



Teamu

EVIDENCE REPORT

CONTEXT SWITCHING

What 10 Real Workdays Show About Context Switching

Across 10 reconstructed weekdays, one operator calendar touched a content project, outbound follow-ups and a video channel on the same day. The logs show streams overlapping on the clock. They do not measure the minutes lost to switching.

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SUMMARY

We rebuilt 10 weekdays in September 2026 from the existing work logs of one small marketing operation. A content project, outbound follow-ups and a video channel appeared on every one of those days, and an early morning ops run started 8 of them. Where logs carry clock times, streams overlap in the same morning. No switch minutes were measured, so this shows how work stacks up, not what switching costs.

THE THESIS

Context switching shows up first as several work streams sharing one calendar day. In these 10 weekdays the same streams appear together again and again. That is a pattern you can see in ordinary logs. Turning it into lost minutes or lost money needs a real measurement, and this is not one.

10

weekdays rebuilt from existing work logs, with partial data on every day

3

work streams present on every one of the 10 days: content, outbound and video

0

switch minutes measured; this is a log reconstruction, not a stopwatch diary

One day, several streams

The day starts with morning ops notes before most people are awake. By mid morning, outbound follow-ups are going out and a content check is running. In the evening, a video channel publishing run closes the day. On some days, contact lookups or planning for small public tools join in as well.

None of this needs a dramatic interruption story. The load is built in: several streams are allowed to share one day, and the records show that they did.

So we asked a narrow question. What do ordinary work logs actually show about streams stacking up in a day, and what can they not show?

Ten weekdays, rebuilt from logs

We took the 10 most recent weekdays on or before September 30, 2026 that had real logged work, from September 17 to September 30. Weekends were left out.

Each day was rebuilt from the records that already existed: morning ops notes, content project files, an outbound send log, and a video channel post log. Names, brands and links were removed.

- One operation, not a survey. The logs describe one operator. Many rows were written by assistants or routine runs working under that operator.
- Partial data every day. No day has a full record of what was left, what was picked up and how long the return took.
- Order only where clocks exist. Work in separate records on the same date counts as a stream touch, not as a sequence.

The same streams share almost every day

A content project, outbound follow-ups and a video channel have records on every one of the 10 days. Where a day is thin in the records, we kept it labelled thin rather than filling it in.

An early morning ops run appears on 8 of the 10 days, logged between about 05:00 and 05:20 ET. On one more day, ops work showed up only as a weekly business review in the afternoon. Contact lookups (one day) and planning for small public tools (two days) show up as extra streams, not as everyday fixtures.

Stream	What a typical weekday looks like	Exceptions in the window
Outbound follow-ups	12 ok sends, spread from mid morning to mid afternoon	One Friday logged 6, all between 12:26 and 14:31 ET
Evening publishing	Posted counts of 27, 21, 19, 23, 17, 26, 21 and 24	One evening logged 22 posted and 1 failed; one evening log was incomplete

These are volume signals. They show the streams were busy on the same days. They are not a measure of time lost.

Streams overlap on the clock

- One Friday: a content check at about **09:23 ET**, while outbound follow-ups were logged from **09:54 ET**.
- One Thursday: morning ops at about **05:10 ET**, outbound from **09:56 ET**, and a live content check at about **10:36 ET** while outbound kept going until **14:32 ET**.
- A busier Friday: morning ops at about **05:00 ET**, outbound only in an early afternoon window from **12:26 to 14:31 ET**, a content status check at about **13:25 ET** inside that window, and evening publishing.
- Interrupted mornings: twice, the morning ops run stopped partway when it hit a limit of 100 tool calls, at about **05:20 ET** on one Tuesday and about **05:00 ET** on a later Monday. Other streams carried on later the same day.

Read together, these records support one plain reading: the calendar is built to carry several streams at once. They do not support an average number of switches, a cost in minutes, or a claim that fewer switches would have produced better work.

What this does not prove

- **No switch minutes.** There is no timed record of leaving one task and getting back into another, so we do not apply any fixed lost minutes figure.
- **No switch count.** Separate records on the same date are stream touches, not a validated tally of switches.
- **One operation, partial logs.** This is not an industry benchmark and not an experiment comparing batched and unbatched days.
- **No cost or revenue claim.** Streams sharing a day and overlapping on the clock is not money math.

Studies of interruption costs exist elsewhere. We do not borrow their numbers or apply them to these 10 days.

Read your own calendar the same way

- Which streams are allowed on the same weekday by default?
- Which overlaps already show up in your clock times or publishing logs?
- Which stream is thin or on hold, and should stay labelled that way instead of being padded?

- If you want the real cost of switching, what will you record: the task you left, the task you moved to, what triggered it and how long it took to get back in?

A clearer operating rule usually names the two or three streams that own each day and keeps the rest visible as backlog. That does not make the work smaller. It makes the tradeoffs readable before anyone decides the problem is just multitasking.

Key terms

- **Work stream:** A recurring kind of work with its own records, such as outbound follow-ups or a video channel.
- **Stream touch:** A stream that has records dated on a given day. It shows the work happened that day, not in what order.
- **Clock overlap:** Two streams with logged times inside the same part of the day, taken from different records.
- **Switch cost:** The time it takes to get back into a task after leaving it. It needs a from task, a to task and a timed return, which these logs do not have.

Takeaways

- **Start from streams, not a switch average.** Count which streams share a day before you try to put a number on switching.
- **Multi stream days are the pattern.** Content, outbound and video shared all 10 days, and an early morning ops run started 8 of them.
- **Volume is not lost time.** Send counts and post counts show busy days. They say nothing about how long it took to refocus.
- **Measure before you claim a cost.** If you need minutes or money, keep a simple, voluntary log of each switch and the time it took to get back in.

Sources: Teamulate reconstruction of 10 weekdays of one small marketing operation, September 2026, from its existing work logs with names, brands and links removed. No outside studies or figures are used.