

# IMPACT OF WEB ON “DIGITAL IMMIGRANTS”: WITH SPECIAL FOCUS ON PSYCHOLOGICAL BEHAVIOUR OF SENIOR ACADEMICIANS

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**Abstract:** The study focuses on the psychological impact of web on information seeking behaviour of “digital immigrants” (Senior Academicians) of select universities. The prime objective of the study was to know the psychological dimensions like motivation, interest, stress, pleasure, anxieties, mood swings and more importantly health hazards referred by professors while seeking information from web. The result shows that senior academicians are primarily motivated to quench information from web. It is also observed that a reasonable number had an average interest in surfing web, besides mood swings is also reported. What is more striking and worth mentioning here is that a good number of senior academicians is complaining that their health gets badly affected due to excessive usage of web.

**Keywords-** Digital Immigrants; Motivation; Stress; Pleasure; Anxiety; Web Surfing; Mood Swings; Senior Academicians; Health Hazards

**1.0 Introduction-** In present electronic era, it is practically not possible for academicians to carry out their pursuits without embracing Information and Communication Technologies (ICT). That has brought a transition in the information scenario with the result it becomes convenient and effortless for information seekers to satisfy their information needs. They greatly depend upon the modern electronic tools for accessing web resources. It has shifted the paradigm in the information era. The transition in information services, from print to electronic, has come about very quickly, and libraries and information centers have undergone significant transformation in order to effectively deliver electronic resources to the academic community (Appleton, 2006). The arrival of electronic information resources have greatly affected the way a user seeks, acquires and then uses information. Today, users have adopted it because of quick, easy access and easy retrieval.

User is the focal point in an information system without which the information system loses its purpose. In the library setup it is highly important to ascertain the kind of information required by the user; the ways and means employed for searching information; flow of information and the relationship of the user with the information system. Hence, it is

essential to know the information needs of the users and how those needs can be satisfied. If users are not using library services, it is probably because that they are not being taken enough care. It is only recently that emphasis on the user has been laid. This becomes very imperative for libraries and information centers to categorize different user groups on the basis of their know-how of ICT, besides other parameters which they usually take care of, so that adequate attention is given to groups which are lagging behind in this race of ICT. One of the important groups which have been identified is “digital immigrant” as the user of web is an individual who was born before the evolution of digital technology and adopted it to some extent later in their life (Prensky, 2001).

## 2.0 Literature Review

Daugherty and Funke (1998) investigated perspectives of university faculty and students currently involved in Web-based instruction. Faculty members were surveyed on the advantages, disadvantages, and general effectiveness of using the Internet as a teaching and learning tool. Findings revealed that faculty encountered a wide range of challenges in the development and delivery of Web-based instruction. The most frequently identified barriers

included: lack of technical support, lack of software/adequate equipment, lack of faculty/administrative support, etc. In another similar kind of study **Patitungkho and Deshpande (2005)** try to know information seeking behaviour of faculty members from seven faculties of Rajabhat Universities in Bangkok, Thailand. Results showed that Internet has been used extensively. It is found that Google.com, e-mail are more frequently used for learning and communication. It is also seen that 42.0% of respondents use the ERIC (Education Resources Information Centre) database for their information needs. **Atilgan (2006)** conducted a study on faculty members of Ankara University regarding their awareness and use of electronic resources. The results revealed the level of awareness by faculty members particularly professors is outstanding as 89.0% are using electronic-resources to fulfill their information needs but still feel that a computer literacy programs could be effective in online sessions.

**Jones, Johnson-Yale (2005)** conducted a nationwide survey of Internet use by U.S. college faculty. The study was intended to know the impact of internet on faculty–student interactions, and faculty perceptions about internet use by students. The findings of the study revealed that Internet is helping to overcome some of the traditional obstacles in university teaching, but virtual communication has its limits, and the Internet is likely to remain a supplemental tool rather than a substitute. But the advantages of some of these ICTs may be

limited to venues like online-courses, which are still a small percentage of college courses overall. In a similar study **Vodenovich and Piotrowski (2004)** conducted a study on internet usage, attitudes, perceived benefits and shortcomings of web. It was revealed that overall, 73.6% of the faculty indicated a positive view of using the Internet for instructional purposes and 69.4% believed that the Internet is an effective teaching tool. However, only about one-half (47.0%) of population used online approaches to present material in their courses.. **Herring (2001)** conducted a survey in order to explore faculty members' satisfaction toward the Web as a research source. Results revealed that, although faculty members are generally satisfied with the Web, they question the accuracy and reliability of much Web-based information and the sufficiency of Web resources for research. However, despite a growing body of literature on educational use of the Web, scholarly research on faculty attitudes toward the Web as a research tool appears to be nonexistent.

