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* " "

(220)

(%92.2)

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) (Thomas et al, 2006)

:(2002

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(Huczynski and Buchanan, 2001)

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.(Bordia, 1997)

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.(2007)

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.(Brooks, 2003)

2007/10/22

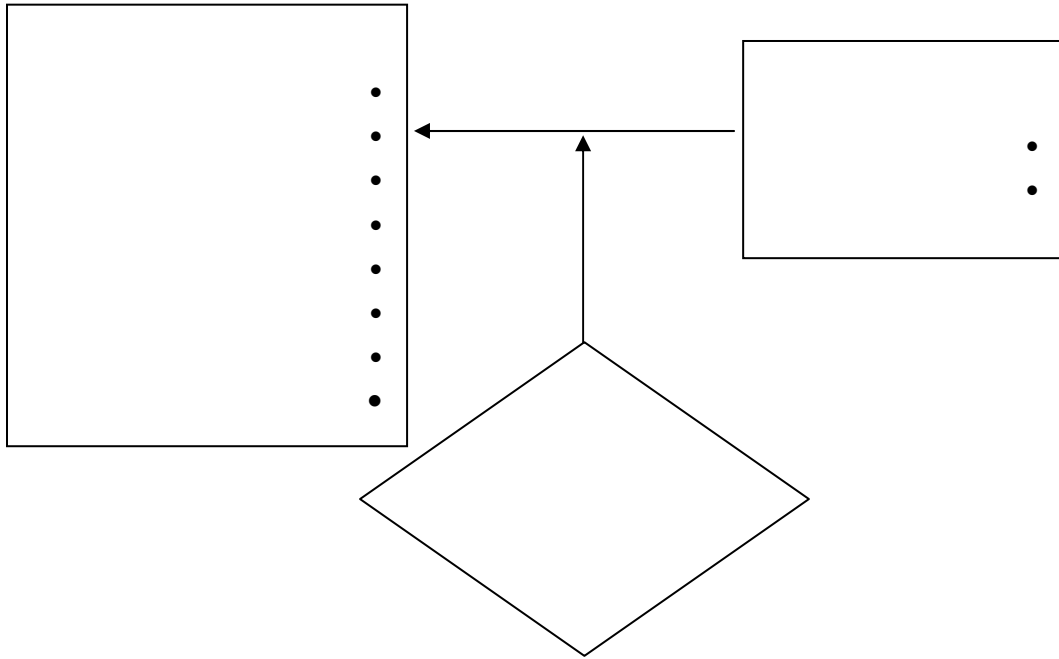
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*

:Ho₂

:Ho₄

:Ho₃



(1)

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) ()
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 (Johnson, 2002) ()

(Roebuck et. al, 2004)

Hollingshead, McGrath and)

.(O'Connor, 1993

(Store and Forward)

(Facsimile)

.(200)

Media Richness Theory

equivocality

(Hossain, Wigand, 2004)

(1):

(3)

(2)

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			(Daft and Lengel,1987)	(4)
Clampitt and Downs,)				
Varona,)		(1993	(Sheerand Chen, 2004)	
	:	(1996; Nakra, 2006		
	:	-1		(Rocheleau, 2002)
	:	-2		
	:			(Timmerman, 2005)
	:	-3		
	:	-4		(Marginson et al, 2000)
	:	-5	(Sullivan, 1995)	
	:		(Marin and Minsky,1999)	
	:		,1997) Karnervo (Gotcherand	
	:		Rai and) (Hunter and Allen, 1992)	
	:		(Bajwa, 1997	
	:	-6		(SimonandPeppas, 2004)
	:			:
	:	-7		(Zimmermann et al, 1996)
	:		(Conner, 2003)	
	:	-8	"	
	:			(Nakra, 2006) "
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	:	-1		
	:		Mueller Lee, 2002) "	
	:		(Downs and Hazen, 1977)	(and

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" : (2003)

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" : (2007)

" : (2002)

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305

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" : (2006)

" : (2000)

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748

" : (1999)

" : (2005)

