

# On Temporarily Reducing Digital Consumption: Development of a Scale to Assess Digital Detox Intentions

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## **Abstract**

The usage of digital devices may lead to technological overload, which potentially damages interpersonal relations, individual performance, and personal well-being. Digital detox describes consumers' counterreaction by consciously reducing or avoiding connected devices for a specific period of time. This research reports the theoretical conceptualization and empirical development of the Digital Detox Scale (DDS), which measures consumers' desire to reduce digital habits. Three studies present the scale development process that resulted in a one-factorial 7-item scale exhibiting high reliability and internal consistency. Correlations with related constructs (e.g., mindfulness, self-control, implicit theories of intelligence) provide evidence for construct validity, while a study on consumer preferences shows that the DDS predicts whether consumers prefer non-digital over digital alternatives, lending the scale predictive validity.

**Keywords:** *Digital Detox; Technology Consumption; Scale Development*

**Track:** Consumer Behaviour