

# ***Explicit Self-Commitment***

as Compensation of Detrimental Media Effects  
in Computer-Supported Teams



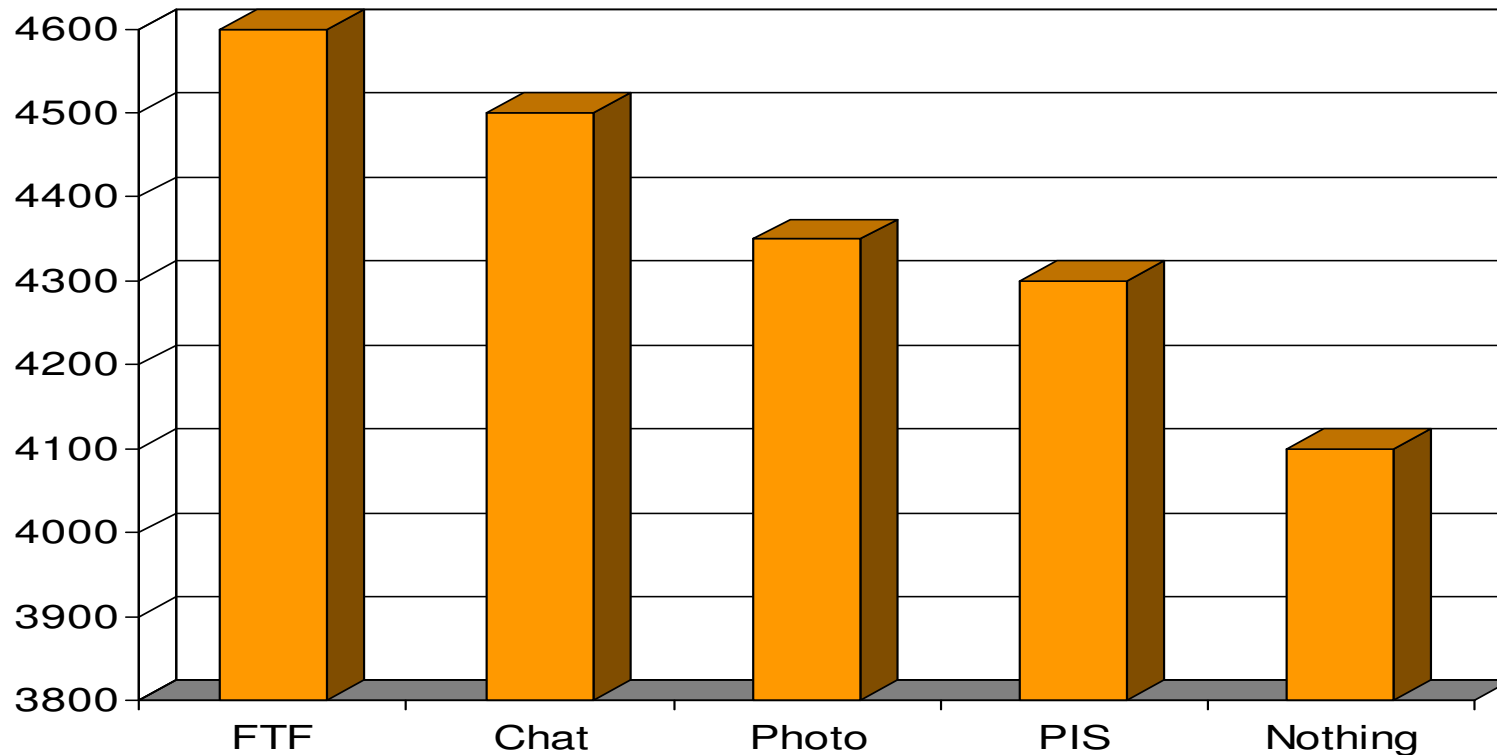
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*University of Münster*

Research funded by the  
German Research Foundation (DFG)



# Electronic Communication and Trust

Zheng, Veinott, Bos, Olson & Olson (2002)



Total Payoff in a Prisoner's Dilemma Game

# Research Idea

(Wittchen & Hertel, submitted)

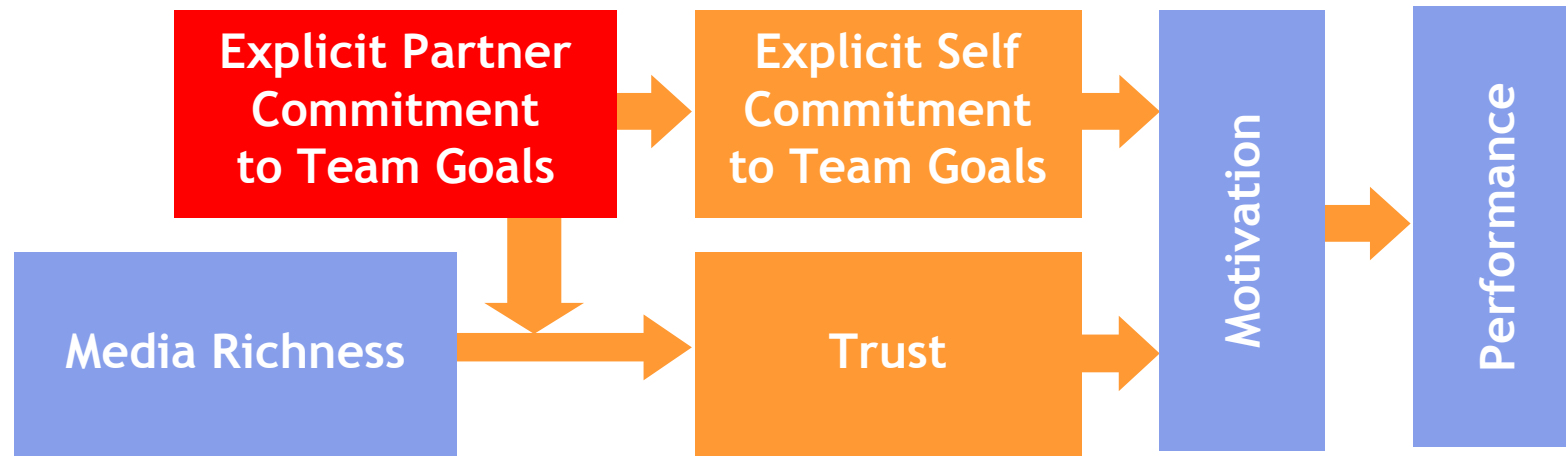
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- Can disadvantages of electronic communication *media* be compensated by specific communication *contents*?
- Positive effects of communication in social dilemmas (e.g., Bicchieri, 2002; Bornstein, 1992; Rapoport, 1974)
- Experimental data suggest that positive effects of communication on cooperation are mainly due to *explicit self-commitment* (Kerr & Kaufman-Gilliland, 1994)

