



From ordinary to virtual teams:
a model for measuring the
virtuality of a teamwork



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The aim of the article

- ... is to present a model that enables to draw a typology of teams from pure ordinary teams (only face-to-face meeting) to pure virtual teams (never meeting face-to-face); including all the forms of teams in between these two pure forms of teams and that is possible by measuring the degree of virtuality of teamwork (v-score).





Background & Definitions

- A team is a group of individuals who work interdependently for solving the problems and accomplishing tasks (Bell, Kozlowski 2002).
- A virtual team: „Groups of people who work closely together even though they are geographically separated and may reside in different time zones in various parts of the world.” And also “cross-functional work-groups brought together to tackle a project for a finite period of time through a **combination of technologies** (Henry, Hartzler 1998)”.

The proposed model

- All teams can be described by term “virtuality” & the degree of virtuality can vary from 0% (pure ordinary team) to 100% (pure virtual team).
- The degree of virtuality can be used for showing how ordinary team becomes gradually a virtual one.
- Three dimensions of the model:
 - **Richness** of the communication channel;
 - **Time** spent on communication;
 - **Frequency** of communication.



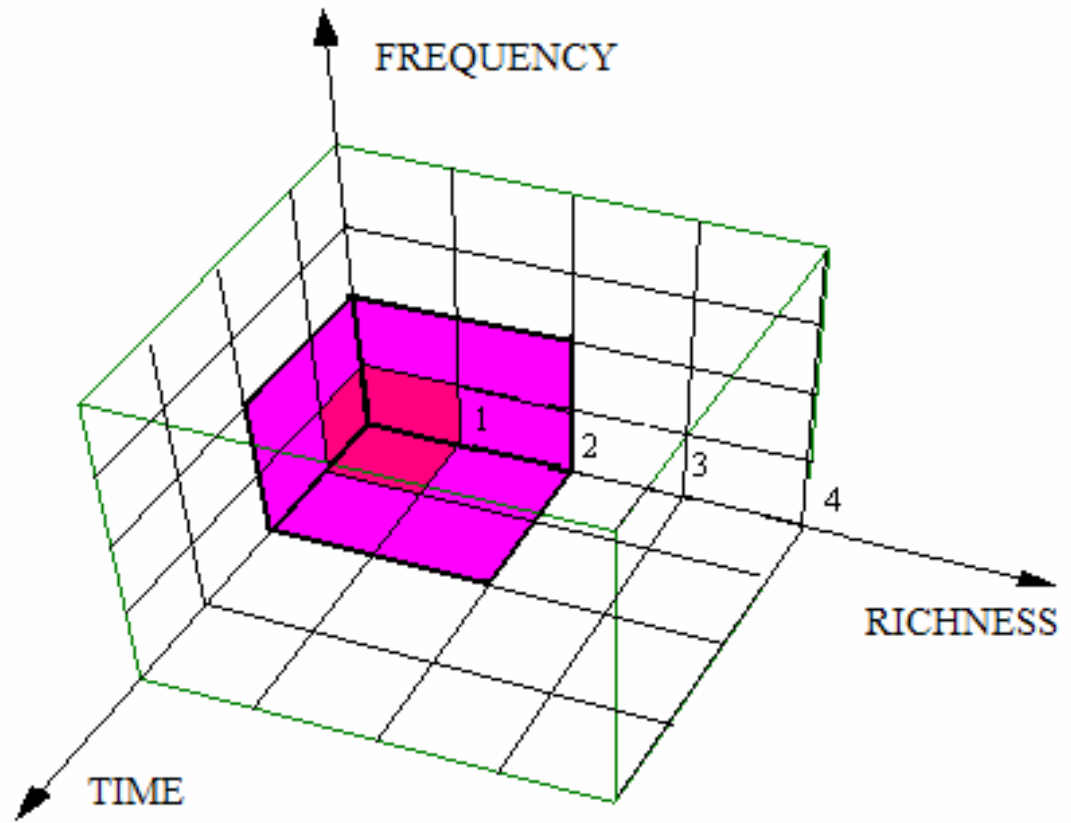


Figure 5. Model for measuring the virtuality of the teamwork.



Equation for the score of virtuality

$$\text{TIME} * \text{RICHNESS} * \text{FREQUENCY} \\ = \text{SCORE OF VIRTUALITY (V-score)}$$



Thank You!