

## CHAPTER ONE

### INTRODUCTION

The term “new media” refers to a class of media that are digital and interactive and hence differ from the mass media that McLuhan addressed in *Understanding Media*. The new media that McLuhan studied were the electronic media of mass communication and the mainframe computers, which he showed had a radically different impact compared to the mechanical media and technologies such as the printing press, the clock, the assembly line, and newspapers. Although the mainframe computers that McLuhan commented on were digital, they were not interactive in the way today’s personal computers are nor were they readily accessible to a large audience, and hence we do not include them in our definition of the “new media.” (Logan, 2010). Hence, in this study, the term “New Media” will be used interchangeably with the word “Internet” which implies the interconnection of different media through the web.

As individuals are becoming more and more professional, complex and sophisticated, and are provided with limited amount of time, they are assumed to choose between different media platforms they are surrounded with by determining which one would better satisfy their particular needs (McCombs & Nolan, 1992; Kayany & Yelsma, 2000; Dimmick, Chen, & Li, 2004). This assumption resonates in media studies concerning the emergence of the Internet as a new medium that offers a wide range of communication opportunities, synergizing and converging other media platforms in an unprecedented magnitude and drive (Ugwuanyi, 2017; Edogor, Ojo, Ezugwu and Dike, 2015). Concerns about audience media use patterns continue to trail recent studies in view of the appearance/emergence of the new media. These studies argue that individual patterns of Internet use are largely dependent on the communication needs or

desires of the user and differ among the male and female gender (Adediran and Kehinde, 2014; Akpan, Akwaowo and Senam, 2013). Scores of studies have dealt with how the male gender uses the Internet, while a few have focused on female use (Amichai-Hamburger and Hayat, 2011; Ani, 2010). Most of the studies in this area of media usage analysis have been carried out with a focus more on the youths than what other audience groups are using the new media for (Anunobi, and Mbagwu, 2009; Ani, 2010); what determines their choice and how they engage with the new media. This present study, attempts a shift to focus on Nigerian female elites, the civil servants. This group is in the majority in civil service, with job designations that warrants heavy use and high knowledge of the Internet. Based on the foregoing the study interrogates the ways the Internet is used by this group to determine pattern of usage and reasons behind the type of use. The study further, investigated their perception of the new media as an interactive medium that have radically not only changed communication patterns , but have also developed new ways of using communication technologies in official settings.

### **1.1 Background of the Study**

Historically the Internet emerged in the early 1970's as a product of research which aimed to connect a U.S. Defence Department network called the ARPANET and various other radio and satellite networks (UNDP, 1999). The objective was to develop communication protocols which would allow networked computers to communicate transparently across multiple-linked and packed networks. This was known as the Internet (UNDP, 1999). The system of protocols which was developed over the course of this research effort became known as the TCP/IP Protocol Suite, after the two initial protocols developed: Transmission Control Protocol (TCP) and Internet Protocol (IP). Now there are two common means available to large number of people to

access Internet services all over the world. “There has emerged a two-tier system in which minority of privileged machines (servers) provide Internet services through a countless quantum of low status personal computers (PCs) and dispense Internet services to hundreds of millions of users globally” (Kunnuji, 2014, p.11). One factor which has contributed to the growth of the Internet usage was the invention of the World Wide Web (WWW), the multimedia side of the Internet (Heimrath & Goulding, 2003).

The Internet is a major force driving information gathering and dissemination in the world today. The medium has brought significant changes into human communication in many dimensions. The Internet is seen as “a global system of connections between millions of computers that allows almost instant access to and dissemination of information,” (Adediran & Kehinde, 2014, p.66). According to Kennedy, Wellman, and Klement (2003), the User Services Working Group of The Engineering Task Force (ETF) claim that there is no agreed upon answer that can illustrate what the Internet is, but it can be seen as:

- A computer network of networks based on the TCP/IP protocols which also has connections with networks and services that are based on other protocols.
- A community of people who use and develop those networks.
- A collection of people who use and develop those networks.

Meanwhile, Bankole and Babalola (2015, p.1) described the Internet as “the fastest growing communication technology and has emerged as a major source of information that connects people, data and other computers, reducing the world to the much talked-about *global village*.” With the Internet technologies, the barrier of distance in reaching people is virtually non-existent. The Internet provides many means of communication that people could use to

conveniently interact with their kith and kin regardless of location. Thus, the Internet phenomenon is a fundamental factor that is responsible for the shrinking of the world into a smaller entity in terms of the ease and speed at which people can reach or could be reached. So, physically dispersed people are made closer to each other through the Internet and its other technologies. This was the basic interpretation of the McLuhan's 'global village.' Logan (2011) better explains the concept when he points out that:

A key element in McLuhan's historical overview of communications is that electric information moving at the speed of light creates new patterns of communication and social interactions. He describes this as 'an instant implosion' that reverses the specialism of the print age and contracts the globe to a village in which 'everybody lives in the utmost proximity created by our electric involvement in one another's lives' McLuhan (p.45).

Besides the contraction of the world, the Internet has influenced the ways through which services are rendered in both private and public organisations. It has improved the speed at which many works could be done and link producers and consumers of social services. Perhaps, that is why, Madon, (as cited in Guerriero, 2015) states that "not only could it increase productivity and contribute to the overall GDP of an economy, but it could also help connect remote populations to markets, promote citizens' access to social services, expand educational opportunities, create platforms for innovation and increase people's freedoms and access to government services" (p.1). So, with the use of the Internet, much work which was quite time-consuming and energy-sapping prior to now has been made easier without much strain. The implication is that with application of the Internet technologies, productivity is enhanced and various tasks would be supposedly made less stressful. That is the reason a recent international development report sees the Internet as a vast potential for inclusive growth and socio-economic development (Dalberg as cited in Guerriero, 2015).

As a communication channel, the Internet has created wider means of interaction and makes open access for the people to receive or disseminate information that would have been the prerogative of few persons before now. According to Kunnuji (2014), the Internet now stands as a unique mass medium with the capacity to give members of society access to all sorts of information. It also eases publication, increases access to previously restricted information and data and makes communication much faster and farther reaching than any other medium had done before now. Scholars have written extensively on the impact of the Internet on the mass media. “The invention and the introduction of the Internet have allowed breaking news stories to reach around the globe within minutes. This has given rise to what is known as “cross-media” which means the distribution of some message through different channels” (Agu, 2011, p.131). Oyero (2007) asserts that the traditional lines between different forms of media are disappearing as the Internet has successfully integrated in one platform.

The publication in *Awake!* (2011) captures the massive adoption of the Internet when it observes that, “It took 38 years for radio to reach 50 million users, 13 years for television to attract the same number, and 4 years for the Internet to do so” (p. 24). With the enormous contribution of the Internet to different spheres of human endeavours, Jagboro (2003) opines that “the Internet is arguably one of the most significant technological developments of the late 20th century.” Little wonder Bankole and Babalola (2012) assert that, “the convergence of information and communication technologies as typified by the Internet is increasingly having more influence on all aspects of the society as it has become an integral part of the daily lives of many people. It has had a transformative impact on the mode of information sharing and access globally” (p.1) Manzoor (2014) underscores the widespread of the influence of the use of the Internet on distinct aspects of human lives noting that, the rapidly increasing use of Internet in our daily lives is

producing direct impact on peoples' behaviour and ways of doing things. He averred that the Internet has affected almost every area of our daily lives. "Internet technologies, such as news groups, bulletin boards, social networking sites etc., are now commonly used" (Manzoor, 2014, p.25).

To buttress the importance of the Internet to virtually every facet of human life and people's continued dependence on the medium in diverse areas, Bankole and Babalola (2012) stress that:

To underscore the increasing reliance on the Internet, Huttner (2007) posited that without the Internet, planes would not fly, financial markets would not operate, supermarkets would not restock, taxes would not get paid and the power grid would not balance the supply and demand for electricity. Aqil and Ahmad (2011) averred that the Internet places information on our finger tips and that it is everywhere, knocking at our door, making our life easy and smooth. Adomi (2005) noted that the Internet has profound implications for African countries such as Nigeria as it has the potential to positively impact on the social, political, educational, technological and other spheres of lives of its people (p.1 – 2).

The multi-various impact of the Internet as Bankole and Babalola (2012) point out notwithstanding, the antecedents of socio-cultural discrimination against the female folk necessitates that it has to be examined whether there is a spill of it in the use of the Internet. Historically, there have been documented discriminatory practices against women in the pre-colonial, colonial and some parts of post-colonial Nigeria. In the pre-colonial Nigeria for instance, women's roles were more or less exclusively a domestic affair, then, they were not anticipated to partake in the socio-political matters of their communities. Ezegbe and Akubue (2012) were of the opinion that in the pre-colonial era, the "female child was exposed to socially imposed responsibilities of motherhood and domesticity, to embrace the characteristics of motherhood which are rooted in the domestic functions reserved for her sex" (p.28). In the

colonial Nigeria, the researchers opined that similar status was accorded to women. “Just like gender-stereotyped form of education in African traditional society and pre-colonial period, the western-type of education was premised along this ideology. Western type of education was introduced for the purpose of preparing boys for available job opportunities within the system, such opportunities required recipients to live away from their homes” (Ezegbe & Akubue, 2012, p.28).

