IC

INNOVATION COFFEE

DIGITAL WELLBEING

COME MIGLIORARE IL TUO BENESSERE
UTILIZZANDO LA TECNOLOGIA
IN MODO CONSAPEVOLE

20 APRILE 2022

INTESA SANPAOLO
INNOVATION CENTER

chi sono

Alessio Carciofi

- Professore in Marketing & Digital Wellbeing UNIPI
- Senior Corporate Wellbeing advisor
- Autore di libri e podcast su come la tecnologia impatta la nostra vita

Aiuto persone, famiglie e aziende a vivere una vita più sana e più felice con la tecnologia.

DIGITAL wellbeing

chi ero

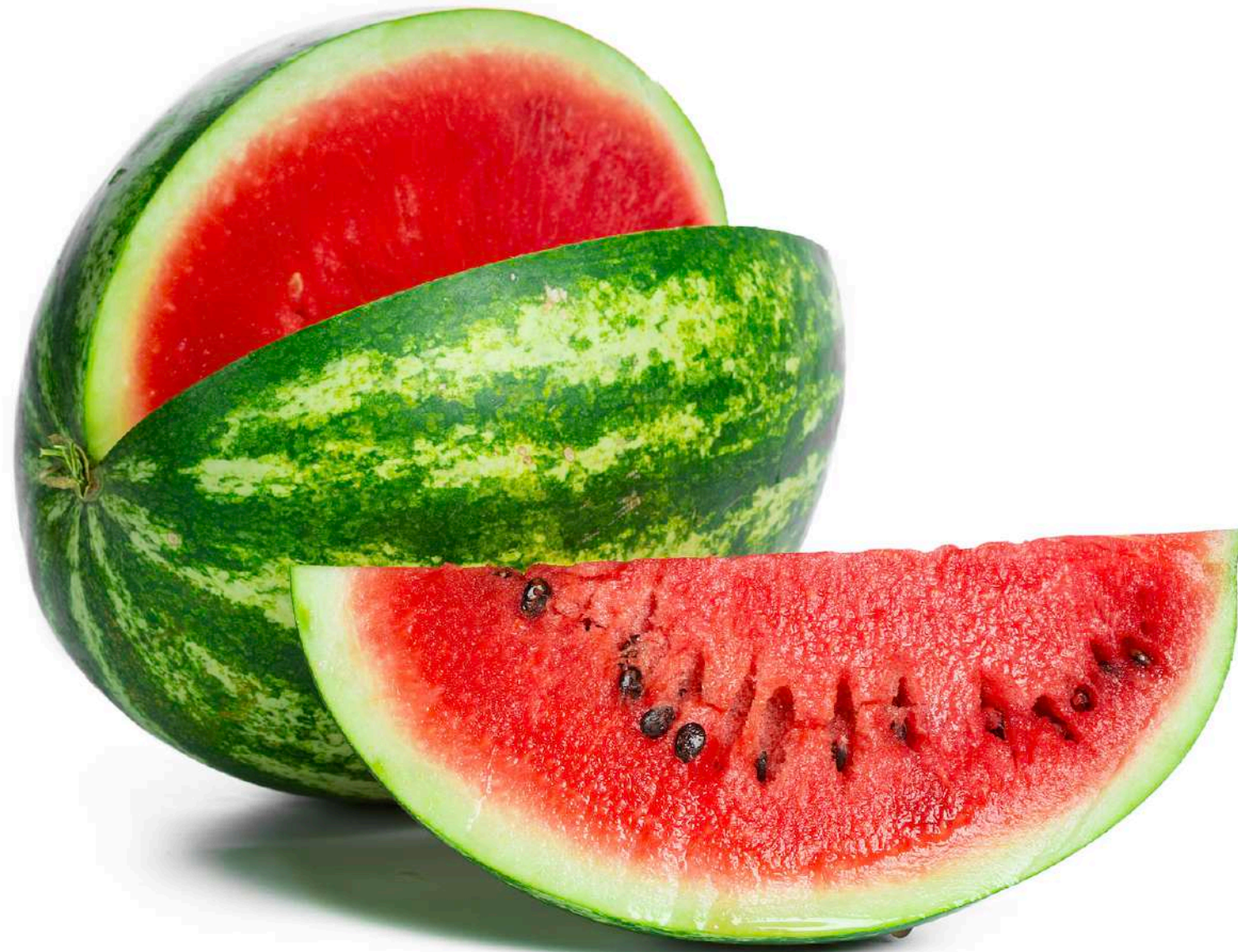Per capirlo sono dovuto passare sulla "mia esperienza" di:

