

James Madison University

From the Selected Works of Jennifer A Keach

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I Heart Communication in the Library: Exploring Communication Satisfaction

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Available at: <https://works.bepress.com/keach/12/>

I ♥ COMMUNICATION IN THE LIBRARY

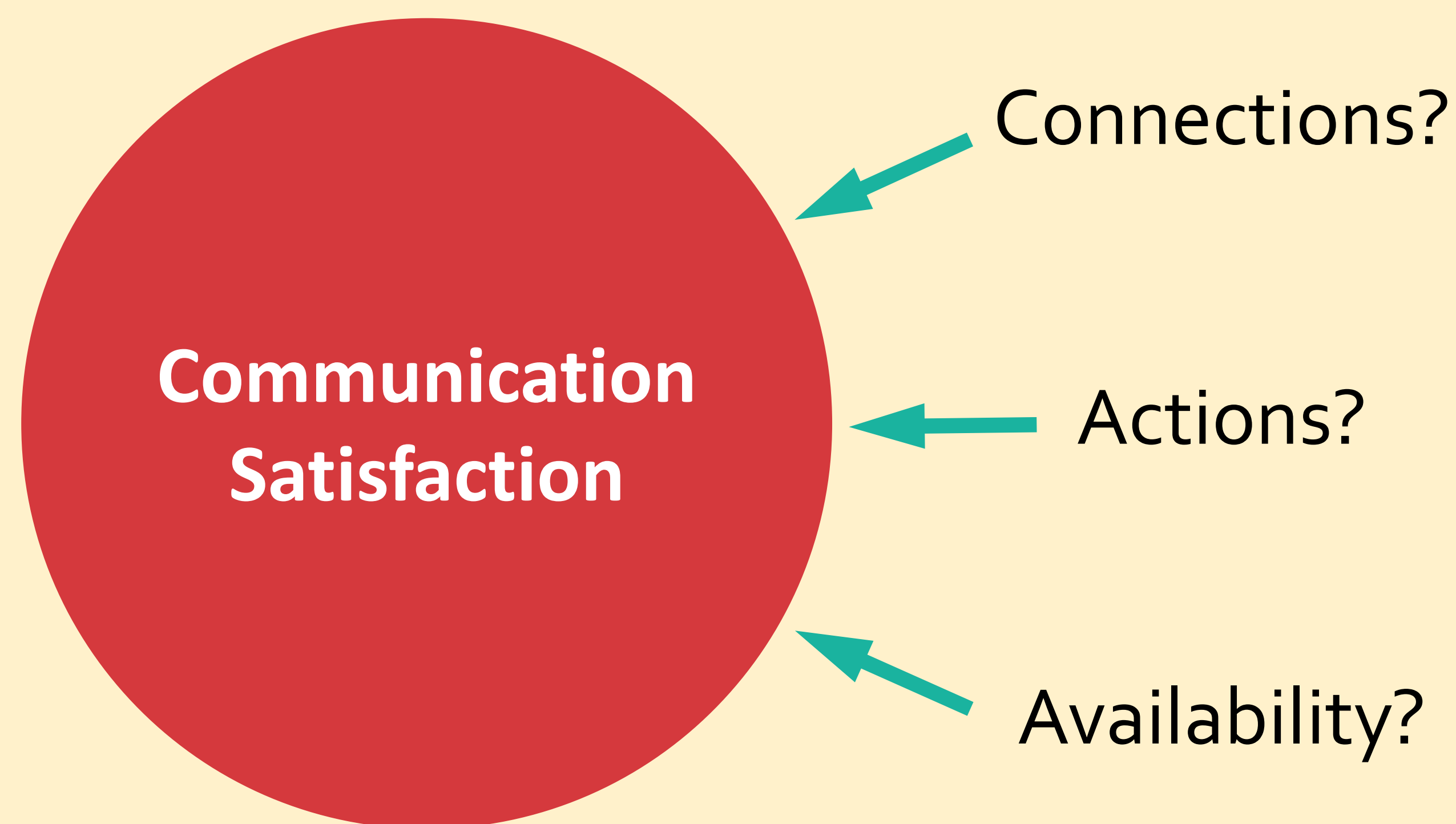
EXPLORING COMMUNICATION SATISFACTION

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Mixed methods case study within a mid-sized academic library using a survey to collect data. Forty-seven employees participated for a response rate of 34%. Descriptive and correlational analysis included social network analysis.

Does a Relationship Exist?



How to Measure It?

Communication Satisfaction Questionnaire (Hazen & Downs, 1977) Organization's Employee Morale Survey	Number of coworkers from whom you regularly receive info
	Participation in events and online services with co-workers
	Locations visited weekly during which available to co-workers

What Were the Results & Findings?

Connections	Actions	Availability
Minimum=2 One person Connections to 2 co-workers	List the top three that best enable you to connect with co-workers you do not regularly see in person. Please describe how. 	Weekly Number of Physical Locations Minimum=1 Mean=2 Maximum=7
Maximum=50 One person Connections to 50 co-workers		Weekly Number of Virtual Locations Minimum=2 Mean=7 Maximum=18
No statistically significant correlation of # of connections with communication satisfaction		

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.

Research Tips

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

Go beyond the requirements of your Institutional Research Board. See Borgatti, S. P., & Molina, J. (2005) for participant protection for social network analysis.

Consider all data to tell the story

Triangulate data and report descriptive data as well as any statistically significant correlations.

Use software with guidance

I used SPSS with guidance from Field, A. (2013), and UCINET (Borgatti, Everett, & Freeman, 2002) with guidance from Prell, C. (2002) and Hanneman, R. A., & Riddle, M. (2005).

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