

## **ABSTRACT**

### **“ COMPARING THE COMMUNICATION METHODS IN IRAQ CONSTRUCTION PROJECTS DURING THE IMPLEMENTATION STAGE”**

Construction projects distributed in many places, variety of work type , have multi disciplines these have big effect on communication management , therefore this research studies the ability to use advanced communicative tools such as computer mediated communication (CMC) instead of traditional communication face to face (FTF). Revit application which is based on BIM technology have been used and it helps in exchanging design information between the designer and the site engineer for rapidity in making decisions , solving problems ,reducing wasted time and reducing the expenses that are spent as a result of the use of FTF communication .The results which were concluded from this research are that communicative quantity in FTF was more than in CMC ,but it is indicating that communication in CMC might be more productive than communication in FTF.In addition, the working time in CMC was slightly higher than in FTF.This indicates that CMC was slightly more productive than FTF . Wasted time for FTF consistently is higher than wasted time in CMC and this is because FTF was easier than CMC in terms of social speech. To identify the degree of collaboration between users two methods were used so the the total number of exchanges in CMC was higher than in FTF because most persons were having more interaction when they used CMC. Moreover, the cumulative productivity in CMC was higher than of FTF and this indicates that CMC communication provides a good environment for collaborative work which ,in turn ,it increases team , also researcher study relation between team productivity and communication parameters ,there is a strong correlation factor between team

productivity and total number of work related words in both FTF and CMC for each time interval and this relation was negative in FTF while positive in CMC for 16 experiments . For number of exchanges which consider is a measure of the degree of collaboration, the correlation was strong between productivity and number of exchange in both communication techniques. Finally team productivity was a negative relationship with wasted time and positive with working time.