# Research Model

(Wittchen & Hertel, submitted)

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# Agenda

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- Exp. 1: General effect of explicit self-commitment in virtual teams
- Exp. 2: Sources of explicit self-commitment
- Field Study on explicit self-commitment in existing virtual teams
- Summary and Discussion

# Experiment 1

(Wittchen & Hertel, submitted)

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## ***Design:***

	Partner Self-Commitment	
	Yes	No
Face to Face	Ind / Group	Ind / Group
Telephone	Ind / Group	Ind / Group
E-Mail	Ind / Group	Ind / Group

+ Controls

# Arbeitsdurchgang

Tanz	Kampfsport	Fitness
<input type="radio"/> Hip Hop 175,00 EUR	<input type="radio"/> Judo 75,00 EUR	<input type="radio"/> Walking 53,00 EUR
<input type="radio"/> Ballett 200,00 EUR	<input type="radio"/> Aikido 95,00 EUR	<input type="radio"/> Indoor Cycling 66,00 EUR
<input type="radio"/> Standardtanz 225,00 EUR	<input type="radio"/> Karate 115,00 EUR	<input type="radio"/> Body Styling 89,00 EUR

## KUNDENANFRAGE

Kundenwunsch: Ballett

Abschicken

Bearbeitete Anfragen  
0

# Experiment 1

(Wittchen & Hertel, submitted)

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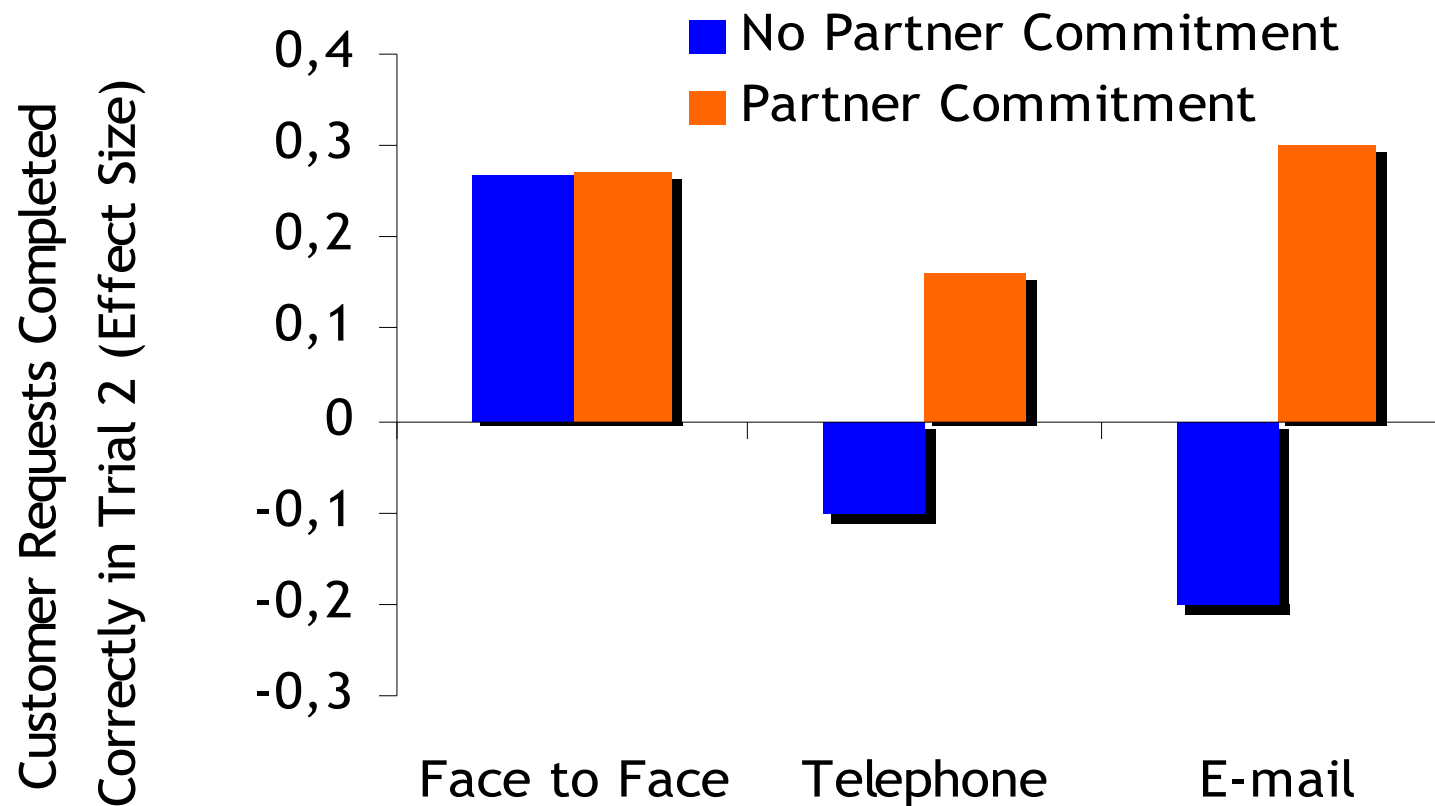
## ***Dependent Variables:***

