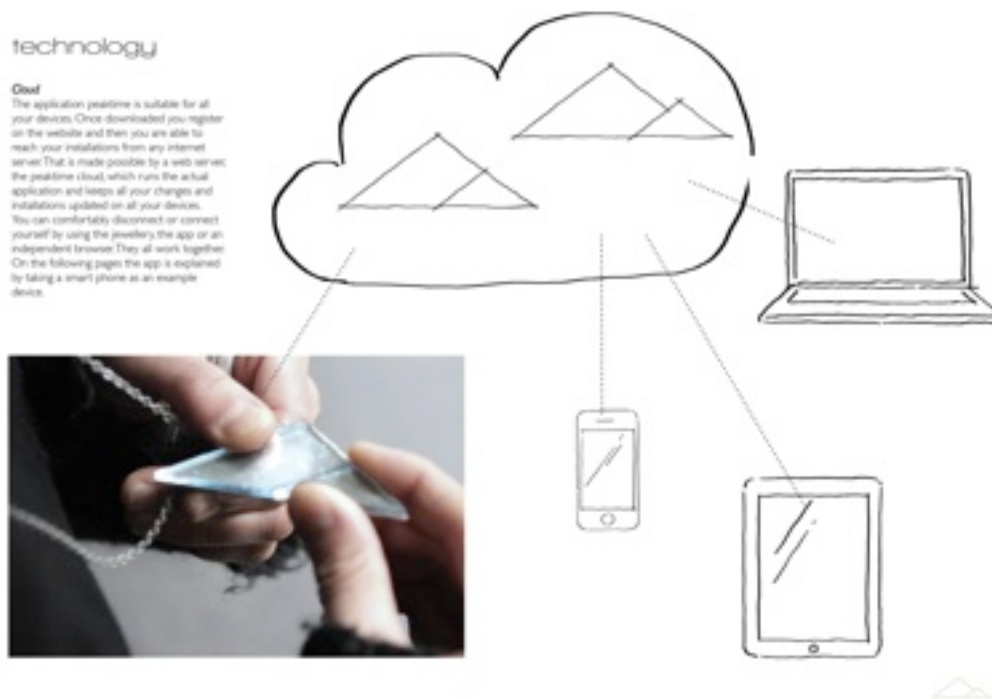
image 16

With the history function mypeaktime was created. It gives users their own personal dis-connection patterns which they can create, show and share (image 17). Mypeaktime , the present as well as the appearing icon when a person disconnects would make the idea to reach out to others naturally.
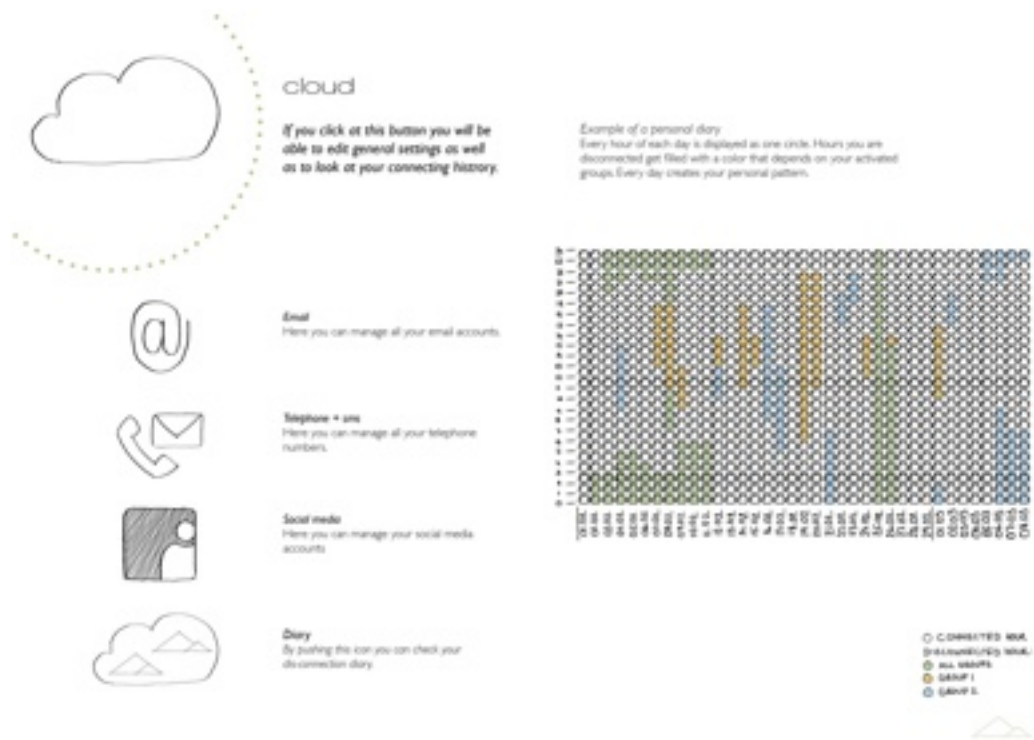
image 17

Each of the brochures was printed in slightly different white tones. The application's handbook was the whitest one to enforce the manual and the short story's the most yellowish one to look like a magazine. I bookbinded them myself to add a more personal feeling (image 18).
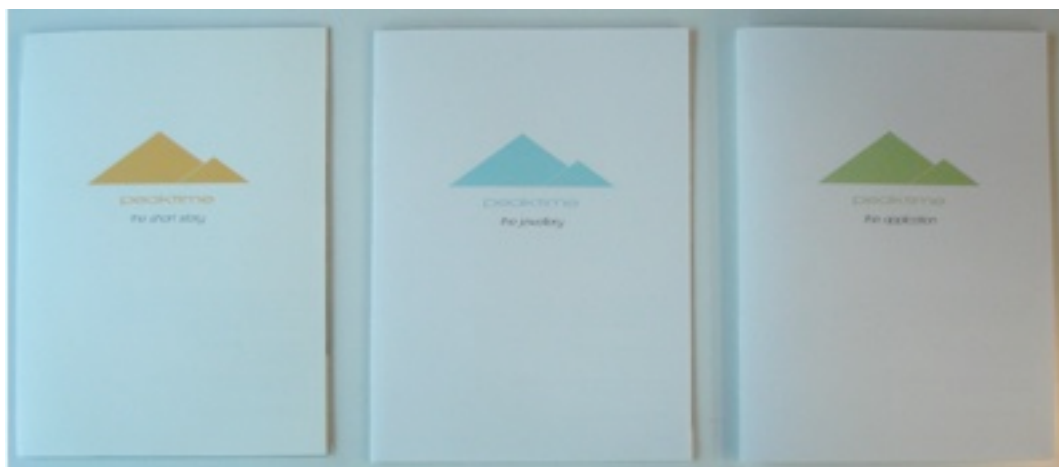
image 18

3.5 The whole impression

As I used the same conceptual language, pictures and colours in all three parts it can easily bee seen that they belong and act together.

Status
The icon's shape appears in all your networks while you take your time off . The jewellery acts as a very strong worn symbol. Together they become a status which everyone can see. It appears like a secret and strong group sign and piques curious itself. People would start to share their peaktimes and make others want to dare and be part of the movement peaktime.

4. Reflection

4.1. The examination

During my presentation I tried to sell my concept. That means I did not show my process or earlier ideas and development.
Starting with the movie I gave background information according the target group and the jewellery afterwards and finished with presenting the application and mypeaktime. In between I proved my statements with results from the research.

4.1.1 The critiques
The main part of the discussion was between me and my opponent. Later also the examiner joined in.
In the following part I want to reflect upon some questions we talked about.

1. Why was it important for me not to work against the new media?
    Technology allows progress and has great potentials if used with good intention. In this case being reachable everywhere can be very important in times you need help and are on your own, but can also be annoying when you want to be undisturbed. Since the digital revolution is quite young and still going on we have to learn how to deal with all its new possibilities. Working against it would just mean its denial and prevent it to move on to the next useful level.

2. If you need a smart phone are you really disconnected?
    If you had to switch off all your devices in order to disconnect it would be very hard to take that step. As well as I see disconnecting not only in order to calm down. Some freelancers for example have to be able to work and research online on their own devices and talk to clients. They need the internet and need to concentrate on their work and clients by times and do not want to be available for others. This is also one example for using the new media and its advantages.

3. Do I need a target group?
    Everyone is a potential receiver of a disconnection message, so is it possible to have a target group at all? I think that it was very important for me as it would have been impossible to design a global concept and object in the given time period. I wanted to work with an item and with persons who feel the need to take some time off. Also the users can react to other cultures themselves by using personal and polite messages. The receiver will just get to know the concept but does not have to use it by him- or herself.

4. Did I design a statement?
    Yes my project turned out to become a statement. I tried to enforce it with the target group, which should seem independent and strong in order to give the icon a positive feeling. It should make you dare to want your own peaktime.

5. How would I want my story to be told and reach others?
   I argued with the fact that it on one hand would be delivered naturally by the icon, the present and people showing their status. By that others would get curious and check it out. On the other hand I thought also about the video as a potential teaser in the internet. I got the critique that the story of my video was told in a too linear way in order to catch my target group or even that a movie would not be the right media at all.
   I thought about it and I agree now that it was not the right way to tell a story in the way I did to catch my target group. Preferably I should have designed an experience as described in 2.5.5. But as it becomes more and more popular to watch movies on our mobile devices (Herther, 2011) I still think it is the right media for our generation. The movie is good to explain my project during a presentation or an exhibition but probably not for advertisement.
   One way could be to give the movie a handmade thus creating a street feeling as if someone else had filmed the situation with a smartphone and uploaded it on youtube.

6. Was it necessary to design a product and not only the application?
   Considering the possibility that in the future everyone will have a smart phone maybe the app would work. on its own. But the independent jewellery makes the act of disconnecting more personal, obvious and shows your status obviously.

7. Was I too quick developing my object and icon?
   Of course the object could have many other shapes and appearances. But I think as a designer I considered many possibilities and choose the one I was convinced about and felt the most right according to the circumstances and needs. The next step to do would be a user study to develop it. But I am very satisfied with the icon for my concept.

8. Did I loose poetry in my project?
   I think the poetry is there but I did not present my project in the right way. I should have involved more about the mountains and feelings and less about the background story. Also the brochures might appear too technical.

