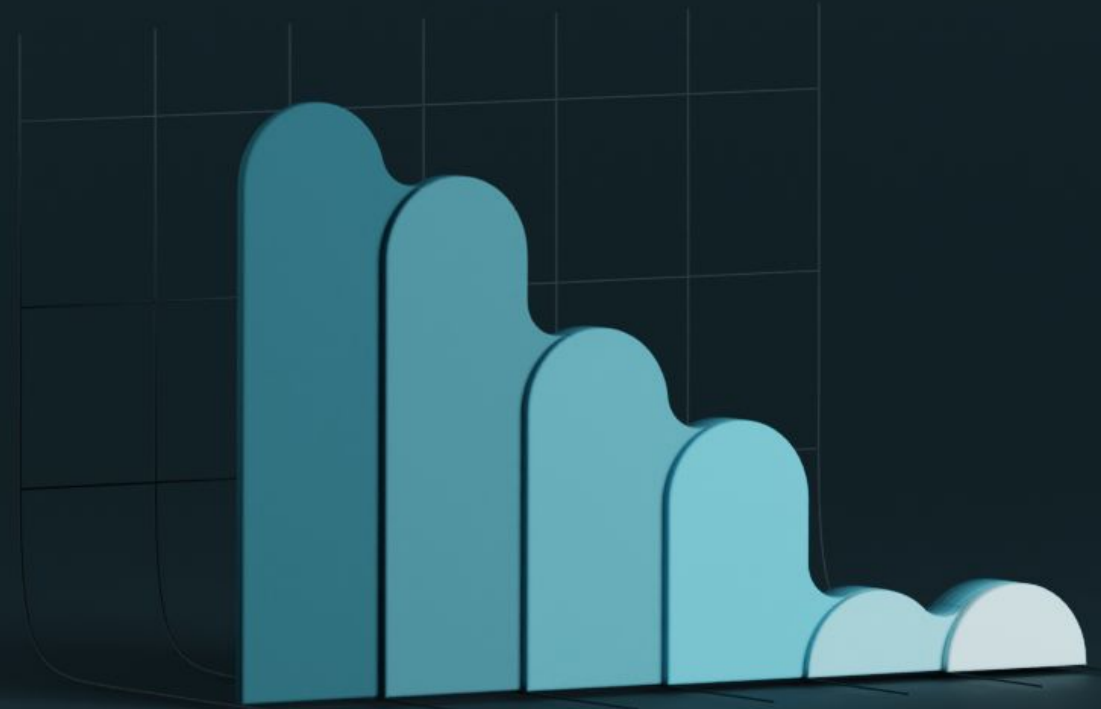


# State of Digital Fatigue 2022



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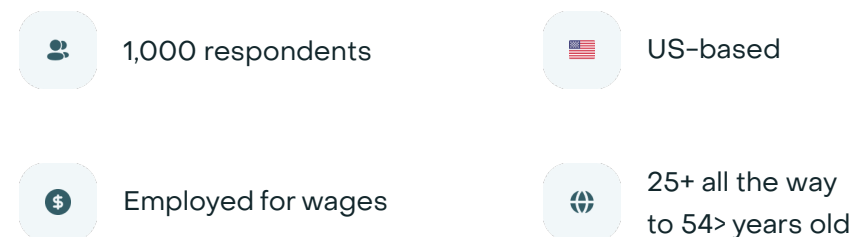
We all remember what life was like before the Covid-19 pandemic: long commutes and inflexible remote work policies. The rapid adoption of remote work during the pandemic brought on a bigger cultural shift. Today nearly 25% of US based employees work from home. Remote work helps businesses keep up their operations in times of crisis, and gives workers the benefit of better flexibility and productivity. But this change didn't come without some challenges for workers and employers alike.

Virtual meetings are the primary method of communication for most workers in a hybrid or remote environment. Livestorm, a video engagement platform, Deel, and Guru, a company knowledge base, surveyed 1,000 US based workers.