### 3.0 Problem

The increasing reliance of all forms of users on the electronic information resources in order to carry out their day to day work whether academic or administrative has increased manifold and has lead to importance of knowing the behaviour of one important category of information seeker and beneficiary known as 'Digital Immigrants' who in their later part of life experienced ICT. This raises the question of usage, accessibility and retrieval of web resources by the digital immigrants. Thus the present study made an endeavour to find out impact of web on digital immigrants (Professors) and to understand their psychological dimensions.

### 4.0 Scope

The study undertaken was limited to the senior academicians falling under "digital immigrant" category and belonging to the prominent academic and research institutions of J&K.

### 5.0 Objective

The main objective of the study was to know the psychological dimensions of senior academicians (Professors).

### 6.0 Hypothesis

H0- There is no significant difference between users' related to psychological dimensions in different institutions.

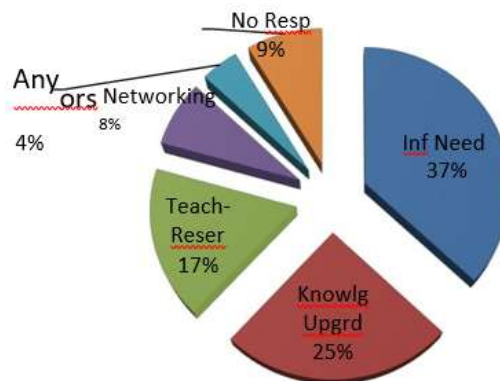
### 7.0 Methodology

- **Selection of academic and research institutions-** The universities which were taken for study include University of Jammu, University of Kashmir, Sher-i-Kashmir University of Agricultural Science & Technology- Jammu and Sher-i-Kashmir University of Agricultural Science & Technology- Kashmir.
- **Selection of the population for the study-** Professors from all the departments were selected in order to obtain the data for research.

- **Sampling & Coverage of Population-** Total population of the study was 225. In order make study manageable sampling was done and a sample size of 42.65% professors was selected for conducting research from each university.
- **Questionnaires from professors-** A total of 96 questionnaires were administered to professors of four select academic and research institutions of J&K. 80 questionnaires were received duly filled in, making response of 83.33%.
- **Testing of Hypothesis-** In order to test hypotheses Z Test was applied.

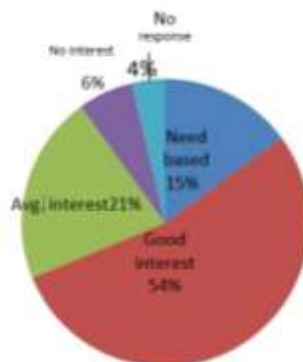
## 8.0 Analysis

**8.1 Motivation-** It is found that sr. academicians from across all the universities are primarily motivated by information need (37%) followed by knowledge up-gradation (25%). A decent number is also seen motivated by teaching-research (17%). However, a good number (8%) seen motivated by knowledge networking (See G1).



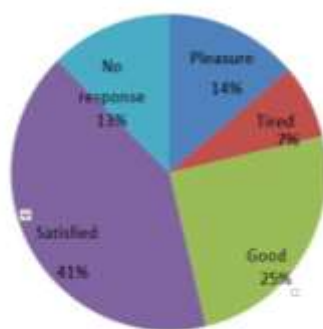
G1: Motivation behind using W3

**8.2 Interest in Web Surfing-** It is found that the sr. academicians have quite good interest (54%) in web surfing followed by average interest (21%) and 15% have 'need based' interest in web surfing. And just 6% have 'no interest' in web surfing (See G2).



