I Heart Communication in the Library: Exploring Communication Satisfaction

Jennifer A. Keach
James Madison University, keachja@jmu.edu

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Does a Relationship Exist?

Communication Satisfaction

Connections?

Actions?

Availability?

How to Measure It?

<table>
<thead>
<tr>
<th>Connections</th>
<th>Actions</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum=2</td>
<td>Build &amp; Maintain Relationships</td>
<td>Weekly Number of Physical Locations</td>
</tr>
<tr>
<td>One person</td>
<td>Learning Events</td>
<td>Minimum=1</td>
</tr>
<tr>
<td>Connections to 2 co-workers</td>
<td>Official Social Events</td>
<td>Highest Communication Satisfaction (1 location)</td>
</tr>
<tr>
<td>Maximum=50</td>
<td>Informal Social Events</td>
<td>Lowest Communication Satisfaction (2 locations)</td>
</tr>
<tr>
<td>One person</td>
<td>Committee Service</td>
<td>Weekly Number of Virtual Locations</td>
</tr>
<tr>
<td>Connections to 50 co-workers</td>
<td>Outlook Calendar</td>
<td>Minimum=2</td>
</tr>
<tr>
<td>No statistically significant correlation of # of connections with communication satisfaction</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What Were the Results & Findings?

What Were the Recommendations?

Support information sharing with clear expectations for use of online tools.

Build relationships between departments with intentional committee & task force assignments.

Maintain relationships through large, in-person events—both social and learning.

Build relationships with small-group, in-person events.

Adapt existing surveys
Consider your study objectives, availability of benchmarking data, and survey length. See Greenbaum, H. H., Clampitt, P. G., & Willihnganz, S. (1988) for an overview of organizational communication surveys.

Pilot test your survey
Collecting feedback from volunteer testers as they test the survey (e.g. concurrent think-aloud protocol).

Create contingency plans
A full network analysis study requires data about 60% or more of the population. Consider an egocentric study instead if you have a smaller response rate.

Protect participants

Consider all data to tell the story
Triangulate data and report descriptive data as well as any statistically significant correlations.

Use software with guidance

Learn More

Take a handout for a reading list
• Foundational Theories
• Research Design and Data Analysis
• Related Research Studies

Leave your card for full study
• Copy of survey instrument
• Masters thesis to be available April 2018