9. Would men wear my jewellery?
   In my opinion the shape is neutral according gender but I agree that men seldom wear a brooch or even a necklace. Discussing my project with Carolina Claesson, the technician in the jewellery department, gave me an interesting point to think about. She told me that it is very difficult to make jewellery for the average man. Because for men to accept jewellery, it needs to have an explicit function as well as it has to be clear how it is worn, like for example a tie pin. My jewellery has a distinct function but it might miss an obvious way to be worn. I was thinking about placing the brooch on a shirt and by that bringing to mind the way a handkerchief might be worn in a suit's pocket. To enforce this idea I am currently creating another jewellery with a clip on the back to clarify the position and by that justifying my jewellery for men to wear.

In total I got many new and interesting thoughts which I wanted to think further and try to develop, like how to advertise my project and how to tell my story in a shorter, clearer and by that more catchy way.

4.2 Further development

Having reflected on my work as well as on the examination I started focusing on the exhibition in June. In order to show my concept more concise and by that stronger I made two brochures out of the three. By giving the important background information in Peaktime_the application I will not have Peaktime_the short story anymore. I decided to show the logotype just as an outline an the covers blue coloured instead. With a screen printed logotype on them they now appear more precious and secretive.

4.3 Learning outcome

It was a very huge project for me as it was comprised of so many different parts that had to be taken care of. I also worked in for me new fields like film and jewellery. I learned to organise different parts simultaneously and to be flexible if something needed to be changed quickly like for example in the movie. I broadened my skills in several programs just like my knowledge in graphic design. It was my first time working with glass and titan which gave me a lot of experience with these materials.

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6. Appendix

6.1 Storyboard: product idea

dis-connected *_turn the off-button on*
storyboard

1.
reachable by e-mail, telephone, sms,
chat and social networks....
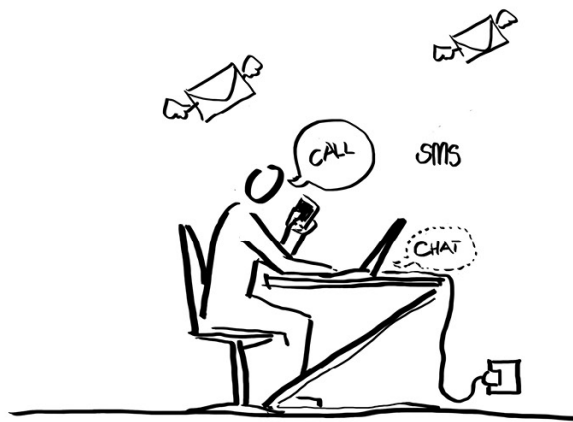
2.
...at any time and any place is most of
the time very helpful.

3.
But sometimes it gets too much.
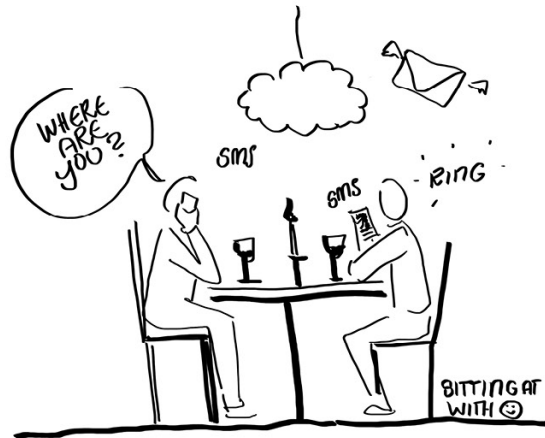
4.
*In that case we just switch our devices off
or make them soundless.*

5.
And if we need our smartphone again, we
see all the missed calls, sms and e-mails
we should answer by time.
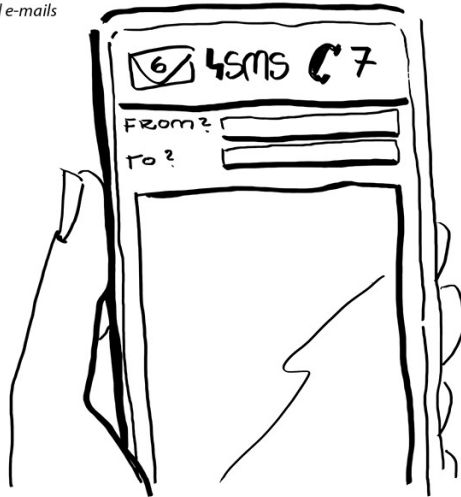
6.
If we need some time off with ourselves,
without all the connections, we just leave
our smartphone, tablet computer and
notebook at home.
But we know, that when we come back we
have to check all our mailboxes to see if
someone tried to reach us. If there is some-
thing we have to do.

7.
That can be stressful and bothering. It is
hard to calm down.
It would be so helpful sometimes to just
turn on an "off-button"...
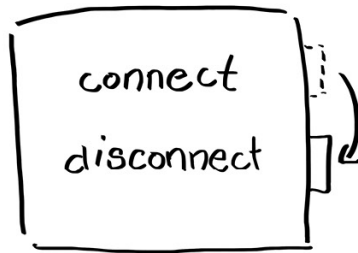
8.
...that just acts like an answering equip-
ment for all our contact possibilities.
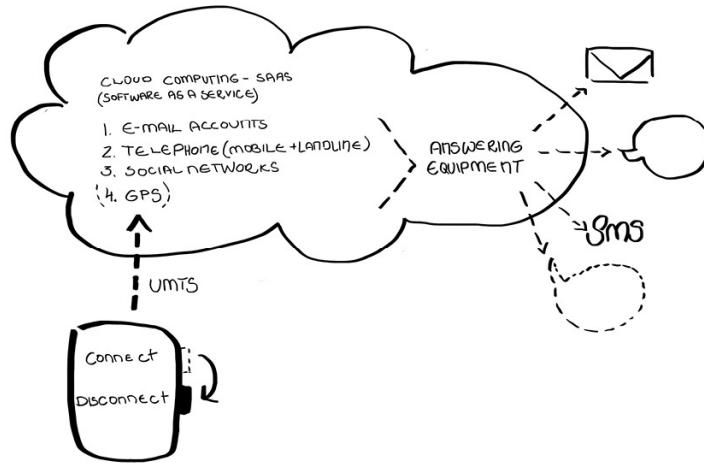
*I am not sure which components
are needed.... Does it have to be
build up like a mini-computer?*

needed
components:
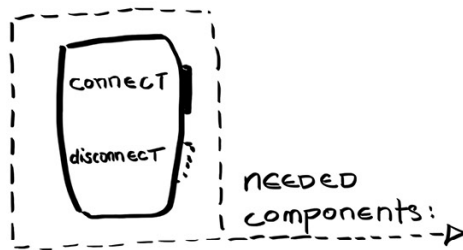
1. UMTS - MODUL
2. BLUETOOTH 2.0
3. OPERATING SYSTEM
4. APP
5. STORAGE
6. PROCESSOR
7. "CHARGER CONTACTS"
8. BATTERY
9. ...

6.2 Storyboard: movie

Dis-connected
movie storyboard_28-02-2012
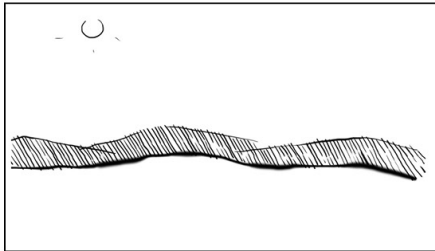
Scene 1_1

long shot
view from top of a mountain
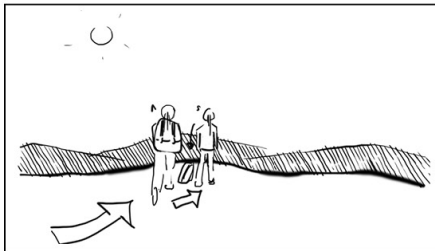
time 4''

Scene 1_2

long shot
view from top of a mountain
girl with rucksack comes walking into scene
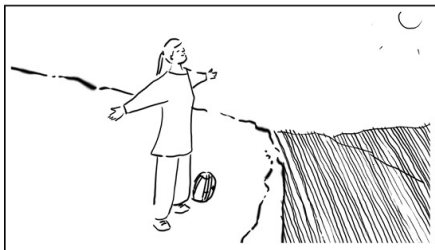
time 3''

Scene 1_3

knee shot
girl takes rucksack off and enjoys the view, is happy, relaxed

time 5''
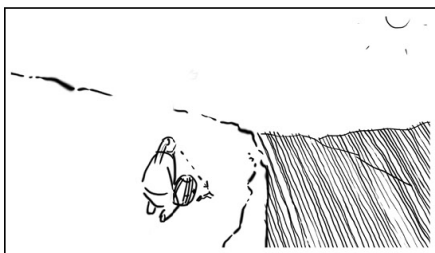
Scene 1_4

knee shot
girl knees down to rucksack and finds s.th.

time 3''
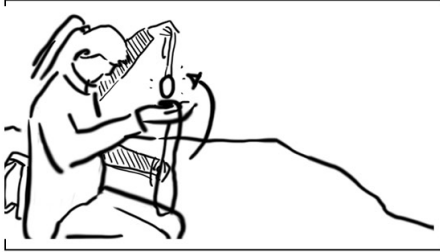
Scene 1_5
close up

girl takes the necklace, holds it up into air and admires it
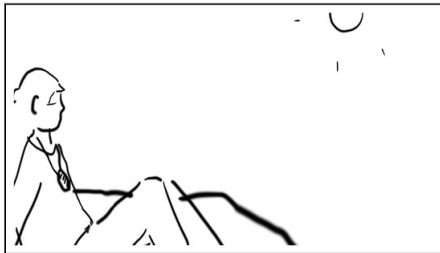
time 8''

