My 30 day data diet

A report on an autoethnographical movie

Irene Grönstrand

EXAMENSARBETE	
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Denna rapport bildar en följeslagare till en 25-minuters film My 30 day data diet. My 30 day data diet filmades i oktober 2016 och den beskriver hur jag hanterade mitt liv, utan digitala medier i 30 dagar. Anledningen till projektet förklaras nedan. Rapporten är uppdelad i tre bitar. Del 1 förklarar forsknings-området, den specifika forskningsfrågan och den metod jag använde. Det ger också en kort översikt över hur jag jobbade med att skapa filmen. Detta är re-levant eftersom själva filmen är den huvudsakliga och viktigaste forskningen för projektet. Den andra data-drivna forskningen är för att stöda behovet för forskningen och för att ge ett ramverk för analysen efter att 30 dagars data di-eten hade slutat. Del två formar huvuddelen av rapporten. Det börjar och slu-tar med statistik som jag samtalade om min online media förbrukning. En vecka före dieten och en vecka efter använde jag två applikationer för att logga allt det jag gjorde på min dator och telefon. De loggade allt från vilka sidor jag besökte, vilka applikationer jag ändvände, när de blev använda och hur länge. Denna information var en viktig del för min analys. Jag har också inkluderat bitar ur min dagbok, som jag skrev i varje dag, då när data dieten var på gång. I del tre berättar jag mina slutsatser. De faller i två olika katego-rier. Det som jag själv upplevde under de 30 dagar som jag var utan digitala medier och bredare slutsatser som relaterar min digitala diet till frågor om ad-diktion och missbruk.

Nyckelord:	Digital diet, sosial media, internet, missbruk
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Abstract:

This report forms a companion piece to a 25 minute movie *My 30-day Data Diet*. The movie, which was shot in October 2016 details my attempts to manage my life with no digital media for 30 days. The reasons for doing this project are explained below.

This report is in several sections. Part One explains the area of research, the specific research question and the methodology I used. It also provides a brief overview of the way I approached making the movie. This is relevant because the movie itself forms the main primary research for the project. The other data-driven research is mainly secondary research used to establish the need for the project and to assist in providing a framework for analysis once the thirty days had finished.

Part Two forms the main part of the report. It begins and ends with detailed data I collected of my online media consumption. Before and after the diet I used two applications, one on my computers and one on my phone which logged the time I spent online and which apps I used while I was online. This information forms a key part for my analysis. Between this data, I have included edited extracts from the daily diary that I kept while doing the digital diet.

Finally, in Part Three, I present a set of conclusions. These fall into two categories. Firstly some conclusions are drawn from my own thirty-day experience. Secondly some are broader and relate the experience to questions of wider over-consumption and addiction.

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My 30 day data diet on lyhytelokuva, joka käsittelee elämää ilman sosiaalista mediaa ja muita digilaitteita. Suoritettuani useita teoreettisia kursseja liittyen mediaan ja median vaikutuksesta ihmiseen, aloin miettiä, millä tavalla jatkuvasti internetissä ja sosiaalisissa medioissa oleminen vaikuttaa ihmiseen. Opiskelin online mediaa, eli tein töitä tietokoneella lähes joka arkipäivä. Koulusta kotiin päästyäni, menin usein oman tietokoneen ääreen, kunnes tuli aika mennä nukkumaan.

Minulla oli myös älypuhelin, joka oli käytössä aamusta iltaan. Toisin sanoen, olin verkossa koko ajan. Aloin pohtia, minkälaista elämäni olisi jos en omistaisi laisinkaan tietokonetta tai älypuhelinta. Ajatus kiehtoi minua, joten päätin pitää digitaalisen paasto seitsemän päivän ajan ja katsoa millä tavalla elämäni muuttuu. Koulun ryhmäkeskustelussa sain kuitenkin kuulla luokkatoveriltani, että uuteen rutiiniin tottuminen kestää keskimäärin 21 päivää ja että seitsemän päivää olisi liian lyhyt aika. Keskustelin asiasta opettajani Owen Kellyn kanssa ja hän ehdotti, että tekisin tästä aiheesta opinnäytteeni. Näin ollen, päätin olla ilman älypuhelinta, tietokoneitani, televisiota sekä radiota 30 päivää ja tutkia minkälaisia positiivisia/negatiivisia vaikutuksia kuukauden kestävällä digitaalisella paastolla on. Erityisesti minua kiinnosti tietää kärsivätkö esimerkiksi sosiaaliset suhteet siitä, etten enää ollut verkossa. Tulisiko minusta erakko mökkihöperö vai päätyisinkö elämäni suurimmalle seikkailulle, kun en enää voinut olla internetissä tai jumiutua television ääreen vuorokausiksi. Tutkimusmenetelmänä hyödynsin autoetnografista tutkimusotetta, jossa painottui omista kokemuksistani ja tuntemuksistani kerätty tieto.

