

# Life balance

Rob Moodie

We come into this world head first and go out feet first; in between, it is all a matter of balance.

Paul Boese

The most important human endeavour is the striving for morality in our actions. Our inner balance and even our very existence depend on it. Only morality in our actions can give beauty and dignity to life.

Albert Einstein

## A balanced introduction

As part of every course we teach on leadership in public health, we aim to get our students to think about leadership of their own lives. We ask them to imagine the world in five or ten years and to think about what sort of person do they want to be? What sort of life do they want to be leading? And then what sort of leader would they like to be? And each time we ask (now over 30 times), I also do the exercise. And each time I come up with the desire to be a more generous, less egotistical person, and to lead a more balanced life.

The concept of balance has entered our lexicon in many different ways. We talk about being on ‘an even keel’, ‘keeping or losing our temper’, being ‘out of sorts’, or ‘out of kilter’. Perhaps the most common is the notion of work–life balance. In this chapter I have preferred to use ‘life balance’, simply because work is one of a number of very important parts of our lives that we need to balance.

I think it is less helpful to oppose life versus work, as the expression seems to imply.

Physical balance is a key component of sports and arts. Watch, for example, the best exponents of any sport — they can ‘keep their feet’ when others can not, as do the best gymnasts and dancers. Similarly, emotional balance is fundamental in maintaining social relationships, and enables us to remain focused on what we are trying to do. Even in kitchens the best chefs move with balance and grace, according to Gabriel Gate. They are not all mad ranters like the stereotypical, apoplectic reality TV chefs. We also talk of people ‘keeping their feet on the ground’ — people who stay connected with reality, and are not lost to ever demanding egos.

This reflection examines the nature of balance, what constitutes a balanced life, what throws us off balance and how we can restore and maintain balance.

## The nature of balance

It has been an important concept for thousands of years — Buddha talks of the middle way between indulgence and asceticism, Confucius of the ‘Doctrine of the Mean’, Hindu scriptures of balancing one’s chakras or energy centres, and Taoism of creating a balance of Yin and Yang.

Balance can refer to a number of different aspects of our lives — balance of body and mind, the balance of our emotions, and the balance of living in our environment.

Why do we yearn for balance? It seems we hanker for it because of its relationship to our productivity, functioning, happiness, and to the meaning and satisfaction we draw from our lives. But does it always really help us? Some will say, like film director Sir Richard Eyre, that ‘balance is the enemy of art’. Maybe he is right and imbalance can be a generator of creative forces — but would we want to be off balance all the time?

## What constitutes a balanced life?

In our book *Recipes for a Great Life*,<sup>1</sup> Gabriel Gate and I wrote much about wellbeing and happiness — all in recipe format. We postulated that they stem from a balanced approach to life — what we eat, and what we do to maintain our physical, emotional and intellectual fitness.

We were inspired by the work of researchers such as Richard Eckersley, who have surveyed Australians and found out that we attribute wellbeing to a combination of:

- a good marriage
- the company of friends
- rewarding work
- sufficient money
- a good diet and physical activity
- sound sleep
- engaging leisure
- religious or spiritual belief and practice.<sup>2</sup>

So we decided to focus our recipes on seven elements:

- Social relationships — making good connections
- What we ingest — good food, good fun
- Our cultural lives — embracing the arts
- Our intellectual pursuits — exercising our brain
- Emotional health — finding hope and meaning
- Physical health — getting physical
- The role of work in our lives — working to live.

These elements are interdependent. For example, eating well can be a social and cultural event, nourishing the soul as well as the body. Similarly, what we eat and drink can have a major effect on our levels of energy and how we feel. We all know the energy-

sapping feeling of over-indulging, just as we know the feeling of not eating well. There is also a link between binge eating or drinking and our emotional state of health.

In the same vein, physical activity can be a social or cultural activity — take dancing or singing, for example — and it can assist in enhancing our mental health. Good emotional health can, in turn, help our family and social relationships. It can also help our performance in the workplace, and where we work can be an important source of social, intellectual or physical activity.

One of the keys to all of this is balance. By getting our spiritual, physical and emotional acts together we can find the balance we need to reduce our levels of anxiety and increase our productivity and effectiveness.

