Possible effects of video conferencing for remote work on employees

Team 3

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AGENDA

01 BACKGROUND & PROBLEM STATEMENT

02 APPROACH & METHODOLOGY

03 FINDINGS & ANALYSIS

04 IMPACT & APPLICATIONS

05 RECOMMENDATIONS

06 LIMITATIONS & FUTURE SCOPE

01

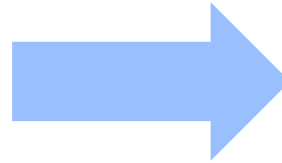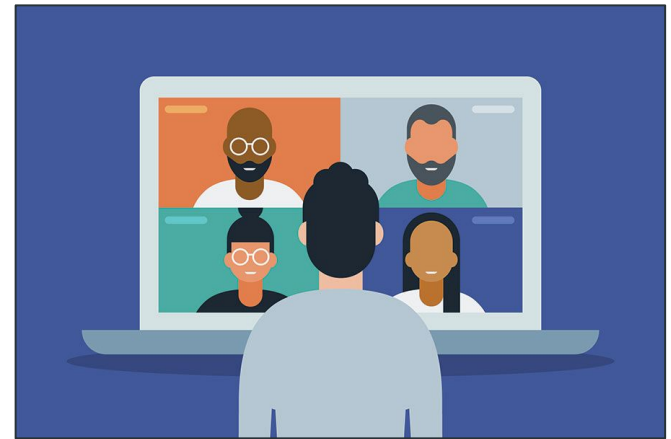Background & PROBLEM STATEMENT

GENuine

Biotechnology Company

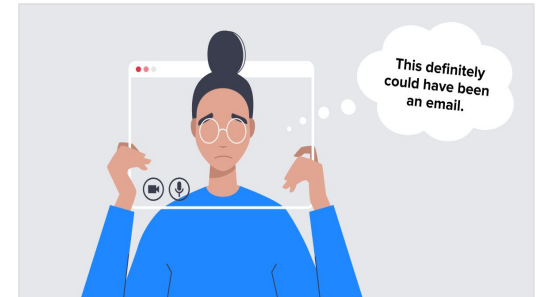Remote Working Tools for collaboration

slack

zoom

In-Person Work Environment

Virtual Work Environment

IS THERE SOMETHING THAT WE ARE MISSING BEHIND THE CAMERA?

Problem STATEMENT Overview

Main Problem Statement:

How does camera being ON / OFF during a virtual meeting have an impact on GENuine employees?

Research Questions we aim to answer:

- What factors in virtual meetings during remote work lead to burnout?

- Does gender have a role to play?

- Factors about video ON during virtual meetings that can lead to burnout in employees

- Can we frame any organizational policies around camera behavior for virtual meetings that would help with employee productivity?

02

APPROACH & METHODOLOGY

APPROACH

Problem Statement

Literature review

Narrowed scope
of project

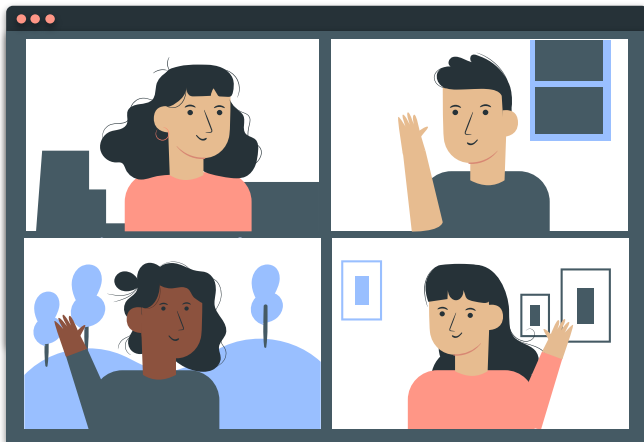Decided mixed methods approach

Focus groups

Survey

Analysis and
Recommendations

Note: This was not a sequential process. We kept updating our problem statement in light of new information

