



PERSONAL  
SOCIAL  
WORK



**BEFORE**

**AFTER**

“What the hell am I doing  
with my days?”

When: Fri, October 11, 14:00 – 15:00



What:

e.g., Breakfast at Tiffany's

Calendar:

Create event

[Edit event »](#)

14:00 – 15:00

**1** event entry for each activity

**5** min+ per activity

**1440** min in a day

# CONTEXT :: ACTIVITY :: TAG

*Personal*

*Social*

*HealthFit*

*Career*

*LifeLog*

*Other Work*

*Nyle*

*Blog*

*Other QS*

*Research*

*Meet*

*Write*

*Climb*

*Procrastinate*

*Code*

*Sleep*

*Walk*

*Survival Misc*

*Subway*

*Wakeup*

*Travel*

*Rest*

*Taxi*

...

*Cinema*

*James*

*Ender's Game*

*House of Cards*

*Visa application*

*Parents*

*Prisoners*

*Arbitrage model*

*Radwan*

*the Antidote*

*Deadlift*

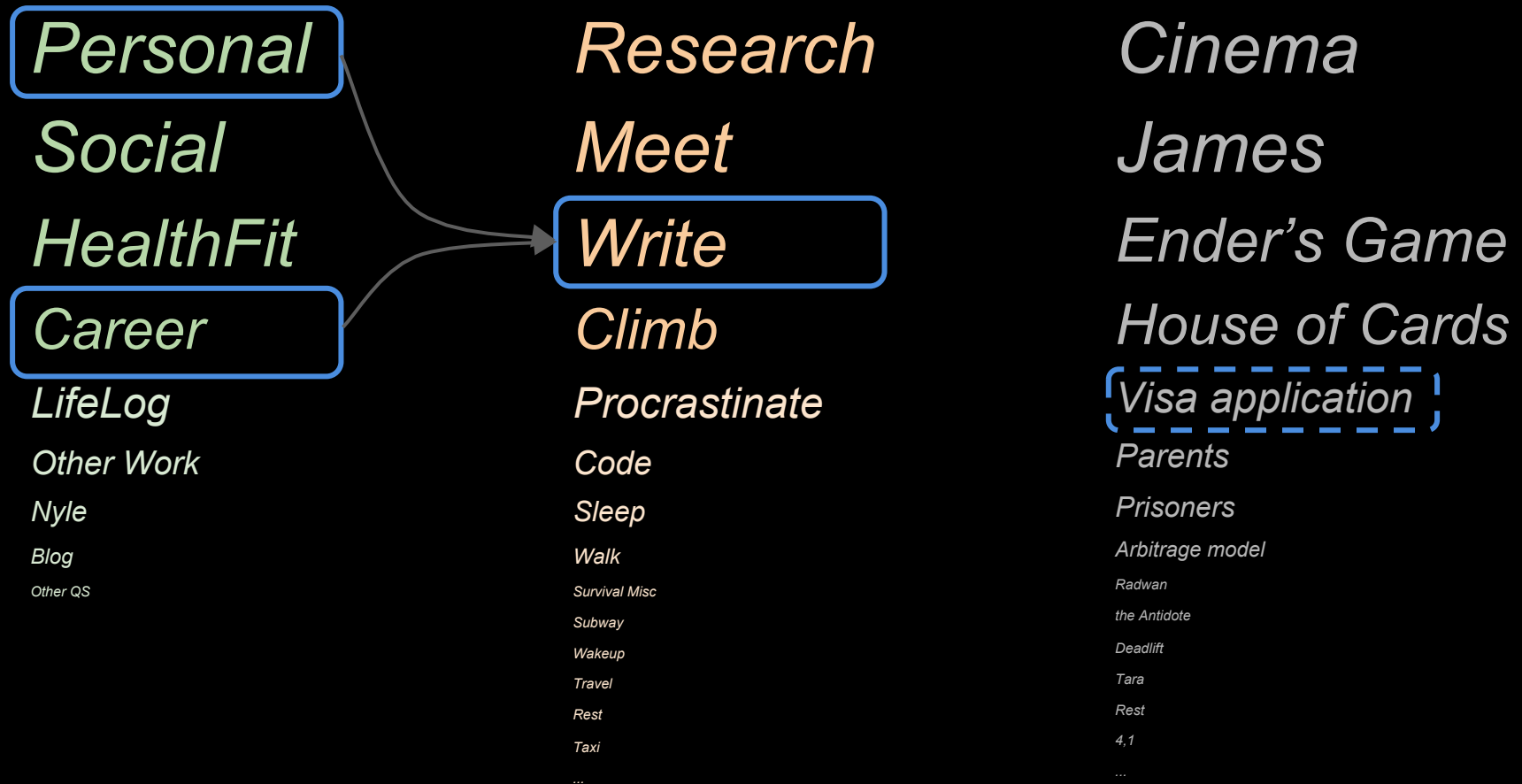
*Tara*

*Rest*

*4,1*

...

