

# A Creative Communication of Overcoming Zoom Fatigue

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## ABSTRACT

The Coronavirus pandemic that happens nowadays is making people adapt, either for their works, education, or even in relation with people. For example, almost all students around the world have to adapt for their studying method. They have to study via online virtual meetings. People might think that this method is easier because they can save time, energy, and even money. But, in fact they feel so tired while doing online class via virtual meeting. They are all not just tired physically, but also mentally. Unfortunately, they have to do this almost every day and this condition is seriously causing an extreme fatigue, called "Zoom Fatigue." The purpose of this study is to provide information about Zoom Fatigue and how to overcome it. This study is using qualitative methods, conducting observation, collecting data through literature studies, and also conducting survey and interview through focus group discussion. The targets of this study are students who are 17-21 years old. The result of this study is created creative communication through a campaign in mixed digital media such as Instagram and interactive website.

**Keywords:** Online school, virtual meeting, zoom fatigue, creative communication, campaign

## 1. INTRODUCTION

In this Coronavirus Pandemic, all students study via online virtual meetings. They are all forced to adapt with this new method and of course caused so many side effects. For example, almost all students around the world complaining about their body feel so tired while doing online school. Where they just sit in front of the computer and study. So, what is the exact reason why they feel tired when doing "nothing"? In fact, they are not only physically tired, but also mentally tired. (Adelia, Connecting Through Technology During the Coronavirus Disease 2019 Pandemic: Avoiding "Zoom Fatigue", 2020) If the intensity of virtual meetings and online class has been done too often or even every day, it can cause extreme fatigue. And this condition is scientifically called as "Zoom Fatigue" [1].

It is undeniable that online schools through virtual meetings are even more tiring for children, as students and college students. Every morning they should go to the Zoom or Microsoft Teams application to start the class. They must listen to the material presented online and re-note the material. Not only that, after the virtual meeting is over, they must do the assigned tasks. Moreover, if the assigned tasks must be done in groups, they will use the virtual meeting again for group discussions. If this happens regularly and every day, it is very likely that students will experience extreme fatigue and zoom fatigue [2].

Not only affects students, but it affects teachers too. A professor from Lehigh University in Pennsylvania, Jodi Eichler-Levine shares his teaching story via zoom. After

the class he was teaching ended, he immediately fell asleep from exhaustion. "It's almost like you're more emotional because you're just a little box on a screen," Eichler-Levine says. "I'm just so tired." Not only students have difficulty learning online, but also teachers and lecturers experience it. Apart from the facilities factor, they also have difficulties in this kind of way. For example, how to interact with students who are not necessarily responsive? This case does not only happen to a few people, almost everyone feels it. It does not only happen to students, but also the teaching team [3].

So, what exactly is zoom fatigue and why is it attacking us? There are so many factors that cause zoom fatigue. The main reason is students are too often doing virtual meetings. The students do virtual meetings not only when there is a class schedule, but also for group discussing project and doing homework with their friends. On weekdays they will be doing virtual meetings for online class and on weekends they will be doing virtual meetings too for homework and group projects. So, they will do this routine almost every day and it is so dangerous for their body and mind. The second reason is online class needs more focus than face-to-face class. It is necessary to work harder to process non-verbal cues such as facial expressions, tone of voice and body language. The other reason is lack of social aspect, individuals have many aspects of social roles that depend on context, relationships, activities, and goals which if lost we will be more susceptible to negative feelings. And the last reason is that online school has a more serious atmosphere than offline school. So, in virtual meetings, because we need to focus

more, we cannot relax just like talking face-to-face at Offline School. Of course, this condition is more and very draining their energy [4].

When hearing about the “Zoom Fatigue” condition for the first time, many people know why it is called so. In 2019, before the Coronavirus Pandemic happens, there are just only 10.000.000 people who are using Zoom. But in 2020, when the Coronavirus Pandemic happens, there are 300.000.000 people who use Zoom. They use it for studying, working, or even for virtual activation, such as webinar and online concerts. [1].