DATA COLLECTION METHODS

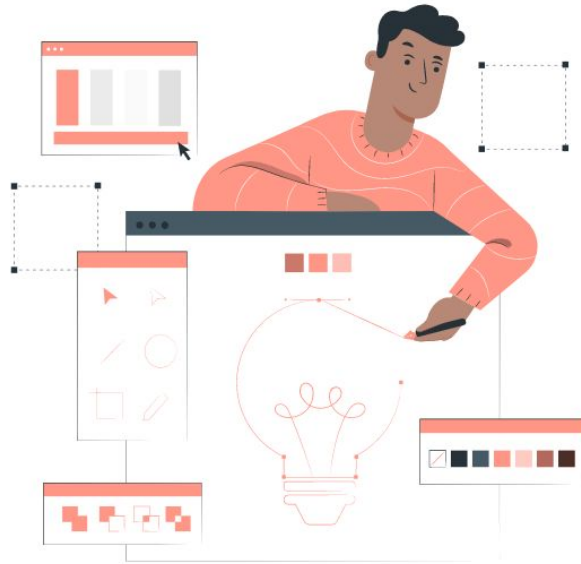|	Qualitative	Quantitative
Secondary	GENuine employee responses to open-ended questions	GENuine employee survey
Primary	Focus groups	Survey

SAMPLE OVERVIEW

Parameter	Focus groups	Survey
Sample size	8 participants	64 respondents
Sex	2 male and 2 female participants in each of the 2 focus groups	47% female and 53% male
Age group (in years)	6 are in their 20's and 2 are in their 30's	90% in their 20's, 7% in their 30's, 2% in their 40's, and 1% below 21
Ethnicity	7 are Asian and 1 is White	86% Asian, 8% White and 6% preferred not to say
Role	7 are individual contributors and 1 is a manager	84% individual contributors and 8% people managers

Many participants were MSIM students and all of them had worked remotely at least for half a year

ADDRESSING ETHICAL CONCERNS

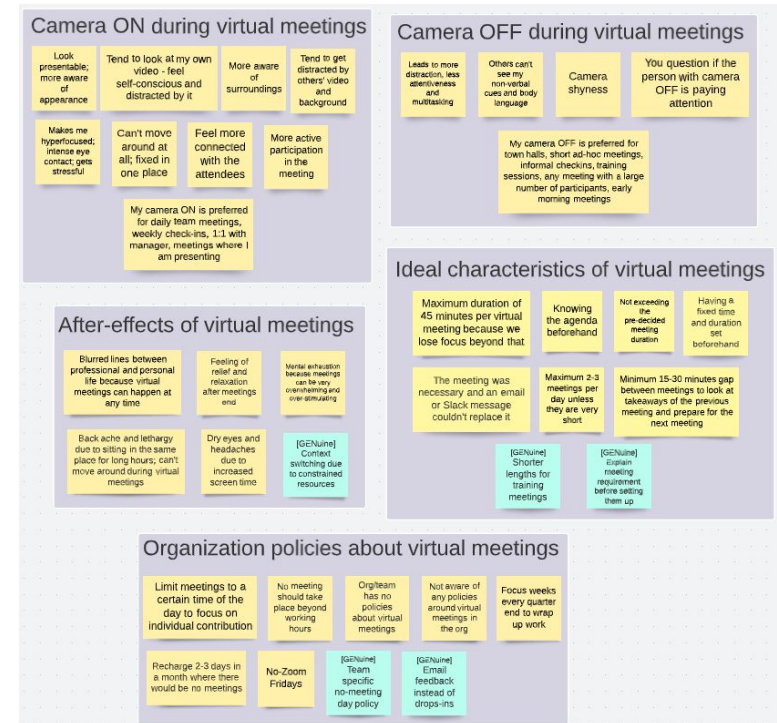| Concern	How did we address it?
Focus group call recordings for analysis	Written consent from participants
Participants do not wanted to reveal their identities	Avoided asking for personal information in survey questions and restricted access to data
Being aware of how one's data will be used	Explained the purpose of the study and how findings would be used
Bias in questions	Framed questions carefully to avoid ambiguity and did not ask leading questions
Data modifications for analysis	No modifications were done on Qualitative data and Quantitative data

03

FINDINGS & ANALYSIS

Qualitative Data Analysis

Affinity Map on Focus Group Studies

Themes that we found:

1. Camera ON during Virtual Meetings

2. Camera OFF during Virtual Meetings

3. After-effects of Virtual Meetings

4. Ideal characteristics of Virtual Meetings

5. Organizational Policies about Virtual Meetings

Camera ON during virtual meetings

- Look presentable; more aware of appearance
- Tend to look at my own video - feel self-conscious and distracted by it
- More aware of surroundings
- Tend to get distracted by others' video and background
- Makes me hyperfocused; intense eye contact; gets stressful
- Can't move around at all; fixed in one place
- Feel more connected with the attendees
- More active participation in the meeting
- My camera ON is preferred for daily team meetings, weekly check-ins, 1:1 with manager, meetings where I am presenting

