

# Netiquette for The Work Environment

Personality Influences on Requirements for Social Networks  
Sites at Work

André Calero Valdez  
Anne Kathrin Schaar  
Martina Ziefle

# Agenda

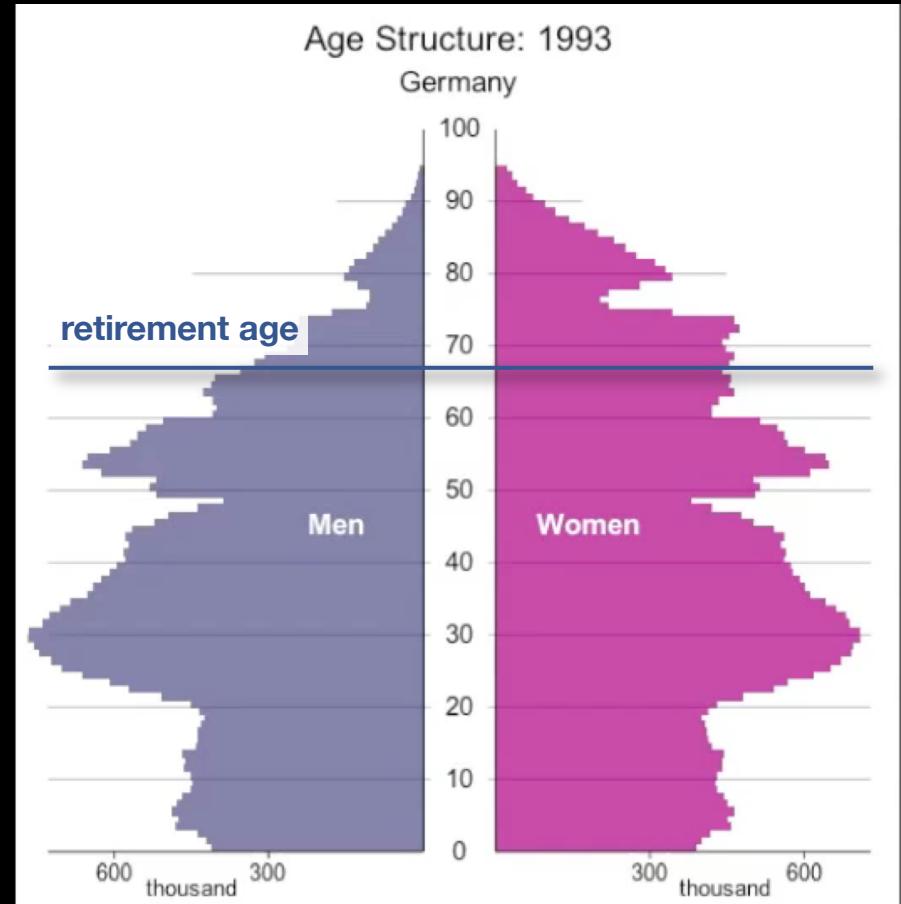
- Demographic change and changes in employment biographies
- Social Networking Sites (SNS)
- Questionnaire Study – Netiquette

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# Demographic Change

- Experienced workers who retire take their knowledge with them
- In 2030 workforce size will shrink dramatically
- How is this a problem and how can we compensate for this loss?



# Skill Shortage

- retirement of baby boomers
- changes in employment biographies
  - shift to project work
  - short-term contracting
  - temporary employment
  - parental leave

# New Innovation Requirements

- fast information interchange, resource allocation, training of new employees
- conservation of business critical information & knowledge
- flexible working hours, international business relationships

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# What is a SNS?

- For instance: Facebook
- web-platform which allows users to connect each other
- communication platform
- allows group forming

# SNS Benefits

- SNS can be used to satisfy these new innovation requirements
- conserve information (on the fly)
- flexible worldwide access
- support different ways of communication

# SNS Usefulness

- $n$  - network size
- value of the network:
  - Metcalf's law:  $n^2$ 
    - all possible connections
  - Reed's law:  $c^n$ 
    - sub-networks multiply value
- value depends on # of active participants

# Get employees to use it!

# Important Criteria

- user diversity: age, gender, technical expertise, technical divide
- Beyond barrier's and motives
  - privacy, control, functional scope, relationship topology
- Previous finding:  
People need rules for communication

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# Questionnaire Study

- Quantitative study, standardized metrics
- Young knowledge workers  
(ages 20-59, M=29, SD=10, N=99)
- high adoption of private use (89% use Social Media)
- low adoption for professional use (31%)

