



An analysis of communication mode in group support systems research

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Abstract

Group support systems (GSS) have been the subject of many investigations and meta-analyses over the past decade. This study presents, summarizes, and analyzes the results of 145 experiments that used communication mode as an independent variable. The results show that the modal outcome for GSSs compared to Face-to-Face (FtF) methods is “no difference,” while the overall percentage of positive effects for results that compare GSS to FtF is 29.2%. The results suggest that the use of a GSS improves decision quality, depth of analysis, equality of participation, and satisfaction over manual methods. Additionally, more detailed analysis suggests that task type, GSS type and the interaction of both have a moderating effect on adaptation and outcome factors. Specifically, groups working on idea generation tasks using GSS decision room technology improve to 39.6% (GSS>FtF) effect. Conversely, asynchronous computer-mediated communication (CMC) groups working on decision making tasks improved to 46.4% (GSS>FtF) effect. FtF groups show higher levels of consensus and perceived quality, communicate more, and are more efficient (requiring less time to complete the tasks). No differences are observed between FtF and GSS groups on satisfaction and usability.

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1. Introduction

Group support systems (GSS) have been studied for over a quarter century via case studies, surveys, and experiments. More than 90% of the experimental studies have been conducted since 1990. There have been several assessments of the empirical results. What have we learned from these studies? What variables are important in determining whether GSS improves or

harms the process and outcomes of group decision making?

In a previous paper, Fjermestad and Hiltz [7] presented a description and an analysis of all the independent variables in 200 experiments on GSS, published in journal articles or conference proceedings to that date. This study is a subset and more detailed analysis of the data collected and stored in the data bases described in that paper, as it were a “drill down” through the data and focuses on only one independent variable—communication mode. Since the Fjermestad and Hiltz [7] study was published, 38 additional papers have identified and

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coded, thus bringing the total to 238 experiments. Thus, the objective of this paper is to provide the group support system researcher and manager with an updated assessment of empirical results for communication mode. To do this, the results of 238 published GSS experiments have been reviewed and 145 experiments from 137 published papers listed in Appendix A (there were eight papers with multiple experiments), which compared Face-to-Face (FtF) communication mode to a mode employing a GSS, are being reported on. (The remaining experiments compared different modes or conditions of use of GSS to one another, e.g., varying the presence or absence of various tools or procedures, or varying group size or composition.) There were then a total of 705 measures (results) of effects of the independent variable (communications mode: GSS vs. Face-to-Face communication) on various dependent variables.

This paper is not a meta-analysis. A meta-analysis works with percent of variance explained. Unfortunately this statistic is not reported in a large number of published studies. For this assessment, we strove to include all experimental results, even those that employed non-parametric tests. It is a categorical assessment of the variables (independent, dependent, control, and intervening). As such, the analysis shows the interrelationships between the variables and this is the paper's major contribution.

In this paper, we will first briefly describe the methods of classification of communication modes that have been contrasted in laboratory studies of group support systems, and the classification of outcomes. Next, we will look at whether the type of GSS seems to make any difference on outcomes, and also at the distributions of results for all GSS modes combined, compared to the non-supported FtF mode, for the major categories of dependent variables that have been studied. Then, we will drill down one more level and determine if task type has any moderating effects on outcomes. It has been hypothesized that information technology (IT) before the digital economy era and IT after the digital economy era is significantly different. In order to test this hypothesis, we will analyze the journal and conference proceedings by publication year. Finally, we will make recommendations for future research.

1.1. The framework—categorizing the variables

In order to assess the effects of the independent variable, communication mode, outcomes of group interaction were categorized following the framework developed by Fjermestad [6]. Briefly, the complete framework (Table 1) consists of four categories of variables: contextual or independent variables; intervening variables; group adaptation process; and outcomes. Independent variables include characteristics of the particular technology (GSS) being used, of the group, and the task, environmental and organizational contexts. Intervening variables refer to meeting characteristics such as session length, number of sessions, and presence and role of a facilitator, which can change from session to session. The adaptation (adaptive structuration) or interaction process of the group includes such things as their level of effort, their attitude toward the GSS, and participation patterns. They are the variables that are controlled by the group on an individual or collective basis.

Outcomes are the result of the interplay of the intervening factors and adaptation of the group with the contextual factors. These results or dependent variables include efficiency measures (e.g., calendar time to decision), effectiveness measures (e.g., decision quality), usability of the system and methods used, and subjective satisfaction measures.

1.2. Defining communication mode

Communication mode is defined as the medium or media of communication used by the group. The various levels of these independent variables used by the authors of the studies, and counts of each instance which, were used in the 145 experiments, are shown in Table 2. From inspection of this table, it is possible to see that there have been many different forms of the independent variable communication mode used in GSS research. The two most frequent modes were GSS vs. FtF and CMC vs. FtF representing 32.2% and 24.3% of the instances, respectively.

Table 3 shows a re-coding of these 49 independent variables into eight categories of communication modes. The most frequently employed mode in GSS experiments is synchronous (decision room) studies, or group decision support systems (GDSS), in which group members are gathered at the same time and

