

**New “Taking Timeout from Technology” Study Shows 20%  
Would Suffer Withdrawal Symptoms After 24 Hours**

*The Unplug Series*® today announced the results of the “**Taking Timeout from Technology**” a new international study that reveals what consumers would do if without their digital devices for 24 hours.

According to the study, consumers – that is, 6,000 online adults in the U.S, Canada, U.K and Australia who are 18 and older — who struggle to unplug from their smartphones and social media accounts, gave the following responses to the question:

***“What would you do if you could unplug from technology for 24 hours?”***

- 17% would use the time to read a real book.
- 10% would use the time to clean their house.
- 20% would feel crazy, depressed or suffer withdrawal symptoms.
- 11% would spend time with their family.
- 17% would feel more at peace, relaxed and less stressed.
- 13% would get outside and spend time in nature.

“With users checking their smartphones every six and a half minutes and people spending over six billion minutes on Facebook each day, the results of this study are not surprising — we seem to live in the Too Much Information Age and consequently we all struggle to unplug from technology and our digital devices,” said Gemini Adams, founder of *The Unplug Series*, and author of new book, *The Facebook Diet*.

“However, what’s interesting is the study shows the areas where we lose out because of our ‘always on’ lifestyle; books sit on shelves gathering dust, quality face-to-face time with family is dwindling, we feel increasingly strung out and suffer from strange anxiety fueled conditions such as FOMO, while secretly we’re all craving some time in nature! With the holiday season fast approaching, this is the perfect time to think about how we’re going to take timeout from technology to refresh, recharge and reconnect with ourselves and family.”

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### **About The Unplug Series ®**

The <http://www.unplugseries.com> helps social media addicts, geeks and the overly wired world remember how to really 'connect' by taking a tongue-in-cheek look at their love of technology through events, seriously funny books and blog articles.

The first book in *The Unplug Series*, [\*The Facebook Diet: 50 Funny Signs of Facebook Addiction and Ways to Unplug with a Digital Detox\*](#) (ISBN: 9780955465635) by award-winning author, Gemini Adams, will be published on December 1st, 2013 by Live Consciously and is available at all major bookstores.

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### **Survey Methodology**

The **"Taking Timeout from Technology 2013"** survey was conducted online by *The Unplug Series* using technology provided by Yappy.com from 15th July – 30th August, 2013 among 6,000 adults aged 18 or over living in the U.S., Australia, Canada, U.K, or New Zealand. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

There is an infographic to accompany the "Taking Timeout from Technology" 2013 survey results incorporating expert recommendations from Daniel Sieberg, author of *The Digital Diet*, Alexander Steinhart, psychologist and co-founder of Offtime, Lior Frenkel, founder of Undigitize.Me, and Gemini Adams, author of *The Facebook Diet* and founder of *The Unplug Series*.

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