# Questionnaire

- Online survey with preselected target audience
- Independent variables:
  - Demographic data
  - Social Media Liking
  - Agreeableness FFM-A (6 items  $\alpha = .716$ )
  - Conscientiousness FFM-C (6 items  $\alpha = .887$ )
  - Formal Correctness (6 items  $\alpha = .820$ )

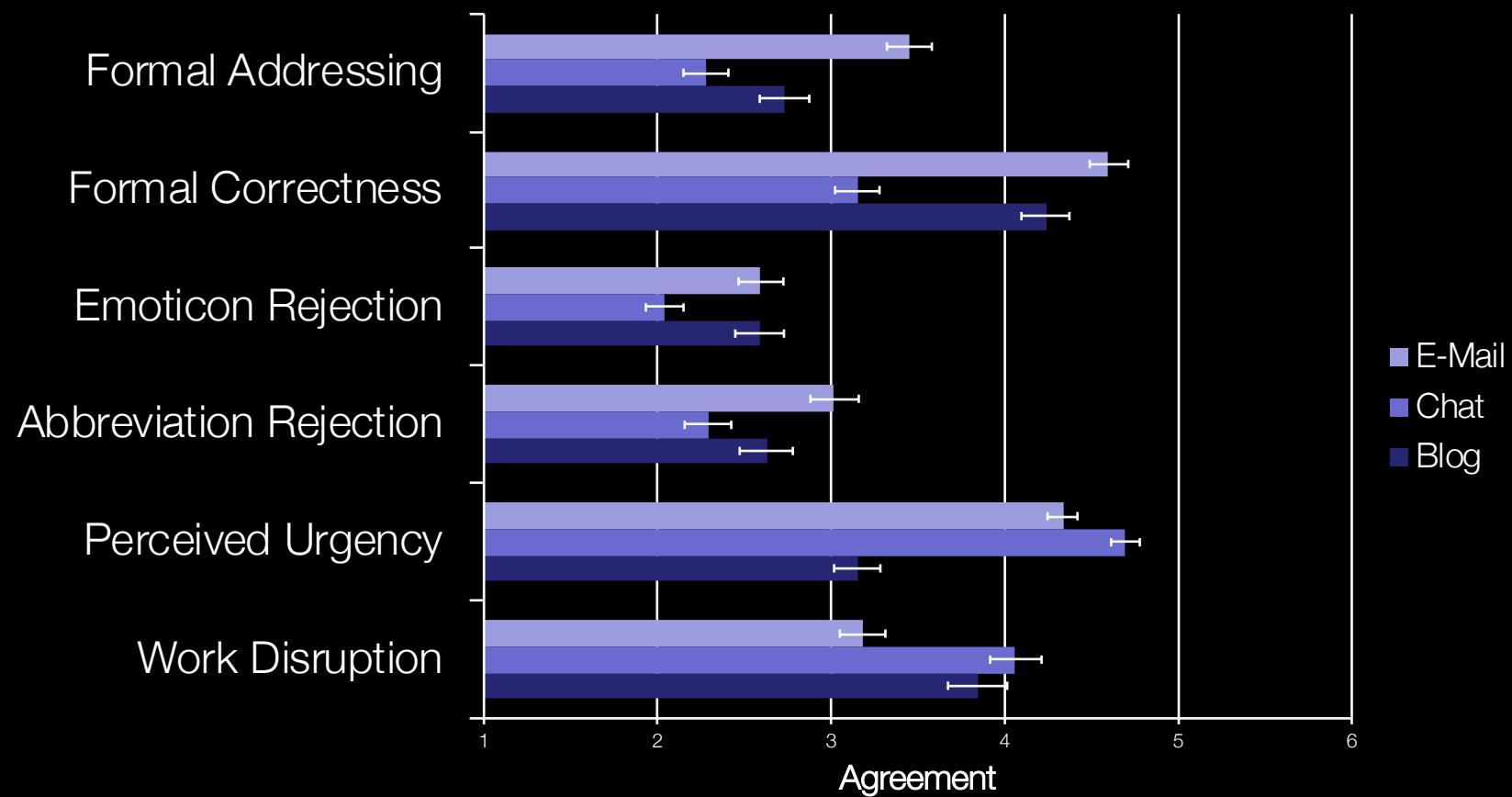
# Dependent Variables (1/2)

- Importance of 5 etiquette scales using 3 items each
  - Formal Addressing (Dear Mrs.,..) –  $\alpha=.918$
  - Abbreviation Rejection (no abbr, LOL) -  $\alpha=.831$
  - Emoticon Rejection ;-) -  $\alpha=.775$
  - Perceived Urgency (reply quickly!!!) -  $\alpha=.789$
  - Work Disruption (reply now!!!) -  $\alpha=.789$

