

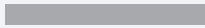




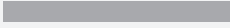


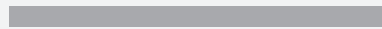




# Why America Lacks Digital Manners

The study collected responses via an online survey of 1,017 individuals in April of 2007. Margin of error is approximately 3%.

1. How often do you encounter a technology-related Public Display of Insensitivity (PDI)?		
Never		0%
Rarely		9%
Somewhat Often		39%
Often		36%
Very Often		16%

2. Think of the worst technology-related PDI you encountered during the last year. How obnoxious was it?		
Not at all		1%
Slightly		5%
Moderately		24%
Quite a bit		41%
Extremely		29%

3. Have you been guilty of a technology-related PDI sometime during the past year?		
Never		16%
Rarely		67%
Somewhat Often		15%
Often		2%
Very Often		0%

**4. What do you typically do when you encounter a technology-related PDI?**

Ignore it		37%
Give a dirty look or show my disapproval in another nonverbal way		26%
Walk away		14%
Report it to a person in authority		1%
Point it out to someone I'm with		10%
Tell the person I resent what they're doing		2%
Talk to them in a way that gets them to stop but doesn't offend them		10%

**5. Think of the worst technology-related PDI you've encountered during the last year. What did you do?**

Ignore it		24%
Give a dirty look or show my disapproval in another nonverbal way		27%
Walk away		16%
Report it to a person in authority		2%
Point it out to someone I'm with		12%
Tell the person I resent what they're doing		6%
Talk to them in a way that gets them to stop but doesn't offend them		15%

**6. Think of a time when you were affected by a PDI but decided not to confront the other person. What were the reasons you didn't speak up? (Select all that apply.)**

There wasn't time		14%
It was none of my business		22%
I didn't know what to say		29%
The person would have become offended or angry		30%
I knew it would be over soon		27%
I would never see the person again		32%
Speaking up would have been insensitive to others		15%
There was nothing the other person could have done to correct it		3%
I was able to escape/ignore it		25%
It wasn't my responsibility to fix their problem		15%
Others encouraged me not to speak up		5%

**7. Think of a time when you were affected by a PDI and decided to confront the other person. What were the reasons why you spoke up? (Select all that apply.)**

I was comfortable with how the other person would react		18%
I cared about the other person		19%
I couldn't tolerate the problem—I had to speak up		24%
I was confident in my ability to speak up without offending the other person		22%
Others were being affected by the problem		32%
Others encouraged me to speak up		1%
The problem would continue if I didn't speak up		31%
I have a long-term relationship with the person		22%
I felt responsible for this person's behavior		8%
The person was with me, and I was embarrassed by his/her behavior		13%

**8. Where do you encounter PDI's most often? Please select the top three.**

At home		8%
At your office or worksite		41%
On the street		16%
At a movie, play, or performance		21%
At a sporting event		5%
At a public event		25%
At a funeral or wedding		3%
In the bathroom		7%
In a club, bar, or restaurant		25%
In a car		15%
While traveling (airport, plane, train, bus, boat)		34%
At a library, museum, or gallery		4%
While shopping (grocery store, retail store)		40%