Table 1
Theoretical framework for analyzing group support systems

INPUT	PROCESS		OUTPUT
CONTEXTUAL FACTORS	INTERVENING FACTORS	ADAPTATION FACTORS	OUTCOME FACTORS
<p>TECHNOLOGY:</p> <ul style="list-style-type: none"> . Task Support (Tools): Agenda, electronic brain storming, voting, cognitive feedback, etc. . Process Structures: Anonymity, time, proximity, settings, procedures, control & structure; e.g. sequential Vs parallel process; levels 1, 2, and or 3, structural features- restrictiveness, comprehensiveness, agenda setting NGT, DI, DA, facilitator, chauffeur, moderator. . Communications Mode: Ff, CMC, GSS, DSS, text, graphics, voice, image, sound, and video. . Design: Room configuration, interface, embeddability, extensibility, flexibility, functionality & usability. <p>GROUP:</p> <ul style="list-style-type: none"> . Group characteristics: Size and salience, ad-hoc, established. . Composition: Heterogeneity, organizational & job tenure, shared norms, member status, history & experience, subject type (student, MBA, professional, etc.). . Leadership: Formal leadership, style, attitude, skills, power, and organizational position. . Member characteristics: Attitudes, values, power, personal beliefs, age, sex, preferences, self confidence, skills demographics, personality traits, initial quality, & experience (systems & tasks). . Meeting structure: Clarity of objective, specific work norms. . Initial levels: Cohesiveness, task understanding, consensus, and agreement. . Group Structures: Styles of interacting, knowledge & experience with structures, perceptions of others knowledge. <p>TASK:</p> <ul style="list-style-type: none"> . Type: Generate, choose, negotiate, and execute; gain/loss . Characteristics: <ul style="list-style-type: none"> . Structure: Structured to unstructured . Equivocality: High to low . Analyzability: High to low . Complexity: High to low . Importance: High to low . Enjoy ability: High to low . Predictability: High to low . Source: Internal to external . Degree of task knowledge . Degree of agreement on values <p>CONTEXT:</p> <ul style="list-style-type: none"> . Environment: Competition, uncertainty, time pressure, evaluative tone. . Organizational: Information system, age, goals, reward structure, organizational size, etc. . Cultural: American, British, Chinese, Hawaiian, Singaporean, etc. 	<p>METHODS:</p> <ul style="list-style-type: none"> . Experimental design . Task implementation . Session length . Number of sessions . Order (order of treatment or task) . Training: technology, group process and task <p>SUMMARY VARIABLES</p> <p>RESULTANT COMMUNICATION DIMENSIONS:</p> <ul style="list-style-type: none"> . Bandwidth . Media richness . Social presence <p>GROUP MEMBER PERCEPTION & PROBLEM SOLVING:</p> <ul style="list-style-type: none"> . Nature and utilization of task performance strategies . Level and utilization of member knowledge & skill . Level & coordination of member effort . Task: importance, visibility, understanding, & commitment . Individual: values, personal needs, level of interest, and degree of frustration . Psychological differences . Biases <p>ORGANIZING CONCEPTS:</p> <ul style="list-style-type: none"> . Information processing systems . Consensus generating systems . Behavior motivation & regulation <p>OPERATING CONDITIONS</p> <ul style="list-style-type: none"> . Modalities available . Changes in task, rewards, norms & division of labor <p>Shaded Areas are the areas presented in this paper.</p> <p>Adapted from Fjermestad, 1998 and Fjermestad and Hiltz, 1997</p>	<p>GROUP ADAPTATION PROCESS:</p> <ul style="list-style-type: none"> . Structuration . Social technology . Structural features <ul style="list-style-type: none"> . General spirit . Faithful/Ironic . Rules, resources- use, attitude, control, and consensus . Comfort, respect . Process Variables <ul style="list-style-type: none"> . Participation . Consensus generating . Normative regulation . Effectiveness . Level of effort . Process Issues <ul style="list-style-type: none"> . Diffusion of responsibility . Deindividuation . Pressure to consensus . Coordination . PROCESS GAINS/LOSSES: <ul style="list-style-type: none"> . Process Gains <ul style="list-style-type: none"> . Synergy, learning . Clarity, Choice shift . Process Losses <ul style="list-style-type: none"> . Free riding . Evaluation apprehension . Attenuation blocking . Information overload . Flaming . Dominance . INTERMEDIATE ROLE OUTCOMES <ul style="list-style-type: none"> . Role assumption by technology . Actual roles of participants <ul style="list-style-type: none"> . Task-related & group-building: recorder, gatekeeper, follower, information/opinion seeker, information/opinion giver, proceduralist, motivator, explainer, evaluator . Values 	<p>CONSENSUS:</p> <ul style="list-style-type: none"> . Decision agreement . Commitment <p>EFFICIENCY MEASURES:</p> <ul style="list-style-type: none"> . Decision time . Number of decision cycles . Time spent in activities . Time spent waiting for responses . Time to consensus <p>EFFECTIVENESS MEASURES:</p> <ul style="list-style-type: none"> . Communication . Number of comments . Idea Quality . Decision quality . Decision confidence . Process quality . Creativity/Innovation . Level of understanding . Task Focus . Depth of Evaluation . Commitment to results <p>SATISFACTION MEASURES:</p> <ul style="list-style-type: none"> . Participation . Cohesiveness . Conflict management . Influence . Confidence . Attitude . General satisfaction . Decision Satisfaction <p>USABILITY MEASURES:</p> <ul style="list-style-type: none"> . Learning time . Willingness to work together again . System utilization . Number of errors . Design Preference

