Studies in Communication Sciences 25.3 (2025), pp. 209–219

How individuals in Switzerland negotiate their everyday digital technology use—Insights from a mixed-methods analysis (Dissertation Summary)

Kiran Kappeler, University of Copenhagen, Department of Communication, Denmark
kkap@hum.ku.dk

Abstract
Digital technologies pervade the lives of many people in Switzerland. This increasing digital datafication brings opportunities but also risks like algorithmization, dataveillance, and related to this, threats to subjective well-being. In my dissertation, I argue that individuals cope with such risks by engaging in different practices. To investigate these practices, I use a mixed-methods research design. Using representative surveys, I show that social inequalities are related to digital skills and internet usage over time, and also that being aware of a risk, feeling affected by it, and having the necessary skills are crucial for applying self-help strategies to cope with it. Using qualitative interviews, I show that individuals' dataveillance imaginaries play a central role in the self-inhibition of digital communication, and also that resistance to digital technologies can be a way to deal with their omnipresence. From these findings, I derive an integrated conceptual framework, which illustrates that internet users actively negotiate their use of digital technologies through digital practices and sheds light on the factors associated with this process. By doing so, this dissertation advances critical discussions around individuals' digital technology use and provides the basis for evidence-based policy strategies aiming at a more inclusive digitized society.

Keywords
digital risks, digital practices, social inequalities, self-help strategies, dataveillance imaginaries, digital skills, digital resistance, mixed-methods research design

1 Introduction

Digital technologies have become an integral part of everyday life. In Switzerland, 98% of the population uses the internet (Bundesamt für Statistik, 2023), and on average, individuals spend 5.6 hours per day using digital technologies such as smartphones, tablets, laptops, or other devices that are connected to the internet (Latzer, Festic, Kappeler & Odermatt, 2023a). Today, many mundane activities take place online: People use digital technologies for information, for entertainment, and for socializing. Increasingly, these digital technologies are marked by *digital datafication, algorithmization,* and *platformization*—three co-evolving drivers of the current media change (Latzer, 2022). On the one hand, this entails *opportunities*, like easy and fast access to personally relevant content (Latzer & Just, 2020). On the other hand, this entails *risks*, like data-driven surveillance or dataveillance (Lyon, 2017; van Dijck, 2014), the potential for bias and manipulation through distorted information (Noble, 2018; O'Neil, 2017), and threats to subjective well-being, for instance, related to perceived overuse of digital technologies (Büchi et al., 2019; Syvertsen, 2020). Because digital technologies pervade everyday life and because people assign relevance to them (Reiss et al., 2021), they have the potential to shape their users' realities (Couldry & Hepp, 2017) and hence to lead to real-life consequences (Helsper et al., 2015; Scheerder et al., 2019), like the reproduction and reinforcement of social inequalities, i. e., differences between individuals that relate to their socioeconomic background (van Dijk, 2020). This is why empirical and conceptual research into individuals' digital practices in a highly digitized society is needed.

https://doi.org/10.24434/j.scoms.2025.03.7250

2 Theoretical basis and research question

In my dissertation (Kappeler, 2024b), I combine two perspectives. First, a *user-centered perspective* that highlights digital technologies' opportunities and understands users as active agents (Mariën & Prodnik, 2014). And second, a *critical data-studies perspective* that highlights digital technologies' risks and considers social structures in relation to digital practices (boyd & Crawford, 2012). In addition, I apply a *socio-technological lens*, which reflects my understanding of digital technologies and digital practices being embedded in social contexts (Hall, 2020), and being in a mutually shaping, recursive relationship with each other (Gillespie, 2014; van Dijck et al., 2018). Beyond these perspectives and lenses, my dissertation is informed by theoretical approaches like the *theory of planned behavior* (Ajzen, 1991), *uses and gratifications theory* (Katz et al., 1973), *self-determination theory* (Ryan & Deci, 2000), and the *concept of the digital divide* (van Dijk, 2020). Drawing on these approaches, I argue that individuals are not simply at the mercy of digital technologies but can leverage the associated opportunities and cope with the risks through their digital practices. I use the term *digital practices* in the tradition of De Certeau (1988) to refer to individuals' behaviors that they engage in to negotiate their everyday digital technology use. In doing so, individuals exert agency by navigating their digital everyday lives (Kennedy, 2018). Drawing on the theory of planned behavior (Ajzen, 1991) and uses and gratifications theory (Katz et al., 1973), I assume that individuals use digital technologies to fulfill their needs and hence, to maximize their subjective well-being (Anderson & Rainie, 2018; Büchi, 2021). Having identified digital practices as a key element to leverage digital technologies' opportunities and to cope with their risks, I argue that it is essential to research them as well as individuals' background factors and their digital skills. Therefore, my dissertation investigates the following research question: *How do internet users apply digital practices to negotiate their use of digital technologies?* I address this question empirically as well as conceptually.

3 Identifying digital risks and individual coping strategies

From a critical data-studies perspective, individuals' practices are one way in which they can benefit from the opportunities that digital technology entails as well as in which they can cope with the risks that come with it. In my dissertation, drawing on current research, I identify three risks associated with digital technologies as well as potential practices to cope with these.

