

TOUCHPOINTS, TIME AND DYADS: A CASE OF INTERNAL ORGANIZATIONAL COMMUNICATION

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ABSTRACT

The study presented in this paper is based on three interrelated aspects. The first aspect is the touchpoint used. A touchpoint is anything that can be used to enable a connection between minds and the exchange of information. The second aspect is the time spent on information exchange. The third aspect is the interpersonal dyads that exist in organizations. With a structured interview as a data collection tool and with a number of 259 dyads it was possible to analyze the correlation between time spent by dyads on information exchange and the number of different touchpoints used by the dyads. All dyads on average used almost 20 minutes to exchange information every day at work. 12, 6 minutes (64%) were spent on work-related topics and 7,1 minutes (36%) were spent on private topics. The working hypothesis was supported and verified: dyads that spend much time exchanging information also use a higher number of different kinds of touchpoints. The level of privacy might be a driving factor.

Keywords: Touchpoint Management, Interpersonal Dyads, Information Exchange, Media Multiplexity Theory, Work Relations.