

**Gastvortrag im Rahmen der Ringvorlesung
„Digitale und vernetzte Arbeitswelten“
am 13.06.2022**

Beginn: 15:30 Uhr, Ort: Zoom-Meeting

Prof. Dr. Sarah Diefenbach

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Fakultät für Psychologie und Pädagogik, Wirtschafts- und Organisationspsychologie

*„Soziale Normen im digitalen Raum: Konfliktherde
und Ansatzpunkte für Technikgestaltung im Kontext
von digitaler Arbeit und Home Office“*

*„Social norms in digital spaces: Conflict reports and
implications for technology design in the
teleworking context“*

With the increase of telework during the COVID-19 pandemic, employees' interactions with colleagues have shifted almost exclusively to digital channels. Hence, it is critical to understand the underpinnings of successful collaboration and individual wellbeing in digital working structures. Combining qualitative experience reports and quantitative surveys from 145 teleworkers, this study sheds light on teleworking from a psychological perspective, taking social norms as a conceptual frame. The qualitative reports revealed five types of typical conflicts related to communication in the telework context, including both technical problems (e.g., a bad connection) and psychological aspects such as uncertainty or a lack of social feedback, norm violations, a lack of rules or meta-communication about appropriate behavior, and digital communication barriers. Comparing respondents' ratings of qualities of telework versus working on-site revealed benefits of telework regarding task fulfillment and efficiency, but lower levels of motivation, conflict management, leadership, team spirit, inspiration and creativity. Perceived challenges in remote work conditions included feelings of loneliness and increased demands related to self-management, creating boundaries between private and working life, motivation and self-regulation. My talk connects these findings with theoretical concepts from psychology and human-computer interaction and discuss implications for leadership and technology design.

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