Scene 1_6
close up

girl places it around her neck, sits down and re-laxes

time ''
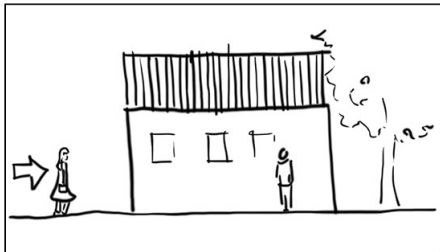
Scene 2_1
long shot

city scene; boy waiting for girl; she enters the scene and walks towards him

time 8''
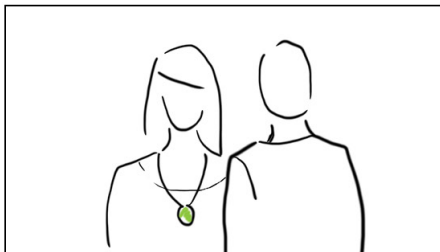
Scene 2_2
close up

look from behind the boy; girl wears neclace; both appear happy

time 3''
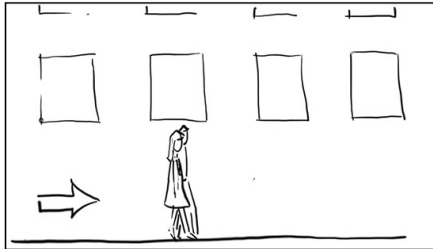
Scene 2_3
knee shot

they start walking together;

time 3''
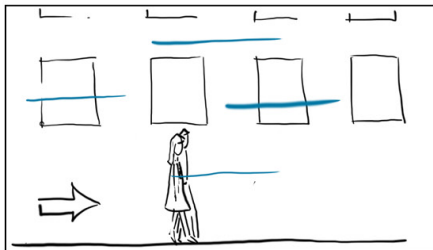
Scene 2_4
knee shot

fragments of messages start to appear in the sky;

time 3''

Scene 2_5
knee shot

city gets faster as do the messages get more;
atmosphere gets dense; persons seem to get fur-
ther away from each other;

time 15''
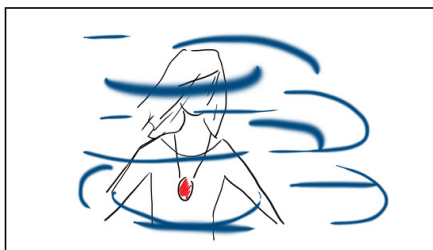
Scene 2_6
close up

girls seems to get caught by messages; she is
afraid, looks aound, looses control
object changed color!

time 10''
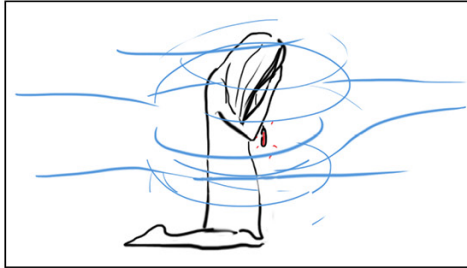
Scene 2_7
close up

girl breaks down; hands in front of face

time 10''

Scene 2_7
close up

she gets aware of the shining object; takes it;
suddenly she seems secure; she knows what she
does; she takes it with both hands; closes eyes;
talks to it and takes a deep breath

time 10''

Scene 2_8

white

time 3''
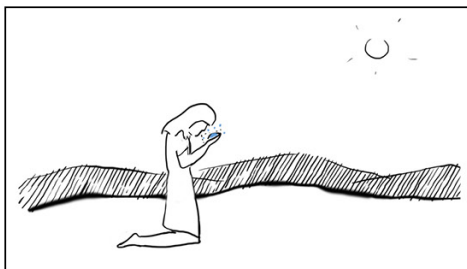
Scene 3_1

same background as in 1st scene; girl appears in
same position as in town;
object changed again; she is relieved

time 4''
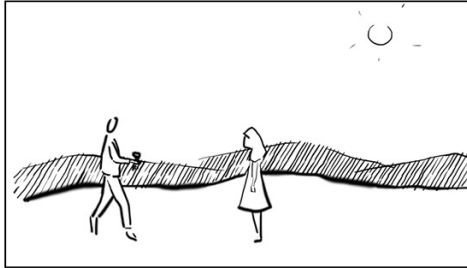
Scene 3_2

she stands up; boy walks into scene

time 4''
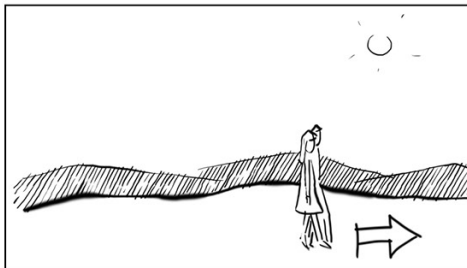
Scene 3_3

the keep on walking

time 4''
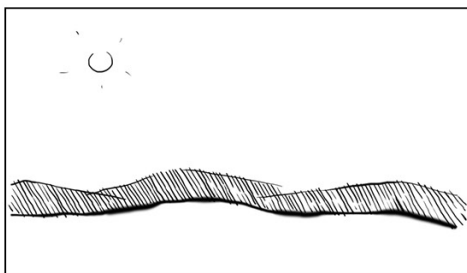
Scene 3_3

same scene as in beginnig

time 3''

6.3 Storyboard: final movie
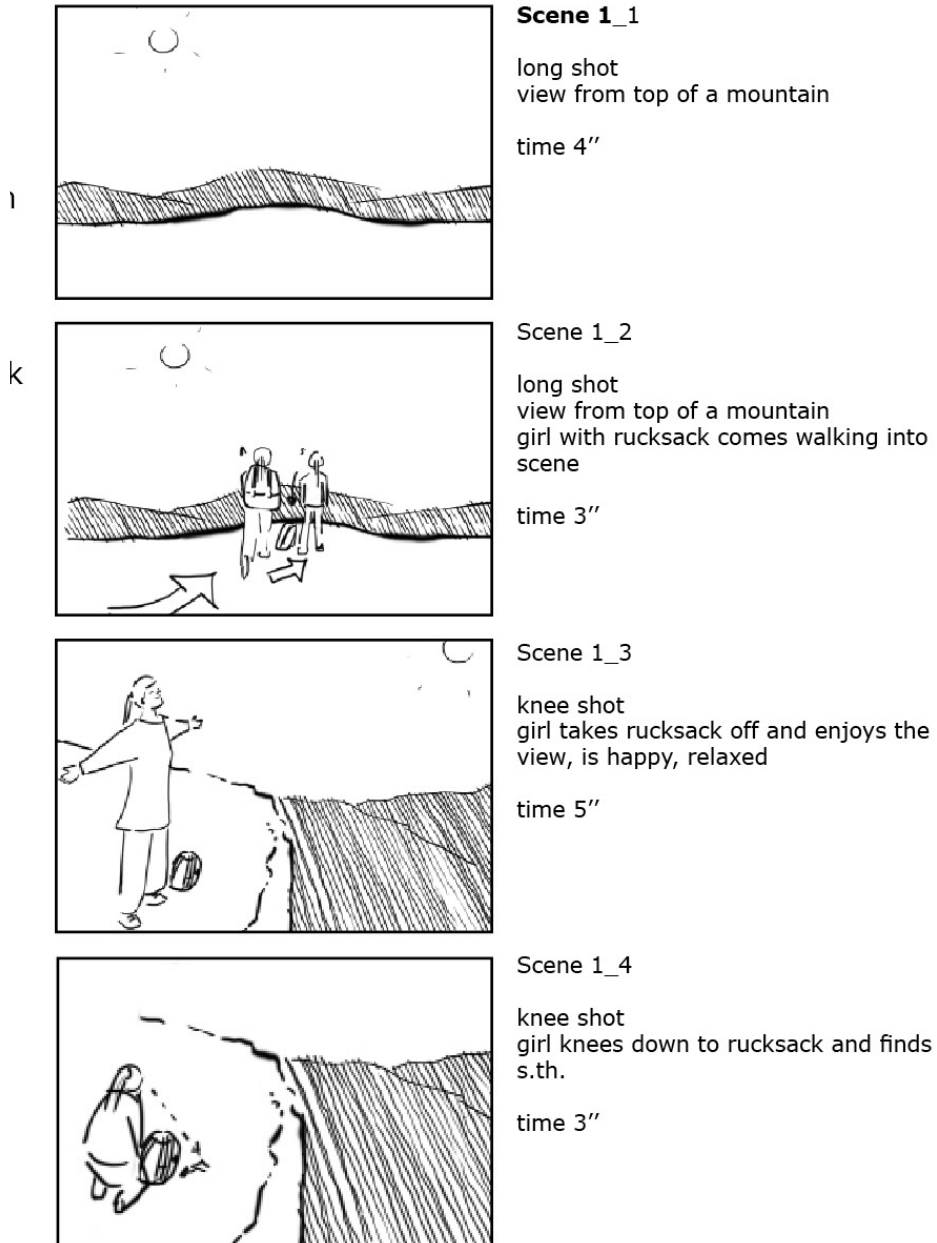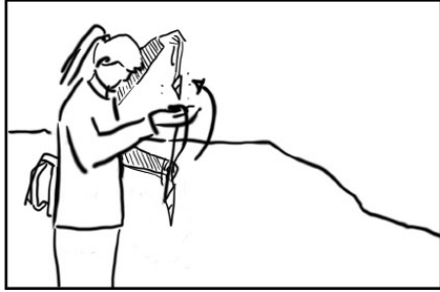
Scene 1_1

long shot
view from top of a mountain

time 4″

Scene 1_2

long shot
view from top of a mountain
girl with rucksack comes walking into scene

time 3″

Scene 1_3

knee shot
girl takes rucksack off and enjoys the view, is happy, relaxed

time 5″

Scene 1_4

knee shot
girl knees down to rucksack and finds s.th.

time 3″

Scene 1_5
close up

girl takes the necklace, holds it up into air and admires it

time 8''
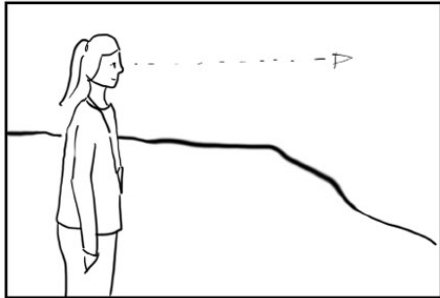
Scene 1_6
close up

girl places it around her neck, enjyos the view
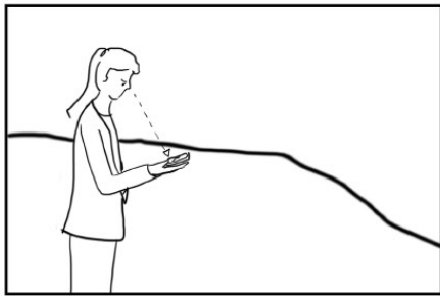
time 3''