Taking cognizance of the foregoing, Olabisi (as cited in Omadjohwoefe, 2011) posits that “the Nigerian society is stratified along gender classification. In other words, males and females are given unequal access to power, prestige and property...” (p.67). Gender arrangement was to the advantage of the men than their women counterpart. Omadjohwoefe (2011) is of the view when he argued that “males’ role are generally more highly valued and even rewarded than that of the females” (, p.67). He concludes that the result of the gender cleavage was relegation of women to the domestic department all through their days. “Consequently, women became limited to child care and home activities for a considerable part of their lives” (Omadjohwoefe,2011, p.68). Meanwhile, in the post-colonial era, a lot were expected to have changed with Nigeria being a signatory to charters promoting women empowerment and involvement in societal development schemes. With the country’s avowed stance on enthronement of programmes towards bringing the females at close par with the males, it is anticipated gender gap would be eroding. Perhaps, the efforts of empowering women are evident in creation of special ministries of women affairs where they head exclusively as ‘ministers and commissioners’ at the federal level and the various states in the country. Nigeria is a signatory to the United Nations 1979 Convention known as Convention on the Elimination of all Forms of Discrimination against Women (CEDAW). This convention has variously been described as the “Bible of women empowerment” and “women’s

international Bill of rights” (Ezegbe & Akubue, 2012, p.28). Be that as it may, the researchers observed that, despite all the attempts by various governments to close the gender discrimination chasm, there still existed wide gap between men and women in public life and in all sectors across Nigeria. The fact that is still a subject of ambiguity was the rate of usage and level of productivity of Nigerian women using the information superhighway in the discharge of their works.

Moreover, the Internet provides users the opportunity to access the social networking sites. Through these sites, people could create new kinds of virtual communities. With these cyber-based communities, people can participate with others around the world and have the chance to interact, exchange ideas and feelings, get married, create objects in their virtual environment etc. Also, because the modern world produces feelings of isolation and despair, some people turn to the Internet for anonymous discussions on newsgroups and confidential counselling through chat rooms. In short, people use the Internet to become informed, educated, entertained, and also as a virtual world where they can create a new ‘everyday life’ (Agu, 2011).

Internet is used as an open public space where individuals can get their voice onto and express their views. Till very recently people lacked such a place because of the centralization of the top-down media like broadcasting channels and newspapers (ITU, 2013). Therefore, the Internet with its bulletin boards fulfils a very important role in allowing the expression of difficult and dangerous thoughts and providing for people a space to communicate directly with each other without intervention by any authority (Bimber, 2000).

The Internet’s role in global provision and sharing of information is unequalled. It avails people unlimited opportunities to share information and knowledge to as many people as possible with



little or no restrictions. Information and knowledge disseminated through the slow process of oral communications or with paper materials can now be transferred rapidly from an individual to an infinite number of users through a number of media and formats.” Ab initio, the Internet was known as a tool for exchange of knowledge. The Trade group: Cellular Telecommunications and Internet Association CTIA (as cited in Baran & Davis, 2012) notes that, the “early adopters of the Internet were driven by the desire to capture, build, and share knowledge” (p.45). At the present, the Internet has gone far beyond mere knowledge sharing to be used as working apparatus in diverse areas of human endeavours. As such, different individuals and corporate persons use the Internet widely for multi-dimensional purposes.

Against the foregoing, it became necessary to investigate the perceptions of the female civil servants of Nigeria as it regards Internet use. It also became important to ascertain their patterns of using the Internet. The seeming lack of empirical evidence on the stated points necessitated this current research work. In a nutshell, the thrust of this study was to find out the distribution of female civil servants who use the new media in South East Nigeria as well as their perception and pattern of use of the media.

## **1.2 Statement of the Problem**

While access to communication tools including mass media has been described as an important factor in social participation and social power, the traditional mass media have been seen to be male-dominated in terms of ownership, control and personnel (Anyanwu, 2001; Cawthorne, 2008; Asong & Batta, 2011; Zurbriggen and Sherman, 2010). This scenario may have positioned women as a special group requiring special attention as far as access to communication tools is concerned. This may have created the need to inquire whether and to what extent new media

have corrected this gap.

Even though advent of new media has been greeted with so much excitement, there is this notion that women are usually late adopters of technology (Baran, 2010; Lewis, 2009). Admittedly, such attitude to new technology could adversely affect women's participation in an innovation like new media which incidentally is still relatively adopted in Nigeria (Uchendu, 2014).

The manner in which a person or group perceives a given technology tends to affect their willingness to use as well pattern of application of such technology (Sassen, 2002). Literature suggests that women tend to perceive communication media more as a means of entertainment than information/learning (Musibau, 2001; Ibrahim, 2005; Nelson, 2010). Such relaxation-oriented view of the media may raise concern as to the extent women may perceive and use new media as a relevant communication tool in their daily lives and at the workplace context.

### **1.3 Objectives of the Study**

The general objective of the study was to explore the Internet use pattern and perception among female civil servants in Nigeria. The specific objectives were:

1. To ascertain the knowledge level of female civil servants in South East Nigeria on Internet/new media usage.
2. To ascertain the patterns of usage of the Internet/new media generally and at workplace among female civil servants in South East Nigeria.
3. To identify the Internet search engines mostly used by female civil servants in South East Nigeria.

4. To ascertain female civil servants' perception of the Internet as a new media that has changed patterns of communication in and outside the workplace.
5. To find out the challenges faced by female civil servants in South East Nigeria in their use of the Internet.

#### **1.4 Research Questions**

The under listed research questions were raised to guide the study:

1. What is the knowledge level of female civil servants in South East Nigeria on internet/new media usage?
2. What is the pattern of usage of Internet/new media generally and at workplace among female civil servants in South East Nigeria?
3. What are the Internet search engines mostly used by female civil servants in South East Nigeria?
4. What is the female civil servants' perception of the use of the Internet in South East Nigeria?
5. What challenges do the female civil servants in South East Nigeria encounter in their use of the Internet?

#### **1.5 Significance of the Study**

This study contributed to empirical literature by generating data related to women's Internet use. Previous studies have engaged the role of gender in Internet access and use (such as Abubakar & Dasuki, 2018; Ojokoh & Asaolu, 2015; Wilson, 2015; Adediran & Kehinde, 2013; Adebo, Adekunmi & Daramola, 2013; Anunobi & Mbagwu, 2009; Nwagwu, Adekannbi & Bello, 2009); this study attempted to further understanding in this area by taking up precisely federal civil

servants, which none of these studies focused on.

The study also contributed theoretically by testing the applicability of both the Technological Determinism and Uses and Gratifications theories to understanding female civil servants' access and use of the Internet. All the previous studies cited above used either Uses and Gratifications or some other theories in their investigation.

Furthermore, findings from this study would be significant in organizational communication by way of offering insight into the possibility of maximization of all the technical and economic advantages in the new media/Internet towards effective service delivery in the civil service. Any government that aims at achieving effective organizational communication in civil service in terms of delivering correspondence via the new media/Internet as well as improving workers interaction across the states in the country might find the results in this study useful in improving the civil service to meet global practice.

Moreover, as this study would add to the body of knowledge about the proportion of female civil servants that used the Internet, women empowerment and gender equity advocates would find it useful. Also, students and researchers working in gender-related areas would find this study a valuable material to consult. Finally the study would reveal to policymakers the challenges which hamper female civil servants use of the Internet. This would assist them in knowing how to proffer lasting solutions to improve on their (female civil servants') use of the net.

## 1.6 Scope of the Study

The study was delimited to the five states in the South-East Nigeria i.e. Abia, Anambra, Ebonyi, Enugu and Imo. There are three tiers of civil service in Nigeria viz federal, state and local government civil service, and this study, for purposes of specificity, was restricted to state civil service – hence other researchers may focus on the other two tiers. Furthermore, only female civil servants within the State Secretariat were studied. The researcher found it relevant to focus on this group given the belief that women are usually late adopters of technology (Baran, 2010; Lewis, 2009). They are part of the majority in the civil service and there is a gap in existing literature concerning how and why this group uses the new media, this is part of what this study is trying to fill.

## 1.7 Operational Definition of Terms

1. **Internet and New media:** a computer aided information network that links many other webs for speedy and instant information assessment. New media here means the various Internet enabled platforms that female civil servant use. The two terms are used interchangeably in this study. This is because, the new media is powered by the Internet and once one goes online, he/she is said to be using the new media.
2. **Use:** Operationally, use means accessibility to the Internet/new media.
3. **Pattern:** Is defined as mode of practice or how female civil servants in South-East use the Internet generally.
4. **Perception:** Is defined as the views female civil servants hold about Internet/new media use generally.