Camera OFF during virtual meetings

- Leads to more distraction, less attentiveness and multitasking
- Others can't see my non-verbal cues and body language
- Camera shyness
- You question if the person with camera OFF is paying attention
- My camera OFF is preferred for town halls, short ad-hoc meetings, informal checkins, training sessions, any meeting with a large number of participants, early morning meetings

After-effects of virtual meetings

- Blurred lines between professional and personal life because virtual meetings can happen at any time
- Feeling of relief and relaxation after meetings end
- Mental exhaustion because meetings can be very overwhelming and over-stimulating
- Back ache and lethargy due to sitting in the same place for long hours; can't move around during virtual meetings
- Dry eyes and headaches due to increased screen time
- [GENuine] Context switching due to constrained resources

Ideal characteristics of virtual meetings

- Maximum duration of 45 minutes per virtual meeting because we lose focus beyond that
- Knowing the agenda beforehand
- Not exceeding the pre-decided meeting duration
- Having a fixed time and duration set beforehand
- The meeting was necessary and an email or Slack message couldn't replace it
- Maximum 2-3 meetings per day unless they are very short
- Minimum 15-30 minutes gap between meetings to look at takeaways of the previous meeting and prepare for the next meeting
- [GENuine] Shorter meeting lengths for training meetings
- [GENuine] Explain meeting requirement before setting them up

Organization policies about virtual meetings

- Limit meetings to a certain time of the day to focus on individual contribution
- No meeting should take place beyond working hours
- Org/team has no policies about virtual meetings
- Not aware of any policies around virtual meetings in the org
- Focus weeks every quarter end to wrap up work
- Recharge 2-3 days in a month where there would be no meetings
- No-Zoom Fridays
- [GENuine] Team specific no-meeting day policy
- [GENuine] Email feedback instead of drops-ins

NOTE

Mixture of deductive and inductive approaches to come up with codes and themes

What did the participants say?

"Camera ON makes me feel more connected with the attendees"

"I am camera shy"

*"You question if the person with camera off is paying attention"*

"I feel hyper-focused when my camera is ON"

*"Tend to look my own video, I feel self-conscious and distracted by it"*

Summary of qualitative analysis

1. Frequency and duration affects productivity and well-being

2. Effects of keeping camera ON

    ○ High engagement and better communication

    ○ Hyper-focused and self-consciousness

    ○ Background distractions

3. Relief after meeting ends

4. Meeting agenda pre-decided
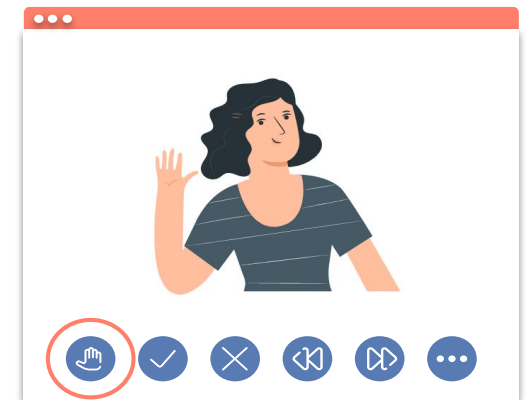
GENuine Quantitative Data Analysis

Linear Regression on GENUine Survey Questions to find out if Gender plays a role in Burnout
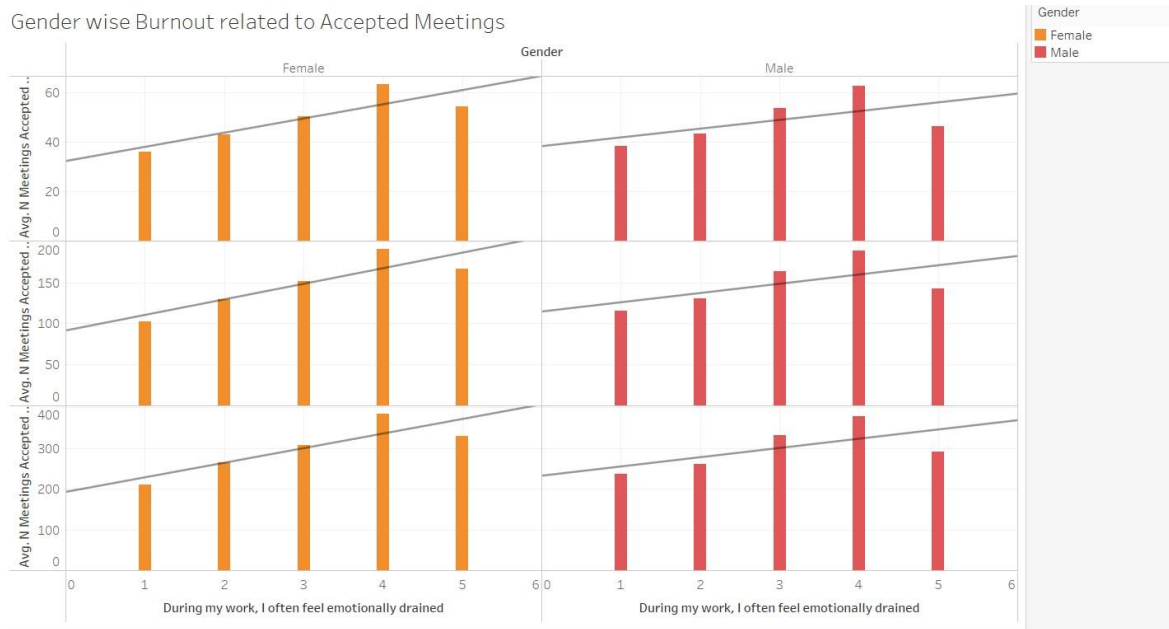
Female:
R-squared value = 0.774,
p-value = 0.049