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1 BACKGROUND

1.1 Research Area

After taking a number of theoretical courses about media and its effects, I begun to question the time I spent online. I'm studying online media, and that means that in school I use a computer, when I get back home, I continue being on my own computer. I also have a smartphone, which I use from the morning until the evening every day. In other words, I'm online all the time. I began thinking about offline media, and decided to go offline for seven days just to see what would happen. In a group discussion a student pointed out that it takes an average of twenty one days to get accustomed to a new routine. I decided to go offline for a month.

When I had decided to do this Owen Kelly, my thesis supervisor, suggested that this could form the basis of my thesis research. He suggested that I could use autoethnography as a starting point, so I read several articles about that before beginning the project, and before agreeing to use it as my thesis research.

I decided that I would undertake a digital diet, like Daniel Sieberg suggested in his book *The Digital Diet.* Sieberg claims that "The tipping point for consuming technology has been reached, and our minds and bodies know when we've gone too far too fast. Think back to 1996, when cell phones and the Web were both delightfully extraordinary and totally foreign. We gleefully programmed voice mail and naively clicked on Internet ads. Something happened on the way to connectedness. No one said "stop." No one even said "slow down." Caught in the middle was the average consumer, who suddenly risked falling behind as the accelerating pace of technology took off like a viral video of laughing babies." (Sieberg, 2011, p4)

I decided to try to find out how much of this is actually true.

I chose to use little or no digital media for 30 days, because that seemed to be a reasonable balance between not doing it for long enough to feel any effects, and doing it so long that I could not remember what using digital devices used to be like.

1.2 Research Question

My research question is therefore: What are the positive or negative consequences of a digital diet, in which the participants use no digital media for one month?

1.3 Methodology

I have based my approach to this project on Heewon Chang's writings on autoethnography, which I have used as my main theoretical framework. She has written that autoethnography "combines cultural analysis and interpretation with narrative details. It follows the anthropological and social scientific inquiry approach rather than descriptive and performative storytelling." (Chang, 2008, p46)

Ellis and Bochner add to this. They define autoethnography as "autobiographies that self-consciously explore the interplay f the introspective, personally engaged self with cultural descriptions mediated through language, history and ethnographical explanation".

Chang outlines five difficulties that happen when people try to write in this way. I have tried to avoid these difficulties. First she says that by concentrating on yourself you can miss the "interconnectivity of self and others". I deliberately included my sister in the project in order to avoid it becoming all about me. I wanted it to be about the changes that we felt, and the ways we experienced things differently, not just about how I felt.

The second thing she says is that the story that the research tells can overpower the wider context. I have been very aware of this. The video is obviously about me, and my reactions to not using media, but the aim of the project is to take me as a "typical" example of a young person in Helsinki, and show how using no or less digital media might affect young people, including but not limited to me.

The third thing she says is that researchers can rely too much on their own memories as their data. I attempted to not do this in three different ways. I filmed the video footage with no planning ahead. I filmed when I felt something required filming. Secondly I kept

a short written diary at the end of every day. I then had data from every day of the experiment to look back at. I didn't need to remember anything, I had evidence that I had recorded and written down at the time. Finally I took objective readings of my digital usage before and after the experiment, using two aps that I found. (I explain these below).

The fourth danger that Chang points out is about confidentiality. She writes that because "main characters reveal their identities in autoethnography, it is extremely difficult to fully protect others intimately connected to these known characters" (Chang, 2008, p56). I do not feel that this poses a problem for my research, since it does not concern any issues of abuse or violence, and nobody who knows me would suffer from being identified as being seen with me for the month when I went of a digital detox.

The final danger lies in the fact that autoethnography can be a confusing term, and people have used it in different ways. Chang recommends that researchers should make clear the sense in which they are using the term, and I hope that this section has made clear what my approach is. I have tried to conduct an experiment using me and my sister as subjects, and to document the results of that experiment. As I said above I have done this because I believe we are "typical" young women in Helsinki, and our reactions will not differ much from those of other young people. I have tried to test this by showing friends and other students various different versions of the video, and they have all claimed to recognize themselves in it.

1.4 Notes About The Movie

Before beginning the digital diet I made some decisions about how I would approach making the movie. It was clear from the beginning that I would not be able reshoot anything, since the purpose was to document my spontaneous reactions and the reactions on those I met. This meant that could not take the risk of deciding later that I had filmed in the wrong way. The following ten points describe the main decisions that I made before filming and the decisions I made after filming when editing the footage into 25 min movie.

1. Canon Powershot G15. I took with me in my bag all the time.
2. 50GB of footage in total. 3 or 4 hours a day.
3. I uploaded every time the 16GB card was full.

