

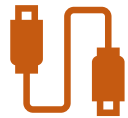
Content menu

Press the logo to explore info and results



iDODDLERs and Their Dwellings

- *Find out about the types of iDODDLE participants*



Digital Associations

- *Learn about what digital means and signifies to us*



Tap of a Button

- *The impacts of on-demand digital services on our consumption habits and expectations*



Leave It to Me

- *Our acceptance and the impacts of automating daily life activities*



Ask Me Anything

- *Making 'sense' of an AI-enabled chatbot*



Bits 'n' Bytes : Living Lab & National Stories

- *Discover insights comparing living lab with national data*



Alternative Future Corner

- *Co-designing responsible and just Smart Home Technologies*



Robot Wars

- *Enemies or allies? Try out the smart hoover*



Only Time Will Tell

- *The impacts of the digital world on our time*



One True Love

- *A closer look at digital services that we can't live without*



Out With the Old, In With the New

- *Reflect on how digitalisation has changed our lives*



Daily Life of the Digital

- *Reflect on the life of your digital devices*



Digi-Reflection Den

- *Step into our video diary booth to reflect on technologies*



From Applications to Outcomes

- *Mechanisms that help explain the outcomes of using digital technologies in daily life*



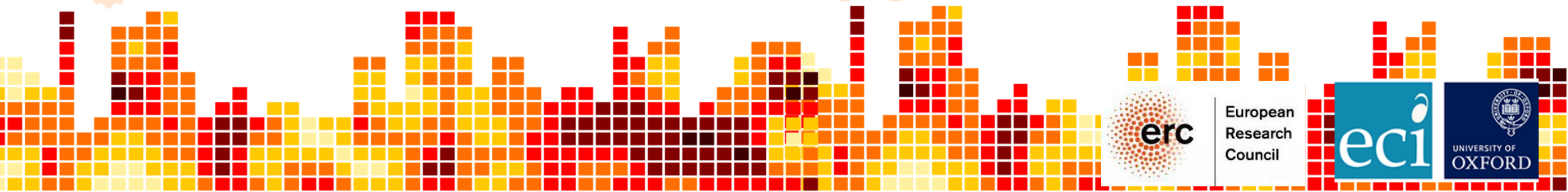
The Game of (Digital. Daily) Life

- *Make decisions about digital services through an interactive boardgame*



E-cargo Car Park Cruise

- *Try out an e-cargo bike down in the car park, curtesy of the ELEVATE project*



erc

European
Research
Council

eci

UNIVERSITY OF
OXFORD



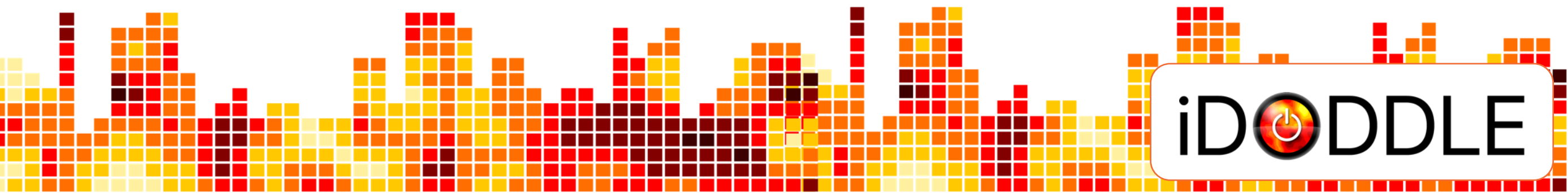
iDODDLERs and Their Dwellings: A snapshot of our living lab



47 households
are participating
in the Living Lab
across Oxford



These households have
101 individuals
participating in the living
lab

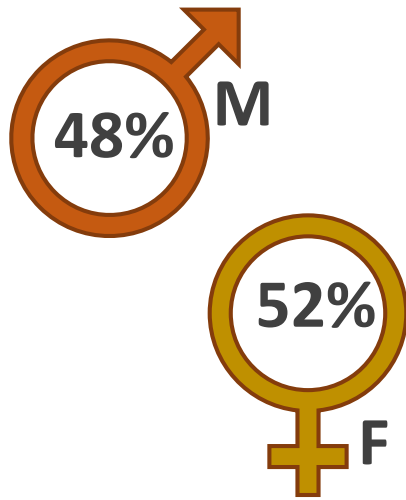




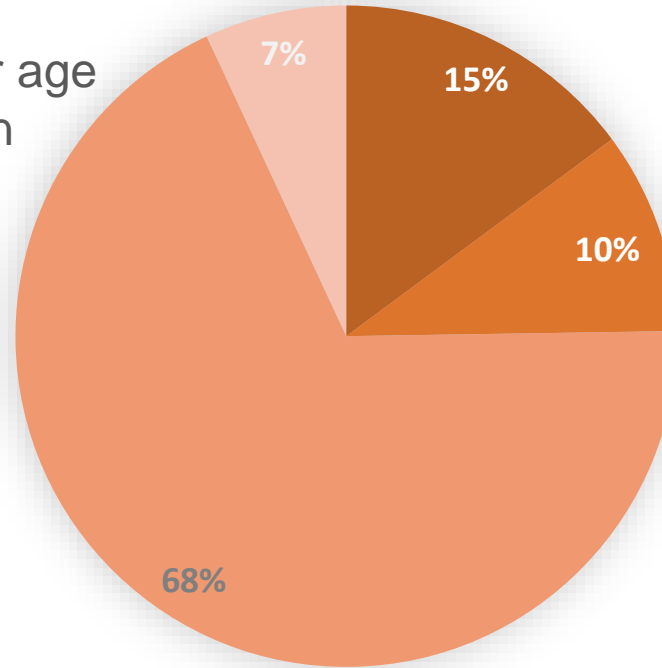
iDODDLEs and Their Dwellings: A snapshot of our living lab



This is the composition of living lab individuals, by sex

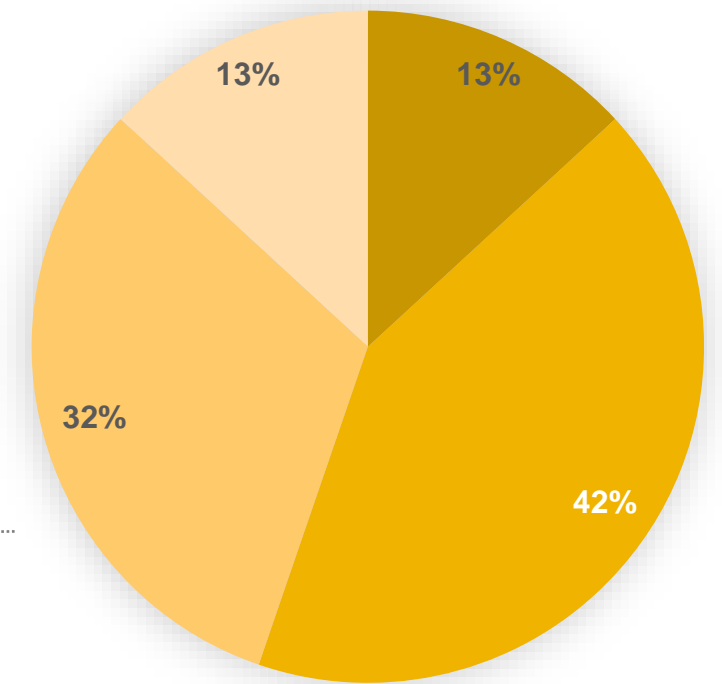


This is their age composition



- Children (under 12 years)
- Teenagers (12 to 18 year olds)
- Adults (over 18)
- Senior adults (over 65 years)

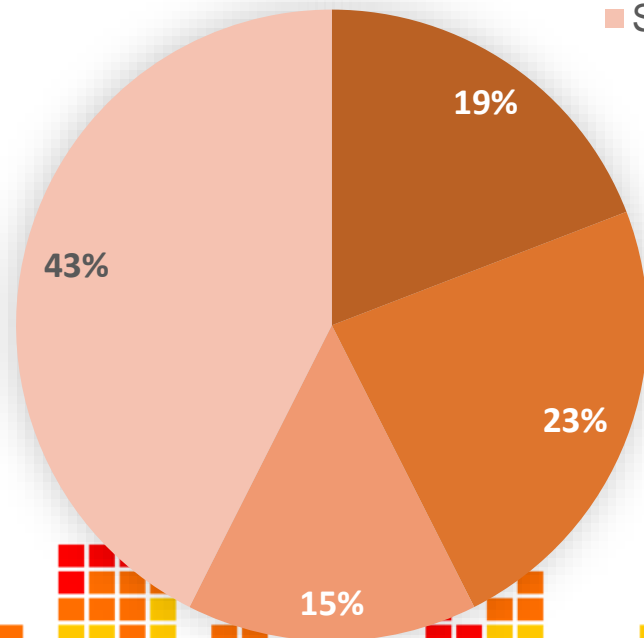
A large proportion of whom (42%) live in **semi-detached houses**



- Flat/apartment
- Semi-detached house
- Terraced house
- Detached house

Most of whom have been living in their current home for **more than 10 years**

- Less than a year
- 1-3 years
- 4-10 years
- Over 10 years





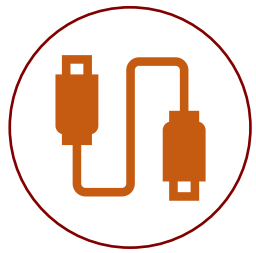
iDODDLERs and Their Dwellings: A snapshot of our living lab



Average of **11**
devices owned
per household

Individuals
use **3**
devices, on
an average

25% of households
shared more than **40%**
of their devices



Digital Word Associations



Click on the following buttons to see the wide range of words that iDODDLERs associate with the word 'digital'

All words

Descriptive words

By age

By sex

By dwelling type

iDODDLE

All the different words iDODDLERS associate with the word 'Digital'



Descriptive words iDODDLERs associated with 'digital'





Tap of a Button



Social Implications of On-Demand Digital Services

Felippa Amanta | felippa.amanta@ouce.ox.ac.uk
Environmental Change Institute, School of Geography and the Environment
@iDODDLE_Oxford



Background

- People are increasingly using **on-demand digital services** that provide **fast delivery** of products, contents, or services.
- While on-demand digital services can contribute solutions to climate change, they may conversely increase energy consumption and carbon emissions.
- The net impact of on-demand digital services on climate change **depends on human behaviour.**

% of UK individuals using on-demand digital services (2020)



Source: 1. Uber & Public First, 2. Office of National Statistics, 3. Mintel

Research Questions

- How do households use on-demand digital services?
- How do on-demand digital services shape households' expectations and consumption patterns?
- What are the climate implications of on-demand digital services?

Preliminary Findings



Constant tension

- Constant adaptation of on-demand digital services usage based on life circumstances, identity, household composition, values, and market forces
- Moral conflict between social and environmental concerns versus benefits (price, convenience, options)

Methods

- Semi-structured interviews with 14 households in Oxfordshire, UK, including low-, medium-, high levels of digitalisation
- Thematic analysis

Changing behaviours

- Normalising abundant options and fast delivery
- Increasing expectations of immediate gratification
- Inducing consumption

What the iDODDLERS are saying:

"I mean a lot of this stuff is really just **enabling more consumption.**"

Male, 35

"And because they're used to it being now, it's all delivered, isn't it? **On a phone, it's all delivered; on a laptop, straight away. As soon as you want it, there it is.** And it guess the same is true of some of these and the things that we haven't used. I want it, I get it.

And I think that's quite dangerous."

Female, 52

What do you think? How do you feel about these on-demand digital services?

Leave your comment here:

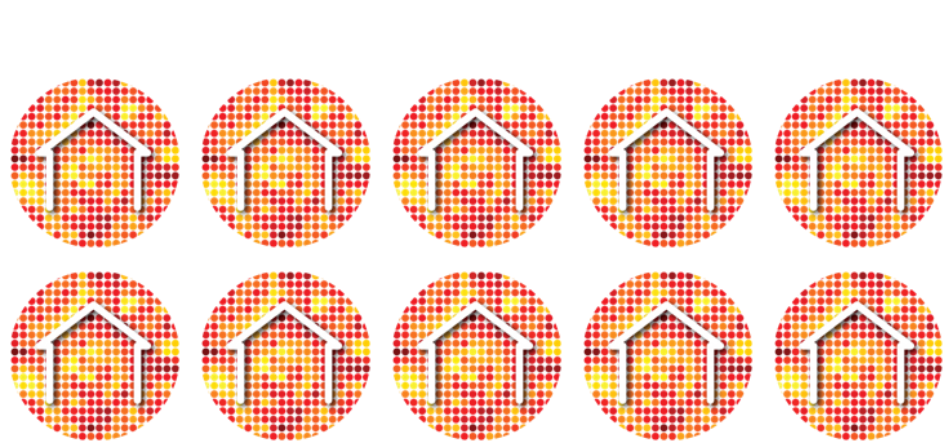
<https://cutt.ly/OwTzzPRx>



Leave it to me

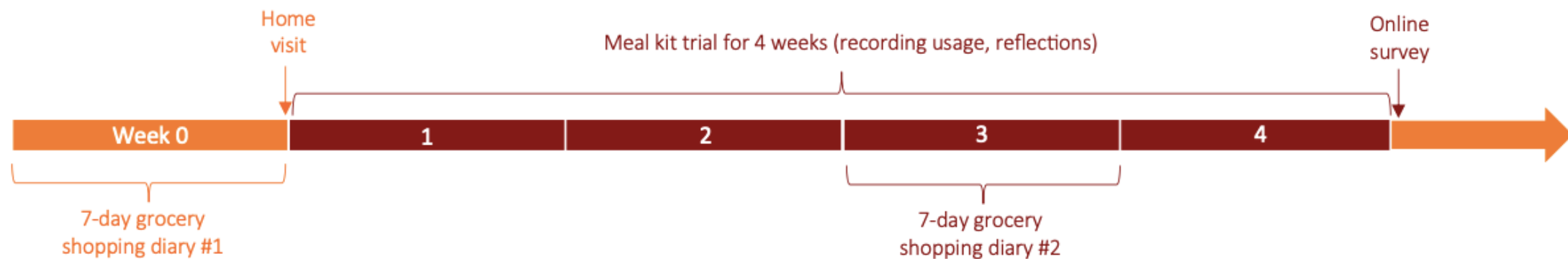


Exploring willingness to automate across daily life and the impacts of grocery shopping and meal planning automation



10 iDODDLE households

Households took part in a 4-week meal kit delivery trial, providing insights on their experience and the impacts such automation had on their behaviours, attitudes and time-use.





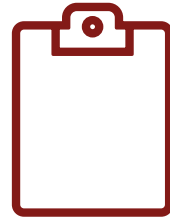
Leave it to me

Mission tasks



During the meal kit trials, iDODDLERS were asked to take part in various tasks

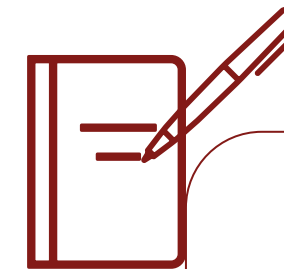
Survey on
time-use and
pace of life



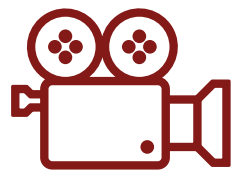
Recording reflections
on changes to meal
planning and preparation



One-week
grocery shopping
diary



Unboxing
video of first
impressions



Tracking meal
kit delivery app
usage



Recording
reflections on
grocery shopping





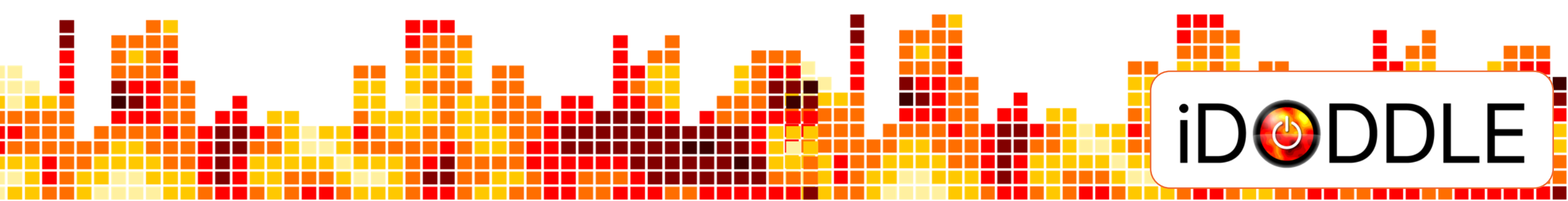
Leave it to me - Findings



In what ways do households currently automate daily life activities?

Activities	Someone outside the home	Manual: No automation	Schedule	Receive recommendations	Override or approve	Autonomous
Floor cleaning						
Surface cleaning						
Laundry						
Ironing and folding						
Waste disposal						
Dishwashing						
Charging devices						
Home security						
Home lighting						
Climate control						
Meal planning						
Grocery shopping						
Food prep and baking						
Banking and bills						
Financial planning						
Household and car maintenance						
Childcare						
Petcare						
Gardening						
Vehicle driving						
Travel booking						
Shopping						
Health/fitness monitoring						
Exercise plan						
Language learning						
Listening to music/ podcasts						
Watching a film/ TV episode						

Darker colours indicate more people





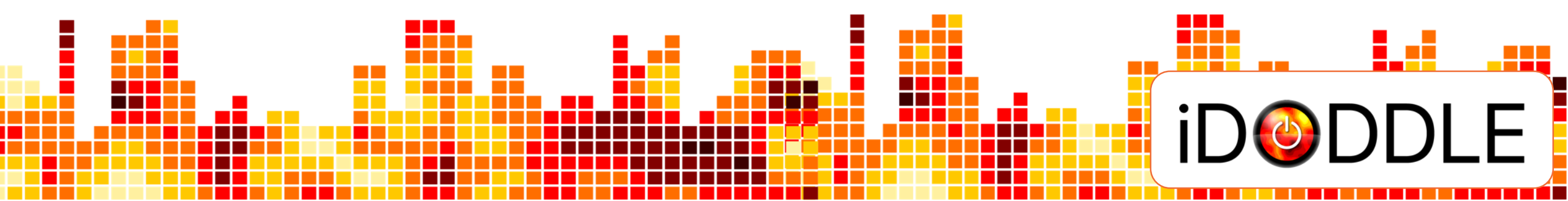
Leave it to me - Findings



In what ways are households willing to automate daily life activities?

