

Digital view: Life on the Danish Internet, October 5-11,
2009

Working Around the Clock

Activity on selected professional news websites as
indicator of after-hours work in Denmark



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“Digital view: Life on the Danish Internet, October 5-11, 2009: Working Around the Clock - Activity on selected professional news websites as indicator of after-hours work in Denmark” is written by Jon Lund.

You can download your own free copy at www.jon-lund.com. or order it at

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INTRODUCTION

Digital view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey and their demographic profiles. Data is partly published on fdim.dk.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

ACTIVITY ON SELECTED PROFESSIONAL NEWS WEBSITES AS INDICATOR OF AFTER-HOURS WORK IN DENMARK

As the penetration of internet-access and the spread of mobile phones over the past years have reached ever-increasing levels, the boundaries between work-time and leisure-time have - by the same token - become more and more blurred.

Recent reports tells about how more than half of all professionals feels obliged to keep themselves informed and up-to-date also when they're not working, leading to - among other things - higher stress-levels.

As most after-hour professional work involves computers, a hint of the actual volume of long hours can be obtained from analyzing at what time of the day activity takes place on work-related web-sites.

Selected professional news-sites

To obtain a reliable measure, nine web-sites were selected covering three different industries: finance, communications and IT.

All the websites were chosen based on an assessment of their professional character, both when it comes to the content of the sites and to information on the users actually using the sites. As for the latter, the selected websites all have an huge overrepresentation of salaried employees and civil servants with a +4 years academic degree (affinity ranging between 173 and 428).

As for the content of the selected sites, they're all niche news-websites. That is: sites you visit in order to obtain industry-specific information.

The selected web-sites are:

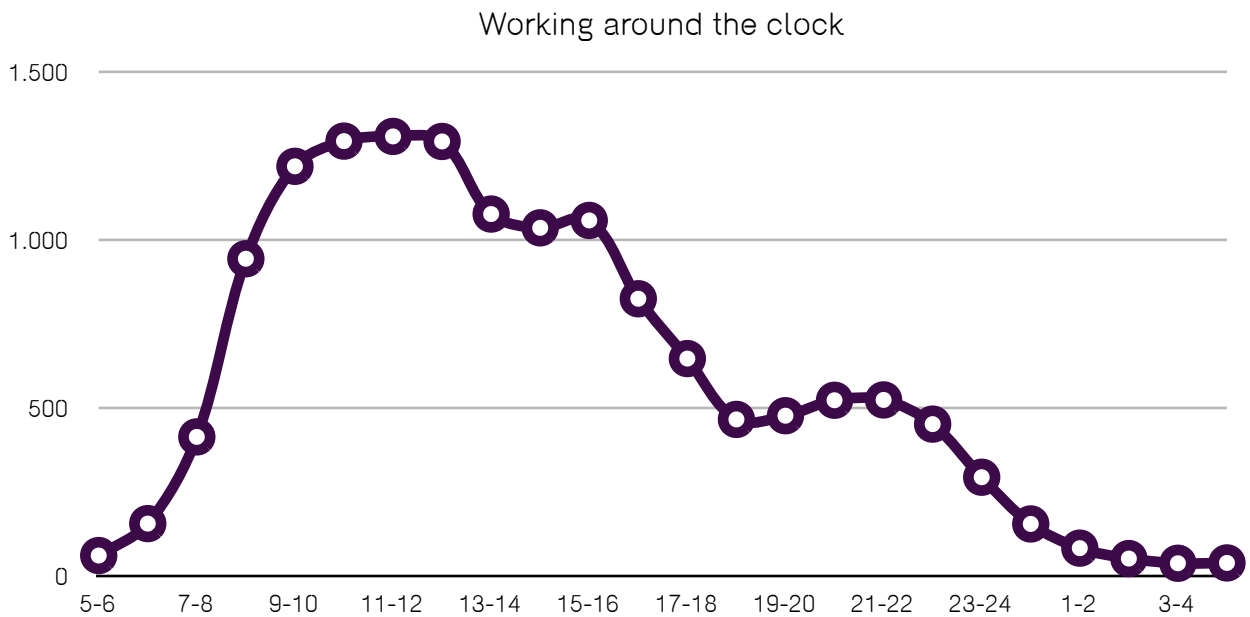
Website	Industry	Time spend, monday oct. 5 - friday oct. 9, 2009 (hours)	Affinity, + 4 years academic degree, salaried employees
Business.dk	Business/finance	16.100	190
Epn.dk	Business/finance	36.100	173
Erhvervsbladet.dk	Business/finance	2.300	236
Computerworld.dk	IT	8.050	226
Ing.dk	IT	14.100	198
Version2.dk	IT	5.350	233
Markedsforing.dk	Communications/media	700	428
Kommunikationsforum.dk	Communications/media	1.450	315
Mediawatch.dk	Communications/media	750	259

Industry, time spend and affinity of target group for selected professional news-websites. Industry categorization according to Jon Lund. Estimate of timespend according to Jon Lund. Affinity calculated on data for August 2009. Data source: FDIM/gemiusAudience realtime October 5-11 2009 and official results August 2009.