4. I deliberately did not watch any of the footage at all during the month.
5. I watched a few seconds from each upload to check that the material had actually been recorded.
6. I kept short written notes every day to remind myself of what I had done and filmed.
7. I spent about 150 hours watching and logging the movie.
8. I went through the footage day by day and then laid it out on a single timeline.
9. I then edited by subtraction, keeping those parts that related to the project.
10. I removed everything except for those parts where I had made an observation or had a reaction that seemed relevant to the aim of the project.

Perhaps the most important decision was before I started filming was to make sure I didn't watch any of the footage during the month I was on the diet. (See 4 above.)

As listed in point 5 above I made sure that I only watched a couple of seconds for each upload to check that the material had actually recorded.

2 RECORDS FROM THE EXPERIMENT

2.1 Measurements Before

Before I started my digital diet, I had to get some actual numbers of my digital usage. I found two apps, Rescue Time and Quality time.

2.1.1 Rescue Time

Rescue time is an app for your computer. "A personal analytics service that shows you how you spend your *time* and provides tools to help you be more productive." It basically records everything you do with your computer and makes statistics on it. It can also alert you when you spend too much time on "bad" websites like Facebook, so that you would be more productive with your time.

I tracked my internet behaviour with my laptop and computer one week before my digital diet.

I have a desktop computer, which I use on daytime. I can work on my school projects, eat in front of it and watch series and just surf on the web. I listen to music and edit videos on it. Then I also have a laptop. I use mainly my laptop on the evenings when I'm about to go to sleep. I watch movies and Youtube videos with it. I don't do any school stuff with it, because it doesn't have a proper mouse.

Here is the statistic of my internet behaviour one week before the diet. **Total time logged this week:** 19h 25m

Rank	Activity	Time	%
1	youtube.com	7h 14m	37%
2	facebook.com	4h 14m	22%
3	play.spotify.com	40m 31s	3%
4	Windows Explorer	32m 59s	3%
5	outlook.live.com	28m 18s	2%
6	tabs.ultimate-guitar.com	26m 38s	2%
7	gorillavid.in	23m 43s	2%
8	musabingo.fi	20m 54s	2%
9	google.fi	18m 57s	2%
10	watch8now.info	15m 36s	1%
11	sanakirja.org	15m 14s	1%
12	reittiopas.fi	14m 43s	1%
13	shellexperiencehost	13m 31s	1%
14	arcada.itslearning.com	12m 49s	1%
15	popcorntimedesktop	11m 23s	1%
16	flashplayerplugin_23_0_0_162	10m 49s	1%
17	Google Chrome	9m 56s	1%

I spent most of the time on Youtube. On Youtube I watch videos from users I subscribe too, but I often get sucked into really random and weird videos and that's probably the main reason my Youtube usage is so high on the list.

Example: Tue, Sep 27 total time: 2h 35m

| Rank	Totals	Activity
1	41m 10s	SPIRIT BOARD CHALLENGE - YouTube - Google Chrome
2	35m 20s	SCARY CONSPIRACY THEORIES - JONBENET RAMSEY MURDER - YouTube - Google Chrome
3	11m 54s	ARE OUIJA BOARDS REAL? - YouTube - Google Chrome
4	9m 36s	Funny Or Die - YouTube - Google Chrome
5	9m 7s	WHY I ALWAYS WEAR SUNGLASSES - YouTube - Google Chrome
6	8m 11s	TALKING TO GHOSTS W/ OUIJA BOARD! - YouTube - Google Chrome
7	8m 9s	Between Two Ferns With Zach Galifianakis: Hillary Clinton - YouTube - Google Chrome
8	7m 44s	People That Deserve a Raise - YouTube - Google Chrome
9	6m 14s	GHOST HUNTING with SHANE DAWSON - YouTube - Google Chrome
10	4m 47s	Make It Count - YouTube - Google Chrome

The second website was of course Facebook. I have Facebook open mostly to chat with my friends and in different Facebook groups. I also shop al lot of stuff from different flea market groups. I don't scroll the news feed that much with my desktop computer. I don't

find that many interesting things from my feed. The third app was Spotify web player. That's obviously there because I like to listen to music. I have Spotify premium and If I don't use it daily, I feel like the money is wasted.

2.1.2 Quality Time

Quality time is an app for smartphones. It tracks your smartphone use and tells statistics. It tells you at what time you open different apps and how long you use them. It also tells how many times you unlock you screen. These was the statistics one week before my digital diet. I mostly use Facebook, Facebook messenger, Instagram, Whatsapp, Youtube ans Snapchat.