Scene 1_7
close up

girl looks at her phone, walks away

time 3''
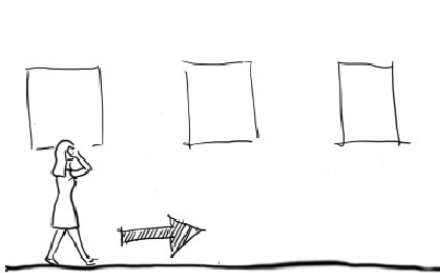
Scene 2_1
long shot

city scene; girl talking on phone walking quivkly

time 3''

Scene 2_2

girl walks to café, boy waiting for her; messages appear

time 3''

Scene 2_3

they say hello; messages pop up; he wears the same triangle

time 3''

Scene 2_4

they drink wine, talk; but are disturbed all the time

time 3''

Scene 2_5

she says goodbye soon, is stressed, messages/ things to think about get more

time 3''
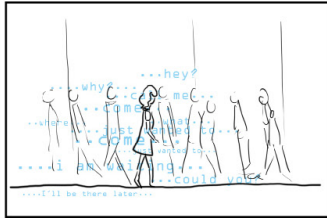
Scene 2_6
fast cuts; changes between longshot and close ups

she walks through town, stressed; looking at phone;

time 4''
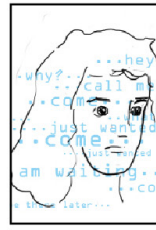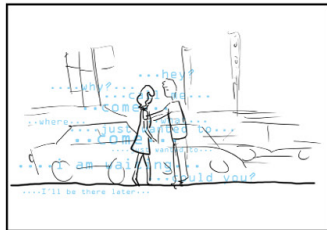
Scene 2_7
fast cuts; changes between longshot and close ups

she meets someone; just short hello; holds jewllery tightly; stressed

time 4''
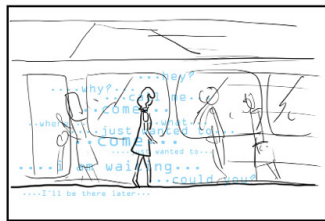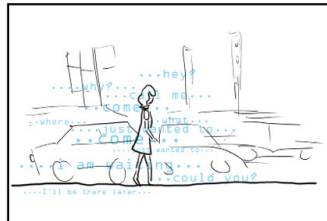
Scene 2_8
fast cuts; changes between longshot and close ups

she keeps walking; messages much stronger; town faster; hard to keep paste
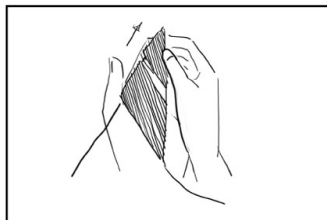
time 4''

Scene 2_9
close up jewllery

she stops, looks at the jewllery; takes her time an decisively disconnects

time 4''
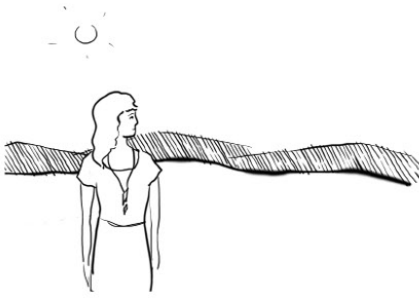
Scene 3_1

same background as in 1st scene;
no messages; she appears calm

time 3″

Scene 3_2

she starts walking

time 4″

Scene 3_3

she sees boy sitting at a table; exactly as
in the frst scene;

time 4″
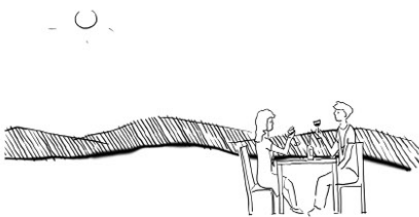
Scene 3_4

they start to enjjoy theier wine; both are
disconnected; they are calm

time 3″

6.4 Survey

6.4.1 Summery

Zusammenfassung Vollständige Antworten anzeigen

Which country are you from?

japan   China   German   Germany   Sweden   Germany   sverige   sweden   Germany   Germany   sweden   Skåne   Germany   germany   germany   Germany   Germany   Germany   Germa ;)   Japan   GE   ...

How old are you?

33   24   33   32   34   28   35   26   31   32   45   29   29   22   31   30   34   34   31   32   32   32   32   26   26   61   29   27   23   29   32   32   32   32   32   31   30   33

Are you female or male?
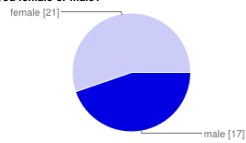
male	**17**	45%
female	**21**	55%

What is your profession?

designer   Designer   Productdesigner   Architect   Marketing   Engineering   designer   design student   Mechanical Engineering   3d artist   Artist   livsnjutare/formgivare   PhD Student   communicationdesigner   Dipl. Sozialpädagogin   edi   ...

Which of these products do you use regularly for communication?
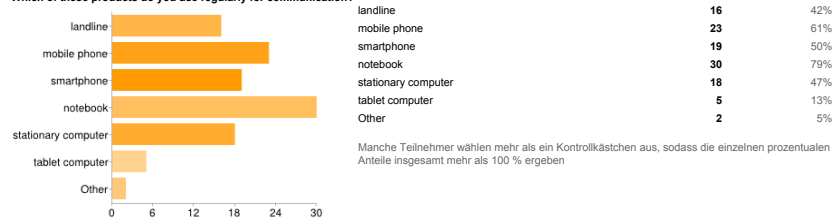
landline	**16**	42%
mobile phone	**23**	61%
smartphone	**19**	50%
notebook	**30**	79%
stationary computer	**18**	47%
tablet computer	**5**	13%
Other	**2**	5%

Manche Teilnehmer wählen mehr als ein Kontrollkästchen aus, sodass die einzelnen prozentualen Anteile insgesamt mehr als 100 % ergeben

Which media do you use for communicating in your private life?

phone call	**35**	92%
sms	**36**	95%
e-mail	**36**	95%
chat	**18**	47%
video call (skype)	**20**	53%
social network	**29**	76%
twitter	**1**	3%
Other	**5**	13%

Manche Teilnehmer wählen mehr als ein Kontrollkästchen aus, sodass die einzelnen prozentualen Anteile insgesamt mehr als 100 % ergeben
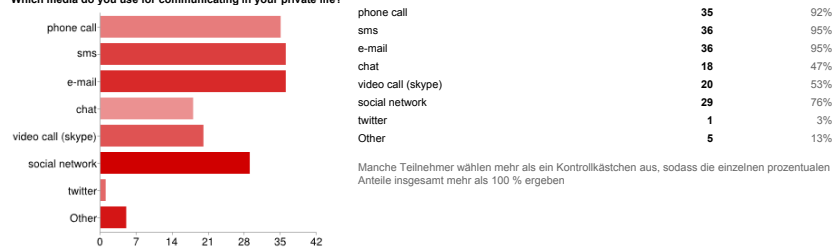
Which of the named media do you use the most and which one not so often?

most-email not often-all except email and social network   facebook and skype are quite often. Twitter not so often   1. phone call 2. sms 3. e-mail   mobile phone calls most   Chat often   Most:

45

e-mail not so often: chat   phonecall and sms the most chat not so often   most social network and e-mail and least phone-call   Most: Whatsapp (Chat), then Email, then phone call. Seldom: SMS and social network   skype most often skype video chat - least often   almost equally as much   phone call.... video call skype   mostly I use Skype and sms; I never use twitter and not that often social facebook for communicate;   most: e-mail   ...

Which media do you use for communicating in your work life?
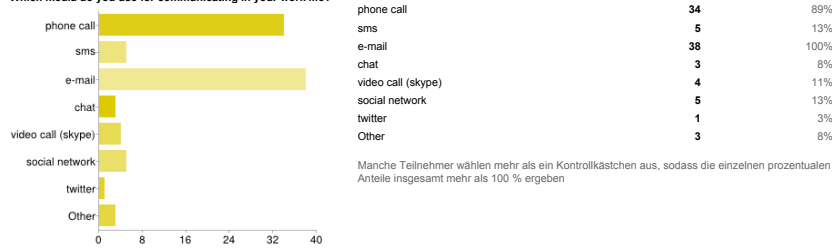
phone call	**34**	89%
sms	**5**	13%
e-mail	**38**	100%
chat	**3**	8%
video call (skype)	**4**	11%
social network	**5**	13%
twitter	**1**	3%
Other	**3**	8%

Manche Teilnehmer wählen mehr als ein Kontrollkästchen aus, sodass die einzelnen prozentualen Anteile insgesamt mehr als 100 % ergeben

Which of the named media do you use the most and which one not so often?

most-email not often-all except email   Often/almost only use Gmail   1. e-mail 2. phone call   both equally often   Often email, phone calls not often   most: e-mail not so often: phone call   email the most skype, social network not so often   e-mail most sms not so often   Email mostly, often phone calls and sometimes chat   equal ammount   sms----> social network   most: email; not so often: skype   most phone call and not so often fax   both the same   1.e-mail 2.phone call 3. video call   email, phone sms, social networks   Mostly email, rarely social networks   Both often   Both often   e-mail, phone call = often   phone call the most e   ...

How much time for digital communication do you spend on an average day?

