

Enhancing Communication Success: A Hermeneutic Phenomenology of Communication Patterns Among Virtual Team Members with Funded Projects

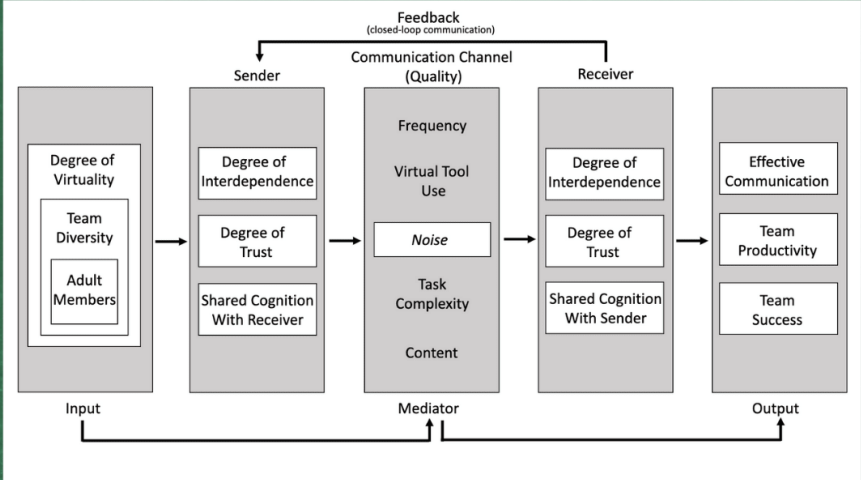


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Introduction

- Last decade has presented increased prevalence of virtual teams (Marlow et al., 2017; Hendke et al., 2018)
- Unique opportunities are presented along with unfamiliar ways of communicating (Laitinen & Valo, 2018; Hikameh et al., 2021)



Note: Framework informed by Marlow et al. (2017), Shannon & Weaver (1949), and Ilgen et al. (2005)



Methods

- Sequential mixed-methods
- Purposive sampling of AGEF TxARM members
- Survey methodology via Qualtrics (n=70)
 - Statistical analysis in SPSS
- Semi-structured interviews via Zoom (n=12)
 - Transcribed using Otter and coded in Dedoose using Glaser and Strauss' (1997) process

Results

- Communication quality & team success are significantly correlated ($p=0.035$)
 - Frequency & success are, too ($p=0.032$)
- R-squared values showed trust ($r=0.533$), closed-loop communication, & shared cognition ($r=0.647$) to be predictors of quality communication
- **Four themes** emerged from qualitative data:
 - Virtuality doesn't effect communication quality
 - Diversity challenges are outweighed by benefits
 - Virtual teams excel in area of trust
 - Foundational relationships are important



Conclusions & Recommendations

- Virtual team work in research & academia can be just as effective as face-to-face if quality communication is present
- Diversity of team members should be encouraged
- Relationship-oriented communication is just as important as task-oriented
- Recommended the VCF be studied in other areas for generalizability



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Anecdotal to Data Driven

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