Here are screenshots from the app one week before the diet.
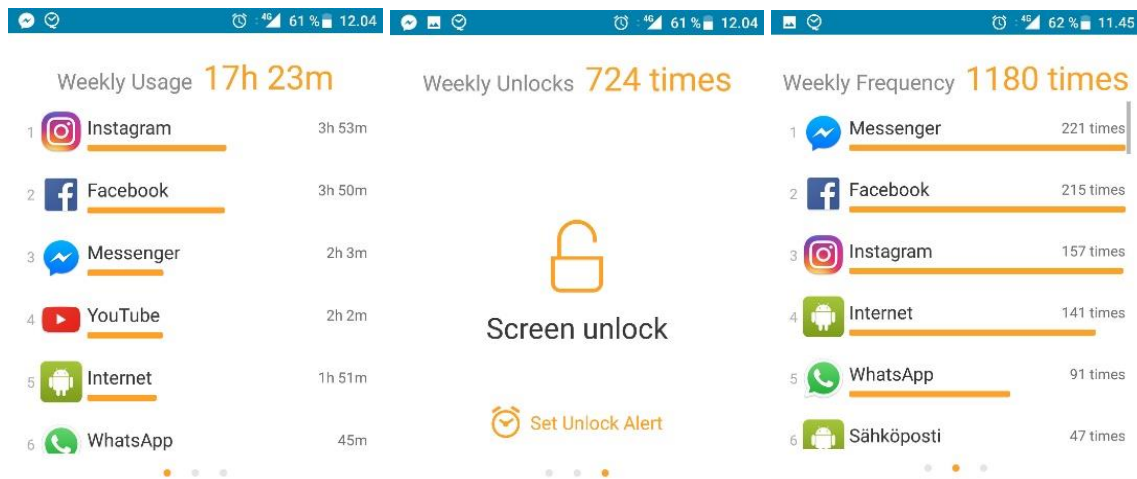
When I use Facebook with my phone, it's mostly out of boredom. I never do anything important like have long discussions or read long articles from my phone. I would use my computer for that. I use Youtube on my computer and on my phone, because I like making videos myself and I often get inspiration from Youtube. I also find it very entertaining. I use WhatsApp only to talk with my mother and my sister.

I use Instagram to upload pictures. I could care less if I get likes, for me it's more like a photo album that I can go and look at later. I do scroll and look at other people's pictures and that's mostly out of boredom too. I wouldn't be scrolling if I had better things to do. Which I don't apparently. I use my phone almost every time I get bored. But the truth is,

I get bored because of my phone. My phone is the thing that stops me from doing other, creative and new stuff.

2.2 Extracts From A Written Diary

When the month started I began keeping a video diary, taking the camera with me and filming whenever I thought something that related to the digital detox, or something happened that was relevant. At the end of every evening I wrote written notes so that I had data about how I felt every day, rather than relying on my memories.

What follows is a selection of writing from these notes, arranged by week.

My sister Solveig joined me in this. Before I started I set some rules. I kept an old Nokia phone and decided to use it passively. People could call me, but I would never call anyone. No TV. No internet. No consoles, dvds, Netflix etc. No tablets or internet-capable phones. No radio. I decided not to buy newspapers or read Metro.

I decided not to announce any of this online: no Facebook post telling everyone that I was offline for a month or anything like that. I decided that people should work this out for themselves.

2.2.1 Week One

The first week was about getting used to not being online. I had really mixed feelings about it. I was excited to see how these 30 days was going to change me, but I feared that it would change my social life in a negative way. Just because most of my friends wasn't that close to me that they would call me. I was afraid that people were going to forget me, because I if you're not online, you're not anywhere. Or that's at least the way I thought at that point. I didn't really do anything the first day. I just sat in silence. Solveig was at her friends place almost the whole day. I felt empty, anxious and alone.

I often block every living sound around me with music, but when everything was turned off, I started hearing life around me. My neighbors talking trough the wall, birds singing, traffic. That was kind of nice, even though I don't know why. I hate the sound of traffic and neighbors. After a while I needed other things to do for entertainment than listening

to my neighbors. So, we decided with Solveig to find the library. I had no clue where the closest library was, so Solveig had to make a phone call to her friend. No luck there, her friend didn't know the directions. We had to just go out and ask for directions. Usually I would just google the address and put it into google maps. Now I had to open my mouth and talk to a stranger. That was also kind of nice, because I like to talk to strangers. I just don't do that often, because I don't have a good reason to do that. I can't just go to stranger and ask how they are doing. Not in Finland. Never.

I found three interesting books from the library. One was about a drunken Finnish man, one about mindfulness and one about psychedelic drugs. I felt so much smarter than before, even though I hadn't even started reading. When went back home and started reading. It was kind of hard to stay focused on the book. My mind was constantly somewhere else. I was thinking about my friends, unread messages and stuff I've been missing out and so on. But I kept on reading my book, because I had nothing else to do. Later in the week I could focus on the reading a lot more than the first day. I started feeling more focused on other stuff too. It felt like a big foggy could had been removed from my mind.

I've always liked cooking. But I often make the same stuff over and over, because I know it's good and I know I won't ruin it. But now, when there wasn't that much stuff to do, I started making more complex and time consuming meals. Last year mother gave me a cooking book that I had never even opened before. I decided to cook a new recipe from that book as often as I could. Usually preparing food for hours sounded like a job I didn't want to do. Now, I enjoyed every second of it. I think my cooking skills improved very much during this time. Or then Solveig is a big liar who didn't want to upset me.