Activities	Someone outside the home	Manual: No automation	Schedule	Receive recommendations	Override or approve	Autonomous
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Darker colours indicate more people



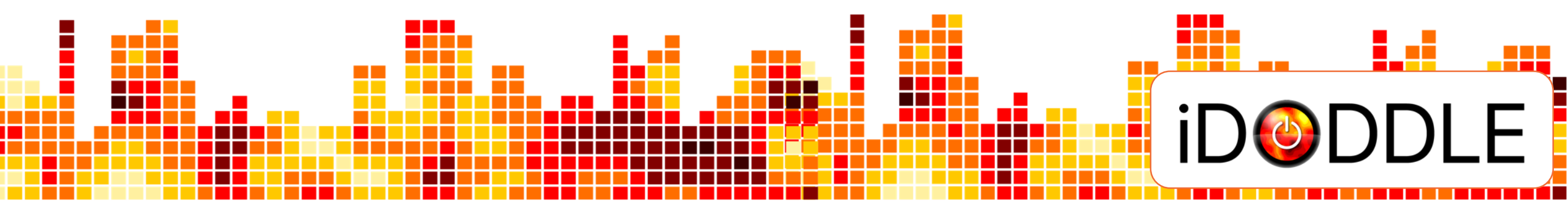
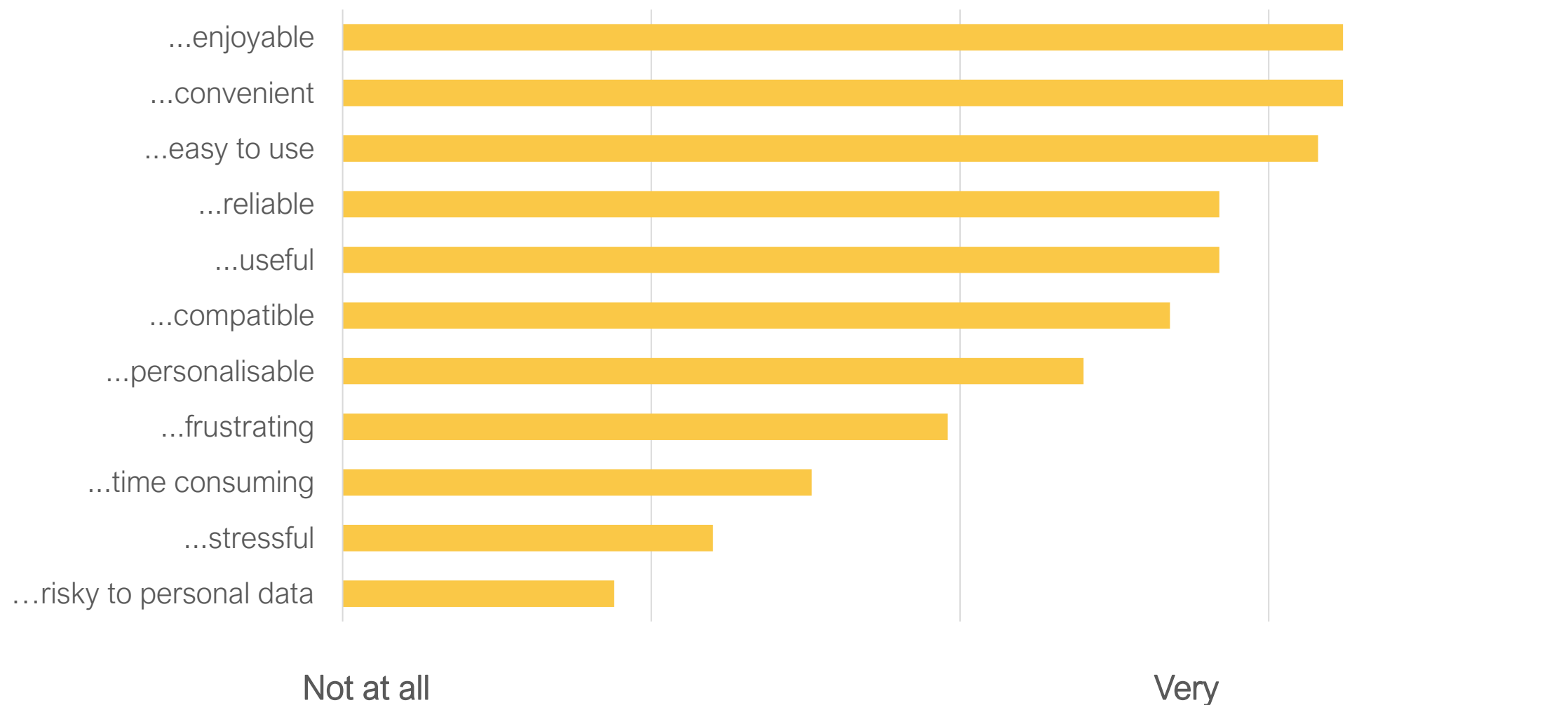


Leave it to me - Findings



iDODDLERS were asked the following before they started their meal kit delivery trial

How ... do you think it will be?



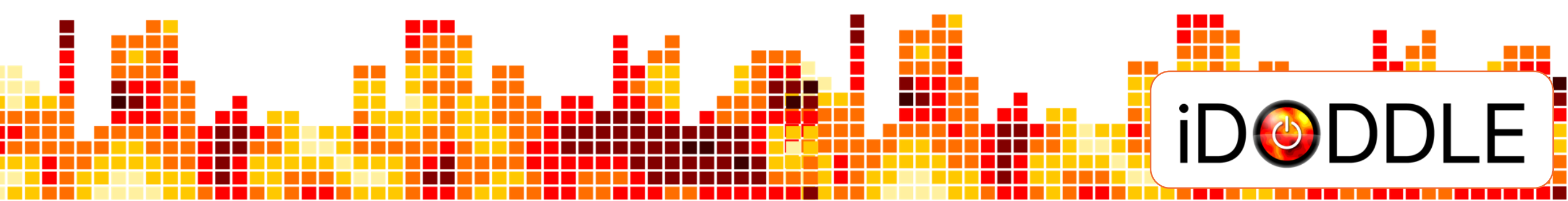
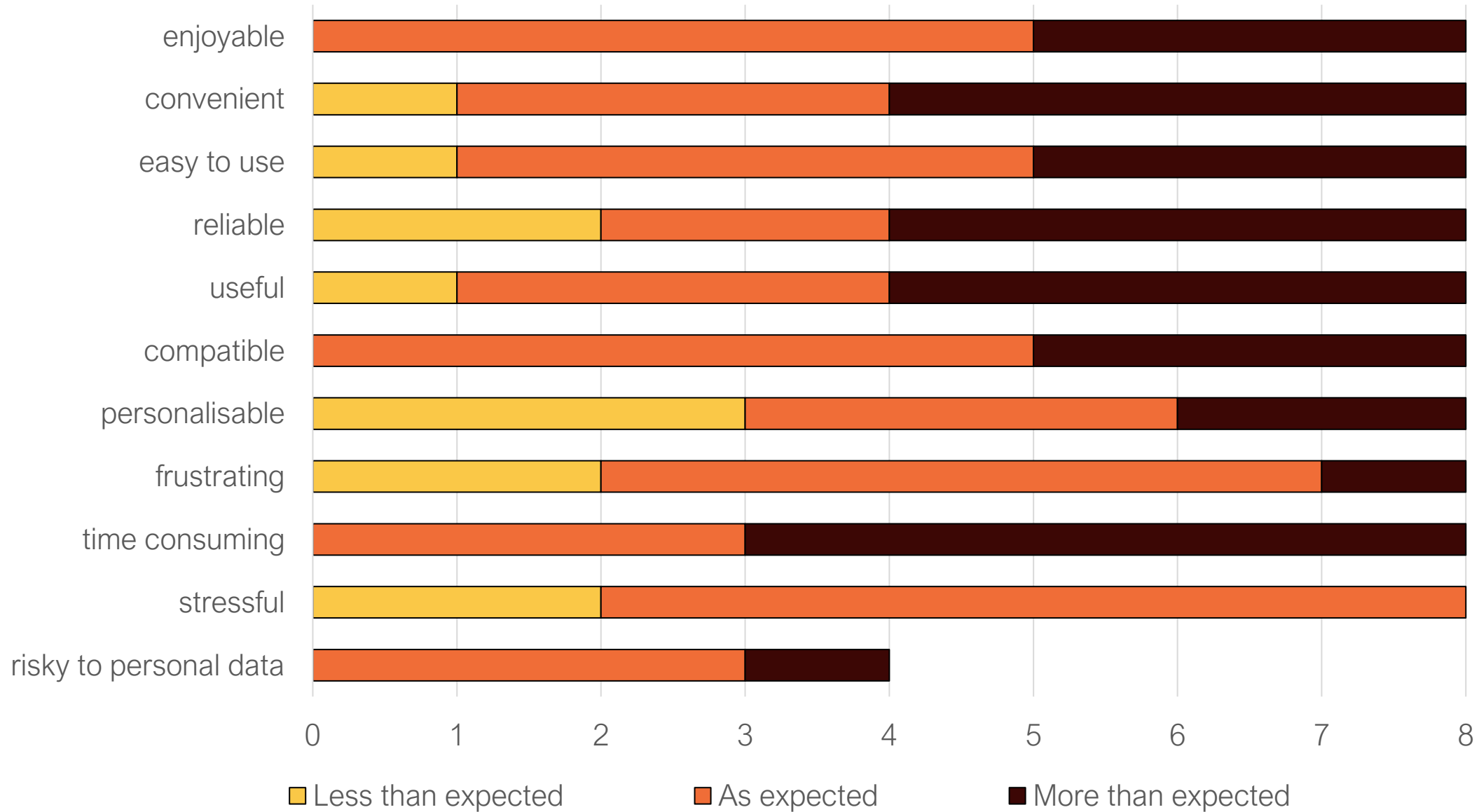


Leave it to me - Findings



iDODDLERS who had a **positive experience** were asked:

How ... was it?



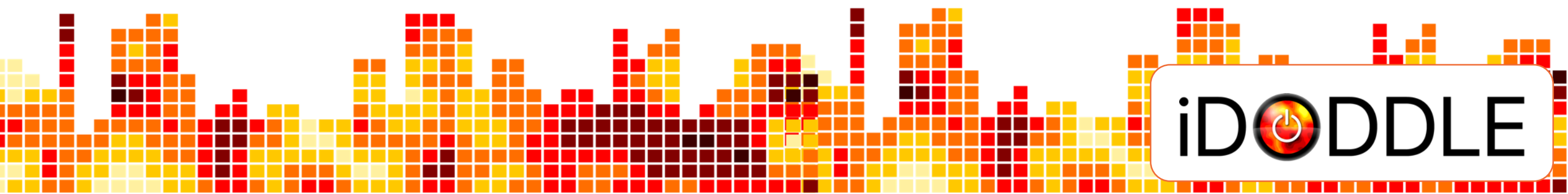
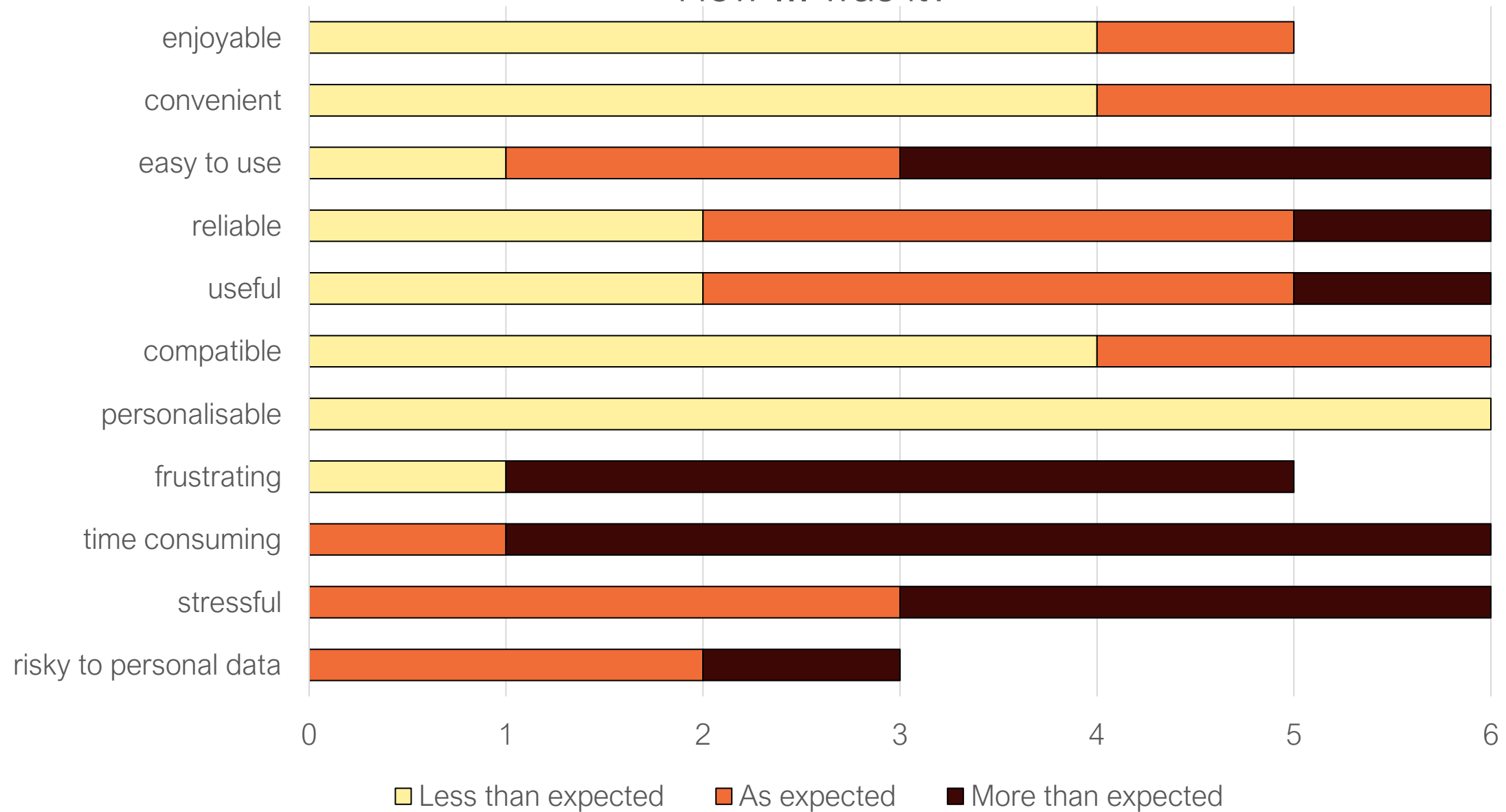


Leave it to me - Findings



iDODDLERs who had a **negative experience** were asked:

How ... was it?





Leave it to me - Findings iDODDLE dinner delivery



If iDODDLERS created their own meal kit delivery service, here are the features they would offer!



Vegan

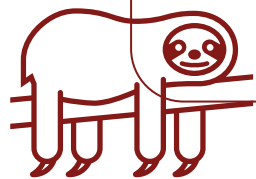
More international



No oven setting

Batch cook option

Dairy free



Slow cook option

Minimal washing up option

Ability to discard/
switch single items



iDODDLE



Leave it to me - Findings

Research in progress



This research on automation is on-going. Analyses are being conducted to assess the impacts of meal kit delivery services on: time-use; grocery shopping behaviours; and acceptance of automation in other daily activities.

Further research trials have been conducted which automate floor cleaning through smart vacuum cleaners.

Watch this space for finalised results in the coming year.



'Ask me anything..?!' - ChatGPT



Making 'sense' of an AI-enabled digital chatbot by trialling ChatGPT

What is ChatGPT?

- ChatGPT is a powerful AI language model developed by OpenAI.
- It can be used for natural language understanding and generation tasks, such as answering questions, providing information, generating text, and holding text-based conversations.
- ChatGPT has applications in customer support, content generation, language translation, educational support, and various other text-based tasks, enhancing automation and human-computer interaction.



'Ask me anything..?!' - ChatGPT



Making 'sense' of an AI-enabled digital chatbot by trialling ChatGPT



Limitations

- ChatGPT has certain limitations. It may sometimes generate incorrect or nonsensical responses, and the free version doesn't have real-time access to current information beyond its last knowledge update in September 2021.

Safety & Responsible Use

- Please use ChatGPT responsibly and avoid any harmful, offensive, or inappropriate content.
- Please do not provide any personal information when interacting with ChatGPT.
- For minors (<18 yrs), we kindly ask parents to supervise.



'Ask me anything..?!' - ChatGPT



Making 'sense' of an AI-enabled digital chatbot by trialling ChatGPT

Give it a try!

