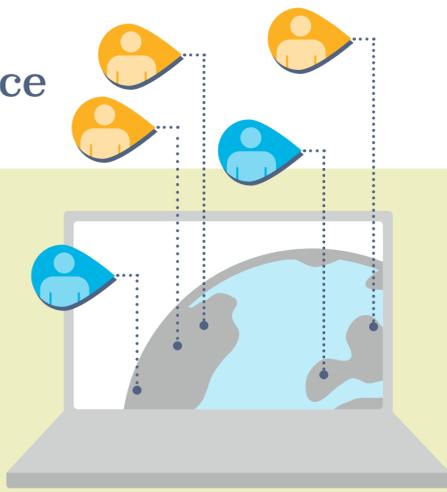


# New Study<sup>(1)</sup> Highlights 5 Challenges Users Experience in Online Collaboration

Managing virtual teams has become more and more simple with the availability of collaborative technology; but, how well is human behavior being addressed in the digital world?

This study compares two types of online collaboration:

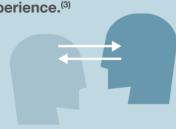


## Challenge No.1 Engagement

Creating an experience with energy, enthusiasm, and focus from the entire group is hard to do with virtual teams.



A 2014 Yale University Study found that **sharing experiences amplifies those experiences and increases a person's absorption in that experience.**<sup>(9)</sup>



## Challenge No.2 Balancing meaningful exchange with productivity

Efficiency in productivity is the number one benefit of video<sup>(4)</sup>, but is it at the expense of productive dialogue?

only **13%** of the participants felt comfortable speaking up in video

while **63%** felt comfortable in speaking up in Flipside Workspace

**Psssst!** That's almost a **500%** difference in participation!

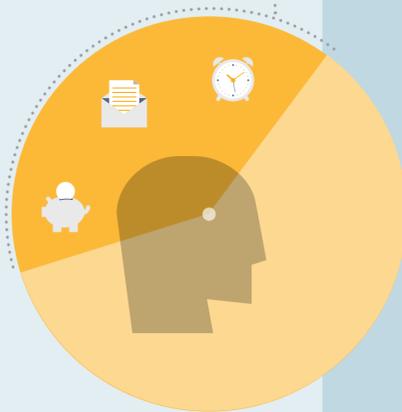
Selecting the right technology for participation matters!

## Challenge No.3 Multi-tasking... during a meeting

People who are regularly bombarded with several streams of electronic information do not pay attention<sup>(5)</sup>

**80%** are prone to multi-tasking during a video-conference

compared to only **40%** in Flipside Workspace



## Challenge No.4 Self-consciousness inhibiting participation

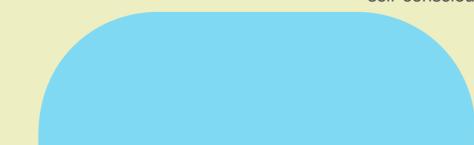
"At a funeral, most people would rather be lying in the casket than delivering the eulogy."  
- Comedian Jerry Seinfeld

Did you know... as many as 75% of people have **glossophobia**<sup>®</sup>, or speech anxiety.



**50%** of the video conference participants felt self-conscious when speaking  
of which **20%** "extremely" self-conscious

**0%** of Flipside Workspace users felt self-conscious when speaking



## Challenge No.5 Facilitating equal participation among diverse groups

Unconscious and implicit bias in meetings can impact group dynamics and collaborative participation.<sup>(7)</sup>

**10%** felt video-conferencing had an ability to eliminate bias

**Almost 100%** felt Flipside Workspace had an ability to eliminate bias

"Across the globe **there is a tremendous amount of untapped human potential**, due in many instances, to unconscious bias."

- **Billie Jean King** sports icon and human rights advocate, for workplace dynamics

### SOURCES:

<sup>1</sup> This preliminary study, conducted by Lynn Patra, an independent researcher involved with the latest, cutting-edge trends and changes in the world of work in the Information Age, was conducted for the purposes of determining the scope of a broader research study. To learn more about this study, visit [www.worklifestrategies.net](http://www.worklifestrategies.net). To view the full report, "Flipside Workspace versus Videoconferencing: Comparing User Experience of Collaborative Online Platforms", visit [www.duncancoleverria.com](http://www.duncancoleverria.com).

<sup>2</sup> Flipside Workspace is a digital workplace and online collaboration platform for business and enterprise. For more information, visit [www.flipsideworkspace.com](http://www.flipsideworkspace.com).

<sup>3</sup> "Shared Experiences Are Amplified" by Erica J Boothby, Margaret S. Clark and John A. Bargh. Published online on October 1, 2014 [http://www.yale.edu/acmelab/articles/Boothby\\_Clark\\_Bargh\\_2014.pdf](http://www.yale.edu/acmelab/articles/Boothby_Clark_Bargh_2014.pdf)

<sup>4</sup> Global Survey: The Real Benefits of Video; Polycom and Wainhouse Research <http://www.polycom.com/video-collaboration/benefits.html>

<sup>5</sup> Stanford Report, August 24, 2009 <http://news.stanford.edu/news/2009/august24/multitask-research-study-082409.html>

<sup>6</sup> Glossophobia is the fear of public speaking. [www.glossophobia.com](http://www.glossophobia.com)

<sup>7</sup> Kirwan Institute for the Study of Race and Ethnicity "State of the Science: Implicit Bias Review 2014" and "State of the Science: Bias Review 2015" <http://kirwaninstitute.osu.edu/wp-content/uploads/2014/03/2014-implicit-bias.pdf>

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