The first risk that I identify is *dataveillance,* which refers to surveillance through the automated and constant collection and analysis of digital data traces (Büchi et al., 2020). People can become aware of dataveillance through triggers that heighten their sense of dataveillance or perceived surveillance, i. e., their feeling of being watched or listened to (Odermatt et al., 2025; Strycharz et al., 2022). As a consequence of feeling dataveilled, people can inhibit their legitimate digital communication behavior. The self-inhibition that results from feeling surveilled has been referred to as the *chilling effects of surveillance* (White & Zimbardo, 1975) or *dataveillance* (see e. g., Büchi et al., 2022; Marthews & Tucker, 2017; Penney, 2016; Stoycheff et al., 2019). Such chilling effects constitute a problem for democratic processes as they limit free information and free speech (Habermas, 2022; Penney, 2022), especially for sensitive topics and opinions (Stoycheff, 2016). Besides inhibiting their legitimate digital communication behavior, people can also deal with dataveillance by engaging in *privacy-protection behavior* (see e. g., Baruh et al., 2017; Boerman et al., 2018). A third way in which people can cope with dataveillance is through *resisting* digital technologies, i. e., consciously deciding against using digital technologies to avoid contributing to the collection and analysis of data traces and to the monetization thereof. I refer to *digital resistance* as the active and deliberate disconnection from digital technologies, based on Syvertsen's (2017) conceptualization of the term *media resistance*.

The second risk that I identify is *distorted information through algorithmization*. The constant data collection and algorithmic selection of information can lead to an increasing personalization of the content a person sees online (Latzer & Just, 2020). People can become aware of such algorithmic selection, especially when the content that is displayed to them is too tailored to their personal interests (Bucher, 2017; Rader & Gray, 2015). Such *awareness* is crucial for people to deal with it (Dogruel et al., 2020; Gruber et al., 2021). Besides being aware of a risk, people also need to *feel affected* by it to feel the need to cope with it (Rogers, 1975; Rosenstock, 1974; Witte, 1992). To deal with a risk like distorted information due to algorithmization, people can apply *self-help strategies* such as adjusting their privacy settings to limit data collection and processing (Boerman et al., 2018; Swart, 2021).

The third risk that I identify are *threats to a person's subjective well-being*. Threats to subjective well-being can arise from the norm of being constantly connected (Büchi, 2021; Nguyen, 2021; Vanden Abeele et al., 2022), as well as from the abundance of input and from potential information overload (Gui & Büchi, 2019). To deal with these threats to subjective well-being, people can engage in practices to *disconnect* from digital technologies (see e. g., Beattie, 2020; Karppi et al., 2021; Syvertsen, 2020). The expectation of engaging in such practices is to find more authentic connections with oneself and with others and to experience authenticity by living according to one's values (Syvertsen & Enli, 2020). Another way in which people can increase their subjective well-being is through self-determined use of digital technologies (Amichai-Hamburger & Barak, 2009).

To cope with these risks, I argue that individuals can engage in digital practices. The relevance of digital practices emerges from their potential to render digital technologies beneficial or harmful for individuals (van Dijk, 2020). They are a central element for the understanding of what people do in their everyday digital lives to leverage the opportunities that digital technologies entail and to cope with their risks (Büchi, 2021), and therefore, warrant empirical investigation. In my dissertation (Kappeler, 2024b), I look at four digital practices that address these risks as well as factors that play a central role in these practices:

(1) Internet usage in terms of time spent online and use of innovative digital technologies and their relation to digital skills and social inequalities (Kappeler, 2024a),

(2) the relevance of risk awareness, risk affectedness, and algorithm skills for self-help strategies against algorithmic risks (Kappeler, Festic, Latzer & Rüedy, 2023),

(3) the role of dataveillance imaginaries for self-inhibition of legitimate digital communication behaviors (Kappeler, Festic, & Latzer, 2023b),

(4) and manifestations, motives, and consequences of resistance to digital technologies (Kappeler, Festic, & Latzer, 2023a).

4 A mixed-methods research design

To investigate these four digital practices and the factors that are associated with their application, I combine two complementary methods: quantitative surveys and qualitative interviews. The population that I focus on are internet users in Switzerland. The combination of these two methods in a mixed-methods research design allows for a more holistic empirical approach to understanding individuals' digital practices. Also, it allows for the mitigation of some of the limitations that each of the methods entails individually. Hence, one empirical contribution of my dissertation lies in the combination and integration of the findings that I reached using these two methods.