- ChatGPT can assist with a wide range of daily tasks
- To guide your trial with ChatGPT, we have prepared a few exemplary 'prompts' that you can ask. Give it a try or come up with your own questions!

<https://chat.openai.com/>

EXAMPLE



COOKING & RECIPES

"Can you provide me with a recipe for a quick and healthy pasta dish?"



COOKING & RECIPES

"I have chicken, broccoli, and rice. What's a tasty recipe I can make with these ingredients?"



TRAVEL RECOMMENDATIONS

"I'm planning a weekend trip to New York. What are some must-visit attractions and restaurants?"



TRAVEL RECOMMENDATIONS

"Recommend a budget-friendly vacation destination for a family with young children."



LIFE ADVICE

"What are some effective time management tips for balancing work and personal life?"



HEALTH AND WELNESS

"What are some simple exercises I can do at home to stay fit?"



HEALTH AND WELNESS

"Can you provide tips for reducing stress and improving mental well-being?"



HOME IMPROVEMENT AND DIY

"I want to repaint my living room. What colorus would go well together?"



HOME IMPROVEMENT AND DIY

"What tools and materials do I need for a basic home plumbing repair?"



TECHNOLOGY AND GADGETS

"Recommend a good antivirus software for my computer."



SHOPPING AND PRODUCT RECOMMENDATION

"I'm looking for a high-quality camera under \$500. Any suggestions?"



SHOPPING AND PRODUCT RECOMMENDATION

"What are some eco-friendly household products I can buy?"



FINANCIAL ADVICE

"How can I create a simple budget for managing my expenses?"



PARENTING AND CHILDCARE

"Give me some tips for dealing with a picky eater."



PARENTING AND CHILDCARE

"What are age-appropriate educational activities for a toddler?"



PET CARE

"I just adopted a new puppy. What's the best way to house-train it?"



PET CARE

"Recommend a nutritious diet for my senior cat."



Bits 'n' Bytes: Living Labs & National Stories



We conducted a UK nationally representative survey on the motivations and barriers to engaging with digital technologies in everyday life. We used the same questions YOU answered at the beginning of your living lab participation.

**Explore the results which compare the iDODDLE Living Lab and the National survey
by clicking on the different icons below**



**Confidence using
smart thermostats**



**Confidence using
shared bikes, e-bikes**



**Confidence selling
goods in peer-to-peer
platforms**



**Concerns about
data privacy**



**Abilities to use
the internet**

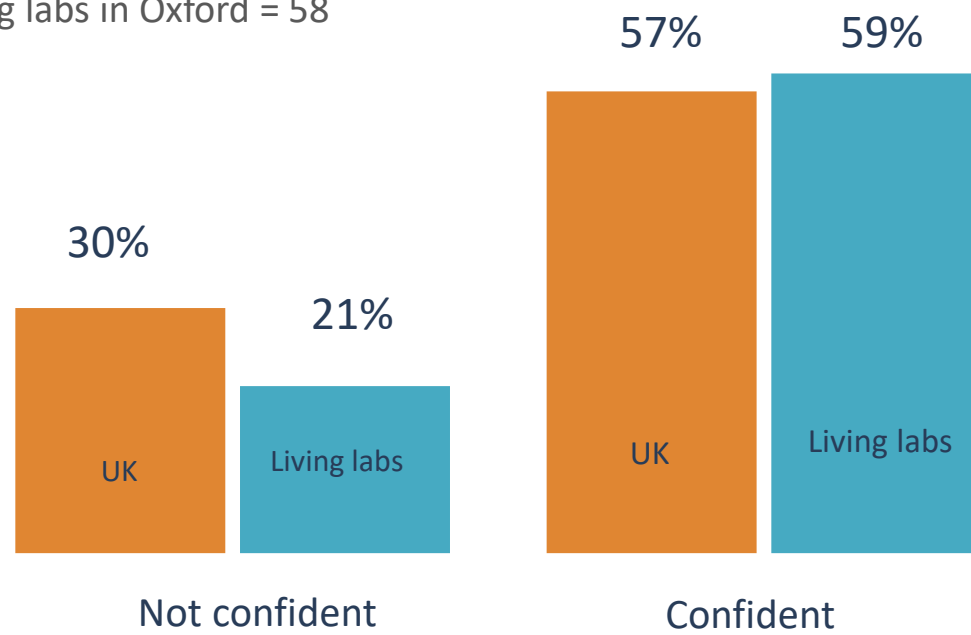


iDODDLE



People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:
UK national survey = 1747
Living labs in Oxford = 58



See more data for different gender by clicking on the icons below:



And for different ages:

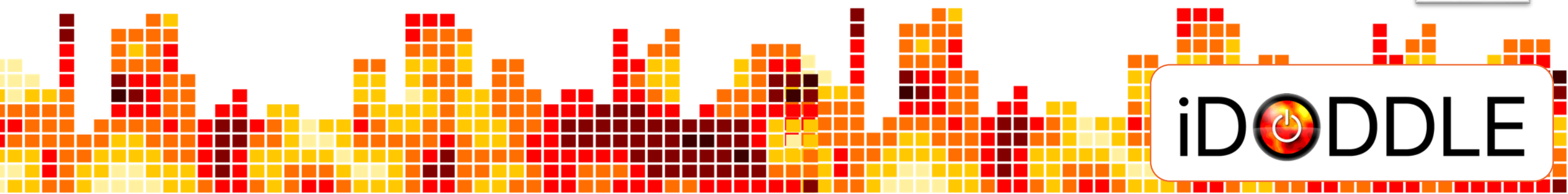
Young adults 18 to 24 years old

Middle-age adults 45 to 64 years old

Adults 25 to 44 years old

Older adults 65 + years old

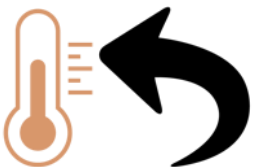
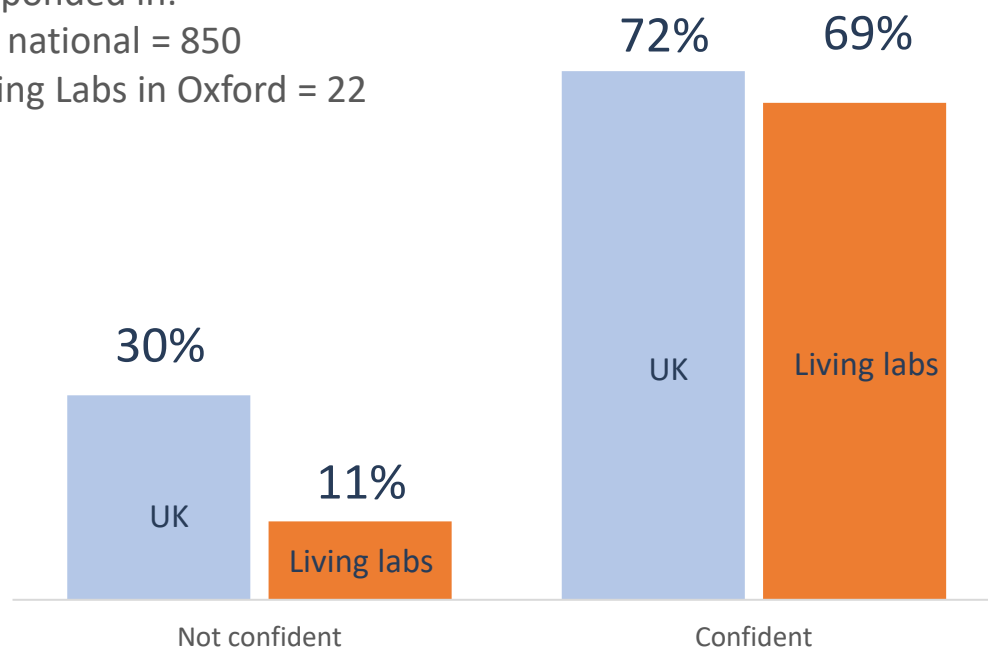
Home page of 'Bits n Bytes'





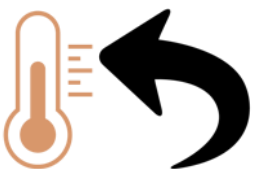
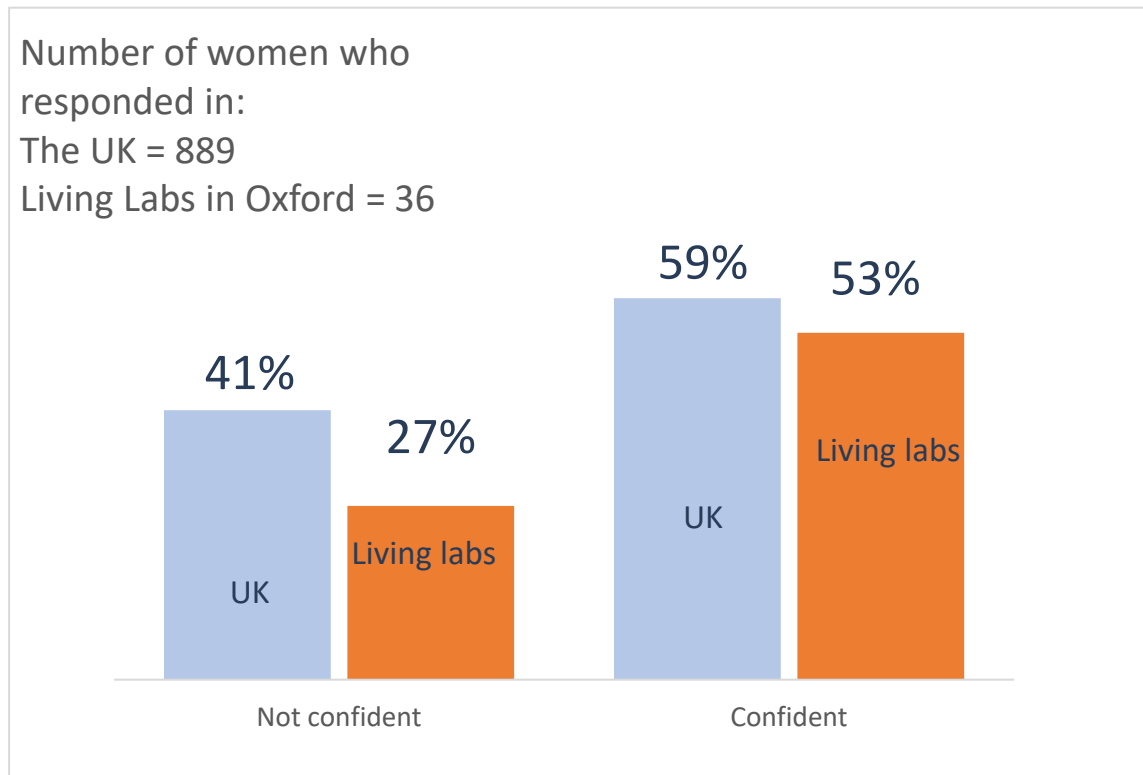
People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of men who responded in:
UK national = 850
Living Labs in Oxford = 22



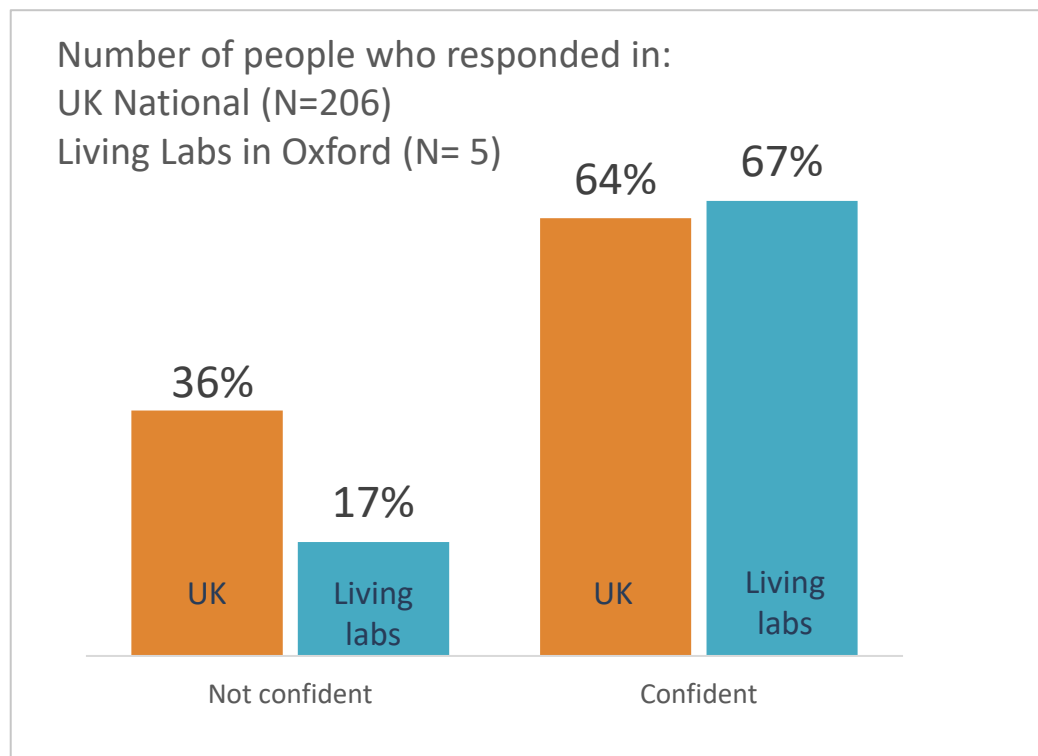


People in the UK were asked how confident they are when using smart thermostats or heating systems

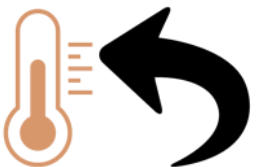




People in the UK were asked how confident they are when using smart thermostats or heating systems



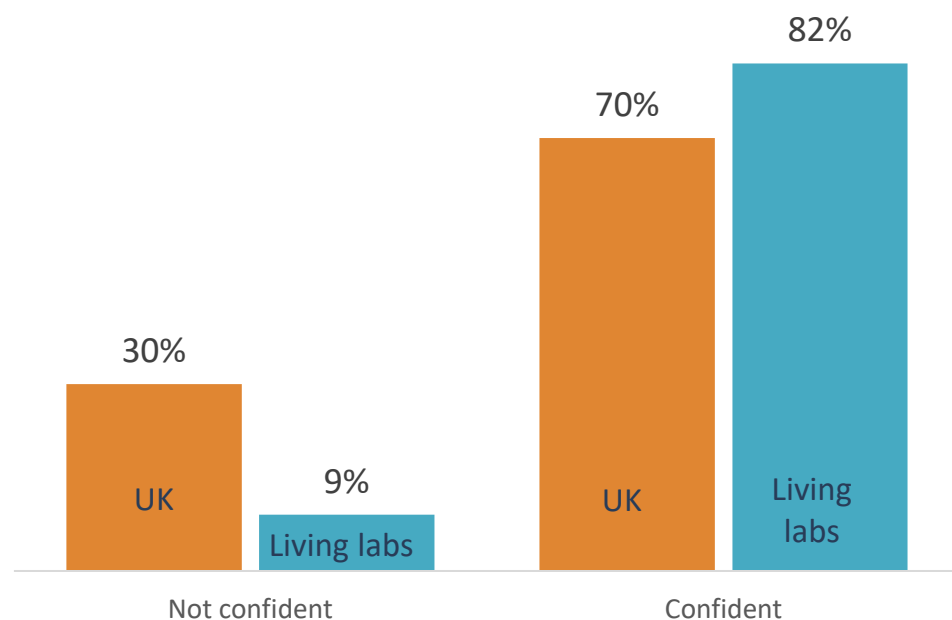
Young adults 18 to 24 years old



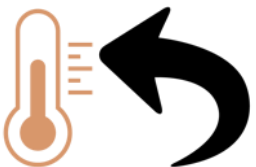


People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:
UK National (N=633)
Living Labs in Oxford (N= 30)



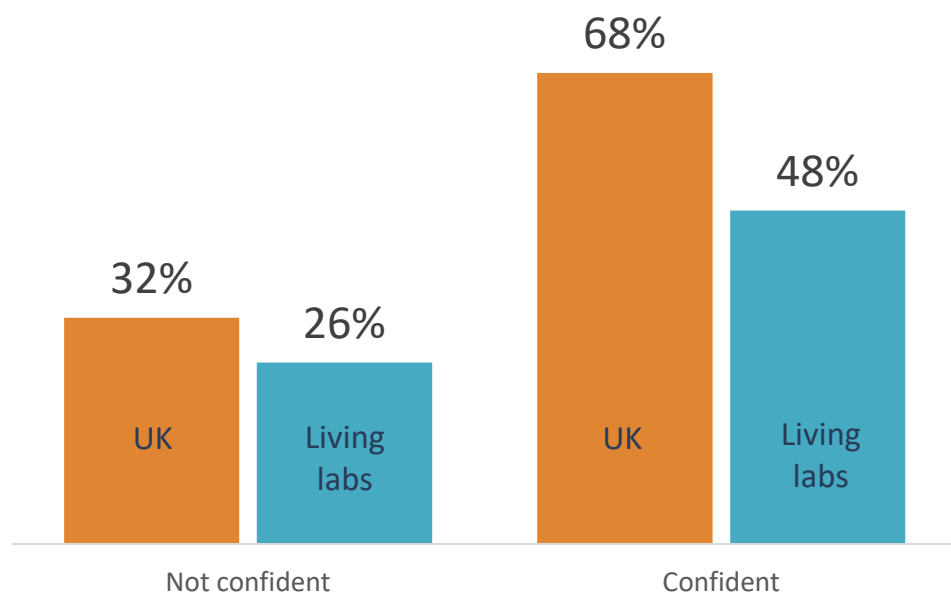
Adults 25 to 44 years old



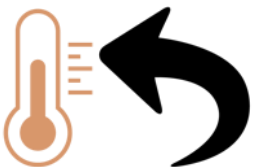


People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:
UK National (N=555)
Living Labs in Oxford (N= 17)