Male:
R-squared value = 0.389,
p-value = 0.261

Data ANALYSIS on Survey questions

T-test on our survey data for gender
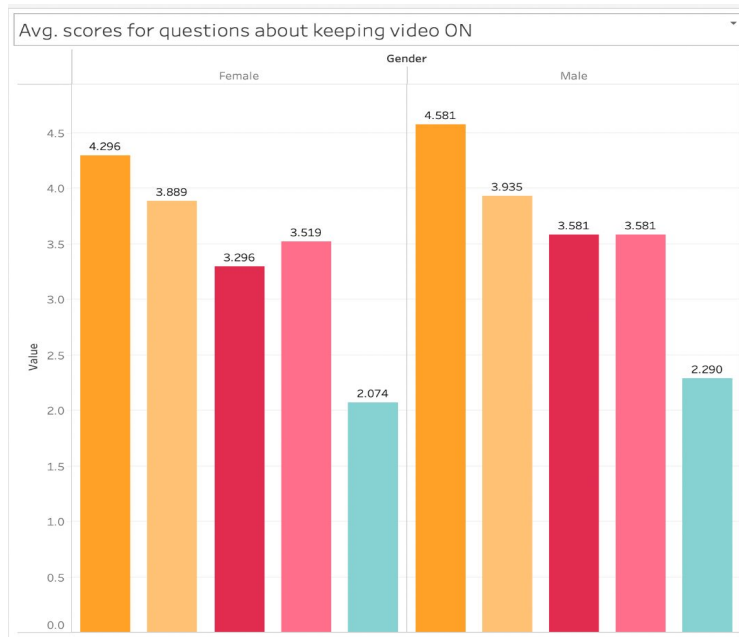
A When I keep my video ON, I tend to be more focused/attentive (**p-value=0.63**)

B When other people have their video ON, I tend to get distracted (**p-value=0.50**)

C When I keep my video ON, I am more conscious about my personal appearance and surroundings (**p-value=0.18**)

D When I keep my video ON, I tend to communicate more effectively (**p-value=0.38**)

E When I keep my video ON, I tend to feel relieved after the meeting ends (**p-value=0.81**)