Our sense of wellbeing is related to our capacity to understand our reality as it is. The French have a lovely expression — ‘Il est bien dans sa peau’, literally meaning ‘he is good in his skin’. It means understanding the reality of the world around us as it is, rather than as we always want it to be. Rather than blaming our woes on others, or constantly desiring something we do not have and not wanting something that we do have, the key is to make the most out of life as it is.

But, ironically, we can also become unbalanced in our search for balance by overdoing it! There is no point in being constantly anxious about not doing this activity or that course, not catching up with a friend, or owing hospitality to friends or work colleagues.

As we will see later, one of the answers is to plan and prioritise, and to make choices. If time is an issue, you may want to reduce some of your current activities so you can spend that time focusing on your own wellbeing. After all, it can be very hard to relate well to others or to care for them as a parent, teacher, friend or professional if you are not looking after yourself. Be ‘selfish’ to be generous. In other words, if you want to be good at looking after others you have to start with yourself.

If you have a sensible balance in your life you will find you can gain time through improved sleep, experiencing less anxiety and guilt, focusing more clearly on the present and having greater control over time wasters such as watching television, and surfing the web.

## **What throws us off balance?**

There are, of course, multitude ways we can lose our equilibrium. I would like to focus on the three that manage to disrupt my equipoise: a tyrannising ‘inbox’, a refusal to accept reality, and an over-demanding ego.

### ***An tyrannising inbox***

Loss of equanimity often arises from too many competing demands and too many competing interests. We may have too much in our inbox — not just emails, phone calls, and texts, but Facebook, Twitter, Tumbler, Instagram, Researchgate, Yamma and Linked In, just to mention a few. We watch the constant and rapid emergence of new forms of social connection and social media and advertising. We can be tyrannised by our inbox and its inherent ‘to-do’ list which subtly transforms into a ‘to-worry-about’ and even a ‘to-feel-guilty-about’ list.

The more information we seek, the more unwanted information we receive. There are many wonderful upsides to new media — the scope, reach and immediacy of information and contacts — but the sooner emails are answered, the sooner a response comes shooting back, leaving the inbox just as full. The faster we peddle, the faster the wheel turns. The more demands on our time, the greater the focus on the urgent and not on the important. Welcome to the hyper-communication age!

### ***Refusing to accept reality***

We lose balance when we lose our capacity to manage the inevitable ups and downs of life. This can happen when, as Sarah

Edelman points out in the following chapter in this book, we refuse to accept that much is beyond our control. We find it difficult to accept the reality as it is rather than as we want it to be. We react rather than act. We can get frustrated, annoyed, and angry. And how many times have we regretted blindly reacting?

It can be extraordinarily hard to roll with the punches and to accept that much about us is beyond our influence. It does not mean we can not change the world. Observe really balanced people: they act where they can and do not react.

What follows is a story of a young man who has kept his feet despite his world exploding around him:

A young Iraqi-Australian medical student, Manda Khaled, recently participated in one of our leadership classes. And he spoke to us of his extraordinary story. At the age of 17 he had witnessed the murder of his family in Iraq and had then escaped to Syria where he survived six years in a harsh refugee camp before landing in Australia with Year 11 schooling and little English. He had every reason to be off balance, angry, resentful and completely out of sorts. But fuelled by a fierce desire to study medicine he learned English so proficiently in the year after arriving that he wrote to all the deans of the medical schools in Australia, and was accepted by a university in Melbourne. He told us from his experience and perspective, surviving and thriving is 90% about how you respond to the reality, not the reality itself. In such a turbulent and destructive milieu he had miraculously maintained balance.

### *The ego — our own sense of self-importance*

What often gets me really thrown off balance is damage to my own sense of self-importance. I can feel awfully unhappy if I am not recognised for what I have done, or if someone insults me. Life is simply not rewarding me as I think I should be rewarded — by virtue of salary, or status, or recognition and acknowledgement, or maybe just simple attention.

On the other hand my chest swells with inner warmth when my ego is massaged. And I crave for this to keep on happening.

While writing this chapter I had to fly to Sydney for a meeting, and sat in my seat ready to take off. They had asked us to turn off our phones, and I thought I would have a quick look before putting it away for the trip. The passenger beside me noticed this and it obviously offended him so strongly that he verbally jumped down my throat, in a way that I could only describe as ‘seat rage’. I have no trouble (generally speaking) with complying with polite requests, but this was so out of the ordinary. My sense of self and ego were under siege. And my blood was boiling, thrown completely off balance, thinking how was I going to win? How was I going to show this person up for what I obviously thought he was? How was I going to salvage my damaged ego?