1 hour   2-3 hours   two hours   1-2h   6   2h   A LOT! maybe 4-5 hours   mayby 3 hour   5 hours   10 min   I don't know   7h   1-1,5 hour   2,5 Std   a lot of time. some hours   2 hours   10 hours   8 hours   2 hours   2 hours   about 1 to 3 hours   + 3 h   about 3 hours a day.   2h   3 hours   2h   work: 1,5-2 hours (writing, answering e-mails) private: 2-4 hours (im a facebook dependent :( )   work : 8 hours per day private : 2 hours per day   3 hours   Up to 6-7 hours   Way too much, several hours?   work: 4-5 hours, 60-70% of working day private: 1 hour   8-10 hours   45min   1 hour   2 hours

Do you remember the time when you only had your landline available for communication?

yes	**37**	97%
no	**1**	3%

Are there situations where you whish that you would not be reachable by everyone at any place and any time?

yes	**15**	39%
no	**8**	21%
yes, if I could choose which persons	**15**	39%

Do you understand if someone sometimes needs time alone and does not want to be reachable?

yes	**36**	95%
no	**2**	5%
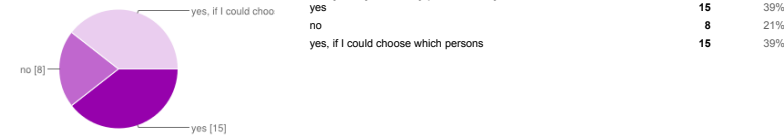
Do you need a reason from the person who does not want to be reached?

no   yes, I think it somehow shows polite.   no (privat life) yes (work life). I wanted to know when I can reach the person again.   no   Yes, if it happens often   no   no   ja, eftersom man är van vid att alltid kunna nå människor så blir det att personen "bryter" mot de sociala regler som finns. Ungefär som att man inte dricker alkohol på en fest, vilket kan vara väldigt provocerande för omgivningen.   No   no.   No, I never ask for reasons.   becouse maybe it seems like this person is angry or uppset about something..   no   no   yes - at work i need a reason no - private i don´t need a reason   no   No   No, I'd assume they're goo   ...

If you call a friend but only reach the answering machine saying: "the person is not available right now, he/she won´t see that you called and you should please try later again", do you feel rejected?

yes	**5**	13%
no	**31**	82%
Other	**7**	18%

Manche Teilnehmer wählen mehr als ein Kontrollkästchen aus, sodass die einzelnen prozentualen Anteile insgesamt mehr als 100 % ergeben

Which information do you expect a private telephone answering machine to contain?

when i can call again (i donnot wanna waste time)   It could automatically recognize my situation and answer appropriate information to the people who is try to reach me.   It is enough if I hear that the person is not at home.   neither   Not much   private calls: no specific information work related: time period,emergency no.   I don´t expect an answering machine   förväntar mig egentligen inte mer än som ovan; the person is not available right now..." om det är en privat telefon.   time period   the person is not reachable at the moment.   Nothing   the beep when the recording my message..   I am not expecting a lot f   ...

Do you prefer to hear the persons own voice on an answering machine?

not specially   yes   Yes, because it is personal.   no preference   Yes   no   yes, more personal, besides, it is that person I tried to reach and not a family member...   ja om det är någon man inte ringer så ofta, så man vet att man kommit till rätt person. Är det ett nummer man brukar ringa så går det lika bra med telefonrösten   Yes, always.   yes.   Doesn't matter   no i i want a robot so i cant feel any emotions to the voice.   yes, it feels more personal   no, because it often doesnt sound like the person himself. and its confusing sometimes, because you think you reached the person.   doesn´t matter   no - it´s also ok, if i h   ...

If you e-mail someone and you get the answer back that the person is not reachable right now, won´t see your e-mail and you should try again later, do you feel rejected?

no, gar nicht   Yes I will feel rejected. I think the sentence "won't see your e-mail" makes me uncomfortable.   no.   possibly, as i would expect an email to be read at a later time, not to have to send it again   Yes   no, better than no answer   no   nej, kanske beroende på vem man skickar. är det en företagsmail förutsätter man väl att personen är på semester ifall den "stänger av" mailen   No   depends on the content of the email. e.g. if its urgent or so.   No   well i would feel a bit annoyed... becouse i haveto wright the mail one more time   no   doesnt depend on person, but it does depend on the content   no   i do not feel   ...

How should such an automatic e-mail answer look like in order to be understood in a positive way?

if i get point, when the auto-email is sent to me... i can punkt sammeln, yeah!   as much as possible to provide the information related to person that I sent email.   It depend on the person (is it a teammate, a friend...), but normally only facts.   just facts, stating for how long the person won't be available   Nice picturw   just facts   polite and informative   fakta, men tydlig anledning varför personen inte kan svara på mailet   Just facts   "you know how you sometimes wanna be left alone ^^" to make the caller indetify with the person not being available right now.   Just facts   maybe a nice e-postcard back sayi   ...

Could you imagine using an "answering machine" even for sms?

yes	**12**	32%
no	**26**	68%

Imagine you would just need some "off-time" to be able to calm down. How would you like to answer the (different) recievers?

i switch off my device. i do not answer. that is strong answer, i think. or i wanna send so silent something.   I would like to answer the real situation that I am being experienced, and I will say don't expect my answer during this period of time.   Only the trueness. I need a "off-time", make a big journey...   that I am on holiday   ?   I don't have time right know and will call later   no i have chosen not to have an answering machine in order to NOT be stressed out by the fact that I feel I need to call back...   svårt, beror kanske på om jag är hemma och inte vill prata med någon eller reser iväg för a   ...

Own thoughts about getting disconnected sometimes

viel spass!!   I hope the one that I am cared of can always reach me in any situation.   I need to practice to NOT to be reachable, to be disconnected!   hade varit skönt, men rädslan är väl att man skulle missa något "viktigt".   No   i think it's quite intersting and could even be some sort of event for people to meet and go "offline" together, so they realy can be on their own. in general i think its quite similar to turning the phone off and not reading emails, if ones just wants to be left alone. it even would be kind a hard to me, not to get paranoid on having missed some

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6.4.1 Complete survey

Zeitstempel	Which country are you from?	What is your profession?	Which media do you use for communicating in your private life?	Do you remember the time when you only had your landline available for communication?	Are there situations where you whish that you would not be reachable by everyone at any place and any time?	If you call a friend but only reach the answering machine saying: "the person is not available right now, he/she won't see that you called and you should try again later", do you feel rejected?	Which information do you expect a private telephone machine to contain?	Do you prefer to hear the persons own voice on an answering machine?	If you call someone and you get the answer back that the person is not reachable right now and you should try your e-mail and you should try again later, do you feel rejected?	How should such an automatic e-mail answer look like in order to be understood in a positive way?	Do you need a reason from the person who does not want to be reached?	Could you imagine using an "answering machine" even for sms?	Imagine you would just need some "off-time" to be able to calm down. How would you like to answer the (different) recievers?	Own thoughts about getting disconnected sometimes	Which of these products do you use regularly for communication?	How old are you?	Are you female or male?	Which media do you use for communicating in your work life?	Which media do you use the most and which one not so often?	Which of the named media do you use the most and which one not so often?	Do you understand if someone sometimes needs time alone and does not want to be reachable?	How much time for digital communication do you spend on an average day?
09.02.2012 00:28:37	japan	designer	e-mail, social network	yes	yes	no	when I can call again (I almost wanna waste time)	not specially	no, gar nicht	if I get point, when the auto-email is sent to me. I can punct sammeln, yeah!	no	yes	I switch off my device. I do not answer. that is strong answer. I think. or I wanna send so silent something.	viel spass!!	notebook	33	male	e-mail	most-email not often-all except email and social network	most-email not often-all except email	yes	1 hour
10.02.2012 22:15:50	China	Designer	phone call, sms, chat, video call (skype)	yes	no	yes	It could automatically recognize my situation and answer appropriate information to the people who is try to reach me.	yes	Yes I will feel rejected. I think the sentence "won't see your e-mail" makes me uncomfortable.	as much as possible to provide the information related to the person that I sent email.	yes, I think it somehow shows polite.	yes	I would like to answer the real situation that I am being experienced, and I will say don't expect my answer during this period of time.	I hope the one that I am cared of can always reach me in any situation.	mobile phone, notebook	24	male	e-mail	facebook and skype are quite often. Twitter not so often	Often/almost only use Gmail	yes	2-3 hours
09.02.2012 10:55:16	German	Productdesigner	phone call, sms, e-mail	yes	yes, if I could choose which persons	normelly no. depend on the person I wanted to speak to. (boyfriend)	It is enough if I hear that the person is not at home.	Yes, because it is personal.	no.	It depend on the person (is it a teammate, a friend...), but normally only facts.	no (privat life) yes (work life), I wanted to know when I can reach the person again.	no	Only the trueness. I need a "off-time", make a big journey...		landline, mobile phone, notebook, stationary computer	33	female	phone call, e-mail	1. phone call 2. sms 3. e-mail	1. e-mail 2. phone call	yes	two hours
10.02.2012 21:02:09	Germany	Architect	phone call, sms, e-mail	yes	yes	no	neither	no preference	possibly, as I would expect an email to be read at a later time, not to have to send it again	just facts, stating for how long the person won't be available	no	no	that I am on holiday		landline, mobile phone, notebook	32	female	phone call, e-mail	mobile phone calls most	both equally often	yes	1-2h
08.02.2012 19:03:17	Sweden	Marketing	phone call, sms, e-mail, chat	yes	yes	yes	Not much	Yes	Yes	Nice picture	Yes, if it happens often	no	?		mobile phone, stationary computer	34	female	phone call, e-mail, chat	Chat often	Often email, phone calls not often	no	6
08.02.2012 20:36:14	Germany	Engineering	phone call, sms, e-mail, chat	yes	no	no	private calls: no specific information work related: time period/emergency no	no	no, better than no answer	just facts	no	no	I don't have time right know and will call later		landline, smartphone, notebook	28	female	phone call, e-mail	Most: e-mail not so often: chat	most: e-mail not so often: phone call	yes	2h
08.02.2012 19:39:51	sverige	designer	phone call, sms, e-mail, chat, social network	yes	yes	no	I don't expect an answering machine	yes, more personal, besides, it is that person I tried to reach and not a family member...	no	polite and informative	no	no	I have chosen not to have an answering machine in order to NOT to be stressed out by the fact that I feel I need to call back.	I need to practice to NOT to be disconnected!!	smartphone, tablet computer	35	female	phone call, sms, e-mail, video call (skype), social network	phonecall and sms the most chat not so often	email the most skype, social network not so often	yes	A LOT! maybe 4-5 hours
08.02.2012 23:19:48	sweden	design student	phone call, sms, e-mail, chat, social network	yes	yes	no	förvänter mig egentligen inte mer än som vanan; "the person is not available right now..." om det är en privat telefon.	ja om det är någon man inte ringer så beroende på vem. ofta, så man vet att man skickar. är det man kommit till rätt person. Av det ett nummer man brukar ringa sa gär det lika bra med telefonrösten	nej, kanske beroende på vem sentenligt won't sätter man skickar i förutsätter man vill att personen är jä semester ifall den mailen	fakta, men tydlig anledning varför personen inte kan avara på mailet	ja, eftersom man är van vid att alltid kunna nå människor så blir det att personen sociala register som finns. Ungefär som att man inte dricker alkohol på en fest, vilket kan vara väldigt provocerande för omgivningen.	yes	svårt, beror kanske på om jag är hemma och skulle vilja prata med någon eller reser iväg för att få "bryter" mode och inte kan svara även om jag velat. Tror jag hade försökt vara tydlig med vad jag "återkommer" så de vet när de kan försöka nå mig igen	hade varit skönt, men räddsan är väl att man skulle bli rädd/orolig "viktig".	mobile phone, tablet computer	26	female	phone call, sms, e-mail, social network	most social network and e-mail and least phone-call	e-mail most sms not so often	yes	mayby 3 hour
10.02.2012 12:00:41	Germany	Mechanical Engineering	phone call, sms, e-mail, chat, social network	yes	no	no	time period	Yes, always.	No	Just facts	No	yes	No reasons. I would just say that I need some off-time	No	smartphone, notebook	31	male	phone call, e-mail, chat	Email mostly, often phone calls and sometimes chat	Email mostly, often phone calls and sometimes chat	yes	5 hours
13.02.2012 12:48:00	Germany	3d artist	phone call, sms, e-mail, chat, social network, mouth	yes	yes, if I could choose which persons	no	the person is not reachable at the moment.	yes.	depends on the content of the email. e.g. if its urgent or so.	"you know how you sometimes wanna be left alone ^^" with the caller indetify being available right now.	no.	no	"you know how you sometimes wanna be left alone ^^"	I think it's quite intersting and could even be some sort of event for people to meet and go "offline" together, so they really can be on their own.	smartphone, notebook, stationary computer, skype	32	male	phone call, e-mail, skype text	skype video chat - least often	skype most often	yes	10 min
08.02.2012 22:56:49	sweden	Artist	phone call, sms, e-mail, chat, social network, but no video-call	yes	no	no	Nothing	Doesn't matter	well I would feel a bit annoyed. becouse I have to wright the mail one more time	maybe a nice e-postcard back saying some positive thing...	No, I never ask for reasons.	no	I don't give reasons if I don't want to.	in general I think its quite similar to turning the phone off and not reading emails, if ones just wants to be left alone. it even would be kind a hard to me, not to get paranoid on having missed some business opportunity or an emergency call by people close to me. I like to be off the grid from time to time, and I do chat a lot as well. Never excuse myself and never repeat excuses in return. I think its important to take that kind of freedom for yourself	smartphone, stationary computer	45	male	phone call, e-mail	almost equally as much	equal ammount	yes	I don't know
08.02.2012 19:24:46	Skåne	livsnjutare/formgivare	phone call, sms, e-mail, chat, video call (skype), social network	yes	yes, if I could choose which persons	no	the beep when the recording my message.	no I want a robot so I cant feel any emotions to the voice.	becouse maybe it seems like this person is angry or upset about something.			yes	like a usuall answering machine "hey I am not reachbale right now.. try again later" simple and short		mobile phone, smartphone, tablet computer	29	male	phone call, sms, social network	phone call.... video call skype	sms --> social network	yes	7h