5. **Global Village:** is defined as the shrinking of the entire world into a village setting, such that happenings in one quarter of the world are received by all other quarters.
6. **Female civil servants:** The female employees in different Ministries, Departments, Agencies (MDAs) of the state and local government council civil service in South East Nigeria. Here, only the core civil servants were used. Those in the military, para-military and other security agencies were excluded.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

In this chapter the researcher examined the various studies that are related to the work. This effort would offer the opportunity to look at the relevant similar conceptual, empirical and theoretical studies that have been done by other scholars on the subject matter. The aim is to critically consider the views of others that have made useful inputs in the area being studied, like Obasi (1999) states that “as a critical activity, the literature review focuses on identifying contributions already made on the subject under investigation” (p.1). That was corroborated by other scholars: Newson, Turk and Kruckeberg (2010) who note that literature review is an important “search for studies similar in subject or research approach,” and provides guiding standard for other studies (p.77). With these observations, the essence of a review of relevant literature in a work of this nature cannot be overemphasized. Thus, in compliance with the submissions, the researcher would review other related studies under the following sub-headings:

#### **2.1. Conceptual Clarifications**

2.1.1. Overview of the Internet and the applications

2.1.2. Internet use in public service in Nigeria

2.1.3. Internet and Communication

2.1.4. Nigerian women and public service

2.1.5 Perception

2.2 Empirical review

2.2.1 Internet Use among Women globally

2.2.2 Internet Use Among Women in Nigeria

## **2.3. Theoretical framework**

### 2.3.1 Uses and gratifications theory

### 2.3.2 Technological determinism theory

#### **2.1.1. Overview of the Internet and the Applications**

There are often misunderstandings or rather misinterpretation of certain basic terms relating to the subject matter of this enquiry. In a study of this nature, it is imperative that a light be thrown on those grey areas on the theme to clear the conceptual obscurities. Thus, it is important to clarify terms like ‘Internet, the Internet and intranet,’ which are regularly misconstrued. A scholar, Borisowich (2010) clearly explains the term noting that:

The separation of terms Internet/intranet is used to distinguish between applications that use the Internet (note the capital ‘I’) and those that do not. It is also useful to distinguish between an internet and the Internet. An Internet is a generic term for a set of computer networks connected with routers. The Internet is the biggest example of an Internet, and consists of backbone networks (e.g., ARPAnet and NSFNet), mid-level networks, and stub-networks that use specific communication protocols (e.g., TCP/IP and HTTP). An intranet is a network that provides services within an organization that are similar to those provided by the Internet, but are not necessarily connected to the Internet. Intranets are typically protected by “firewalls” for security purposes. An intranet can be considered a private Internet.

The Internet has a wide range of applications which essentially formed the pool the users get the various services that might be personal or otherwise from the medium. “We can roughly separate Internet applications into the following types: media, information search, communications, communities, entertainment, e-business, finance and other applications,” (National Institute of Open Schooling, 2013). A researcher noted that an application of the Internet excluded in the list above and rated it as probably the most important. “The World-Wide-Web (www) may be the



most important application of the Internet” (Ozoemelem, 2010, p.22). He explained the reason for observing that the World-Wide-Web fondly called ‘the web’ as the most important among other applications of the Internet.

According to Ozoemelem (2010), “the Web's ease of use, platform independence, integration of text and graphics and totally open structure made it an attractive option to everyone.” Perhaps, due to the widespread appeal of the web to many Internet users, many often construe it to be the same thing with the Internet itself. This view was expressed better by National Institute for Open Schooling (2013) which notes that:

Many people use the terms Internet and World Wide Web, or just the Web, interchangeably, but the two terms are not synonymous. The World Wide Web is a global set of documents, images and other resources, logically interrelated by hyperlinks and referenced with Uniform Resource Identifiers (URIs). Hypertext Transfer Protocol (HTTP) is the main access protocol of the World Wide Web, but it is only one of the hundreds of communication protocols used on the Internet (p.17).

Meanwhile, the bottom-line remains that, through those applications of the Internet, the users obtain the relevant services they need from the platform. Also, the applications have multi-purpose services the users obtain from them. It would be needless to detail the services of each of the applications of the Internet here, as many of them would unfold as the discourse progresses.

### **2.1.2. Internet Use and Public Service in Nigeria**

Though the terms civil service and public service differ slightly in more technical terms, in this study, they would be used interchangeably. Abasilim and Edet (2015) give the background of what the Nigerian Constitution defined as the public service. According to Sections 318 of the

1999 Constitution of the Federal Republic of Nigeria as amended Public Service is defined as “the service of the Federation in any capacity in respect of the Government of the Federation” and includes Service as:

- a. clerk or other Staff of the National Assembly or of each House of the National Assembly;
- b. member of Staff of the Supreme Court, the Court of Appeal, the Federal High Court, the High Court of the Federal Capital Territory Abuja, the Sharia Court of Appeal of FCT, the Customary Court of Appeal of FCT or other courts established for the Federation by this Constitution and by Act of the National Assembly;
- c. member or Staff of any Commission or authority established for the Federation by this Constitution or by an Act of the National Assembly;
- d. staff of any area Council;
- e. staff of any Statutory Corporation established by an Act of the National Assembly;
- f. staff of any educational institution established or financed principally by the Government of the Federation;
- g. staff of any company or enterprises in which the Government of the Federation or its agency owns controlling shares or interest;
- h. members or officers of the armed forces of the Federation or the Nigeria Police Force or other government security agencies established by law.

The workers above categorised as those in the public service in the country are saddled with the responsibilities of overseeing formulation and implementation of the programmes and policies of the government. They are people (public or civil servants) who translate and technically give meaning to government works to the members of the public, thus, the terminology, ‘public

service.’ That is the function of those employed by the government. “The activities of government employees and institutions aimed at formulating and implementing governmental policies and programmes for the interests of the masses (public),” (Agba, Ochimana & Abubakar, 2013, p. 113).

From the above perspective, the rationale behind the use of the Internet by the public servants could be gleaned. As an integral offshoot of the Information and Communication Technologies (ICTs), the use of the Internet in public service was enabled through the policy which created the former. It was part of the ways for transformation of the public service in Nigeria. By the year 2000, the Federal Government of Nigeria recognized the need to transform the public service into the modern day system through the use of information technology (Asogwa, 2012). According to Obasanjo (2003), that was necessitated by the urgent need to improve public service delivery, ensure transparency, make government accessible, and ensure that information dissemination to the public is in real time. Sequel to that, National Information Development Agency, NITDA (as cited in Abdulkareem, 2015) reveals that:

National Information Technology policy was introduced in 2000 with the main objective to improve governance in Nigeria. The policy document clearly stated the intention to make Nigeria an “IT capable country in Africa and a key player in the information society by the year 2005, using IT [ICT] as the engine of sustainable development and global competitiveness”. Also, one of the policy’s 31 objectives, is “to improve accessibility to public administration for all citizens, bringing transparency to government processes” (p.46).

The formulation of that ICT policy in Nigeria fully gave birth to the concept of electronic governance (e-governance), “E-governance in Nigeria can be traced to the formulation of the Nigerian National Information Technology (NNIT) policy in the year 2000, (Abasilim & Edet,

2015). The origin of the e-governance was traced back to the 1990s, “e-government began in the early 1990s which is the use of information technology to improve governance (Abdulkareem, 2015). The National ICT Policy (2012, p.9) observes that, “ICT now drives some activities in the financial and oil and gas sectors while various e-government initiatives are ongoing in various departments at the three tiers of government” (p.45).

A fundamental effort of one state government almost within the same period to use the Internet applications to bring the people closer to the government needs to be examined here. The project was an initiative of the then Ekiti State Government.

Citing the Director of the Project, Adeboboye (2012) explains that, “we have created Ekiti 3.0- a set of robust integrated, multimedia digital media channels – online, social media ... a branded *Facebook* canvas page; a branded *YouTube* channel; a branded *Twitter* handle and a branded slide share account” (p.38). Similarly, the author quotes the then Governor of the State, Dr. Kayode Fayemi, who outlined the multi-dimensional benefits the project would deliver to the masses, “apart from creating an avenue for the citizens to have an unrestrained access to government activities, the new media channels also provide a forum for everyone to reach government officials with complaints, suggestions, constructive engagements on any issue. As such ... undue red tape has been eliminated,” (Adeboboye, 2012, p.38).

Among its strategies, the policy provides inter alia in its section 7.16.2, that the government shall, “provide personal computers in public places, (e.g. post offices, schools, public libraries, etc) in small and large communities to help low income-segments of the society to gain access to

the Internet...” (National ICT Policy, 2012, p.50). A point indicating the growth in the use of the ICT in delivering various functions of the government is evident in the policy that notes clearly, that “there is now modest ICT deployment in the functioning of government organisations, as well as in the private sector” (National ICT Policy, 2012, p.9). The policy has pointed out the use of the ICTs even in the private sectors in the country.