Fortunately, I remembered that I was in the process of writing about balance, and maybe it would be a good idea if I practised what I was preaching. So with a great struggle I managed, by meditating, to get control of my speeding, stirred up and angry mind.

And it was so much better stepping off the plane, no longer angry, resentful nor upset, now ready for the meeting in Sydney.

I practise a form of mediation called Vipassana meditation. The teacher tells a lovely story explaining the ego — how we carve out an image of ourselves and spend our lives trying to polish it and pay homage to it.

### *Five evening walks of a great teacher*

One evening, a great teacher is walking along the street with his students and one of the students bumps into a man on the sidewalk, and this man shouts at the student: ‘Are you blind, do you have eyes of button holes?’ An inner glow arises in the meditation teacher as he says to his students: ‘What do I tell you — I am always teaching you to be mindful yet you can’t even walk along the street without bumping into someone!’

The next night the teacher is walking along the street by himself and this time he bumps into a man who shouts at him. No inner glow, but a distinct feeling of discomfort that turns to indignation — how dare this man attack a great teacher like me!

The third evening he is out walking with his students again. He bumps into the man who again shouts at him with the same words. This time the discomfort is much greater — as the good image he has tried to establish in the minds of his student, is shattered.

The fourth evening he is walking without his students. He bumps into another man who shouts at him, and suddenly he recognises that this time it is his son who is shouting at him. He feels even worse this time as this time it comes from his son (as we carve images about what is ours — ‘my’ son, or ‘my’ daughter to further enhance our own image).

As the story goes, on the last evening he is out walking with his students and bumps into the same man, his son, who again shouts at him. This time he feels so uncomfortable and so embarrassed as his own image and the images of what are ‘his’ are shattered in front of others. Now it is unbearable.

It is as if we need someone to be continually patting us on the back, polishing the image we have created of ourselves. But when we can understand and manage our sense of self-importance or ego, when we start to liberate ourselves from the need to polish our images or massage our egos, the happier and more balanced lives we can lead.

## How do we restore and maintain balance?

Imagine you have a number of empty jars. Each jar represents an important element of a balanced life — social relationships, what we eat, our cultural lives, our intellectual pursuits, emotional and spiritual health, physical health, and the role of work in our lives.

You get a defined number of jelly beans to allocate into each of the jars.

The jelly beans represent the hours, effort, resources available to you. There are only 168 hours in a week. You can't get more!

How do you currently distribute your jelly beans in the jars? Which jars do you over fill and which ones do you leave empty or put in too few jelly beans?

In balancing life, two of these elements stand out — our spiritual/emotional health and our social connections. As mentioned previously, there is a highly synergistic relationship between our social connections and our spiritual and emotional health — and in turn with our physical health. The better our emotional health is, the easier to establish and maintain all the myriad of social relationships we have (intimate, family, working). And the reverse applies — the better our social relationships the more this helps maintain our emotional health. And these involve time and commitment, compromise, and prioritising.

### **Spiritual<sup>3</sup> and emotional health**

Life is bound to throw us off balance — its vicissitudes thwart us and get in the way of our happiness. How can we cope better with life's ups and downs, as well as the natural and man-made calamities that seem to occur so regularly across the globe? Sometimes we have too much on our plates; at other times, we do not seem to have enough.

It is interesting when groups are asked about the national guidelines on physical activity that most people have a good idea that (even though they may not follow them) 30 minutes of mild to moderate exercise is required every day, as shown in Megan Teychenne's chapter. Yet when asked what the national guidelines on spiritual or emotional or mental health are, there are only blank looks. This is not surprising, given that there are no national guidelines. But why do we not we have them? Are we expected just to grow up, live life and develop and maintain good emotional health without any investment of time and effort?

Unfortunately, I do not have a series of randomised controlled trials to quote, but common sense would suggest that just like our physical fitness and health, we need to make a regular, preferably daily, investment in our emotional fitness and health. It will not develop by itself; it is not innate, and, like physical health, it needs constant attention. This could take many forms and it may take a while to find what is suited to your own needs, routines and rhythms of life.

I am convinced that making a regular investment in our spiritual or emotional life can help us develop a more balanced, compassionate, loving, honest and moral existence in which we are both happier and more productive.