Before my digital diet, the first thing I did when I woke up, was to grab my phone. I spent a lot of time online, before I even got out of bed. Now, when that wasn't an option, I got up the minute my eyes opened and went for a walk. When I got back home, I started making breakfast. Stuff that also took more time than usual. I made smoothies, and poached eggs, fried bacon, chia pudding and etc. Before my digital diet I drank a cup of coffee and ate something random that I found. I've always been a light sleeper. I wake up to the slightest noises and it takes forever for me to fall asleep. In less than seven days the quality of my sleep improved. I also started to have longer and more vivid dreams.

I bought a crossword magazine. I didn't even know if I liked filling crossword puzzles. We filled out a couple of pages with Solveig, but then the magazine magically disappeared in the trash. Turns out, I like the easiest puzzles much more than the ones on the last pages. We went to Kiasma on Friday to see what was on. I like contemporary art, but I don't go to museum that often. I usually go there when I know what exhibition there is or if someone have recommended it to me. On that day I went there because my mind was drooling over something exciting and new. Because I didn't have a phone with me, I felt more present than before. I didn't get distracted by anything and I could concentrate on the art. Normally I don't read the artworks descriptions, but now I read everything. I spent at least twice the time in there than normally and I got a whole new understanding of art. It's nice to look at different art works, without reading the description and just see what kind of feelings it wakes up in you. But if you read the description first and look at the art, then you can see what the artist felt and thought.

Solveig and I got so inspired by the art in Kiasma so I decided to get creative ourselves. We went to the flying tiger shop and bought watercolors, big paper sheets, all kinds glitter glues and acrylic paint. I always liked painting and crafting when I was younger, but as you get older if it's not a passion, it fades away. One week without technology made me go back in time and do stuff that I did when I was younger. We also started playing board- and card games with my sister. I started liking the fact that internet no longer was a part of my life. I felt like a child. A smart child who reads and goes to museums and makes good food. I felt happy, happier than I've been in a long time. Probably because I didn't constantly stare at Instagram or Facebook and compare my life to someone else. And obviously because every night I was sleeping like a baby.

Solveig and I have always gotten along well. But our relationship improved even more when we whent offline. We no longer just sat in the same room watching TV. We talked, walked and played games together. We also started to go out more. To places we've passed and said "Hey! there's a nice looking café, we should go there some day" but where we never went. We also found a beach right next to our place, that we had no idea existed. We moved to the place we live on April 2016 and I noticed a beach next to it in October 2016. How sad is that?

One other thing I noticed at the end of the week was that my throat was sore. It wasn't because I was sick. My throat was hurting because I was singing all the time, because I wasn't listening to music all the time. I the first week without technology made me sing, talk to strangers, explore the city, read, cook new stuff, enjoy and create art and play games.

2.2.2 Week Two

On the second week some people noticed I wasn't online and wondered where I was. What a relief, they didn't forget me. I went to see all of them, which I don't normally do because some of them live so far away. I even stayed overnight which I don't ever do, because I never sleep that well at other people's houses. Solveig also started to get phone calls, and her friend was at our place very often. Even I became friends with him and the three of us did a lot of things together like exploring Helsinki's architecture and making vegetarian food. By the end of week 2 I had read four novels, as opposed to zero novels in the whole of 2015. My focus was now 100 % on the book and I wasn't distracted by anything anymore.

In addition of drinking coffee outside of our home, my sister and I started also eating out more. I noticed that were eating more slowly, because neither of us wanted to go back home. We ordered starters to stretch out the occasion and talked noticeably more than usual. One time in Hesburger, Solveig and I noticed that we were the only people who was not using phones while eating. Not only were we the only ones without phones in our hands, we were the only one talking to each other. There were people of all ages, families and friends. All staring at their phones in silence. In fast food places like that it's normal to just chill and stare at a screen, without any proper table manners and it was sad to see that. Hesburger felt kind of depressing and I just wanted to eat my food and get out from there. The atmosphere was totally different when we ate in finer restaurants. Only very few people, if any, used their phones. That's probably because if the food costs more than 15 €, people want to enjoy it and their company, and not concentrate on anything else.

I found myself playing the piano for the first time this year, because I had moved my computer away and created more desk space. Now I could place my piano on the desk. I also took up the guitar more often to fill in free time. I played piano and guitar about 30

min per day. Solveig has a nine to five job and she works with a computer. Normally she would watch Netflix or browse Imgur while working, but now she replaced the time she spent online by knitting and drawing and on lunch breaks she read books. She also took small walks on her breaks instead of just chilling in the breakroom.

I also found myself putting make-up on for no reason other than filling in time. I learned how to put on false eyelashes, which is the greatest thing I've ever learned. Therefor I was always ready to go before anyone invited me out.

