

DIGITAL “DETOX”: A NEW BUSINESS?

In 2013, a survey carried out by Edenred-Ipsos showed that close to seven out of ten employees were contacted by their company outside of office hours. According to another survey carried out by Roambi and Zebaz, 51% of executives read their emails in bed, while 41% of French Internet users even said they would have trouble going without Internet access for more than three days.

In the same year, a survey carried out by the Ipsos Observatory for monitoring Lifestyles and Consumption (*Observatoire des modes de vie et de consommation*) found that 30% of users were keen to take a break from the Internet. This is what is known as a ‘digital detox’; it is the physical and mental need to switch off completely.

Since an ever-increasing number of studies have shown that people who take the time to disconnect are more creative or efficient, as they are more concentrated and available than those who remain permanently connected, digital detox programmes have multiplied. Screen-free getaways and areas without Wi-Fi are growing in popularity, with certain businesses wholly dedicated to this new niche market. More and more companies are riding this new wave. Digital detox holidays are being proposed to get back to basics. Smartphones, MP3 devices, computers, radios and tablets are locked away for the entire stay while visitors undergo health treatments, take part in traditional non-connected games, sophrology sessions or similar activities.

In keeping with this trend, HR-Path - a website specialised in Human Resources - has come up with a list of seven tips on how to switch off:

1. Determine your digital consumption
2. Connect during designated hours
3. Deactivate automatic notifications
4. Use an old mobile phone for a short period
5. Set “Off” times and turn on airplane mode
6. Reuse traditional objects
7. Switch off for an entire day.

*7 tips on how to switch off (in French): <https://www.hr-path.com/fr/actualites-rh/digital-detox-7-conseils-pour-apprendre-a-se-deconnecter/20181109/>

**Le «digital detox» ou Comment apprendre à débrancher son smartphone* (The digital detox - learning how to switch off from your smartphone) - Le Figaro, May 2014: <http://www.lefigaro.fr/vie-bureau/2014/05/21/09008-20140521ARTFIG00088-le-digital-detox-ou-comment-apprendre-a-debrancher-son-smartphone.php>

*Libération, August 2018: https://www.liberation.fr/france/2018/08/13/digital-detox-le-business-ne-decroche-pas_1672531