According to psychology, virtual meetings also caused a “compulsion” effect for their users. This kind of activation needs more energy than direct interaction. Virtual meetings also demanding their users to fully concentrate on the communication, although this activity can be done in conjunction with other activities. Gianpiero Petriglieri, Assistant Professor at the French Instead Business School, also said that fatigue was caused because all aspects of life that were once separated, such as work, friends, and family, now go through the process of interacting in the same way [5].

The zoom fatigue condition also has some symptoms that can easily be found on body or mind. Those who are affected with zoom fatigue are not focused on what they are doing. Their ability to process information slows down. Not only that, but they will also feel not motivated, even to their favorite activity. They will easily get offended by small things and are hard to make decisions. For the physical symptoms, their body, especially their muscle will easily get tired and sore. Their eyes and hands coordination decreased. Also, their response and reflex slow down [6].

The symptoms of Zoom Fatigue are disturbing their body and activity for sure. However, there are some ways for overcoming this condition. First, when doing virtual meetings, it is better to share files with clear records, this can also avoid information overload. Also, you must avoid multitasking, because doing many things at the same time will only tire the body with not optimal results. The other step, Take the time to really examine everyone's circumstances to reconnect us with the world, and to maintain trust and reduce fatigue. You can make good use of the transition period, such as stretching, drinking, or doing little exercise too. This can help your body move, not only sitting in front of your computer [7]. Another tip is you can move to the brighter places because brighter places can give you extra focus for studying. It is okay to ask for a break while doing a virtual meeting, it helps others to refresh their mind too. And last, diverting meetings through other media, it could be by email with complete notes or telephone because it feels more effective [4].

## 2. PROBLEMS

Due to the Coronavirus Pandemic, almost all students all around the world are studying via online virtual meetings. This condition is causing students to feel so tired while

doing online class. Even though they were just sitting in front of the computer, they felt tired. This is because they are not just physically tired, but also mentally. They must do this almost every day and this condition seriously causes extreme fatigue compared to face-to-face meeting. This condition is scientifically called as Zoom Fatigue. Zoom fatigue is a condition in which people feel tired because of doing virtual meetings or online activities too often.

## 3. METHODS

Method used in this research is a descriptive qualitative method because this research is does not use calculations but is descriptive in nature and tends to use analysis. Qualitative research as a scientific method is often used and implemented by a group of researchers in the field of social science, including science education. Qualitative research implemented to build knowledge through understanding and discovery. The qualitative research approach is a process of research and understanding which is based on a method that investigates a social phenomenon and human problem. In essence, research using qualitative methods has the advantage of wanting to find out something in depth [8]. This research intends to clearly describe the zoom fatigue in this pandemic. The data in this study was obtained through literature data and survey responses.

All data in this research were collected by literature study, observation, survey, and interviews. Literature studies are obtained through articles and journals about zoom fatigue and side effects of online studying. Observations were made to students conducting online class during pandemic. While the survey was conducted using Google Form platform and interviews were conducted using focus group discussion method. The survey and interviews were carried out to six personas who were suited to the criteria of target market for this campaign. Also, the data that have been obtained then proceed to creative briefs that are used to campaign development by designing communication visuals that fit with the target so the message will be conveyed.

## 4. RESULT AND DISCUSSION

### 4.1. Survey Data

This interview involves 21 people, 16 women and 6 men who are 17-21 years old. The first question is “do you feel so tired while doing online class (virtual meeting)?” There is 95.5% audience who are tired doing online class and the 4.5% others who are not tired.

The second question is “why do you feel tired doing online class (virtual meeting)?” The answer is very diverse, there are some people who have problems understanding the material, having so many activities along with it, making their eyes so tired and itchy, not getting enough sleep, and cannot communicate well with their friends or the teacher. Also, some of them answer they are getting bored, not focused, lazy, and not motivated to study.