- calo di produttività, fatturato
- burnout
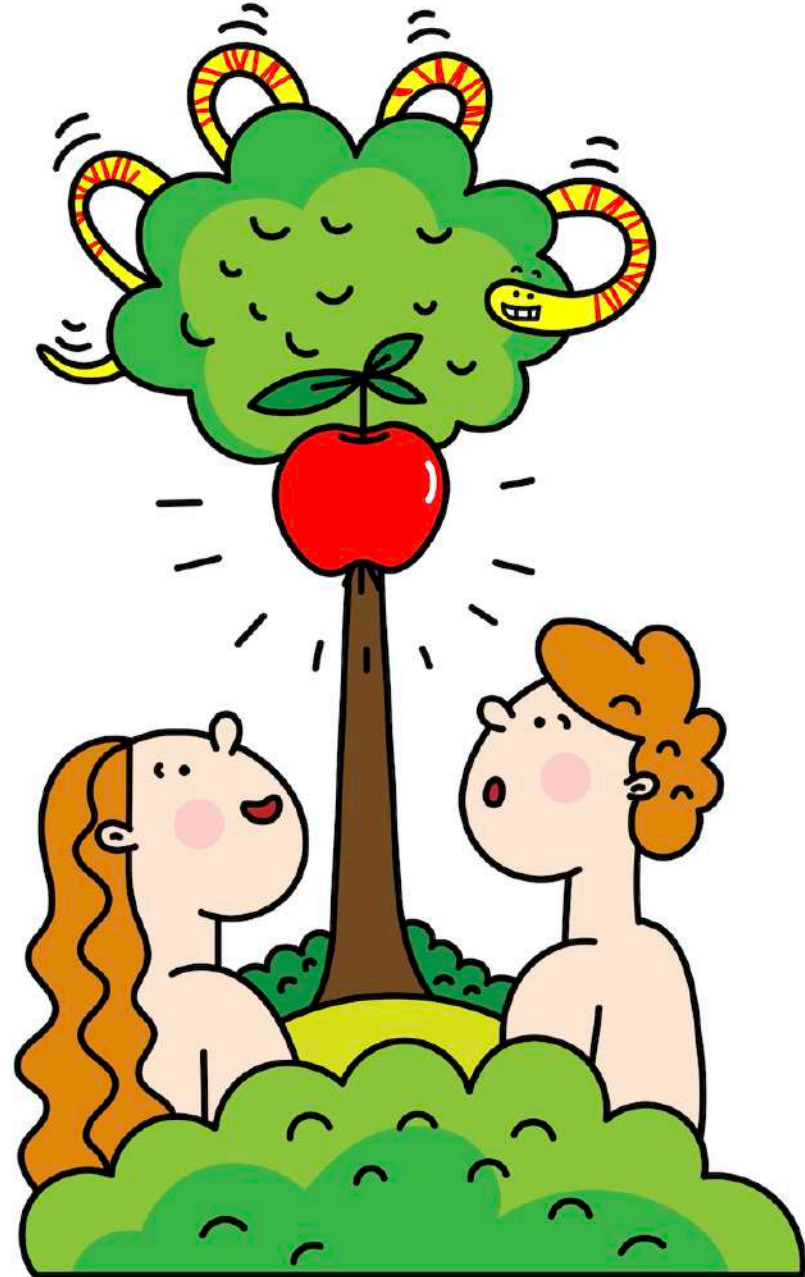- insonnia

STOP ✋🏻

i miei maestri ❤️

che tu ne sia consapevole o meno, la tecnologia ti insegna costantemente a comportarsi in modi nuovi.

serpente
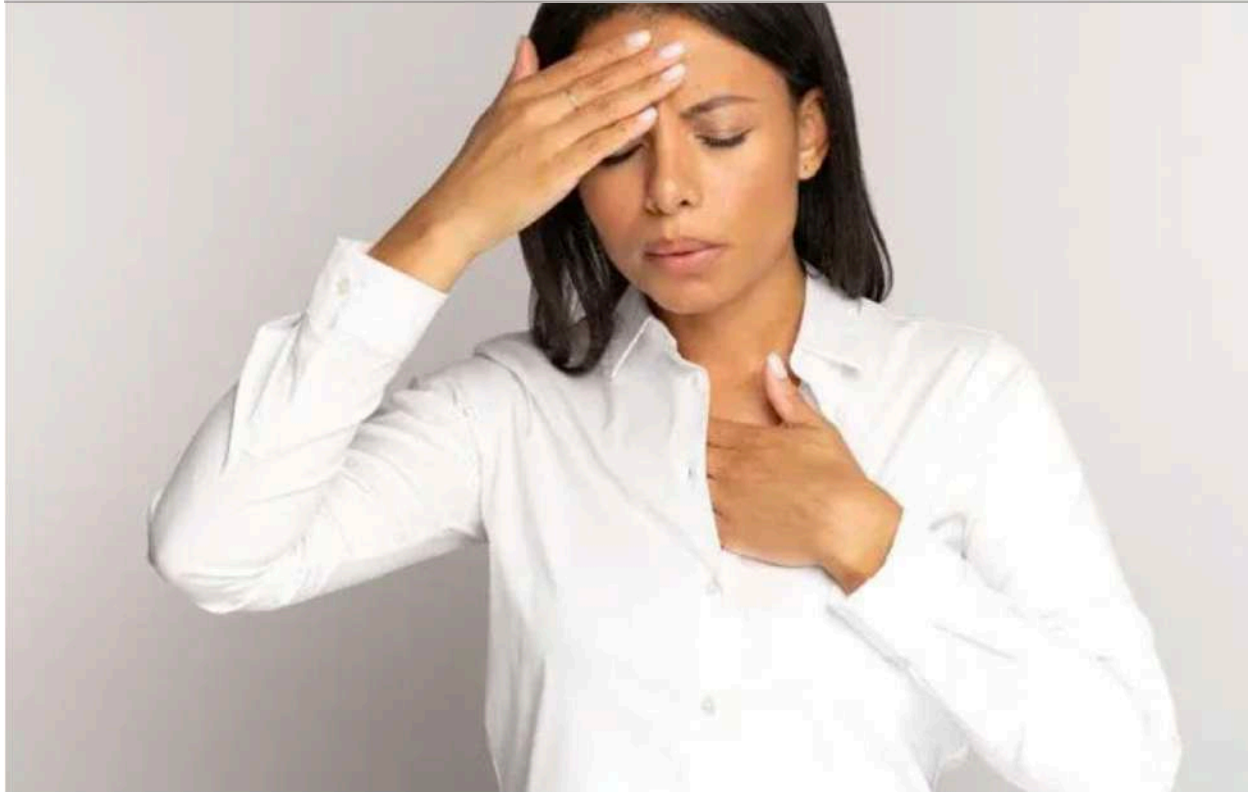giardino digitale
dell'Eden

Quale impatto hanno le tecnologie digitali sui noi stessi, sui *rapporti, valori e lavoro*?

