Abstract

There are many kinds of social resources being exchanged in organization, such as advice, friendship, information, goodwill, and so on. All of them influence individual’s social relations with others. In a company, communication is very important for the work performance and outcomes. Therefore it is necessary to know the relationship and influence between resource exchange and communication in an organization, which will give us some new idea of improving the effect and efficiency of communication.

Since social network analysis proposes some useful methods to find the hidden facts of relationship between actors, this thesis applies the analysis for a case study in a company, in which all the employees exchange “thanks-card” to show the appreciation for other’s help or advice, while they use voice-mail as the main communication tool. In this research, two social networks are created: one is the thanks-card network; the other is the voice-mail network that is based on the threshold model. Combining with the contribution index, these two networks are compared monthly from basic network properties perspective and network centrality perspective.

Based on data analyses, it suggests that resource exchange and communication have strong correlations on small-world effects, especially that resource exchange have the main influence on communication. It also indicates that individual’s resource exchange behavior influence his/her communication behavior, both of which are also associated with personal work positions in the organization. Based on those findings, it may propose that increasing the links or connections of resource exchange will improve the efficiency of communication and enlarge the scope of communication. In addition, making the centre persons to lead and control the exchange of diverse social resources may improve the efficiency and effect of communication in the organization.