### **2.1.3. Internet and communication**

One of the major areas the Internet has made tremendous impact in the aspect of human life is in the patterns of communication. Through the Internet, plethora of channels of communication abounds in the both public service delivery and for private usage. National Institute of Open Schooling (2013) observes that the four major things people do with the Internet include, “mail, discussion groups, long-distance computing, file transfers and e-mail or electronic mail.” These four fundamental ways of the Internet use open good gateways for public servants as well as individual members of the society to use the Internet. These four ways would be examined closely as follows:

a. **The E-mail-** “Email is an important communications service available on the Internet. Pictures, documents and other files are sent as email attachments. Emails can be cc-ed to multiple email addresses,” (National Institute for Open Schooling, 2013, paragraph 4, line). It (the e-mail) is a means of sending and receiving mails via electronic system, it is “an online correspondence system,” (Hasan, 2013, p.774). Except for its online base with the inherent interactive characteristics, the e-mail method looks more like the regular letter writing. It is an electronic means through which people send and receive correspondences. “Internet mail is (e-mail or electronic mail), much faster as compared to normal postal mail,” (National Institute of Open Schooling, 2013, paragraph 4, line 1). To Amadi (2011, p.148) “the electronic mail, also

known as the E-mail service is an Internet device whereby somebody can open an e-mail box in which he can send or receive typed messages in the form of letters and pictures.” Hasan (2013) explains it better as she notes that “with the e-mail you can send and receive instant electronic messages, which work like writing letters. Your messages are delivered instantly to people anywhere in the world, unlike the traditional mail that takes a lot of time.” The use of the e-mail for example saves time and is less-energy sapping unlike the manual postal service process. So, with e-mail savvy, a good user is better positioned to convey many essential and intangible messages to the expected recipients with convenience and at the cheaper rate. The delivery could be achieved in a question of seconds and the receiver could get it almost instantaneously at any part of the world. This might be part of the reasons Amodu, (2007, p.177) argues that, “the Internet therefore connects every individual user to a complex network whereby information can be accessed with total disregard for time and space.” But one of the major deficiencies of the system is that bulky tangible messages could not be delivered via it.

Furthermore, Amadi (2011) gives a lucid description of the essential purposes an e-mail is used to accomplish. For example, he briefly explained how the email is used by those working in an organisation like a print media organization. According to him, “e-mail is utilized by the print media men to send news releases, feature articles, photograph, monographs, journals etc from News Agencies reporting from far distances, to different media houses,” (Amadi, 2011, p.148). Besides that use of the email as explained by Amadi, other establishments and individual persons use the email for some of their transactions with their customers. Some organizations Nigeria like banks use the email as one of the instruments for public relations. For instance, in opening accounts with banks now, soon-to-be customers are requested to submit their email address, through which banks maintain regular communication with the customer. Besides, “Internet

telephony is another common communications service made possible by the creation of the Internet. VoIP stands for Voice-over-Internet Protocol, referring to the protocol that underlies all Internet communication,” (National Institute of Open Schooling, para. 4 line 3). By and large, the email is one of the well known means of using the Internet by individuals and corporate persons in Nigeria.

**b. Discussion groups-** The Internet provides forum for people to share ideas as members of virtual communities who are most often dispersed in both space and geographically. The discussion groups referred to as Internet Relay Chats (IRC) are means of interaction found on the Internet. Basically, through the IRC, people share ideas, create relationships and nurture the existing ones, among others.

Still in the aspect of enhancement of human interactions, the Internet has revolutionised communication among the people. That is more evident in the use of the social networking sites which the medium (the Internet) is the backbone holding them. In fact, the easiest and the most popular way the Internet offers the users the chatting avenue is through the avalanche of social network sites it has bequeathed to the world. The services on the social network sites also known as the social media form the basic gratifications which motivate the Internet users to use the medium other than other means of communication.

#### **2.1.4 Nigerian Women and Public Service**

Women have been acknowledged as agents that contribute to the development of a country in diverse ways, thus, efforts are geared towards building their capacity to maximize the new media in many societies. The importance of women in development has been articulated in the human

rights document edited by Ezeilo (2008, p.324) captured in the following words: “The empowerment and autonomy of women and the improvement of their political, social, economic and health status is essential for the achievement of sustainable development. Also, in line with that submission a statement quoted in Women Advocates Research and Documentation Centre (WARDC 2003: 38) maintained that, “Without the active participation of women and incorporation of women’s perspectives in all levels of decision-making, the goals of equality development and peace cannot be achieved.” With their presentation of women in public sector employment, Government at a Glance (2015) notes that, “quality of service delivery through a better understanding of the citizenry,” would be realised in any nation.

Perhaps, due to the above observation, and knowing that women could participate actively in the entire national development process, Nigeria became a signatory to the United Nations 1979 convention known as Convention on the Elimination of all Forms of Discrimination against Women (CEDAW) (Azegbe & Akubue, 2012). That is apparently to equip Nigerian women to be fully involved in the service to the nation in various capacities, as female of ages 20 and above constitute 50.10 percent of the nation’s population (Gberevbie & Oviasogie, 2013, p.89). Particularly, public service has been stated to be a convenient channel through which women could contribute their quota in serving the people. That notion was better captured by OECD (2014a), as cited by Government at a Glance (2015) which observes as follows:

Public sector employment is often more attractive for women because of its employment conditions. Women usually find the flexible working hours, diverse career paths and options, relative job stability, good pay and benefit packages attractive. Public service modernisation and strengthening fundamental public service values and principles, such as merit and diversity, may have also contributed to the increase of women in public sector employment (OECD, 2014a).



Participation in the public service is quite unlike political participation where it is argued that, “due to strictness, rigidity, cultural complexities and ascending competitive nature of governance, the women bloc have not been actively involved. And when ‘they are admitted,’ the support accorded them is inadequate, epitomized with their small attendance at board meetings, political rallies, voting and political offices (Afolabi & Lanre, 2003; Anifowose, 2004; Bari, 2005; Burns *et al.*, 2003; Ihemeje, 2013). The submission of the cited scholars portray how the rigid, murky and often very rancorous processes of the political governance that hinder the participation of the women folk in it. To cushion the effect of the consequences of those complexities, the affirmative action was adopted to enable women participate more in governance. “A discourse on women with respect to virtually every aspect of life has found solace creed in the affirmative action. And as such, affirmative action measures are aimed at enhancing women’s political representatives in decentralized government bodies” (Ihemeje, 2013, p.60).

The transformation of the Nigerian public service through the e-governance option makes it imperative that all civil servants women inclusive are ICT-compliant to ensure better participation. Abasilim and Edet (2015) captures the relevance of the use of ICT in the public service domain when they aver that “E-governance has become one of the reform tools geared towards effective public service delivery, which is premised on the assumption that the appreciable use of Information and Communication Technologies (ICT) method in the day to day activities of government will bring effective service delivery.” Akunyili (2010) corroborate that submission as she argues that:

A common feature of e-government is the automation or computerization of existing paper-based procedures to

enhance access to, and delivery of government services to the citizens. More importantly, it aims to help strengthen government's drive towards effective governance and increased transparency for better management of resources, for growth and development. E-government also aims at integrating government ministries, departments and agencies in a manner that promotes their on-line interaction (p.2).

Some scholars like Choudrie, Umeoji and Forson (n.d.) recommend the adoption of the ICTs to both those serving in private and public sectors as well, thus they posit that “presently, new forms of ICTs such as Broadband are viewed as critical tools for the future prosperity and growth of economies and there is a drive from both the public and private sectors to have ICTs adopted and used in daily lives” Choudrie *et al.* (n.d) note that to ensure people's high usage of the ICTs many governments have initiated programmes that would accelerate their citizens' knowledge of the Internet and subsequent use of the medium for many services obtainable therein. “To ensure that all citizens adopt and use the provided online products and services, many governments have formed and implemented policies and undertaken programmes to encourage Internet awareness and usage amongst citizens” (Choudrie, *et al.*, n.d.).

In an ideal democracy, gender segregation is not encouraged. That is why Gberevbie and Oviasogie (2013) state that democracy is a system of government that abhors gender segregation as observed that contribution to development in any society is not gender discriminatory. Thus, Choudrie *et al.*'s recommendation for the adoption of the Internet is not for any particular gender alone, however, given the conventional antecedents of scenarios whereby women were discriminated against on the basis of some socio-cultural norms, it is necessary to examine Nigerian female civil servants' Internet usage pattern. Citing Ozigbohi (1998), Ezegebe and Akubue (2012) observe that, “despite the effort of various governments to close the gap created

by gender discrimination, there still existed wide gap between men and women in public life and in all sectors.” The researchers attributed the reasons for the observed segregation to alleged traditional practices of in some societies. “A lot of traditional and cultural factors have been claimed to be limiting women educationally and economically among other opportunities. These cultural practices that constituted a lot of barriers to women educational opportunities are all imbedded on political, economic and religion realities of the people,” (Ozigbohi as cited in Ezegebe & Akubue, 2012, p.28). Meanwhile, Nigerian women have put concerted efforts to end or at least bring all forms of discriminations against them to the barest minimum. According to Ihemeje (2013) “It was documented that the instance of sidelining women during the colonial era resulted to the earliest mass protest movement by women in Eastern Nigeria, the Nwaobiala movement in 1925... and hence, this protest eventually led to the popular Aba Women Riots in the 1929”(p.64). With those struggles, it was believed that Nigerian women exerted influence that paved way for their better consideration of women in political leadership positions and public service too. The struggles were seen as a means of emancipation of the Nigerian women. Through the instrumentality of it, Nigerian women like Dr. Ngozi Okonjo-Iweala, late Professor Dora Akunyili, Professor Chinyere Stella Okunna, Professor Kate Omenugha, Dr. Oby Ezekwesili and Miss Aruma Oteh, among others were given to serve the public in both public service and political leadership and they recorded giant strides. A lot of other women are still making their contributions towards the development of Nigeria and the world at large in different sectors they find themselves. Being in exalted positions that were hitherto exclusively reserved for men accords the womanhood better position and places the women at par with men in many places.