# CONTEXT :: ACTIVITY :: TAG



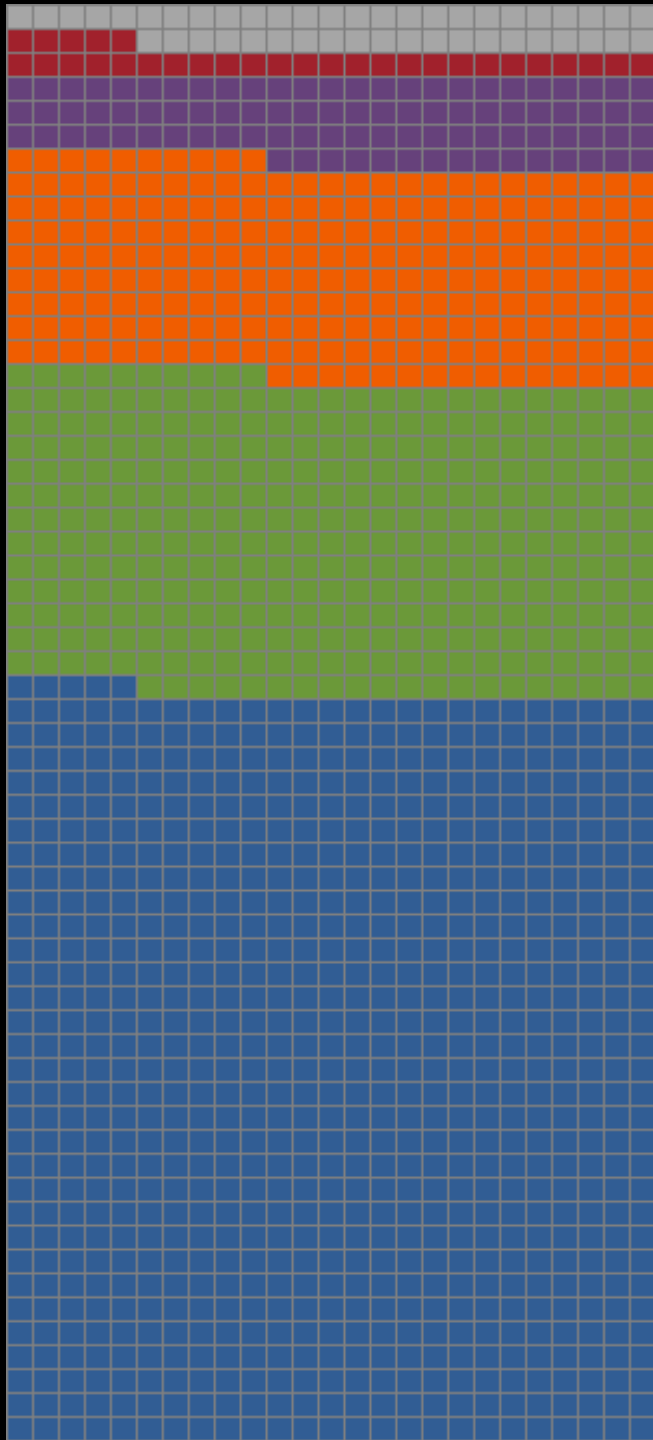




# PERSONAL SOCIAL WORK



# ACTIVITIES



**PROCRASTINATING** 43 hrs

**COMMUTING** 160 hrs

**INTERACTING** 438 hrs

Meet 245 hrs

Call 101 hrs

Event 93 hrs

**DESKTOP** 621 hrs

Read 131 hrs

Email 122 hrs

Code 94 hrs