## Methodology

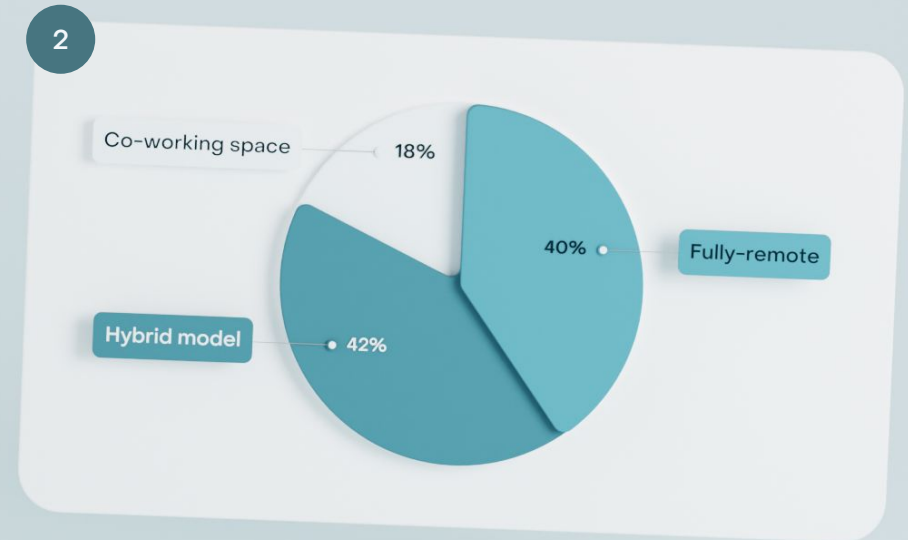
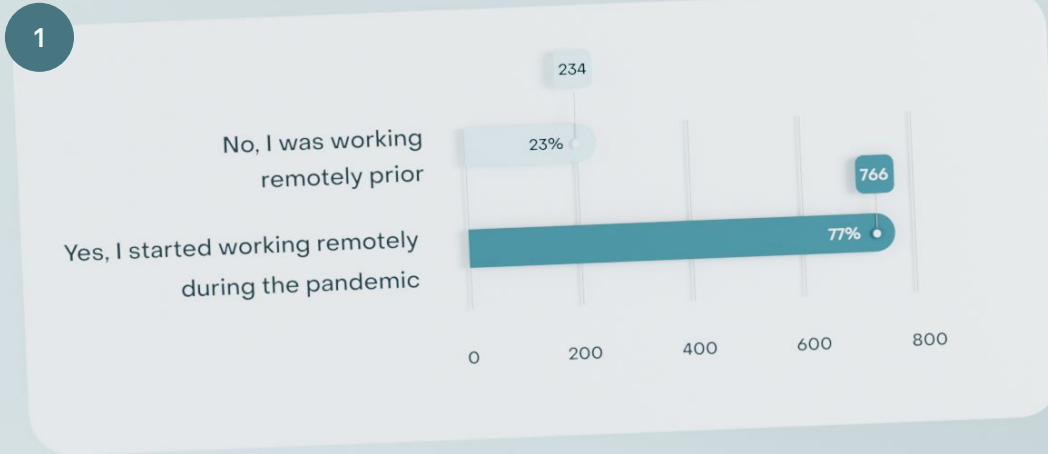
To build this report we **only surveyed workers who worked in an office pre-pandemic, and have not returned fully to the office** since. These workers now consider themselves to be fully remote, partially remote in a hybrid workplace or working from a place that is not their home, nor their company headquarters.

### Demographic breakdown of the survey:



1.

The state of work since  
the pandemic



## Did you start working remotely due to the pandemic? (1)

The pandemic changed the way that Americans work, moving them from offices to remote or hybrid working models.

When asked if they worked remotely prior to the pandemic, 76% responded they started working remotely during the pandemic.

## Which best describes your work situation since the pandemic? (2)

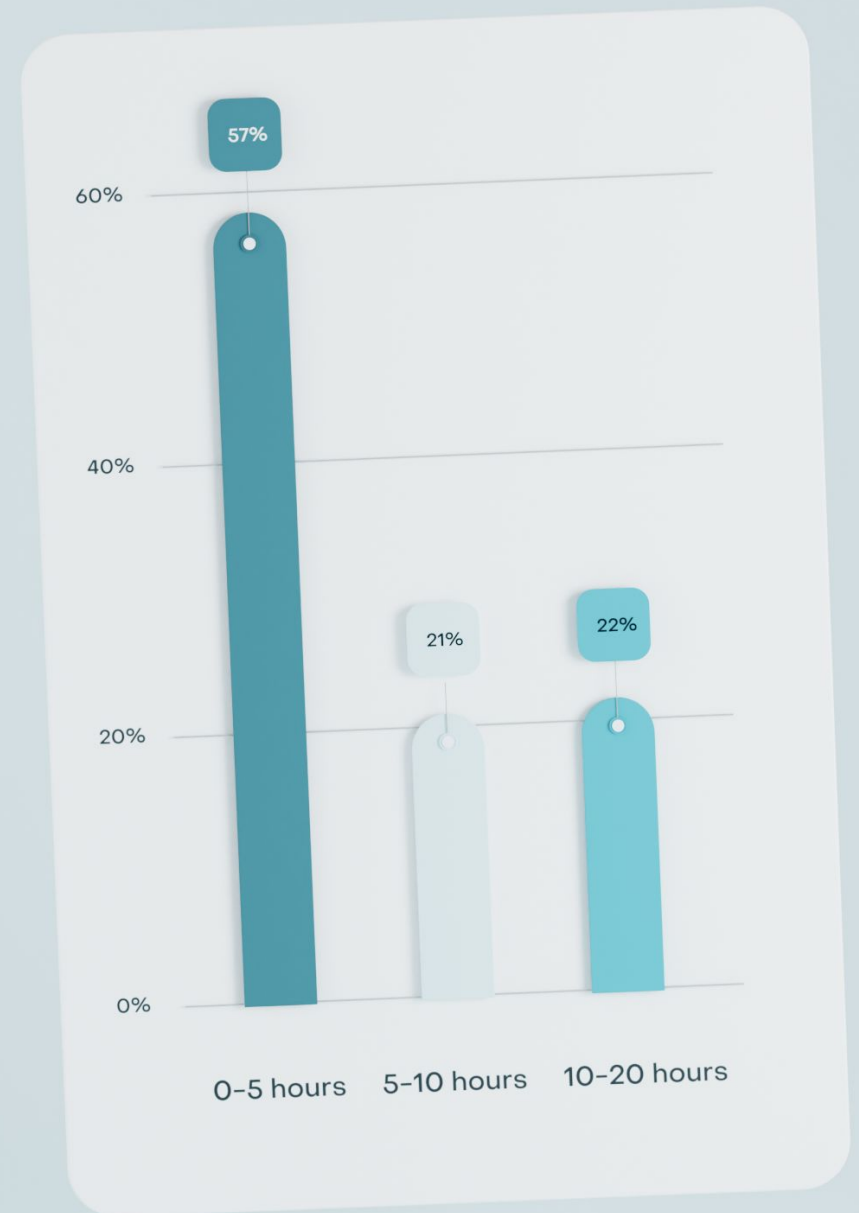
Our results reflect the trends of a shifting workforce. Since the beginning of the pandemic, 40% of respondents have been working fully remotely and 42% have been working in a hybrid model.