A careful examination of the contemporary Nigerian women that have made mark in the public service reveals that their major source of climbing the Olympian height they have attained is through education. Also, it empowered women to reduce the discrimination meted to them in the society, “Women have endeavoured to overcome discrimination against them through education... In fact in all spheres of life women are there working both in Nigeria and in many other countries contributing socio-economic to development” (Ezegbe & Akubue, 2012, p.38). Many of the aforementioned women have served or are still serving in the public service of the country or the world through the instrumentality of any of the United Nations’ agencies. In the E-governance driven civil service, hardly could anyone serve in any relevant position without ICT savvy.

So, career public servants nowadays are expected to be ICT-compliant to fit into any of the available positions in the public service. Pertaining to the relevance of the ICTs in the Nigerian civil service particularly, Olufemi (2012) observes that,

Nigeria has embarked on a concerted effort in joining the league of industrialized nations in the acquisition, deployment, consumption and utilization of Information and Communication Technology (ICT). It has become an indispensable tool for individual and national empowerment, improvement, development and actualization of service (p.59).

The E-governance concept is premised squarely on the use of computer or ICT devices to discharge various services of the government. The use of the devices has virtually replaced the works done manually in the government offices and it enhanced efficient delivery in the services. In that perspective, every public servant of this era is duty-bound to acquire the requisite ICT knowledge to fit into the works they are expected to carry out.

The civil servants need to be educated in ICT, so that the use of

typewriters, filling of information on papers in cabinets, keeping of documents and letters in files are modernized through automation. The automation function needs to be introduced on PC's, the spread sheet programme such as Lotus 1-2-3 on Microsoft excel that allows the screen to image a large sheet of paper broken into rows and columns. Text machine reprographic equipment are example of kinds of automation introduced into the public sector to enhance administrative efficiency and effectiveness (Ayenias cited in Olufemi, 2012, p.60).

E-government is applicable to every section of the government where public servants work. "E-government may be applied by the legislature, judiciary, or administration, in order to improve internal efficiency, the delivery of public services, or processes of democratic governance," (Adeyemo, 2011, p.11). Therefore, forming part of the prerequisite for being an employee in the public service is the ICT-compliant. Notwithstanding the level of one's academic attainment or discipline, to be in any significant position in the public service requires the knowledge of how to use the Internet with other ICT devices. As women constitute a good number of the country's work force, it is very crucial that they are trained in the area of Internet literacy and ICT-compliant as a whole. The National Bureau of Statistics, (NBS) in the year 2016 revealed that Nigerian women are more than the men in the state civil service, "overall, among the stock of staff in state employment in 2015, women constitute more than a half of the labour force" (2016, p.19). With this revelation, the need to ascertain their level of Internet usage and method becomes a necessity.

### **2.1.5 Perception**

Perception is an important factor in human behaviour, hence the interest of psychologists and other social scientists in it (Mangal, 1998; Groenhart, 2013). It has been defined as "the organization, identification, and interpretation of sensory information in order to represent and understand the environment" (Mangal, 1998, p.91).

Basically, all perception involves signals in the nervous system, which result from physical or chemical stimulation of the sense organs. For example, vision involves light striking the retina of the eye, smell is mediated by odor molecules, and hearing involves pressure waves (Groenhart, 2013). Perception is not the passive receipt of these signals, but is shaped by learning, memory, expectation, and attention. Perception involves these “top-down” effects as well as the “bottom-up” process of processing sensory input. The “bottom-up” processing transforms low-level information to higher-level information (e.g., extracts shapes for object recognition). The “top-down” processing refers to a person’s concept and expectations (knowledge), and selective mechanisms (attention) that influence perception. Perception depends on complex functions of the nervous system, but subjectively seems mostly effortless because this processing happens outside conscious awareness (Yule & Roe, 2016).

Since the rise of experimental psychology in the 19th Century, psychology’s understanding of perception has progressed by combining a variety of techniques. Psychophysics quantitatively describes the relationships between the physical qualities of the sensory input and perception. Sensory neuroscience studies the brain mechanisms underlying perception. Perceptual systems can also be studied computationally, in terms of the information they process. Perceptual issues in philosophy include the extent to which sensory qualities such as sound, smell or colour exist in objective reality rather than in the mind of the perceiver (Mangal, 1998).

Although the senses were traditionally viewed as passive receptors, the study of illusions and ambiguous images has demonstrated that the brain's perceptual systems actively and pre-consciously attempt to make sense of their input. There is still active debate about the extent to which perception is an active process of hypothesis testing, analogous to science, or whether realistic sensory information is rich enough to make this process unnecessary (Yule & Roe, 2016).

The perceptual systems of the brain enable individuals to see the world around them as stable,

even though the sensory information is typically incomplete and rapidly varying. Human and animal brains are structured in a modular way, with different areas processing different kinds of sensory information. Some of these modules take the form of sensory maps, mapping some aspect of the world across part of the brain's surface. These different modules are interconnected and influence each other. For instance, taste is strongly influenced by smell (Groenhart, 2013).

The process of perception begins with an object in the real world, termed the distal stimulus or distal object. By means of light, sound or another physical process, the object stimulates the body's sensory organs. These sensory organs transform the input energy into neural activity – a process called transduction. This raw pattern of neural activity is called the proximal stimulus (Groenhart, 2013). These neural signals are transmitted to the brain and processed. The resulting mental re-creation of the distal stimulus is the percept. Perception is sometimes described as the process of constructing mental representations of distal stimuli using the information available in proximal stimuli (Babran&Ahadzadeh, 2010).

An example would be a person looking at a shoe. The shoe itself is the distal stimulus. When light from the shoe enters a person's eye and stimulates the retina, that stimulation is the proximal stimulus. The image of the shoe reconstructed by the brain of the person is the percept. Another example would be a telephone ringing. The ringing of the telephone is the distal stimulus. The sound stimulating a person's auditory receptors is the proximal stimulus, and the brain's interpretation of this as the ringing of a telephone is the percept. The different kinds of sensation such as warmth, sound, and taste are called “sensory modalities”(Babran&Ahadzadeh, 2010, p.89).

Bruner (1989) has developed a model of perception. According to him people go through the following process to form opinions:

- When we encounter an unfamiliar target we are open to different informational cues and want to learn more about the target.

- In the second step we try to collect more information about the target. Gradually, we encounter some familiar cues which help us categorize the target.
- At this stage, the cues become less open and selective. We try to search for more cues that confirm the categorization of the target. We also actively ignore and even distort cues that violate our initial perceptions. Our perception becomes more selective and we finally paint a consistent picture of the target.

According to Babran and Ahadzadeh (2010, p.89), there are three components to perception.

- The Perceiver, the person who becomes aware about something and comes to a final understanding. There are 3 factors that can influence his or her perceptions: experience, motivational state and finally emotional state. In different motivational or emotional states, the perceiver will react to or perceive something in different ways. Also in different situations he or she might employ a “perceptual defence” where they tend to “see what they want to see”.
- The Target. This is the person who is being perceived or judged. “Ambiguity or lack of information about a target leads to a greater need for interpretation and addition.”
- The Situation also greatly influences perceptions because different situations may call for additional information about the target.

Stimuli are not necessarily translated into a percept and rarely does a single stimulus translate into a percept. An ambiguous stimulus may be translated into multiple percepts, experienced randomly, one at a time, in what is called “multistable perception”. And the same stimuli, or absence of them, may result in different percepts depending on subject’s culture and previous experiences (Yule & Roe, 2016).



The concept of perception in research draws its meaning in relation to the context of usage. Most scholars that used the concept of perception in relation to social media or the Internet or other forms of media tend to examine the concept within the context of unfavourable or unpleasant happenings or situations (Ajaero, Okoro & Ajaero, 2016; Ugwuanyi, 2017; Edogor, Ojo, Ezugwu and Dike, 2015).

## **2.2 Empirical Review**

This section reviewed empirical studies done in related areas. The review focused on two broad aspects of literature – Internet use among women globally and Internet use among women in Nigeria.

