



# Battling Communication Fatigue



CAFFEINATED  
CHURCH



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## Overview for today:

- State of the union
- Stats about communication
- What is comm fatigue and its effects
- Solutions
- Q&A

# State of the union (2020 information summary)

- Back in early March communication swelled
- Stores close / reopen / change
- Employer news spiked (HR)
- Layoffs, unemployment spike
- Pandemic news surges
- Social habits change
- School closed / went virtual
- $\frac{2}{3}$  of works have made the shift to teleworking (Neilson)
- Social justice movements capture headlines
- Communication and information consumption peak

# 9-to-5 becomes the 10-to-10

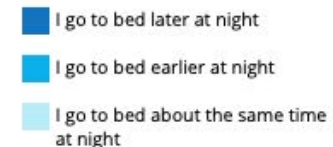
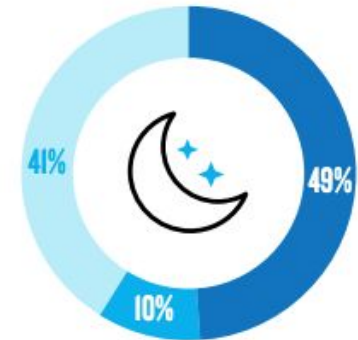
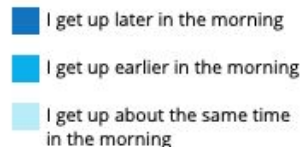
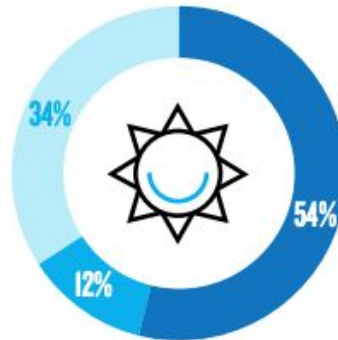
Nielsen put out a special work-from-home edition due to massive increase in daytime streaming of television and digital media. Increase of up to 39%.

At home habit shift  
communication habits.

People engage later, stay  
up later.

~~The best times to send  
email are between 10:00  
a.m. and 11 a.m.~~

## LIFESTYLE CHANGES AS A RESULT OF WORKING FROM HOME



NY Times - SimilarWeb and Apptopia, two online data providers, reveals that our behaviors shifted, sometimes starkly, as the virus spread and pushed us to our devices for work, play and connecting.

### Websites

Facebook.com

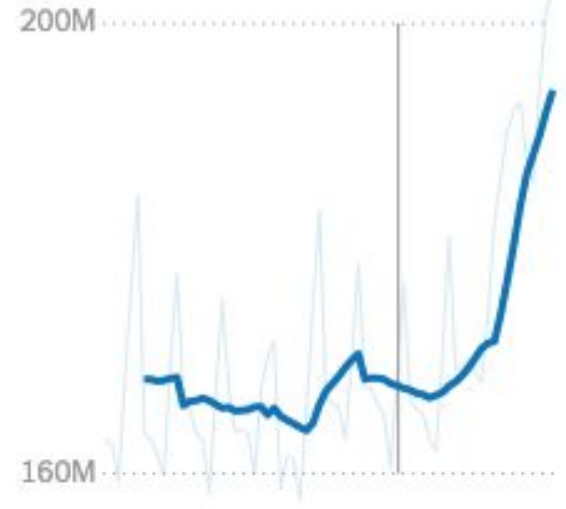
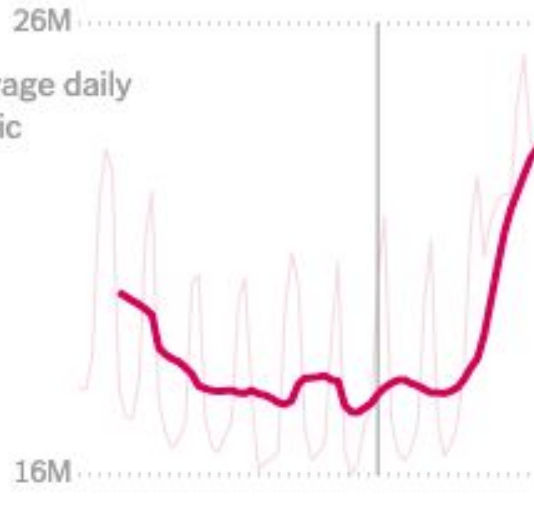
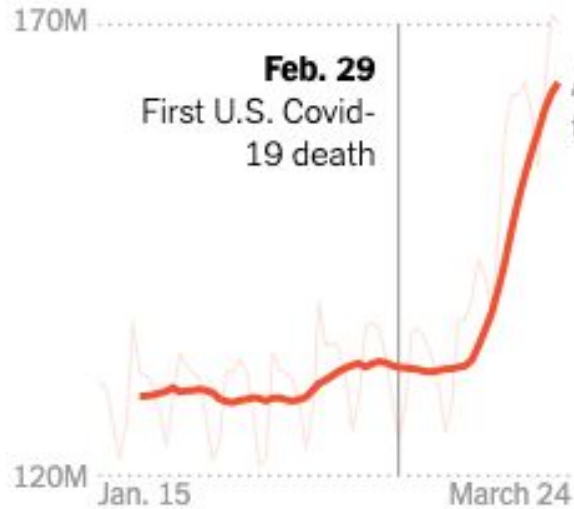
**+27.0%**

