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Adult Internet Uses Questionnaire

For each (sub)scale the scale score is created by averaging the scores (from 1 to 6) across the items. If someone answered 'don't know' this was recoded into a score of 1 (i.e. 'never').

Economic Field

1. We would like to ask you about using the Internet to do the following things. How often have you done the following things online in the last year? Please tick one option per row.

Never (1) Less than Once a Month (2)   Monthly (3) Weekly (4) Daily (5) Several times per day (6) Don't know (7)

[Property (α =.87)]

   a. Look for information on how to sell something you own
   b. Respond to people's requests for information about a product or service you want to sell
   c. Put a product up for sale

[Finance (α =.86)][1]

   d. Compare insurance policies
   e. Logged into a site or app for financial services (e.g. banking, household bill payment)
   f. Look for information on interest rates

[Employment (α =.83)]

   g. Integrate tools or apps you have downloaded into the way you work
   h. Look for a different job online
   i. Talk to others online about job opportunities

[Education (α =.93)]

   j. Look for information about a course or course provider
   k. Check others' opinions about a course or place to study
   l. Download course materials

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[1] The alpha for the finance scale is based on a previous version which contained different items. Please see the uses report for further details.

Cultural Field

2. We would now like to ask you about your use of the Internet for things that you come across unintentionally or intentionally. How often have you encountered any of the following things online in the last year? Please tick one option per row.

Never (1) Less than Once a Month (2)   Monthly (3) Weekly (4)   Daily (5) Several times per day (6) Don't know (7)

 [Identity (α =.67)]

    a.   Come across information about differences between men and women
    b.   Come across 'adult' sites with sexual content
    c.   Interact with people who share your ethnicity

[Belonging (α =.71)]

    d.   Read information on parenting
    e.   Arrange with other people to go out
    f.   Log in on a website with religious or spiritual content

Social Field

3. We would now like to ask you some questions about using the Internet to keep in touch with other people or organisations. How often have you done the following things online in the last year? Please tick one option per row.

Never (1) Less than Once a Month (2)   Monthly (3) Weekly (4)   Daily (5) Several times per day (6) Don't know (7)

 [Personal networks (α =.81)]

    a.   Comment on the updates friends or family put online
    b.   Talk to family or friends who live further away
    c.   Share pictures of you with your family or friends

[Formal networks (α =.76)]

    d.   Look for information (online or offline) on clubs or societies
    e.   Interact with people who share your personal interests and hobbies
    f.   Comment about a political or societal issue

[Political networks (α =.83)]

    g.   Look for information about national government services
    h.   Ask a representative of a public institution for advice on public services
    i.   Look for information about an MP, local councilor, political party or candidate

Personal Field

4. We would now like to ask about using the Internet for leisure and personal interest. How often have you done the following things online in the last year? Please tick one option per row.

Never (1) Less than Once a Month (2)   Monthly (3) Weekly (4)   Daily (5) Several times per day (6) Don't know (7)

 [Health & Lifestyle (α =.83)]
    a.   Talk to others about your lifestyle
    b.   Look up information on how to improve your fitness
    c.   Ask others about a training program

[Self-actualization (α =.79)]
    d.   Exchange information about events or concerts with others
    e.   Look up information to understand problems or issues that interest you
    f.   Consult others' opinions on problems or issues that interest you

[Leisure (α =.68)]
    g.   Play games
    h.   Listen to music
    i.   Watch videos/ TV programs

Shorter versions of the Internet Uses Questionnaire

We suggest that future research at the bare minimum include at least two of the subscales from each of the four fields. However, precisely which fields could vary depending on the core questions of the specific research study. In work that looks at the link between uses and outcomes it is obviously advisable to select the sub-scales which are related to the outcomes measures. Other activities that are worth considering should be those which a large proportion of the population of interest is likely to undertake. This allows the researcher or evaluator to get a clear idea of the breadth or narrowness of engagement with the internet and to account for outcomes that might otherwise not have been considered in more narrow designs of research or interventions. For example, the Employment sub-scale would not be as relevant to groups of retired people. That said, measurement of these uses is relatively stable across different populations, thus the research question is ultimately the guiding factor.

In summary, we have presented here a carefully constructed Internet use survey, that has been tested via cognitive interviews and pilot studies, guided throughout by the Corresponding Fields Model (Helsper, 2012). It can be used independently, or alongside the skills and outcome measures that the research team have developed. We welcome other research teams to use these measures and to contribute to their continued refinement.