### **2.2.1 Internet Use Among Women Globally**

Randle (2000) investigated gender asymmetry in the adoption of internet and e-commerce. The diffusion of innovation theory was adopted in providing a theoretical basis for the study. A sample of 1, 000 was selected from 11 states across the United States of America. Questionnaire was employed for data collection. The width and depth of technology adoption were used to analyze gender asymmetry more intensively. Results showed different degrees of asymmetry as well as different rates of change in the asymmetry. Gender was found to have played a significant role in shaping Internet access, use, frequency of use and nature of use. The study concluded that future changes in the adoption and use of Internet and E-Commerce will be influenced by changes in gender roles. Since this study focused on gender as a determining variable in Internet usage, it clearly overlaps with the present research; however, the present

research did not do a comparative analysis but rather focused on a particular female demographic – civil servants.

Li and Kirkup (2007) studied differences in use of, and attitudes toward the Internet and computers generally for Chinese and British students, and gender differences in this cross-cultural context. Two hundred and twenty Chinese and 245 British students were randomly selected. Data were collected using a self-report survey questionnaire are discussed. Findings showed significant differences in Internet experience, attitudes, usage, and self-confidence between Chinese and British students. British students were more likely to use computers for study purposes than Chinese students, but Chinese students were more self-confident about their advanced computer skills. Significant gender differences were also found in both national groups. Men in both countries were more likely than women to use email or chat rooms. Men played more computer games than women; Chinese men being the most active games players. Men in both countries were more self-confident about their computer skills than women, and were more likely to express the opinion that using computers was a male activity and skill than were women. Gender differences were higher in the British group than the Chinese group. The study concluded that gender continued to be a significant determinant in students' attitudes towards, and use of computers, within different cultural contexts. This study overlaps with the present research in the area of gender as a factor in Internet access and use. This was the major concern of the present study but with specific reference to female civil servants in South-East in Nigeria.

Larsson (2009) investigated whether pregnant Swedish women used the Internet to retrieve pregnancy-related information, how they perceived the reliability of the information, and whether they discussed this information with their midwife during antenatal care visits. The study adopted a descriptive, cross-sectional design using waiting-room questionnaires to obtain information from pregnant women attending 11 antenatal clinics in a county in mid-Sweden during 2004. All Swedish-speaking women who visited the clinics during a 2-week period, and who were at least 32 weeks pregnant, were invited to participate. A total of 182 women, with a mean age of 31 years, participated in the study. Results revealed that most (91%) of the women had access to the Internet and, to a great extent (84%), used it to retrieve information, most often in the early stages of their pregnancy. Fetal development and stages of childbirth were the two most often mentioned topics of interest. Most participants considered the information to be reliable, and the two most important criteria for judging the trustworthiness of web-based information were if the facts were consistent with information from other sources and if references were provided. Most (70%) of the women did not discuss the information they had retrieved from the Internet with their midwife, but more than half of them (55%) searched for information on topics brought up by the midwife. Swedish pregnant women often use the Internet to find information on various topics related to pregnancy, childbirth and the expected baby. They perceive the information to be reliable but rarely discuss it with their midwives. This study overlapped with the present research in the area of probing whether and how women utilize the Internet. However, while this study focused on pregnant women in Sweden, the present effort focused on female civil servants in Nigeria.

Lagan, Sinclair and Kernohan(2010) sought to ascertain why and how pregnant women use the

Internet as a health information source, and the overall effect it had on their decision making. Kuhlthau's Information-Seeking Model was adapted to provide the theoretical framework for the study. The design was exploratory and descriptive. Data were collected using a validated web-based questionnaire. Over a 12-week period, 613 women from 24 countries who had confirmed that they had used the Internet for pregnancy-related information during their pregnancy completed and submitted a questionnaire. Most women (97%) used search engines such as Google to identify online web pages to access a large variety of pregnancy-related information and to use the Internet for pregnancy-related social networking, support, and electronic commerce (i.e., e-commerce). Almost 94 percent of women used the Internet to supplement information already provided by health professionals and 83 percent used it to influence their pregnancy decision making. Nearly half of the respondents reported dissatisfaction with information given by health professionals (48.6%) and lack of time to ask health professionals questions (46.5%) as key factors influencing them to access the Internet. Statistically, women's confidence levels significantly increased with respect to making decisions about their pregnancy after Internet usage ( $p < 0.05$ ). It was concluded that the Internet played a significant part in the respondents' health information seeking and decision making in pregnancy. Health professionals need to be ready to support pregnant women in online data retrieval, interpretation, and application. Like the present research, this study was interested in how women use the Internet; however, the present research differed in the precise group of women focused on (i.e. civil servants irrespective of pregnancy status) and did not focus on the health use of the Internet.

Horvat and Oreski (2011) investigated the use of Internet among postgraduate students to find favourable information for their doctoral work. Gender issues regarding the Internet usage were

also analyzed. Population was formed out of postgraduate students enrolled at the Faculty of Organization and Informatics, University of Zagreb, Croatia. Data collection was done using a self-administrated online survey made with help of google.docs and the link with questionnaire was e-mailed with appropriate cover letter to participants. The questionnaire consisted out of 27 items concerning Internet use. Data analysis showed that in general the most popular search engine among the students was Google (92%). Other search engines like Yahoo and AltaVista were rarely used. Most of the postgraduate students, that is 73%, had a profile on one of the social networks. Analysis further showed the same ratio between the students that had and those that did not have a profile on one of the social networks. Respectively, 73% male and 72% female students were connected to one of the popular social networks. The most popular was the Facebook, followed by LinkedIn. Though several students did not have a profile, their main reasons were the privacy issues and waste of time. Also, some students mentioned that their employer had forbidden them to spend their time on social networks. There was no discrepancy between female and male students regarding the place where they most frequently use the Internet; 53% of female and 56% of male students used the Internet more at home than at work place. This study related with the present research in terms of its interest in the role of gender in shaping Internet use pattern; however, the present research did not focus on students but on female workers.

Aldhaferi (2012) investigated the online attitudes and behaviours of Arab women using the internet with focus on UAE and Omani women. The study compared the use of Internet by the UAE and Omani women. A sample of 1000 women (500 from each of the two countries) were selected. Data were collected using a structured questionnaire. The study found that there were

no significant differences between the UAE women and Omani women in using Internet. It was found that women of both countries were using the Internet between 1-4 hours daily, and that they used it for different reasons such as sending and receiving e-mails, seeking information, reading newspaper, chatting with friends, and learning some skills. Results further showed that there was a difference in using the Internet for expressing feeling between UAE women and Omani women as 80% of UAE women used the Internet to express their feelings while 30% of Omani women used it for the same purpose. Women from both countries agreed that using the Internet helped them to understand women issues around the world. This study, like the present research, engaged the issue of gender and Internet use; however, the present study approached this issue from the perspective of Internet use and workplace.

Omar and Rahim (2015) investigated the extent Internet usage affects digital inclusion among women entrepreneurs in Malaysia. Data were collected from 402 women entrepreneurs that aged 18 to 50 years who conducted an online business. Questionnaire was distributed through two methods namely face-to-face interview and online survey. The study found that 46% of the respondents had used the Internet for a period exceeding 10 years and 32% accessed the Internet for a period exceeding 29 hours in one week. On the other hand, multiple regression analysis found that digital inclusion among women entrepreneurs was influenced significantly by their Internet usage skill. Nevertheless, motivation to use the Internet and the frequency of access to Internet applications were also a significant contributor to digital inclusion. The study concluded that digital inclusion among women entrepreneurs was certainly spurred by their Internet use skill which enabled them to actively access, seek information and communicating online. The study overlaps with the present research in that the two were interested in use of the Internet

among women. Nevertheless, while the present research was localised to Nigeria (and civil servants in particular), the study was done in Malaysia and focused on women entrepreneurs.

Basavaraja and Kumar (2017) studied gender differences in the use of ICT by the students of urban schools. The objectives of the study were to find out the use of computers and Internet by the students and also the problems encountered by them while doing this. A sample of 500 respondents were randomly selected from 10 schools in the city of Bombay, India. A structured questionnaire was used for data collection. Data analysis involved use of simple percentages and Pearson's Chi-Square goodness of fit test. The study found that there was a significant association between the place ( $p=.005$ ) and frequency ( $p=.002$ ) of use of computers and gender. It is also found that there are significant differences in the problems faced by male and female students while using computers ( $p=.002$ ) and the Internet ( $p=.004$ ). The study thus concluded that there clearly existed a gender disparity in the use of ICTs by the male and female students in the urban schools. Though this study and the present research overlaps in the area of gender and Internet use, the present research differs in its focus on civil servants as against students.

