Web Questionnaire for comparing the use of different modes of communication inside the *e*-Business Management School - Lecce

Objectives of the "Social Network Mapping" Project

The Knowledge Management Research team in eBMS Lecce will apply the TeCFlow social network mapping tool to their own communication archives to monitor and analyze the dynamics of social networks evolving in virtual communities of knowledge practice. The main objective of this research project will be to use the TeCFlow mapping tool as a way to gain first understanding of the potential of this tool in assessing the impact of the initiative on network structure and effectiveness. A further objective is to extend the TeCFlow mapping tools to include both electronic channel such the download of documents via intranet, phone calls, face-to-face, forum, chat interactions.

Web Survey Objectives

The main objective of this survey is the identification of the frequency of communication inside a project based organization like eBMS.

It represents a project's deliverable aiming at identifying the communication preferences and habits of internal members with reference to the channels they use for exchanging information. In addition to email, the major communication channels whose diffusion we are interested in are chat, download of documents using the Intranet, phone, and face to face interactions. The main reason for focusing the attention on these communication modes has been the initial hypothesis that, due to geographical location and to cultural factors, the communication behaviour inside the eBusiness Management School is much more oriented toward an interpersonal "non-digital" pattern.

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Process for data gathering

The process for collecting data needed to the analysis of the specific networks could be divided into the following four phases:

1. Data Gathering through a web page published on the Intranet.
    a. Design and Implementation of MySql database
    b. Development of a PHP application that creates an on-line questionnaire and stores in the database the individuals' responses.
2. Mining from the database of the data that have to be parsed by TeCFlow (administrator side)
    a. Development of a PHP application for querying the database and showing the results in a way that is compliant with the tool "fileloader".
3. Data Analysis using Fileloader
    a. Pre-processing of the results obtained from the previous step using Fileloader.
4. Data Analysis using TecFlow
    a. Processing and analysis of the collected data, that have been formatted in the previous steps.

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Example of the Web Questionnaire

The following part of the document shows the questionnaire as it has been sent to all eBMS members

This questionnaire is part of a survey that will help us to understand how people interact using different modes of communication (email, phone, chat, face to face).

The survey will provide useful insights for comparing the evolution of social networks emerging from different communication modalities.
It represents the first step for mapping the levels of *interactivity* and *connectivity*, and the *ability to share* all the relevant knowledge among co-workers interacting through different channels.
It will help us to plan activities for optimizing the knowledge flow inside each team and among them. We could discover, for example, that some communities tend to use a communication channel that is not well emphasized and recognized, leading to waste of time and energy in exchanging information.

Through this survey we will be able to imagine new ways of increasing people and team productivity, and to support them with the suitable set of communication modes.

Thanks a lot for your valuable contribution! Please refer to Francesca Grippa (francesca.grippa@ebms.unile.it) for any request for information.

Confidentiality is assured.
Participation is voluntary.

You are required to answer a single question. It won't take you more than 10 minutes.

- Enter the estimated number of contacts with your colleagues. Please enter digits.
- Leave the space blank if you had no interaction with that person.

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We asked people to remember:

- N° of phone calls: the number of calls he/she had that day with a specific colleague.
- N° of face to face contacts for working activities: the number of times that day he/she met for working related activities a colleague.
- N° of chat sessions: the number of times that day he/she opened a chat session for asking something related to working activities with a specific colleague.
- Documents downloaded by the Intranet that were authored by this colleague: the number of documents he/she had to download from the eBMS intranet that day.

In the questionnaire we deliberately missed to recall the number of *emails* sent and received, since we use TeCFlow as tool for automatically parsing the emailboxes.

How many times did you communicate with each person by each of the listed modes TODAY?
Reference day: _____

Surname	Name	N° of phone calls	N° of face to face contacts for working activities	N° of chat sessions	Documents downloaded by the Intranet that were authored by this colleague
Researchers					
Zilli	Antonio				
....	....				
PhD Students					
Grippa	Francesca				
....	....				
Technicians					
Camillo	Alessio				
....	....				

Comments and suggestions

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