- Trust scale (Cummings & Bromiley, 1996)
- Motivation ratings
- Objective performance
- Qualitative communication data

# Experiment 1

(Wittchen & Hertel, submitted)

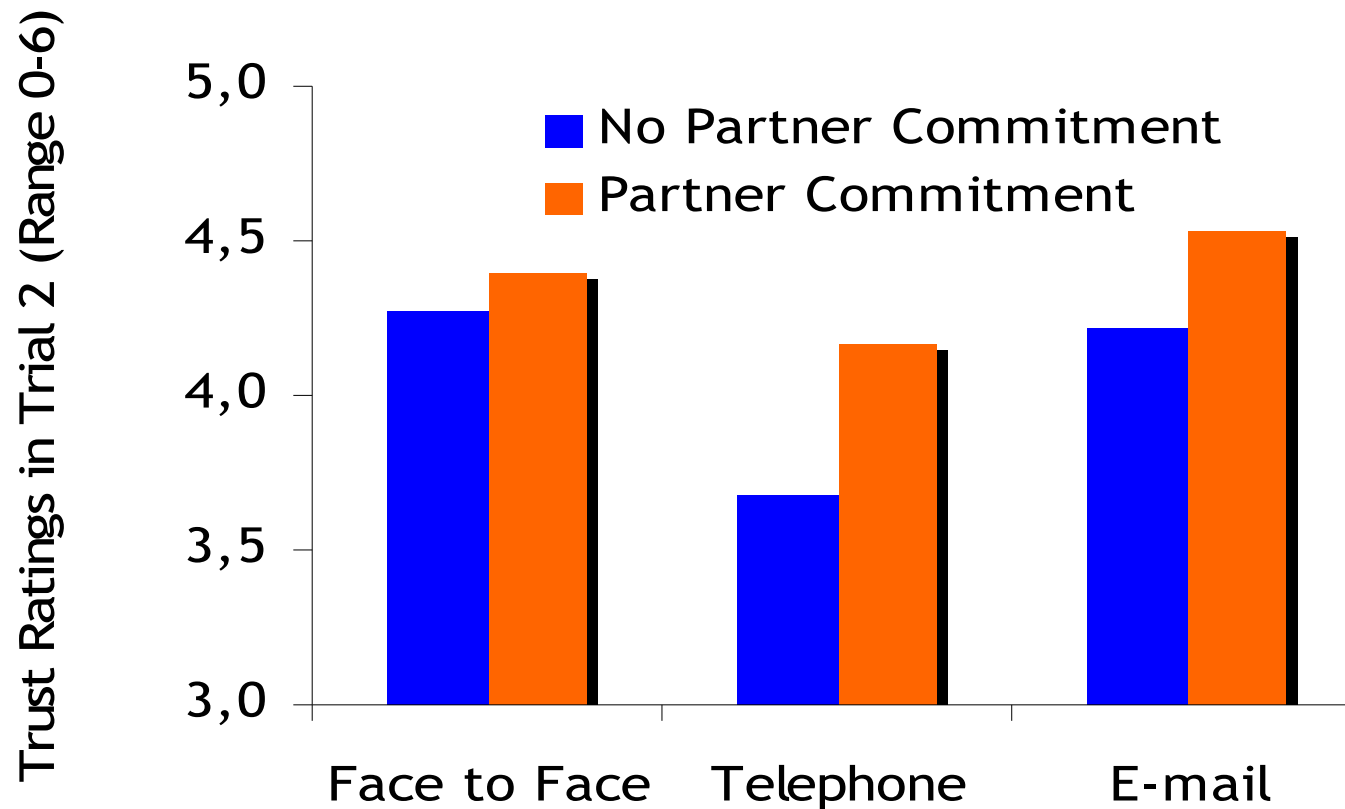
## Results: Performance



# Experiment 1

(Wittchen & Hertel, submitted)

## *Results: Trust Ratings*



# Experiment 1

(Wittchen & Hertel, submitted)

	Partner Commitm.	Particip. Self-Com.	Trust Ratings	Task Performance
Partner Commitment	---			
Participants' Self-Commitment	<b>.50**</b>	---		
Trust Ratings			---	
Task Performance				---

# Experiment 1

(Wittchen & Hertel, submitted)

	Partner Commitm.	Particip. Self-Com.	Trust Ratings	Task Performance
Partner Commitment	---			
Participants' Self-Commitment	.50**	---		
Trust Ratings	.30**	.30**	---	
Task Performance	.18	.25*	.35**	---

# Experiment 2

(Wittchen & Hertel, submitted)

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Design:

