

**THE USE OF COMPUTER-MEDIATED
COMMUNICATION TECHNOLOGY IN THE
WORKPLACE: A CASE OF HUMAN RESOURCE
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ABSTRACT

The scope of this study is to identify the most common types of computer-mediated communication (CMC) technology that are used by administrative staff at the Human Resource (HR) Department, UNIMAS and to identify the purposes of using computer-mediated communication (CMC) technology by the administrative staff at Human Resource (HR) Department, UNIMAS. This study focuses on the administrative staff of the HR Department, UNIMAS and the total number of respondents is 60. A set of questionnaire were distributed among them to get their responds and feedback. The Statistical Package in the Social Science Software (SPSS) vesion 20.0 was used to analyze the data gathered. In general the result of this study showed that the most common types of computer-mediated communication is e-mail and the main purposes of using CMC are to get information and task purposes. In view of that, it is recommended that are the organization need to provide an infrastructure and gives training to those who IT savvy.

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CHAPTER 1

INTRODUCTION

BACKGROUND OF THE STUDY

Communication is an essential part of life. The ability to communicate clearly and effectively is one of the skills that businesses look for in employees (Webster, 2007). In any organization, communication is very important for the employee to get to know and be well-informed about the latest information regarding their work, task, or any company news and many more. According to Lee (2011), an organization cannot exist without communication, especially the type of communication to keep employees well-informed about the organization's business vision and strategy as well as to help every individual in the organization work together with a common purpose. No company can succeed in a long-term if its workers do not communicate with one another, and this lack of communication will quickly become evident in the form of missed appointments, disjointed meetings and wasted time (Conrad, 2003).

The technological change from one year to another has influenced the communication approach in organizations. Nowadays organizations use and implement communication technology as one of the methods and a way to communicate with each other within the workplace. The technological changes have altered modern life in many ways, especially in the workplace. The invention of computers, the miniaturization of