NO SIGNIFICANT DIFFERENCE OBSERVED IN GENDER

OUR Survey Data ANALYSIS

What is the likelihood that you keep your video ON for the following type of meetings?
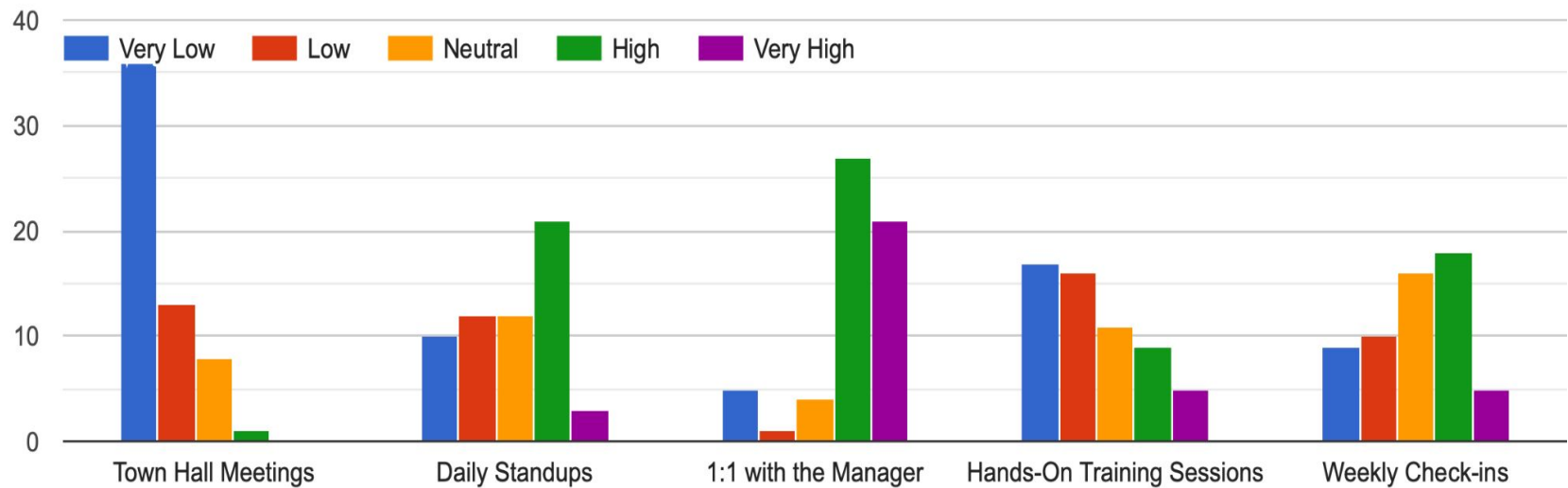
Not all meetings require same participation and likelihood of keeping camera on differs from meeting to meeting

The number of participants in a meeting affects my decision to turn my video ON
64 responses
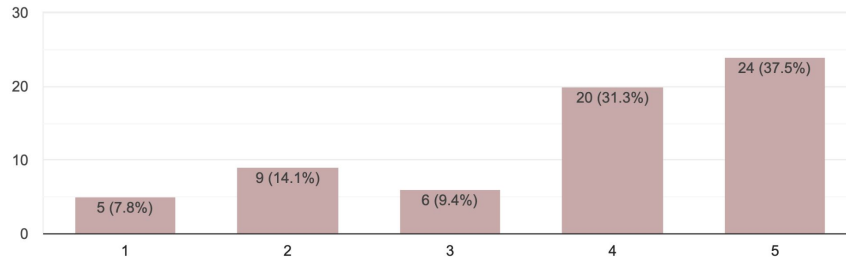
The length of a meeting affects my decision to turn my video ON
64 responses
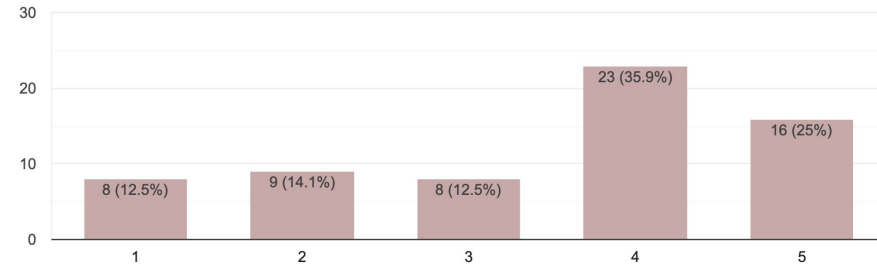
The agenda of a meeting affects my decision to turn my video ON
64 responses
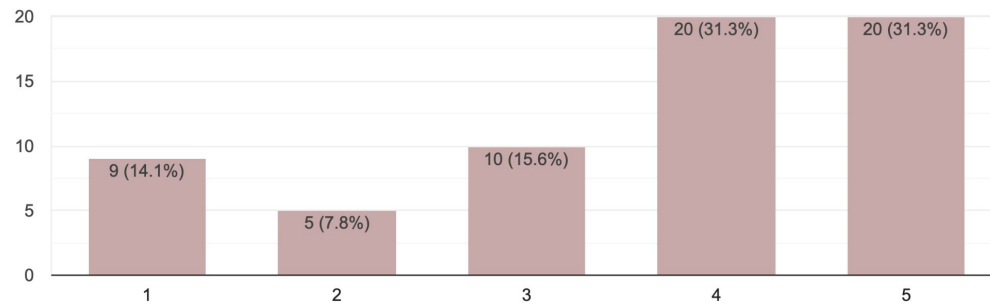
My surroundings affect my decision to turn my video ON
64 responses