To begin with, I used *quantitative surveys* as they allow for the mapping of the prevalence of phenomena and the testing of relationships on the population level. I contributed to developing, testing, and fielding two sets of surveys that were representative of the Swiss online population over 14 and 16 years, respectively, regarding age, gender, household size, and employment status. I used these surveys to (1) test the associations between internet use, attitudes, digital skills, and the feeling of inclusion in the information society over time (telephone and online surveys: $N_{2011} = 851$; $N_{2013} = 949$; $N_{2015} = 981$; $N_{2017} = 1013$; $N_{2019} = 1035$; $N_{2021} = 1069$; $N_{2023} = 1008$), and to (2) investigate self-help strategies that internet users apply to cope with algorithmic risks such as surveillance, distorted information, and digital overuse (online survey: $N_{2018} = 1202$). Participants provided informed consent for the collection and scientific use of their data. In terms of data analysis, on the one hand, I applied multiple linear regressions using R to test the association of digital skills with social background, attitudes, and internet usage over time (2011–2023). On the other hand, I applied structural equation modelling in R to test the relationships between risk awareness, risk affectedness, and algorithm skills for dealing with three algorithmic risks, surveillance, distorted information, and perceived digital overuse, individually.

Then, I used *qualitative interviews* as they allow for an in-depth exploration of two phenomena that have so far been understudied: (3) individuals' dataveillance imaginaries and the relationship to the self-inhibition of legitimate communication behavior, and (4) individuals' digital resistance in response to their sense of dataveillance. I developed a topic guide for the semi-structured interviews and collected this data in the summer of 2022. I recruited Swiss internet users in a rolling process to include individuals with varying socioeconomic backgrounds and levels of internet usage. In total, I conducted 16 semi-structured qualitative interviews with Swiss internet users in (Swiss) German online or in-person. The mean length of the interviews was 72 minutes. Adhering to the university's ethics review guidelines, all participants provided informed consent for being interviewed and recorded and for the scientific use of their data. All transcripts were anonymized to protect participants' identities. I began to analyze the data directly after I had completed the first interview and recruited additional participants using a theoretical sampling approach until no new aspects emerged in the analysis, and hence data saturation was reached (Corbin & Strauss, 2015; Silverman, 2017). I conducted the main analysis using the qualitative data analysis software MAXQDA as well as pen-and-paper mind-mapping (Maher et al., 2018). I followed the principles of thematic analysis (Braun & Clarke, 2022) and grounded theory, hence starting with open coding and assigning descriptive codes (Corbin & Strauss, 2015), from which I identified patterns and generated themes. During this iterative process, I also used the audio files and the memos that I created directly after each interview to enrich and interpret the codes.

5 Main empirical findings

In my first article (Kappeler, 2024a), I investigated *internet usage* as a digital practice, using quantitative survey data that was representative of Swiss internet users. I showed that there are associations between socioeconomic background, attitudes, digital skills, internet usage, and the feeling of inclusion in the information society. More specifically, this article demonstrated that a person's socioeconomic background, their cyberoptimistic attitudes, their digital skills, and their feeling of inclusion in the information society are related to their internet usage in terms of time spent online, use of social media, health trackers, voice assistants, and services like ChatGPT. In addition, this article showed that these associations grew stronger over time, which indicates that existing social inequalities can be reproduced in the digital sphere, even in a highly digitized society like Switzerland.

In my second article (Kappeler, Festic, Latzer & Rüedy, 2023), together with my co-authors, I studied the digital practice of individuals' *self-help strategies* to cope with three algorithmic risks that are associated with the increasing algorithmic selection of digital technologies: surveillance, distorted information, and digital overuse. To do so, I used the second set of quantitative survey data that is representative of Swiss internet users. This article showed that risk awareness, personal risk affectedness, and algorithm skills are associated with the self-help strategies that internet users apply in the face of surveillance, distorted information, and perceived digital overuse. This indicates that regulations that aim at promoting individuals' self-help should focus on raising risk awareness, making individuals aware of their affectedness by risks, and supporting the development of digital skills.

In my third article (Kappeler, Festic, & Latzer, 2023b), I investigated, together with my co-authors, the *self-inhibition* of legitimate digital communication behaviors as a digital practice. This article consists of a thematic analysis of qualitative data stemming from semi-structured interviews with Swiss internet users to explore how individuals' dataveillance imaginaries related to their self-inhibition. It demonstrated that due to their sense of dataveillance individuals inhibit their legitimate digital communication behavior in three ways: searching for information searching, voicing their opinion, and using online services. It showed that individuals' dataveillance imaginaries were central for their behavioral responses to a sense of dataveillance and explored the constitution of these imaginaries. More specifically, it showed that individuals' imaginaries were constituted by *who* does *what with what data* and *with what consequences.* These imaginaries impacted people's sense of dataveillance, i.e., their feeling of being watched or listened to online, which in turn related to the self-inhibition of the three identified legitimate digital behaviors, i.e., using services, searching for information, and voicing one's opinion. Hence, this article provided in-depth insight into how the *chilling effects of dataveillance mechanism* (Büchi et al., 2022), i.e., the self-inhibition of legitimate digital communication behavior as a reaction to a sense of dataveillance, emerges.