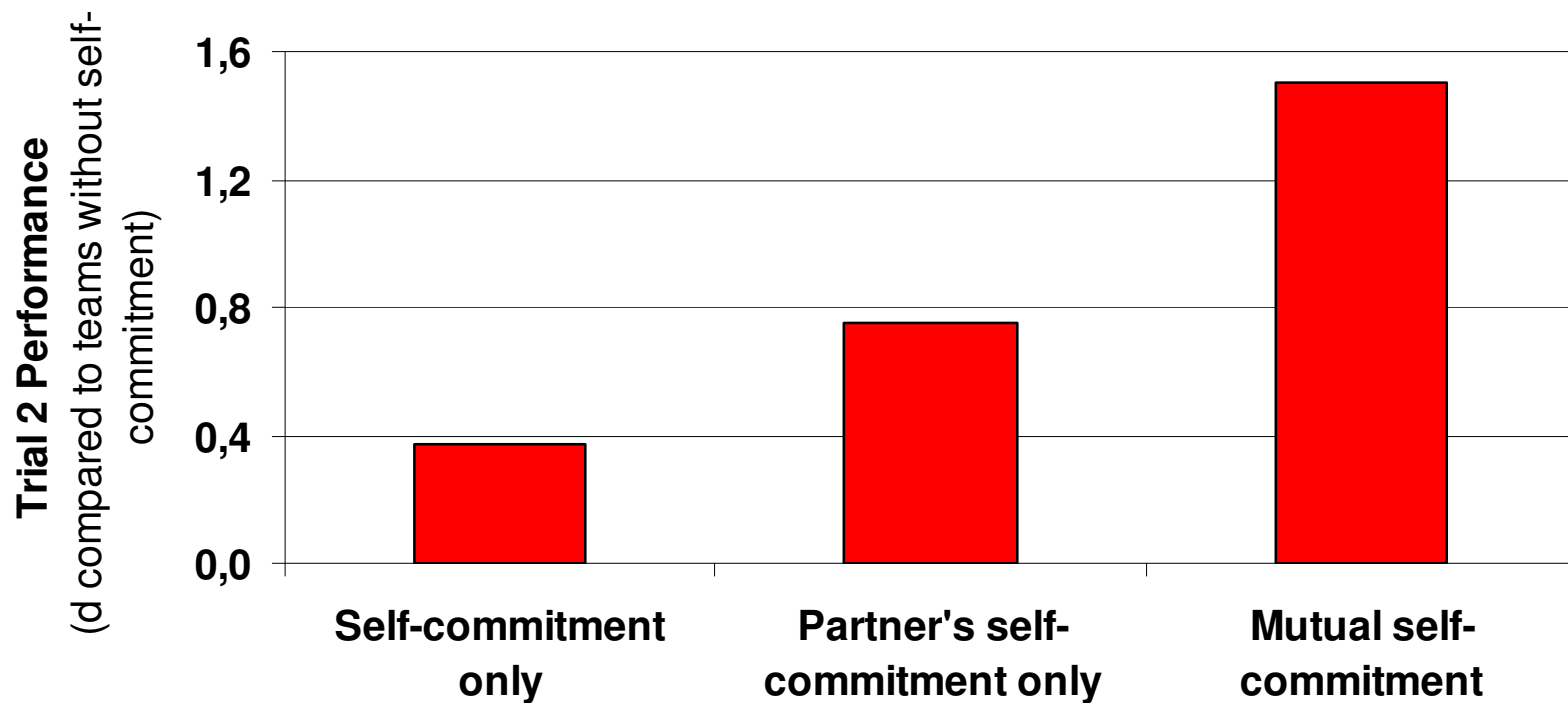
		Partner Self-Commitment	
		Yes	No
Participant's Self-Commitment	Yes	Ind / Group	Ind / Group
	No	Ind / Group	Ind / Group

+ Controls

# Experiment 2

(Wittchen & Hertel, submitted)

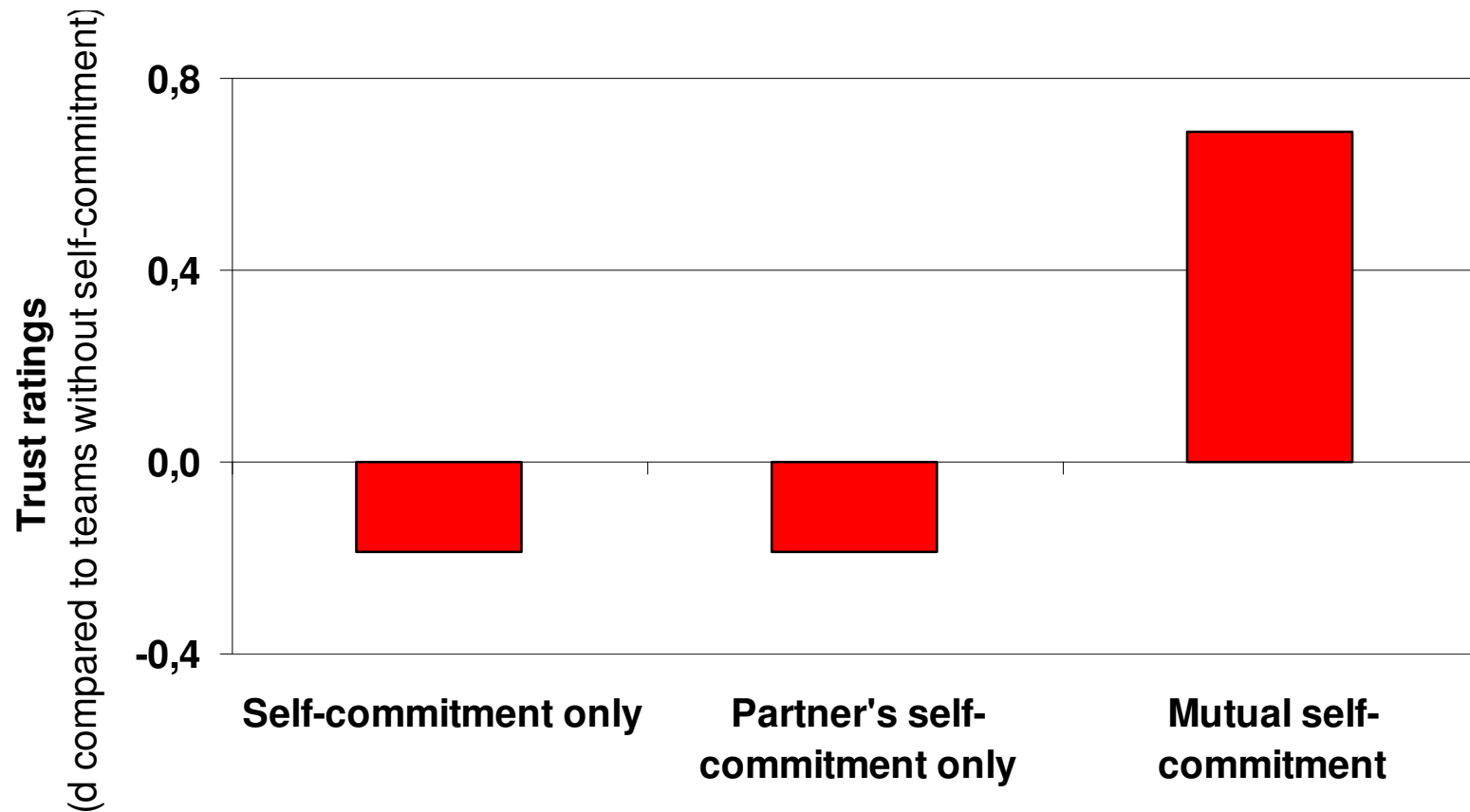
Performance Results:



