



Office emails out of favour

EMPLOYEES are ditching email at work in favour of sites such as Facebook, research reveals.

Headed by the University of Queensland's Dr Melissa Gregg, the research has found the popular social networking site now rivals traditional email for contact between staff.

The ongoing study shows using mechanisms on Facebook in the office

is often considered more efficient than email.

"Facebook is actually being used in a lot of offices to provide communication between colleagues in professional and personal ways and to stay in touch with networks," Dr Gregg said.

"They realise that email is becoming too overwhelming because people are receiving so many a day. With Facebook's

messenger function you can tell if someone is online. Compared to email, they know when they can communicate with them and it can cut down on time wastage."

She said the trend was appearing in the media, public sector, state government and in big business.

"We're seeing directors and people with leading roles in organisations encouraging people to use

these technologies. It suits middle-class people working in offices who spend a lot of time at the keyboard.

"Facebook may be a fleeting phenomenon but social networking sites are here to stay in one form or another and what it says is that people are finding new ways of communicating which are more convenient."

Jessica Lawrence