tecnostress e overworking sono le
tipiche ripercussioni del lavoro moderno,
con un'incidenza rispettivamente del 28% e
17%
sul totale degli smart worker nel 2021

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Disconnessione

"Mi sento scollegato dal mio team e da me stesso"

Sbilanciamento delle priorità

"*Tutto* è urgente"

Impossibilità di concentrarsi

Reattività e Distrazione

"Continuamo a spegnere incendi"

Spreco di tempo e risorse

Turnover

Mancanza di Creatività, Empatia e Divertimento

Voci nascoste

Paura
Giudizio
Cinismo

Burnout

Stress costante

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CORRIERE DELLA SERA
CRONACHE

LA RICERCA
1 marzo 2023 - 19:20
Il sondaggio: « Sei giovani lavoratori su 10 soffrono di disagi emotivi per esaurimenti da burnout e pressioni»

burnout

Toxic Culture Is the Largest Culture Gap Between Women and Men

An analysis of 600,000 Glassdoor reviews from 2020 and 2021 shows how women and men experience corporate culture differently. The vertical axis shows the percentage of women who mentioned a topic in their reviews, and the horizontal axis measures relative sentiment, or how much more or less positively women talked about these themes compared with men.
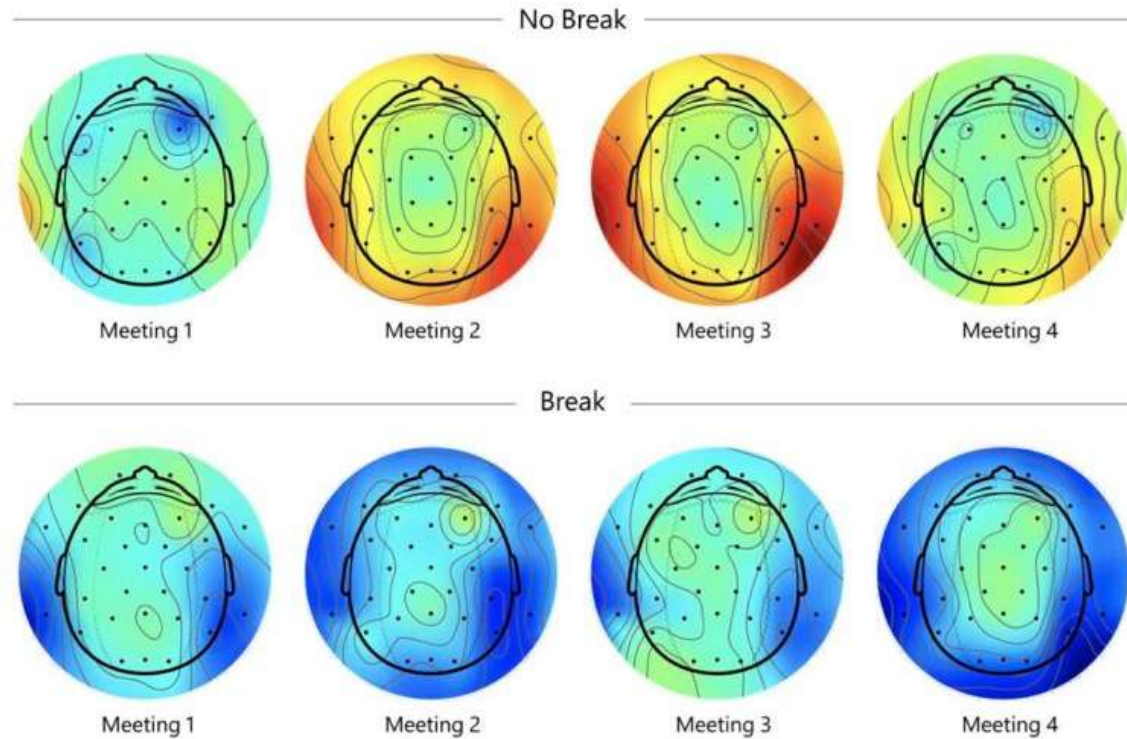
Una **cultura tossica** "è il principale motivo per l'abbandono"

"Oggi ho avuto giusto il tempo di fare pipì tra una call e l'altra"

Your brain works differently when you take breaks

Taking time out between video calls prevents stress from building up.

No Break

Meeting 1   Meeting 2   Meeting 3   Meeting 4

Break

Meeting 1   Meeting 2   Meeting 3   Meeting 4

An EEG cap to monitor electrical activity in the brain

Average beta activity across research subjects during four meetings

Less stress   More stress

non recuperiamo più

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DO YOU HAVE ENOUGH TIME?