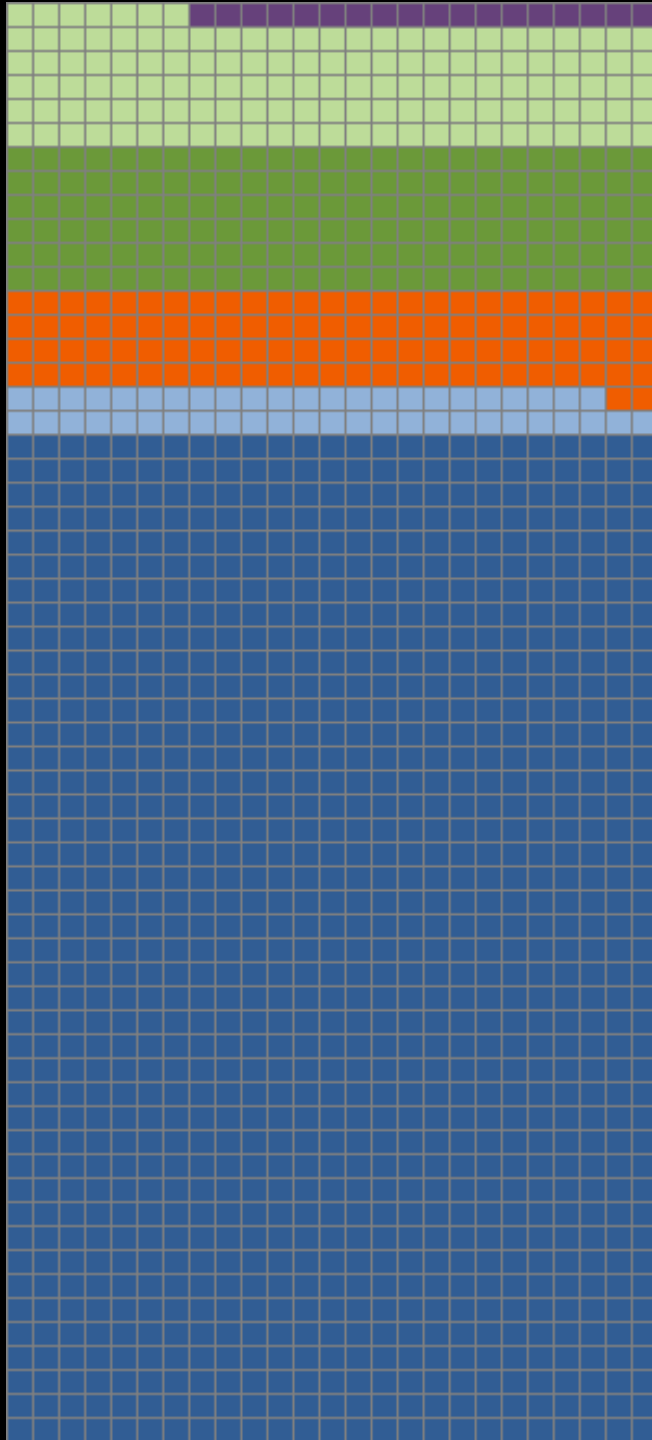
Research 80 hrs

**SURVIVAL** 1479 hrs

Sleep 1122 hrs

Food 215 hrs

# CONTEXTS



<b>Quantified Self</b>	<i>28 hrs</i>
<b>Other Work</b>	<i>241 hrs</i>
<b>Career</b>	<i>385 hrs</i>
<b>Social</b>	<i>398 hrs</i>
<b>Health &amp; Fitness</b>	<i>82 hrs</i>
<b>Personal</b>	<i>1717 hrs</i>