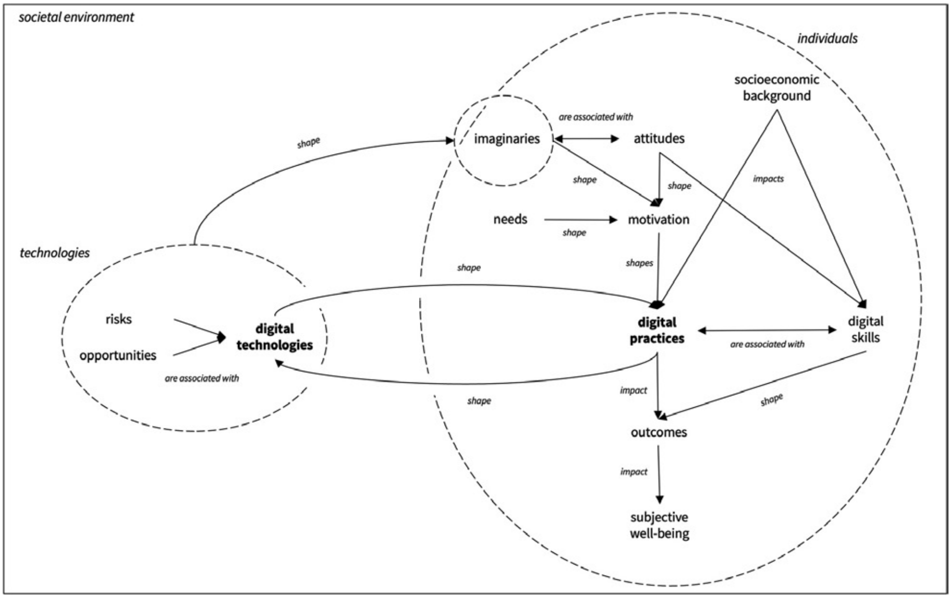
In my fourth article (Kappeler, Festic, & Latzer, 2023a), together with my co-authors, I explored individuals' *digital resistance*, i.e., their intentional non-use of widespread digital technologies, as a digital practice. This article was based on the qualitative analysis of interview data as well. It showed that individuals resist digital technologies to varying degrees, ranging from *discontinued* resistance to *thorough* digital resistance. With discontinued resistance, individuals took up their use of certain services after a period of resistance. With thorough resistance, they quit using multiple services by the same corporation (e.g., Meta) altogether. Further instances of resistance included *partial*, *situational*, and *niche* resistance. This article found motivations for resistance in being critical of data monetization and in fearing an impact on one's subjective well-being. Furthermore, it found that resistance can lead to self-empowerment and, hence, to an increase in subjective well-being. This indicates that digital resistance can be a way to cope with the increasing pervasion of digital technologies in everyday life.

These four articles contribute to answering my research question by showing how internet users apply digital practices to negotiate their use of digital technologies. In addition, they highlight that these digital practices are associated with factors on the individual level. These factors include individuals' socioeconomic background, their perceptions and sense-making in terms of imaginaries, their attitudes, their needs, their motivation, and their digital skills. Moreover, the findings show that these factors can impact outcomes of people's technology use, and through this, individuals' subjective well-being. Based on these empirical findings, I developed an *integrated conceptual framework* that maps the factors that I identified to be associated with internet users' digital practices related to the opportunities and risks which digital technologies entail (see Figure 1).

6 Main conceptual findings: An integrated conceptual framework of individuals' digital practices

This framework is based on my empirical research (Kappeler, 2024a; Kappeler, Festic, & Latzer, 2023b, 2023a; Kappeler, Festic, Latzer, & Rüedy, 2023) and draws on theoretical approaches like the *theory of planned behavior* (Ajzen, 1991), *uses and gratifications theory* (Katz et al., 1973), *self-determination theory* (Ryan & Deci, 2000), and the *concept of the digital divide* (van Dijk, 2020). In addition, it is inspired by research into individuals' technology-related imaginaries (Bucher, 2017), their appropriation of technologies (Silverstone, 1993), and the role of subjective (digital) well-being (Büchi, 2021). Hence, this conceptual framework integrates perspectives from media psychology, internet sociology, and communication studies more broadly. More specifically, I map individuals' digital practices in relation to the opportunities and risks that are associated with digital technologies, as well as with regard to related factors on the societal and individual level. These factors include individuals' socioeconomic

Figure 1: An integrated conceptual framework of individuals' digital practices



Note: This figure was originally published in Kappeler, 2024b, p. 50.

background, their imaginaries and attitudes, their needs, and their motivations, as well as their digital skills and their subjective well-being. The empirically grounded conceptual mapping of these relationships highlights the relevance that digital practices have for negotiating the everyday use of digital technologies. Therefore, this integration in the form of a conceptual framework is valuable for the explanation of individuals' digital practices. On the one hand, it maps how processes on the individual level play out. On the other hand, it connects these to the social context that people are embedded in. This allows for a more holistic and nuanced understanding of individuals' digital practices.

