



NEW DATA FOR MEASURING THE IMPACT OF NEW TECHNOLOGIES ON PEOPLE'S WELL-BEING

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22-23 SEPTEMBER 2025

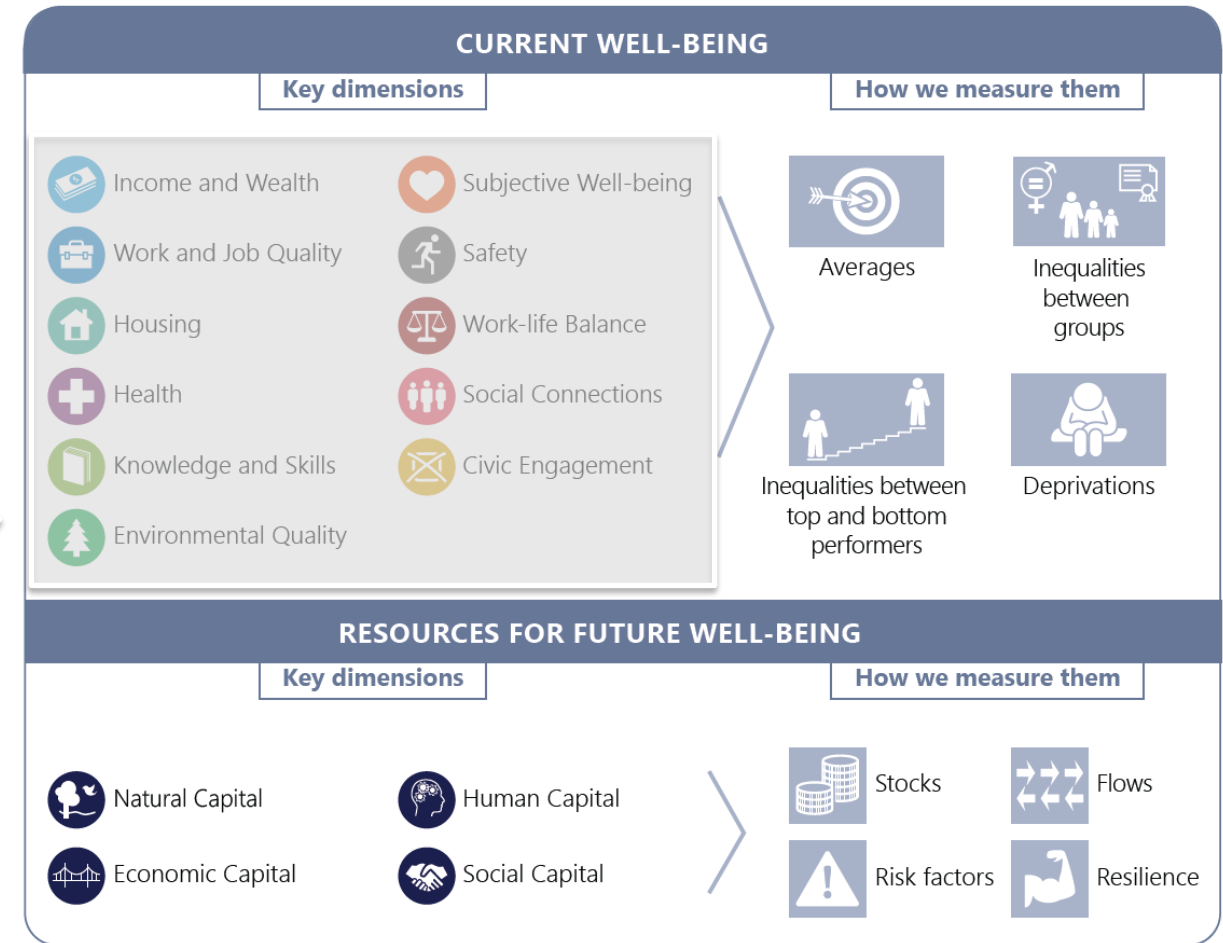
The OECD Digital Well-being Hub with Cisco

The Hub is **part-crowdsourcing platform** and **part-research tool**, grounded in the [OECD WELL-BEING FRAMEWORK](#)

- Building a solid **evidence base** to explore **the impacts of digital technologies on people's [#wellbeing](#)** across 9 key dimensions:



Knowledge and skills
Work and job quality
Work-life balance
Health
Social connections
Civic engagement and trust
Environmental quality
Personal safety
Digital infrastructure



Key Elements of the Digital Well-being Hub

1. TELL US ABOUT YOUR DIGITAL LIFE

- A **crowdsourcing tool** that gives everyone the opportunity to share their experiences of how new technologies affected their wellbeing.