**DATA**  **intuition**

# CASE IN POINT

*“Life Overhead” in a  
productivity-obsessed  
society*

# TOP 3 INSIGHTS

**1.** *Manufactured Awareness*

**2.** *The Illusion of Busyness*

**3.** *How Focused is my Focus?*

# 1 MANUFACTURED AWARENESS



## Me Continuum

**Manager**

*“Is this really what I should be doing?”*

*“Is there a better way to spend my time?”*

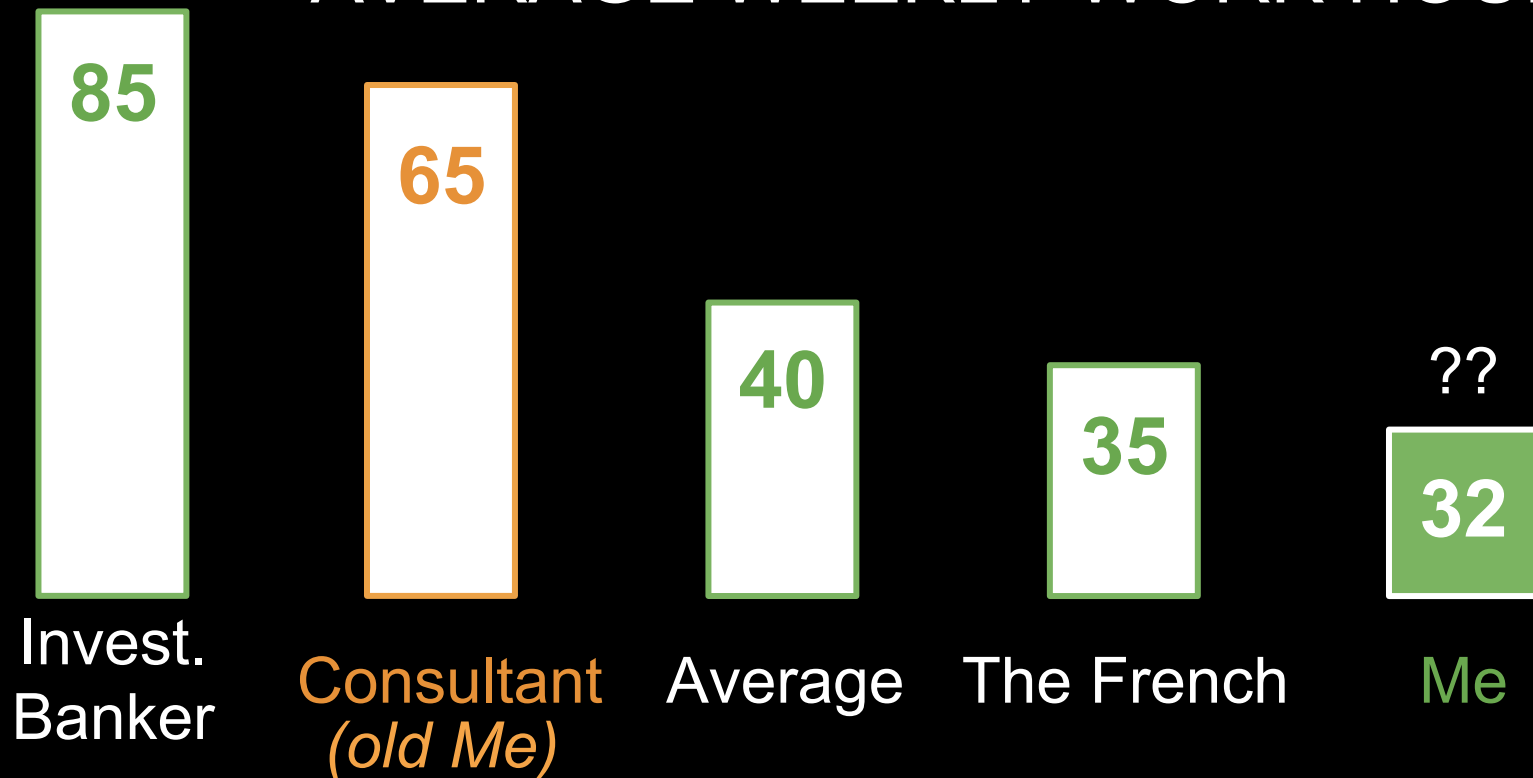
**Worker**

*“Work.  
Faster.  
Better.  
Stronger.”*



# 2 THE ILLUSION OF BUSYNESS

## AVERAGE WEEKLY WORK HOURS



Looking busy at work is how I keep  
busy at work.

