

# LOEWE Research Cluster Social Link

„Always Online?“ – a New Communication Paradigm for the  
Communication Society



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## Work-life balance in the age of the internet

Mobile communication has major advantages: it makes us more flexible and enhances many working procedures. However, permanent accessibility via mobile communication devices can be a source of stress; especially in the context of their job, many people are finding it difficult to consistently safeguard private space. In the LOEWE research cluster Social Link researchers from informatics, information technology, psychology, law and economics are together working on a new communication paradigm that is intended to help people to find a work-life balance in the age of the internet. Through the application of compulsory rules about who should communicate or absorb what, when and how much, their aim is to help people to avoid stress. Alongside sustainable legal and psychological concepts, technical solutions are to be developed, for example, that – like an email spam filter – block specific information at certain times and in certain contexts so that it is not sent to the intended recipient.





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**SUBJECT AREAS**

Informatics  
Communication technology  
Business psychology  
Business law  
Applied information security  
Marketing and human resources  
management

**FUNDING PERIOD**

Since 2014

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## LOEWE and ProLOEWE

Since 2008 the German federal state of Hessen has been promoting outstanding research initiatives through its own excellence programme, LOEWE. To date, 11 LOEWE research centres and 35 LOEWE research clusters have been selected in a competitive process to receive funding.

ProLOEWE is the LOEWE research initiatives network: their common aim is to provide information about their activities, speed up access to their research and intensify their cooperation. The website [www.proloewe.de/en](http://www.proloewe.de/en) provides an overview of the LOEWE research initiatives.