2. A DIGITAL WELL-BEING DASHBOARD

- Key **statistics** across 9 key dimensions of well-being by individuals in the context of new technology use.

3. RESEARCH

- How digital technologies affect well-being: Literature survey
- How people experience new technologies and genAI?
- How screen time affects subjective well-being?



The Digital Well-being Hub Poll's Dataset

REPRESENTATIVE SAMPLE

- The total of 14,570 respondents in 14 OECD & non-OECD countries, with about 1,000 respondents per country

REAL-TIME DATA

- The poll provides **timely and high-frequency data**, tracking very short-term movements in people's experiences of technology.

HIGH-RESOLUTION DATA

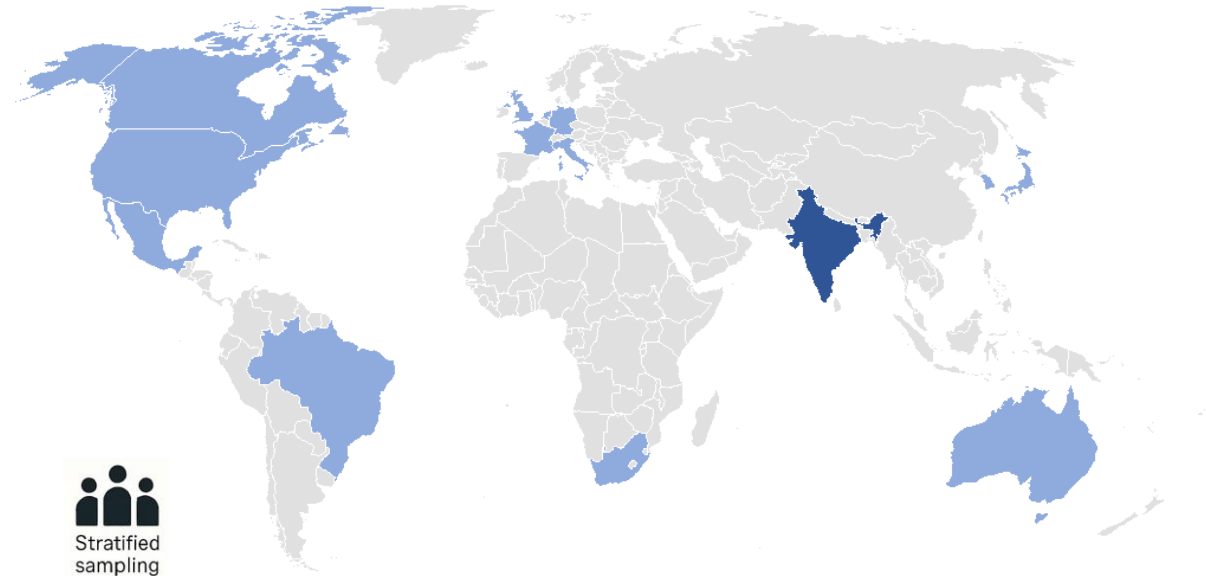
- Experience of technology varies **across groups** (e.g., with respect to gender, age, income, location and others).

CAPTURING COMPLEX IMPACTS

- The survey focuses on **the least well understood impacts of technology on people's well-being** (e.g., social connectedness, mental health, civic space, perceived security), gathering knowledge on their lived experiences.

A GLOBAL INSTRUMENT WITH COMPARABLE DATA

- The poll is built as a **standardized tool** that can be used in all countries, geographies, contexts, etc.
- The methodology is based on [OECD Guidelines on Measuring Subjective Well-being](#).