The third question is we serve some symptoms that they have to choose which symptoms that they feel on their bodies and mind. The most symptoms that they feel is not focus, their ability to process information slows down, and not getting motivation to study. They also feel some other symptoms, such as easily getting tired, hard to make decisions, easily offended, etc. but they are not that much. The fourth question is “do you know what is zoom fatigue?” Surprisingly, almost all the audience (86.4%) does not know anything about zoom fatigue. The last question is “do you prefer online class or offline class?” And of course, many audiences (86.4%) choose offline classes.

According to the interviews that have been done, 87% of audiences do not know what zoom fatigue is. However, in the interview data there are also 95% of people who feel tired of doing virtual meetings and at least 86% of people who prefer to go offline (face to face). Therefore, it can be concluded that from the interviews conducted, more than 85% of people felt tired due to virtual meetings but did not know about the actual zoom fatigue condition they experienced.

#### **4.2. Creative Communication**

The target audience for this topic is people who are 17-21 years old, because they do virtual meetings more often and intensely than those outside that age. Those who do virtual meetings almost every day tend to feel more exhausted than meeting face to face. In addition, those aged 17-21 years tend to be emotionally unstable, so it is very possible that they will find it difficult to adapt the current situation. In addition, at that age, their daily activities are mainly school or college. It cannot be denied that the demands of school or college assignments require them to be versatile or multitasking. Multitasking itself can make people more difficult to focus on what they are doing. It is also not uncommon for us to find parents who are not supportive. These things could trigger zoom fatigue conditions at that age.

Based on the target audience, there are some personas that classify the type of target audience. There are 6 different types of personas. The first one is those who do not focus on doing online classes and make their responses slow down. This type of person is usually easily distracted and bored. The second persona is those who have difficulty making decisions and their ability to process information slow down. This type of person is usually unstable and cannot multitask. The third persona is those who do not get motivation for study. It can be caused by influence and environment around them.

The fourth persona is those who easily get offended. This type of person is usually an emotional and sensitive person. It can also be caused by lack of rest and sleep. The fifth persona is those who easily get tired and sore, especially their body and muscle. This kind of person is usually an active person. And the last persona is those whose hand and eyes coordination decreased.

Based on the literature research and survey data that have

been done, we can conclude that there are still so many people who do not know about what is zoom fatigue. Whereas the tiredness that they feel is called Zoom Fatigue, so there are so many people affected by it but do not know their own condition. Therefore, what we want to tell through this topic is to give people education and information to the target audience about Zoom Fatigue and how to overcome it.

The insight that can be concluded is “i do not know why online activities make me feel so tired” Because this is how the target audience feels. They feel so tired doing online activities, but they do not know why sitting in front of a computer could be so tiring and how to stop this tiredness. And what we want to say is “the tired feeling that you feel while doing online activities is Zoom Fatigue condition. You should know how to overcome it and you will be saved both physically and mentally.” Also “Overcoming Zoom Fatigue” is a campaign about zoom fatigue that provides education about what zoom fatigue is and how to avoid this condition to the target audience (students). Also, how important this condition is for physical and mental health.

#### **4.3. Communication Journey**

In this study we are using 5A communication journey, there are Aware, Appeal, Ask, Act, and Advocate. For the consumer behavior on aware step, people should stay at home and avoiding face to face meeting. So, they are using virtual meetings for online school. For the appeal step, the consumer behavior is the intensity of virtual meeting is too much and so tiring. Then for the ask step, they should get all information about Zoom Fatigue and how to overcome it. For the act step, they also must get the information about the bad impact of Zoom Fatigue for they health. And for the advocate step, they will get the good impact of benefit from the information that we already gave before.

For the possible customer touch points on aware step, they should know the existence of this Zoom Fatigue campaign. For the appeal, they will like and put attention on this campaign. They also will search some information on ask step. For the act step, of course we hope that they will use our information and share the information to other people on the advocate step.

For the key consumer impression on aware step is I feel so tired when doing nothing. For the appeal is I do not want to always feel tired when doing online activities. For the ask step is it turns out that this exhausted feeling is Zoom Fatigue condition and I know to overcome it. For the act step is I use all the information and I already overcame the Zoom Fatigue Condition. And for the last step, advocate step is I can overcome the Zoom Fatigue condition and I want to share this with others.