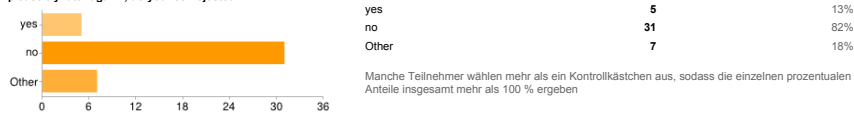| Zeitstempel	Which country are you from?	Which of these products do use regularly: landline, mobile phone, smartphone, notebook, stationary computer, tablet computer?	What is your profession?	Which media do you use for communicating in your private life?	Which media for communication do you use?	Do you remember the time when you only had your landline available for communication?	Are there situations where you wish that you would not be reachable by everyone at any place and any time?	If you call a friend but only reach the answering machine saying: "the person is not available right now, he/she won't see that you called and you should please try later again" do you feel rejected?	Which information do you expect a private telephone machine to contain?	Do you prefer to hear the persons own voice on an answering machine?	If you e-mail someone and you get the answer back that the person is not reachable right now and you should try again later, do you feel rejected?	How should an automatic e-mail answer look like in order to be understood in a positive way?	Do you need a reason from the person who does not want to be reached?	Could you imagine using an "answering machine" even for sms?	Imagine you would just need some "off-time" to be able to calm down. How would you like to answer the recievers?	Own thoughts about getting disconnected sometimes	Which of these products do you use regularly for communication?	How old are you?	Are you female or male?	Which media do you use for communicating in your work life?	Which of the named media do you use the most and which one not so often?	Which of the named media do you use the most and which one not so often?	Do you understand if someone sometimes needs time alone and does not want to be reachable?	How much time for digital communication do you spend on average day?
09.02.2012 00:28:37	japan		designer	e-mail, social network		yes	yes	no	when i can call again (i donnot wanna waste time)	not specially	no, gar nicht	if i get point, when the auto-email is sent to me. i can punkt sammeln, yeah!	no	yes	i switch off my device. i do not answer. that is strong answer, i think. or i wanna send so silent something.	viel spass!!	notebook	33	male	e-mail	most-email not often-all except email and social network	most e-mail not often-all except email	yes	1 hour
08.02.2012 19:35	Germany		PhD Student	phone call, sms, e-mail, chat, video call (skype), social network		yes	no	no	i am not expecting a lot from a private answering machine: name instead of the phone number is fine.	yes, it feels more personal	no	it is an automatic email, so i dont want any animated icons or video. facts are fine and maybe if possible information how or when i can reach the person;	just facts	no	no	How long is the time-off? I think its okay to say "not reachable for a while and will get back to you later"	good luck!	smartphone, notebook	29	female	phone call, e-mail, video call (skype)	mostly i use Skype and sms; I never use twitter and not that often social facebook for communicate;	most: email; not so often: skype	yes	1-1,5 hour
08.02.2012 19:54	germany		communications	phone call, sms, e-mail, chat, video call (skype), social network, twitter		yes	yes, if I could choose which persons	yes	none. its enough to know.	no, because it often doesn't sound like the person himself. and its confusing sometimes, because you think you reached the person.	doesnt depend on person, but it does depend on the content	just facts	no	no	just the reason, that i need "off-time". and maybe a bit more - depends on the needs for the "off-time"	good luck!	mobile phone, notebook	22	female	e-mail	most: e-mail not so often: chat, sms, phone call	most e-mail not so often: chat, sms, phone call	yes	
08.02.2012 21:05	germany		Dipl. Sozialpädagogin	phone call, sms, e-mail, chat, video call (skype), social network		yes	no	no	@work: it would be great to know which time the person is reachable again	doesn't matter	no	reason and duration of unavailability + person you can call instead	just facts	no	private: tell the truth work: I would cheat		landline, mobile phone, notebook	31	female	phone call, e-mail, fax	most social network and not so often skype, fax	most phone call and not so often fax	yes	2,5 Std
08.02.2012 22:59	Germany		editor	phone call, sms, e-mail, chat, video call (skype), social network		yes	no	sometimes	only the name (to make sure, that i have called the right person)	no - it is also ok, if i hear the voice of a member of his/her family	i do not feel rejected - he/she is probably on vacation.	for private life: no picture, video... just the facts: how long the person is not reachable and if it concerns someone i work with, i would like to get the name+number of the person i could contact in urgent matters. / no personal. no clear facts necessary for work life: a simple and usual reason of my day to day life, such as "i am a tending a meeting, and will get back to you asap."	no - private i don't need a reason	no	i would just tell them, that i'm not reachable at the moment. they should try again in about two weeks (for example)	i never wish to get disconnected.	landline, smartphone, notebook, stationary computer	30	female	phone call, e-mail	the most: sms not so often: video call (skype)	both the same	yes	a lot of time. some hours
11.02.2012 20:31	Germany		architect	phone call, sms, e-mail, chat, video call (skype), social network		yes	yes	no	no particular information	yes, in all the cases. It gives the impression that someone will get back to me.	no	for private life: personal but no picture, video... just the facts, how long the person is not reachable and if it concerns someone i work with, i would like to get the name+number of the person i could contact in urgent matters. / for private life: as close as possible to the truth, without hurting anyone or giving any wrong impression for work life: a reason for not being reachable and a simple and usual reason of my day to day life, such as time period and emergency contact	no	no	i just would tell them, that i'm not reachable at the moment. they should try again in about two weeks (for example)	to avoid burn-out syndrome and other stress symptomes it is important to disconnect whenever neccessary I hope your work will help making disconnection sabontaing! Good luck!	mobile phone, notebook	34	female	phone call, e-mail, video call (skype)	1.phone call 3.video call 5 sms 6 chat 7.social network	1.e-mail 2.phone call 3. video call	yes	2 hours
09.02.2012 14:12:25	Germany		political advisor	phone call, sms, e-mail, social network, twitter		yes	yes, if I could choose which persons	no	i don't think i remember getting an answering machine in the last two years or so. i don't want to hear the message but i try their mobile. if i don't reach them there i know the device will log my missed call and they'll know i tried to get in touch.	IMO, answering machines are basically dead in most cases but offices and the like. Don't care which voice.	Not rejected. If it's a vacation/out-of-office message it's ok, but even then I'd want to know an alternative (other person to speak to etc.)	just facts please, never pictures or video.	No, I'd assume they're good reasons. I'd appreciate to know in advance though.	no	I'd state the time of my absence and make sure colleagues would know what to do about specific inquiries. I'd also give emergency numbers to certain persons (office and private) that I can depend on not to misuse them.	Necessary to recharge batteries!	landline, smartphone, notebook, stationary computer; Fax	34	male	phone call, sms, e-mail, social network, twitter, fax	social networks, email, phone call	less: video calls, chat	yes	10 hours
08.02.2012 23:41:52	Germany		Journalist	phone call, sms, e-mail, social network		yes	yes	yes	Name or number of receiver	Yes, it assures me that I'm calling the right person and it feels more personal as well as concerning business calls	No. There must be a plausible reason for this, e.g. person is on holiday	Just facts	Yes yes	no	No detailed reason unless it's for holidays. Maybe a return fax to office / back home date information.	The growing number of burn out cases must be due to the always-on / back home standby mode...	landline, mobile phone, smartphone, notebook, stationary computer, tablet computer	31	female	phone call, e-mail	Mostly email and phone calls, chats rarely	Mostly email, rarely social networks	yes	8 hours
08.02.2012 21:47:48	Germany		Financial Business	phone call, sms, e-mail, social network, Whats App		yes	yes, if I could choose which persons	no	Nothing, but I expect the person to call back	No	Yes! If I write the person has to answer later.	Just facts	Not	no	Yes, I sometimes do, e.g. 2-weeks of holiday without internet, phone etc.	No reasons!	smartphone, notebook, stationary computer	32	male	phone call, e-mail	Whats App often, E-Mail rarely	Both often	yes	2 hours
08.02.2012 21:47:49	Germany		Financial Business	phone call, sms, e-mail, social network, Whats App		yes	yes, if I could choose which persons	no	Nothing, but I expect the person to call back	No	Yes! If I write the person has to answer later.	Just facts	Not	no	Yes, I sometimes do, e.g. 2-weeks of holiday without internet, phone etc.	No reasons!	smartphone, notebook, stationary computer	32	male	phone call, e-mail	Whats App often, E-Mail rarely	Both often	yes	2 hours
09.02.2012 20:38:20	Germany		editor	phone call, sms, e-mail, video call (skype)		yes	yes, if I could choose which persons	no	Only the name and - please speak after the the peeeep	yes, i do. i think it is more respectful and blandly	no	I think it's okay, when there are only facts	just facts	No, I don't need a reason. I understand the if someone does not like to be reached.	no	?	?	mobile phone, stationary computer	32	female	phone call, e-mail	mobile phone, Mail, phone call = often skype = not so often	e-mail, phone call = often	yes	about 1 to 3 hours
13.02.2012 20:01:52	Germany		teacher	phone call, sms, e-mail, video call (skype)		yes	yes	no	I don't need an information, only that the person is not available.	yes	no	just facts	just facts	no			landline, smartphone, notebook	32	female	phone call, e-mail	phone call, email, sms the most	phone call the most email not so often	yes	