# Dependent Variables (2/2)

- All of these measures for 3 different media
  - Email
  - Chat
  - Blog
- Behavioral Intention

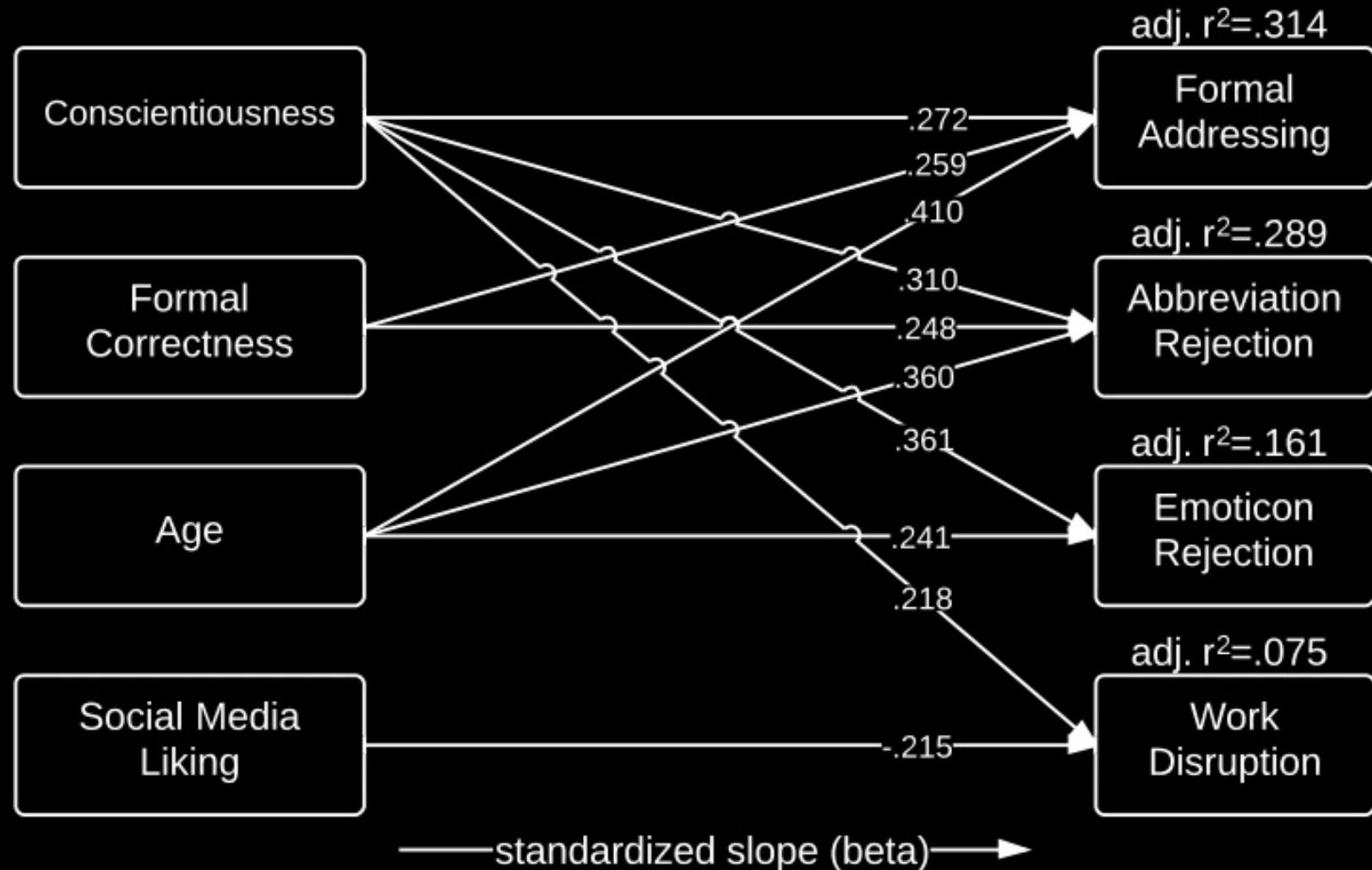
# Differences Between Media



# Multiple Regression Analysis

- Performed for between subject effects
- No effect of agreeableness
- Gender only influences perceived urgency

# MLR Results



# Conclusion

- A SNS for the work environment should allow different media for different purposes.
- Companies require netiquette inline with their employees.
- When younger users work with older users, use a netiquette that suits the older and more conscientious users.

**Thank you for your attention!**

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