Business thinkers and psychologists have developed and popularised the idea of emotional intelligence, and applied it to the understanding of leadership.<sup>4</sup> Daniel Goleman has shown how self-awareness, self-regulation, motivation, empathy and social skills are essential to high work performance. These characteristics are not innate, but they can be learned, and we will look at some ways you can find to develop these skills. But I would like to digress to examine the paradoxical benefits of failure.

### *Learning through failure ...*

You may want to be a better person — a better role model to your children, friends and work colleagues — but somehow you find yourself not making progress. There is nothing wrong with failing; in fact, it can be a crucial opportunity. The key is how you handle yourself when you fail. If you can see it as an opportunity to start investing time and effort to improve your emotional and spiritual health, then so-called failure may have been well worth it!

Life is inevitably a mix of good and bad and of highs and lows — of failures and successes. Not surprisingly, we constantly want to fend off the bad while we hope for the good. But can failure actually be of benefit? Ask those in business, especially the self-

made millionaires, and the conventional wisdom is that you have to lose your fortune three times to end up keeping it.

It seems that success teaches us about those things we succeed at, but to me, failure teaches us much more about ourselves. It forces us to think much harder about how we do things, what we do wrong, what we could learn from, and what we need to change.

Adversity can shake us up so much that we completely change the way we see things.

My own experience is that failure is not always such a bad thing in the long run. And I have had a few rippers — having been publicly sacked and publicly defamed. While it may be excruciatingly uncomfortable and embarrassing when it happens, time, distance, family, friends and confidantes, and a good dose of calm reflection may turn it into a very valuable learning experience. Time can help turn experience into our own personal wisdom.

### ***Enhancing our spiritual and emotional health***

According to the World Health Organization there is ‘no health without mental health’,<sup>5</sup> meaning that mental or emotional health is integral to our overall health; it is not an add-on. There is increasing evidence that our emotional and physical health are linked. For example, depression is as important a risk factor for coronary heart disease as smoking, hypertension and increased lipid levels. Chronic stress is associated with depressed immune function and with a whole range of health problems such as migraine, dyspepsia, irritable bowel syndrome and tension headache.

Spiritual and emotional health can take many paths: meditation, yoga and prayer. I do not make comparative judgements about their value — that is for you to decide — and, in particular, I do not judge the worth of specific religions. Of course, there are many other approaches you can take, such as simply finding your own special place to reflect, ponder and come to terms with the world, or some may do it as part of exercise — walking the dog,

cycling, watering your garden or jogging. These all provide opportunities to be mindful, to enhance your sense of self, to arouse and raise your spirits and to find inner peace, hope and meaning.

Many people find that being involved in collective and creative arts such as choirs, dancing classes, drama groups or circus skills are alternative or complementary ways to maintain social connection and emotional health.

Improving our emotional balance can improve our relationships. We are fundamentally social beings, and we interact with many people every day — at work, in our families, our neighbourhoods and communities. It can also improve our ability to be better parents, more supportive siblings, aunts or uncles, or be better carers of ageing parents.

## **Social relationships**

As social beings, our lives revolve around family, community and the broader society. We design neighbourhoods and build towns that enable us to belong. Belonging to a network of friends or colleagues with common interests or backgrounds provides opportunities to develop mutual obligation, and can help us feel valued, cared for and loved. Such networks can enhance our sense of wellbeing and self-esteem by providing emotional support, health, social connection and friendship.

At the same time, these connections can diminish depression and anxiety. Effective social networks can improve our wellbeing if we happen to be stressed, by helping to absorb or cushion some of that stress. We tend to cope much better when we have friends and family to help us.

Adolescent health researchers have shown that young people who have someone to depend on, someone they can trust and who knows them well, are much less likely to have depressive symptoms than those who lack this support.<sup>6</sup>

Social connections improve our physical health not only our emotional health. Supportive relationships generally encourage healthier behaviour patterns, and heart researchers have shown that people with strong social supports have significantly lower death and illness rates than those with no social supports.<sup>7</sup>

However, we do not have to be constantly involved in social interactions. In fact, we need our own time: time to reflect and to regenerate.

Rapid changes in technology have improved many aspects of our lives — including our social interactions — but there are some downsides. Mobile phones, text messaging and email allow us to be in contact more frequently and from further away than ever before. But are we using these new technologies at a cost to our face-to-face social relationships? Are we replacing real hugs with e-hugs?