## New means of communication

### Approximately how many hours do you spend in video meetings each week?

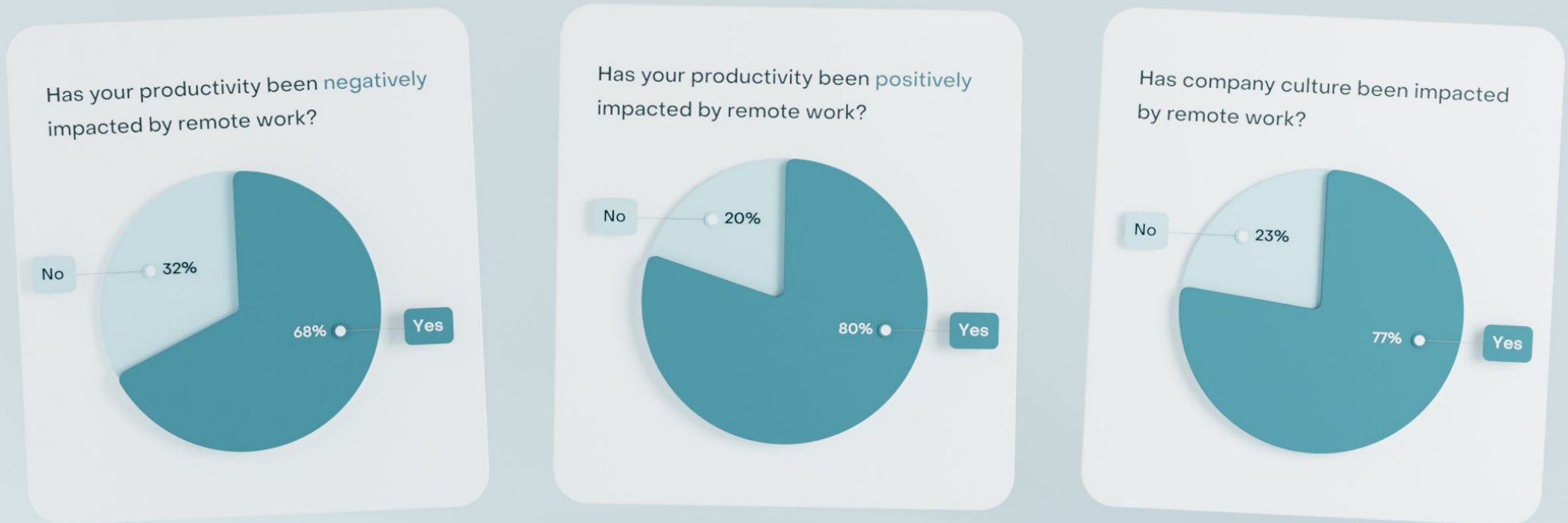
Going remote means communication within the workplace has evolved, and video meetings have replaced face-to-face communication.

Through our survey, we found that **22% of respondents spend a whopping 10 to 20 hours per week in meetings!** This might explain the “digital fatigue” experienced by many professionals, explored in more detail later in this report.



2.

The impact of remote work



Many survey takers reported that their productivity has been impacted by this shift to remote work: both positively and negatively. With more distractions at home, workers are often less able to focus on complex tasks, and meetings are not always managed efficiently. Decreased productivity comes hand-in-hand with cultural changes in the workplace. It can be difficult for companies to maintain their culture when shifting to a remote model, something reflected by the 77% of respondents who reported that they have noticed a change by their company culture. However with no commute and a stronger work-life balance, productivity has also been positively impacted.



# Productivity

Between more hours spent on video calls and organizational silos formed by remote work, productivity can suffer. American professionals who took our survey reported taking a longer time to get work done with teammates, roadblocks in communication with coworkers, and trouble focusing among their top three concerns.