Table 2
Author-defined independent variables—levels

Independent variable—levels	Count	Independent variable—levels	Count
Anonymous-GSS, GSS, FtF, Nominal	8	FtF, GSS-Level 1, GSS-Level 2	9
Anonymous-GSS, Identified-GSS	8	FtF, GSS-Decision Room, GSS-Distributed	3
Anonymous-GSS, Identified-GSS, FtF	6	FtF, GSS-Synch, GSS-Staggered Synch	2
CMC, Audio/Video	6	FtF, Synch-CMC, Asynch-CMC, Combined	4
CMC, Telephone, CMC-signals	4	FtF, Telephone, CMC	3
EBS, Nominal	7	FtF, Telephone, Videophone, CMC	12
EMS, Manual, Baseline	4	FtF, Web-Asynchronous	5
FtF, CMC	171	FtF, Web-Asynch, Combined (FtF and Web-Asynch)	2
FtF, CMC, Anonymous-CMC	6	FtF-F, GSS-F; F-Facilitation	3
FtF, CMC, Audio, Video	6	FtF-GSS, Distributed-GSS	21
FtF, CMC, CMC + Phone	5	FtF-GSS, Dist-GSS, Asynch-GSS	9
FtF, CMC, CMC-PenNames	4	FtF-US, FtF-S, CMC, Email	2
FtF, CMC, Teleconferencing	10	FtF, Anonymous-CMC, Identified-CMC	16
FtF, CMC-I, CMC-A, CMC-M	5	GSS, CMC	4
FtF, CMC/FtF, FtF/CMC, CMC	3	GSS, FtF with Moderator	13
FtF, DSS	14	GSS, FtF; Co-variates—List: Used, Unused, Shared, Unshared	1
FtF, E-Nominal, A-GSS, I-GSS	2	GSS, Manual (FtF-P), Baseline (FtF)	18
FtF, EBB Level 1, EWS Level 2	5	GSS, Manual, Baseline	11
FtF, EBS	23	GSS, Nominal	5
FtF, EBS, Delayed-EBS	2	GSS, Structured-FtF (FtF-P), FtF	3
FtF, Electronic Blackboard (EBB) Level 1, Electronic Workstation (EWS) Level 2	4	GSS-FtF, GSS-Synch, GSS-semi-Asynch	4
FtF, FtF-NGT, CC-Asynch, CC-NGT	4	GSS-Voting, FtF-voting	3
FtF, GSS	227	ShrEdit + Audio, ShrEdit + Video	2
FtF, GSS, Dist-GSS	9	Video-Conferencing, Audio-Conferencing	3
FtF, GSS, Individually	5		
Total count	705		
Asynch: Asynchronous	EBS: Electronic Brainstorming		
Baseline:	EMS: Electronic Meeting System		
CC: Computer Conferencing	EWS: Electronic Work Station		
CMC: Computer-mediated communication	FtF: Face-to-Face		
CMC-I: Computer-mediated Identified	FtF-P: Face-to-Face with process		
CMC-A: Computer-mediated Anonymous	NGT: Nominal Group Technique		
CMC-M: Computer-mediated Mislabeled	Nominal:		
Dist: Distributed	ShrEdit:		
	Synch:Synchronous		

place (generally, each with their own computer, though a few studies employed a decision support system (DSS) at a single computer, with group members gathered around it). In the decision room GSS mode, group members are able to combine communication via the computer system, and “face-to-face” mode, including non-verbal communication. 49.2% (347/705) of all the results compared GSS to FtF modes, contrasted the decision room GSS with face-to-face mode without computer support.

A second, “distributed” mode of GSS (the next two rows in Table 3) is same time/different place mode in

which audio and/or video links may be used in addition to the GSS to tie together participants distributed in two or more locations. 10.9% of the results have contrasted distributed GSS, alone or in combination with GSS in a single decision room, with FtF modes.

All of these systems labeled “GSS,” which account for 62% (437/705) of the results, are primarily decision support rather than communication support systems; they have features such as voting and statistical displays, and presume that at least some of the communication will be conducted via other media. Distinctions have been made in the literature about the

Table 3
Categorized independent variables

GSS communication mode	Count	CMC communication mode	Count
GSS Decision Room	347	CMC Synchronous—Level 0	10
GSS Distributed	14	CMC Synchronous	32
GSS Synchronous DR/Dist	63	CMC Asynchronous	47
GSS Synchronous/Asynchronous	13	CMC Distributed	179
Total GSS	437	Total CMC	268
Total Count	705		

Communication mode from Table 2

GSS Decision Room = same place, same time; synchronous

GSS Distributed = different places, same time; synchronous

GSS Synch DR/Dist = studies comparing decision room vs. distributed; synchronous

GSS Synch/Asynch = studies comparing synchronous/asynchronous decision room and distributed

GSS Combined = GSS Decision room, GSS Distributed, and GSS Synch/Asynch categories

CMC synch level 0 = very small scrolling window; synchronous

CMC synch = computer-mediated communication, same time, same place; synchronous

CMC asynch = computer-mediated communication, different places, different times; asynchronous

CMC Distributed = computer-mediated communication studies comparing either decision room to distributed or face-to-face to distributed, same time, different place

CMC Combined = CMC Synchronous, Asynchronous, and CMC Distributed categories

degree of sophistication of the decision support features, e.g., “level 1” vs. “level 2” systems [3], but since many publications lack sufficient detail about system characteristics to reliably make this distinction, all GSS type systems have been put in the same categories.

A different type of GSS that has been used in many studies is computer-mediated communication (CMC) systems, sometimes called “GCSS,” or group communication support systems [16,17]. CMC systems, which include computer conferencing, email, and “chat” systems, are primarily oriented towards text-based communication, though some also include decision support tools and/or digitized graphics. These systems may be used synchronously (same time, generally different place) or asynchronously (anytime/anyplace). They restrict the participants to communication via computer only. In looking at the synchronous CMC

systems, they differ greatly in features and screen layout. The CMC systems account for 38% (268/705) of the results. Despite the explosive growth of asynchronous CMC for group communication using the Internet, only 6.7% (47/705) of all the experimental results have focused on comparing this type of communication to traditional FtF group interaction.

2. Method

Based upon Fjermestad and Hiltz’s [7] GSS assessment and the recent additions, there were 238 candidate experiments. The results of some studies were presented in more than one paper or conference proceeding and a paper; if the design of the study and description of the methodology, subjects and task were the same, the different papers were determined to be on the same study. In other words, the results from a study are only counted once no matter how many publications were derived from the same experiment.

All the experiments were categorized according to Fjermestad’s [6] framework (Table 1) and then entered into a database as follows [9]:

- Experiments by author: a super key consisting of an author number and experiment number.
- Design: experimental design type (i.e., 2×1).
- Independent Category: independent variables grouped into seven categories (context; group; method; process structure; task; task support; and technology).
- Independent variables: using the name employed by different authors yields 38 independent variables.
- Dependent Category: represents 12 categories of dependent variables (consensus; effectiveness; efficiency; process gain, loss, and variables; roles; satisfaction; structuration; and usability).
- Dependent variables: representing 295 dependent variables, before combining similar variables into categories.
- Effect: four categories of results (0—no effects; 1—GSS>FtF; 2—FtF>GSS; 3—no main effects (no results were collected for a particular independent variable); 4—other effects and interaction effects).
- Outcome: represents 141 different outcomes from the experiments.