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<p>An Exploration of Communication Channel Usage By Gender Lind (2001) 180</p>	<p>(658</p>
<p>“Why Faculty Members Use E-Mail The Role of Individual Differences in Channel Choice” Minsky and Marin (1999) 163</p>	<p>.(: The Human Side of The Digital Divide: Media Experience As The Border of "Communication Satisfaction With Email" Ishii (2005) 303</p>
<p>Computer-Mediated Communication and media Preference: an Investigation of the Dimensionality of Perceived Task Equivocality and Media Richness D'ambra, et al (1998) 42</p>	<p>: Akkirman and Harris (2005) “Organizational Communication Satisfaction in the Virtual Workplace”</p>
<p>Testing Media Richness Theory in the New media: The effects of Dennis and Kinney (1998)</p>	<p>.(A comparison of face-to-face and virtual software development teams videoconferencing Anders (2002) 48</p>

)

(

Preferences for : (Sullivan, 1996)

Electronic Mail in Organizational Communication Tasks

(Ishii, 2005)

(Downs and Hazen ,1977)

(Communication satisfaction questionnaire(CSQ)

(Greenbaum, Clampitt, and Willihnganz,

.1988)

Media Selection " : Russ et al, (1990)

and Managerial Characteristics in Organizational

"Communications

.(1 2 3 4 5)

94

(1) :

(2) .

(3) .(Lind,1997)

)

(

(300) 220

(1)

%66.4

%60

" 4 " %39.1

-10 " " 9-5 "

%24.5 " 14

(Cornbach Alpha)

(0.944-0.815)

(Sekaran,1992) 0.60

%25

%75

%56

7

%92.2

:Hierarchical Regression

(1)

%66.4	146	
%33.6	74	
%39.1	86	4
%24.5	54	9-5
%24.5	54	14-10
% 11.8	26	15
%12.3	27	
%20.9	46	
%60.0	132	
%6.8	15	
%75	165	
%25	55	
%20.9	46	3
%23.2	51	6-4
%30.5	67	9-7
% 25.5	56	10
%92.2	203	
%7.7	17	

(2)

0.862	
0.879	
0.893	
0.815	
0.944	
0.921	
0.937	
0.907	
0.854	

-2 /
 -3 / : :
 Factor
 %37.25 Analysis
 (Variamax
 %26.84 0.4 Rotation)
 -1 : (3)
 -2 :
 -1

(3)

				Extraction	
		2	1		
28.318	19.85	0.075-	0.843	0.716	/
30.325	24.80	0.012-	0.835	0.698	/
65.800	26.69	0.806	0.059-	0.653	
70.553	118.73	0.434	0.634	0.590	
38.236	27.35	0.706	0.219	0.547	
		1.343	1.862		
		26.84	37.25		
		64.10	37.25		

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Component Scores.

(4)

3.61
 : : 0.608
 :
 :Ho₁
 3.72
 .(1999) 3.51
 (4)
 : 3.64

:Ho₁₋₁

(4)

(1999)

(Lind,2002)

:Ho₁₋₂

(6)

(T-test)

	t	*		
0.294	1.051-	0.123	0.041-	
0.155	1.426-	0.166	0.055-	

*

	**	
0.608	3.61	
0.670	3.59	•
0.717	3.72	•
0.769	3.51	•
0.712	3.66	•
0.644	3.59	•
0.718	3.58	•
0.713	3.62	•
0.685	3.69	* •
0.718	3.64	

*

**

(6)

(3.5

(3.5-2.5

(2.5

t=1.051, Sig)

($\alpha < 0.05$)

.(t=1.426, Sig =0.155)

(=0.294

(5)

(T-test)

	t	*		
0.171	1.375	0.130	0.066-	
0.347	0.943	0.089-	0.045	

*

(5)

($\alpha < 0.05$)

(t=1.375, Sig =0.171)

. (t=0.943, Sig =0.347)

(2007)

Russ, et)

(Sullivan, 1996)

.(al., 1990

:Ho₁₋₃

15

(7)

($\alpha < 0.05$)

Tukey

(F=2.778, Sig=0.042)

14-10"

(2007)

(1999)

H_{01-4}

" 4-0"

" 15"

(F=2.007, Sig=0.114)

($\alpha < 0.05$)

(7)

(F-test)

