

Analysis of Informal Communication Networks – A Case Study

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Abstract

The structure and dynamics of informal communication networks are of central importance for the functionality of enterprise workflows and for performance and innovation of knowledge-centric organizations. While most executives are aware of this fact, there is a general lack of (semi-) automated, IT-supported methods and instruments to make informal communication networks measurable. Although logging of electronic communications has made considerable progress over the past few years, it is still extremely difficult to map personal interaction; manual approaches in particular are extremely error-prone. The article shows how informal communication networks can be investigated by IT-based methods. At the same time, the authors will be presenting an instrument ("Social Badges") that collects personal communications automatically and more precisely than legacy approaches allow. The practical applicability of the approach is evaluated through a case study.

Keywords

Analysis of social networks – Communications analysis – Informal communications – Social badges – Knowledge worker – Communication networks

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