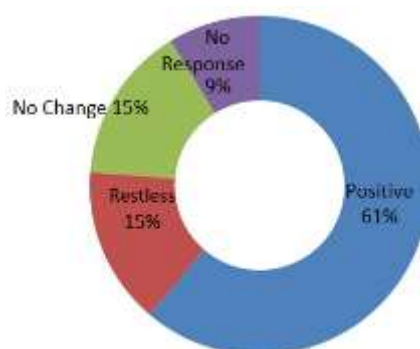
G2: Interest in Web Surfing

**8.4 Feeling with Web-** Amongst the select universities it is observed that 41% respondents feel satisfaction after using web and a sensible number (25%) feel that working on web is quite good. It is important to mention here that just 14% of them feel pleasure and only 7% feel tired (See G3).



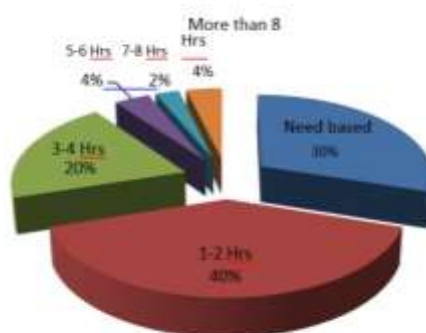
G3: Feeling with W3

**8.5 Mood Swings-** It is observed that majority of sr. academicians remain positive (61%) as far their mood is concerned and just 15% feel restlessness and an equal number shows no change while working on web (See G4).



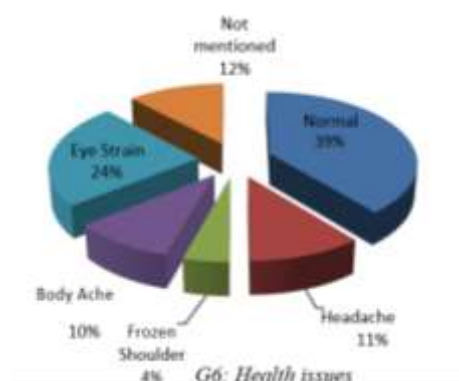
G4: Mood Swings

**8.6 Web use daily-** From the select universities it is seen that majority of sr. academicians (40%) use web 1-2 hrs daily, while as 30% are found using web as per their requirement in a day while 20% spend 3-4 hours. And only 4% are using web for 5-6 hours and just 2% for 7-8 hours. It could be ascertained that they may have other assignments which leads to lesser use of web on daily basis (See G5).

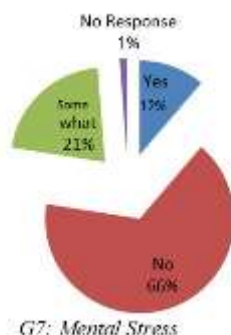


G5: Web use daily

**8.7 Health issues-** Amongst the select universities majority (39%) remain normal whereas 24% complain eye strain, 11% headache, 10% body ache and just 4% complain frozen shoulders (See G6).



**8.8 Mental Stress-** Amongst all the Universities, majority of the respondents do not feel under-stressed (66%) during searching the web for information, while 12% sr. academicians do feel stressed. A reasonable number (21%) are of the opinion that they do experience stress sometimes (See G7).



**9.0 Results:** It is observed from the analysis of data that the prime motive of accessing web is to keep up with latest technology. Majority of senior academicians (37%) are using web in order to satisfy information needs and to upgrade knowledge (25%). It is also found that mostly senior academicians (54%) have developed quite good interest in web surfing. Web surfing bring pleasure for some senior academicians (14%) yet some (7%) feel tired. Majority (61%) remains in positive mood during and/ or after using web and only small percentage (15%) feel restlessness. Senior academicians are found complaining eye strain (24%), head ache (11%) and body ache (10%) when they continuously search web. Furthermore, hypothesis H0 regarding the psychological dimensions of web by senior academicians is similar in different institutions is accepted.

**10.0 Conclusion:** With the advent of web and development of various web sources information seeking behaviour of senior academicians has changed. Users make more use of web resources with every passing day in order to fulfil information needs. Senior academicians generally need to know everything relevant to their field of interest as web is seen catering effective and efficient means to stay current. The results of the study reveal that the availability of electronic resources has a great impact on the information-seeking behaviour of the senior academicians.

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