7 Discussion

This dissertation makes *empirical as well as conceptual contribution*s to the field of communication and media research. In a society such as the Swiss, where using digital technologies is increasingly the norm and people ascribe them high relevance in their everyday lives, examining individuals' digital practices from a critical data-studies perspective, while considering a user perspective, is essential. This allows for a nuanced view on individuals' digital practices that considers their agency while also critically reflecting on contextual and structural factors. The *empirical* contribution of this dissertation lies in the application of a combination of qualitative and quantitative methods to research individuals' digital practices. This allows for a more holistic view on how individuals negotiate the use of digital technologies in their everyday digital lives. In addition, the comparison of multiple cross-sectional data sets adds to a longitudinal perspective. The *conceptual and theoretical* contribution of this dissertation lies in the bridging of theoretical approaches from media-psychology and internet sociology to explain the emergence and manifestation of individuals' digital practices. The combination of these theoretical perspectives and the synthesis of the empirical findings leads to an integrated conceptual framework that maps individuals' digital practices in relation to individual factors, while considering the societal context they are situated in. In my dissertation, I adopted a socio-technological lens on these practices and their relationship with digital technologies. In doing so, I acknowledged that digital technologies and the digital practices of internet users exist in a mutually recursive relationship and that through their digital practices, individuals can exert agency by negotiating their use of these digital technologies and, hence, influencing their outcomes on an individual level.

Beyond this, the empirical findings and the conceptual integrated framework of this dissertation have *implications* for the understanding of processes regarding the use of digital technologies on the individual and on the societal level. On the *individual* level, this dissertation highlights the relevance of digital practices for negotiating the use of digital technologies in everyday life. Through their digital practices, individuals can shape the digital technologies that they use and hence leverage opportunities and mitigate risks associated with digital technologies. In this way, the findings obtained through the mixed-methods research design shed light on factors that are associated with internet users' digital practices in Switzerland in depth and in breadth. These findings show that through their digital practices, individuals exert agency and mold their relationships with digital technologies to suit their needs and manage their subjective well-being. On the one hand, these digital practices are associated with personal factors on the individual level. On the other hand, they do not emerge in a vacuum, but in a social context that affects them. Therefore, on a *societal* level, this dissertation accentuates that even in a highly digitized society, social inequalities and digital practices are still closely interwoven with each other, and that digital practices can lead to the perpetuation of existing inequalities by reproducing them. Hence, the findings of my dissertation can inform policy measures that aim to promote the opportunities that digital technologies make possible and to mitigate the risks they carry. Since the present-day digital context is increasingly challenging to regulate, promoting the development of internet users' digital skills and thus supporting their practices, for instance, in terms of their self-help strategies, is a promising governance strategy that can complement statutory regulations. For such policy measures to be adequate when aiming at rendering today's and tomorrow's digital technologies more beneficial to our society, taking theory-informed empirical evidence such as provided here into account is essential.

With regard to *limitations and avenues for future research*, this dissertation highlights the importance of studying people's everyday experiences with a combination of different methods. In the future, to make causal inferences on the evolution of relationships between factors related to digital practices, a panel design that uses a high-quality sample would be desirable. In addition, surveys should move from relying on self-reports for different concepts, such as skills, as they can be affected by social desirability and biases (Parry et al., 2021), for instance, with regard to gender (Hargittai & Shafer, 2006). Future studies should consider using different operationalizations in surveys or combining survey data with behavioral data obtained through tracking or data donations (Pfiffner & Friemel, 2023) to further increase the external validity of the findings. With regard to the qualitative method, future studies should include member checks (Lincoln & Guba, 1985) or reflexive participant collaboration (Motulsky, 2021), i. e., asking their study participants for feedback on their interpretations after having engaged in data analysis to validate the findings and to ensure that the interviewees' views are reflected adequately (Hughes et al., 2020). In terms of the topic under scrutiny here, individuals' digital practices, this continues to be relevant to research. New technologies continue to emerge, and the historic developments of human-and-technology-relations suggest that social and digital inequalities are likely to be reproduced (Hargittai, 2018). Hence, the appropriation of new technologies such as conversation-based generative artificial intelligence tools and the role that skills play in this warrant scientific attention.

8 Conclusion

To conclude, my dissertation examined how internet users in Switzerland apply digital practices to negotiate their use of digital technologies. On a conceptual level, I combined a user perspective, which allowed me to view individuals as active and acting, with a critical data-studies perspective, which allowed me to take into account the social contexts of individuals' digital practices. Applying a socio-technological lens allowed me to highlight the recursive relationship between digital technologies and individuals' practice, where individuals can exert agency in shaping their technology use. In terms of research design, I applied a combination of qualitative interviews and quantitative surveys conducted in Switzerland. Due to this mixed-methods approach, I was able to investigate digital practices in breadth as well as to explore them in depth. The empirical findings of this dissertation shed light on how individuals employ digital practices to navigate the opportunities and especially the risks that are associated with digital technologies in everyday life. The four empirical articles that I presented focus on four digital practices—internet usage, self-help against algorithmic risks, self-inhibition of legitimate digital communication behavior, and resistance to digital technologies—and investigate the factors that are associated with them. Drawing on these empirical findings as well as a combination of theoretical considerations, I created an integrated conceptual framework of individuals' digital practices. This framework makes a theoretical contribution to the field by mapping how individuals engage with the opportunities and risks that digital technologies entail through their digital practices, which are in turn related to individual and contextual factors such as individuals' socioeconomic background, their imaginaries, their attitudes, their needs, their motivation, and their digital skills. By doing so, it presents a holistic and nuanced view of individuals' digital practices and associated factors. Future research can use this framework to situate empirical investigations of individuals' digital practices and related factors. Moreover, the empirical findings can inform policies that aim at making digital everyday life in the highly digitized Swiss society more inclusive, for instance, by promoting digital skills and hence addressing the reproduction of social inequalities through digital ones.