Netflix.com

**+16.0%**

YouTube.com

**+15.3%**



# The Share/Consume Syndrome

In times of crisis, the need to communicate can feel like an ongoing requirement. Everyone wants to offer breaking news. Sharing floods the channels.

- News consumption is up 25% (Neilson)
- Social media use is up 25% (Apptopia)
- Streaming services are up 39% (Neilson)

Trust in sources of communication senders have changed: (Edelman Trust)

- Employee communication leads
- Journalism is up, slightly and focused on local
- Government is down :(

# The Email Paradox (Open Rates)

Oracle -- in 2019 email open rates were dropping (since 2015)

2020 -- email open rates are way up, but engagement is way down.

Most marketers reporting that open rates are higher, but not seeing the same follow through.

- COVID-related subject lines
- Solution-related services
- More time spent on email (no commuting)
- Desktop views are up, mobile is down (people less “mobile”)

# The Email Split (Personal vs Work)

The average American has 1.75 email accounts...

- The average American receives 60 to 100 emails per day (work/personal)
- The average American sends about 40 emails per day

It's more common for the average person to have two accounts:

- Work email
- Personal email

Open rates vary per email account based on subjectmatter.



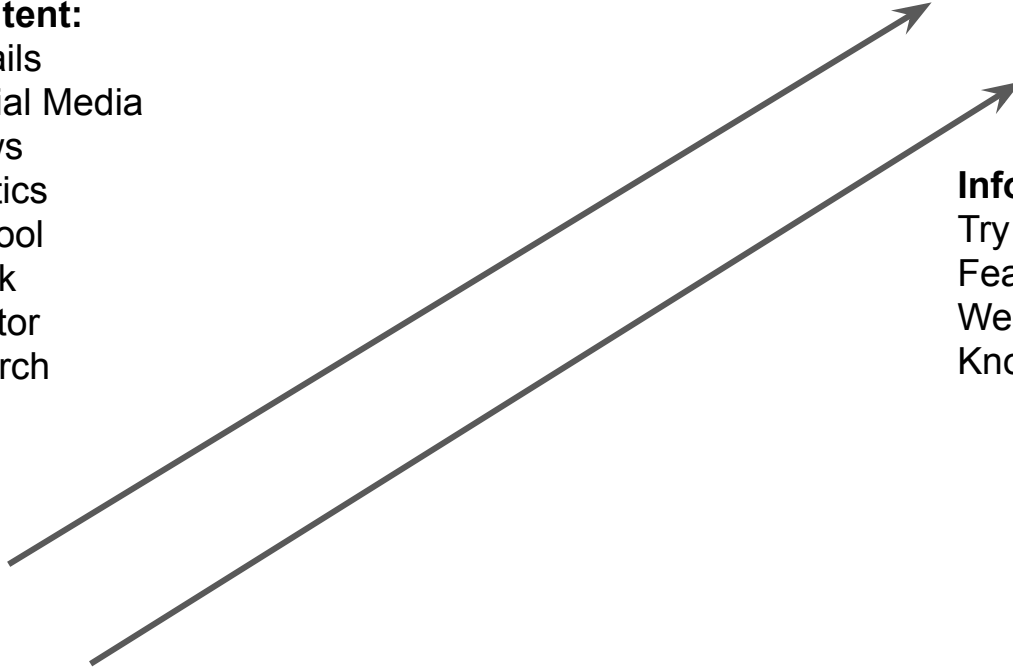
# Communication Fatigue

## **Content:**

Emails  
Social Media  
News  
Politics  
School  
Work  
Doctor  
Church

## **Information Anxiety:**

Try to know it all  
Fear of missing out  
Well-informed decision making  
Knowing critical data