Value	Count
1	3 (4.7%)
2	7 (10.9%)
3	8 (12.5%)
4	16 (25%)
5	30 (46.9%)
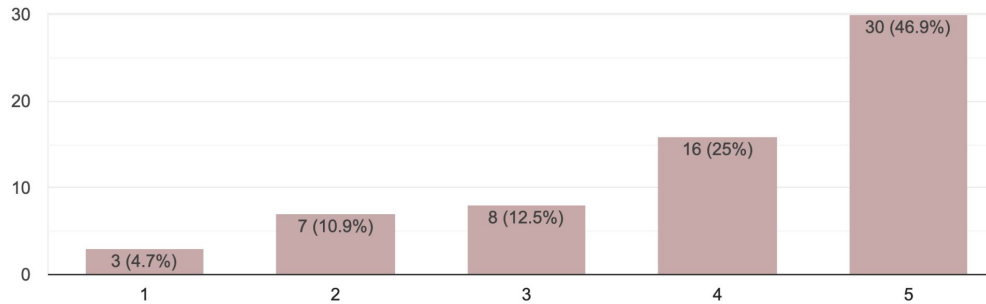
When I keep my video ON, I am more conscious about my personal appearance and surroundings
64 responses

Value	Count
1	0 (0%)
2	2 (3.1%)
3	6 (9.4%)
4	17 (26.6%)
5	39 (60.9%)
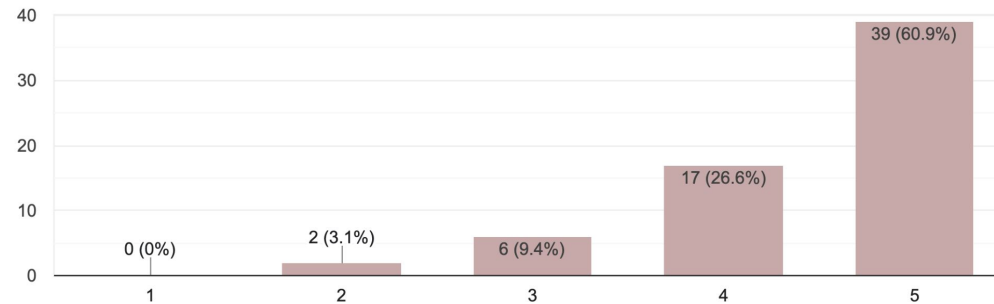
People tend to feel conscious about personal appearance and surroundings on video calls and it affects their decision of turning ON video
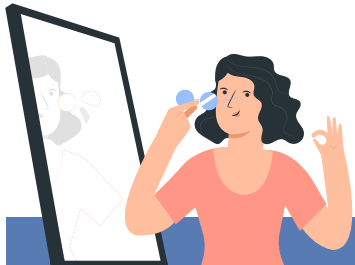
If I am presenting in a meeting, I tend to keep my video ON
