

PROJECT_0

“THE RISE OF THE WORKER PRODUCTIVITY SCORE”

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1.

- “The Rise of the Worker Productivity Score” - The New York Times

Story by: Jodi Kantor and Arya Sundaram

Viz Developed by: Aliza Aufrichtig, Rumsey Taylor

URL: https://www.nytimes.com/interactive/2022/08/14/business/worker-productivity-tracking.html?unlocked_article_code=9U_B5jEgpzXe7T6YC3MxHaOdSq6vnUC8yCjLnCk3DEvuBe1Pok3hmLA3SpnAxlzJbqip1hg_HTgyQ3Ys1j8YEY3YPH9KJe1xmSDX3u1bBs6qp5Kqg9bRw7Dks4N7sCudrseX0PWnh8TiqRRHzW19h-N_yGIM2SwSyGCrQgEF-12TGFPdD9yaFEFXPI7krYXNCptoMjuhx7HPWSwCF9Y4TXueLseWyZpRaE2WfsVGuAlZ8rBmWVxXYyJWLke6WuHtiVkJlqsTzapvZ-lazNndDi10y-KllrWILhxI91zxYeFGhuPvh8dtmuZS1zGjw_QOLTNxmlfXmlnQKpjCvnkfk481o4_jlI7RGuH30c9NDm95Uo7m6LBHA&smid=share-url

2.

- This is an interactive viz developed by the NYT to give readers the sense of being tracked by productivity software and simulate the interactions between that software and its “clients.”



3.

- The data used in the viz comes from the computer accessing the website. It logs time on the page, percentage of the page scrolled, count of mouse clicks, count of keystrokes, logs time *no activity* is detected, and calculates the percentage of time the user is active.

MACINTOSH MAC OS 10.15.7 SAFARI 14 AUGUST 26, 2022 10:25:11 AM

Nice work staying on track.

But workers told us that monitoring software is inaccurate because it doesn't capture offline activity.

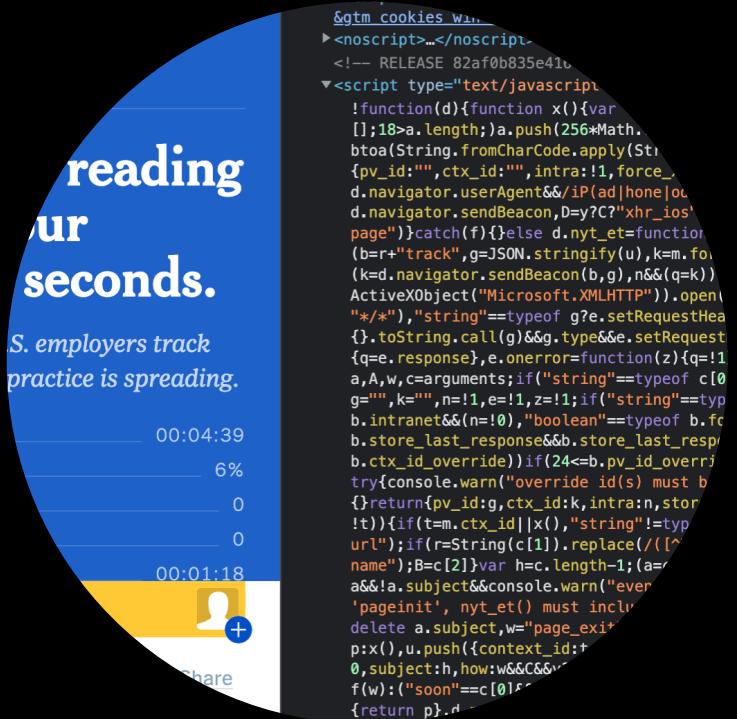
TIME	00:07:26
SCROLLED	26%
CLICKS	0
KEYSTROKES	2
IDLE	00:00:06
ACTIVE	98%

YOUR GRADE

Pending...

4.

- The viz was created with css, svelte, html, and javascript.



5.

- Some pre-attentive attributes I noticed were:

Use of color, font, and motion- High saturation color, sans-serif type that are used being conveyed as sort of a “hipster app design.”

MACINTOSH MAC OS 10.15.7 SAFARI 14 AUGUST 26, 2022 10:55:53 AM

Your manager will be in touch.

Is there something you want to tell us?

YOUR FINAL EVALUATION

 At least 60% active

 Reading time suggests comprehension

 Submitted headshot

GRADE

Poor

6.

- The viz uses data derived from metrics used in real productivity software such as time on page, idle and active time, and webcam control.

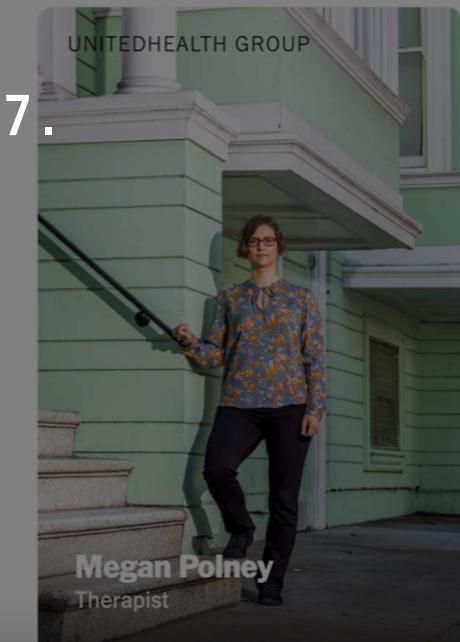
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nursing home

Status: Idle



- One visual encoding is the use of a status bar at the top of the page as you read the story. If you stop scrolling or moving your mouse for ~30 seconds the status bar turns yellow and changes to Idle. The creators also use scrolling animations that interrupt you to give feedback about your “performance.” This is done to replicate the feeling of being tracked by productivity software.

8.

MACINTOSH MAC OS 10.15.7 SAFARI 14 AUGUST 26, 2022 10:39:37 AM

Hi again. Are you getting distracted? It took you 20 minutes and 59 seconds to reach this section.

These kinds of numbers have consequences, even when they're wrong. Inaccurate "idle time" has affected some workers' pay.

9 .

- I think this visualization was very tastefully done, it was kept simple, it worked very well with the story, and it doesn't store any data, it just helps tell a story.

10.

- The purpose of the viz is to help tell a story and is a clear example of how applying visualization or interactivity can improve reporting.

MACINTOSH MAC OS 10.15.7 SAFARI 14 AUGUST 26, 2022 10:43:21 AM

You read at a reasonable pace with a few interruptions.

Your focus wasn't perfect, but we've seen worse.

YOUR FINAL EVALUATION

Less than 40% of time spent idling

Reading time suggests comprehension

Submitted headshot

GRADE

Acceptable

11.

- For me, the insight I drew from this viz was the double-edged nature of data. It can be used to shed light where there wasn't any before or to grow a business, but it can be used to atomize individuals, in this case, by invading their privacy, dividing groups on “arbitrary appraisals”, and can be wielded by those seeking to control others.