Zeitstempel	Which country are you from?	Which of these products do use regularly: phone, landline, smartphone, mobile phone, notebook, stationary computer, tablet computer?	What is your profession?	Which media do you use for communicating in your private life?	Which media for communication do you use?	Do you remember the time when you only had your landline available for communication?	Are there situations where you wish that you would not be reachable by everyone at any place and any time?	If you call a friend but only reach the answering machine saying: "the person is not see that you called and you should please try later again? do you feel rejected?	Which information do you expect a private telephone answering machine to contain?	Do you prefer to hear the persons own voice on an answering machine?	If you e-mail someone and you get the answer back that the person is not reachable right now, won't see your e-mail and you should try again later, do you feel rejected?	How should such an automatic e-mail answer look like in order to be understood in a positive way?	Do you need a reason from the person who does not want to be reached?	Could you imagine using an "answering machine" even for sms?	Imagine you would need some "off-time" to be able to calm down. How would you like to answer the (different) recievers?	Own thoughts about getting disconnected sometimes	Which of these products do you use regularly for communication?	How old are you?	Are you female or male?	Which media do you use for communicating in your work life?	Which of the named media do you use the most and which one not so often?	Which of the named media do you use the most and which one not so often?	Do you understand if someone sometimes needs time alone and does not want to be reachable?	How much time for digital communication do you spend on an average day?
09.02.2012 00:28:37	japan		designer	e-mail, social network		yes	yes	no	when I can call again (I don't wanna waste time)	not specially	no, gar nicht	If I get point, when the auto-email is sent to me. I can punkt sammeln, yeah!	no	yes	I switch off my device. I do not answer. that is strong answer. i think. or I wanna send so silent something	viel spass!!	notebook	33	male	e-mail	most-email not often-all except email and social network	most-email not often-all except email	yes	1 hour
08.02.2012 21:05:48	swe		Designer	phone call, sms, e-mail, video call (skype) social network		yes	yes	Isent it like that? Its like that when people call me.	When the person will be able to call back or when I would be able to call the person. Further more what is the hurry?	I think its important that the voice say that it is made by purpose not that it is a regular answering machine. Private voice great!	same as phone..	Marked that it is a auto-replay more then in the letter.	When is this person getting back? Is it tomorrow or next week? If its private or a work situation maybe.	yes	Same, how make it to complicated?	Do I want to get disconnected? When do I want to get disconnected? Do I want to rest my body? Is it a rest to tell my friends when im doing something fun? Dose it have to be all or nothing? Do I have to Island my self, is it good to do a total disconnection? Maybe it shouldn't be optional or maybe you should get a reminder? Maybe this thing comes with a sweet deal to hawaii or good something else to do. Is it in you hand or is it just a "click" disconnect or do I want to set my profile for this off-time? I think that I don't know my self!	mobile phone, notebook	26	male	phone call, sms, e-mail		+ phone and mail / - sms not so much	no	+ 3 h
09.02.2012 16:27:06	Poland		Graphic designer and musician	phone call, sms, e-mail, video call (skype), social network		yes	yes	no	I don't expect any, cause I never leave messages on telephone answering machines.	I don't care	no, I don't feel rejected, in any options	just facts, but friendly with the information when i can get in touch.	yes, if they are important for me I am worry. I just want to know that they are ok - it is enough.	no	I would right that I'm off till this and that time - please reach me after this period. I have a nice day (without giving a certain reason)	It is nice to know 'why' after you finally reach the person when this is someone close (like brother, sister, boyfriend, parent). In any other matter I don't have the feeling that I need any special explanation. good luck with the research :-)	mobile phone, notebook, tablet computer	26	female	phone call, e-mail	The most important is mobile phone, facebook and emails	the most e-mails then mobile phones.	yes	about 3 hours a day.
09.02.2012 16:39:34	germany		retired	phone call, sms, e-mail, video call (skype), social network		yes	yes, if I could choose which persons	no, only with friends, family	when will you be "back" again	yes as a friend, family member. otherwise: not	no, if I understand	just written message, text. as a family member, friend: voice would be good	no	yes	stress, please understand, I am under heavy pressure ... in vacation, need of-time urgently	during sundays, during vacation for different groups (. family, colleagues, friends, strangers ...) different ideas -- different profiles :-)	landline, mobile phone, stationary computer	61	male	phone call, e-mail	often: phone call, e-mail, skype not so often: mobile, social network	often: phone call, e-mail mobile not so often: xxx	yes	2h
12.02.2012 13:03:03	Germany		Mechanical Engineer	phone call, sms, e-mail, video call (skype), social network		yes	yes	no, only if that keeps on being the answer for a long time	Only the time period, if any.	I prefer to hear there own voice. It is more personal and nicer, and I know for sure, that the answer was intentional and not due to a technical problem (e.g. lost mobile connection, full email in-box...)	Yes, at the present time. I probably would, since it is not common right now. For family members it may be acceptable, but it's hard to imagine for business emails among colleagues. Even if someone is on holiday, I expect him/her to answer after his/her return to the office.	In private life it could contain that the person has decided to take some for him-/herself but that he/she will be happy to get in contact later on. I don't think you need animation or video, but a picture could be nice. In business life it should rather be fact oriented, without any personal reasons.	No	yes	family, friends: I would say as it is. I take some time for myself, but that I am happy to get back in contact later on. business: I would just say, that I can not be reached right now and when I will be back.	No. For me it could contain that the person has decided to take some for him-/herself but that he/she will be happy to get in contact later on.	landline, mobile phone, smartphone, notebook, stationary computer	29	male	phone call, e-mail	often: phone call, sms, email, video call not so often: social media	often: phone call, email, video call not so often: -	yes	3 hours
08.02.2012 18:48:29	Finland		Designer	phone call, sms, social network		yes	yes	yes	None	Machine	Usually not, cause my emails seldom are that acute	Facts, when person is within reach	Yes, being fed up is an okay reason but you need to know it. Otherwise one gets worried.	no	Stress, holiday...	Very good, annoyed more if companion can't do the same.	smartphone, notebook	27	female	phone call, e-mail	Social network - phone	Email - phone	yes	2h
09.02.2012 20:23:02	Hungary :)		designer student yet	sms, e-mail, chat, video call (skype), social network		yes	yes, if I could choose which persons	no	If I hear the sound of the answering machine, and I recognize it is just a machine i abort the calling. In the other case... I never listen my answering machine back.	no	No, mostly this mails contains the time when will be the person reachable.	for me the time (when will be the person reachable) is the most important. Thats good to read if the mail contains that he or she will read this e-mail.	Yes. It depends on the person. If I call my mom, dad, brother and they are not available that makes me very angry. If I call my friend, and he or she is not available I become curious, and I try to call later.	no	The customer shoud listen or read Im working	I like to disappear for a little time... If I receive so many e-mails or saying I+ message from my friend... but I dont want it after... I wait a couple of days and I answer for everyone.	mobile phone, notebook	23	male	e-mail, video call (skype), social network	Facebook - I use it mostly. GoogleTalk - often. not so often: MSN messenger (almost never) Skype (1-2 times in a month)	e-mails - very often to communicate. skype video call - often during the working process (1-2 times a week). social network - I contacted once with the client on facebook and it worked well.	yes	work: 1,5-2 hours (writing, answering e-mails) private: 2-4 hours (I'm a facebook dependent :-))

