# Article information:

Business meetings in a postpandemic world: When and how to meet virtually - PubMed  
<https://pubmed.ncbi.nlm.nih.gov/36062237/>

# Article summary:

1. The COVID-19 pandemic forced businesses to adopt virtual meetings, but the widespread use of platforms like Zoom and Teams revealed weaknesses and limitations.

2. Technologies for virtual meetings have advanced significantly in recent years, offering a range of options from audioconference facilities to high-resolution video and virtual presence features.

3. Choosing the most effective technology for each meeting setting is important, and a decision-making framework based on meeting objectives, size, and duration can help determine when and how to meet virtually in a postpandemic world.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Business meetings in a postpandemic world: When and how to meet virtually" provides an overview of the decision-making framework for choosing when and how to conduct virtual meetings in a post-pandemic world. While the article offers valuable insights into the topic, there are several areas where it could be improved.

One potential bias in the article is its focus on the benefits and advancements of virtual meeting technologies. The authors highlight that virtual meetings have advanced significantly in recent years, ranging from audioconference facilities to telepresence rooms with high-resolution video. However, they do not adequately address the limitations and challenges associated with virtual meetings. For example, they do not discuss issues such as technical difficulties, lack of non-verbal cues, and reduced engagement compared to face-to-face interactions. By not acknowledging these limitations, the article presents a one-sided view of virtual meetings.

Additionally, the article lacks evidence to support its claims about the effectiveness of virtual meetings. While it mentions that extensive empirical research was conducted in partnership with major companies, it does not provide any specific findings or data from these studies. Without this evidence, it is difficult to assess the validity of the decision-making framework proposed by the authors.

Furthermore, the article does not explore potential counterarguments or alternative perspectives on virtual meetings. It assumes that virtual meetings will become a widely accepted alternative to traditional face-to-face meetings without considering potential drawbacks or concerns raised by individuals or organizations. This omission limits the depth and balance of the analysis presented.

Another issue is that the article appears to have a promotional tone towards virtual meeting technologies. It mentions specific software platforms like Zoom and Teams without discussing other alternatives or considering different contexts where these platforms may not be suitable. This promotional content raises questions about potential conflicts of interest or biases towards certain technologies.

Moreover, while the article briefly mentions meeting size and duration as factors to consider when choosing between virtual and face-to-face meetings, it does not delve into other important considerations such as the nature of the meeting, the level of collaboration required, and the cultural or social dynamics involved. These factors can significantly impact the effectiveness of virtual meetings but are not adequately addressed in the article.

In conclusion, while the article provides a framework for decision-making regarding virtual meetings, it has several limitations and biases that undermine its credibility. The lack of evidence, one-sided reporting, promotional content, and omission of important considerations weaken the overall analysis. To improve the article, it should provide a more balanced view of virtual meetings by addressing their limitations and considering alternative perspectives. Additionally, it should present evidence to support its claims and explore a wider range of factors to consider when choosing between virtual and face-to-face meetings.

# Topics for further research:

* Limitations of virtual meetings in terms of technical difficulties
* lack of non-verbal cues
* and reduced engagement compared to face-to-face interactions
* Research findings on the effectiveness of virtual meetings compared to traditional meetings
* Counterarguments or concerns raised by individuals or organizations regarding virtual meetings
* Alternative virtual meeting platforms or technologies to Zoom and Teams
* Factors to consider when choosing between virtual and face-to-face meetings
* such as the nature of the meeting
* level of collaboration required
* and cultural or social dynamics
* Potential conflicts of interest or biases towards certain virtual meeting technologies in the article

# Report location:

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