

Communication theories

Media Richness Theory

Media Synchronicity Theory

Communication Orientation Model

MRT

Daft & Lengel, 1984, 1986

- Media differ in their ability to transmit information
- More information (audio, visual, verbal) facilitates information sharing and building relationships
 - Face-to-face communication: Richest medium
 - Online communication or Computer Mediated Communication (CMC): Lean medium, cold and impersonal

MRT

Daft & Lengel, 1984, 1986

If cues are filtered out:

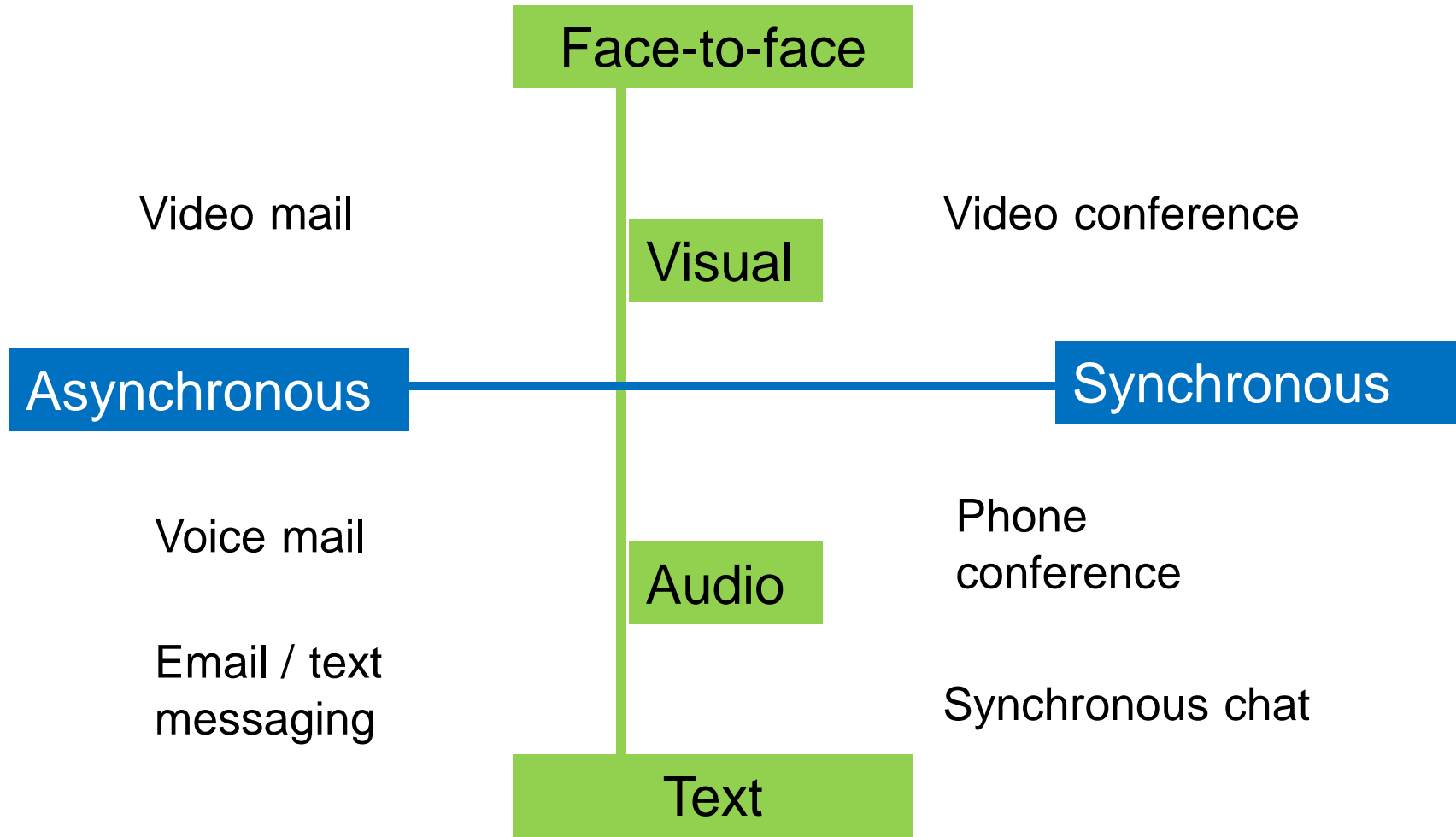
- Less social impact, more psychological distance
- Depersonalization, bad intentions
- Etiquettes are less prevalent: inappropriate reactions
 - Online disinhibition: to act out more frequently and intensely than one would do face-to-face (Kiesler et al., 2004)
 - Flaming: swearing, insulting others, hurtful comments
 - Closing

MST

Dennis et al.

Synchronous	Asynchronous
Real time	Distributed over time
Instant messaging, chat	Email, caucus, software
Immediate FB	Time to reflect, review, revise <i>What is said?</i> <i>What do I think about this?</i> <i>What am I going to say?</i> <i>What is relevant to me?</i> Less pressure, no interruptions

Types



Types e-mediation

Chat
Synchronous
communication

Email
Asynchronous
communication
Intake versus full

Avatars:
Automatized
Mediation



Answer frame



Mediator as
facilitator



Mediator as dropbox
and facilitator

1. Collecting information
2. Analysing
3. Diagnosing the problem
4. Suggestions for solutions



MST

Synchronous

People work together.
They discuss and analyse previous actions
together in order to reach **common
understanding**

Convergence

Asynchronous

Individuals work without being disturbed.
They consult, analyse and integrate
information in order **to create meaning**

Conveyance



COM

Swaab et al.

- Effects of CMC < people's attitude:
 - Cooperative:
visual, vocal channels and synchronicity do not matter
 - Neutral:
visual, vocal channels and synchronicity increase outcomes
 - Competitive
visual, vocal channels and synchronicity decrease outcomes
=> all information is interpreted as efforts to dominate
- Need to develop cooperative attitude