



Fact Sheet

2011 State of Mobile Etiquette in the Workplace

Nov. 29, 2011 — We tweet, post and text as habitually as we eat, sleep and breathe. Americans are almost glued to their gadgets, connected anytime and anywhere, and the workplace is no exception. We use multiple mobile technology devices (laptops, netbooks, tablets, smartphones) simultaneously, and they all help us get our job done – but are we using our devices in the most efficient manner, or have we possibly forgotten our manners entirely? Intel recently commissioned a survey conducted by Ipsos* on the current state of “Mobile Etiquette” in the workplace to find out how we are interacting with our mobile technology and each other.

Survey highlights include:

Pervasively Plugged in: Mobile Devices Keep us Connected and Enhance Efficiency

- Seventy percent of HR managers say mobile Internet-enabled devices allow employees to be more productive by multi-tasking
- Eighty-four percent of HR managers say mobile devices allow us to always reach an employee no matter where they are
- Seventy-nine percent of HR managers agree that employers need to be sensitive to the fact that cell phone use is now one of the primary ways of communication

Digital Drama: Mobile Devices Allow for Better Multi-tasking but Also Distractions

- While 70 percent of HR managers believe mobile Internet-enabled devices allow employees to be more productive by multi-tasking, 79 percent say mobile devices can be a hindrance by causing unnecessary disruptions in the workplace
- Fifty-five percent of HR managers say employees pay more attention during in-person meetings when they have their mobile Internet-enabled devices with them and know they can be reached for any urgent needs; However, 74 percent say the use of mobile devices hinders the productivity of in-person meetings
- Four in ten HR managers (42 percent) have received a complaint about an employee’s improper use of mobile technology in the workplace, and top mobile etiquette offenses include a phone ringing during a meeting (60 percent) and employees using their laptop to check email or surf the Internet during a meeting (44 percent)

Minding Your Mobile Manners at Work

The majority (85 percent) of HR managers surveyed agree that it is important that companies establish guidelines so employees know the appropriate ways to use their mobile devices, and 43 percent believe employers should train new employees on the do's and don'ts of using mobile technology in the workplace.

Whether or not your workplace has formal mobile manners guidelines in place, The Emily Post Institute's Anna Post, etiquette expert and author of the recently published 18th edition of *Emily Post's Etiquette*, offers tips for individuals to mind their own mobile manners in the workplace.

Put mobile manners on the agenda. Institute five- or ten-minute breaks every hour to allow meeting attendees to make quick phone calls and check email. Ask that, in turn, they refrain from checking mobile devices during presentations. Attendees are more likely to give their full attention when they know they'll have a chance to check in.

Minimize windows or switch off devices during meetings or business meals. Ask meeting attendees to minimize windows unrelated to the discussion topic in order to avoid social "networking" and unnecessary distractions. Mobile devices are key to supporting business relationships, but they take a backseat during face-to-face meetings.

Have a healthy mix of communication with colleagues. Good communication is like a healthy diet: you want to use a mix of options. Emails and text messages are good for sharing certain types of information, but they aren't *always* the right medium for everything. Call or visit colleagues from time to time to vary your interactions.

Social network in the room, not on your mobile device. Company events provide an opportunity to connect with higher-ups, colleagues from other teams, and even potential clients. Even if you're standing alone for a moment, you're there to participate, so find a new group to talk to instead of relying on your mobile device to keep you company.

Particularly important reminder during the holiday season: Only post photos from the company holiday party that you *and* your boss would be comfortable seeing. Mobile devices and their cameras—and the ability to instantly upload photos to the Internet—make the proverbial photocopier shenanigans quaint in comparison to the havoc caused these days by one inappropriate moment caught on camera.

Survey Methodology

The "Mobile Etiquette" survey was conducted online within the United States by Ipsos on behalf of Intel from Dec. 10, 2010 to Jan. 5, 2011 among a nationally representative sample of 2,000 U.S. adults ages 18 and older, with a margin of error of plus or minus 2.2 percentage points. Results for the "Mobile Etiquette in the Workplace" portion of the survey included an audience of 224 HR Managers, with a margin of error of plus or minus 6.6 percentage points.

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CONTACT: Jessica L. Hansen
480-552-1759
Jessica.l.hansen@intel.com

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