YES, ENOUGH TIME
20%

NOT ENOUGH TIME
80%

HARVARD
BUSINESS SCHOOL
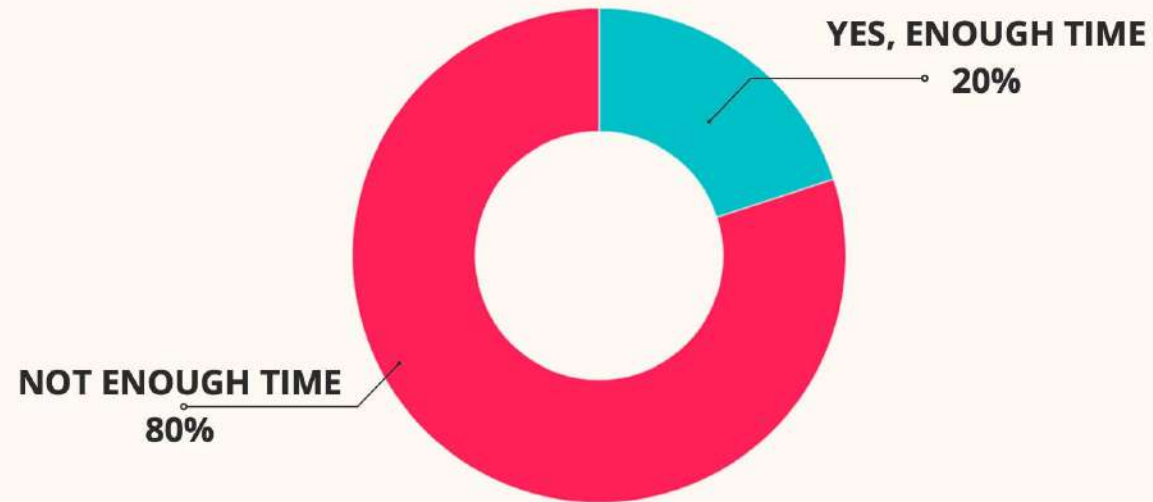
time scarcity
l'80% ritiene
di non avere tempo

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Digital overload is real and climbing

One year in, time spent in meetings and chats sent per person each week continues to climb.

148%
Meetings
Weekly meeting time has more than doubled for Teams users and is still rising

40.6B
Email
Increase in number of emails delivered in February 2021 vs. February 2020
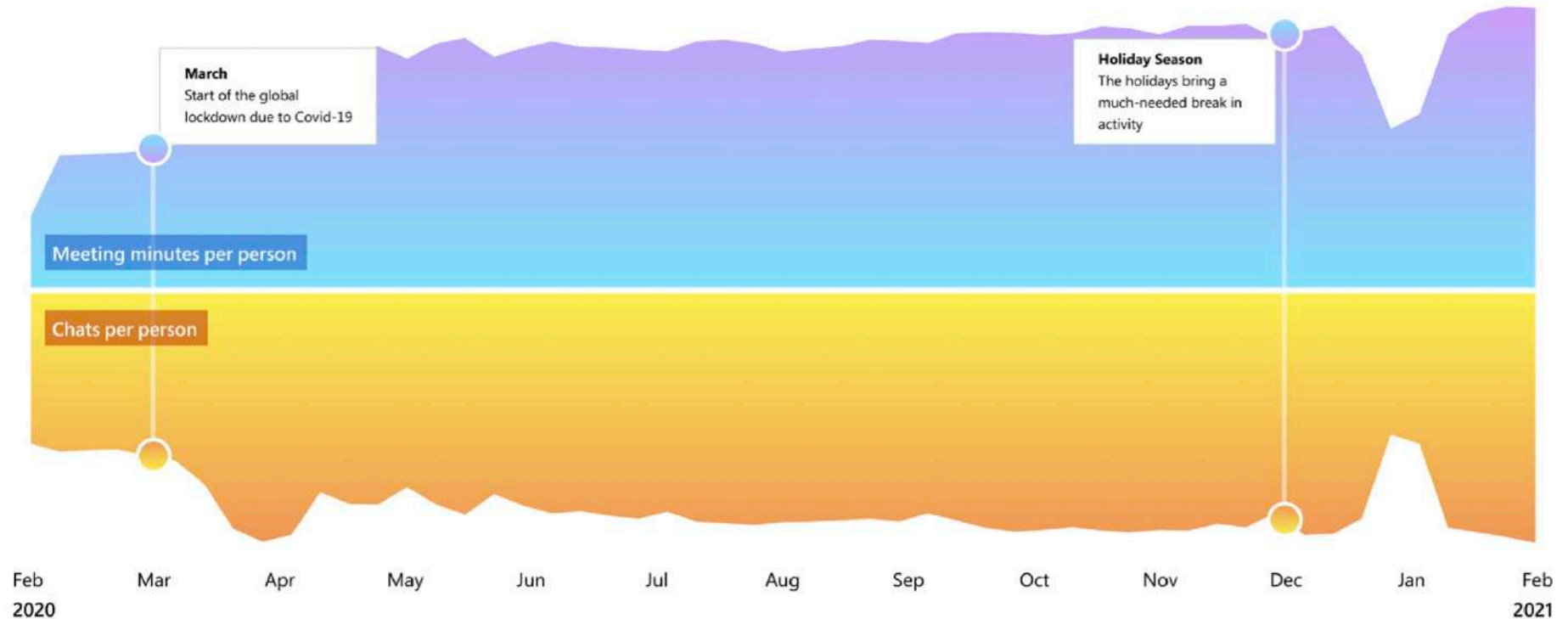
45%
Chat
Weekly Teams chats per-person are up 45% and still rising

66%
Docs
Number of people working on Office documents is up 66% year over year

March
Start of the global lockdown due to Covid-19

Holiday Season
The holidays bring a much-needed break in activity

Meeting minutes per person

Chats per person

Feb 2020 — Mar — Apr — May — Jun — Jul — Aug — Sep — Oct — Nov — Dec — Jan — Feb 2021

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costi
personali
aziendali
sociali

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ABSTRACT
We performed an empirical study to investigate whether the context of interruptions makes a difference. We found that context does not make a difference but surprisingly, people completed interrupted tasks in less time with no difference in quality. Our data suggests that people compensate for interruptions by working faster, but this comes at a price: experiencing more stress, higher frustration, time pressure and effort. Individual differences exist in the management of interruptions: personality measures of openness to experience and need for personal structure predict disruption costs of interruptions. We discuss implications for how system design can support interrupted work.