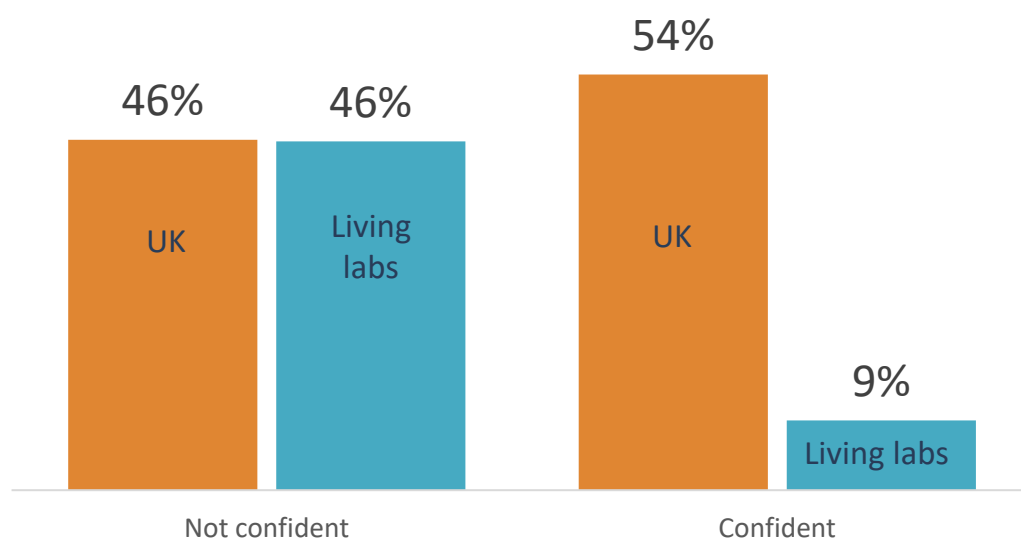
Middle-age adults 45 to 64 years old



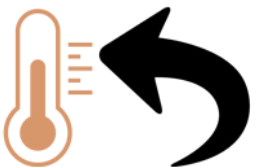


People in the UK were asked how confident they are when using smart thermostats or heating systems

Number of people who responded in:
UK National (N=352)
Living Labs in Oxford (N= 6)



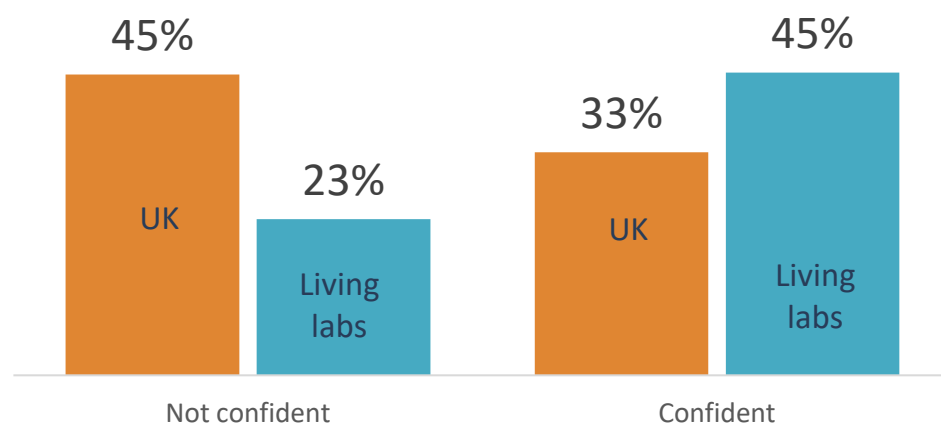
Older adults 65 + years old





People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

Number of people who responded in:
UK National (N=1573)
Living Labs in Oxford (N=50)



See more data for different gender by clicking on the icons below:



And for different ages:

Young adults 18 to 24 years old

Adults 25 to 44 years old

Middle- age adults 45 to 64 years old

Older adults 65 + years old

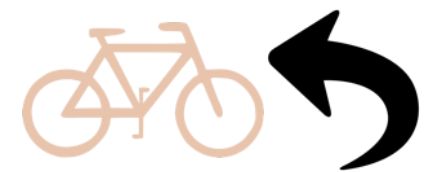
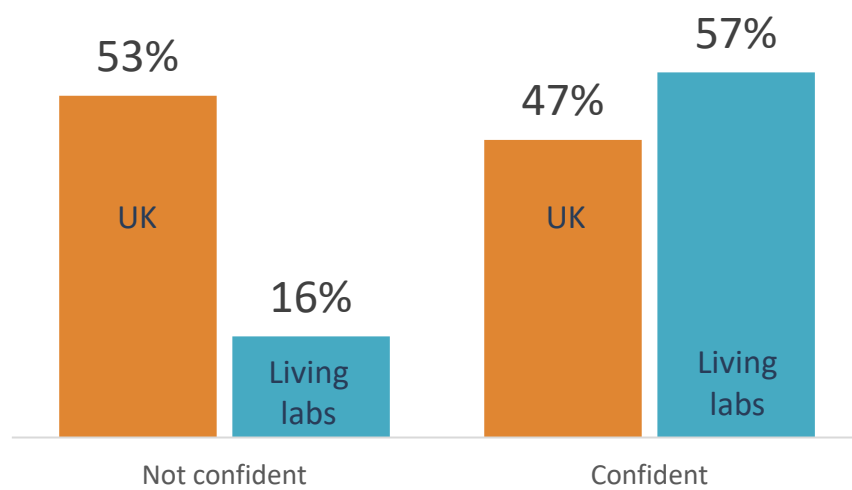
Home page of 'Bits n Bytes'





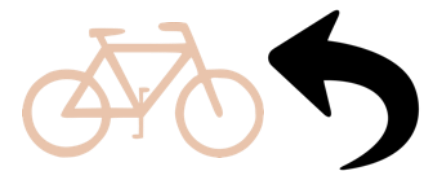
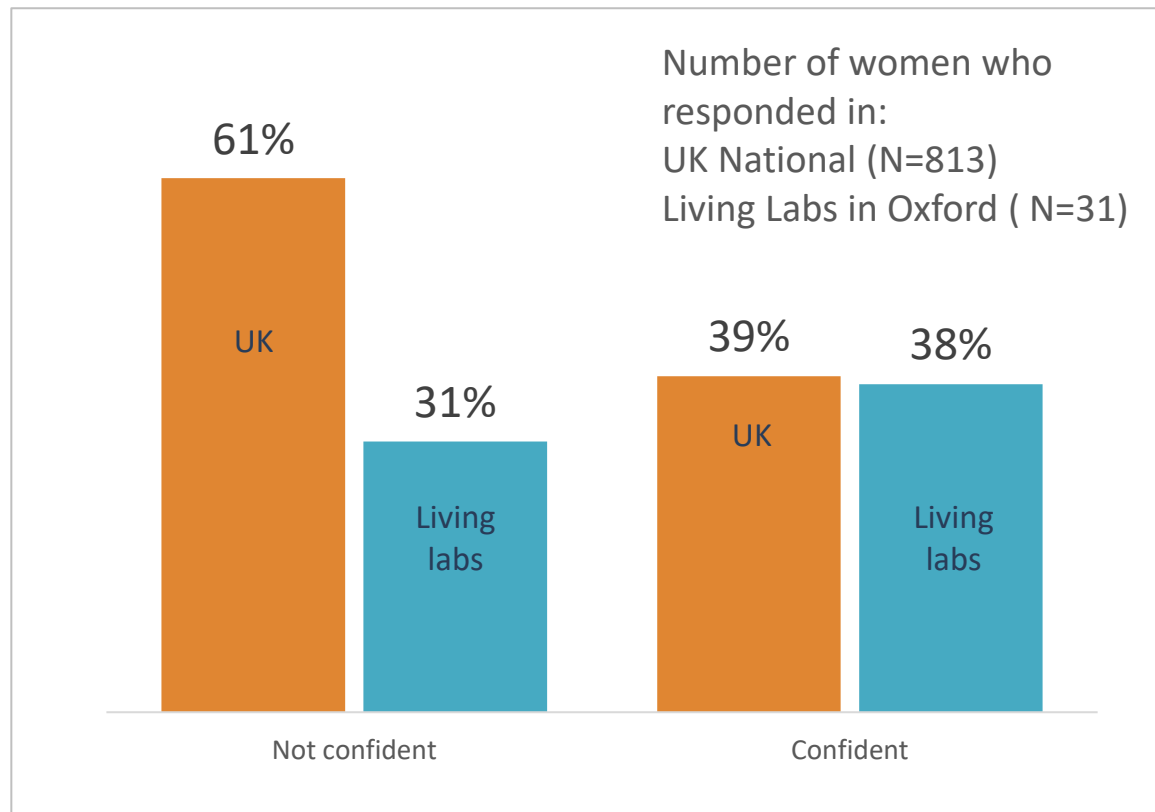
People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

Number of males who responded the survey:
UK National (N=752)
Living Labs in Oxford (N=19)



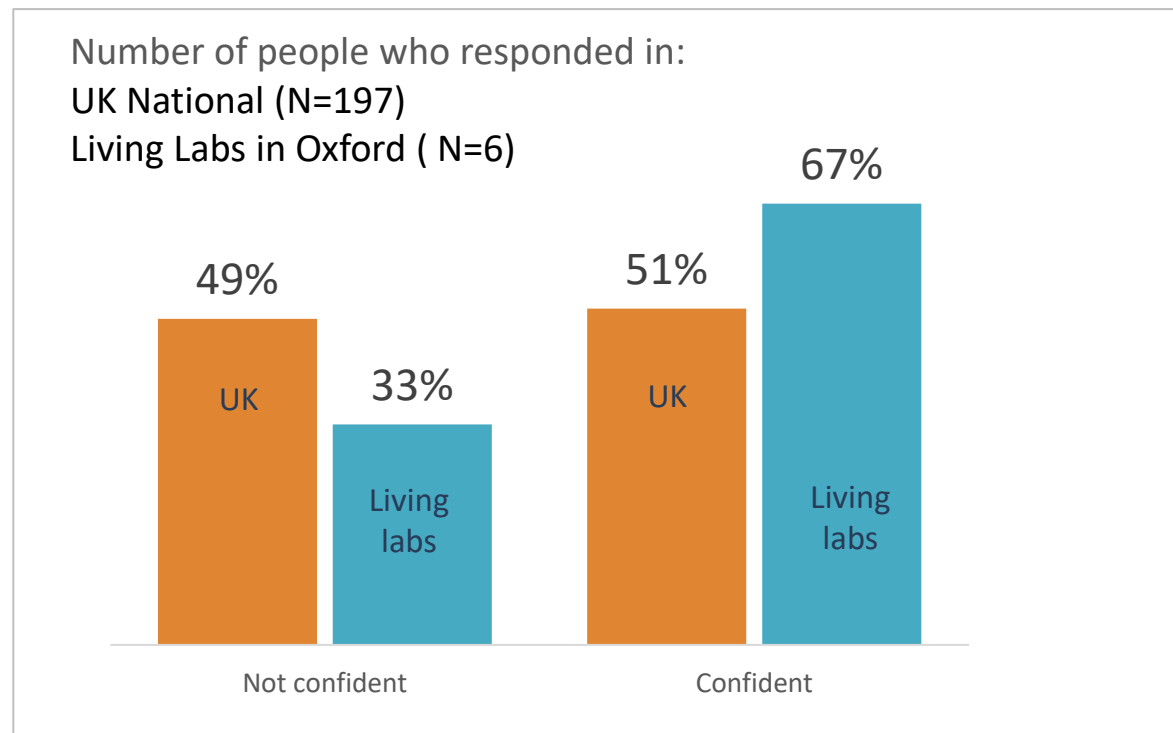


People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

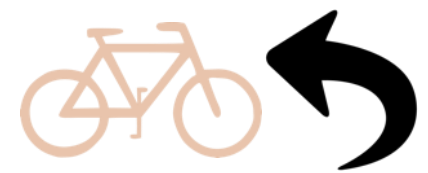




People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters



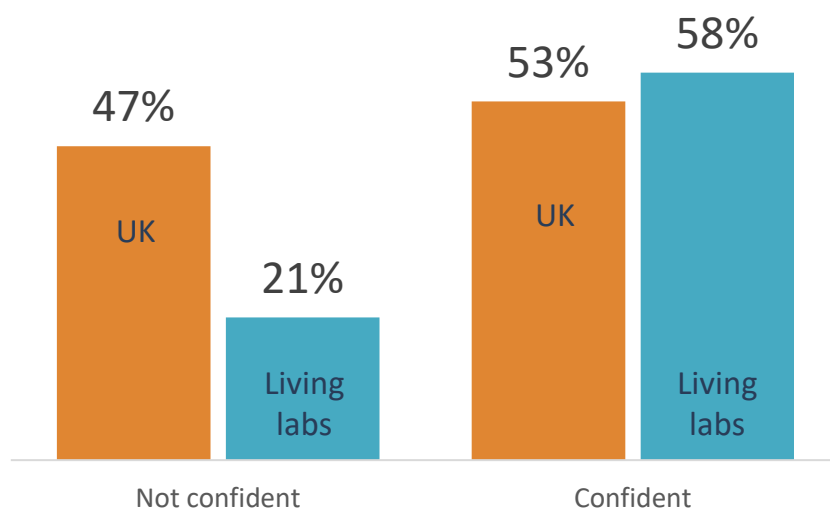
Young adults 18 to 24 years old



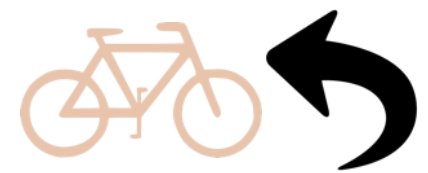


People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters

Number of people who responded in:
UK National (N=600)
Living Labs in Oxford (N=26)