#### **4.4. Idea and Visual**

Based on the insight and what to say that already conclude, there is one big idea that was founded. That is “A Warning Sign” which means there is some warning sign from our

body that warns us about the Zoom Fatigue conditions. This warning sign describes the symptoms of Zoom Fatigue. In fact, those symptoms are warning us about this condition, and we should know that we were being warned by our own body. This warning sign from our body is also encouraging us for overcoming the Zoom Fatigue.

Also based on the big idea, there are some ideas that were founded. The first one is “Be Careful, Watch Your Body!” This idea is using the SAEG problem approaching, it visualizes circumspection, warning, and danger signs. The second one is “It kills me”, which is using show the problem approaching and visualizes something that describes the threat and danger of Zoom Fatigue which is so tiring and killing our body. So, virtual meetings and online activities on a computer are described as killing the users. The other idea is “It Warns You”, which uses the SAEG problem approaching and visualizes warning signs. And the last idea is “Why Do I Feel Tired?”. It is also using the SAEG problem approaching and visualizes questions about how they feel so tired.

Among those ideas that have been discovered, there is just one final idea that has been chosen, that is “Warning! Watch Your Body” This idea is a combination of two ideas “Be Careful, Watch Your Body” and “It Warns You” It is combined because the meaning is almost the same. Through this idea, we would like to tell people about warning signs from their own body is important. Sometimes we just ignore the symptoms that our body gives. But, in fact we must pay attention because it could be very dangerous if we keep ignoring it. Also, it could be that our body wants to tell us that there is something wrong and it wants us to fix it. Just like those who are affected by Zoom Fatigue. Their body wants to tell them something wrong through the symptoms and it wants us to overcome the Zoom Fatigue.

The “Warning!” and “Watch Your Body” idea is using mainly blue and yellow colors. Blue color symbolizes confusion feeling and yellow symbolizes warn feeling. Because this idea is mainly talking about confusion and being warned by our body. The mandatories that used in this idea is do not use negative words, such as no, not, do not, etc. and do not use happy symbol, because it shows someone who is affected by Zoom Fatigue and nobody who is affected are happy with it.

The key visual of the “Warning! Watch Your Body” is a GIF illustration of someone who is affected by Zoom Fatigue for Instagram story media and an interactive website. We visualize it with someone in front of a computer that shows so many warning signs that are different to each other. Each signs symbolize the symptoms of Zoom Fatigue, the three down arrows symbolize not getting motivation, the three question marks symbolize hard to make decision, the reload symbol with “i” letter symbolize ability to process information slows down, the eye with question mark symbolize eyes coordination slow down, and low battery symbol with cross symbolize easily get tired. For the interactive website, we will give all the education and information about Zoom Fatigue, the symptoms, and how to overcome it nicely.



**Figure 1 & 2: Key Visual 1 (Instagram Feed)**  
Source: Writer (2020)



**Figure 3 & 4: Key Visual 2 (Instagram Feed)**  
Source: Writers (2020)



Figure 5: Key Visual (Website)  
Source: Writers (2020)



Figure 6: Key Visual (Website)  
Source: Writers (2020)

## 5. CONCLUSIONS

According to the literature research and survey data that have been done, we can conclude that there are still so many people who do not know about what is called zoom fatigue. The tiredness that they feel is called Zoom Fatigue, so there are so many people affected by it but do not know their own condition. So, what we want to tell through this topic is to give people education and information to the target audience about Zoom Fatigue and how to overcome it.

So, the creative communication that we create is a campaign called “Overcoming Zoom Fatigue”. This campaign is all about zoom fatigue and provides education through mixed digital media such as Instagram and interacted website. It contains about what zoom fatigue is and how to overcome this condition to the target audience. The interacted website is also provided with a mini quiz to track if you are affected by Zoom Fatigue or not. So, we hope people will know how important this condition is for physical and mental health.

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