# Experiment 2

(Wittchen & Hertel, submitted)

Trust Ratings:



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***Nice – but is this relevant  
for existing virtual teams  
outside the lab ??***

# Field Study

(Wittchen & Hertel, submitted)

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**Sample:** 26 virtual teams in a business company  
Analyses at the **team level**

	Partner Commitm.	Trust Ratings	Motivation Ratings	Team Effectivity
Partner Commitment	---			
Trust ratings		---		
Motivation Ratings			---	
Team Effectivity (Manager Ratings)				---

# Field Study

(Wittchen & Hertel, submitted)

**Sample:** 26 virtual teams in a business company  
 Analyses at the **team level**

	Partner Commitm.	Trust Ratings	Motivation Ratings	Team Effectivity
Partner Commitment	---			
Trust ratings	.72**	---		
Motivation Ratings	.39 *	.61 **	---	
Team Effectivity (Manager Ratings)	.33*	.51 **	.65 **	---

# *Take home*

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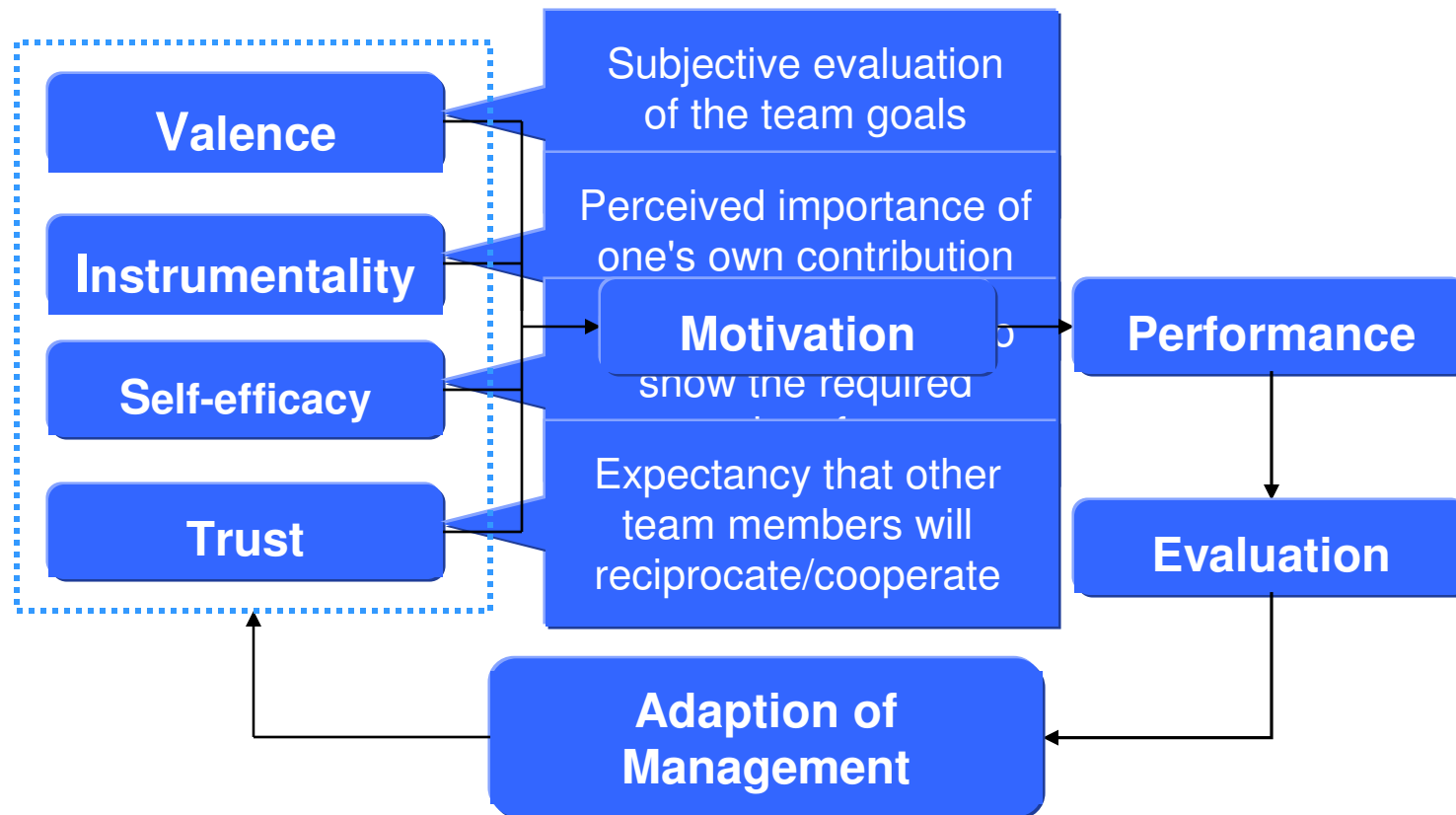
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# Thank you for your attention!