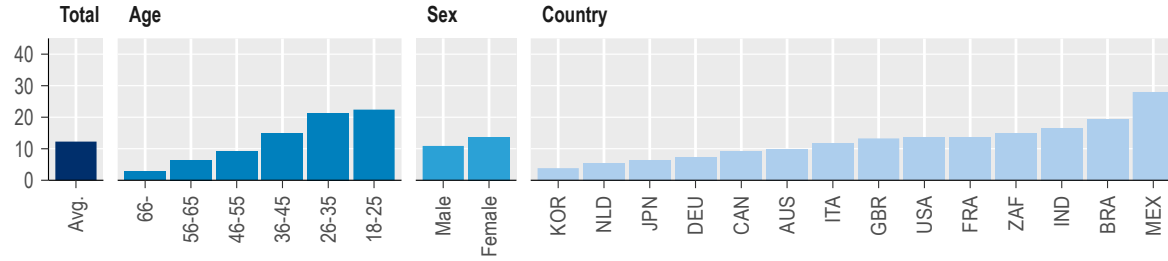


- Americas: Canada, the US; Brazil, Mexico
- Asia and Oceania: Australia, India, Japan, Korea
- Africa: South Africa
- Europe: France, Germany, Italy, the Netherlands, the UK



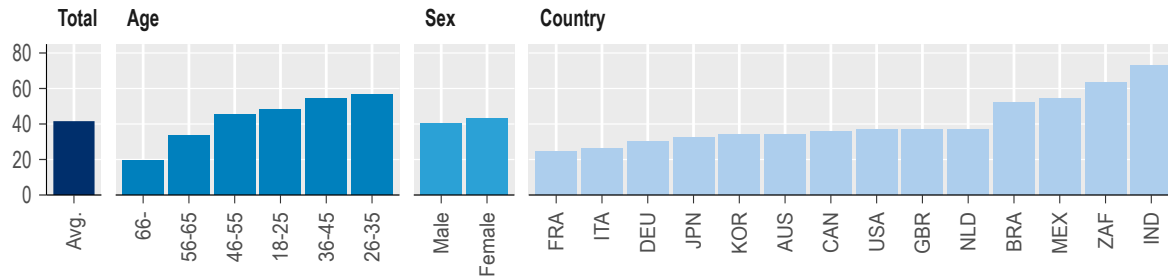
What is new tech used for?

A. Frequent use of Social Networking Services (SNS)



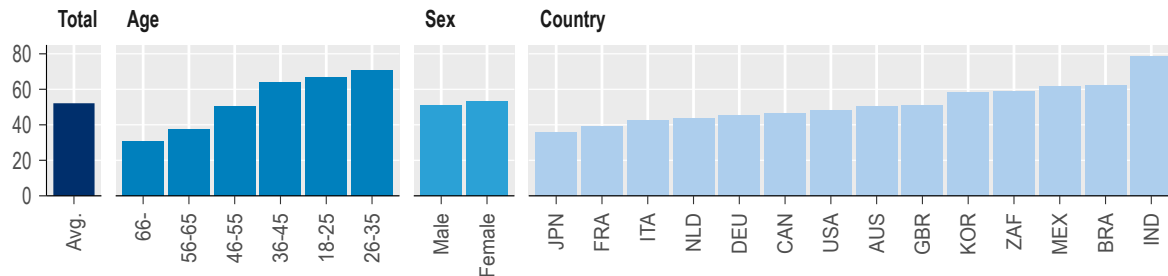
- **Social networking engagement** peaks among young, but declines with age.
- Women are more active than men.
- Particularly high in emerging economies.

