THE WAY WE CONSUME INFORMATION AND ITS IMPACT ON WORKPLACE COMMUNICATION

It's no surprise that the way we consume content and information has changed in recent years, in our personal lives and at work. HR teams are discovering that to communicate effectively with employees, they need to keep up.

Here are three significant ways our relationship with information is changing:

1 We use multiple devices and interact with many different types of content

Each day, the average American spends:

6 HOURS Watching Video (Nielsen)

3+ HOURS Using Apps on a Smartphone or Tablet (Nielsen)

1.5+ HOURS Listening to the Radio (Nielsen)

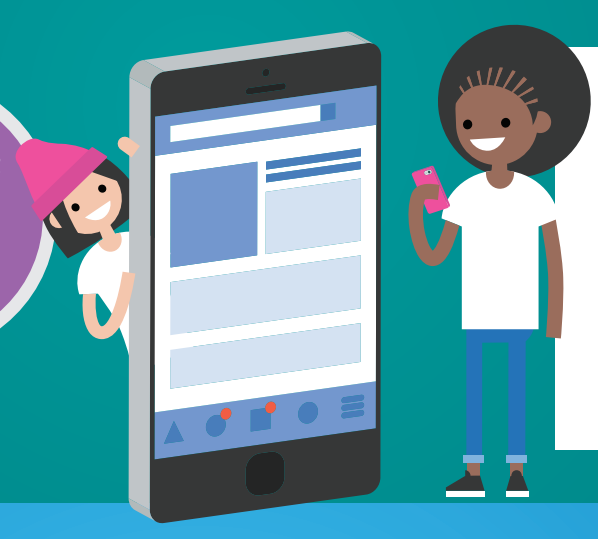
Nearly **1 in 5** American households have a smart speaker (Nielsen)

The average internet user owns **3.2** internet-connected devices (Global Web Index)

2 We consume significantly more information than we have in the past

The average American spends **11+** hours per day interacting with media (Nielsen)

This represents about **~65%** of waking hours (Gallup)



Since **1986**, there's been a **5x** increase in how much information Americans take in each day (USC)

3 We are distracted at work and beyond

Americans check their phones **46** times per day (Deloitte)

Workers check for new e-mail or instant messages every **6** minutes (RescueTime)

70.3% of Americans regularly use another device while watching TV (eMarketer)

Many of these new consumer technologies are influencing expectations for workplace communication. Today's workforce demands an employee experience that's on par with the consumer experience.

And HR professionals are reacting to these changes. Do your employee communications have what it takes to break through in today's information-rich world?

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