### **2.2.2 Internet Use Among Women in Nigeria**

Nwagwu, Adekannbi and Bello (2009) examined factors influencing use of the Internet by students of the University of Ibadan, Nigeria, and to establish the variation of this use by students' personal characteristics. Participants were recruited through a random sampling technique, and data were collected using a questionnaire. A one-way analysis of variance was employed to uncover the variation of use across demographic and other factors. Findings showed that students who communicated with the Internet varied significantly with age, gender and level

of study while the various tools they used varied significantly with age, gender, faculty and level of study. Both younger users (<24 years) and older ones (>24 years) used chat rooms. Across gender, educational purpose dominated the use of the Internet, but it varied with age, level of study and faculty. Higher educational level was associated with less use of the Internet for leisure and entertainment. About 73 percent of the respondents considered internet information as useful while much less than this (44.4 percent) reported finding Internet information as trustworthy. Though this study and the present research overlaps in the area of gender and Internet use, the present research differs in its focus on civil servants as against students.

Anunobi and Mbagwu (2009) sought to determine the prevalence of gender discrepancies in Internet use with a view to indicating its implication to women empowerment. The study was designed as a survey. Cluster and proportionate sampling techniques were employed to select five of the 18 Internet centres in the three local government areas in Imo State on which the study focused. Three hundred questionnaire copies were distributed to the sampled users. Obtained data were collated and analysed using frequency tables, percentages and graphs. The result showed that female were almost at par with the male in the use of Internet though the female consisted mainly of youths, students, and people with secondary education & diploma. Female students visited the Internet less frequently but stayed longer hours browsing. The study concluded that women used the Internet less than men due to implicit and expressed technological bias against them, traditionally imposed domestic pressure and some other cultural barriers. The study overlaps with the present research in that the two were interested in use of the Internet among women. Nevertheless, while the present research focused on civil servants in particular, the study did not restrict itself to any particular female group.



Adebo, Adekunmi and Daramola (2013) investigated the usage of computer and Internet resources (IR) among student teachers in Ekiti state tertiary institutions. The study adopted the survey design. A sample of 240 student teachers were randomly selected from the Ekiti State University and College of Education Ikere. A validated questionnaire was used to collect data from the respondents. Data analysis involved the use of frequency counts, percentages and Likert-type scale. Findings showed a high level of awareness of online resources among the student teachers; however, the men were more informed than the women. The Ekiti State University students, irrespective of gender, had more access to most internet resources than their counterparts from the college of education. Smartphones and computers from Internet café were the major sources of access to IR while networking, music and educational resources recorded the highest usage of IR. The majority of the students were not versed in computer usage as they accessed to it in the classrooms and homes. The significant challenges of Internet resource usage witnessed, (irrespective of gender) were inadequate power supply, lack of computer skills among teachers, poor internet connectivity, lack of skilled manpower and financial constraints. Admittedly, this study and the present research overlaps in the area of gender and Internet use, however, the present research differs in its focus on civil servants as against students.

Adediran and Kehinde (2013) investigated Internet use patterns among student teachers in the Federal College of Education, Abeokuta, Ogun State, Nigeria, with a view to determining the type of use made of the Internet by them as well as the effect of gender on the use of the Internet by the student teachers. A sample of 230 respondents were randomly selected from final year students. A questionnaire known as “Internet Use Questionnaire” was administered to the respondents. Results indicated that getting information for schoolwork, communication, chatting

and social networking are the major use to which the participants put the internet. It also indicated that gender affected both use and feeling of pre-service teachers about the internet. Based on these findings, it was concluded that gender was a major factor influencing use and attitude to the internet. Like the present research, this study was interested in women use of the Internet; however, the present research differed in the precise group of women focused on (i.e. civil servants).

Wilson (2015) examined Internet access and use among female undergraduates at University of Maiduguri. The study was situated within the framework of the uses and gratifications theory. A sample of 400 female undergraduates were selected and a structured questionnaire was administered on them. Findings shows that the university computer centre (University Cyber Café) was the major Internet access point among the respondents. Research (information searches and learning) ranked first in the uses the students made of the Internet, with financial constraints as the major challenge to access and use. Respondents found women-related websites useful as they derived a certain pleasure from these sites. However, most respondents did not post or contribute material or information on the web. Their interaction with the web involved mainly downloading. The study concluded that Internet access and use status among female students at the University of Maiduguri and women in general would be greatly enhanced if women organizations concentrated on addressing the challenges (insufficient Internet skills/knowledge, financial constraints, and infrastructural constraints (slow and epileptic Internet facilities) identified in the study. While both this study and the present research focused on gender and Internet use, the two differed in the particular female group studied. The study focused on students while the present effort focused on civil servants.

Ojokoh and Asaolu (2015) carried out a study on the Internet access and usage by female students of Federal University of Technology, Akure. Situated within the framework of the uses and gratifications theory, the study adopted the survey design. A sample of 389 was randomly selected. Findings showed that only 3.4% of the respondents were not using the Internet. Cybercafés were the most frequent source of Internet access, and most of the respondents acquired Internet skills through teaching by friends. The study concluded that Internet use among the students had become significant both in terms of number of users and frequency of use. The present study, while making a similar inquiry, however, chose a different group – female civil servants. Similarly, the study designed included in-depth interview.

Abubakar and Dasuki (2018) studied the relationship between women's empowerment and ICTs. It precisely focused on “the promise of empowerment” associated with the use of WhatsApp by women in Nigeria. It draws upon Sen's Capability Approach (CA) to explore some implications of the use of WhatsApp mobile application on human development; how WhatsApp has empowered women by concentrating on the opportunities provided for expanding their freedom to participate in social, economic, and political activities. A sample of 600 respondents were selected from 12 states, two selected from each of the six geopolitical zones of the country. Findings showed that WhatsApp can contribute to the empowerment of women by enabling their freedoms to participate in developmental activities; however, some contextual factors impeded the ability of the women to take full advantage of these developmental opportunities that WhatsApp offers. These included poverty, poor awareness and cultural barriers.

## **2.3. Theoretical Framework**

In the view of Ohaja (2003) “knowledge does not exist in vacuum. In every discipline, there is a body of theories that provide explanation for observable phenomena in that field” (pp.63-64). The argument of the cited scholar emphasises that scholars who embark on any empirical studies have to consider theoretical foundations to place their works. In this investigation, two theories are found to be very essential to this study and it shall be anchored on two of them. They include uses and gratifications and technological determinism theories. Their applications would be explained one after the other below.

### **2.3.1 Uses and Gratifications Theory**

According to Weimer (2011) the theory was developed by Katz, Blumler and Gurevitchin 1974. It is more or less known as utilitarian philosophical expression which readily gives interpretations to any study that is related to how the audience use a medium or the contents. Also, it captures what likely prompts the audience propensity for consumption of a given media contents or programmes. Fundamentally, the focus of the theory is usually on how and why the audience use the media (Klapperas cited in Haridakis & Hanson, 2009). With regards to the uses and gratifications theory, famous media theorist, McQuail (2010) posits that, “the central question posed is: why do people use media, and what do they use them for?” The scholar observes that:

Functionalist sociology (see Wright, 1974) viewed the media as serving the various needs of the society-e.g. for cohesion, cultural continuity, social control and a large circulation of public information of all kinds. This, in turn, presupposes that individuals also use media for related purposes such as personal guidance, relaxation, adjustment, information and identity formation (p.423).

Therefore, the vital idea behind the theory that there are distinct benefits media message consumers anticipate to obtain from any given medium of communication that inform why they accept it. Thus, the media audiences are active and the sole determinant factors that decide why they would consume a particular content. In essence, the media do not have the compelling tentacles to coerce the audience into consumption of any communication willy-nilly of what they want. Probably, whatever the gargantuan force the media possess, the audiences have more or less the clout to square resistance to whatever that is antithetical to their caprice. Therefore, the theory could be said to be at variance with the 'hypodermic needle' theory which the proponents espouse the notion that the mass media wield irresistible powers on the audiences and could make the latter to submit at the latter's whims. Citing Lazarsfeld and Stanton, (1944, 1949) McQuail (2010) avers that the first study carried out on the uses and gratifications theory, "dates from the early 1940s, and focused on the reasons for the popular appeal of different radio programmes, especially 'soap operas' and quizzes, and also looked at daily newspaper reading" (p.423).

The reason for considering the theory as one of the applicable theoretical frameworks to this study is founded on the researcher's interest to examine the female civil servants use of the Internet in Nigeria. The preoccupation of the study includes ascertaining the why and what factors motivate the female civil servant to use the medium. The inquiry would entail finding what the Internet offer to them as users. The reason behind this predilection in this part of the work was because "uses and gratifications theory suggests that media users play an active role in choosing and using the media" (Zafar, 2010, p.515). Ostensibly, that is based on what the users gain from a particular medium.

On the reasons the people use the social media, Olasina (2012) citing (ALA, 2007) notes “that users consider social networking sites and Web 2.0 tools as fun tools...” Similarly, other scholars, Coyle and Vaughn (2008) obtained a result that explained why students use the social networks. The study was conducted partly to know why college students in Texas, United States used social networking sites find it necessary to use the social media. Citing the results of the researchers, Akpan, Akwaowo and Senam (2013), point out that, “findings indicated that 41% used social networking sites for keeping in touch with friends, 17% finds it fun and entertaining” (p.360). Therefore, pleasure drives form part of the gratifications that motivate the students to use the social network sites.