As mentioned above, new technologies have the capacity to intrude into our lives. At a seminar of senior state and federal bureaucrats, the facilitator asked how many of them read their emails before 7 am and after 10 pm? Eighty per cent of hands went up, and those who did not raise their hands looked rather sheepish. Such is the intrusion of the ‘non-here-and-now’ into our lives. How many dads and mums do you see on their mobiles while pushing the pram, or diners texting or phoning while eating out? We can continually escape the present by jumping to somewhere or someone else. These are our highly busy but unmindful lives, full of the small addictions of novelty.

Will this be my epitaph? *He was so busy he forgot to notice he'd lived his life.*

Social media has the capacity to become anti-social media, as it is not the technology itself that enhances or diminishes our wellbeing, but the way we use it that matters. For example, mobile phones and texting have a wonderful capacity to help us connect, but at the same time they have created the opportunity to cyber-bully 24 hours a day, seven days a week.

Overuse of the Internet can be a real problem. Recent research has demonstrated that frequent Internet users spend 70 minutes less a day interacting with their families, 25 minutes less sleeping and 30 minutes less watching television. The same reductions in face-to-face connections are predicted to be happening in the workplace.

Our patterns of face-to-face interaction have changed without us even realising. We may need to make an extra effort to maintain family relationships or social and workplace connections — and we may need to do some creative thinking to establish new ones. There are often more opportunities out there than we consider — at home, in our workplace, our local community, in our street or apartment block, through any number of recreational and leisure activities, and of course in cyberspace.

### **Creating more time in your day or week**

Some of the solutions to life imbalance, such as an investment in mindfulness as suggested by Craig Hassed and Sarah Edelman, imply that we have to add more activities to our already crowded schedules.

But as we have seen, we only have a limited number of ‘jelly beans’ to allocate, so creating life balance means trading off activities — planning and prioritising. This section discusses the role of flexibility in our lives and time management including how to manage the great time wasters.

#### ***Having flexibility, and being flexible***

In my experience, having a flexible workplace is a feature of a job that employees appreciate the most. Because of competing demands (looking after children, looking after parents, involvement in community or school activities), flexibility acts as a pressure release valve in our day, and allows us to trade off and balance activities and responsibilities.

But to work efficiently and fairly (and thus to maintain a flexible workplace) requires that everyone be flexible — in the workplace, at home or in the community. Role switching or covering for each other in whatever situation, often at quite short notice, requires a level of adaptability and, interestingly enough, balance, to make it work. This can mean that times of high demand in one particular aspect of our lives can be successfully managed. Flexibility allows us to have much greater control over the way we manage demand ... and this in turn allows us to be more healthier emotionally.<sup>8</sup>

### *Managing time*

One of the most immediate markers of being off balance is our lack of time to do what we think we have to do. We get the CCs (can't copes), anxiety arises, as does frustration. There are many well-known ways of managing this, most of them with developing strategies ahead of time — prevention rather than cure!

### *Setting personal goals*

Setting goals about what you want to do or achieve in your life is worth doing, if only that it helps you be clear. And clarity of role in your life (why am I here? what am I doing?) is just as essential as it is for being effective in the workplace. Grappling with the great existential questions can be quite frustrating, but if used well, can spur you to better define what life is for you — as long you do not beat yourself up about it. Use others to help you — friends, partners, children, family and colleagues can be such useful 'mirrors' to help us see what we can not otherwise see.

### *Planning, scheduling and prioritising*

Unless you have a natural sense of balance and equilibrium, achieving balance is made a lot easier by planning ahead. Setting goals is part of this — you might want to review these annually and then plan your schedule every week. One of the great advantages I find

from doing this is it helps manage anxiety. If you have a lot to do, all these demands tend to wash around in our conscious mind (and no doubt in our subconscious as well), they wake us at night and stop us from getting back to sleep.

Actually just putting on paper what there is to do, even if there is too much, seems to put some order into our thinking. This then allows us to prioritise and focus on the most important.

### ***Manage the urgent, short-term distractions***

There are an increasing number of media which can distract us from our focus.

These can be just from time to time or can become habitual. As mentioned above, Facebook, Twitter, Linked In, and Instagram, in addition to a whole host of emerging e-groups, and the constant stream of emails can take control of us — or we can aim to manage them.

Managing the ever-increasing level of these inputs means using them purposefully as methods of communication, relationship building, networking, career progression, or using them as short-term diversions to ‘switch off’. We can easily be seduced by the hidden attraction of some of these media — which is focused on self-importance — how many friends, followers, connections we have.

