

EXPLORING THE MEDIATING EFFECT OF GROUP DEVELOPMENT ON SATISFACTION IN VIRTUAL AND MIXED-MODE ENVIRONMENTS

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ABSTRACT

This study explores the mediating effect of two basic aspects of group development (workgroup cohesion and conflict management) upon two group member outcomes -- solution satisfaction and interaction process satisfaction. The independent variable, interaction mode, has two treatments: mixed-mode -- a combination of face-to-face (FtF) and computer-mediated communication (CMC) - - and pure CMC (no FtF interaction). Members of mixed-mode groups rated their groups higher in terms of cohesiveness, the ability to manage conflict, and both aspects of satisfaction. Members of more highly developed groups rated themselves higher on both satisfaction variables compared to members of lesser-developed groups. Findings indicate that both workgroup cohesion and conflict management mediated the relationship between interaction mode and satisfaction.