

E-MAIL USE AND USEFULNESS: THE EFFECT OF MEDIA RICHNESS AND SOCIAL INFLUENCES

ROSMIZA BIDIN

Universiti Putra Malaysia, Faculty of Modern Languages and Communication,
43400 Serdang

Tel:+6013-2065004 Fax: +603-89485950 E-mail: rosmiza@putra.upm.edu.my

EZHAR TAMAM

Universiti Putra Malaysia, Faculty of Modern Languages and Communication,
43400 Serdang.

Tel:+603898663 Fax: +603-89485950 E-mail: ezhar@fbmk.upm.edu.my

SITI HAJAR AHMAD

Universiti Putra Malaysia, Faculty of Modern Languages and Communication,
43400 Serdang

Tel:+6013-2065004 Fax: +603-89485950 E-mail: cthajarahmad.86@gmail.com

ABSTRACT

According to the perspectives of social constructivist, communication technology is not objective but a joint product of technological features and social interaction. This study is therefore tried to determine whether media richness perception, medium expertise factors and social influence factors do influence e-mail use and assessment behavior. The population of the study consisted of

academic and non-academic staffs in one public university in Malaysia. This study used survey method (self-administered questionnaire) to collect data. The results showed that (1) the relationship between media (e-mail) richness perception and e-mail use and usefulness perception

was significant, (2) keyboard skills was significant antecedent to media (e-mail) richness perception, and (3) social influences from co-workers and supervisors contributed significantly towards e-mail use and usefulness assessments of their peers. As a conclusion, it is crucial to consider both technological features and social interaction in planning, implementing and maintaining the use of communication technology in organization.

Key words: media richness; social influence model of technology use; e-mail use; and e-mail usefulness perception

[Citeste articolul](#)