2.2.3 Week Three

The third week I put my phone away, because I felt that having a phone made my life too easy. I wanted to see how things would change when I didn't have a phone. I told my friend that I was going to put my phone away and that he should tell that to my other friends. The word got out and one day when I got home, I noticed that someone had left a note on my window. Me being away from technology forced other people to get out and find me. It was kind of fun that it happened. The note said "Meet me today at Bier Bier 20:00". So, I met my friend there at that time. From that point on I started to arrange my social activities from one meeting to the next. That worked out very well. I had plans to meet my friends almost every day.

One day I didn't have anything special to do, so me and my sister went to the movies. It didn't feel like I was cheating on my digital diet, because going to the movies isn't something I do often and it doesn't have a negative impact on me. You can't binge watch films at the movies the same way you can do with Netflix at home. Well you can, but I don't think anyone would ever do it.

We saw the movie *Nerve*, which was relevant to the digital diet, because it was about a group of people who did increasingly dangerous stunts just so they can stream them live and get famous. It highlighted the potential dangers of social media and the digital footprint we leave online. The film got me thinking about all the stuff we post online. How openly we share everything and how much information about us is stored on some server somewhere. I think it's scary stuff. Someone could so easily steal my identity. Everything about me can be found from Facebook and other social medias. My favorite food, favorite

bands, where I like to eat, party, my family members names, their information and so on. I wish I could erase everything about me from the internet.

I started walking more. One hour every morning and evening. I also found that I walked the kilometer to the center, instead of taking the buss, because I seemed to have much more time on my hands. Solveig also started to walk to her job and back home. She hadn't the rush to get back home and watch series. Also, days in general felt much longer than before my diet. Time passes so fast when you are online.

During the third week I met my friends in bars, but it didn't affect my drinking. I just bought a drink to avoid being empty handed, but let it sit there. I was in a bar 4 nights that week. I've never done that before.

2.2.4 Week Four

The fourth week I wasn't home at all, except to wash, change clothes, or eat. That felt really good. My digital diet made me so much more social than before. And to honor that, I threw my old phone in a burning fireplace. I had realized that I simply had no need for it and that l'm more connected to people when I don't have a phone. I had gained more friends by meeting my friends' friends and making plans to meet some of them later. Solveig wasn't at home either. She spent most of her time with her friends. When we both was at home, we had a great time just talking and chilling out.

My digital diet wasn't never the hottest topic to talk about, but when it came up, people were all thinking like me. That people should spend less time online. But when I asked them to be away from technology for even one day, almost everyone refused. It's silly how much people talk, but don't act.

I asked my friend if she could delete her Instagram account for 1000€ and she said no. I would have answered the same way before I started, but now I felt I could delete it even for free. When I wasn't online I realized how stupid Instagram is and how much people obsess over it. Nobody really cares about other people's pictures, all they want to do is to upload own images and get likes. Instagram and other social medias just trick your brain into thinking that this is important. Even though it's far from it. I started to notice how many times my friends check their phones and what they do with them. Most of the time

they opened their Facebook, scrolled down a bit. That happened several times in one hour. Even though they knew that nothing had changed in the news feed.

2.2.5 Week Five

The fifth week I was back using digital media. I had eight new friend requests from people I had met during the four weeks. Everything went back to normal. The sad thing is that I felt guilty when I was online, but I didn't stop. I was back to using social medias. I stopped visiting my friends that much, I quit walking, painting and reading. It was so easy to get sucked back into the loop. Everything I thought was dumb, was now a part of my life again. I hated myself because even though I would like to stop being online, but I can't, If I have access to it.

Why did I go back? I logged in and there were hundreds of messages, so I read through everything I had missed in the last month, and at the end of that I was sucked back into the world of social media. At first it was fun and exciting, but then I just couldn't stop. Solveig went back to her normal habits as well.

2.3 Measurements Afterwards

Here is the statistics one week after my digital diet.

Total time logged this week: 18h 28m

Rank	Activity	Time	%
1	facebook.com	4h 20m	24%
2	youtube.com	2h 44m	15%
3	messenger.com	1h 20m	7%
4	arcada.itslearning.com	50m 23s	5%
5	Windows Explorer	42m 26s	4%
6	wlxphotogallery	33m 45s	3%
7	popcorntimedesktop	32m 34s	3%
8	ebay.com	32m 4s	3%
9	baaripahkina.fi	27m 19s	2%

The average time spent online dropped with one hour, but the time I spent on different websites changed a lot. Youtube wasn't no longer 7h, it dropped to 2h. Facebook was

about the same amount. After that the percentage dropped under 10% and the amount of different websites increased.

