

Managing Information in Organizations

Sharon A Cox

Chapter 3 Role of Information Technology in Managing Information

Link 3.1 Types of Electronic Communication

Electronic Communication	Definition	Audience
Email	A digital message sent to a given address, which may include attached files. The message includes header information relating to sender, recipient, date and subject of the message. Emails emulate paper memos in that addresses can be carbon copied (cc'd) and blind carbon copied (bcc'd) into the communication. Emails are received in an email account, allowing communications to be received when the recipient is not using the email system.	One to one. One to many. Many to many.
SMS Messaging	Short Message Service (SMS) allows text messages to be sent via the telephone communications network. Messages of up to 160 characters are sent to telephone numbers.	One to one. One to many.
MMS Messaging	Multimedia Messaging Service (MMS) allows multimedia content (such as photographs, videos and music) to be sent to a telephone number.	One to one. One to many.
Instant Message	A form of text-based online chat that operates in real time enabling immediate responses. Most systems require the recipient to be online, unlike email systems that store emails when the user is offline.	One to one. One to many.
Wiki	A website that allows users to edit information content and link content to other websites. The website develops through the collaboration of its users.	Many to many.
Blog	A web log (blog) is a reverse chronological ordered series of dated entries on a website that may include links to other websites. Blogs may be used as personal journals and include links to resources for sharing organizational knowledge.	One to many.

Continued

Electronic Communication	Definition	Audience
Twitter	A micro blogging service that allows text-based messages to be broadcast, up to 140 characters in length.	One to many.
Forums	Online discussion groups where messages can be posted to form a discussion about a topic.	One to many.
Skype	A service that allows voice and video calls to be made using the Internet.	One to one. One to many. Many to many.
Web Conferencing	Use of technology to enable remote participation in an event such as a meeting or conference. Display screens can be partitioned to enable delegates to see both the documents presented and the speaker(s). Cameras and microphones allow delegates to fully participate in the event as if the delegates were physically present at the event.	One to many. Many to many.
Webinar	A web-based seminar is a short event transmitted over the Internet, which facilitates participation in the same way as a web conference.	One to many. Many to many.
Webcast	A real-time broadcast of an event, such as a training session, over the Internet. There is less potential for remote participation than in a web conference; participation may be restricted to posing questions to the speaker via a text-based facility.	One to many. Many to one.