



Fact Sheet

2012 Global State of Mobile Etiquette and Digital Sharing in the Workplace

Nov. 28, 2012 — According to Intel's 2012 "Mobile Etiquette" survey conducted by Ipsos Observer*, the majority of adults around the world share information online with many imparting information specifically about work. This begs the question: Are adults over-sharing in the workplace? The Intel study revealed that 7 out of 10 adults believe other people divulge too much information about themselves online, with half of adults around the globe overwhelmed by the amount of information shared.

The survey examined the current state of mobile manners and evaluated how adults in 8 countries share and consume information online, as well as how certain digital sharing behaviors, including what we divulge in the workplace, impact our personal and professional relationships. The research was conducted in the United States in March and a follow-up study was conducted in Australia, Brazil, China, France, India, Indonesia and Japan from June through August.

Survey highlights include:

- **Sharing about Work:** At least 15 percent of adults worldwide share information online about work, with 4 out of 10 adults in Indonesia and India and 3 out of 10 adults in Brazil disclosing work news and announcements online with others.
- **Limited Sharing:** Eighty-five percent of U.S. adults limit the kinds of information they share online with co-workers, and 6 out of 10 U.S. adults (62 percent) avoid sharing or posting some information online out of concern for what their colleagues may think. This is a consistent theme around the world with more than 8 out of 10 adults limiting the type of information they share online with their co-workers. Exceptions are China (65 percent) and Japan (41 percent) where adults are less likely to limit what they share with colleagues.
- **Positive Online Sharing Connections:** Adults in China (79 percent), India (78 percent) and Indonesia (75 percent) report that their opinions of colleagues have been positively impacted by what they share online, creating a new sense of connection. Almost half of U.S. adults (48 percent) also report positive sharing connections with colleagues.

With that being said, nearly 9 out of 10 adults around the world wish people thought more about how others will perceive them when sharing online, with at least 4 out of 10 adults reporting that they typically choose not to associate with people whose opinions they disagree with online.

- **Online Water Cooler:** More than 4 out of 10 adults in Australia, Brazil, Japan, Indonesia and the United States report sharing inappropriate information with co-workers as a top pet peeve, but only 3 percent of these adults admit to the same behavior. One out of 10 adults around the world (France being the exception) has complained about a manager, colleague or client online, while many have also complained about their job online.
- **Online Sharing Policies at Work:** The survey revealed that when it comes to digital sharing in the workplace, the majority of adults around the world think employers should set rules regarding when and what information is acceptable for employees to share online. Roughly one-third of adults in all countries (France being the exception) report that their company has a policy about online sharing in the workplace. Fifteen percent of adults in France report that their companies have policies.

Survey Methodology

The Mobile Etiquette and Digital Sharing survey was conducted online in the United States by Ipsos Observer, on behalf of Intel, from March 1-16. Respondents were a nationally representative sample of U.S. adults ages 18 and older (n=2,008), with a margin of error of plus or minus 2.2 percentage points, and U.S. teens ages 13-17. A follow-up online study was conducted from June through August among a nationally representative sample of adults and teens ages 13-17 in seven additional countries: Australia, Brazil, China (adults only), France, India, Indonesia and Japan. The sample populations in Brazil, India, Indonesia and Japan are based on the online populations.

For additional information on Intel's "Mobile Etiquette" survey, visit www.intel.com/newsroom/mobileetiquette.

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CONTACT: Jessica L. Hansen
480-552-1759
jessica.l.hansen@intel.com