Here are screenshots from the app one week after the diet.
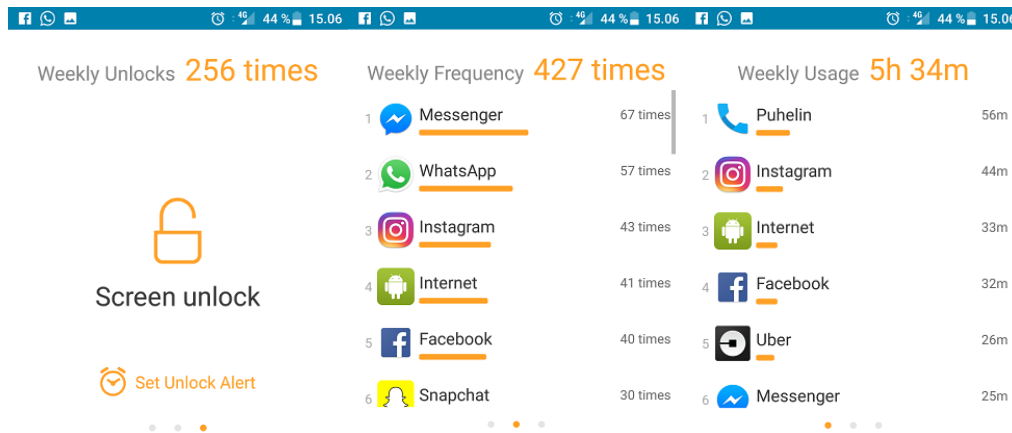
I felt on the fifth week that I was online all the time. That the 30 days didn't have any impact on me. But the numbers show that the usage dropped drastically. Weekly usage dropped 11,89 hours. This clearly indicates that my phone usage was much lesser. But it still felt like I spent time online as much as before. It's like when you quit sugar, you start to taste the sweetness in bitter foods, like dark chocolate. Now I feel like I'm spending a lot of time online, even though in reality I'm not there that much.

2.4 Observations Now

Now when time has passed I have started to go back to the offline life a little by little. I've developed a habit to turn off my phone every Sunday. The fifth week was over-whelming when there was so much to catch up. I am now self-conscious about using my phone. I notice when I am doing it. I notice that in social groups friends stare at their phones and I watch them. I don't even want to use my phone as much as before my diet. When I eat, I only eat and I don't look at my phone then. I enjoy the time I don't have access to any technology and I want to get away from it as much as I can. I don't gain anything by scrolling news feeds all day long. And I'm 100% sure, that in my deathbed I won't be looking back at all the great times I was online. I'd rather do something else

with my time. That's also why I have decided to do the withdrawal again every summer to avoid overuse slipping into addiction.

3   CONCLUSIONS

3.1   Personal Conclusions

The first thing I learned is that being offline is not hard at all, once you have decided to do it. However, doing it in partnership with someone else is definitely easier than doing it on your own.

Social arrangements change when you are no longer online. The kinds of arrangement you make change too. When you make a face to face agreement to meet tomorrow neither person has any easy way to cancel or change the arrangement. When you make it in Messenger then people treat the arrangement as negotiable right up until the last minute. People expect to be able to change the arrangement but without being able to message me friends said that they felt that had to come at the time we had agreed, even if that meant missing out on something else.

I learned that FOMO – the fear of missing out – is a real thing. I felt it and my friends felt it when they felt they had to see me, even if that meant missing out on something that had come up later.

I came to see an important difference between going to a library and googling. As noted earlier, going to the library made me feel cleverer even before I had read the books. That is because I knew that I would have to spend a long time reading them, and that what I read would stay with me. With googling people find what they need at once and forget it in a couple of hours.

I realized that computers and TV's are not the problem. Smartphones are. Because TV's and computers require the user to be in one place, in a comfortable chair. And at some point sitting still in one place is going to get boring and you will get up and do something else. But a smartphone goes with you wherever you go, to the bathroom and to the bed. It allows you to be online wherever you are. In my experience owning a smartphone almost always leads to using them. Even if you wouldn't want to, because smartphones are addictive in some ways.

3.2 Overuse and Addiction

The Centre on Addiction defines addiction like this: "Addiction is a complex disease, often chronic in nature, which affects the functioning of the brain and body. It also causes serious damage to families, relationships, schools, workplaces and neighborhoods. The most common symptoms of addiction are severe loss of control, continued use despite serious consequences, preoccupation with using, failed attempts to quit, tolerance and withdrawal. Addiction can be effectively prevented, treated and managed by healthcare professionals in combination with family or peer support."

I found a questionnaire about smartphone addiction and I asked these questions to three of my friends.