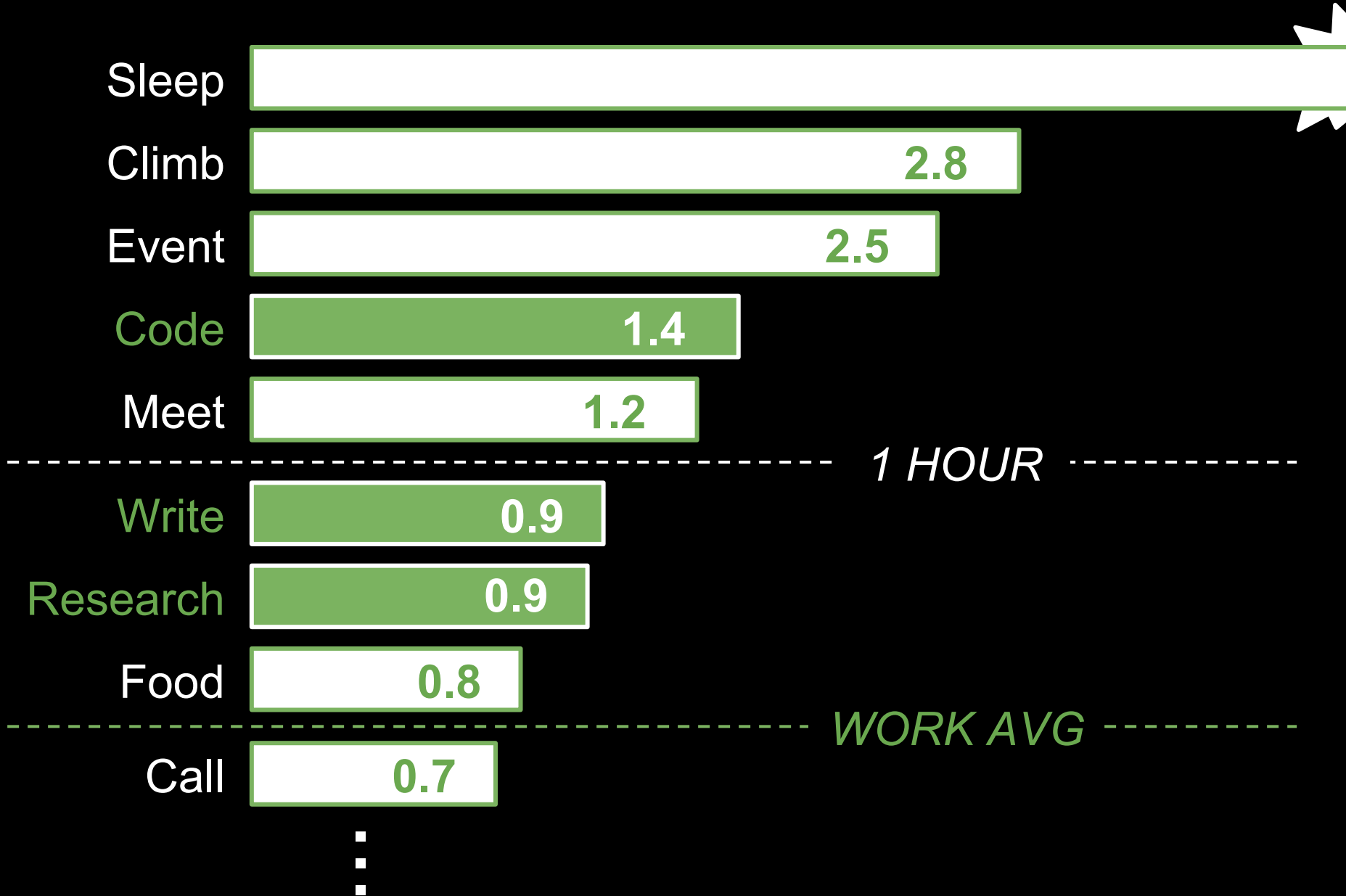


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# 3 HOW FOCUSED IS MY FOCUS?



# AVERAGE ACTIVITY SESSION DURATION





PERSONAL  
SOCIAL  
WORK

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