Zeitstempel	Which country are you from?	Which of these products do use regularly: landline, smartphone, mobile phone, notebook, stationary computer, tablet computer?	What is your profession?	Which media do you use for communicating in your private life?	Which media for communication do you use?	Do you remember the time when you only had your landline available for communication?	Are there situations where you would not be reachable by everyone at any place and any time?	If you call a friend but only reach the answering machine saying: "the person is not available right now, he/she won't see that you called and you should please try later again? do you feel rejected?	Which information do you expect a private telephone answering machine to contain?	Do you prefer to hear the persons own voice on an answering machine?	If you e-mail someone and you get the answer back that the person is not reachable right now, won't see your e-mail and you should try again later, do you feel rejected?	How should such an automatic e-mail answer look like in order to be understood in a positive way?	Do you need a reason from the person who does not want to be reached?	Could you imagine using an "answering machine" even for sms?	Imagine you would just need some "off-time" to be able to calm down. How would you like to answer the (different) recievers?	Own thoughts about getting disconnected sometimes	Which of these products do you use regularly for communication?	How old are you?	Are you female or male?	Which media do you use for communicating in your work life?	Which of the named media do you use the most and which one not so often?	Which of the named media do you use the most and which one not so often?	Do you understand if someone sometimes needs time alone and does not want to be reachable?	How much time for digital communication do you spend on an average day?
09.02.2012 00:28:37	japan		designer	e-mail, social network		yes	yes	no	when i can call again (i do not wanna waste time)	not specially	no, gar nicht	if i get point, when the auto-email is sent to me. i can punkt sammeln, yeah!	no	yes	i switch off my device. i do not answer. that is strong answer, i think. or i wanna send so silent something	viel spass!!	notebook	33	male	e-mail	most-email not-often-all except email and social network	most-email not-often-all except email	yes	1 hour
08.02.2012 23:55:49	Japan		product design	sms, e-mail, video call (skype), social network		no	yes, if i could choose which persons	no	time period	no i don't. there is a service which you can download a TV talent's voice for an answering machine. it could be fun.	it depends on the content of the e-mail.	if there is a humor, i don't feel rejected. maybe picture	yes i do. it depends on how long i don't reach the person. Otherwise, I'm worried about his/her safety.	yes	we have a right to take rests, so i probably say "Sorry, I'm off for a week" but it is for friends. I want to say something more funny. "I'm out of service in order to refresh my OS."	as a worker, we...	mobile phone, stationary computer	29	male	phone call, e-mail	most : the internet least : radio?	most : the Internet least : social network	yes	work : 8 hours per day private : 2 hours per day
14.02.2012 12:23:44	GER		industrial designer	phone call, e-mail, social network		yes	yes, if i could choose which persons	no	possibility to leave a message	yes	no	just facts	no	yes	not reachable, will be back as soon as possible	in my view, everyone has his/her reasons for what he/she does or refrains. there was a study and the result was any reason is acceptable - as trivial as it might be: "I just do not have time because I have no time."	landline, mobile phone, smartphone, notebook, stationary computer	32	female	phone call, e-mail	1 phone call 2 e-mail 3 social network seldom: sms video call (skype)	1 e-mail 2 phone call 3 social network seldom: sms	yes	3 hours
14.02.2012 13:46:53	germany		civil servant	phone call, sms, e-mail, social network		yes	yes, if i could choose which persons	no	None	No	No	Just facts	No	no	good luck!	smartphone, notebook	32	female	phone call, e-mail	The most : phone call, not so often: social network	Both very often	yes	Up to 6-7 hours
14.02.2012 23:32:03	Germany		IT Guy	phone call, sms, e-mail, chat, social network		yes	no	no	None. If one person is not available, that's all I need to know.	No.	No.	Just the facts.	No.	no	I would state that I just need some "off-time" to be able to calm down. Or even more probable, state nothing at all.	I do not often want to be completely unreachable, but rather to calm down when I do. I need people to respect that. Thankfully all my communication devices have an off-button and the people surrounding me don't starting hating me if I'm unavailable. Also, they can leave a message on various media. In this regard, concerning the question "Are there situations where you wish that you would not be reachable by everyone at any place and any time? you would even not get the information later that a person tried to contact you" I answered that one with "no", since I do feel it should be possible to drop a message to everyone. "Are there situations where you wish that you would not be reachable by everyone at any place and any time?" I answered that one with "no", since I do feel it should be possible to drop a message to everyone. Like I can drop a letter in your mailbox when you're not at home (and you can still disregard that letter). This is a long brought principle and I think technology should sustain that.	landline, smartphone, notebook, stationary computer	32	male	phone call, e-mail, chat	I phone and SMS like everybody else as a quick means of communication within the team (mostly ICQ) is still very frequent. Social networks are ubiquitous nowadays, so I use them, too. E-Mail is, sadly, on the verge of disuse.	We use chat (IRC) - regulary. Chatting (mostly ICQ) is still very frequent. Social networks are ubiquitous nowadays, so I use them, too. E-Mail is, sadly, on the verge of disuse.	yes	Way too much, several hours?
15.02.2012 16:30:02	Germany		curator	phone call, sms, e-mail, video call (skype)		yes	yes	no	no reasons but emergency numbers	no, i prefer short texts on answering machines	no	just facts, e.g. the person I can contact in case of urgent inquiries - or the period which says how long my e-mail will be unanswered	no	no	that I'm not available and that they could contact XY in case of emergencies.	I had an off-time at the office due to my PhD - and it was really interesting what you miss when you not reachable by e-mail (our e-mail service does not allow to get e-mails on your smartphone, I was not reachable...), and I was getting nervous. but after 3-4 weeks I was really calm.	mobile phone, smartphone, stationary computer	32	female	phone call, e-mail	the most: sms and e-mail not so often: video call	most : e-mail	yes	work: 4-5 hours, 60-70% of working day private: 1 hour
16.02.2012 21:02:34	Germany		Real Estate Research Analyst	phone call, sms, e-mail, chat, video call (skype), social network		yes	yes	no	none	not necessarily	not at all	rather just facts	no	yes	I do not see a necessity to mention a reason.	that I'm not available by e-mail (our e-mail service does not allow to get e-mails on your smartphone, I was not reachable...), and I was getting nervous. but after 3-4 weeks I was really calm.	landline, mobile phone, notebook, stationary computer	32	male	phone call, e-mail	often: phone call, sms, e-mail seldom: chat, video call, social network	often: phone call, e-mail	yes	8-10 hours

Zeitstempel	Which country are you from?	Which of these products do use regularly: landline, mobile phone, smartphone, notebook, stationary computer, tablet computer?	What is your profession?	Which media do you use for communicating in your private life?	Which media for communication do you use?	Do you remember the time when you only had your landline available for communication?	Are there situations where you wish that you would not be reachable by everyone at any place and any time?	If you call a friend but only reach the answering machine saying: "the person is not available right now, he/she won't see that you called and you should please try later again" do you feel rejected?	Which information do you expect a private telephone machine to contain?	Do you prefer to hear the persons own voice on an answering machine?	If you e-mail someone and you get the answer that the person is not reachable right now, isn't your e-mail and you should try again later, do you feel rejected?	How should such an automatic e-mail answer look like in order to be understood in a positive way?	Do you need a reason from the person who does not want to be reached?	Could you imagine using an "answering machine" even for sms?	Own thoughts about getting disconnected sometimes	Which of these products do you use regularly for communication?	How old are you?	Are you female or male?	Which media do you use for communicating in your work life?	Which of the named media do you use the most and which one not so often?	Which of the named media do you use the most and which one not so often? (different)	Do you understand if someone sometimes needs time alone and does not want to be reachable?	How much time for digital communication do you spend on an average day?
09.02.2012 00:28:37	japan		designer	e-mail, social network		yes	yes	no	when I can call again (I don't wanna waste time)	not specially	no, gar nicht	if I get point, when the auto-email is sent to me. I can punkt sammeln, yeah!	no	yes	viel spass!!	notebook	33	male	e-mail	most-email not often-all except email and social network	most-email not often-all except email	yes	1 hour
01.03.2012 04:02:10	Germany		physician	phone call, sms, e-mail, video call (skype), social network		yes	yes	no	a time period would be very helpful	I surely rather leave a message on someones answering machine if that person has recorded its own voice.	With friends or private contacts I would not bother. With work contacts I already find it irritating that sometimes I get the message back that the person is on holiday. I never know if I have to write again or if they get their messages.	Facts are alright. The most important information is when the person can be reached again and if I have to write again.	Yes. To rule out emergency situations. Therefore I would not need that information from anyone at anytime. Just people I am very close with.	no	I already try to take some off-time. For example I do not answer work emails during the weekends or at night. The most easy way would be to just admit that I need some off-time. My answer would be: "Sorry I am just off, can you try again later?" For private contacts that is a little more difficult. I feel guilty when I don't reply quickly to the messages I get. It would therefore be helpful when I just would not get any messages at all during certain times.	landline, mobile phone, smartphone, notebook, stationary computer	31	male	phone call, e-mail	most: phone call and sms not to often: social network	phone calls and email both very often	yes	45min
02.03.2012 06:50:06	Germany		medical doctor	phone call, sms, e-mail		yes	yes	no	Only that the person is not available right now, without any reasons or time frame, but it is nice being able to leave a message	Yes, because it sounds more nice and the automatic voices are horrible	No, I fully understand	Automatically generated answer that person is not available is ok for me, no details, reasons or pictures necessary	No, I do like this myself quite regularly.	yes	I would just shut off my cell phone, put the answering machine of the landline on and relax. I won't feel guilty about that.	landline, mobile phone, notebook	30	female	phone call, e-mail	Mostly I use my mobile phone for calls and sms and my notebook for emails.	Mostly the telephone, sometimes also Fax.	yes	1 hour
28.03.2012 23:14:02	Germany		teacher	phone call, sms, e-mail, video call (skype), social network		yes	yes, if I could choose which persons	no	I expect no information, but I would like to be able to leave a message! (Otherwise I'm the one who has to call again. This is a bit annoying, especially during a busy day.)	yes	no	Just facts are enough.	no	no	Hi, X is not available right now, but she's more than happy to receive your phone call in two hours. (I wouldn't mention any reasons. I think, since everyone needs some time to disconnect and relax sometimes. Your project is great, I think, everyone needs to.) usually I turn off my cell phone and leave the house.	landline, mobile phone, notebook	33	female	phone call, e-mail	phone call (very often, daily) skype (very often, daily) sms (often, almost daily) e-mail (often, almost daily) social network (once a week)	phone call (very often, daily) e-mail (very often, daily)	yes	2 hours