

FIT1049 - IT Professional Practice

Week 10:

Online Modes of Communication

Last Week: Communication Modes

Organisations

- characteristics,
 - goals, objectives and functions
 - Structure and communication channels
-
- Traditional modes of Written Communication
 - Characteristics of using written communications
 - Approach to professional written communication
 - Types of writing for communication



Did you read the ePub for week 10

- A. Yes, It was good.
- B. Yes, It was bad
- C. No, I had technical difficulties
- D. No, I did not get around to it.

Online Communication



Context

Increase risk of miscommunication

Modes are fickle

Your digital footprint

Should I believe that?

Which online information/communication platform do you think has had the most significant ramifications for the way we communicate?

- A. Youtube
- B. Blogs (Tumblr etc)
- C. Facebook
- D. Twitter
- E. Other

Online communications context

Online communications attributes

Linear	↔	Non-linear
Public	↔	Private
Short	↔	Long
Formal	↔	Informal
Professional	↔	Personal

Based on technology constraints, or usage norms



eFolio – Online Communication Matrix

	Linear Non-linear	Public Private	Short Long	Formal Informal	Professional Personal
Wiki					
Blog					
Facebook					
Twitter					
Discussion board					
Sms					
Web					

Online Communication



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Online miscommunication

In the workplace, email has benefits but also many, many pitfalls. In particular:

It's not a great medium for a conversation or discussion. If you want one of those, drop in on your colleague (best), or at least phone/skype (a distant second, but a lot better than email).

It's a poor way to resolve interpersonal difficulties. Such difficulties inevitably arise from time to time; they're a fact of life. But when they do arise, that's the signal to take the matter to an in-person discussion, rather than to stake out a position in email.

Keep it professional. Minimise emotion and any judgement of colleagues. Email is a very narrow, limited, stunted mode of communication, devoid of all the multimodal signalling methods that are used, consciously or otherwise, in face-to-face communication. As such, it is very easily misunderstood and tends to widen rather than narrow any gaps that arise between people who are in disagreement.

If you are in disagreement, do not habitually "escalate the Cc list".

Online miscommunication

It's often not efficient. Keep it as short and factual as possible.

Most of us are so overwhelmed by email that it is difficult or impossible to keep up with everything. Be patient and understanding if your colleagues are slow to respond; you may not be entirely on top of email yourself, and will need their patience and understanding at times too. If someone has not responded to an email you consider important, then a follow-up phone call or visit will likely be more effective. (Think about it: if your first attempt fails, why stick to the same method?)

It's not great for the eyes. The more your eyes look at people, and the less they look at screens, the better off they will be.

It can be good for dissemination of information that the recipient (or, if really necessary, recipients) wants or needs to read.

Miscommunication

SMS miscommunication

Offensive language warning

Online Communication



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eFolio: Online Communication Chaos Activity

Aim 1: In groups or as an individual you are to write down as many online communication platforms as you can think of.

The group with the most platforms wins

How many platforms have you listed

- A. 0-10
- B. 11-20
- C. 21-30
- D. 31+
- E. Did not participate

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	Linear Non-linear	Public Private	Short Long	Formal Informal	Professional Personal
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Modes are fickle

- I have probably never seen some of the methods you use
- Name some platforms that have disappeared

Online Communication



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Modes are fickle

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Should I believe that?

Facebook as example of online presence

Facebook “friends”

- Family
- Friends
- Colleagues
- Acquaintances

Can use groups and settings to distinguish, but dangerous!



Facebook

Professional implications

- potential employers looking you up on facebook
- people getting caught taking 'sickies' by posting on facebook
- colleagues can see if you spend time updating status, playing games, etc!

