ICIS 1997 Proceedings

International Conference on Information Systems (ICIS)

December 1997

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# MEASURING SATISFACTION IN GSS MEETINGS

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Research suggests that group support systems (GSS) can enhance the performance of a team making a joint cognitive effort toward a goal. Yet, GSS are diffusing slowly. Dissatisfaction with electronic meetings may be one cause of this slow diffusion. If teams grow dissatisfied with GSS meetings, they may abandon the technology, even if it helps them to reach their goals. If they grow dissatisfied with the processes provided by the facilitator, they may abandon the facilitator's interventions. Hence, meeting satisfaction is an important consideration when designing and fielding technology for teams.

Meeting satisfaction is defined as a *positively-valenced affective response associated with subjective perception that vested interests have been accommodated by a meeting*. Stated simply, meeting satisfaction would be *a good feeling when you get what you want from a meeting*. Although many authors measure meeting satisfaction, no clear, causal model of meeting satisfaction has yet emerged. An explanation of meeting satisfaction might allow the design of GSS tools and processes that satisfy the group without sacrificing productivity. With such a model, research questions could be more readily addressed: What is meeting satisfaction? What causes it? What effect does it have on the diffusion of GSS?

The causal model of individual satisfaction with team effort proposed in this research is depicted in Figure 1. The model posits that product and process satisfaction are separate but related constructs. Process satisfaction is caused by a perception that one's vested interests have been accommodated, and by product satisfaction. Product satisfaction is caused by a sense that the products created were worth more than the cost of producing them. The model posits that people can hold multiple, sometimes conflicting vested interests and that different interests may be more or less salient at different times. It posits that perception of interest accommodation is caused by an awareness of a vested interest and a perception that a state exists in the environment that accommodates the salient interest.
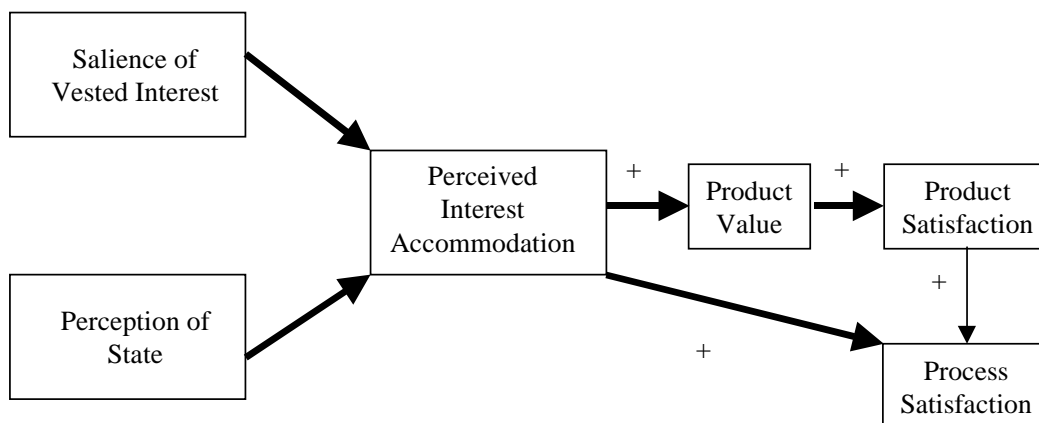
Using the model as a foundation, an instrument (questionnaire) with multi-item scales for each construct was developed. The instrument was translated into English and Dutch and used to collect 185 responses in the field in the USA and in the Netherlands. Factor analysis revealed that the items in each scale loaded together, but did not load with items from other scales. Analysis of interitem reliability produced Cronbach's alphas ranging from 0.49 to 0.91. Further analysis showed that all but one of the scales would obtain Cronbach's alphas in the high 0.80s if single questions were dropped. Based on these results, a corrected instrument was produced.

The instrument's construct validity of the new instrument is validated by asking judges to sort the items into categories which represent the constructs of the model. Also, the new instrument is translated into English, Dutch, French, and Kiswahili. Researchers are currently collecting 1000 responses each in North America, Europe, Africa, and Asia. The results will be analyzed to test whether the model is a useful way to predict and explain satisfaction, and whether its propositions hold across cultures.