The selected sites constitutes - even when put together - only a very small subset of all sites used by Danes, not accounting for more than 1 percent of total internet usage-time.

Internet activity around the clock

Measuring out the time-spend on an hour-by-hour basis turns out basically the same picture for all selected sites. Though differences does occur, they all feature the morning peak, afternoon saturation, evening re-awaking, and nightly sleep.



Time spend on selected professional Danish news-sites, average of weekdays monday October 5 - friday October 9, 2009. Source: Calculated by Jon Lund on basis of FDIM/gemiusAudience realtime application and official results.

Internet-activity at the selected sites are falls into four fairly clearly marked periods:

1. Early morning

The day starts of at 5.00. Before office hours - that is from 5.00 to 8.00 - the traffic rises almost exponential to reach a level of nearly 1.000 man-hours at 8 o'clock.

2. Morning peak

The four hours between 9.00 and 13.00 marks the high tide of usage of the selected sites, activity reaching some 1300 man-hours an hour.

3. Afternoon saturation

At 13 o'clock activity drops to a level of some 1000-1100 man-hours spend per hour. Activity remains at this level for a total of three hours. Between 16.00 and 17.00 activity drops some 25 percent to a level of 830 man-hours, marking the end of the official work-day.

Evening re-awaking

In the early evening traffic falls to a minimum between 18.00 and 19.00, where dinner is had. After 19.00 traffic increases again to peak around 21.00, gradually taking off until 2.00 in the night, where most activity ceases.

Nightly sleep

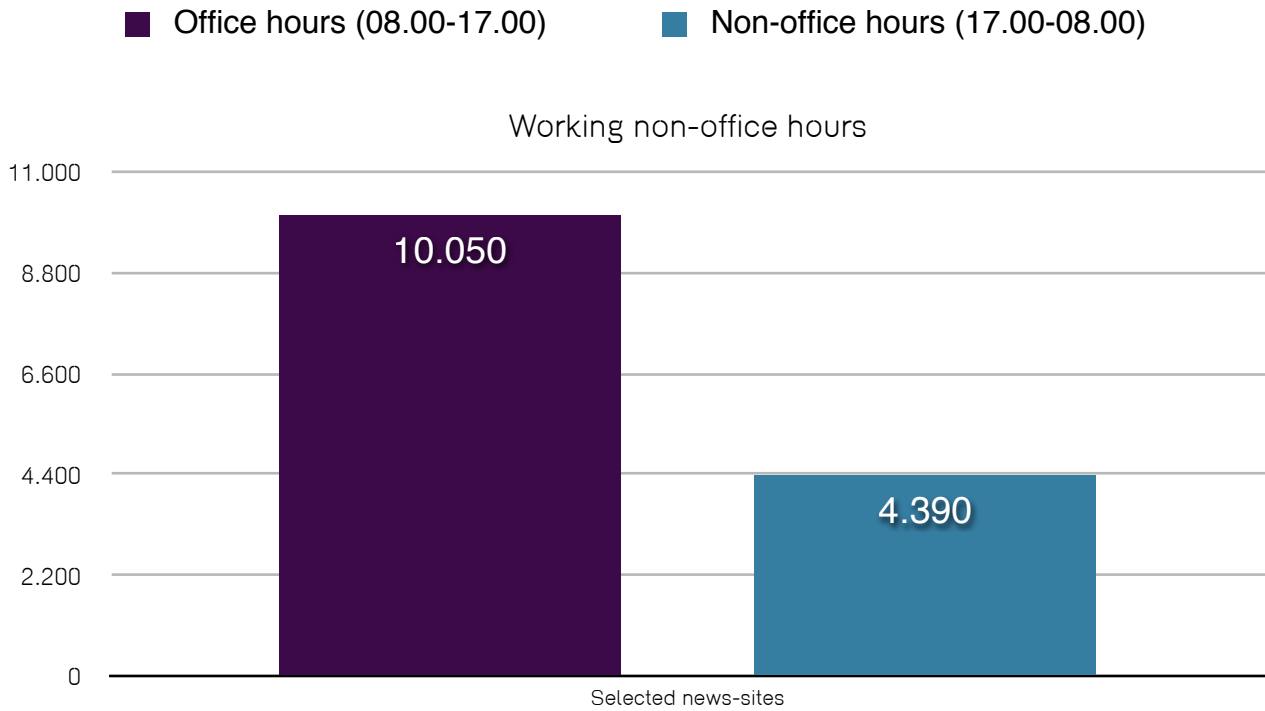
Between 2.00 and 5.00 most users seems to be asleep, though a level of 40-50 man-hours an hour are maintained.