Contact:

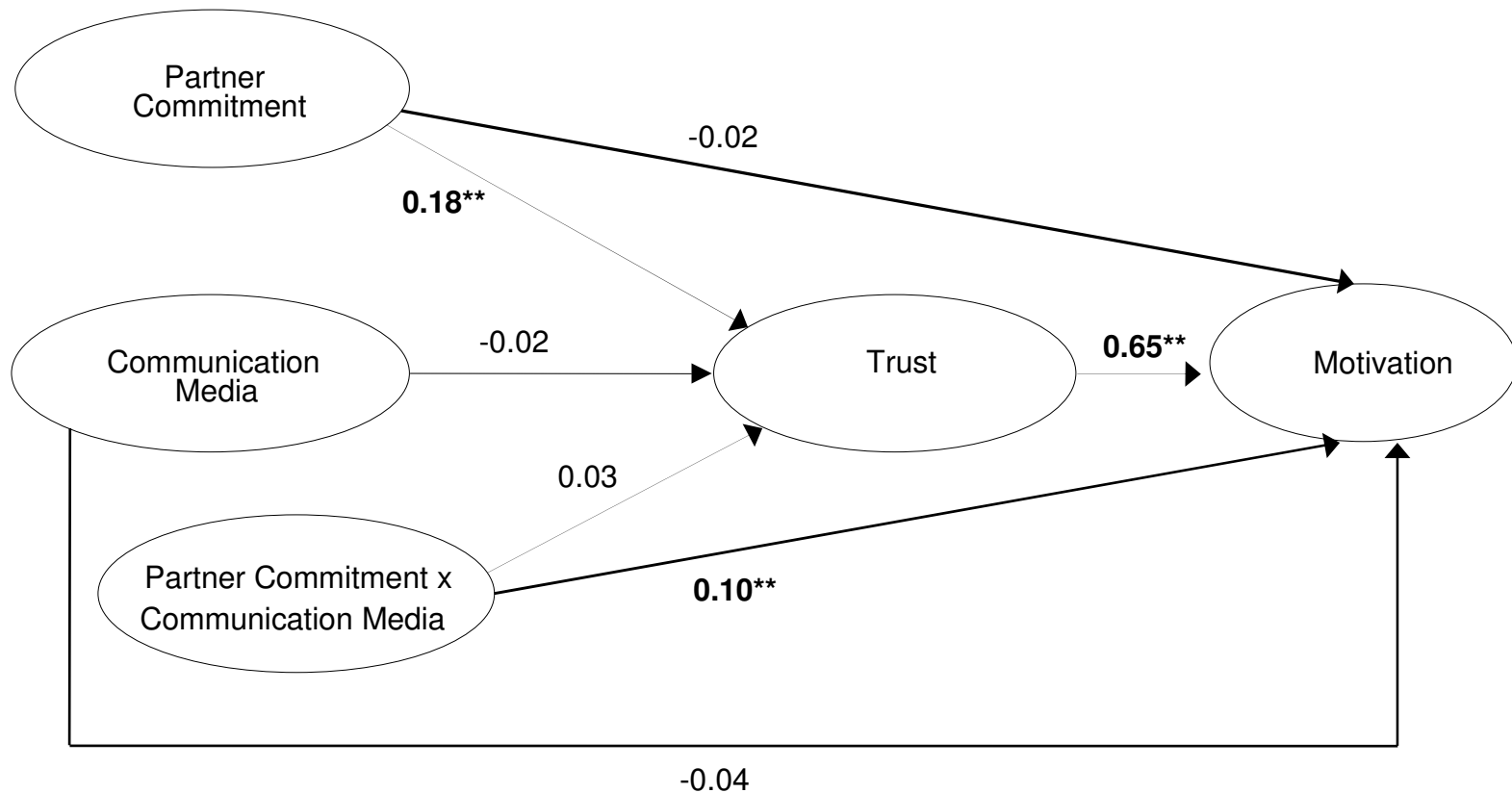
ghertel@uni-muenster.de  
[www.uni-muenster.de/opms](http://www.uni-muenster.de/opms)