64 responses
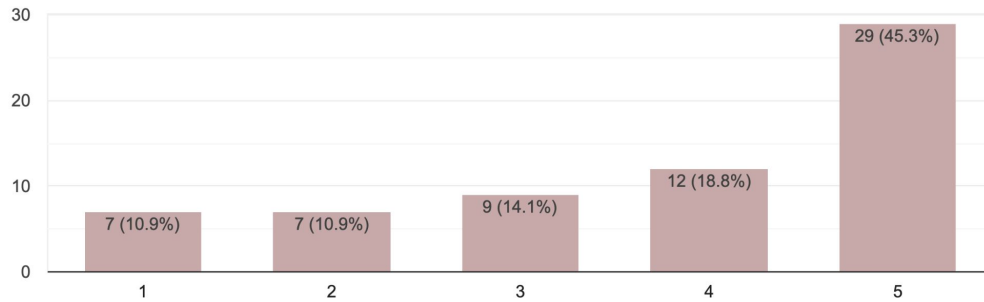
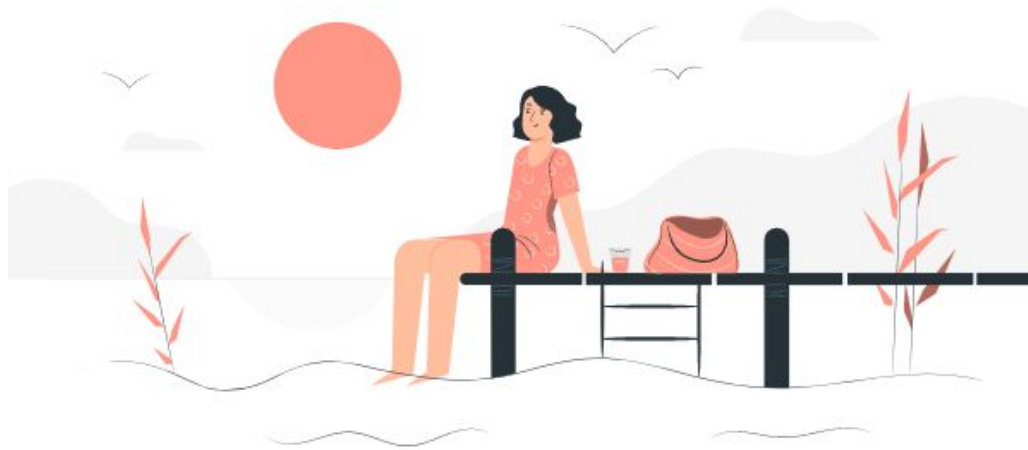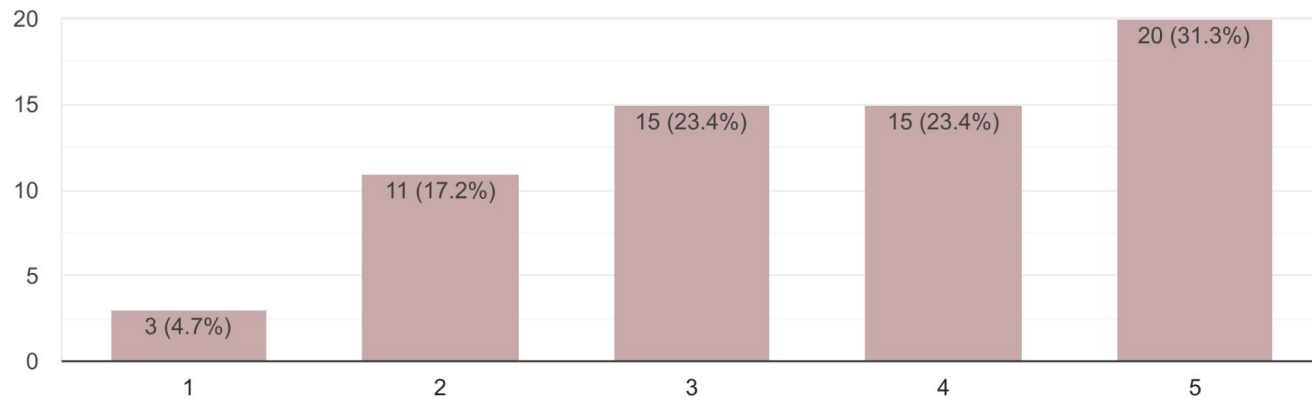**When I keep my video ON, I tend to communicate more effectively**
64 responses
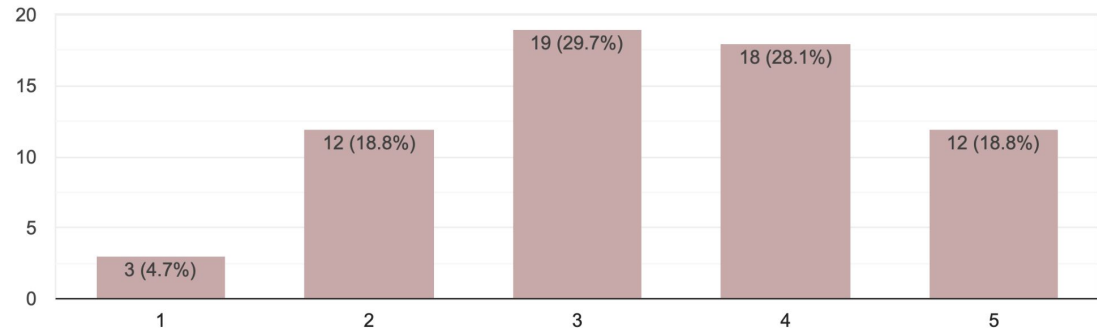
- **Participation and communication improves when video is ON**
- **While presenting, people tend to keep their camera ON for more focus**

When I keep my video ON, I tend to feel relieved after the meeting ends

64 responses

04

IMPACT & APPLICATIONS

How does this help genuine?

