

UNIVERSITI TEKNOLOGI MARA

**A COMPARATIVE ANALYSIS OF
COMPUTER MEDIATED TEXT-
BASED COMMUNICATION AND
CONVENTIONAL FACE-TO-FACE
COMMUNICATION IN
NEGOTIATION**

**TG NUR LIYANA BINTI
TENGKU MOHAMED FAUZI**

Thesis submitted in fulfilment
of the requirements for the degree of
Master in Applied Language Studies

Academy of Language Studies

October 2013

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

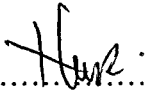
Name of Student : Tg Nur Liyana Binti Tengku Mohamed Fauzi

Student I.D. No. : 2009140481

Programme : Master in Applied Language Studies (LG780)

Faculty : Academy of Language Studies

Thesis Title : A Comparative Analysis of Computer Mediated
Text-based Communication and Conventional
Face-to-face Communication in Negotiation

Signature of Student : 

Date : October 2013

ABSTRACT

Recently, researchers had begun to argue about the better and the best way to conduct negotiations, after mediated negotiation involving the use of Internet and other communication tools became prominent. Researchers reported various findings but there were inconsistencies in different discoveries involving the conventional face-to-face negotiation and virtual negotiation. The inconsistencies discovered involved users in countries other than Asia. This study, therefore, seeks to identify the reality regarding the use of mediated communication in negotiation among Malaysians representing Asians. To answer the research questions, this study was set to compare between the use of face-to-face communication (FTFC) and computer mediated text-based communication (CMTBC) in negotiation. This study was also aimed to examine the influence of different negotiation modes on negotiator's behavior, negotiation process and outcome. This study used the mixed method research designs involving both quantitative and qualitative survey. The instrument used for quantitative research was a questionnaire survey, whereas for the qualitative research an interview survey was conducted. 90 respondents participated in the questionnaire survey and 14 respondents participated in the interview survey. Three main findings were discovered. Firstly, respondents agreed on the positive and negative implications of each negotiation medium and provided several reasons. Secondly, the researcher has found that many users still prefer to use FTFC in negotiation due to their familiarity with the particular communication mode. However, many others did not turn down the use of CMTBC, especially for the purpose of providing solutions to the drawbacks of FTFC in negotiation. Finally, this study revealed the various implications of both media on negotiators' behavior, negotiation process and outcome. At the end of the study, a guideline to the practical use of each communication mode in negotiation, either alone, or mixed-mode was drawn up based on the findings of the study.

ACKNOWLEDGEMENT

All praise goes to ALLAH the Almighty as without His consent, I will not be in this place doing Master degree in Universiti Teknologi MARA, Shah Alam. And with His blessing, I have finally come to an end.

For my beloved parents, thank you for your support all this while, morally and financially. Without both of you I might not be able to come to this stage. I would also like to show my deepest gratitude for giving me the chance to further my study and for telling me not to quit when everything seemed wrong to me.

To my very-important-figure in the whole study life, thank you very much for walking through with me from the beginning to the end of this study. You, my respectful supervisor, Associate Professor Dr. Cynthia Yolanda Doss, have always become my inspiration to do what I have always wanted, with glory and respect.

To my family, brothers and sisters, thank you for encouraging me, and for being very supportive during my hardest time.

Finally, to my dearly loved husband Mohd Redzuan bin Jalaluddin, your patience and love has driven me to this finishing. Thank you for listening to my grumbles and mumbles, and for understanding me when I have very limited time with you.

TABLE OF CONTENT

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLE	x
LIST OF FIGURE	xii
LIST OF ABBREVIATION	xiii
CHAPTER ONE: INTRODUCTION	
1.1 INTRODUCTION	1
1.2 BACKGROUND OF THE STUDY	1
1.3 PROBLEM STATEMENT	4
1.4 PURPOSE OF THE STUDY	7
1.5 RESEARCH QUESTIONS	8
1.6 SIGNIFICANCE OF THE STUDY	8
1.7 LIMITATIONS OF THE STUDY	9
1.8 DEFINITION OF TERMS	10
1.8.1 Virtual Negotiation	10
1.8.2 Computer Mediated Text-based Communication	10
1.8.3 Face-to-face Communication	10
1.8.4 Blended Negotiation	10
1.8.5 Barrier Effect	11
1.8.6 Psychological Distance	11
CHAPTER TWO: LITERATURE REVIEW	
2.1 INTRODUCTION	12
2.2 GROWTH OF VIRTUAL COMMUNICATION	12
2.2.1 Computer Mediated Communication System	13