Office vs. non-office hours

The data suggests that usage of the selected sites is not only occurring in office hours. Breaking the data up in two different categories reveals the exact amount of surf in office vs. non-office hours.

A standard Danish work-week is 37,5 hours monday to friday, which translate into office hours 8-16 or 9-17 (depending on local business culture) with half an hour of self-paid for lunch-break.

Time	Man-hours spend
5.00-6.00	60
6.00-7.00	160
7.00-8.00	410
8.00-9.00	940
9.00-10.00	1220
10.00-11.00	1290
11.00-12.00	1310
12.00-13.00	1290
13.00-14.00	1080
14.00-15.00	1040
15.00-16.00	1060
16.00-17.00	830
17.00-18.00	650
18.00-19.00	470
19.00-20.00	480
20.00-21.00	520
21.00-22.00	520
22.00-23.00	450
23.00-24.00	290
0.00-1.00	160
1.00-2.00	80
2.00-3.00	50
3.00-4.00	40
4.00-5.00	40



Time spend on selected professional news-sites, office hours (08.00-17.00) vs. non-officehours (17.00-8.00), monday October 5 - friday October 9, 2009. Source: Calculated by Jon Lund on the basis of FDIM/gemiusAudience realtime application and official results.

As the figure shows, 4390 manhours - 30 percent of the total 14.440 man-hours Danes on the 9 selected news-websites on an average weekday - are used after- (and before-) hours.

Conclusion

This study does not reveal the exact amount of hours Danes put into work-related activities, when not at the office. The 4.390 man-hours Danes put in the nine websites studies in this analysis during non-office hours, is only a small subset of all web activity: they only account for less than one percent of total web-usage. On the other hand not all of the activity on the the nine websites is purely work-related. Although professionals have a very high affinity on the sites, these might be surfing the sites with private motives: on business.dk, e.g., you might read an article on real-estate because you're worried your own house will drop in price.

But then again, not all work-activities are reflected in internet surfing patterns. Lots of mails and memos are being read and written without leaving any traces in the audience measurement systems.

If the study in this way does not allow for us to tell exactly how long the long hours are, it does tell us two things:

1. Magnitude. The amount of time is substantial. The indication is clear: Thirty percent of all usage of professional news-sites as the ones investigated here is carried out after hours. Danes are in large numbers sitting by their screens after having left the office.
2. Shape of working-curve. Danes work all night long and don't stop before 2.00 in the night. They're especially active in the period from 20.00-22.00, right after having had dinner and after the kids have been put to sleep.

DATA AND METHODOLOGY

“Digital view: Life on the Danish Internet” provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

The Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on <http://fdim.dk/?pageid=123>

The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

The preliminary number of visits used in this report, has a general uncertainty of +/- 5 % within a 90% level of confidence. This uncertainty is, as FDIM notes, explained as follows: ”In the regular gemiusAudience measurement, the definition of publications (websites) is given in the rules for the said study, especially the concept of “Look & Feel”. The definition hereof can vary from month to month. The final definition of a given publication for a given month is decided upon, after all data have been gathered for the month in question. For the estimated realtime figures, the last known definition of each site is used - that is the definition stems back to the latest officially published gemiusAudience measurement, being two month prior to the present month (m-2).”

Apart from the preliminary figures for number of visits, FDIM publishes an official statistic, carried out by Gemius, based on monthly reporting. This statistic, which is also been drawn upon in this analysis, includes information on the socio-demographic makeup of audiences of individual websites, and information on websites not being member of FDIM, like Google.com, facebook.com, wikipedia etc. The official statistics are available on www.fdim.dk and through a special analytics application.



ABOUT JON LUND

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, business-partners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of the board of directors of the forum of the Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.