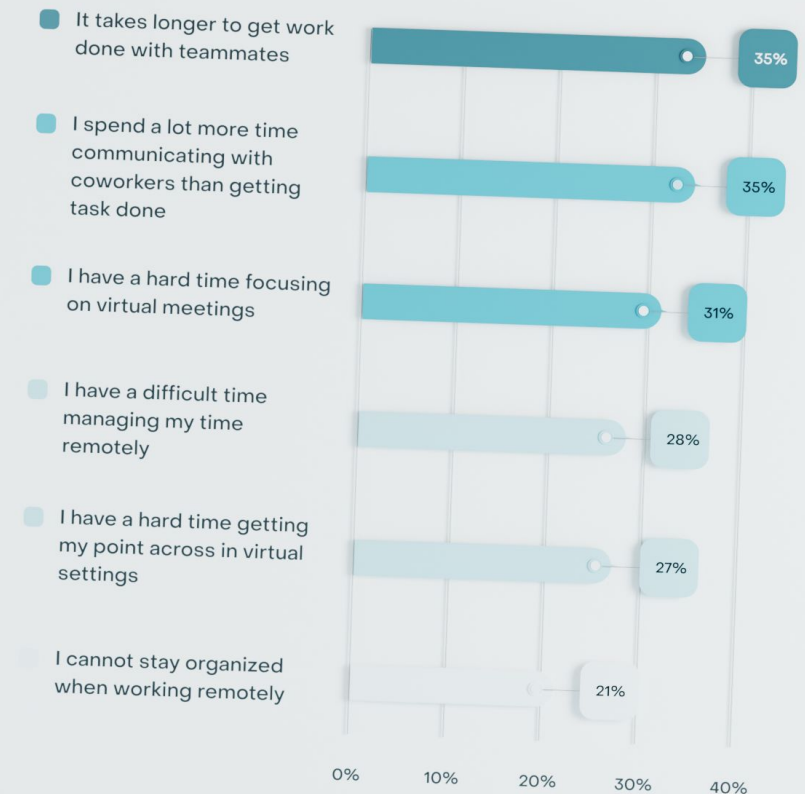
When asked if remote work had negatively affected productivity, only **32% of respondents feel their productivity has not been negatively impacted**. As for those who did indicate a negative impact:

- 35% respondents feel it takes longer to get work done with teammates
- 34.5% spend more time communicating with teammates than getting work done
- 31% have a hard time focusing on virtual meetings

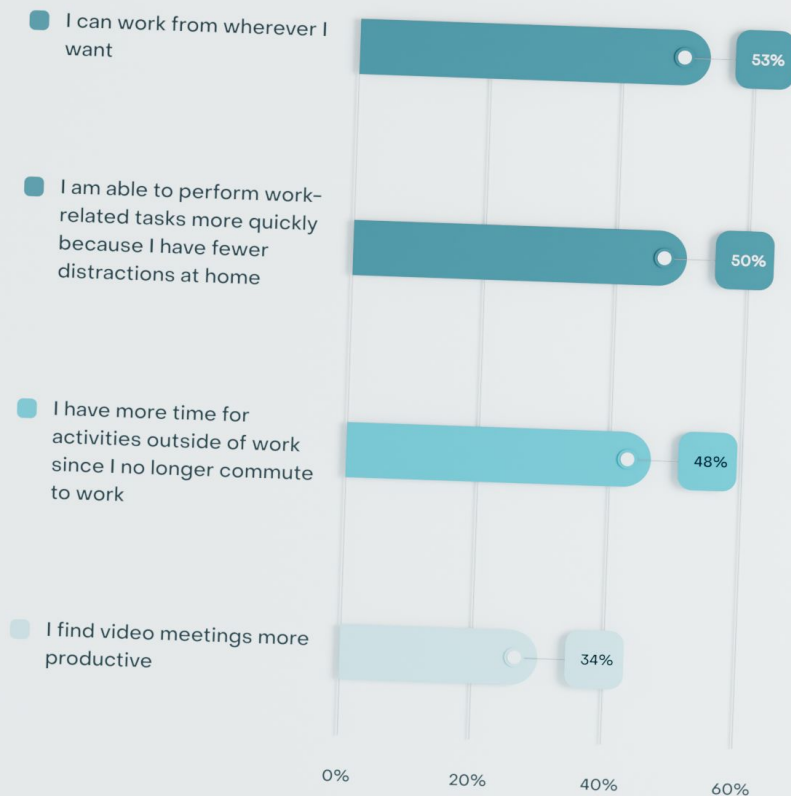
But technology is not to blame for productivity issues that come with more online meetings.

Meetings that are intentional, well-organized, and focused on achieving goals (and highlighting next steps) can combat the dip in productivity felt by some workers.

## How has remote work negatively impacted your productivity? (Multiple responses possible)



## How has remote work positively impacted your productivity? (Multiple responses possible)



On the other side of the coin, respondents have reported some positive impacts resulting from the switch to remote work! Americans enjoy the flexibility of remote and hybrid work policies:

**53%** claim “I can work from wherever I want” as a main benefit of this new approach.

In addition, many respondents signaled **greater productivity**. They find that there are fewer distractions when working remotely, as they are no longer interrupted by colleagues and bound to office politics.

Finally, **48%** of survey takers enjoy having more time for activities **outside of work**. Work-life balance is improved when cutting down on the daily commute, opening up space for hobbies, time with family and other activities.

