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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

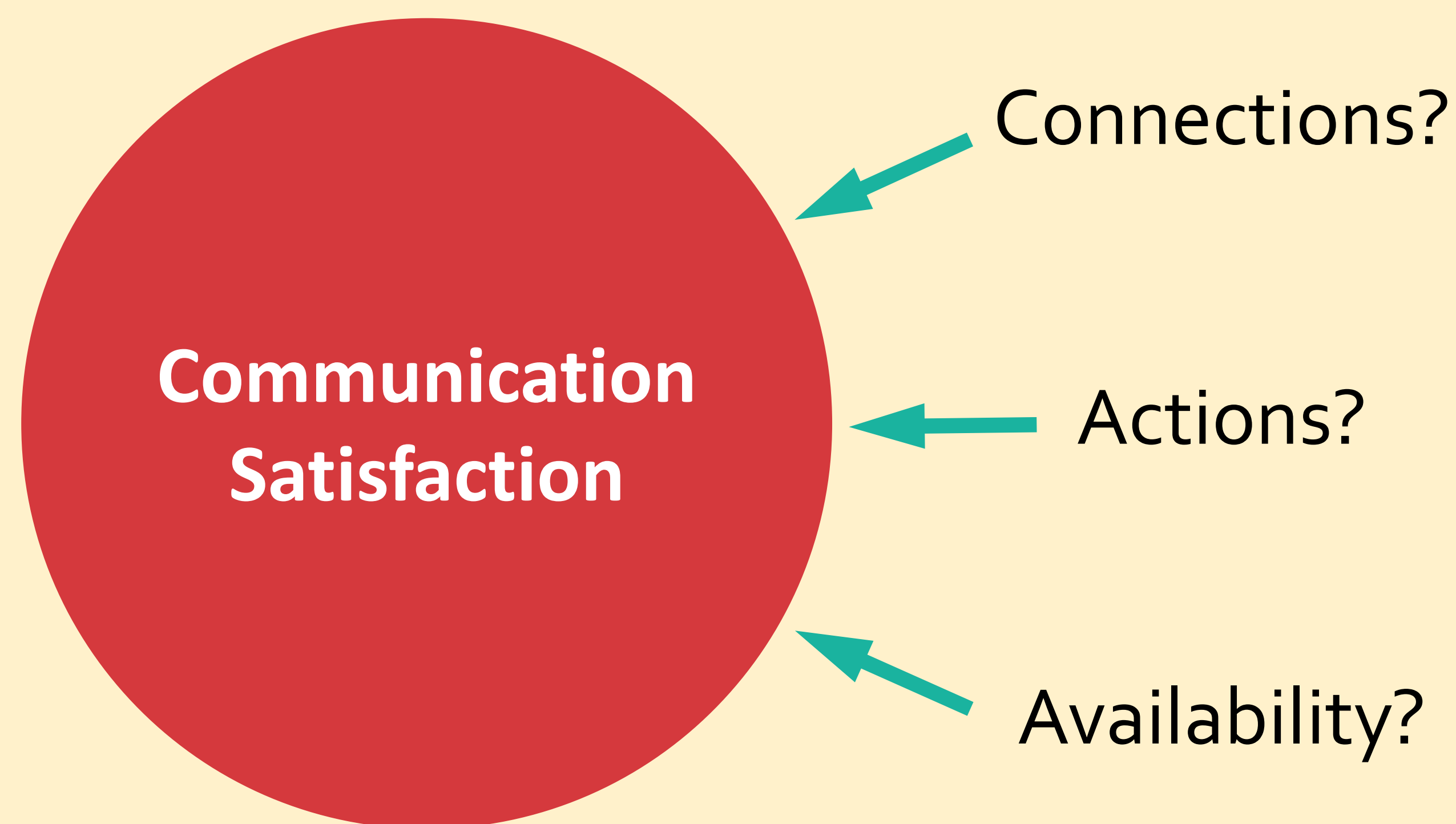
## EXPLORING COMMUNICATION SATISFACTION

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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