Author Keywords
Multi-tasking, interruptions, experiment, context

ACM Classification Keywords
H5. Information interfaces and presentation: H.5.2 User Interfaces: Theory and Methods

INTRODUCTION
The role of interruptions in the workplace has begun to receive a lot of attention in HCI in the last few years. Empirical studies have focused on identifying the extent of interruptions and how they affect tasks [6], the recovery of tasks after an interruption [3, 9], and timing of interruptions, e.g. [1]. Spurred on by these field and laboratory studies systems have been developed to help people manage interruptions (e.g. [3]. Yet as more studies in multi-tasking and interruptions emerge, so do conflicting ideas on how interruptions might affect work.

effects might be more nuanced: in a field study their informants reported that interruptions of the same context as the current task were beneficial, whereas interruptions of a different context than the current task were disruptive.

We decided to investigate the different perspectives raised by these studies. Interruptions during the course of the workday might be of the same context as the current task at-hand or they might be random, related to other topics. If indeed interruptions as the same context as the task at-hand are beneficial, then this has important implications for system design. For example, systems might be designed to help colleagues gear their interruptions to others so as to match the context of their tasks.

We were interested in measuring the *disruption cost* of interruptions. One type of a disruption cost is the additional time to reorient back to an interrupted task after the interruption is handled. These previous studies introduce conflicting notions as to whether the interruption context is related to a disruption cost. For example, one might be working on a paper and be interrupted by a completely different topic, such as a question about a budget. If an interruption has a different context than the current task at-hand, this could introduce a disruption cost as it involves a cognitive shift of context to attend to the interruption, and then one must reorient back to attend to the interrupted task. On the other hand, one might be interrupted by a question that concerns the same context as the paper one is working on. This might be beneficial but if the context of the interruption and primary task are similar, this could lead to interference with the primary task [5] and in this way may introduce a disruption cost. A third possibility is that the

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email, **virtual meeting &** chat

wellbeing

CEO trascorrono il 72% del loro tempo di lavoro in meeting

Harvard Business Review

Spotlight Series / The Leader's Calendar

Subscribe

How CEOs Manage Time

Time is the scarcest resource leaders have. Where they allocate it matters—a lot. by Michael E. Porter and Nitin Nohria

From the Magazine (July–August 2018)

⚠️ io la invio, poi lei/lui mi risponde quando vuole

scusami
~~se ti rispondo ora~~

❌

scusami
se ti rispondo ora

✅

eccomi a te
xxxxxx

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mandare le email nel week end
è pericoloso per l'effetto palla di neve

la cultura delle confusione

Perchè il *wellbeing* non tiene conto dell'impatto della tecnologia nella nostra vita?

1. **WELLBEING** ◆ **DIGITAL** 2.

DIGITAL
wellbeing
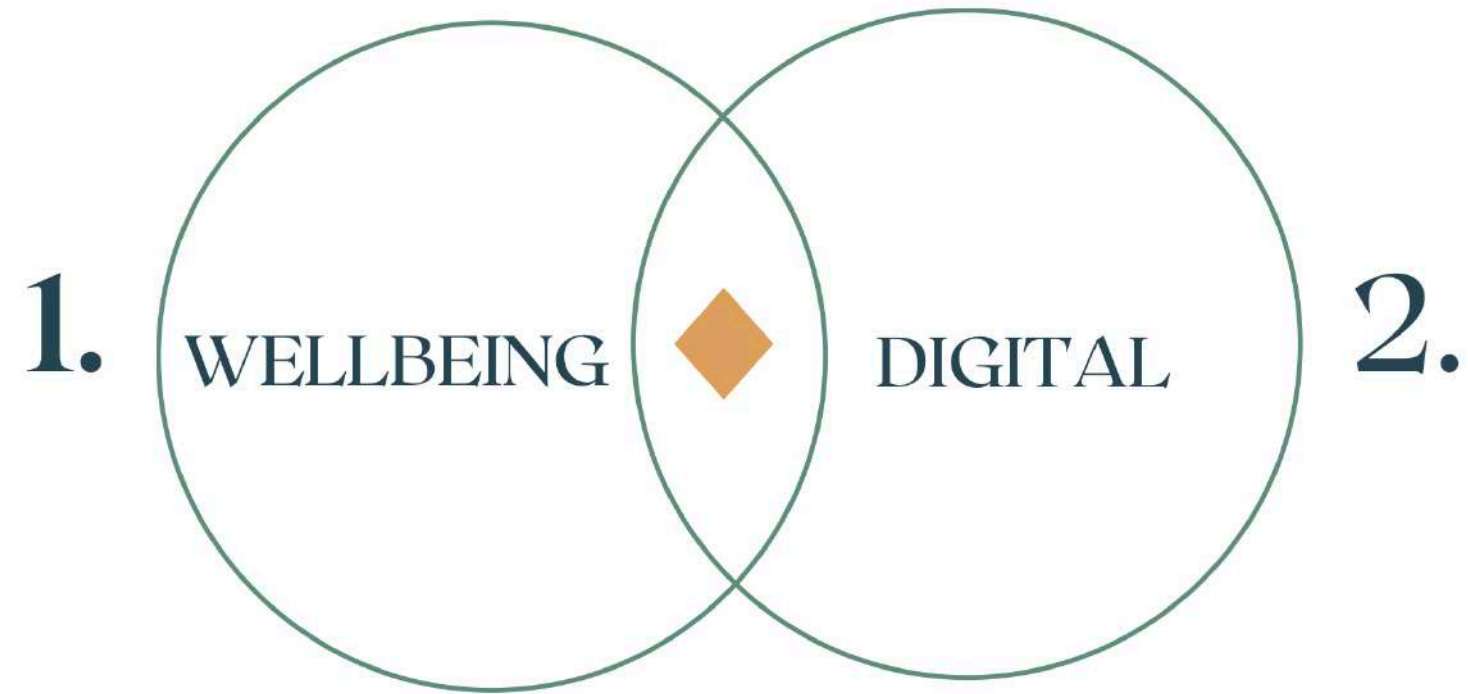
"il benessere è un problema sistemico e richiederà soluzioni sistemiche"