B. Telework



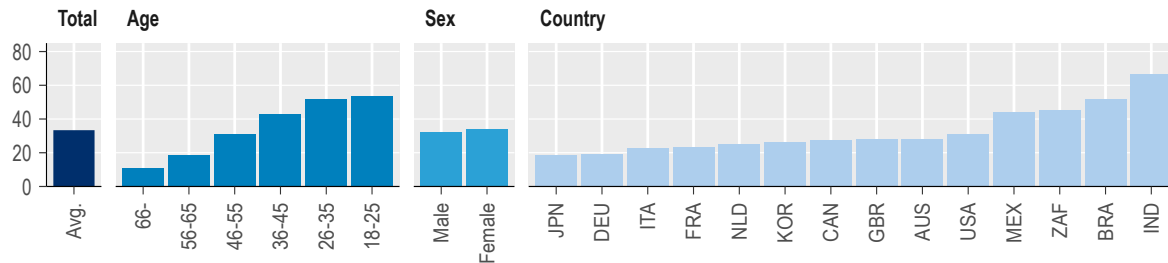
- **Remote working** is most common among young adults, in their prime working and parenting years.

C. Use of internet-connected devices



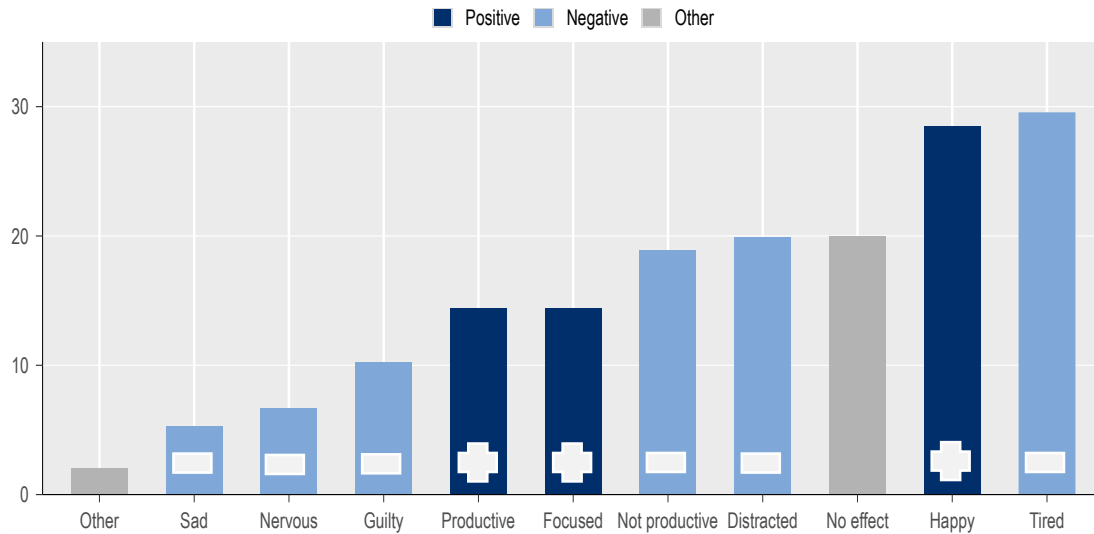
- **Use of internet-connected devices** is highest among young adults, only marginally higher among women.
- Particularly strong in emerging economies.

D. Active use of generative AI



- **The use of generative AI** is high among young adults, but declines steeply with age.
- Particularly high in emerging economies.