### ***Avoiding procrastination***

Why am I putting something off? Is it fear, confusion, discomfort, or simply the lack of time?

If it is a serious problem for you, seek help, from friends and family if needed.

### ***Under-promise and over-deliver***

Refraining from taking too much on involves keeping your ego in check. Most things can happen without you. But remember how to say no, and offer alternatives if you can.

## Time wasters

Here are some of the great time wasters — areas of your time you can look at to trade off so you can invest in your emotional and physical health, which will in turn give you greater capacity to lead a balanced life.

### *Television, Internet surfing / Facebook / Twitter / Linked In / Instagram and gaming*

According to Dustin Rowles, the average American watches more television (34 hours per week) than the average TV critic!<sup>9</sup> Australians are not quite in that league, but we do average 21 hours a week watching television. Three hours a day. Overall, according to Roy Morgan, we spend over 50 hours each week consuming television, Internet, radio, magazines and newspapers.<sup>10</sup> And not surprisingly there are major intergenerational differences about which media we use. But we still spend lots of time we could trade off.

Online survey findings showed more young adults using a range of online media than older adults. Young adults aged 18 to 29 years were the most active online social networkers (71% participating in the past month) and 36% also obtained news from these sites. They were also more likely than adults aged 55 years and older to watch online video content (68% compared to 32%) be online gamers (41% compared to 25%), and watch catch-up television (31% compared to 11%).<sup>11</sup>

### *Anxiety and guilt*

There is a strong argument to say that worrying about the *unchangeable*, the *unfixable* or the *trivial* is a highly inefficient use of our time. So there is an upward spiral to be followed — invest in emotional health → spend less time worrying → have more time to create more balance → improved mental health and less worry. Of course, the reverse can be true.

### ***Commuting time***

The amount of time we spend commuting may be difficult to alter by virtue of where we live and work, but we may be able to make the time more productive — travel on public transport (can read or meditate), or walk, run or cycle to and from work.

### ***Sleeping poorly***

If we sleep poorly it can sap an enormous amount of energy, and it can increase levels of anxiety if we lie awake at night. So dealing with physical causes of poor sleep (caffeine, alcohol) and sleep apnoea to name a few, in addition to emotional states such as anxiety and depression, is vital for life balance. This is similar to the situation described above in that the more we look after our emotional and physical health, the better we sleep, and the more time we create in order to look after our emotional and physical health.

## **Conclusion**

Life balance for most of us is a constant struggle, as life itself has the unfortunate knack of repeatedly (and sometimes very nastily) throwing us off balance. The secret seems to lie in a regular, daily investment in our emotional and spiritual and physical health to maintain balance and equilibrium. To paraphrase Aristotle, we are what we repeatedly do. Balance, therefore is not an act, it is a habit.

## **Endnotes**

1. G Gate and R Moodie, *Recipes for a great life*, Hardie Grant, Melbourne, 2007.
2. R Eckersley, 'The Wellbeing Manifesto', retrieved from <http://www.wellbeingmanifesto.net>
3. By 'spiritual' I mean relating to the immaterial, intelligent or sentient part of a person — which when translated means your soul, your inner drive, your essence or what animates you. It may relate to religion but it doesn't have to at all.

4. D Goleman, 'What makes a leader?', *Harvard Business Review*, vol. 82, no. 1, 2004, pp. 82–91.
- 5 World Health Organization, *Promoting mental health: Concepts, emerging evidence, practice: A report of the World Health Organization, Department of Mental Health and Substance Abuse in collaboration with the Victorian Health Promotion Foundation and the University of Melbourne*, WHO, Geneva, 2004.
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- 8 A LaMontagne et al., *Estimating the economic effects of job strain as a risk factor for depression*, Victorian Health Promotion Foundation, Melbourne, 2010.
- 9 D Rowles, 'The average American watches more TV than the average TV critic', retrieved from <http://www.uproxx.com/tv/2012/09/the-average-american-watches-more-tv-than-the-average-tv-critic/#ixzz2Qh0ljsdu>
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- 11 Retrieved from [http://www.acma.gov.au/webwr/\\_assets/main/lib410130/Digital\\_Australians-Generational\\_differences.pdf](http://www.acma.gov.au/webwr/_assets/main/lib410130/Digital_Australians-Generational_differences.pdf)