For the purposes of this paper, the databases were joined to form one database consisting of 1891 independent–dependent variable pairings. Then, a query was created to select only those pairings, which had the independent variable “communication mode.” The results yielded 705 pairings representing 145 experiments from 137 papers.

3. Results

Following from the basic framework developed by Fjermestad and Hiltz [7], we have organized the dependent variables categories as shown in Tables 4 and 5. Table 6 summarizes the results by dependent variable category and shows the percentages of results by effect (no effect—GSS = FtF, GSS > FtF, and FtF > GSS).

The unit of analysis is the results, as follows (these are also the column headings for Tables 6–10):

- Total: the total count of the results;
- GSS = FtF: the number instances where there were no significant differences between the treatment conditions;
- GSS > FtF: the number of instances where the GSS results were significantly better than FtF results, at the 0.05 level or better;
- FtF > GSS: the number of instances where the FtF results were significantly better than GSS at the 0.05, or better;
- No main effects: the number of instances where no main effects were measured or reported;
- Other effects and interactions: the number of instances for which relationships other than contrasts between FtF and GSS groups were tested;
- % GSS = FtF: Ratio: $GSS = FtF / (Total - (No\ main\ effects + Other\ effects\ and\ interactions))$;
- % GSS > FtF: Ratio: $GSS > FtF / (Total - (No\ main\ effects + Other\ effects\ and\ interactions))$;
- % FtF > GSS: Ratio: $FtF > GSS / (Total - (No\ main\ effects + Other\ effects\ and\ interactions))$.

3.1. Adaptation factors: counts of measures

Table 4 shows the total number of results in all GSS experiments that examined each of the types of vari-

ables classified as “adaptation factors.” According to the Adaptive Structuration Theory [4,5,18–20], group outcomes are not determined by the effects of single elements (such as technology and task characteristics), but by a complex and continuous process in which those elements are appropriated by the group. These factors have been relatively ignored in GSS experiments; only recently have they been treated in a number of studies. The four dimensions of the construct have to do with how the system is transformed into rules of interaction and resources that are actually used: level of use, attitudes toward the GSS, level of consensus, and level of control. Structuration variables have been studied in only 21 instances; attitude toward the system and degree of comfort with it, account for eight of these results, with the other dimensions looked at very infrequently. The process variables have been examined 80 times. The most frequently studied ones are effects on participation equality and general influence (20 and 23 times, respectively). Process issues have only been studied 24 times.

Experimenters have been relatively optimistic about how GSS would affect process: they have studied process gains more frequently (58 instances) than process losses (34). Within the category of process gains, the most frequently studied phenomena have been effects on choice shifts (also called “risky shift” studies, because of the generally observed tendency for groups to make more risky decisions than individuals), with 10 instances. The results for tendency of GSS to increase the number of critical comments made by group members has been tested in only five occasions. The most frequently studied process losses are evaluation apprehension, flaming, and production blocking, with 10, 5, and 7 instances reported, respectively.

Intermediate role outcomes is a relatively new category set of dependent measures [23] and has been studied in 14 instances. Leadership and leadership issues have been studied surprisingly in only seven occurrences.

3.2. Outcome factors: counts of measures

Table 5 shows the total number of results reported in all the GSS experiments that examined each of the types of variables classified as “outcome factors.” Of all the dependent variables studied, it is

Table 4
 Factors model: adaptation factors (counts of the dependent variable)

Group Adaptation Process Measures- 125		
Structuration- 21	Process Variables- 80	Process Issues- 24
Attitude.....3	Composing & Editing.....1	Avoidance.....2
Challenge.....1	Task Behaviors.....3	Coordination.....1
Comfort.....8	Influence (General).....23	Deindividuation.....2
Control.....2	Group Behaviors.....7	Social Preference.....1
Other.....6	Influence Equality.....4	Social Information.....5
Decision-Phases.....1	Influence Peer Related...2	Social Pressure.....2
	Level of Effort.....6	Constructive/Destructive.....1
	Social-Emotional.....3	Social Presence.....6
	Influence Self Rated.....2	Cooperative.....4
	Perceived.....6	
	Participation Equality...20	
	Influence-First Advocacy...3	
Process Gains/Losses Measures- 92		Intermediate Role Outcomes- 14
Process Gains- 58	Process Losses- 34	Roles- 14
Communication .General.....9	Production Blocking.....7	Leadership.....7
Critical Comments.....5	Disinhibition.....2	Status Influence.....3
Synergy.....1	Dominance.....3	Task Orientation.....3
Change in Understanding.....3	Evaluation Apprehension.....10	Idea Giving.....1
Choice Shift.....10	Flaming.....5	
Information Exchange.....5	Free Riding.....4	
Information Credibility.....2	Other.....3	
Information Sharing.....5		
Information Learned.....9		
Common Information.....4		
Idea Sharing.....2		
Information Other.....3		

Table 5
Factors model: outcome factors (counts of the dependent variable)

CONSENSUS Measures-29	EFFICIENCY Measures-49	USABILITY Measures- 8	SATISFACTION Measures- 126
Consensus.....10	Consensus Time..... 2	Design Preference.....1	Satisfaction- 96
Consensus Change.....7	Decision Cycles..... 5	Ease of Use..... 2	General Satisfaction..... 24
Post-Meeting Consensus.....5	Decision Time..... 40	Interface.....3	Satisfaction Other..... 12
Pre-Meeting Consensus.....3	Perceived Time..... 1	System Satisfaction.....2	Decision Satisfaction..... 20
Residual Disagreement.....2	Perceived Efficiency..... 1		Decision Scheme.....2
Perceived Consensus.....1			Process Satisfaction..... 37
Polarization.....1			Design Satisfaction..... 1
EFFECTIVENESS Measures- 259			
Decision quality- 105	Communication- 67	Perceived- 23	Conflict Management- 23
Decision Quality.....47	Communication.....13	Decision Confidence.....12	Cohesiveness..... 12
Deviation.....2	Number Comments.....20	Task Focus.....5	Commitment.....2
Discussion.....3	Arguments.....6	Perceived Quality.....3	Conflict Management..... 5
Effectiveness.....3	Question.....3	Perceived Effectiveness.....1	Conflict Other.....4
Other.....11	Unique.....2	Perceived Performance.....2	
Judgment Accuracy.....1			Participation -7
Comprehensiveness....2	Productivity- 64		Perceived Participation.....6
	Number-Alternatives.11		Perceived Preference..... 1
	Number Unique Ideas.....15		
	Depth of Evaluation.....2		
	Number Ideas23		
	Productivity.....5		
	Number Errors.....2		

