

TECHNOLOGY IN THE ONLINE NEWSROOM:
THE USE OF COLLABORATIVE TOOLS IN VIRTUAL TEAM MANAGEMENT

Kirstin A. McCudden

Associate Professor Margaret Duffy, Thesis Advisor

ABSTRACT

This case study gives a detailed description of the tools employed in the management of a news-producing virtual team. The research uses field observation and interviews to identify patterns of internal communication in an attempt to better understand the influence and uses of technology on organizational dynamics in general and media management in particular. The findings from this case study reinforce research suggesting that communication patterns and organizational structure, more than specific tools, play an important role in virtual team management. It also emphasizes the role of leadership as an important factor in tool choice and effectiveness. As organizations increasingly rely on virtual teams, managers are ever more tasked with effective supervision and can benefit from these findings.