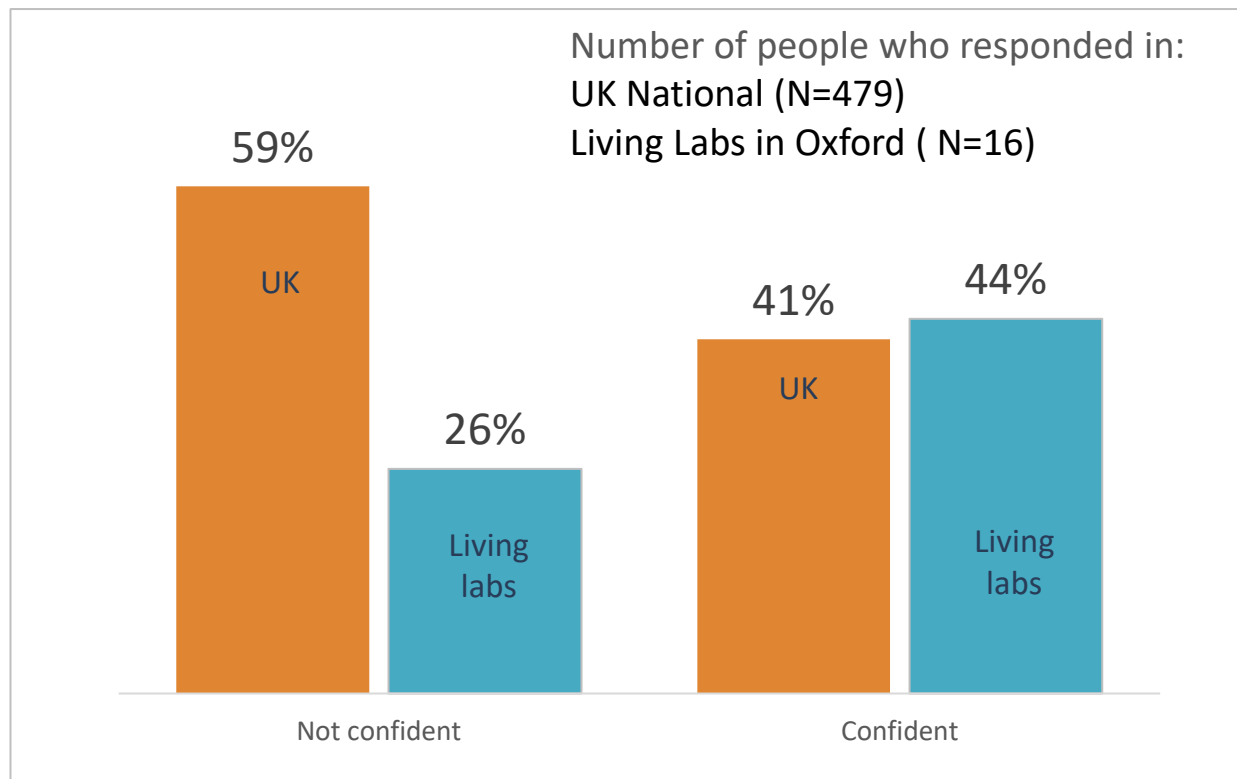


Adults 25 to 44 years old

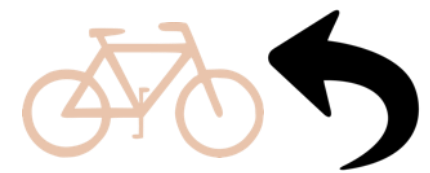




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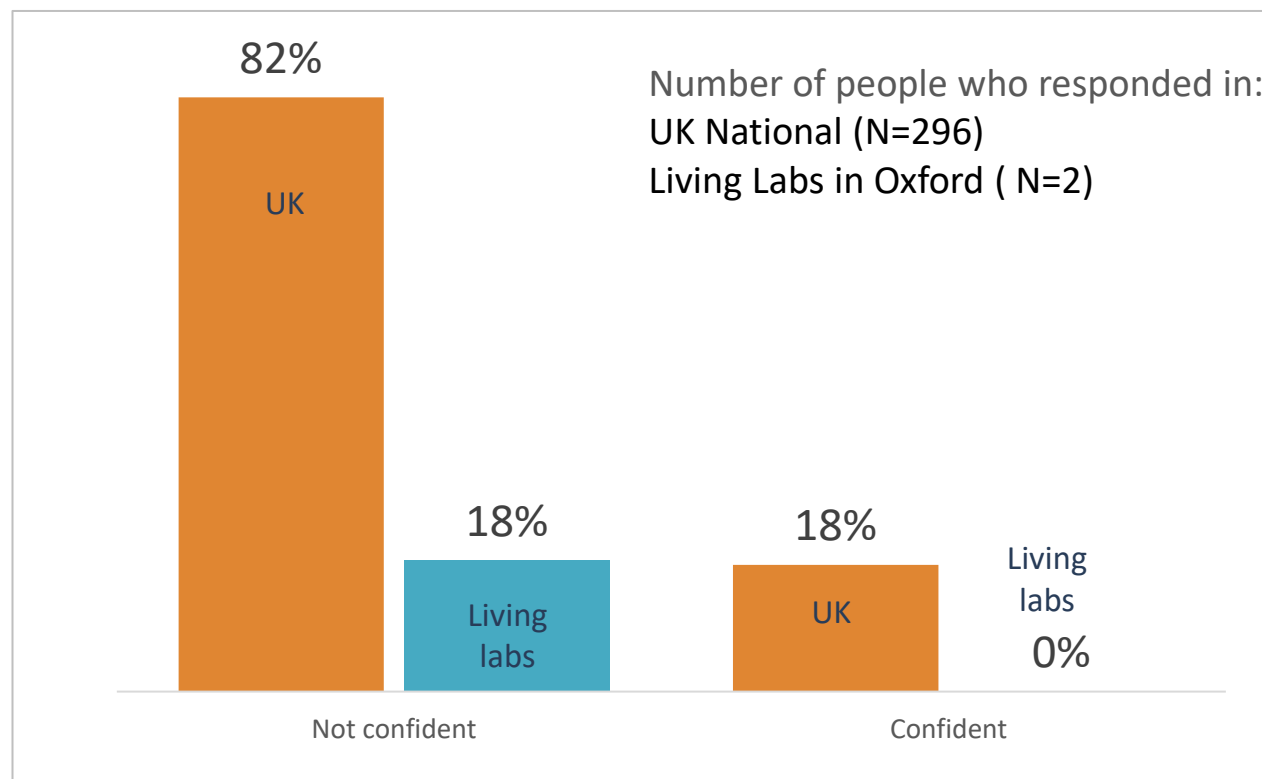


Middle-age adults 45 to 64 years old

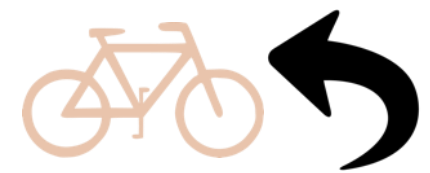




People in the UK were asked how confident they are when using shared bikes, e-bikes or e-scooters



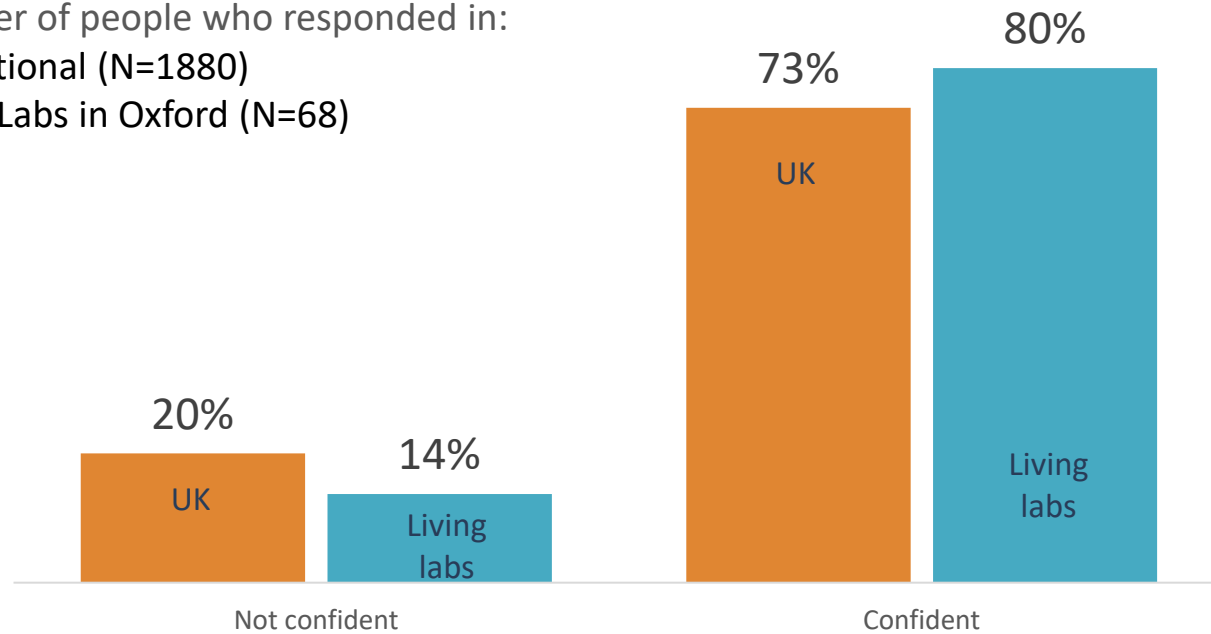
Older adults 65 + years old





People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)

Number of people who responded in:
UK National (N=1880)
Living Labs in Oxford (N=68)



See more data for different gender by clicking on the icons below:



And for different ages:

Young adults 18 to 24 years old

Adults 25 to 44 years old

Middle- age adults 45 to 64 years old

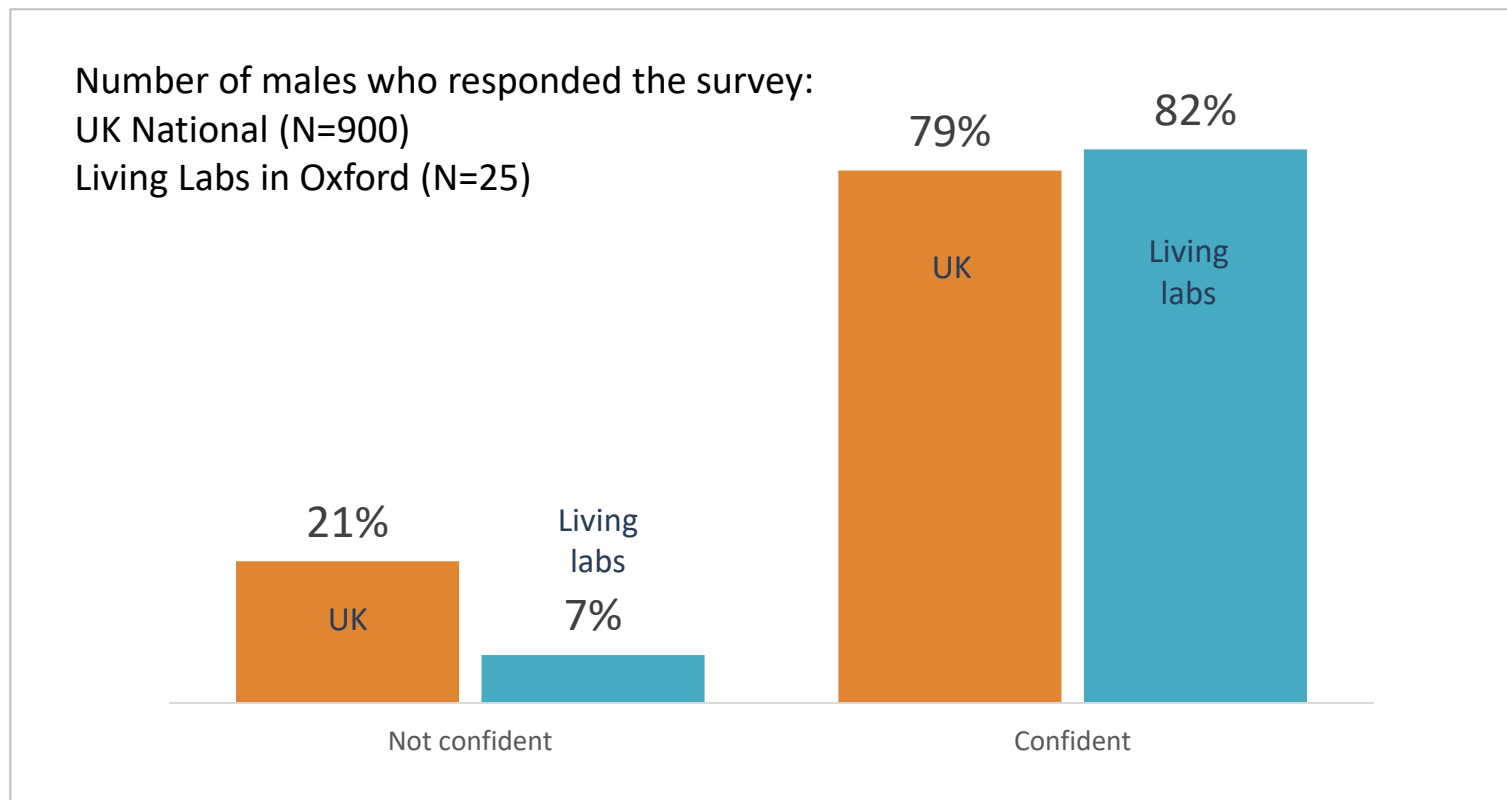
Older adults 65 + years old

Home page of 'Bits n Bytes'



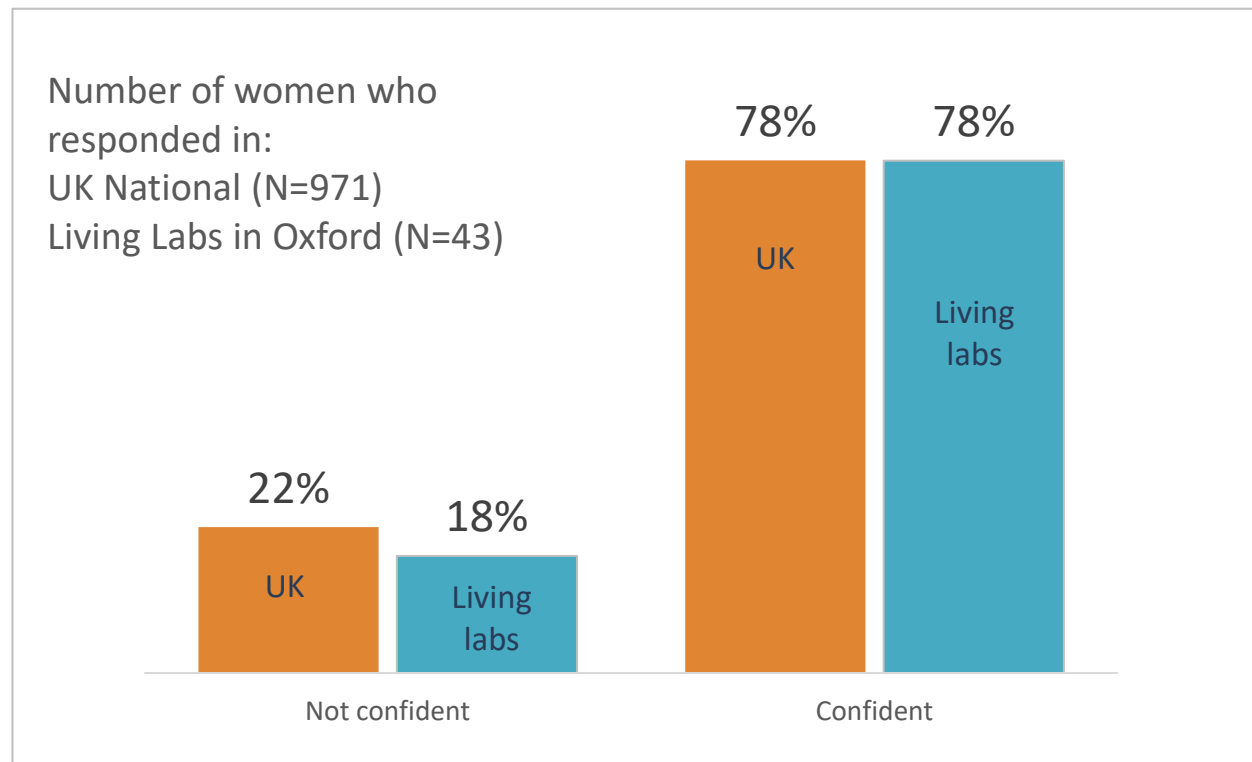


People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)



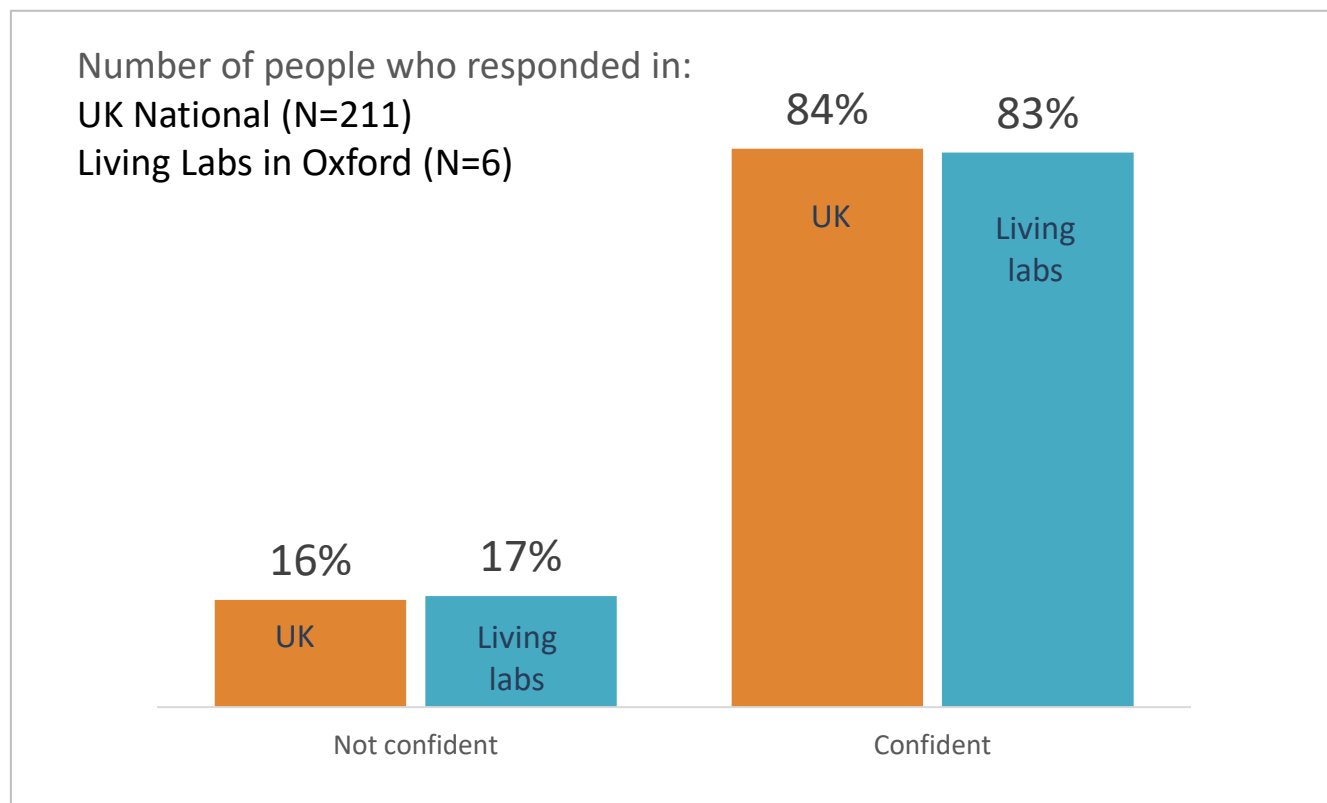


People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)





People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)