natural that various aspects of group effectiveness have received the most attention (55% of 471 total outcome factor measures). Aspects of decision quality, such as overall quality, idea quality, etc., have most frequently been measured (105 times). Surprisingly, creativity (creativity is measured differently in contrast to counting the number of ideas generated (see Ref. [15]) as an aspect of the quality of the group product has been studied very little, with only two instances. Productivity (64 measures) has often been measured in terms of the numbers of ideas, alternatives, or unique ideas. Communication measures have been studied in 67 instances, of which the number of comments has been investigated the most with 20 instances. Various dimensions of subjective satisfaction are next most studied after effectiveness (126 times, or 26.8% of the results), including process satisfaction, decision satisfaction, general satisfaction, etc. Of the remaining outcome variables, efficiency (49 instances) is most often measured in terms of decision time, which accounts for

40 results, alone. Consensus has been studied much less frequently (29 times) than effectiveness or satisfaction. Finally, system usability (8 occurrences) as an outcome has been measured in a variety of ways.

3.3. Results of results comparing communication modes on dependent variables

Table 6 shows the FtF vs. GSS assessment results (GSS = FtF or GSS > FtF or FtF > GSS or No main effects or Other effects and interactions) for the independent variable communication mode on the dependent variables grouped by category. Aggregating all of the dependent variables yields 39.4% of results with no effects (239 out of 705). This represents the modal effect of “no significant differences” between GSS technology and Face-to-Face (shown in the totals section). The “% GSS > FtF” effects are slightly lower than the “% FtF > GSS” effects, 29.2% vs. 31.5%, respectively.

Table 6
FtF vs. GSS assessment results: counts for all experiments on dependent variables

Dependent variables outcomes	Total	GSS>FtF	GSS=FtF	FtF>GSS	No main effects	Other effects and interactions	% GSS = FtF	% GSS>FtF	% FtF>GSS
<i>Adaptation factors</i>									
Structuration	21	7	4	4		6			
Process variables	80	20	31	25	3	1	40.8	26.3	32.9
Process issues	24	4	8	9		3			
Process gain	58	19	19	17	1	2	34.6	34.6	30.9
Process loss	34	13	12	9			35.2	38.4	26.4
Role outcomes	14	3	2	5	1	3			
Summary variables	3			2		1			
Total adaptation factors	234	66	76	71	5	16	35.7	31.0	33.3
<i>Outcome factors</i>									
Consensus	29	3	11	8	2	5			
Efficiency	49	11	4	29	2	3	8.9	24.4	64.4
<i>Effectiveness</i>									
Communication	67	16	17	24	3	7	29.8	28.1	42.1
Decision quality	105	28	46	17	3	11	50.5	30.8	18.7
Productivity	64	26	15	9	4	10	30.0	52.0	18.0
Perceived quality	23	2	11	7	1	2			
Effectiveness total	259	72	89	57	11	30	40.8	33.0	26.1
Satisfaction	126	24	54	25	7	16	52.4	23.3	24.2
Usability	8	1	5	1		1			
Total outcome factors	471	111	163	120	22	55	41.4	28.2	30.5
Grand totals	705	177	239	191	27	71	39.4	29.2	31.5

Percentages exclude no main effects and other effects and interactions (unit of measurement is a reported result).

3.3.1. Adaptation factors: counts of results (Table 6)

According to Nunamaker et al. [14], GSSs are generally intended specifically to increase process gains and decrease process losses. The results suggest GSS technology tends to have higher process gains than FtF methods, 34.6% vs. 30.9%, respectively. In addition, GSS technology tends to reduce process losses slightly better than FtF methods do 38.4% vs. 26.4%. Process variables and process issues were less likely with GSS, while structuration was more likely to occur in GSS than in FtF conditions (46.7% vs. 26.7%). The process variables account for the largest share (34.2% or 80/234) of the results concerning the adaptation factors and one third of the “GSS>FtF” results (20/66). From Table 4, it can be seen that participation equality accounts for 25.0% (20/80) of the process variable results and account for 40% of the “GSS>FtF” results (8/20). These results support the contention that use of a GSS improves equality of participation.

3.3.2. Outcome factors: counts of results (Table 6)

As with the adaptation factors, “no effect,” which represents 41.4% of the outcomes, is the modal result for the outcome factors. The “GSS>FtF” results (111) is slightly less than the “FtF>GSS” effects (120). The overall percentages of results are 28.2% and 30.5%, respectively.

3.3.2.1. Consensus. For consensus, face-to-face groups typically outperformed GSS groups. The results yield 36.4%, compared to only 13.6% “GSS>FtF” results. It is obvious that the relative lack of ability to reach consensus is a problem for groups using GSS.

3.3.2.2. Efficiency. 24.4% of the efficiency measures yielded “GSS>FtF” results while 64.4% was “FtF>GSS” Use of GSS technology takes more time in comparison to face-to-face methods.

