

## **VIDEO EMAIL: EFFECTIVENESS AND GENDER ISSUES**

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### **ABSTRACT**

Effective business communication has long been a critical issue to organizations and researchers alike. Text-based email is now commonplace and improving bandwidth has resulted in an increase in the use of video email by organizations. However, the effectiveness of video email has not been systematically or extensively studied. This study investigated the relative effectiveness of text email and video email in the performance of a given task. The study also examined the performance of male and female subjects in the performance of the task. The preliminary results have revealed some performance differences between text and video email, as well as some gender differences.

### **METHODOLOGY**

The study was conducted as a laboratory experiment, which provided the ability to control the experimental variables very precisely. Sixty subjects, 30 male and 30 female, were used in the experiment. The experimental treatment consisted of an email message, which was delivered in two formats, text and video, on a computer. Half the subjects were given the text email treatment and the other half the video email treatment. After reading (text subjects) or viewing (video subjects) the email message, the subjects answered a series of questions pertaining to the message they had just read or seen/heard. The computer automatically captured the subjects' responses and captured the time it took them to answer each question. Their captured responses were compared against the correct answers in order to determine their accuracy scores.

### **ANALYSIS**

The data was analyzed using ANOVA, in a 2 x 2 factorial design. The two factors, or independent variables, are: *Email Type* (video email and text email) and *Gender* (Male and Female). There were two dependent variables, namely *Accuracy* and *Speed*. An initial multivariate analysis of variance (MANOVA), in which the dependent variables were considered jointly, yielded significant results, thereby validating the treatment of these variables individually in ANOVA tests. Correlation analyses were also performed in order to determine possible relationships between certain demographic variables.

### **RESULTS**

Preliminary results have shown some performance differences between text and video email, as well as between male and female subjects.

[References available upon request]