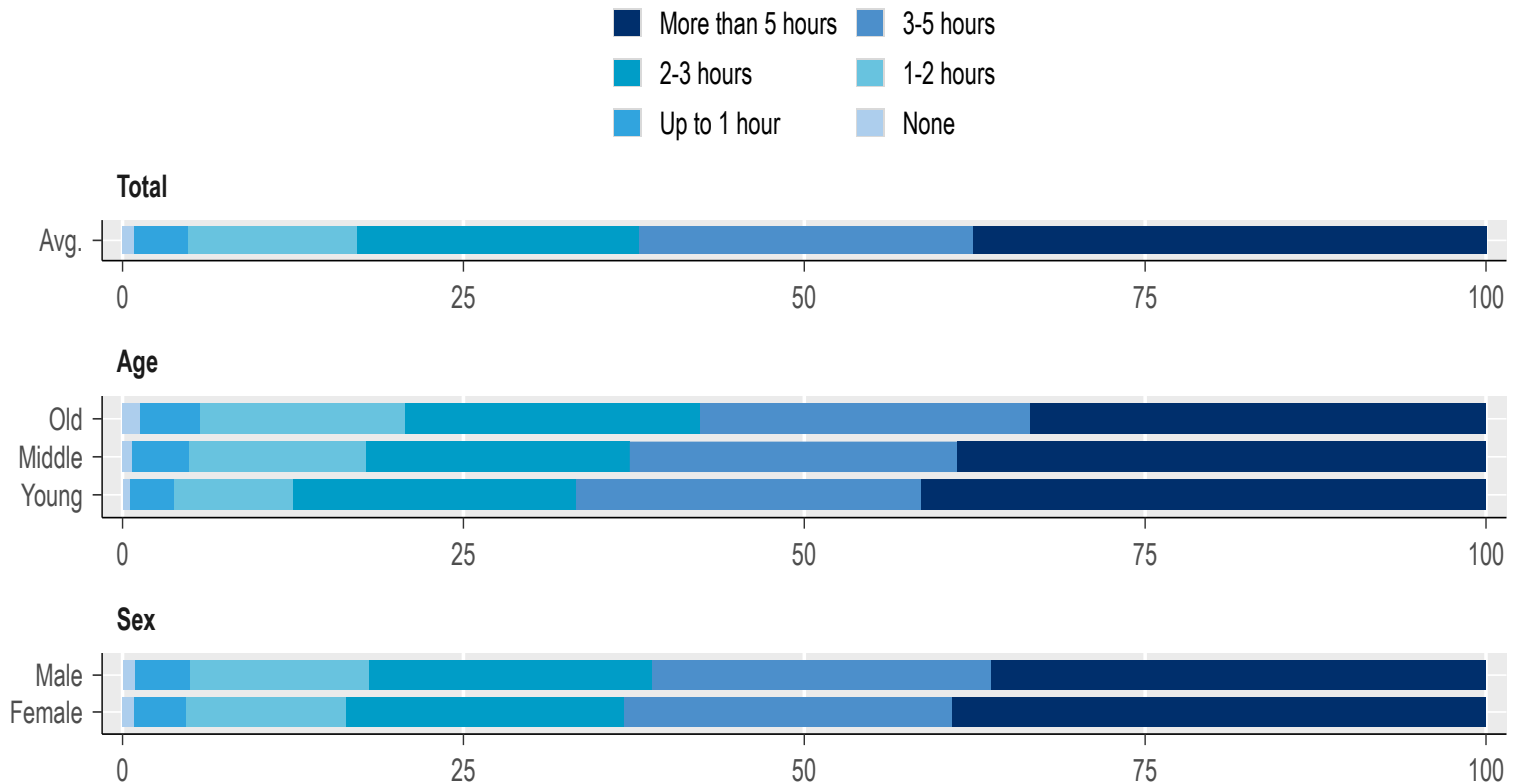
How do people consider new tech affects their lives?



- Overall, 39% say technology has **strengthened relationships** with those closest to them.
- **Young adults** widely perceive digital tools as **enhancing their social ties** → **but also report more negative experiences** compared to older adults.
- Particularly strong positive perceptions in **emerging economies**.
- **Prolonged screen time for personal use** evokes mixed feelings among people:
 - 29% feel “happy” with their digital engagement, but a similar fraction feels “tired”.
 - Similar bi-polarism observed for feeling “productive-focused” vs “Not-productive-distracted”.
 - 20% experience no emotional shift at all.

How much time do people spend online?