1. Do you find yourself spending more time on your smartphone than you realize?
2. Do you find yourself mindlessly passing time on a regular basis by staring at your smartphone even though there might be better or more productive things to do?
3. Do you seem to lose track of time when on your cell phone?
4. Do you find yourself spending more time texting, tweeting, or emailing as opposed to talking to real-time people?
5. Has the amount of time you spend on your cell phone been increasing?
6. Do you secretly wish you could be a little less wired or connected to your cell phone?
7. Do you sleep with your smartphone on or under your pillow or next to your bed regularly?
8. Do you find yourself viewing and answering texts, tweets, and emails at all hours of the day and night, even when it means interrupting other things you are doing?
9. Do you text, email, tweet, or surf the internet while driving or doing other similar activities that require your focused attention and concentration?
10. Do you feel your use of your cell phone actually decreases your productivity at times?
11. Do you feel reluctant to be without your smartphone, even for a short time?
12. When you leave the house, you ALWAYS have your smartphone with you and you feel ill-at-ease or uncomfortable when you accidentally leave your smartphone in the car or at home, or you have no service, or it is broken?
13. When you eat meals, is your cell phone always part of the table place setting?
14. When your phone rings, beeps, buzzes, do you feel an intense urge to check for texts, tweets, or emails, updates, etc.?

15. Do you find yourself mindlessly checking your phone many times a day even when you know there is likely nothing new or important to see?

They all said yes to every question. Even though they said yes to everything, it didn't wake up any thoughts or feelings in them. I think that's the scariest part of smartphone addiction, it seems like it's not a big deal. But what I've noticed by being offline for 30 days proofs that having a smartphone addictions is bad. The worst thing a smartphone does is that it makes you a passive person.

So the final answer to my research question on is: In my experience there is only positive consequences in a digital diet. Creativity and happiness levels increase and you sleep better. And you don't need social media to have a social life.

4 SUMMARY IN SWEDISH

Denna rapport bildar en följeslagare till en 25-minuters film My 30 day data diet. My 30 day data diet filmades i oktober 2016 och den beskriver hur jag hanterade mitt liv, utan digitala medier i 30 dagar. Anledningen till projektet förklaras nedan. Rapporten är uppdelad i tre bitar. Del 1 förklarar forsknings-området, den specifika forskningsfrågan och den metod jag använde. Det ger också en kort översikt över hur jag jobbade med att skapa filmen. Detta är re-levant eftersom själva filmen är den huvudsakliga och viktigaste forskningen för projektet. Den andra data-drivna forskningen är för att stöda behovet för forskningen och för att ge ett ramverk för analysen efter att 30 dagars data die-ten hade slutat. Del två formar huvuddelen av rapporten. Det börjar och slutar med statistik som jag samtalade om min online media förbrukning. En vecka före dieten och en vecka efter använde jag två applikationer för att logga allt det jag gjorde på min dator och telefon. De loggade allt från vilka sidor jag be-sökte, vilka applikationer jag ändvände, när de blev använda och hur länge. Denna information var en viktig del för min analys. Jag har också inkluderat bitar ur min dagbok, som jag skrev i varje dag, då när data dieten var på gång.

I del tre berättar jag mina slutsatser. De faller i två olika kategorier. Det som jag själv upplevde under de 30 dagar som jag var utan digitala medier och bre-dare slutsatser som relaterar min digitala diet till frågor om addiktion och missbruk.

Efter att ha tagit ett antal teoretiska kurser om media och dess påverkan på mänskan, började jag tänka på, hur mycket mänskan påverkas av att vara stän-digt online. Jag studerar online media, vilket betyder att jag jobbar med dator varje dag. När jag kommer hem, fortsätter jag att vara på min egen dator. Jag har också en smarttelefon, som är i bruk från morgon till kväll. Med andra ord är jag online hela tiden. Jag började tänka på hurdant mitt liv skulle vara om jag inte alls hade en dator eller smarttelefon. För att jag blev så fascinerad av ämnet, beslöt jag gå offline för sju dagar och se vad som händer. I en grupp-diskussion påpekade en student att det tar i genomsnitt 21 dagar att bli van vid en ny rutin. Därför bestämde mig för att gå offline för en månad.

När jag hade bestämt mig för att göra det, föreslog Owen Kelly, min lärare, att jag skulle kunna göra mitt examensarbete om ämnet. Han föreslog att jag skulle använda autoetnografi som forskningsmetod. Jag läste flera artiklar om autoetnografi före jag började produktionen, för att kunna bestämma mig ifall jag ville använda det som forskningsmetod.

Jag bestämde mig för att jag skulle genomföra en digital diet, som Daniel Sie-berg föreslog i sin bok The Digital Diet. Sieberg skrev att "The tipping point for consuming technology has been reached, and our minds and bodies know

when we've gone too far too fast. Think back to 1996, when cell phones and the Web were both delightfully extraordinary and totally foreign. We gleefully programmed voice mail and naively clicked on Internet ads. Something happened on the way to connectedness. No one said "stop." No one even said "slow down." Caught in the middle was the average consumer, who suddenly risked falling behind as the accelerating pace of technology took off like a viral video of laughing babies."

Jag bestämde mig för att ta reda på hur mycket detta verkligen är sant. Jag valde att inte använda digitalt media i 30 dagar, eftersom det verkade vara en passligt lång tid att vara offline för att känna hur det är och hurdan effekt den har i mitt liv, utan att glömma bort hur det är var att online.

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