Table 7

Communication modes used in GSS experiments: counts of results comparing GSS to face-to-face. Percentages exclude no main effects and other effects and interactions (unit of measurement is a reported result)

Communication mode (GSS Type)	Total	GSS>FtF	GSS=FtF	FtF>GSS	No main effects	Other effects and interactions	% GSS=FtF	% GSS>FtF	% FtF>GSS
GSS Decision Room	347	105	130	61	22	29	43.9	35.5	20.6
GSS Distributed	14	3	1	10					
GSS Synch DR/Dist	63	8	22	15		18	48.9	17.8	33.3
GSS Synch/Asynch	13		7	2		4			
CMC Synch—Level 0	10	6		4					
CMC Synch	32	10	10	9		3	34.5	34.5	31.0
CMC Asynch	47	13	17	15	1	1	37.8	28.9	33.3
CMC Distributed	179	32	52	75	4	16	32.7	20.1	47.2
GSS Combined	437	116	160	88	22	51	44.0	31.9	24.2
CMC Combined	268	61	79	103	5	20	32.5	25.1	42.4
Totals	705	177	239	191	27	71	39.4	29.2	31.5

GSS Decision Room = same place, same time; synchronous

GSS Distributed = different places, same time; synchronous

GSS Synch DR/Dist = studies comparing decision room vs. distributed; synchronous

GSS Synch/Asynch = studies comparing synchronous/asynchronous decision room and distributed

GSS Combined = GSS Decision room, GSS Distributed, and GSS Synch/Asynch categories

CMC synch level 0 = very small scrolling window; synchronous

CMC synch = computer-mediated communication, same time, same place; synchronous

CMC asynch = computer-mediated communication, different places, different times; asynchronous

CMC Distributed = computer-mediated communication studies comparing either decision room to distributed or face-to-face to distributed, same time, different place

CMC Combined = CMC Synchronous, Asynchronous, and CMC Distributed categories

3.3.2.3. *Effectiveness.* Effectiveness measures account for 55% (259/471) of the outcome factors and has the highest “GSS>FtF” results at 33.0%. The effectiveness category consists of four sub-categories

(communication, decision quality, productivity, and perceived quality), which are analyzed further.

Communication. Communication represents 14.2% of the effectiveness measures and accounts

Table 8

Counts of results comparing GSS type by task type. Percentages exclude no main effects and other effects and interactions (unit of measurement is a reported result)

GSS type	Task type	Total	GSS> FtF	GSS= FtF	FtF> GSS	No main effects	Other effects and interactions	% GSS= FtF	% GSS> FtF	% FtF> GSS
GSS Decision Room	Planning	7	2	1			4			
GSS Decision Room	Idea generation	127	44	51	16	5	11	45.9	39.6	14.4
GSS Decision Room	Intellective	69	18	25	26			36.2	24.6	39.1
GSS Decision Room	Decision making	135	34	52	18	17	14	50.0	32.7	17.3
GSS Decision Room	Cognitive	9	7	1	1					
GSS Distributed	Intellective	9	1	1	7					
GSS Distributed	Decision making	4	2		2					
GSS Distributed	Cognitive	1			1					
GSS Synch DR/Dist	Idea generation	15	4	8			3			
GSS Synch DR/Dist	Intellective	4	1		2		1			
GSS Synch DR/Dist	Decision making	30	3	11	13		3	40.7	11.1	48.1
GSS Synch DR/Dist	Cognitive	14		3			11			
GSS Synch/Asynch	Idea generation	13		7	2		4			
GSS Totals		437	116	160	88	22	51	44.0	31.9	24.2
CMC Synch Level 0	Decision making	10	6		4					
CMC Synch	Planning	3		1			2			
CMC Synch	Idea generation	5	3	2						
CMC Synch	Intellective	1					1			
CMC Synch	Decision making	23	7	7	9					
CMC Asynch	Intellective	12		5	7					
CMC Asynch	Decision making	30	13	11	4	1	1	39.3	46.4	14.3
CMC Asynch	Mixed task	5		1	4					
CMC Distributed	No task	4		4						
CMC Distributed	Idea generation	3	2				1			
CMC Distributed	Intellective	102	18	25	55	2	2	25.5	18.4	56.1
CMC Distributed	Decision making	39	8	11	7	2	11	42.3	30.8	7.7
CMC Distributed	Cognitive	24	2	11	9		2			
CMC Distributed	Mixed task	7	2	1	4					
CMC Totals		268	61	79	103	5	20	32.5	25.1	42.4
Totals		705	177	239	191	27	71	39.4	29.2	31.5

GSS Decision Room = same place, same time; synchronous

GSS Distributed = different places, same time; synchronous

GSS Synch DR/Dist = studies comparing decision room vs. distributed; synchronous

GSS Synch/Asynch = studies comparing synchronous/asynchronous decision room and distributed

GSS Combined = GSS Decision room, GSS Distributed, and GSS Synch/Asynch categories

CMC synch level 0 = very small scrolling window; synchronous

CMC synch = computer-mediated communication, same time, same place; synchronous

CMC asynch = computer-mediated communication, different places, different times; asynchronous

CMC Distributed = computer-mediated communication studies comparing either decision room to distributed or face-to-face to distributed, same time, different place

CMC Combined = CMC Synchronous, Asynchronous, and CMC Distributed categories

for more “FtF>GSS” results (42.1%) than “GSS>FtF” results (28.1%). This is somewhat surprising since communication is a necessary component for any improvements in effectiveness. However, since most of these studies were in a GSS decision room, the results suggest that it is still easier to communicate verbally than through the computer.

Decision quality. From Table 6, it is apparent that decision quality is the largest sub-category with a count of 105 instances. 30.8% instances had “GSS>FtF” results compared to 18.7% “FtF>GSS” results.

Productivity. “GSS>FtF” results occur in 52.0% of the productivity measures. Drilling further into the data (not shown), the dependent measures number of ideas and number of unique ideas account for 21 of the 26 “GSS>FtF” results. These results clearly show

that the use of a GSS can improve the productivity of a group in comparison to face-to-face techniques.

Perceived quality. The perceived quality measures include decision confidence (12 measures), perceived quality and perceived task focus. 55% of the results were “no effects”; there were 10% “GSS>FtF” and 35% “FtF>GSS” effects.

3.3.2.4. Satisfaction. 52.4% of the satisfaction results were no effect (GSS = FtF) and the percentages were fairly equal for both GSS>FtF and FtF>GSS, at 23.3% and 24.2%, respectively. Further analysis (not shown in any table) reveals that both process satisfaction and general participant satisfaction had 26.7% (16) “GSS>FtF” effects. Decision satisfaction, on the other hand, accounted for only 23.5% (4) “GSS>FtF” results.