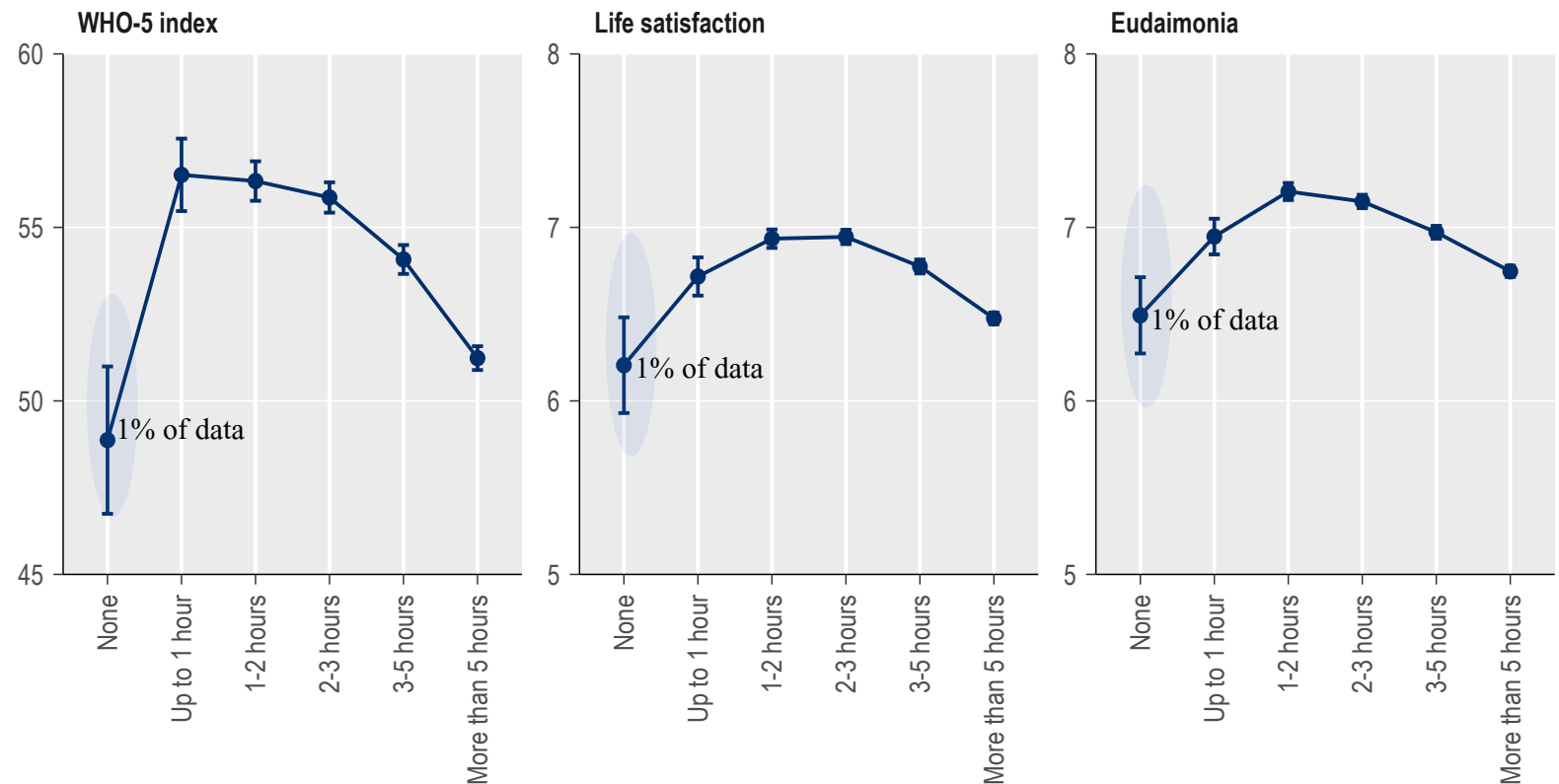
- Overall, 38% of respondents report **more than five hours of daily recreational screen time, highest (41%) among young adults.**
- Gender differences are modest, but **women report higher screen time** than men – possibly to some extent due to higher engagement with social networking platforms.



Does more screen time mean greater well-being?

At what point can opportunities become risks?

- Technology can be a force for **good**, but it can also pose **risks to well-being** through unintended consequences on mental health, life satisfaction, etc.
- **Inverted U-shape pattern:**
 - **Prolonged screen time** (> 5 hours/day) is associated with higher risk of low mental well-being, low life satisfaction, and low eudaimonia (i.e. life purpose).
- Negative associations are **amplified among unemployed and students**.



COMING UP, early December: OECD-Cisco launch of new research



- How do people experience new technologies and perceive GenAI?
- Screen time and subjective wellbeing: insights from a few countries worldwide.



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