# Communication Fatigue

## **Content:**

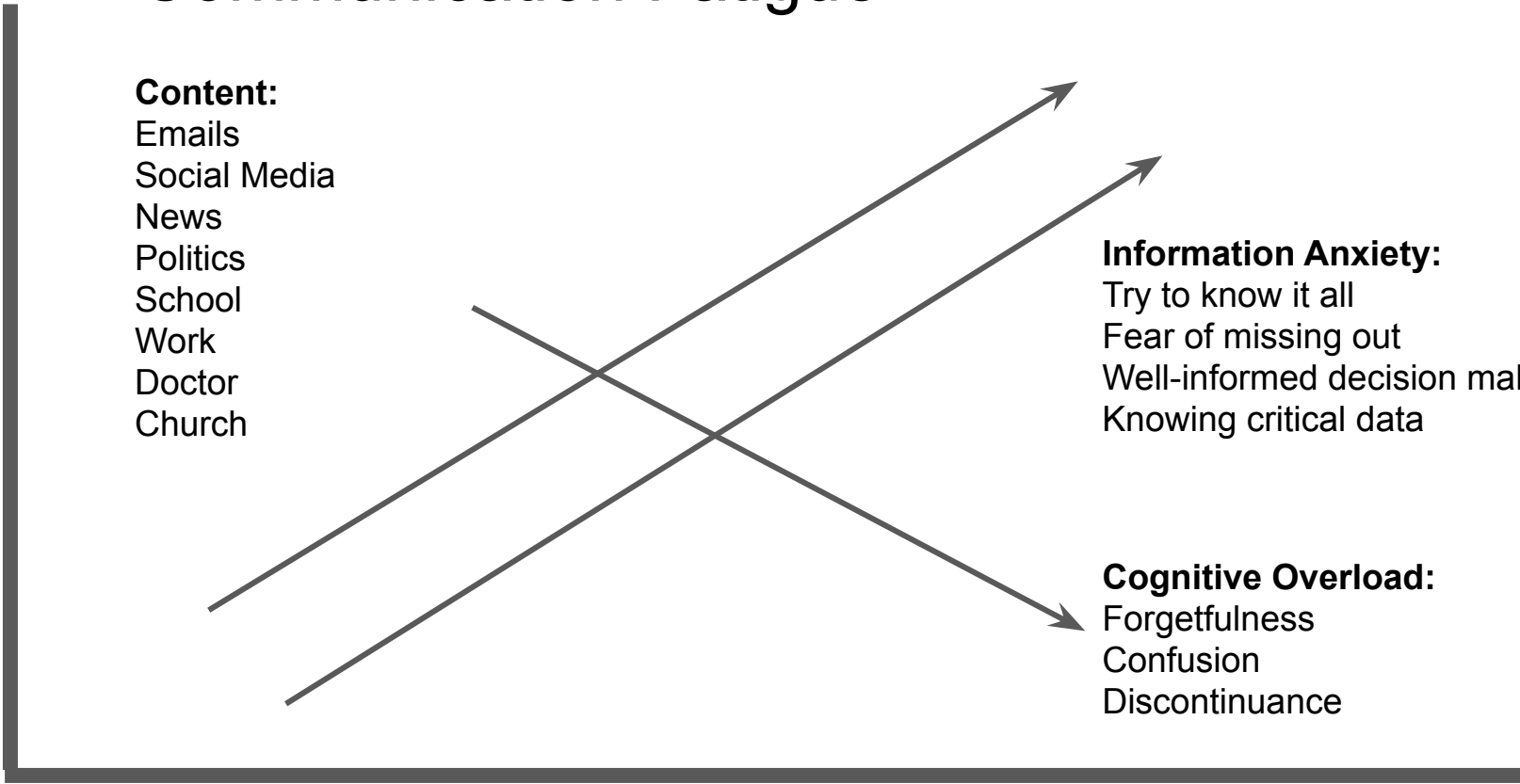
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## **Cognitive Overload:**

Forgetfulness  
Confusion  
Discontinuance



# You Now Have a Shorter Attention Span Than a Goldfish



2015: Researchers in Canada surveyed **2,000 participants** found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from **12 seconds to eight seconds**. Less than a goldfish (9 seconds)

# Age Gap in Information Consumption

The survey also confirmed generational differences for mobile use; for example, 77% of people aged 18 to 24 responded

“When nothing is occupying my attention, the first thing I do is reach for my phone,” compared with only 10% of those over the age of 65.