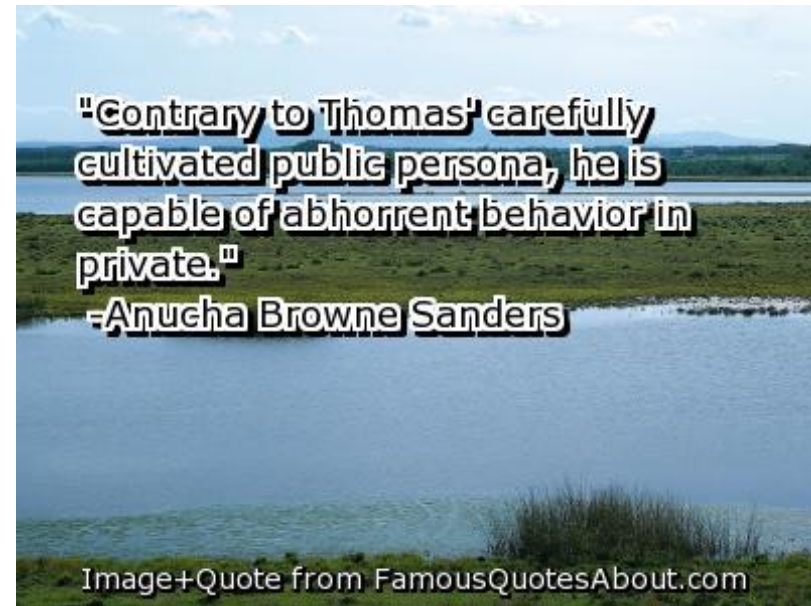


Is it acceptable for employers to check potential employees Facebook?

- A. Yes, org.s need to know who they are employing
- B. Yes, you can check someone out without discriminating
- C. No, they might discriminate
- D. No, personal and professional should be separate

Facebook

Either be very selective and
careful
Or
Use a public (not private) persona



Think about this with all you online interactions

Facebook

Many organisations now using Facebook to increase their web presence / visibility

Can pose challenges / conflicts regarding control of information



Think about this with company interactions

Consider

- Your boss who is 60 thinks that it is a great idea to run a social media campaign. What are the benefits and risks of running a social media campaign for a company?
- Discuss as a small group.
- Timed Piece
 - Introduction
 - Three points for one side
 - One point for the opposite side
 - Conclusion that states your opinion

Is it acceptable for an organisation to delete negative comments from their public Facebook wall?

- A. Yes, it's their wall, they can do what they want
- B. Yes, better to head off controversy
- C. No, deleting comments just makes it more likely they go viral
- D. No, a public wall means accepting public comments – it's censorship

Online Communication



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Should I believe that?

Wikipedia

[Video](#)

What is the problem with the statement in the video. What other formats does it apply to.

[Video - Professor Wikipedia](#)



Should I believe that?

- Become a wary consumer.
- The problem with online is that flash things can be dodgy and legitimate thing can be ugly.

Blogs as example of believability

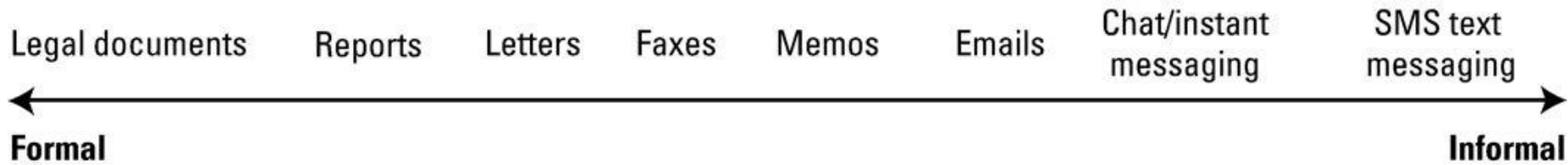
Who writes a blog

Legal and social consequences

- Defamation or liability
- Employment
- Political dangers
- Personal safety



Communication modes



Eunson Figure 6.8: A formality–informality continuum of communication modes

eFolio – Online Communication

Matrix

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The Medium is the Message

- What do you want to communicate
- Who do you want to communicate too
- How would you like to get the message

- Are you happy that your comments are public
- Will you still be happy in five years time that your comments are public

- Thoughtful communication

Summary

- After this lecture, you should be able to:
- Compare and contrast a range of online communication modes (as covered in this lecture)
- Describe the advantages and disadvantages of each communication mode
- Appreciate how each mode may be used effectively for workplace communications

Next Lecture

Professional Issues: Part 1