Home office – Show me your workplace!

PhD-student: Christine Hax-Noske  
Supervisor: Prof. Dr. Alexander Redlein

IFM Real Estate and Facility Management  
Institute of Management Science, TU Wien

24th Annual Conference ERES  
June 28 - July 1, 2017, TU Delft, The Netherlands

Doctoral session A  
Paper No 219  
WEDNESDAY, 28.JUN.2017 13:00-14:30  
Berlage 1 - Faculty of Architecture
NEW WAYS OF WORKING: FLEXIBLE WORKING

milieu:
social and material context
people place time objects

‘standing patterns of behavior’ *

* Barker, 2008
WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?

• Problem definition

• Methods

• Insight into data collection and results
WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?

1989 –NEARLY 30 YEARS AGO....

104 home workers in metropolitan areas in the USA were interviewed in their homes.

LITERATURE REVIEW:
'to understand the relationships between the design and physical conditions of home offices and teleworkers' work behaviors’
WHY DO THIS RESEARCH?

People working from home:
- how do other people deal with the situation?
- feeling part of a community

Employers:
- insight: What is the base for successful homeoffice?
- decision base for flexible working of own employees

Housing market / politics:
- new requirements for housing

Office furniture industry:
- how did people adopt ideas on homeoffice workplaces?
- where is demand of support?
- Inspiration pool (‘street style’)

WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?
### METHOD: GROUNDED THEORY

<table>
<thead>
<tr>
<th>Why qualitative method?</th>
<th>It’s on personal experience... Qualitative methods help to find out, what’s behind the phenomenon.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grounded Theory (Strauss / Corbin)</td>
<td>To develop a theory or a model on the base of empirical data. Grounded Theory Method gives structure for Data collection, data analysis and development of a theory or model.</td>
</tr>
</tbody>
</table>
| Data collection methods: | - guided interviews at the homeoffice workplace  
- floor plan sketches, based on observation  
- fotos of the homeoffice workplace |
| Analytic methods: | - coding  
- circular process  
- openness |

**WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?**
WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?

SAMPLING: GROUNDED THEORY

Sampling: Openness in the start: Generation of many categories later focusing of relevant categories: consolidation

circular process: permanent adaption of sampling

---

data collection coding and analysis
SAMPLING: VIENNA / AUSTRIA

CATEGORIES:

1) Business field: IT / architecture and design / science and education

2) own business – employed

In these categories:

a) Male / female
b) Age group
c) Children in the household
d) Extend of working hours at home
e) position (management responsibility?)
SPATIAL ARRANGEMENTS

1) urban space – suburban area – rural area

2) house – appartment: layout and household structure

3) Workplace: own working room?
SAMPLING: ‘FIRST ROUND’

<table>
<thead>
<tr>
<th>April / May 2017</th>
<th>June / July 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>data collection</td>
<td>Development of a standardized documentation sheet</td>
</tr>
<tr>
<td>• 10 interviews and observations</td>
<td>• 'line-to-line’-coding of the transcribed interviews</td>
</tr>
<tr>
<td>• Detailed documentation</td>
<td>• Identification of relevant categories</td>
</tr>
</tbody>
</table>

Data collection → coding and analysis → data collection

from August 2017:
• more interviews with focus on the relevant categories, identified in first round
• Process ends, when no new codes or categories emerge

WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?
<table>
<thead>
<tr>
<th>Sector</th>
<th>Self-employed</th>
<th>Working time in homeoffice</th>
<th>management responsibility</th>
<th>area</th>
<th>household</th>
<th>floor layout</th>
<th>sqm</th>
<th>own working room?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 DESIGN</td>
<td>S</td>
<td>50% time remaining: Maker Space</td>
<td></td>
<td>1020</td>
<td>40-50 y</td>
<td>24 y/10 y</td>
<td>130 sqm</td>
<td>no</td>
</tr>
<tr>
<td>2 ARCHITECTURE</td>
<td>S</td>
<td>90% time remaining: Kaffeehaus building site</td>
<td></td>
<td>1030</td>
<td>30-35 y</td>
<td>3 y</td>
<td>55 sqm</td>
<td>no</td>
</tr>
<tr>
<td>3 IT</td>
<td>S</td>
<td>80% time remaining: Travel, clients Meetings</td>
<td></td>
<td>1030</td>
<td>30-55 y</td>
<td>12 y/18 y</td>
<td>135 sqm</td>
<td>yes</td>
</tr>
<tr>
<td>4 ARCHITECTURE</td>
<td>S</td>
<td>90% time remaining: building site, Meetings</td>
<td></td>
<td>1050</td>
<td>55-60 y</td>
<td></td>
<td>113 sqm</td>
<td>yes</td>
</tr>
<tr>
<td>5 IT</td>
<td>S/E</td>
<td>70% time remaining: employees office Kaffeehaus</td>
<td></td>
<td>1040</td>
<td>40-45 y</td>
<td></td>
<td>200 sqm</td>
<td>yes</td>
</tr>
<tr>
<td>6 SCIENCE and TEACHING</td>
<td>S</td>
<td>95% time remaining: University</td>
<td></td>
<td>1100</td>
<td>30-35 y</td>
<td></td>
<td>40 sqm</td>
<td>no</td>
</tr>
<tr>
<td>7 ARCHITECTURE</td>
<td>S</td>
<td>95% time remaining: building site, workshop</td>
<td></td>
<td>1060</td>
<td>50-55 y</td>
<td>18 y/16 y</td>
<td>160 sqm</td>
<td>yes</td>
</tr>
<tr>
<td>8 TEACHER</td>
<td>E</td>
<td>30% time remaining: school</td>
<td></td>
<td>1180</td>
<td>40-45 y</td>
<td>13 y/11 y</td>
<td>85 sqm</td>
<td>no</td>
</tr>
<tr>
<td>9 IT</td>
<td>S</td>
<td>90% time remaining: clients travel</td>
<td></td>
<td>1230</td>
<td>35-40 y</td>
<td></td>
<td>110 sqm</td>
<td>yes</td>
</tr>
<tr>
<td>10 IT</td>
<td>E</td>
<td>85% time remaining: clients travel</td>
<td></td>
<td>NÖ Perchtoldsdorf</td>
<td>40-45 y</td>
<td>13 y/11 y/15 y</td>
<td>160 sqm</td>
<td>no</td>
</tr>
</tbody>
</table>
Who lives here?
And who works here?

FLOORPLAN
ca. scale 1:100

workplace

orientation

1030 WIEN
size (sqm)

fotos

BRANCH
Interview 01
01.04.2017
In the presentation in Doctoral session you can see some of the data-sheets. These data-sheets give a very personal insight to the home of the interviewed persons. For the protection of the rights of privacy the data sheets can not be provided for public download.

If you want more information, please contact me:
christine.hax-noske@tuwien.ac.at
CODING:

1) Open coding: Generation of categories

2) Axial coding: Linking categories with help of a coding paradigm

3) Selective coding: 'story line', conceptualization around core category
WORK PROCESS

What types of spatial arrangements are best suited for homeworkers?
QUESTIONNAIRE: GUIDELINE

• Tell me something about your person and about your living situation
• Describe your actual job
• What is the reason for working from home?

• Please show me your workplace: How do you use the apartment for work?
• Did your apartment change, since you work from home?

• How do you get inspiration, if you have to develop something new?
• How do you communicate with colleagues / clients / consultants?
• How do you deal with privacy and work sphere?

• What is the role of the neighborhood or the area where you live?
• Did this change, since you work from home?

• Are you satisfied with the situation?
• Do you think, you work efficiently?
• What would you like to change?
privacy and work

SEPARATION

'I try to divide this very strickly.' (3, IT, male)

I should be much more stringent, that’s a difficult topic. I have the freedom and I like that, but I’m not capable to set clear limits. That’s my problem.
(6, Science, female)

INTEGRATION

I use the entire apartment. I have a workplace in the sleeping room. I also like to work in the kitchen, because of the big table. (1, Design, female)

Internet is everywhere in the apartment. I can sit and work wherever I want. The terrace is great for work!
(6, IT, male)

WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?
WHAT TYPES OF SPATIAL ARRANGEMENTS ARE BEST SUITED FOR HOMEWORKERS?

Questions? Please contact me:

christine.hax-noske@tuwien.ac.at