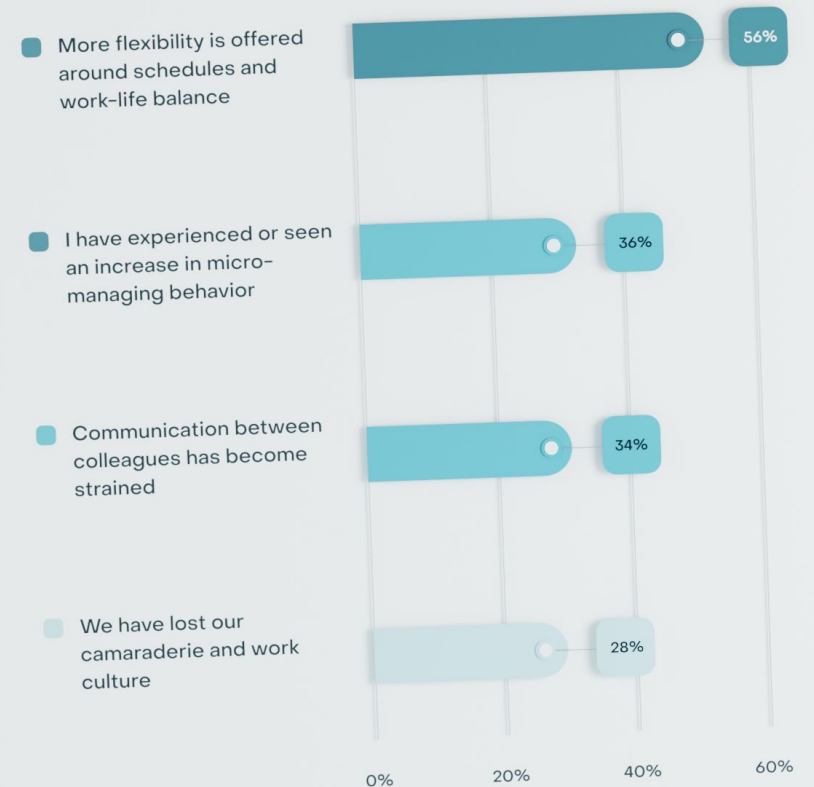
Switching to remote not only affects productivity, it affects the entire company culture in both positive and negative ways. Suddenly the informal coffee breaks, company gatherings, and usual forms of socializing have disappeared.

When asked how remote work has impacted their company's work culture, **56% of respondents said that more flexibility is offered around schedules and work-life balance.** These workers reported feeling more freedom with how they can organize their working hours.

Some potential downsides of remote work include an increase of micro-managing behavior. With fewer bodies in offices, inexperienced managers feel they can place less trust in their employees. Indeed, **36% of our survey-takers note that they've seen an increase in micro-manager behavior across their team.**

In addition, sometimes tensions can develop when you no longer relate to your colleagues and managers. **34% say communication between colleagues has become strained** likely due to a lack of communication caused by remote work.

## How has remote work impacted your company's work culture? (Multiple responses possible)



3.

# Digital fatigue



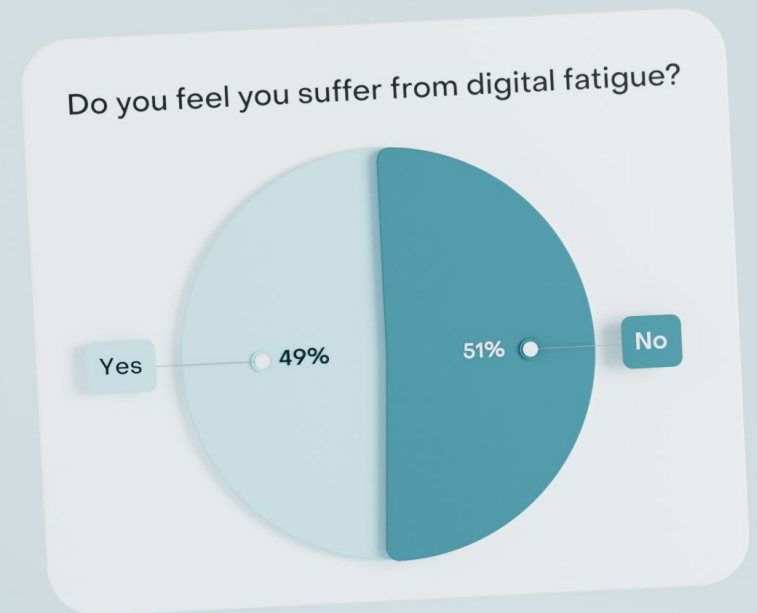


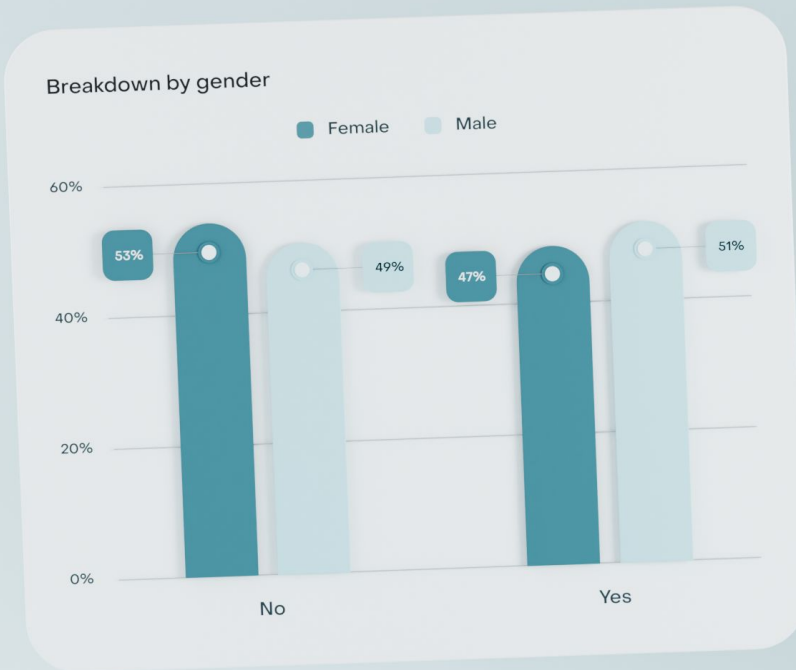
It's hard to ignore how digital fatigue has been exacerbated by the effects of the pandemic and remote communication. But these effects don't have to be permanent. **We believe that it is possible to lower digital fatigue and engage your employees with new processes and technologies.** Over-communication tends to be the default in a remote environment, but once companies start focusing on the quality of their digital communication rather than the quantity employees can begin to feel some relief. In this chapter, we'll show you how your company can energize your workforce and fight digital fatigue with some key techniques.