	F	*			
		15	14-10	9-5	4-0
0.114	2.007	0.268	0.128-	0.191-	0.119
0.042	2.778	0.342-	0.203	0.195-	0.098

*

(8)

(F-test)

	F	*			
		10	9-7	6-4	3-0
0.006	4.224	0.268	0.004	0.073	0.413-
0.000	7.620	0.503	0.145-	0.058-	0.337-

*

10"

(8)

($\alpha < 0.05$)

(F=4.224, Sig=0.006)

Tukey

" 10"

" 3"

(Minsky and Marin 1999)

Tukey

(F=7.620, Sig=0.000)

(%9.9 %4.4)
 .($\alpha < 0.05$)

:
H₀₂

(9)

.(Akkirman and Harris, 2005)

($\alpha < 0.05$)

%8.9

(F=10.539, Sig=0.000)

:
H₀₃

(9)

	F	R ²	R	
0.000	*11.217	0.094	0.306	•
0.002	*6.556	0.057	0.239	•
0.001	*7.791	0.067	0.259	•
0.000	*10.338	0.087	0.295	•
0.000	*7.094	0.061	0.248	•
0.000	*9.224	0.078	0.280	•
0.000	*9.189	0.078	0.279	•
0.007	*5.010	0.044	0.210	•
0.000	*11.920	0.099	0.315	•

* Sig<0.05

(10)

T	β	T	β	T	B	
1.450	0.154	1.570	0.102	*2.396	0.155	
0.149	0.014	*3.107	0.205	*4.086	0.264	
*3.163	0.213	*3.239	0.220			
*2.201	0.317					*
*3.300	0.452					*
0.158		0.136		0.094		R ²
0.042		0.042		0.094		R ² Δ
5.447		10.494		11.217		F Δ

*Sig<0.05

:
 (10)
 1
 =-0.317,) (F=0.094, p<0.05)
 (β<0.05)
 .(β=0.452,p<0.05) %9.4
 %4.2 R²
 (β=0.22,P<0.05) (ΔF=10.464,P<0.05)
 .(Ishii, 2005)
 :
 :Ho₄ 3
 R²
 (ΔF=5.447, P<0.05) %4.2

(11)

T	β	T	β	T	B	
1.072	0.073	*3.274	0.209	*2.396	0.155	
2.234	0.151	*4.801	0.303	*4.086	0.264	
*-8.093	0.588-	*-4.138	-0.266			
*2.113-	0.289-					*
*2.315-	0.322-					*
0.329	0.160			0.094		R ²
0.168	0.067			0.094		R ² Δ
*26.811	*17.123			*11.217		FΔ

*Sig<0.05

(11)

%16.8 ΔR² 1
 (ΔF=16.811, P<0.05)
 :
 F=10.464,) %6.7 ΔR²
 (β=-0.266,P<0.05) (ΔP<0.05)

($\beta=-0.289, p<0.05$)

(D'ambra, et.al, 1998)

(Anders, 2002)

($\beta=-0.322, p<0.05$)

(Russ etal, 1990)

(Dennisand

(Lind, 2001)

.Kinney,1998)

) (2006)

.(2002) (2005

.(12)

(12)

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		2005		
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	.283-250	153	()
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		1999		2006
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.134-113	(4)15			:
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38.		.371-353	(2)32	

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Measuring the Impact of E-mail Usage on Communication Satisfaction (Analytical Study)

*"Mohammad Khair" Saleem Abu Zaid **

ABSTRACT

The major purpose of this study is to measure the effects of email usage among personnel work in Jordanian telecommunication companies on communication satisfaction. The required data are collected through a self-administrated questionnaire totally 220 personnel were number of respondent. the data are analyzed by using multiple regression, hierarchical regression, two independent sample and one way ANOVA.

The study results reveal about (92.2%) of the studied sample uses e-mail in communication, and the usage rate differ according to experience and email experience. Also the results show there is a direct effect of email usage on communication satisfaction, where the effect differs according to email experience and degree of equivocality. The study recommend to spread email system among personnel to enhance communication satisfaction, conduct training programs for new dealers with the system, and increase interaction among personnel to enhance knowledge transfer in dealing with system.

Keywords: Communication Satisfaction, Electronic Mail, Richness Media Theory, Jordanian Telecommunication Companies.

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