Table 9
Counts of results comparing GSS combined and CMC combined by task type

GSS type	Task type	Total	GSS> FtF	GSS= FtF	FtF> GSS	No main effects	Other effects and interactions	% GSS= FtF	% GSS> FtF	% FtF> GSS
GSS Combined	Planning	7	2	1			4			
GSS Combined	Idea generation	155	48	66	18	5	18	50.0	36.4	13.6
GSS Combined	Intellective	82	20	26	35		1	32.1	24.6	43.2
GSS Combined	Decision making	169	39	63	33	17	17	46.7	28.9	24.4
GSS Combined	cognitive	24	7	4	2		11			
GSS Combined total		437	112	160	92	22	51	44.0	30.8	25.3
CMC Combined	No task	4		4						
CMC Combined	Planning	3		1			2			
CMC Combined	Idea generation	8	5	2			1			
CMC Combined	Intellective	115	18	30	62	2	3	27.2	16.4	56.4
CMC Combined	Decision making	102	34	29	24	3	12	23.0	39.1	27.6
CMC Combined	Cognitive	24	2	11	9		2			
CMC Combined	Mixed task	12	2	2	8					
CMC Combined total		268	61	79	103	5	20	32.5	25.1	42.4
Totals		705	177	239	191	27	71	39.4	29.2	31.5

Percentages exclude no main effects and other effects and interactions (unit of measurement is a reported result).

GSS Decision Room = same place, same time; synchronous

GSS Distributed = different places, same time; synchronous

GSS Synch DR/Dist = studies comparing decision room vs. distributed; synchronous

GSS Synch/Asynch = studies comparing synchronous/asynchronous decision room and distributed

GSS Combined = GSS Decision room, GSS Distributed, and GSS Synch/Asynch categories

CMC synch level 0 = very small scrolling window; synchronous

CMC synch = computer-mediated communication, same time, same place; synchronous

CMC asynch = computer-mediated communication, different places, different times; asynchronous

CMC Distributed = computer-mediated communication studies comparing either decision room to distributed or face-to-face to distributed, same time, different place

CMC Combined = CMC Synchronous, Asynchronous, and CMC Distributed categories

3.3.2.5. *Usability.* It is too early to any meaningful analysis on usability measures in GSS research since it has only been used as a dependent measure in eight instances.

3.4. *Comparisons among GSS communication modes (Table 7)*

The results clearly show that positive results for GSS vs. FtF have occurred in only 29.2% of the instances (177 out of 705, not counting no measures and other effects). Table 7 shows the results by the specific type of GSS communication mode, using all dependent variables. The results, in general, show that there no real difference between GSS (GSS Combined) and CMC systems (CMC Combined), they have the same “GSS>FtF” effects at 31.9% and 25.1%, respectively. Also, there appears to be no substantial differences among the GSS decision room systems, the synchronous CMC systems, or the asynchronous CMC systems.

Surprisingly, the relatively “poverty stricken” CMC systems [12,21] that we have labeled as “level

0,” (level 0 added to DeSanctis and Gallupe’s [3] model) because they are restricted to the synchronous exchange of only a line or a few lines of communication, can be relatively effective for preference tasks in which the objective is to reach consensus. Though there are only a few studies on which the data in Table 8 are based, this result has been confirmed in a recent dissertation by Whitworth et al. [22], who restricted his groups to the exchange of numbers related to voting, without any text communication. If a group is motivated to reach consensus, perhaps a “rich” communication medium merely distracts them from this objective. If there is normative pressure to reach agreement, mere awareness of the positions of others is sufficient to generate agreement, without any discussion or any form of social–emotional interaction. These and some of the other results of this summary of findings cry out for a theory of GSS robust enough to explain why some of these results are occurring. Future research should not treat media as “black boxes,” but needs to be designed to test alternative explanations of why observed differences (or non-differences) are occurring.

Table 10
Counts of results of journal and conference proceedings by publication year

Year	Total	GSS>FtF	GSS = FtF	FtF>GSS	No main effect	Other effects and interactions	% GSS = FtF	% GSS>FtF	% FtF>GSS
1970	2		1	1					
1981	9	7	1	1					
1982	1			1					
1986	13	5	2	6					
1987	4	4	4	2					
1988	29	9	9	7	1	3	34.6	34.6	26.9
1989	12		11	1					
1990	41	4	23	9		5	67.8	11.1	25.0
1991	47	7	26	10		4	60.5	16.3	23.2
1992	46	18	18	9		1	40.0	40.0	20.0
1993	45	13	12	11	4	5	37.3	36.1	30.6
1994	106	25	35	25	7	14	41.1	29.1	29.4
1995	57	19	26	11		1	46.4	33.9	19.6
1996	67	13	20	32	2		30.8	20.0	49.2
1997	79	16	18	25	12	6	29.5	26.2	41.0
1998	65	20	15	17	1	12	28.8	38.4	32.7
1999	79	16	22	21		20	37.2	27.1	35.6
2000	3	1		2					
1970–1995	412	111	164	94	12	33	44.7	30.2	25.6
1996–2000	293	66	75	97	15	38	31.3	27.5	40.4
TOTALS	705	177	239	191	27	71	39.4	29.2	31.5

Percentages exclude no measures and other effects (unit of measurement is a reported result).

3.5. Comparisons among GSS types and task types (Table 8)

Both Hollingshead and McGrath [10,11] and Dennis and Wixom [2] suggest that task type can moderate the effect of a GSS. Table 8 also reflects those observations. GSS groups aggregated together have “GSS>FtF” effects in 31.9% of the results. When organized by GSS type and task type, the percentage increases to 39.6% for decision room-based GSS and task type 2 (idea generation) and increases to 32.7% for task type 4 (decision making or preference).

An unexpected result is also observable for CMC systems and decision-making tasks. By looking at Table 8, it is obvious that asynchronous CMC and distributed CMC systems are fairly effective when used with tasks requiring decision-making (46.4% and 30.8%, respectively).