The sudden shift to remote work has left many Americans feeling burnt out. In our survey, a whopping 49% of respondents declare they suffer from digital fatigue.

### But what exactly is digital fatigue?

Digital fatigue is defined as feeling physically and mentally exhausted from spending so much time on screens. Many who suffer from digital fatigue feel that they have no separation between work and free time.





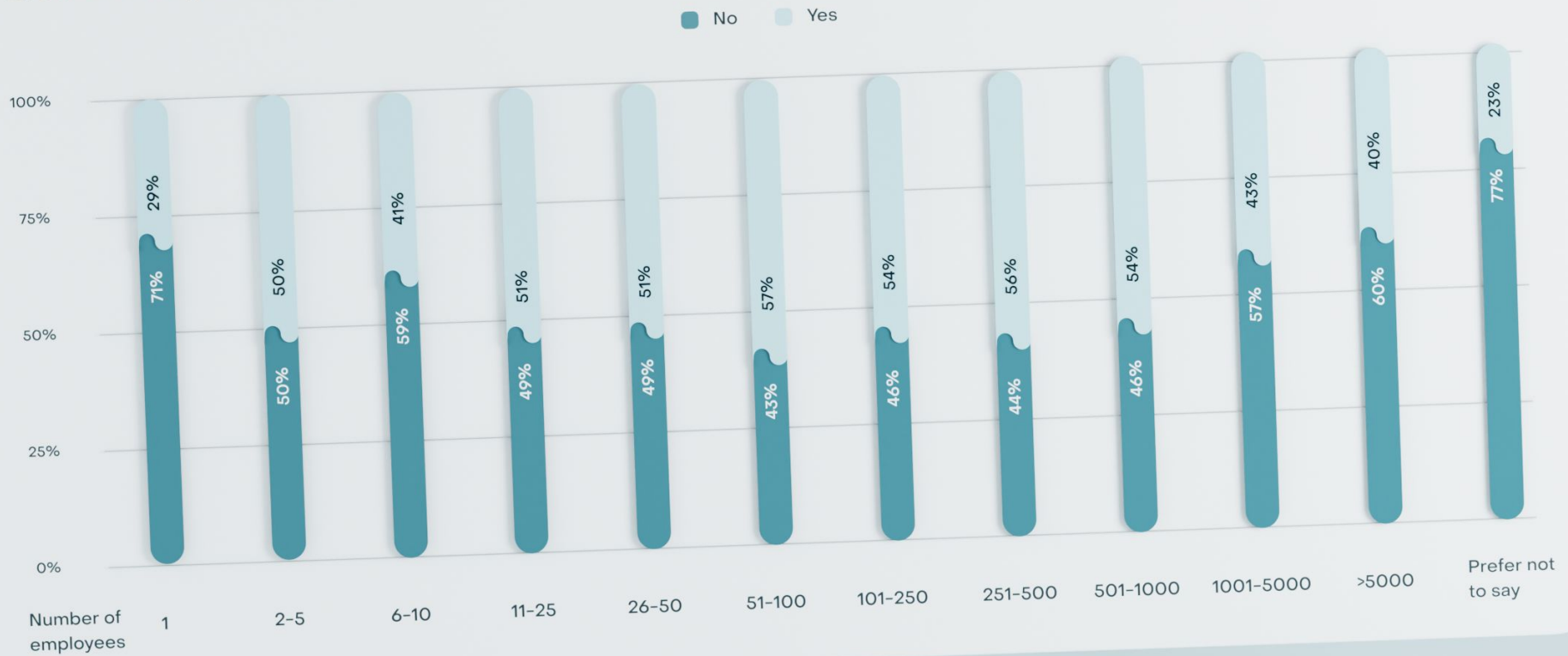
## Do you feel you suffer from digital fatigue? (Breakdown by gender)

The men who took our survey tend to spend more time in meetings than the women respondents, which could explain why more of them reported suffering from digital fatigue.

## Do you feel you suffer from digital fatigue? (Breakdown by age)

In addition, survey takers aged 25 to 44 tend to suffer more from digital fatigue. They also spend a lot more time in video meetings than their older counterparts.

## Breakdown by company size



### Do you feel you suffer from digital fatigue? (Breakdown by company size)

Both respondents from very small companies and large companies reported suffering less from digital fatigue. This could likely be due to the nature of smaller teams which tend to be highly defined, and also to the fact that at mid-sized and larger companies, employees likely have to work cross-functionally.



### Breakdown by industry

Rank	Industry	% of workers that suffer from digital fatigue
1	Information & other	71%
2	Marketing & Sales	67%
3	Legal services	62%
4	Information services	60%
5	Finance	57%
6	Education	55%

### Breakdown by role

Rank	Role	% of workers that suffer from digital fatigue
1	CFOs	75%
2	Owners & Partners	74%
3	C-Level	56%
4	Product Managers	54%
5	HR Managers	53%

### Do you feel you suffer from digital fatigue? (Breakdown by industry)

We also analyzed the impact digital fatigue has on worker. Our findings say that Information and Marketing & Sales are the most affected by digital fatigue. Employees working in these sectors likely spend many hours in virtual meetings, with the finance and education industries close behind.