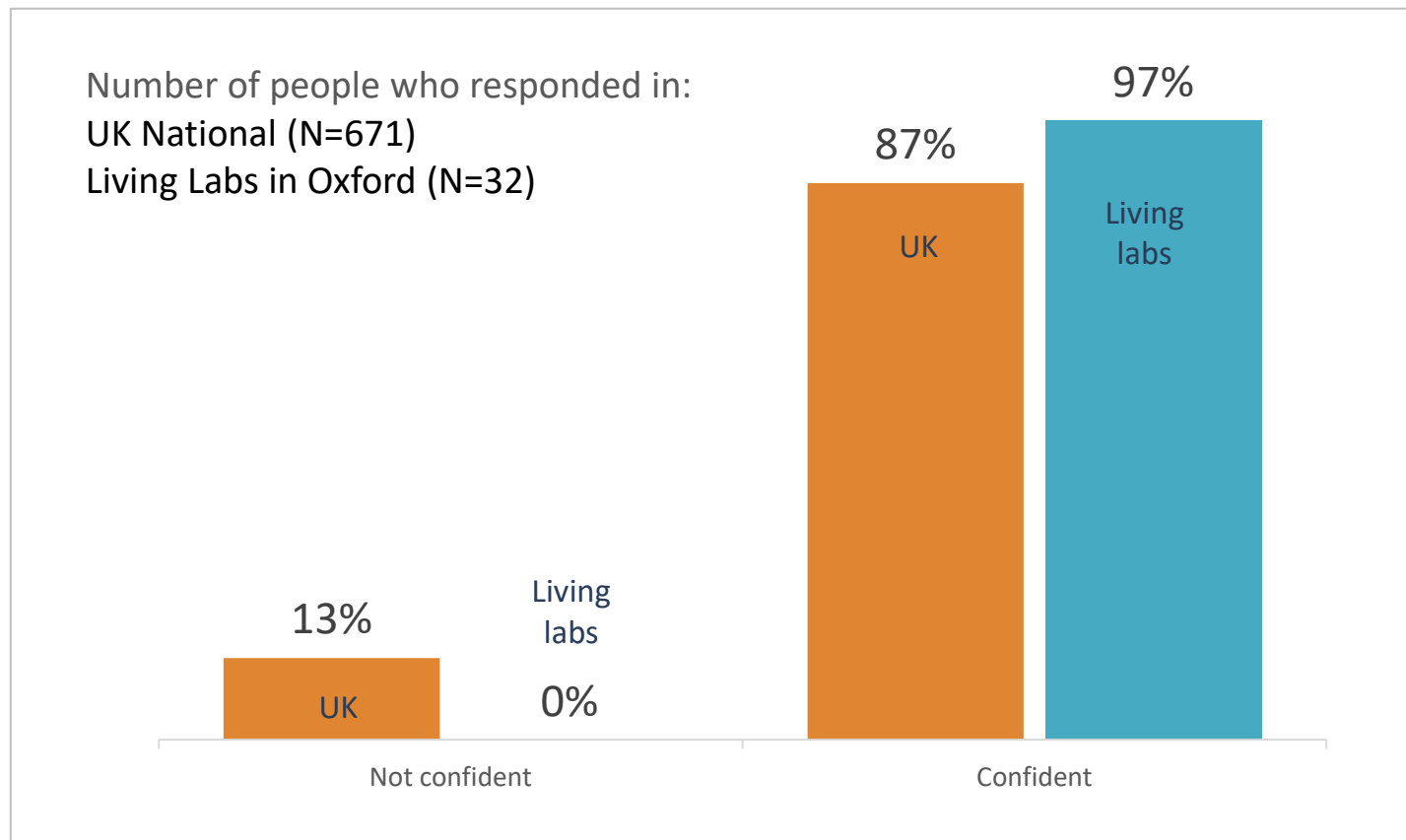


Young adults 18 to 24 years old





People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)

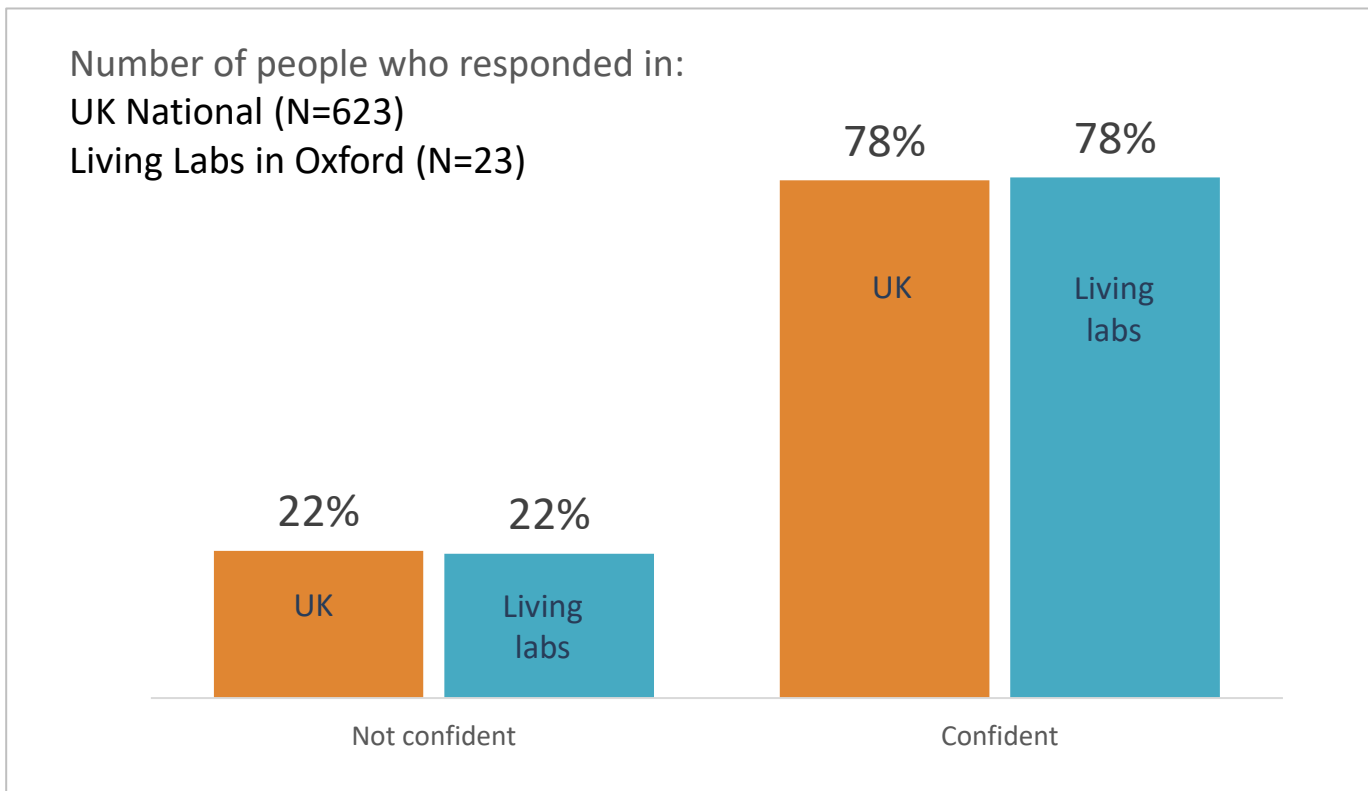


Adults 25 to 44 years old





People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)



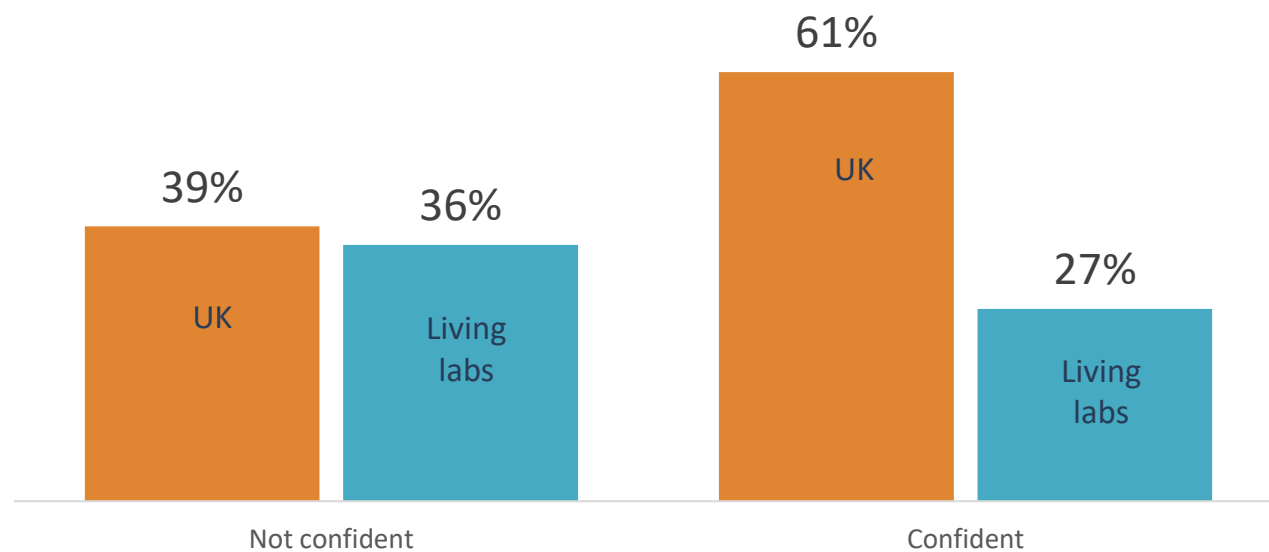
Middle-age adults
45 to 64 years old





People in the UK were asked how confident they are when selling goods on peer-to-peer platforms (e.g., eBay)

Number of people who responded in:
UK National (N=374)
Living Labs in Oxford (N=7)

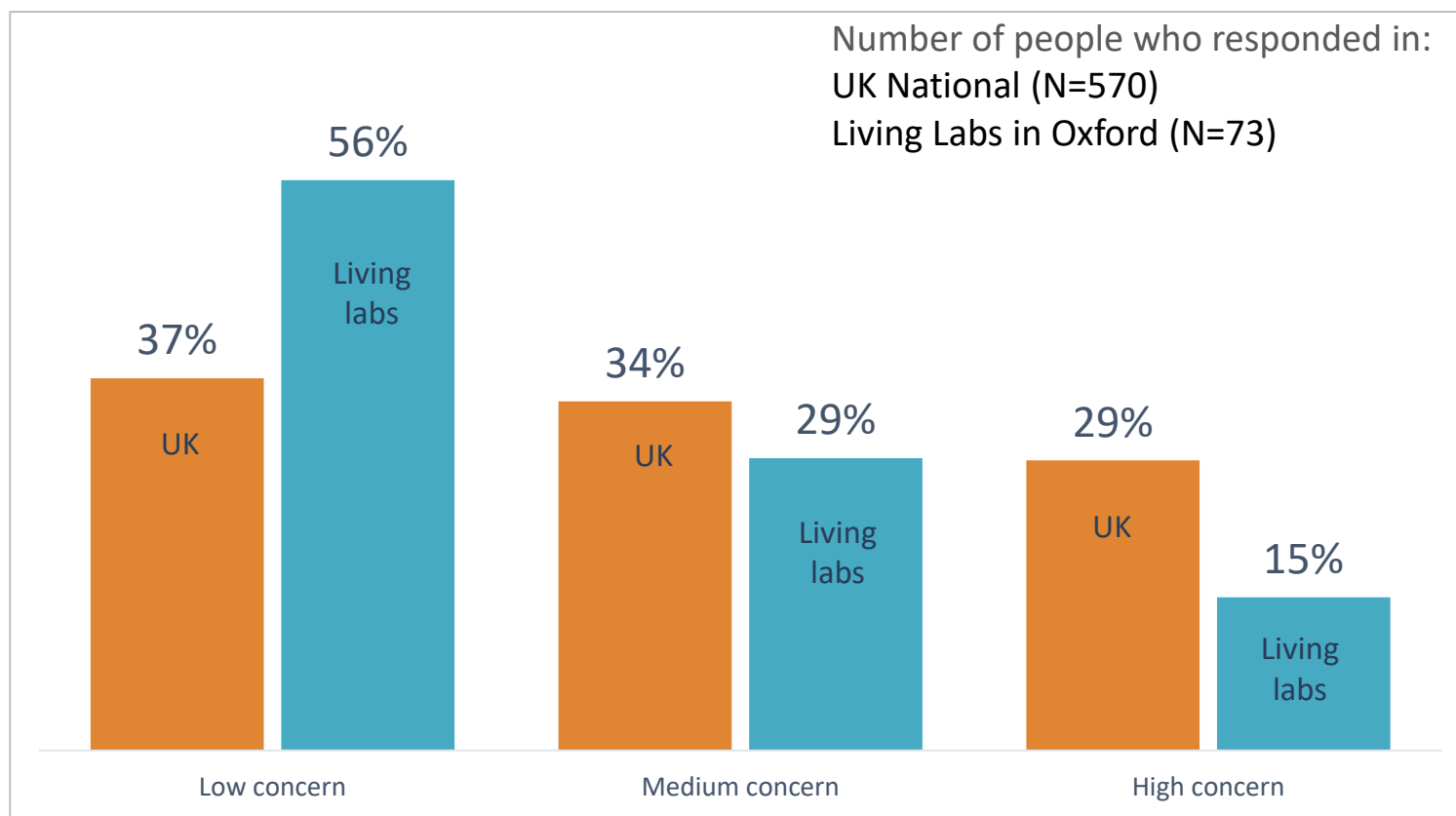


Older adults 65 +
years old





People in the UK were asked how concerned they are about data privacy when using digital technologies.



See more data for different gender:



And for different ages:

Young adults 18 to 24 years old

Adults 25 to 44 years old

Middle-age adults 45 to 64 years old

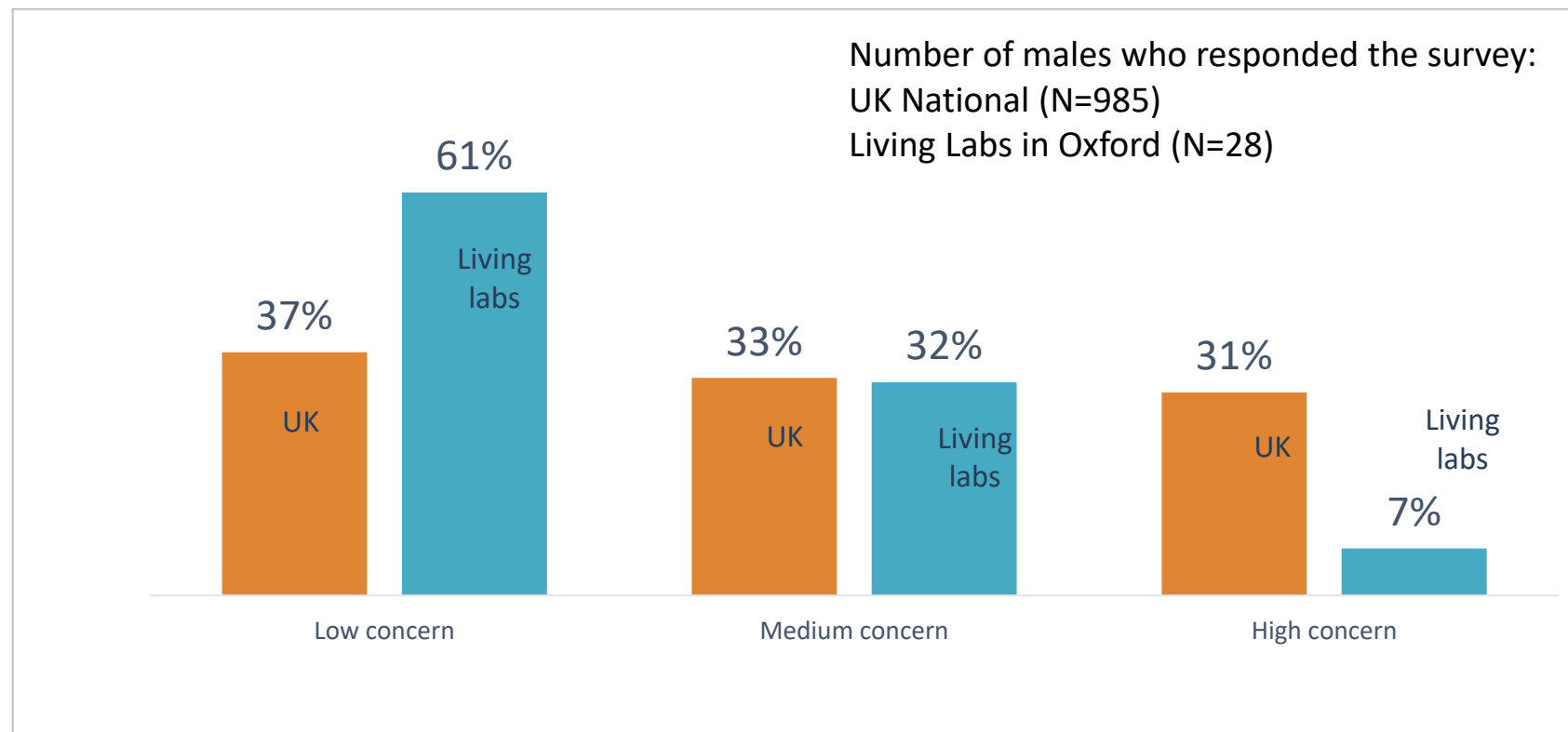
Older adults 65+ years old

Home page of 'Bits n Bytes'





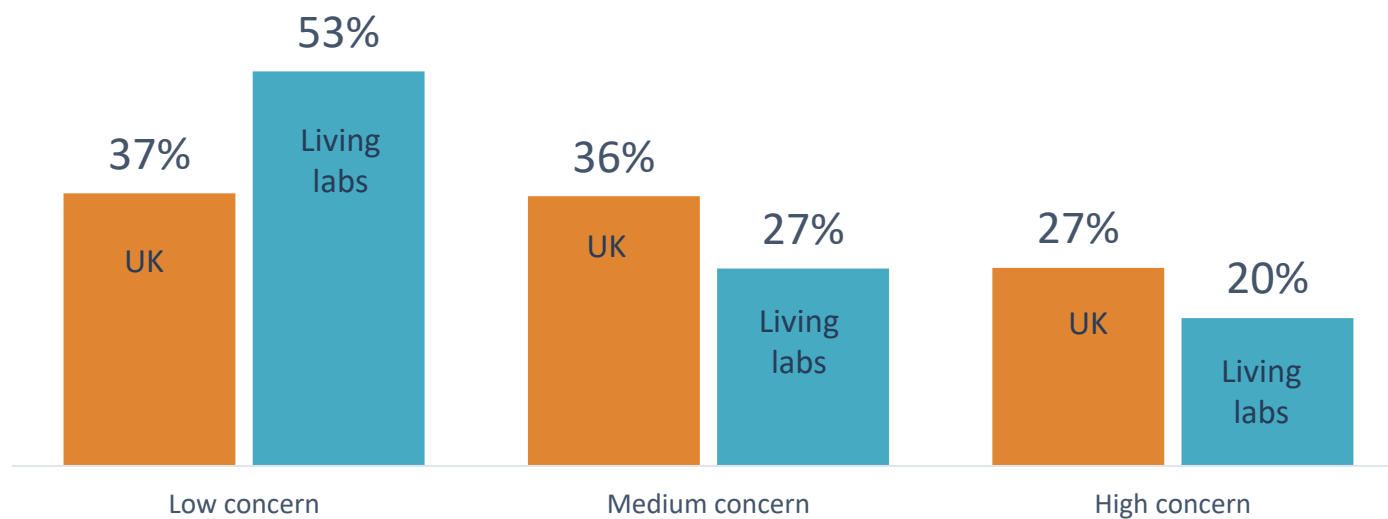
People in the UK were asked how concerned they are about data privacy when using digital technologies.