Table 9 aggregates GSS and CMC types by task type. The results reveal that, for GSSs, there are higher results than FtF when groups work on idea generation task in comparison to decision-making tasks (36.41% vs. 28.9%). CMC systems, on the other hand, are best when used on decision-making tasks and have a “GSS>FtF” effect of 39.1%). Thus, the results suggest that GSSs are highly effective on idea generation tasks while CMC systems are highly effective when used in decision-making situations.

4. Journal and conference proceedings by year (Table 10)

Table 10 shows the total number of results reported by journal and conference proceedings year. If a paper was first published in a conference and then in a journal only the journal year is counted, thus there is no double counting. The results suggest that 1992 had the highest “GSS>FtF” effect followed by 1998, at 40.0% and 38.4%, respectively, where there were at least 20 instances.

Are there any effects to do the digital economy? This is very difficult to ascertain. Table 10 also shows a break down of the results prior to 1995 and after 1996. The obvious difference is in the “FtF>GSS” effects where 1996–2000 has 40.4% vs. 25.6% for 1970–1995. Many of the more recent experiments

were using the same configurations as the earlier experiments but were testing different types of hypotheses and measuring different outcomes (i.e., process structure, culture, time and pressure). This may account for the higher “FtF>GSS” effects.

5. Conclusions

Our objective was to present a detailed assessment of the empirical results for the effects of the independent variable communication mode, on the major dependent variables studied in group support system research. Overall, the results suggest that the research shows an overwhelming tendency to find “no significant differences” between unsupported face-to-face modes and the types of group support systems that have been studied thus far.

Less than one-third of the findings, overall, support the fact that GSS use is better than face-to-face methods (GSS>FtF). Slightly higher (GSS>FtF) results are observable when CMC systems are used for decision-making tasks (39.1%) and GSSs for idea generation tasks (36.4%). One possible explanation is that many experiments have used too few groups to achieve sufficient statistical power to discern if any significant effects occur. Out of the 145 experiments in this study, 29.2% have less than seven groups per treatment condition. However, a detailed analysis (not shown) shows no discernable differences in the “GSS>FtF” effects among three categories (less than 7 groups, 7–10 groups per cell, and 11 groups and up, at 29.9%, 32.9%, and 23.7%, respectively).

The other explanation is that there is really is no overall discernible impact of communication mode on group process and outcomes. If this is the case, it has different implications for decision room vs. distributed GSSs. There would be no reason to expend the money and effort to add GSS to face-to-face meetings, whereas “no difference” between FtF and distributed asynchronous CMC would mean that considerable time and money might be saved by avoiding the need for participants to travel long distances to meet, without sacrificing quality of the group’s work.

Similar to the observations made by Hollingshead and McGrath [10,11] and the results reported by Dennis and Wixom [2], task type moderates GSS use. The results reported here suggest that GSS

decision room technology has the highest probability of aiding groups that perform idea generation tasks in comparison to other task types. This may be because idea generation benefits from independent cogitation, and does not require a great deal of agreement, or other forms of social–emotional interaction.

CMC systems provide a less “rich” environment than do decision room GSS. Perhaps, the group members can have time to reflect and digest the decision alternatives before deciding on a final decision. This might help explain why CMC groups working on a decision task have higher results.

Based on 145 experiments which span 20 years of research, we observe a 29.2% “GSS>FtF” effect (see [Table 6](#)) of GSS use over face-to-face methods. Let this limit be set as our benchmark for interpreting the detailed results on the dependent category variables. Then, the overall results on the categories of dependent variables ([Table 6](#)) suggest that the use of a GSS has relatively greater impacts on effectiveness (33.0%) and especially on productivity (52.0%), process variables (26.3%), process gains (34.6%), role outcomes (30.0%), structuration (46.7%) and preventing process losses (38.4%). Relatively negative impacts are associated with efficiency (64.4%), which is mostly decision time. GSS groups clearly tend to take longer to complete their tasks than do FtF groups. Furthermore, FtF groups appear to have an easier time gaining consensus from the group and communicate more than GSS groups. No differences are observed between FtF and GSS groups on satisfaction or usability.

Using these results as the starting point for future research, our objective is to find ways to improve the design and use of GSS. Field studies tend to show that the use of GSS actually reduces meeting time, thus efficiency is improved [8].

5.1. *What needs to be studied?*

Interacting social groups cannot function if they focus only on “goal” or “task” oriented activities; they must also devote time and interactions to the social–emotional interactions which build cohesion and trust and thus provide the group with the resources that enable it to succeed. As Bales put it ([1], p. 8), “The idealized interaction process would then be described as one of alternating emphasis on the two types of problems. When attention is give to the task,

strains are created in the social and emotional relations of the members of the group, and attention then turns to the solution of these problems. So long as the group devotes its activity simply to social–emotional activity, however, the task is not getting done, and attention would be expected to turn again to the task area.” Group support systems are built explicitly to provide task support. Text-based computer-mediated communication is not as “rich” as face-to-face or multi-media interactions for social–emotional communication (e.g., positive, such as joking and showing satisfaction or rewarding others with attention and approval; or negative, such as showing tension or hostility). Thus, it may be that, overall, we have “no difference” as the average group result in comparing face-to-face and GSS text-based media because the tools help in the task oriented interactions, but groups have difficulty in CMC with the relative lack of social presence, particularly if they have little prior experience with the system and no history as a group [13].

Many recent studies are examining the effects of different GSS structures and tools, which is beyond the scope of this paper. But, clearly, those issues need to be addressed. Of particular interest is the open question of whether new GSSs integrating the ease of use of the “point and click” web-based interfaces and multi-media features will improve the functionality and usability of GSSs, and thus increase the likelihood of improved outcomes in comparison to unsupported face to face groups. Based upon the results reported in this paper, it would make sense to investigate combined modes of communication and decision making. For example, on a more complex task that requires both idea generation and decision making, groups might be started in a decision room using face to face interaction to “get to know” one another. They might then use a decision room GSS to generate ideas. Then, using CMC, the groups could gather more information in order to assess different options and reach a solution to the problem. Several experiments like this work are in progress (e.g., [Ref. \[15\]](#)). The results do tend to support a combined mode approach.

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Appendix A. Studies Included in the Analysis

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