Formulation of an approach for posting photographs of the results of work to increase motivation in caregiving

—Visualizing care activities that become invisible to enhance a sense of achievement for caregivers—

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Abstract

It has been reported that motivation to work will increase if an individual can "recognize" that they have performed a meaningful job (Ariely *et al*., 2008). However, the care aspect of caregivers' work is not visible. It is therefore difficult for them to "recognize" the results of their work and to feel a sense of achievement. It has been predicted that this is a major factor in the decline in motivation to work and the high turnover of workers. Thus, with the aim of maintaining and improving caregivers' motivation to work, this paper investigated whether a sense of achievement can be enhanced by visualizing care action, for which there remains no deliverable, in the from of "posting photographs." The correlation with motivation to work is analyzed by referring to The Japanese Short Version of the Utrecht Work Engagement Scale (Shimazu *et al*., 2008).

The results of the preliminary experiment indicated many positive responses as predicted. For example, caregivers who recognized the results of their own care actions in a visible way as "photographs" responded that "I realized that I was working better than I thought" and "I was motivated to work hard again tomorrow." In this experiment, photographs were posted for the intervention group, while care actions described in text only were posted for the control group. A comparative analysis between the groups was conducted along with the changes in motivation in caregiving before and after intervention. As expected, the improvement of the work engagement score after the intervention was the highest in the photo group. However, contrary to expectations, the score in the text-only group also improved. The work engagement score in the non-intervention group remained unchanged. From this, it was suggested that visualizing and posting care actions in the form of photographs or text would be a substitute for deliverables. Furthermore, by facilitating the recognition that the caregivers themselves are doing meaningful work, it was possible to realize a sense of achievement and to improve the motivation to work.

Verifying the hypothesis that simply making hard-to-see results of work easier to see(visualize) will increase motivation to work may be useful for interpersonal support jobs (e.g., nursing, childcare, education) in addition to the workplace for caregivers. It is expected to be effective as a measure for workers who quit their jobs since it is predicted that work deliverables will also not be easily recognized in these interpersonal support jobs and there is a chronic shortage of workers.

In the future, we plan to build an "editing and posting automation system" by collecting images such as security cameras in the workplace.