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Interactional variation online: harnessing emerging technologies in the digital humanities to analyse online discourse in different workplace contexts

As we move into a post-Covid context, there is a need for a better understanding of what has become, and is likely to remain, a new way of communicating in the virtual workplace. This project aims to examine virtual workplace communication so as to gain depth of insight into the potential barriers to effective communication. It will explore not only what makes for success or failure in virtual workplace discourse, but what also allows for the identification of specific variables associated with such successes and failures. This study will be multi-modal, focusing both on what is said and also on how it is said (e.g. pitch, intonation, facial expression, accompanying gesture or gaze). Findings from this study serve as training materials to enhance virtual workplace communication. This project draws on the expertise of leading researchers in the UK and Ireland to propose the next generation of analytical frameworks for analysing this new type of discourse and will make these frameworks available to all arts and humanities research and end user communities, leading to a step change in our ability to develop equality of access in online communication.