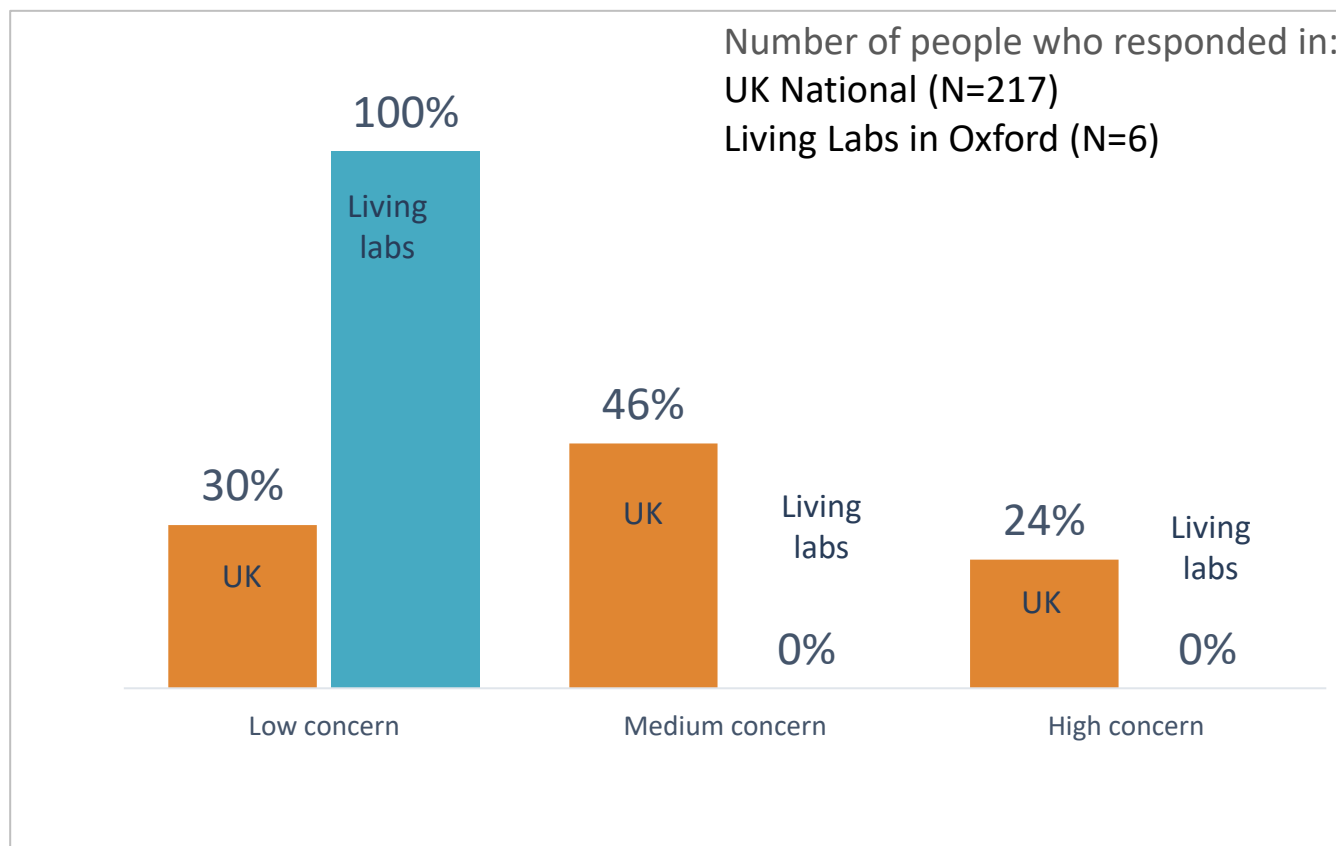
People in the UK were asked how concerned they are about data privacy when using digital technologies.

Number of women who responded in:
UK National (N=1013)
Living Labs in Oxford (N=45)





People in the UK were asked how concerned they are about data privacy when using digital technologies.



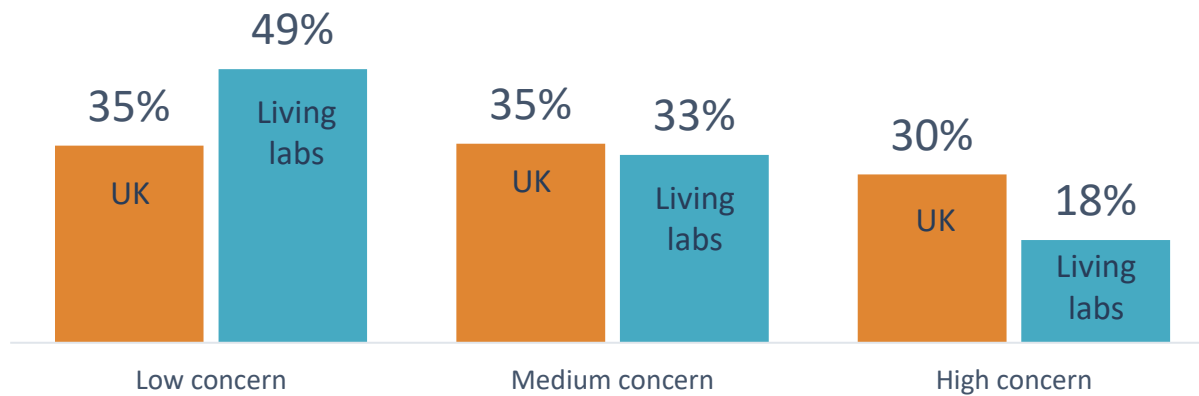
Young adults 18 to 24 years old





People in the UK were asked how concerned they are about data privacy when using digital technologies.

Number of people who responded in:
UK National (N=684)
Living Labs in Oxford (N=33)

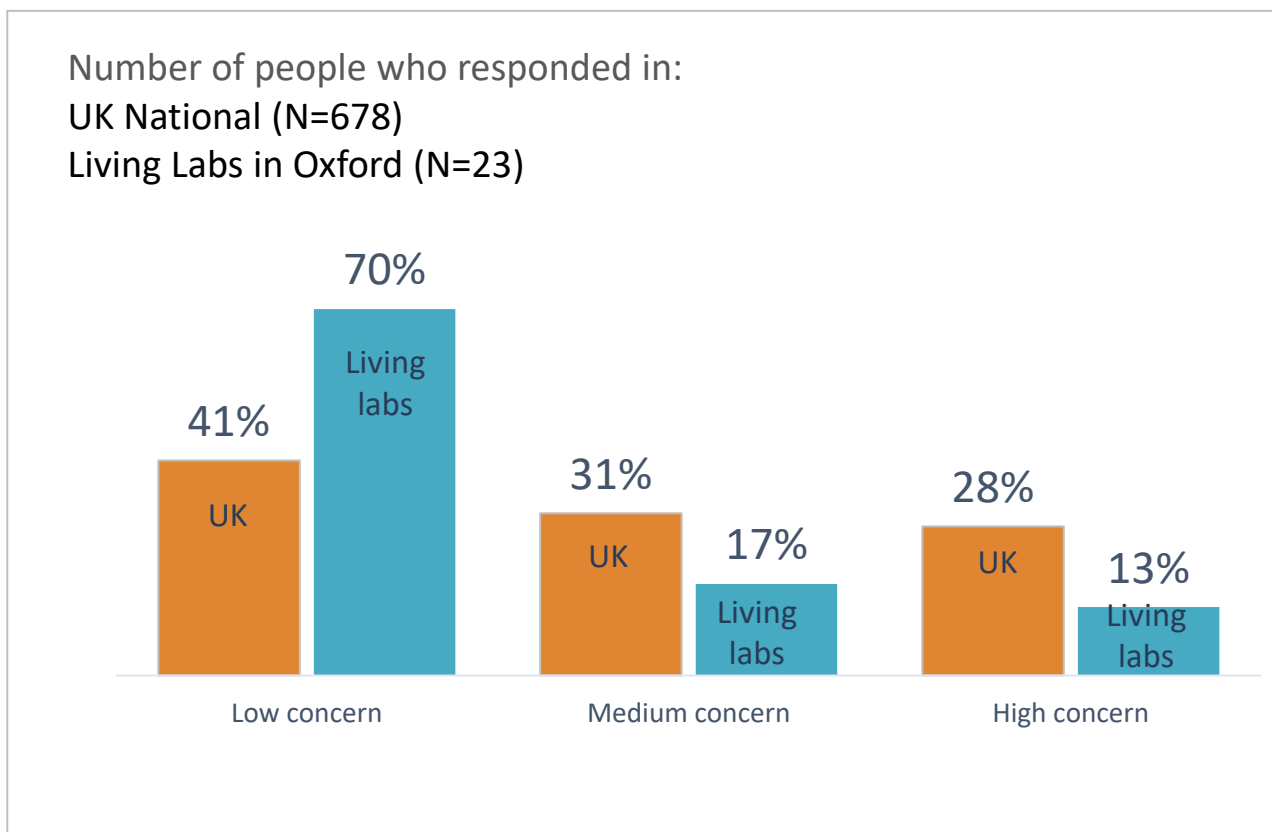


Adults 25 to 44
years old





People in the UK were asked how concerned they are about data privacy when using digital technologies.



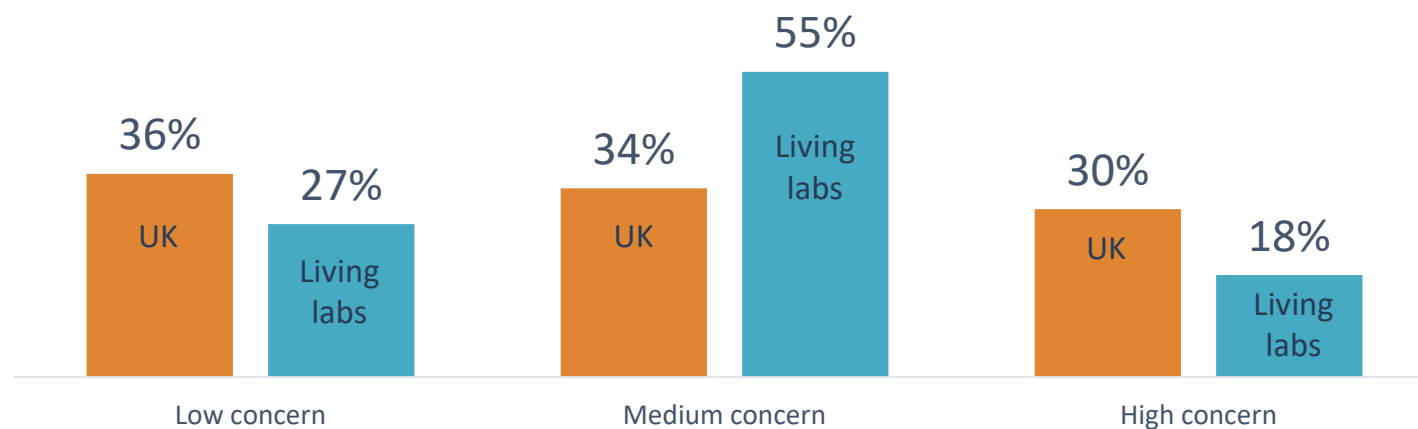
Middle-age adults 45 to 64 years old



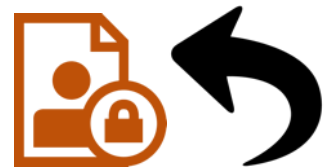


People in the UK were asked how concerned they are about data privacy when using digital technologies.

Number of people who responded in:
UK National (N=427)
Living Labs in Oxford (N=11)



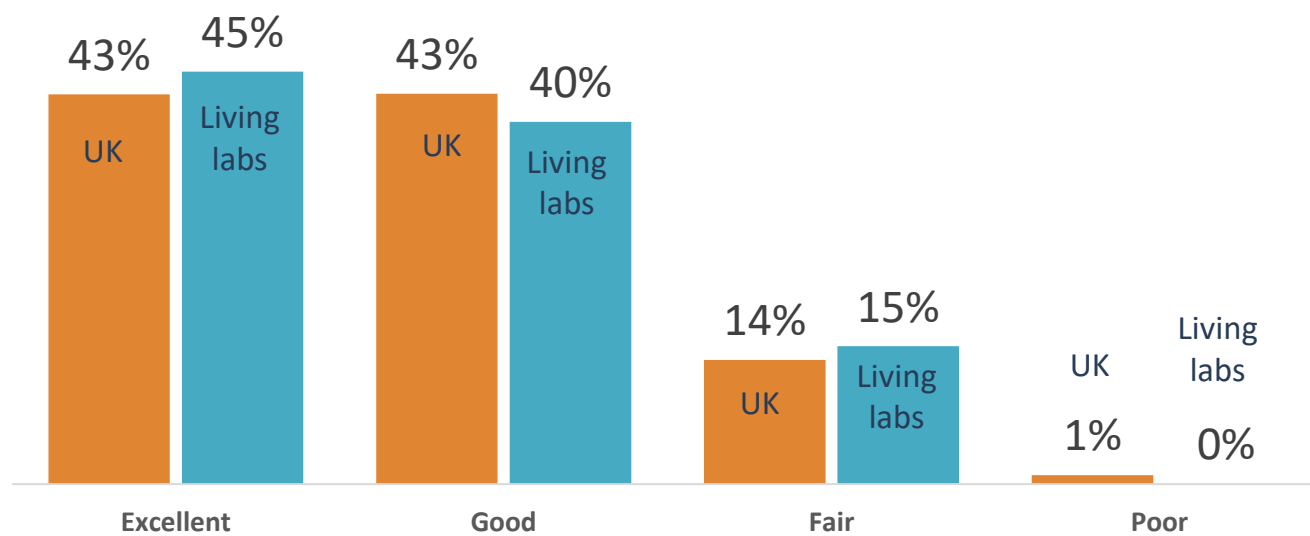
Older adults 65 +
years old





People in the UK were asked how they rate their ability to use the internet

Number of people who responded in:
UK National (N=2013)
Living Labs in Oxford (n=73)



See more data for different gender:



And for different ages:

Young adults 18 to 24 years old

Adults 25 to 44 years old

Middle-age adults 45 to 64 years old

Older adults 65+ years old

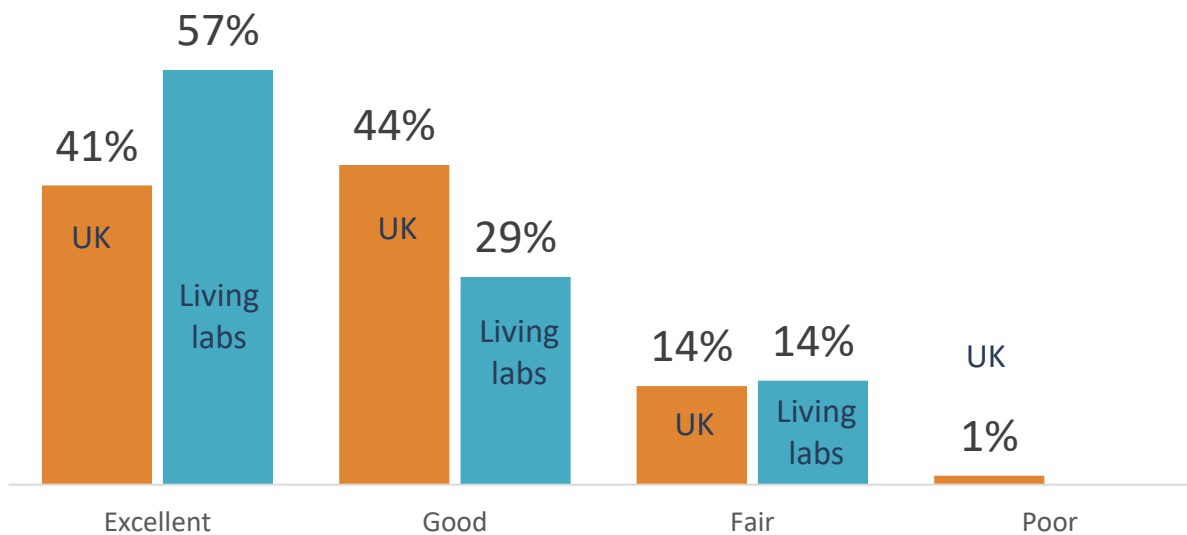
Home page of 'Bits n Bytes'





