

Tiedekunta-Fakultet-Faculty Faculty of Social Sciences		Laitos-Institution-Department Department of Social Studies	
Tekijä-Författare-Author Lindqvist, Antti			
Työn nimi-Arbetets titel-Title CMC and Social Information Processing in a Work Context: A Qualitative Approach			
Oppiaine-Läroämne-Subject Social Psychology			
Työn laji-Arbetets art-Level Master's thesis	Aika-Datum-Month and year 2010-02-15	Sivumäärä-Sidantal- Number of pages 42	
<p>Tiivistelmä-Referat-Abstract</p> <p>The topic of this research is Computer-Mediated Communication, electronic mail (e-mail) communication more precisely. This research has multiple purposes. Firstly this research represents an empirical and qualitative verification of the Social Information Processing Theory (SIPT) in an organizational context. Proposed by Walther at the beginning of the 1990s, the SIPT was a counter strike aimed at research from the 1980s which suggested that because of a lack of non-verbal cues, email, was unsuited to interpersonal communication, leading to anti-social and task-oriented communication. This research, then, contradicts this earlier view of email communication. The second focus, or purpose, of this research was on the non-verbal cues used in email communication to form impressions of email partners as well as on the use of non-verbal cues to send impressions. This central facet of the SIPT has thus far been understudied in academic literature. Thirdly, the current research aimed to shed light on the use of supplementary sources of information in impression formation.</p> <p>Data was collected using semi-structured interviews. Six employees of a large Finnish multinational firm were all interviewed twice. The employees represent an international team with members in three different countries, who communicate primarily by email. The interviews were structured around the Social Information Processing Theory so that the different components of the theory were all discussed in the interviews. The transcribed interview data was analyzed using qualitative content analysis, the process which, was structured around the cues used to form impressions. Relevant cases in the data were identified and classified until meaningful categories emerged.</p> <p>The main results of the current research are twofold. Firstly the research verified the robustness of the Social Information Processing Theory to model email communication in an organizational context. The SIPT was developed with social communication in mind, but it is also able to describe the process of impression formation in a work environment. Secondly the results of the current research demonstrate the central role of contextual or inferential non-verbal cues in impression formation. The communicators studied in this research all share the same organizational context, which has a profound impact on the cues used to form impressions. Whereas previous research has concentrated primarily on more concrete cues (such as the use of smiles), the results of the current research are an important step in elaborating the SIPT specifically with regard to contextual non-verbal cues.</p> <p>References</p> <p>Walther, J. (1992) Interpersonal Effects in Computer-Mediated Interaction- A Relational Perspective. <i>Communication Research</i>, 19, 52-90.</p> <p>Walther, J. &amp; Parks, M. (2002). Cues Filtered Out, Cues Filtered in: Computer-Mediated Communication and Relationships.</p> <p>Walther, J. &amp; Tidwell, L. (1995). Nonverbal Cues in Computer-Mediated Communication, and the Effect of Chronemics on Relational Communication.</p> <p>Culnan, M. &amp; Markus, M. (1987). <i>Information Technologies</i></p> <p>Sproull, L. &amp; Kiesler, S. (1986). Reducing Social Context Cues: Electronic Mail in Organizational Communication.</p> <p>Tyler, J. &amp; Tang, J. (2003). When can I Expect an Email Response? A Study of Rhythms in Email Usage.</p>			
Avainsanat-Nyckelord-Keywords Computer-mediated Communication Social Information Processing Theory Qualitative Content Analysis			
Muita tietoja-Övriga uppgifter-Additional information Article thesis			