Organizational routines

Data entry is often seen in isolation, whereas it is part of a wider organizational context. Data entry in these finance offices can be seen as an organizational routine (Feldman & Pentland, 2003): it is a core pattern of interdependent activities and involves multiple actors.

Feldman & Pentland (2003) make a distinction between the ostensive and performative aspect of a routine. The ostensive aspect is the structure and is often used by outsiders to describe a routine, whereas people doing the activity tend to describe the performative aspect, which is the specific actions taken by them when carrying out the routine.

In this respect, the different sequences of the data entry task which are often studied in lab studies can be seen as the ostensive aspect. The perfomrative aspect may

Multiple devices

Two screens

Multiple information sources

Hotel bookings