# The VIST Model (Hertel, 2002)



# Experiment 1

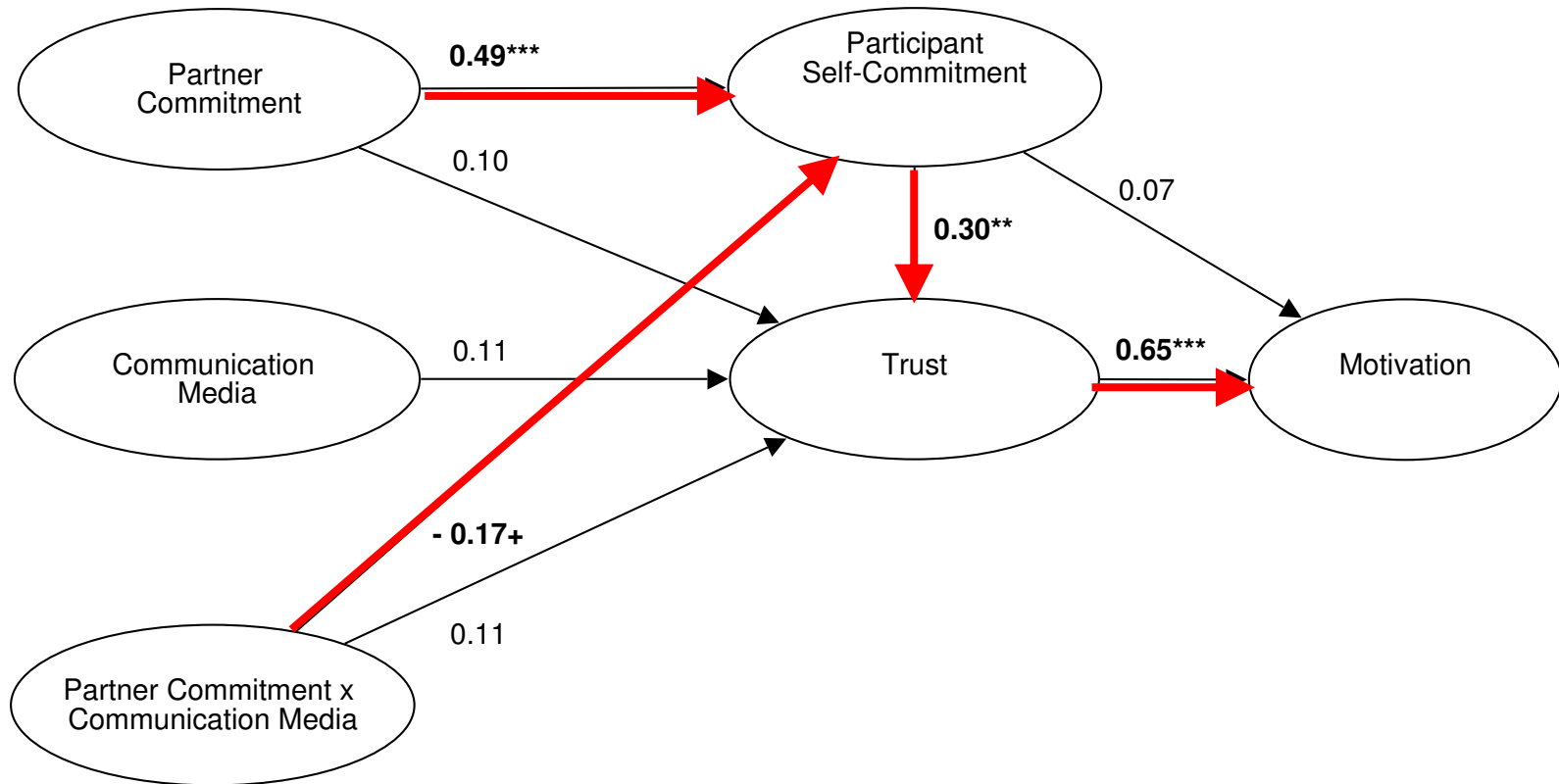
(Wittchen & Hertel, submitted)



+ p < .10, \* p < .05, \*\* p < .01

# Experiment 1

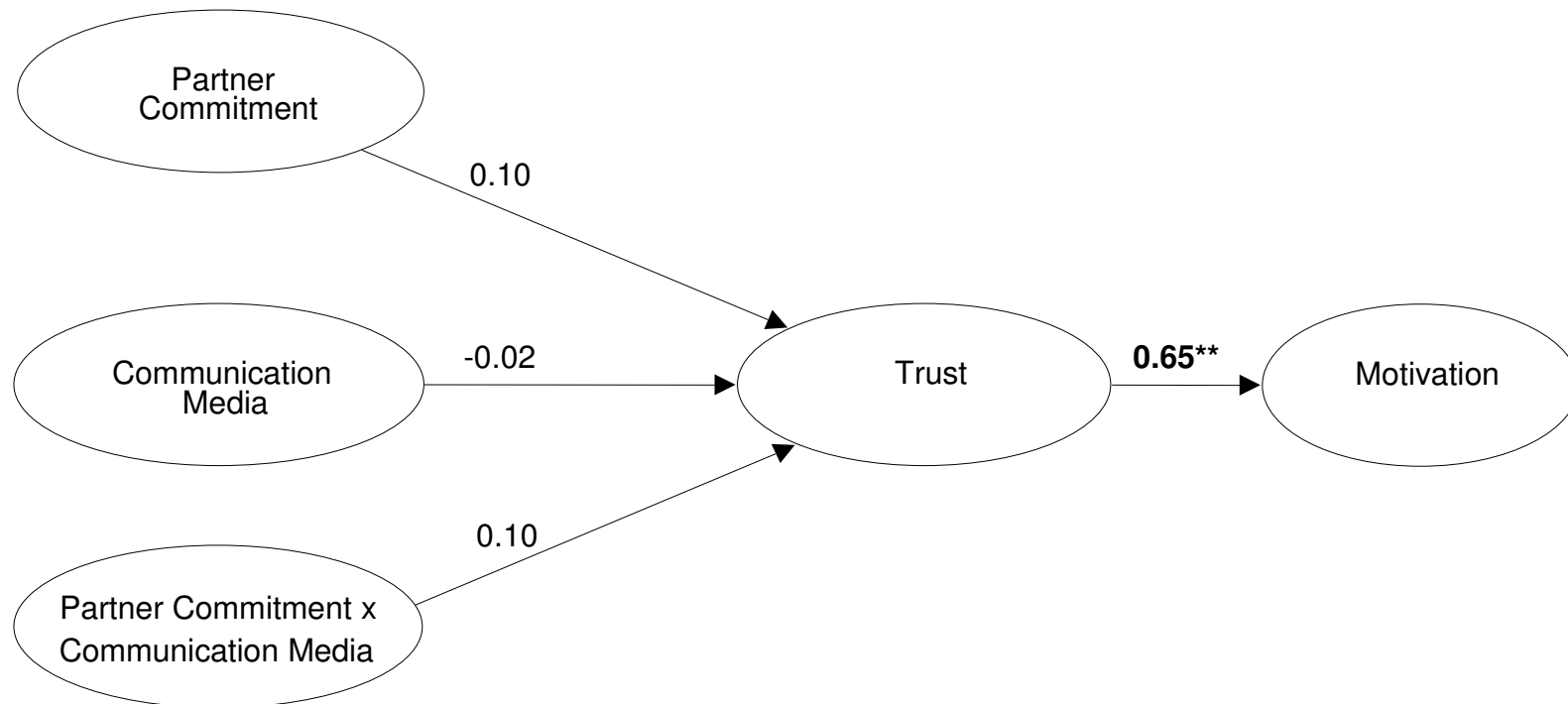
(Wittchen & Hertel, submitted)



