ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS

THE EFFECT OF INTERNET ADDICTION ON AUGMENTED REALITY EXPERIENCES

The revealed Internet addiction continuum ranges from Casual users (i.e., older users) to Addicts (i.e., digital natives) acknowledging five different severity levels.

This study done by Brigitte Stangl and colleagues reveals that depending on where users are located within the addiction continuum, usability of augmented reality (AR) applications is perceived differently.

INTERNET ADDICTION CONTINUUM AND ITS MODERATING EFFECT ON AUGMENTED REALITY APPLICATION EXPERIENCES: DIGITAL NATIVES VERSUS OLDER USERS

Dr Brigitte Stangl

Excessive Internet use resulting in adverse health conditions is a significant public health concern recognized by the World Health Organization (WHO) and treated in many countries. In contrast to other compulsive behavioural control disorders, the different manifestations of Internet addiction have no refined classification. Moreover, research on how Internet addiction moderates online experience is scarce.

From the results of 796 online questionnaires, we contribute to filling this research gap by presenting an Internet addiction continuum that ranges from Casual users and Initial users (i.e., old users) to Experimenters, Addicts-in-denial, and Addicts (i.e., digital natives). Also, profiles show Addicts-in-denial and Addicts behave similarly and digital natives have a higher level of mobile technology knowledge and better skills.

Depending on where users are found within the five levels of the Internet addiction continuum, differences are observed in how users perceive the usability of augmented reality (AR) applications and their different effects on emotional perception, experience, and behavioural intention. Most interestingly, the experience of Casual users is triggered by enjoyment, whilst enjoyment exerts a negative effect on the emotional and action experiences of Addicts-in-denial, which are digital natives. The insights from this study provide implications for AR application designers and organisations looking to design more enjoyable, entertaining, and playful experiences to cater for the different needs of the different user groups within the addiction continuum.

Internet addicts and addicts in denial who behave like addicts account for nearly 40%

Stangl, B., Kastner, M., Park, S., & Ukpabi, D. (2023). Internet addiction continuum and its moderating effect on augmented reality application experiences: digital natives versus older users. *Journal of Travel and Tourism Marketing*
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