Acknowledgements

I would like to thank the Swiss Association of Communication and Media Research for honoring my dissertation with this award. Moreover, I am grateful to my supervisory and doctoral committee members, Prof. Dr. Michael Latzer, Prof. Dr. Natascha Just, and Prof. Dr. Christoph Lutz, for supporting me along the way and for spending the time and energy engaging with my work. Also, thanks to my co-authors for collaborating on the articles around which my dissertation is centered. The data that I used in my dissertation originates in several projects that I was involved in during my PhD and that were funded by the Media Change and Innovation Division at the Department of Communication and Media Research (IKMZ) at the University of Zurich, the Swiss Federal Office of Communications (BAKOM), as well as the Swiss National Science Foundation (SNF).

Conflict of interest

The author declares no conflict of interest.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Amichai-Hamburger, Y., & Barak, A. (2009). Internet and well-being. In Y. Amichai-Hamburger (Ed.), *Technology and psychological well-being* (pp. 34–76). Cambridge University Press.

Anderson, J., & Rainie, L. (2018). *The future of well-being in a tech saturated world*. Pew Research Center. https://www.pewresearch.org/internet/2018/04/17/the-future-of-well-being-in-a-tech-saturated-world/

Baruh, L., Secinti, E., & Cemalcilar, Z. (2017). Online privacy concerns and privacy management: A meta-analytical review. *Journal of Communication*, *67*(1), 26–53. https://doi.org/10.1111/jcom.12276

Beattie, A. (2020). *The manufacture of disconnection* [Doctoral dissertation]. Victoria University of Wellington. https://doi.org/10.26686/wgtn.17151578.v1

Boerman, S. C., Kruikemeier, S., & Zuiderveen Borgesius, F. J. (2018). Exploring motivations for online privacy protection behavior: Insights from panel data. *Communication Research*, *48*(7), 1–25. https://doi.org/10.1177/0093650218800915

boyd, d., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon.

Information, Communication & Society, *15*(5), 662–679. https://doi.org/10.1080/1369118X.2012.678878

Braun, V., & Clarke, V. (2022). *Thematic analysis: A practical guide*. SAGE.

Bucher, T. (2017). The algorithmic imaginary: Exploring the ordinary affects of Facebook algorithms. *Information, Communication & Society*, *20*(1), 30–44. https://doi.org/10.1080/1369118X.2016.1154086

Büchi, M. (2021). Digital well-being theory and research. *New Media & Society*, 14614448211056851. https://doi.org/10.1177/14614448211056851

Büchi, M., Festic, N., & Latzer, M. (2019). Digital overuse and subjective well-being in a digitized society. *Social Media + Society*, *5*(4). https://doi.org/10.1177/2056305119886031

Büchi, M., Festic, N., & Latzer, M. (2022). The chilling effects of digital dataveillance: A theoretical model and an empirical research agenda. *Big Data & Society*, *9*(1), 1–14. https://doi.org/10.1177/20539517211065368

Büchi, M., Fosch-Villaronga, E., Lutz, C., Tamò-Larrieux, A., Velidi, S., & Viljoen, S. (2020). The chilling effects of algorithmic profiling: Mapping the issues. *Computer Law & Security Review*, *36*, 1–15. https://doi.org/10.1016/j.clsr.2019.105367

Corbin, J., & Strauss, A. (2015). *Basics of qualitative research: Techniques and procedures for developing grounded theory* (4th ed.). SAGE.

Couldry, N., & Hepp, A. (2017). *The mediated construction of reality*. Polity Press.

De Certeau, M. (1988). *The practice of everyday life* (3rd ed.). University of California Press.

Dogruel, L., Facciorusso, D., & Stark, B. (2020). 'I'm still the master of the machine.' Internet users' awareness of algorithmic decision-making and their perception of its effect on their autonomy. *Information, Communication & Society*, 25(9), 1311–1332. https://doi.org/10.1080/1369118X.2020.1863999

Gillespie, T. (2014). The relevance of algorithms. In T. Gillespie, P. J. Boczkowski, & K. A. Foot (Eds.), *Media Technologies* (pp. 167–194). The MIT Press. https://doi.org/10.7551/mitpress/9780262525374.003.0009

Gruber, J., Hargittai, E., Karaoglu, G., & Brombach, L. (2021). Algorithm awareness as an important internet skill: The case of voice assistants. *International Journal of Communication*, *15*, 1770–1788.

Gui, M., & Büchi, M. (2019). From use to overuse: Digital inequality in the age of communication abundance. *Social Science Computer Review.* https://doi.org/10.1177/0894439319851163

Habermas, J. (2022). *Ein neuer Strukturwandel der Öffentlichkeit und die deliberative Politik.* Suhrkamp.