### Do you feel you suffer from digital fatigue? (Breakdown by role)

CFOs and Company Owners felt the brunt of digital fatigue and in our findings they also reported spending the most time in video calls and meetings.

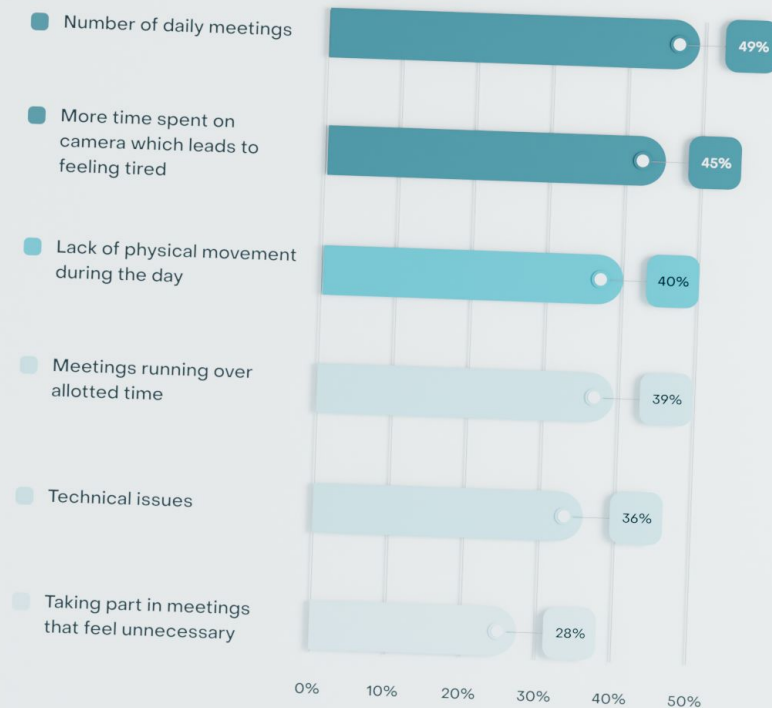
## The causes

We were curious as to why people are feeling so much digital fatigue. When asked what were the main reasons for their digital fatigue respondents reported that:

- The number of daily meetings caused fatigue
- More time spent on camera leads to feeling tired
- Lack of physical movement during the day drains energy
- Meetings running over allotted time triggers feelings of digital fatigue

### To what do you attribute your digital fatigue?

(Multiple responses possible)



For 76% of the respondents suffering from digital fatigue, their state has worsened since the pandemic.

If we break it down:



### Men vs Women

Digital fatigue has worsened more among men (80% responded yes) while 72% of women say that yes, digital fatigue has worsened. This could be due to that fact that the men we surveyed tend to spend more time in meetings than the women surveyed.



### Age

Younger workers report higher rates of digital fatigue with 82% of 35-44 year olds reporting that digital fatigue has worsened.



### Company size

The percentage of respondents who feel it has worsened is larger in companies with 251 + employees.



### Industry

For finance, government, healthcare and information services, digital fatigue has seriously worsened—above 80%.

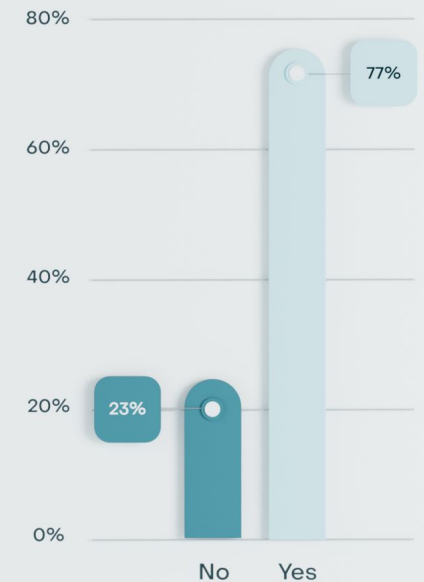
For legal services, only 30% of respondents feel that digital fatigue has worsened



### Role

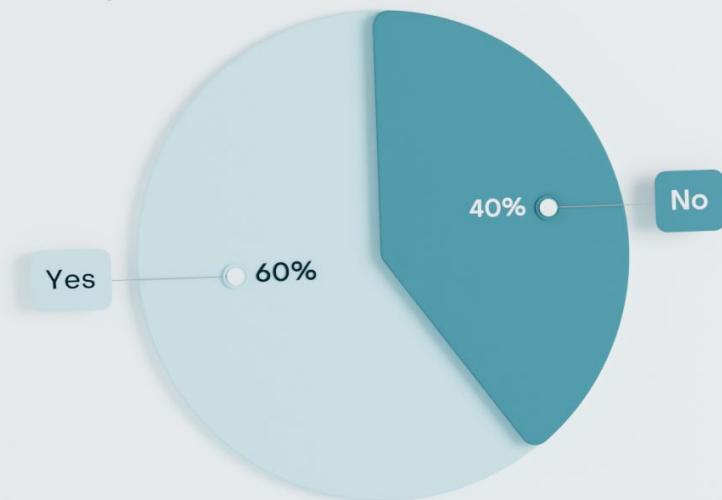
More than 80% of middle management and higher-up employees report digital fatigue as worsened; higher than the average.