Everyone approaches  
information overload  
differently.

# Share crucial information.

- Think in terms of updates
- Declutter the newsletter
- Prioritize safety and procedures
- How will this affect the recipient?
- Tie in critical local news
- Give way to spokespersons and leaders



# Consider the frequency.

- Quantity does not equal quality
- Collapse multiple emails into a single email
- Shorten content for skimmers and scanners
- Push regularly (have a content calendar)
  - 40% of small organizations send at least one mass email per week (Adweber, Forbes)
  - 30% send at least one mass email per month (Adweber, Forbes)
- Pull occasionally (ask members how much is too much)
- Your analytics are your best friend right now



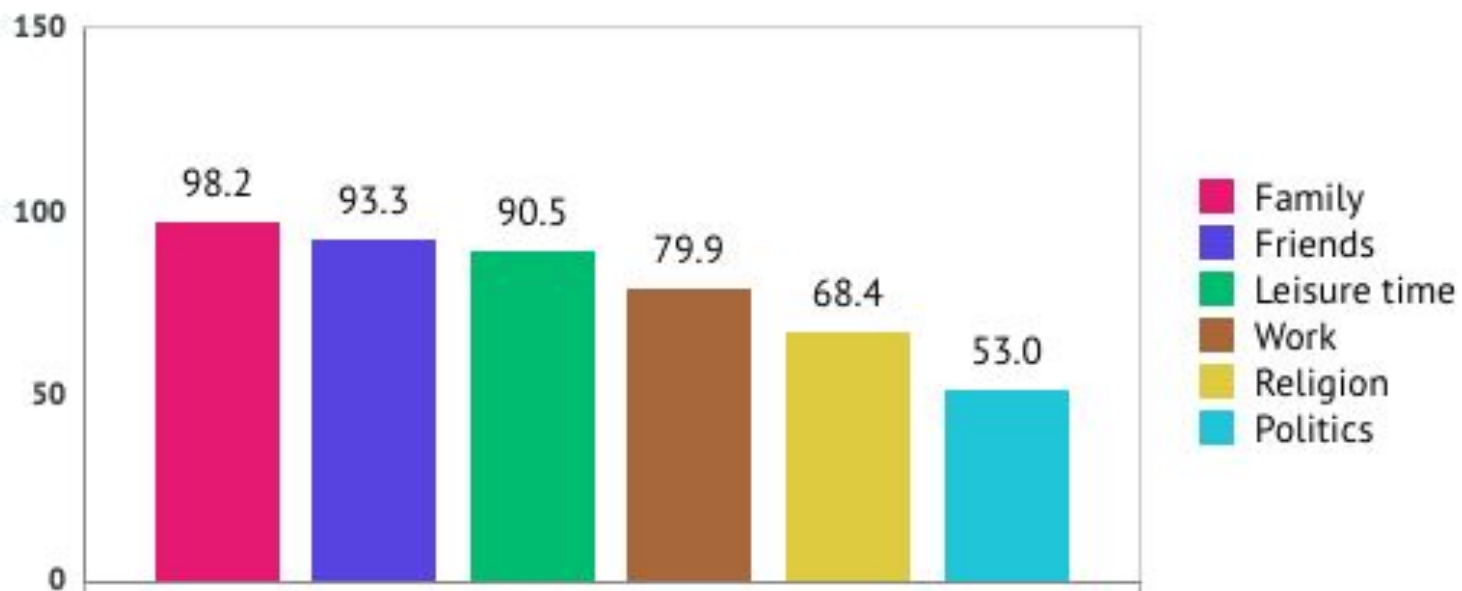
# Add value to your message.

- **Personalization** is key. (Prashant Bhatia, Forbes 2020)
- Speak to the **values** of your membership (what do they want to see?)
- How does your message **help** your audience?
- Give them **something to do** in every message
- Data-driven world priorities (Knoema) rank information importance. (next slide)



## United States Ranking of Values

Combined share of "Very Important" and "Rather Important" responses



# Diversify communication channels.

Think beyond the email newsletter...think beyond the normal.

How can you engage on other platforms like:

- Youtube
- Instagram
- Text Message
- Print/Mail



# Future Implications



- 2021 will likely be more of the same
- Consumers are adapting slowly
- Expect changes in content value
- Expect fatigue to normalize
- Expect technology to advance

Questions?