+  $p < .10$ , \*  $p < .05$ , \*\*  $p < .01$

# Experiment 1

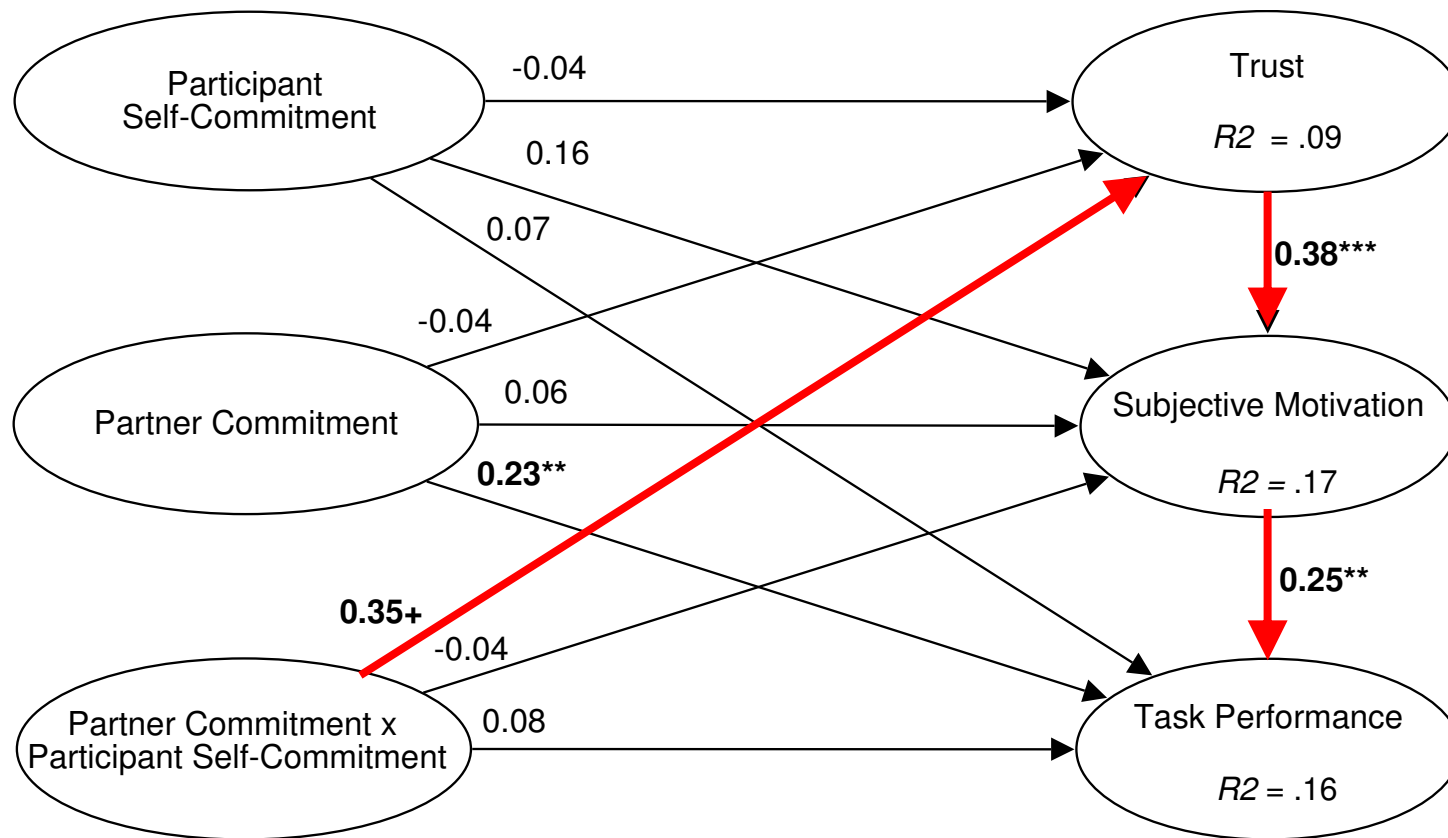
(Wittchen & Hertel, submitted)



+  $p < .10$ , \*  $p < .05$ , \*\*  $p < .01$

# Experiment 2

(Wittchen & Hertel, submitted)



+  $p < .10$ , \*  $p < .05$ , \*\*  $p < .01$