Hall, J. A. (2020). The social construction of technology. In J. A. Hall (Ed.), *Relating through technology* (pp. 31–47). Cambridge University Press. https://doi.org/10.1017/9781108629935.003

Hargittai, E. (2018). The digital reproduction of inequality. In D. B. Grusky & S. Szelényi (Eds.), *The inequality reader* (pp. 660–670). Routledge. https://doi.org/10.4324/9780429494468-69

Hargittai, E., & Shafer, S. (2006). Differences in actual and perceived online skills: The role of gender. *Social Science Quarterly*, *87*(2), 432–448. https://doi.org/10.1111/j.1540-6237.2006.00389.x

Helsper, E., van Deursen, A. J. A. M., & Eynon, R. (2015). *Tangible outcomes of internet use: From digital skills to tangible outcomes project report*. Oxford Internet Institute. http://www.oii.ox.ac.uk/

Hughes, J., Hughes, K., Sykes, G., & Wright, K. (2020). Beyond performative talk: Critical observations on the radical critique of reading interview data. *International Journal of Social Research Methodology*, *23*(5), 547–563. https://doi.org/10.1080/13645579.2020.1766757

Kappeler, K. (2024a). A longitudinal perspective on digital skills for everyday life: Measurement and empirical evidence. *Media and Communication*, *12*(0), 1–18. https://doi.org/10.17645/mac.8159

Kappeler, K. (2024b). Negotiating digital technology use in the highly digitized Swiss society—A mixed-method analysis of the digital practices of individuals [Doctoral dissertation]. University of Zurich. https://doi.org/10.5167/uzh-261196

Kappeler, K., Festic, N., & Latzer, M. (2023a). 'A mix of paranoia and rebelliousness'—Manifestations, motives, and consequences of resistance to digital media. *Mediální Studia*, *17*(2), 125–145.

Kappeler, K., Festic, N., & Latzer, M. (2023b). Dataveillance imaginaries and their role in chilling effects online. *International Journal of*

Human–Computer Studies, *179*,1–15. https://doi.org/10.1016/j.ijhcs.2023.103120

Kappeler, K., Festic, N., Latzer, M., & Rüedy, T. (2023). Coping with algorithmic risks: How internet users implement self-help strategies to reduce risks related to algorithmic selection. *Journal of Digital Social Research*, *5*(1), 23–47. https://doi.org/10.33621/jdsr.v5i1.130

Karppi, T., Chia, A., & Jorge, A. (2021). In the mood for disconnection. *Convergence*, *27*(6), 1599–1614. https://doi.org/10.1177/13548565211034621

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, *37*(4), 509–523. https://doi.org/10.1086/268109

Kennedy, H. (2018). Living with data: Aligning data studies and data activism through a focus on everyday experiences of datafication. *Krisis: Journal for Contemporary Philosophy*, *2018*(1), 18–30.

Latzer, M. (2022). The digital trinity—controllable human evolution—implicit everyday religion: Characteristics of the socio-technical transformation of digitalization. *KZfSS Kölner Zeitschrift Für Soziologie Und Sozialpsychologie*, *74*(1), 331–354. https://doi.org/10.1007/s11577-022-00841-8

Latzer, M., & Just, N. (2020). Governance by and of algorithms on the internet: Impact and consequences. In M. Latzer & N. Just, *Oxford Research Encyclopedia of Communication*. Oxford University Press. https://doi.org/10.1093/acrefore/9780190228613.013.904

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. SAGE.

Lyon, D. (2017). Surveillance culture: Engagement, exposure, and ethics in digital modernity. *International Journal of Communication*, *11*, 824–842.

Maher, C., Hadfield, M., Hutchings, M., & de Eyto, A. (2018). Ensuring rigor in qualitative data analysis: A design research approach to coding combining NVivo with traditional material methods. *International Journal of Qualitative Methods*, *17*(1). https://doi.org/10.1177/1609406918786362

Mariën, I., & A. Prodnik, J. (2014). Digital inclusion and user (dis)empowerment: A critical perspective. *Info*, *16*(6), 35–47. https://doi.org/10.1108/info-07-2014-0030

Marthews, A., & Tucker, C. (2017). The impact of online surveillance on behavior. In D. Gray & S. E. Henderson (Eds.), *The Cambridge Handbook of Surveillance Law* (pp. 437–454). Cambridge University Press. https://doi.org/10.1017/9781316481127.019

Möller, J. E., & Nowak, J. (2018). Surveillance and privacy as emerging issues in communication and media studies: An introduction. *Mediatization Studies*, *2*, 8–15. https://doi.org/10.17951/ms.2018.2.7-15

Motulsky, S. L. (2021). Is member checking the gold standard of quality in qualitative research? *Qualitative Psychology*, *8*(3), 389–406. https://doi.org/10.1037/qup0000215

Nguyen, M. H. (2021). Managing social media use in an "always-on" society: Exploring digital wellbeing strategies that people use to disconnect. *Mass Communication and Society*, *24*(6), 795–817. https://doi.org/10.1080/15205436.2021.1979045

Noble, S. (2018). *Algorithms of oppression. How search engines reinforce Racism*. New York University Press.