🥇 **wellbeing = migliori prestazioni individuali**

🥇 wellbeing = migliori prestazioni individuali

💃**wellbeing = migliore capacità talent attraction**

🥇 wellbeing = migliori prestazioni individuali

💃 wellbeing = migliore capacità talent attraction

🕺 **wellbeing = migliore capacità di talent retention**

🥇 wellbeing = migliori prestazioni individuali

💃 wellbeing = migliore capacità talent attraction

🕺 wellbeing = migliore capacità di talent retention

📈 **wellbeing = migliore performance del mercato azionario**

digital wellbeing

Per rimanere rilevanti, dobbiamo rimanere umani

Per rimanere rilevanti, dobbiamo rimanere umani

e coltivare le nostre abilità umane uniche: attenzione, creatività, compassione, empatia ...

La tecnologia viene percepita come socialmente, economicamente e ambientalmente responsabile.

Corporate Digital Responsibility.

Condivide alcuni dei principi e degli obiettivi in materia di responsabilità sociale d'impresa (CSR) e l'agenda per l'ambiente, la società e la governance (ESG).

Nel 2024 la nuova direttiva europea sulla (CSRD) sarà ufficialmente in vigore.

New rules on corporate sustainability reporting: The Corporate Sustainability Reporting Directive

On 5 January 2023 the Corporate Sustainability Reporting Directive (CSRD) [EN | •••] entered into force. This new directive modernises and strengthens the rules about the social and environmental information that companies have to report. A broader set of large companies, as well as listed SMEs, will now be required to report on sustainability – approximately 50 000 companies in total.

The new rules will ensure that investors and other stakeholders have access to the information they need to assess investment risks arising from climate change and other sustainability issues. They will also create a culture of transparency about the impact of companies on people and the environment. Finally, reporting costs will be reduced for companies over the medium to long term by harmonising the information to be provided.

The first companies will have to apply the new rules for the first time in financial year 2024, for reports published in 2025.

01

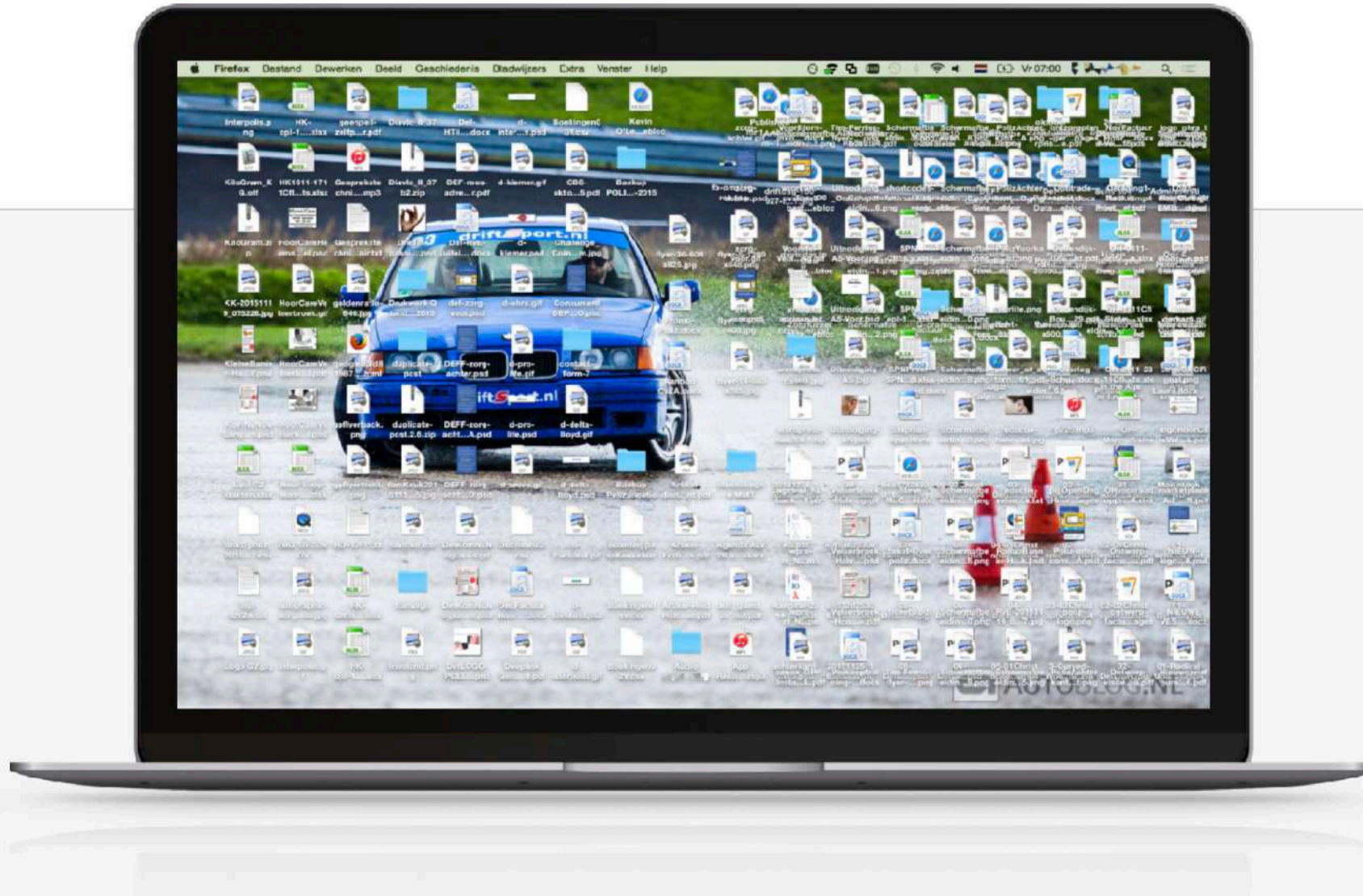*evita* di alzarti e controllare
subito lo smartphone

