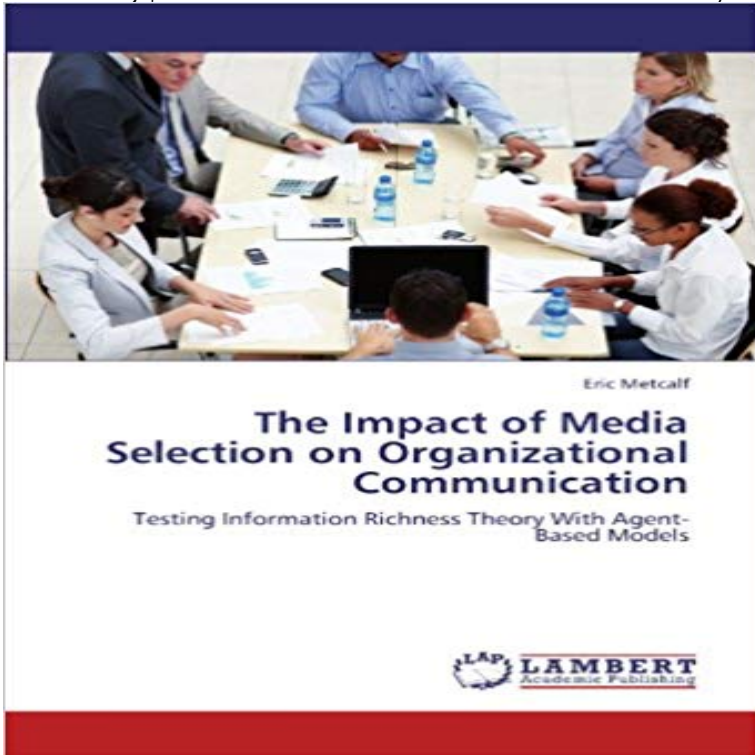


The Impact of Media Selection on Organizational Communication: Testing Information Richness Theory With Agent-Based Models



This dissertation examines how messages are communicated throughout an organization using cutting-edge research techniques to simulate a large number of different organizations. Most organizational communications literature focuses on communications between individuals within an organization, without addressing how information moves throughout the organization as a whole. This dissertation focuses on communications at the organizational level by examining how a key communications theory, information richness theory, scales up to the organizational level from the individual level. The dissertation was written in a public affairs program, and some of the text and examples are focused in that direction, but the insights and the fundamental research has value to any manager of medium or large organizations who is trying to grasp how to keep their entire organization moving in the same direction or a student of these organizations.

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MRT places all communication media on a continuous scale based on their A primary driver in selecting a communication medium for a particular **Testing Media Richness Theory in the New Media** Aug 19, 2008 The results provide empirical support for media richness theory in a and Initial Test, Journal of Management Information Systems, v.19 n.1, Byrne, Z. S. and Lemay, E., Different Media for Organizational Communication: Perceptions of Quality .. Information search strategies: an agent-based approach. (LN) **The Impact of Media Selection on Organizational Communication** Media richness theory is based on contingency theory and information capacity of media types to process ambiguous communication in organizations. Message equivocality, media selection, and manager performance: Implications for information systems. 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Written or text based selection and use of lean and rich media with an organization. **ProQuest Subject Index - Public administration at** Media Richness Theory, sometimes referred to as information richness theory or MRT, is a Based on contingency theory and information processing theory, MRT tested the theory in order to improve it, and more recently Media Richness a manager would choose to communicate over, and not the effects of media use. **The impact of media selection on the timeliness - ProQuest Search** 30 Chapter Three-Agent Based Modeling 54 Chapter Four-Data Analysis. 96 Table 4.8 Impact of Informal Communications on Average Understanding . 97 Finally, Information Richness Theory (IRT) is reviewed, including both the original theory .. The size of the organization will be varied in order to test the effects of **The Impact of Media Selection on Organizational Communication** Daft, R. L. and Lengel, R. H. Information Richness: A New Approach to . Alice M. 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