1. Great communication flow ➡ Improves productivity

2. Systemically adapt to the virtual work set-up in long-term

3. Reduce attrition and resignation counts especially in the great resignation period, this will eventually save the cost associated with new hiring

4. Gain reputation for being employee friendly

05
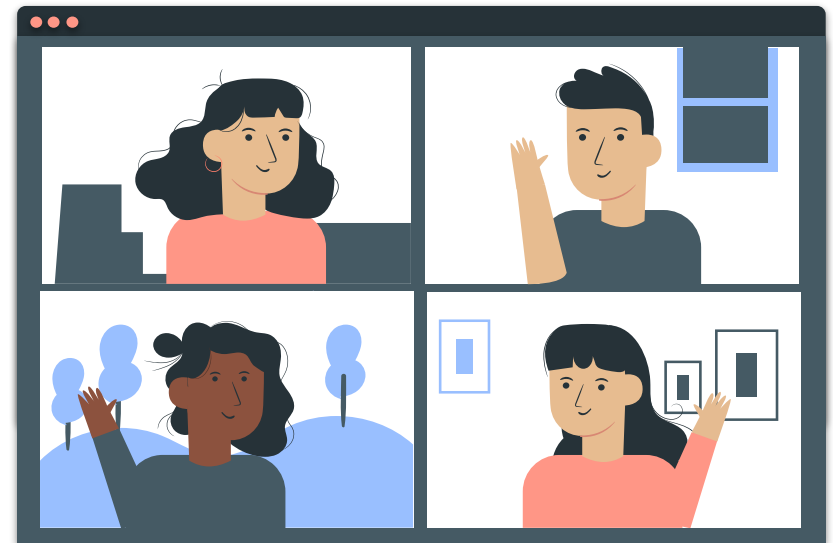
RECOMMENDATIONS

RECOMMENDATIONS

#1 **Company-wide default virtual background during virtual meets**

Why?

- Focus-group and survey participants indicated high tendency of feeling conscious about background
- Nature imagery in the virtual background elicits creative thinking and has practical benefits in workplaces
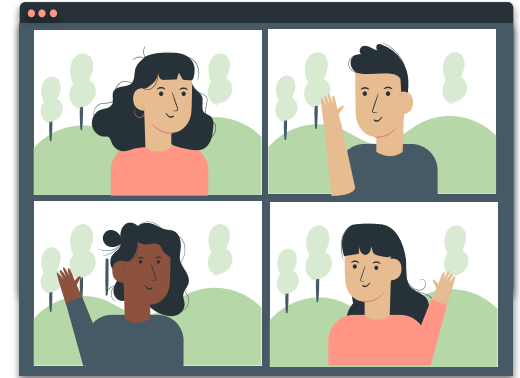
Timeline

Cost

RECOMMENDATIONS

#2 **Video ON for presenters during virtual meetings**

Why?

- Better attention and focus
- Effective communication

Timeline

Cost

RECOMMENDATIONS

#3 **Communication best practices around keeping video ON/OFF during virtual meetings**

Why?

- To make employees feel engaged
- To have open communication about the necessity of keeping video ON/OFF during certain types of meetings
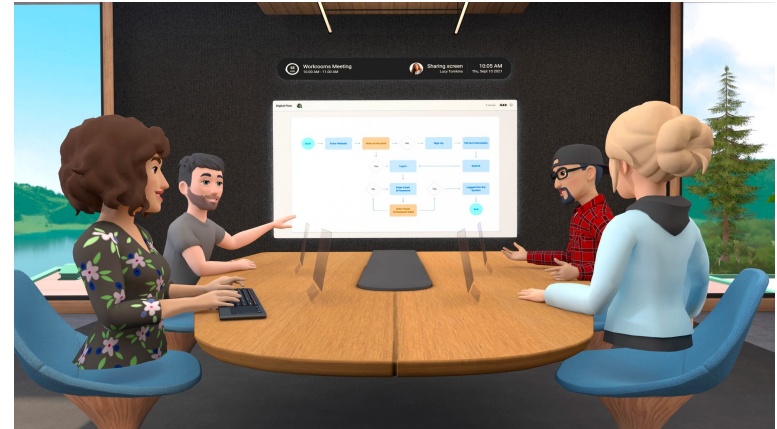- Defining agenda for meetings help in setting expectations for participants

Timeline

Cost

RECOMMENDATIONS

#4 **Implementing technology like Horizon Workrooms**

Why?

- Better communication
- Reduce distractions
- Foster in-person like collaboration

Timeline

Cost

HIGH

06

LIMITATIONS & NEXT STEPS

Limitations

1. Time constraints: the time period of 10 weeks was not enough for us to conduct extensive research
2. Small sample size
3. Lack of diverse demographics: we reached out to our first connections and the demographics were limited

Next steps

1. Get more diverse and broad data
2. Conduct a broader research through A/B testing by comparing data before and after implementing the recommendations on same set of people
3. Collaborate with companies providing video meeting platforms to conduct deep analysis of people behavior

THANK YOU!