compra una sveglia
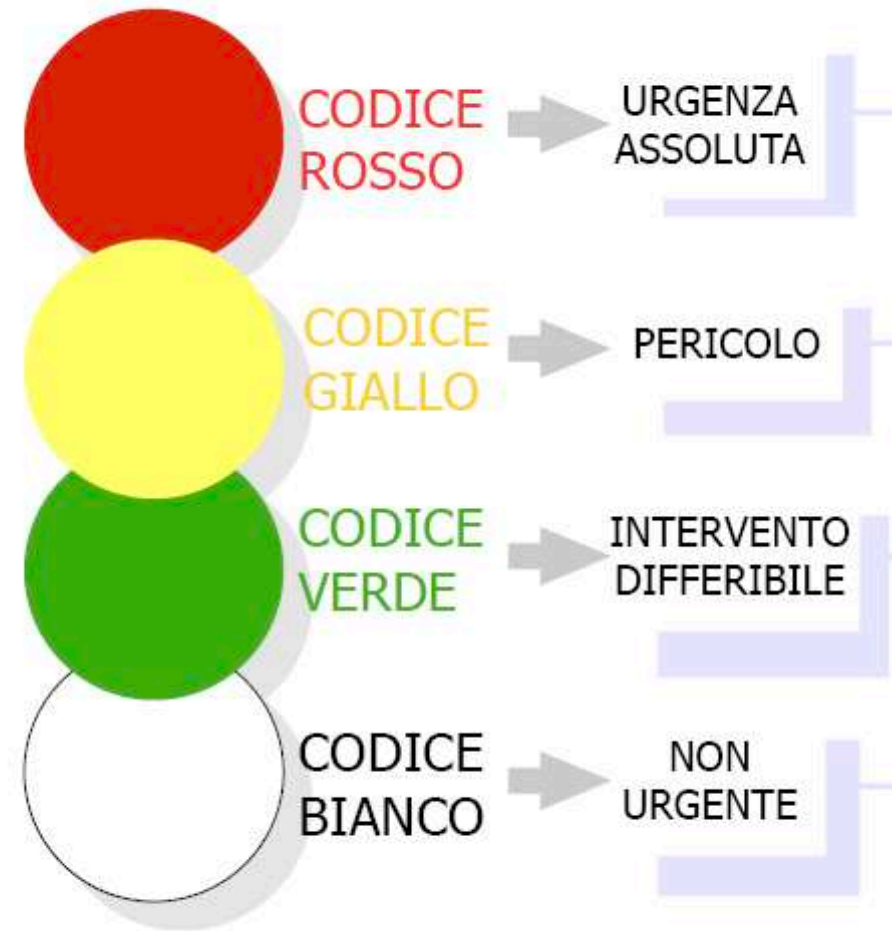
02

elimina riduci le notifiche

scala di grigi

03

zone/stanze
no tecnologia

04

triage
comunicazioni

05

digital
nutrition

06

nel week end
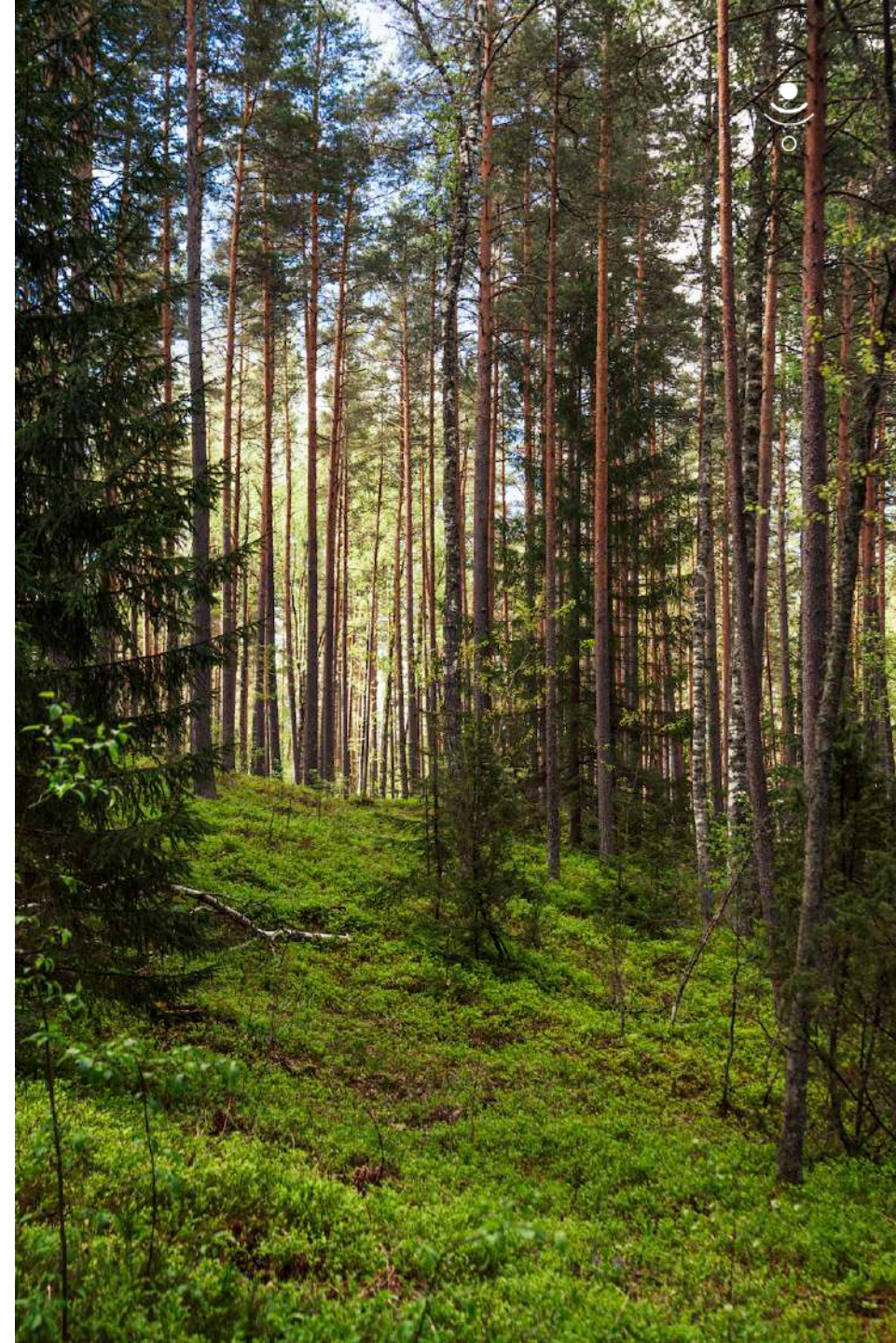## nascondi le app
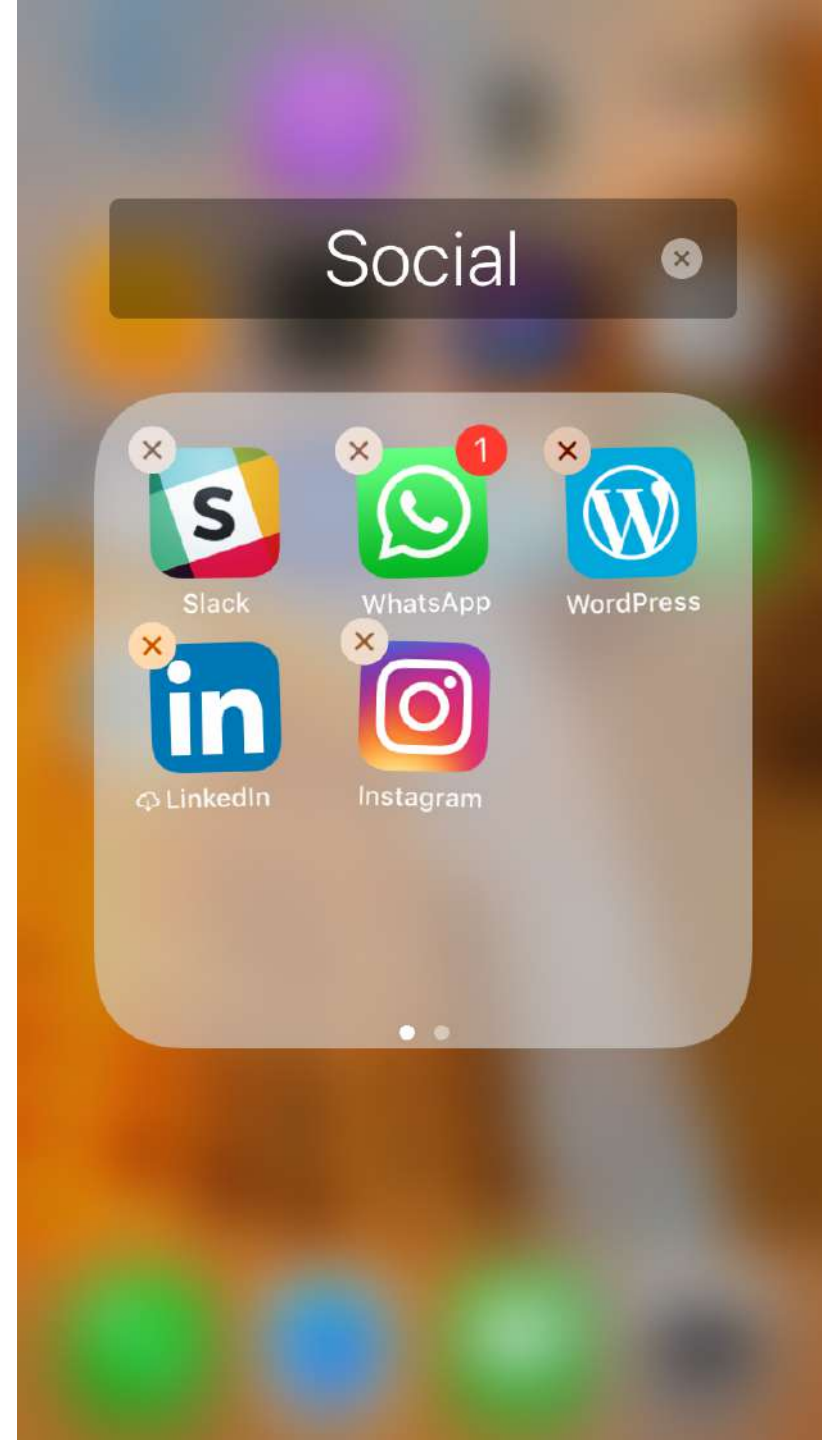
tratta le chat
come una sauna

07
RICARICA
PTO
period time off

come fare riposo attivo?

1. spostati in un nuovo spazio, ambiente

2. NON consumare nulla di "digitale"

3. usare le mani, il corpo

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per

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Grazie

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