### Has your digital fatigue worsened since the beginning of the pandemic?



Only respondents who replied yes to “Do you suffer from digital fatigue?” answered this question.

Do you feel your employer understands the impact digital fatigue can have on your work productivity?



Despite the finding that digital fatigue is increasing for various groups, employees feel that their employers are aware of the situation.

Nearly 60% of respondents said that they feel their employer understands the impact digital fatigue can have on their productivity.

Since companies are aware of the situation they can act on it, and many already have begun to do so.

# Solutions to digital fatigue

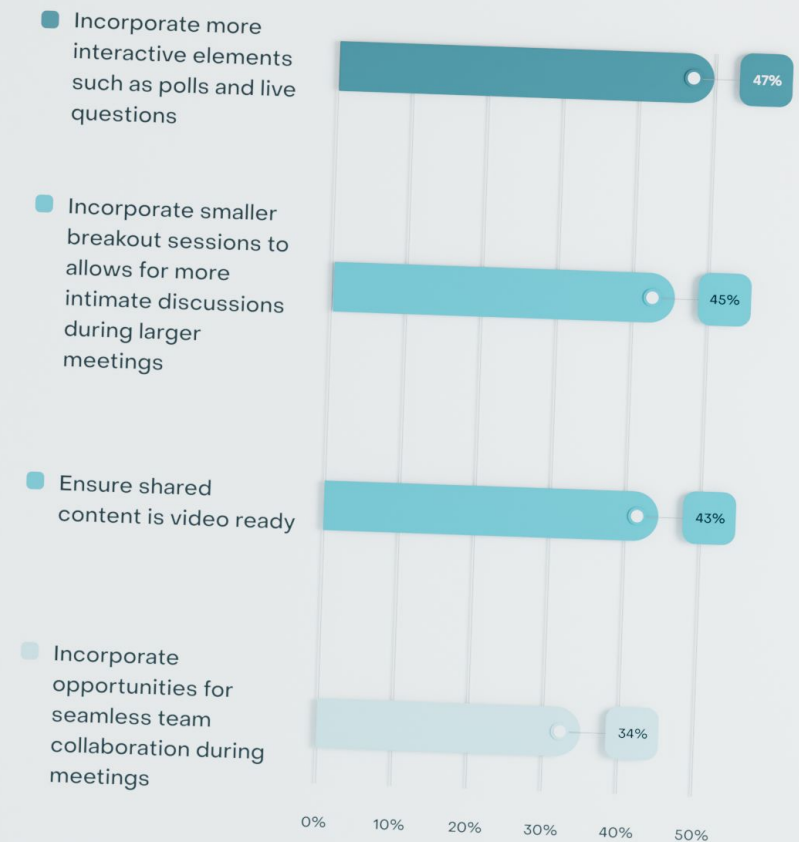
It is possible to combat digital fatigue with the right tools and processes. For example, **47% of respondents think incorporating interactive elements such as polling and live Q&A during virtual meetings would help.**

Here are 9 tips to make your meetings more engaging and interactive with Livestorm's video engagement platform:

- Set an agenda early-on so everyone knows what the meeting is about
- Use icebreakers so everyone gets to know each other
- Assign sections to each participant to get everyone involved
- Use Livestorm's timer app plugin to make sure no one goes over their allotted time
- Allow space for questions, and use the live answer question feature to engage with your audience
- Use polls to engage participants and make them mandatory to get more responses
- Make your meeting interactive with screensharing, the use of breakout rooms, or even whiteboarding
- Use Livestorm's Handouts app to share documents
- Switch virtual backgrounds from [Livestorm's virtual background library](#)

## What can your employer or teams do to make video meetings more engaging?

(Multiple responses possible)



# Fight digital fatigue in the workplace

Fighting digital fatigue starts with great processes. Here are a few best practices that can help your team embrace asynchronous work and make the most of their time together.

- **Reduce the number of meetings your company has** and prioritize asynchronous communication. Encourage a meeting audit, or [try implementing a no-meeting day](#) to allow for longer blocks of focus time.
- **Record meetings and store them in a company knowledge base** so that new and old employees alike can reference them when needed.
- **Host more productive meetings by using the 4 P's:** People, Purpose, Product, and Process. An efficient meeting is one that is prepared in advance, sticks to its agenda, and finishes with concrete next steps.
- **Send meeting pre-reads as a best practice.** Knowledge-sharing can occur asynchronously via a pre-read like a recorded video or document, and live time can then be used for collaborative discussion.
- **Encourage healthy habits across your team.** Set a start and stop time for the work day, and encourage employees to add lunch blocks to their calendars so they have built-in breaks.
- Finally, develop flexible working times for your team. Avoid nurturing a culture of micro-management by implementing concrete goals for employees and weekly check-ups while allowing them to work when they're most productive instead of a strict, company-wide schedule.

Guru's next-generation source of truth helps teams streamline internal communications to combat burnout. Complement your employee communication with expert-verified information so that regardless of where—or when—your employees are working, they stay connected and aligned.

[Learn more or get started free.](#)

## Livestorm

Unlike traditional webinar or video conferencing software, Livestorm provides teams with integrated tools to manage and deliver memorable live or on-demand video experiences from start to finish.

[Learn more](#) →



Guru is a company source of truth that works in your workflow, so the information you need is always at your fingertips. Share product information, streamline internal communication, and onboard employees faster than ever with Guru.

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