Odermatt, C., Festic, N., Jaramillo-Dent, D., Kappeler, K., & Latzer, M. (2025). Triggers of a sense of dataveillance: Empirical insights into characteristics and determinants. *Emerging Media*, 1–25. https://doi.org/10.1177/27523543251370597

O'Neil, C. (2017). *Weapons of math destruction. How big data increases inequality and threatens democracy*. Penguin Random House.

Parry, D. A., Davidson, B. I., Sewall, C. J. R., Fisher, J. T., Mieczkowski, H., & Quintana, D. S. (2021). A systematic review and meta-analysis of discrepancies between logged and self-reported digital media use. *Nature Human Behaviour*, *5*(11), 1535–1547. https://doi.org/10.1038/s41562-021-01117-5

Penney, J. W. (2016). Chilling effects: Online surveillance and Wikipedia use. *Berkeley Technology Law Journal*, *31*, 117–182.

Penney, J. W. (2022). Understanding chilling effects. *Minnesota Law Review*, 1451–1530.

Pfiffner, N., & Friemel, Thomas. N. (2023). Leveraging data donations for communication research: Exploring drivers behind the willingness to donate. *Communication Methods and Measures*, *17*(3), 227–249. https://doi.org/10.1080/19312458.2023.2176474

Rader, E., & Gray, R. (2015). Understanding user beliefs about algorithmic curation in the Facebook news feed. *Proceedings of the 33rd Annual ACM Conference on Human Factors* *in Computing Systems – CHI '15*, 173–182. https://doi.org/10.1145/2702123.2702174

Reiss, M. V., Festic, N., Latzer, M., & Rüedy, T. (2021). The relevance internet users assign to algorithmic-selection applications in everyday life. *Studies in Communication Sciences*, *21*(1). https://doi.org/10.24434/j.scoms.2021.01.005

Rogers, R. W. (1975). A protection motivation theory of fear appeals and attitude change. *The Journal of Psychology*, *91*(1), 93–114. https://doi.org/10.1080/00223980.1975.9915803

Rosenstock, I. M. (1974). Historical origins of the health belief model. *Health Education Monographs*, *2*(4), 328–335 https://doi.org/10.1177/109019817400200403

Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist, 55*(1), 68–78. https://doi.org/10.1037/0003-066X.55.1.68

Scheerder, A. J., van Deursen, A. J. A. M., & van Dijk, J. A. G. M. (2019). Negative outcomes of Internet use: A qualitative analysis in the homes of families with different educational backgrounds. *The Information Society*, 1–13. https://doi.org/10.1080/01972243.2019.1649774

Silverman, D. (2017). *Doing qualitative research* (5th ed.). SAGE.

Silverstone, R. (1993). Domesticating the revolution: Information and communication technologies and everyday life. *Aslib Proceedings*, *45*(9), 227–233. https://doi.org/10.1108/eb051328

Stoycheff, E. (2016). Under surveillance: Examining Facebook's spiral of silence effects in the wake of NSA internet monitoring. *Journalism & Mass Communication Quarterly*, *93*(2), 296–311. https://doi.org/10.1177/1077699016630255

Stoycheff, E., Liu, J., Xu, K., & Wibowo, K. (2019). Privacy and the panopticon: Online mass surveillance's deterrence and chilling effects. *New Media & Society*, *21*(3), 602–619. https://doi.org/10.1177/1461444818801317

Strycharz, J., Kim, E., & Segijn, C. M. (2022). Why people would (not) change their media use in response to perceived corporate surveillance. *Telematics and Informatics*, 1–15. https://doi.org/10.1016/j.tele.2022.101838

Swart, J. (2021). Experiencing algorithms: How young people understand, feel about, and engage with algorithmic news selection on social media. *Social Media + Society*, *7*(2), 1–11. https://doi.org/10.1177/20563051211008828

Syvertsen, T. (2017). *Media resistance*. Springer International Publishing. https://doi.org/10.1007/978-3-319-46499-2

Syvertsen, T. (2020). *Digital detox: The politics of disconnecting*. Emerald publishing.

Syvertsen, T., & Enli, G. (2020). Digital detox: Media resistance and the promise of authenticity. *Convergence*, *26*(5–6), 1269–1283. https://doi.org/10.1177/1354856519847325

van Dijck, J. (2014). Datafication, dataism and dataveillance: Big data between scientific paradigm and ideology. *Surveillance & Society*, *12*(2), 197–208. https://doi.org/10.24908/ss.v12i2.4776

van Dijck, J., Poell, T., & de Waal, M. (2018). *The platform society*. Oxford University Press.

van Dijk, J. (2020). *The digital divide*. Polity.

Vanden Abeele, M. M. P., Halfmann, A., & Lee, E. W. J. (2022). Drug, demon, or donut? Theorizing the relationship between social media use, digital well-being and digital disconnection. *Current Opinion in Psychology*, *45*, 101295. https://doi.org/10.1016/j.copsyc.2021.12.007

White, G. L., & Zimbardo, P. (1975). The chilling effects of surveillance: Deindividuation and reactance. *University of California*.

Witte, K. (1992). Putting the fear back into fear appeals: The extended parallel process model. *Communication Monographs, 59*(4), 329–349. https://doi.org/10.1080/03637759209376276