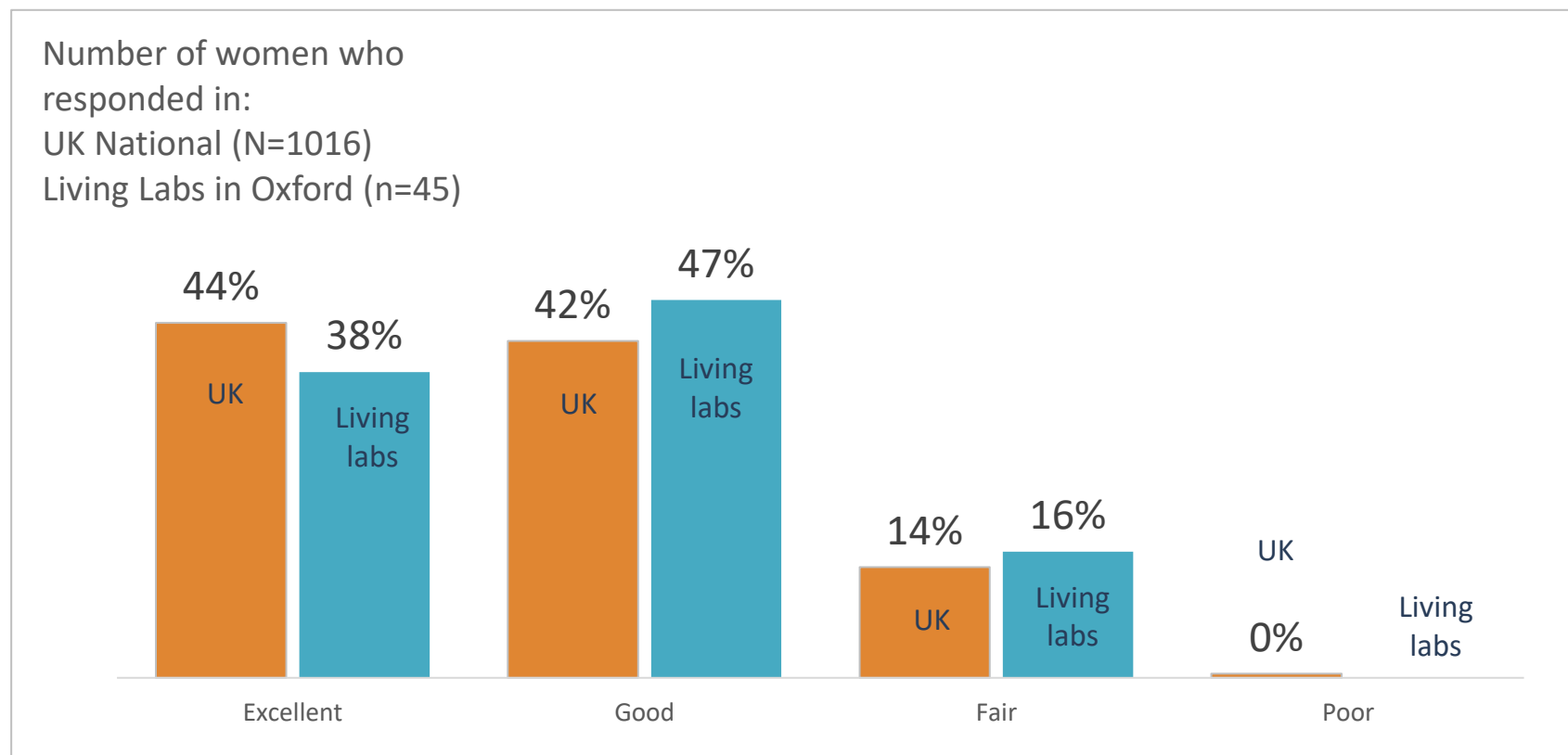
People in the UK were asked how they rate their ability to use the internet

Number of males who responded the survey:
UK National (N=988)
Living Labs in Oxford (n=28)



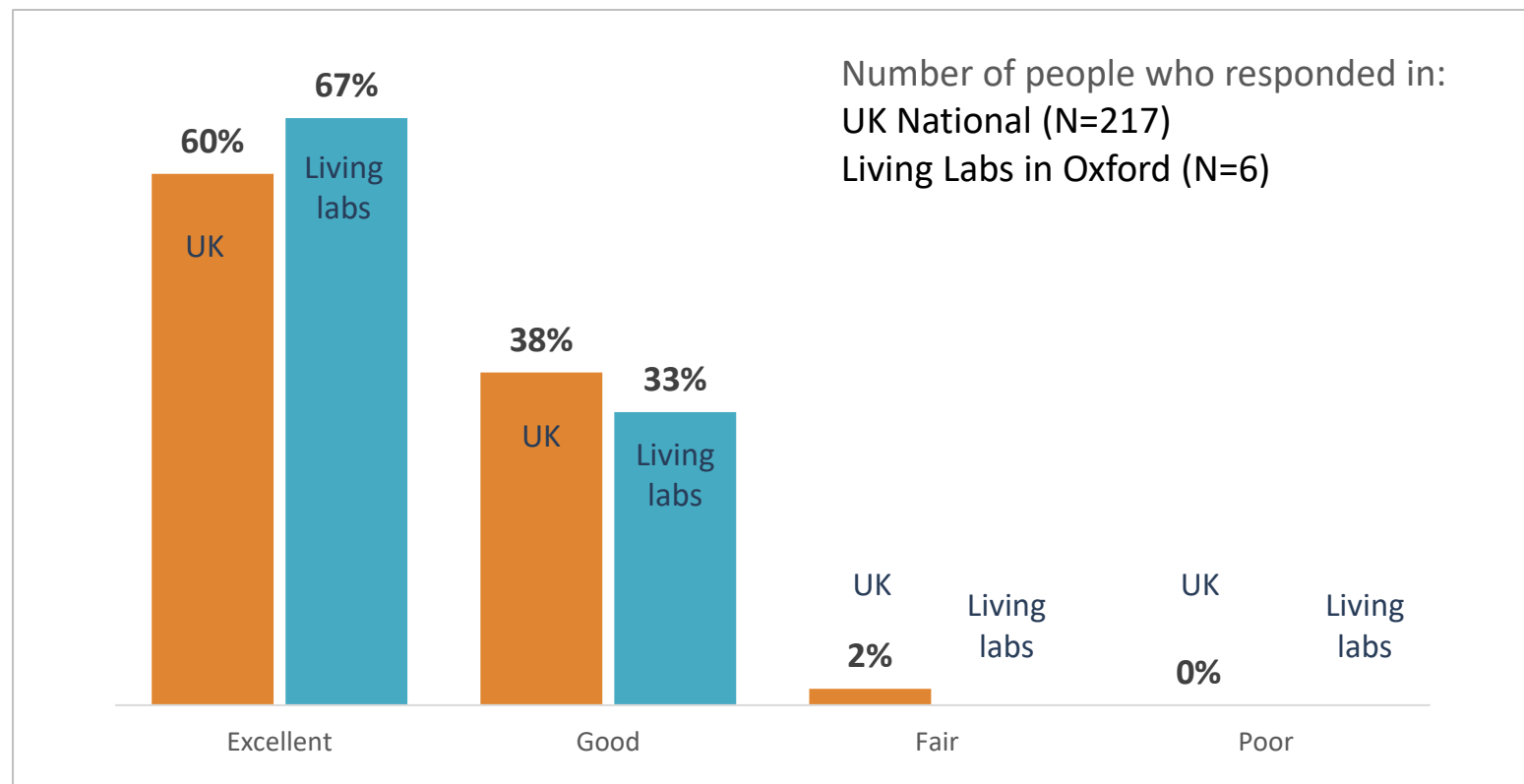


People in the UK were asked how they rate their ability to use the internet





People in the UK were asked how they rate their ability to use the internet



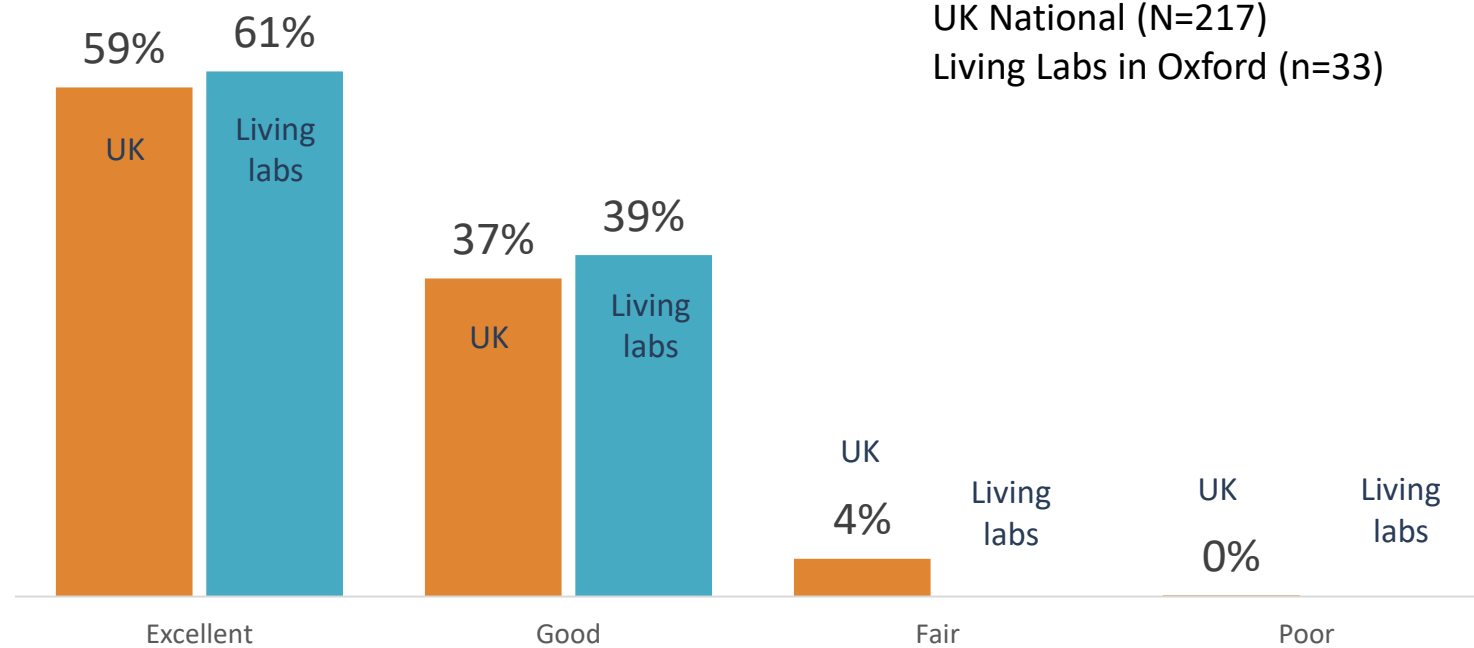
Young adults 18 to 24 years old





People in the UK were asked how they rate their ability to use the internet

Number of people who responded in:
UK National (N=217)
Living Labs in Oxford (n=33)



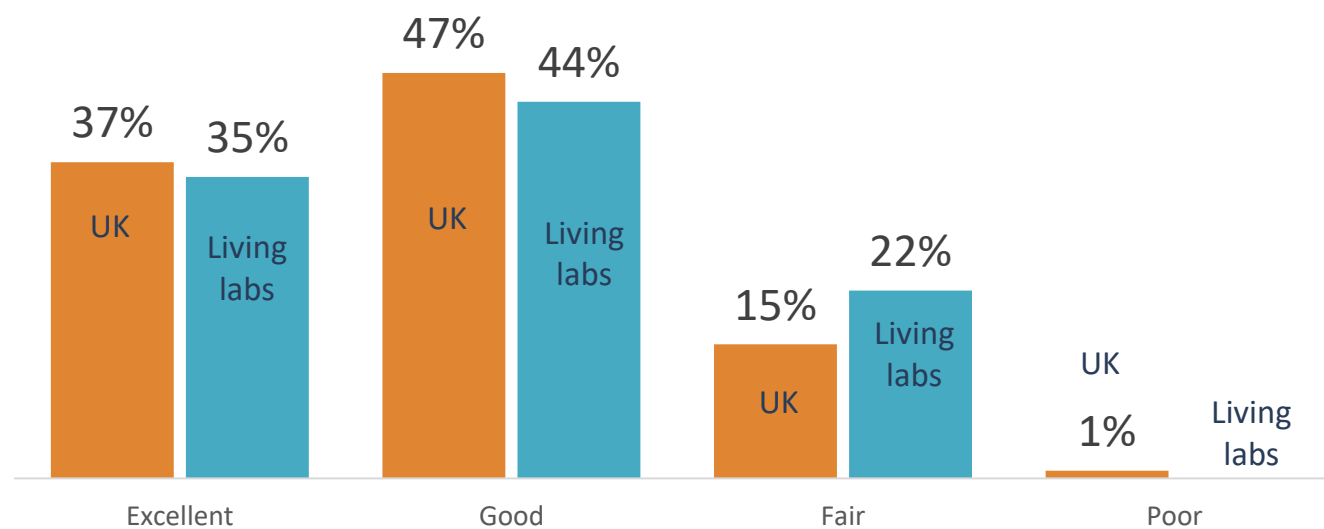
Adults 25 to 44 years old





People in the UK were asked how they rate their ability to use the internet

Number of people who responded in:
UK National (N=217)
Living Labs in Oxford (N=23)

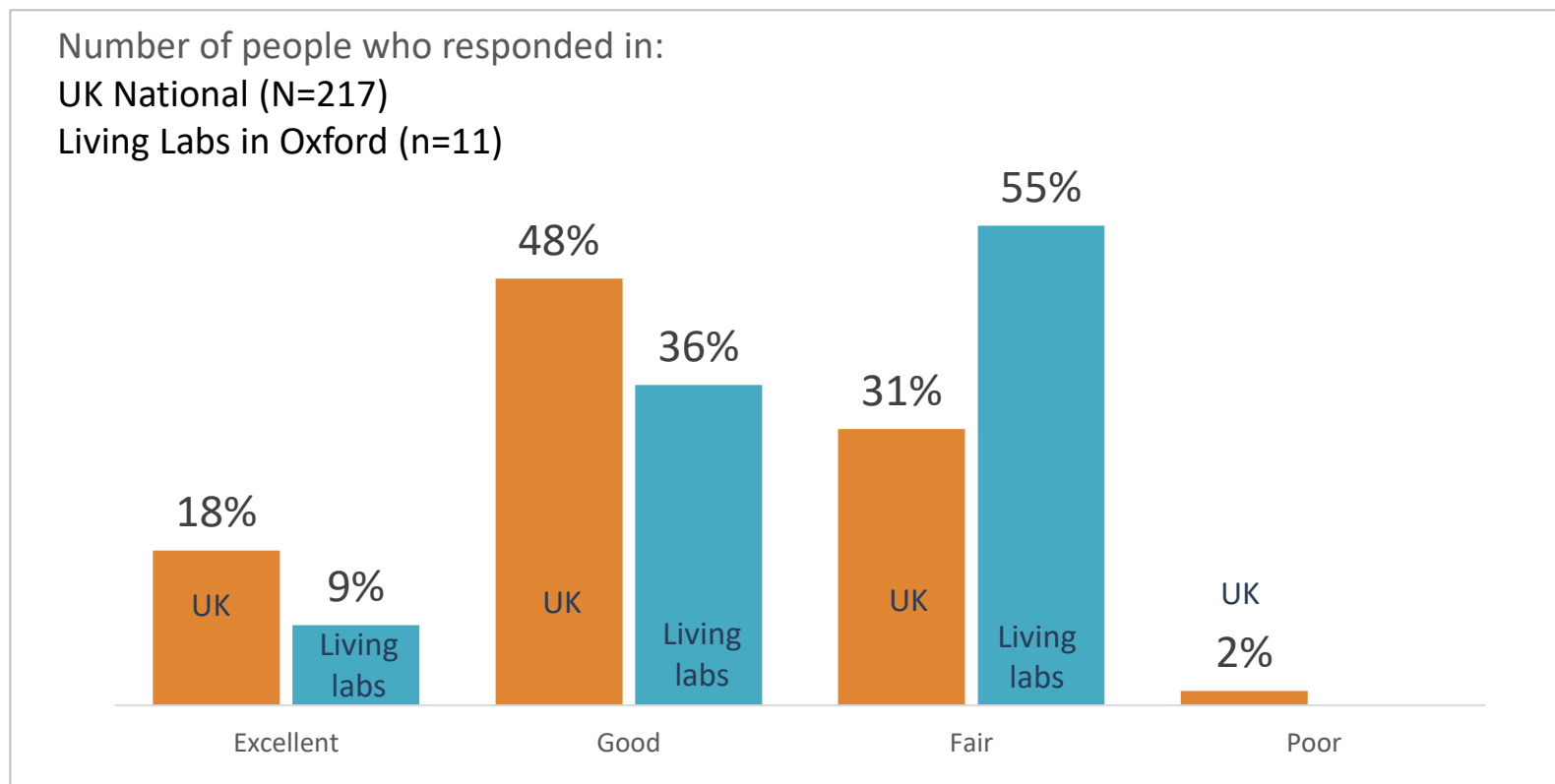


Middle-age adults
45 to 64 years old





People in the UK were asked how they rate their ability to use the internet



Older adults 65 +
years old