Moreover, Ojobor (2002) cited the results of past researches which show more clearly the reasons for the audience rely on the set of gratifications they get from a medium as their basic motivation to make use of any of the contents of the mass media channels. Thus, Stephen’s (1967) play theory (as cited in Ojobor, 2002) centres on “what uses we make of the media and the gratification we derive from them. The play theory suggests that we use media as a means of escaping into a world of ‘play’ not accessible at other times” (p.20). Those findings from different studies indicate the reasons each of the users’ of a particular media content or a medium per se use them. In the same vein, this study shall seek to know part of the reasons Nigerian female civil servants use the Internet, that is why, the uses and gratifications theory is considered appropriate in realisation of the objectives of the work.

Scholars’ adoption of the Uses and Gratifications perspective has identified audience motivations

also as a major factor in determining audience activity (Rubin, 1993; Metzger & Flanagin, 2002) in the Internet. Uses and Gratification studies on audience activity illuminates a dual media orientation of *instrumental* and *ritualized* use, as activated by user's motivations.

An instrumental orientation entails purposefully, intentionally and selectively using media for goal-directed motives, such as information seeking, behavioural guidance or arousal. On the other hand, *ritualized* orientation involves using media primarily for diversionary motives such as habitual or pastime use (Perse & Rubin, 1988; Hearn, 1989; Kim & Rubin, 1997; Metzger & Flanagin, 2002).

Instrumental orientation is therefore linked to active media use while ritualized orientation is associated with passive media use. In view of the above there is need to determine the type of use these female (under researched group) use the new media for in their daily activities as civil servants and as individuals. Although a plethora of study exist in how the youths and the males use the Internet in Nigeria (Adomiet *al.*, 2003; Nwesi, 2004; Omotayo, 2006; Alao & Folorunsho, 2008; Obijiofor, 2009; Agboola, 2014). There is still a deficiency in determining the purpose and actual percentage of use by different audience segments in the country. However, the purposes for which the other groups such as the civil servants, politicians, academicians, business controllers, etc, use the new media in Nigeria are still obscure and unknown, thereby leaving a critical gap in terms of new media discourses in Nigeria.

Hence, in an attempt to address the analytical gap as posited above, this study looks at the use of the new media by a very important group among the Elites – the female civil servants in government ministries, who are educated and privileged to be undergoing trainings and are

provided with access to Internet Wi-Fi and other related technological architecture that enable them work effectively as drivers of the Nigerian government and society. This necessitates a look at how this group's pattern of use of the new media and how it fits into their social activities. In trying to interrogate female civil servants pattern of Internet usage, this study will disaggregate it under the following: the age range among female civil servants that mostly use the new media; determine the intensity/regularity of use on a daily basis; point of use whether from home or at work; source of use; online activities frequently used; why they use the Internet or the value they attach and also understand their concerns concerning Internet use. Beyond addressing the commonalities in pattern of usage this study intends to see how and where the Internet is important to women and how they use it to change or improve their lives.

### **2.3.2 Technological Determinism Theory**

Technological determinism propounded by Marshall McLuhan (1962), which Baran and Davies (2012) cited as observing that, "changes in communication technology inevitably produce profound changes in both culture and social order" (p.273). The theory lays emphasis on the fact that with a change in technologies of communication would undoubtedly give rise to change(s) in the cultural as well as social norms of people. Thus, technology is the fundamental determinant factor that shapes the taste of socialisation and the pattern of the standard which people apply in probably their choice of medium of communication. Perhaps, that is largely why

Bakker and Sádaba (Bakker &Sadaba, 2009) aver that, "the fact that technologies are used in a social context and have to fulfill existing needs cannot be emphasized enough. The use of a technology is better explained by looking at the user than at the possibilities and potentials of the



technology” (p.86).

The contention of the scholars was that summarily, every communication technology has existential roles they play in the social existence of the users and that form the dependence of the audience on any mass media technology. As a result, the scholars opine that emphasis should be laid on the user who the effects of the technology are predicated on their life. The assumption is that, communication devices (software or hardware) for example, fulfil certain social, psychological, political, economical and other needs prompting their acquisition and appropriation by any user. The salient point in the argument is that each communication device has an inherent social obligation it could deliver and that draw their audiences to them.

What is deducible from the foregoing vis-a-vis the application of technological determinism theory to this study is that the Internet has certain intrinsic features which would determine their adoption by the female civil servants in Nigeria. That assertion shows the rays of the connection between the two theoretical frameworks to be applied in this work. However, the first theory stresses that what the user obtains from a medium or their contents makes the audience to choose them. On the other hand, the second theory argues that the inherent offerings of communication technologies to the socio-cultural realities of their users determine the audience choice of any medium.

That above view is corroborated by one of the provisions of the Technological determinism theory which is on ease of use of a technology as captured in the words of McQuail, (2010) who referring to technological determinism theory states, “each technology has a ... particular

communication forms, contents and uses” (p.103). Through the contents and the essential uses which the communication devices have, they make changes or bring about some effects on those who are exposed to them. That was the argument of Adler (2006) who notes that, “Technological determinism (TD), simply put, is the idea that technology has effects on our lives,” (para 1). Invariably, the use of the Internet could directly or indirectly influence the communication patterns of the civil servants under the study. The usage of the Internet is envisaged would probably have effects on the communication experiences or service delivery speed and rate of the civil servants. The prevalent medium of communication at any point in time commands an influence on the people. In that perspective, the medium of the interaction becomes the cardinal consideration above all other factors. The contention was made more vivid by the opinion of Marshall McLuhan who as quoted in Agba (2002) contends that “the medium is the message... each medium activates a particular mixture of the senses, which makes the form of the medium, rather than the message, determine ways of perceiving and articulating understanding” (p.255).

In a nutshell, the Internet as the leading technological device in human communication would influence the message forms and contents of their various users, Nigerian civil servants inclusive. This underlined point of view portrays the relevance of the technological determinism theory to this study. That is why; the researcher would consider the theory as one of the theoretical frameworks that would be useful to the actualisation of the objectives of this study. With the aforementioned submissions the researcher deems it very justifiable to consider the two briefly discussed theories as the most suitable theoretical frameworks to hinge the study on.

## **2.4. Hypotheses**

The following null hypotheses were formulated for the study:

1. There is no significant relationship between the level/cadre of female civil servants in South East Nigeria and their usage of the Internet
2. There is no significant relationship between the age bracket of female civil servants in South East Nigeria and their frequency of usage of the Internet.
3. There is no significant relationship between the educational qualification of female civil servants in South East Nigeria and their perception of the Internet as significantly improving service delivery.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Research design**

To effectively study the patterns of Internet/new media usage among female civil servants in South- East, the researcher used the Convergent Mixed methods design. This design allows a researcher to simultaneously collect both quantitative and qualitative data, and use the results to explain a research problem. According to Creswell (2012), the “basic rationale for this design is that one data collection form supplies strengths to offset the weaknesses of the other form, and that a more complete understanding of a research problem results from collecting both quantitative and qualitative data” (p.540). The Convergent design is an improvement of the Triangulation mixed method design popularized by John Creswell in 2002 because it allows flexibility in the handling of data in research.

With this design, the researcher gathered both quantitative and qualitative data, compared results from the analysis of both data and made statistical interpretations. This ensured accuracy and credibility in data collection (Wimmer & Dominick, 2011, p.126). In line with the position of this design, more attention was paid to quantitative data while qualitative data were collected to refine and support the quantitative data.

The design which allows for both qualitative and quantitative approaches in the investigation of a phenomenon (Babbie, 2007, p.113; Creswell, 2012) was adopted in this study. It would entail the use of survey research design and In-depth Interview since in a study of this nature the opinion of people would contribute to the primary data collection. According to Ohaja (2003), “whenever

the major source of primary data for a study would be the views of any particular group a survey would be called for” (p.74).Also, Wimmer and Dominick (2011) posit that: “a descriptive survey attempts to describe or document current conditions or attitudes – that is, to explain what exists at the moment (p.185). Survey method was considered apt in this study owing to the nature of the study which aims at collecting original data on respondent’s knowledge, attitudes and behaviour toward the variables under study. Osuala (1987) notes that survey research method focuses on people and their beliefs, attitude, and behaviour toward a phenomenon.

On the other hand, in-depth interview provides detailed background about the reasons respondents give specific answers (Osuala, 1987; Ohaja, 2003; Wimmer& Dominick, 2011). Here, the researcher produces elaborate data concerning respondents’ opinions, values, motivations, recollections, experiences and feelings about a given phenomenon. It is one which allows for lengthy observation of respondents’ non-verbal responses.

### **3.2 Area of the Study**

The area of the study was South-East Nigeria made up of five (5) states namely Abia, Anambra, Enugu, Ebonyi and Imo. The zone shares boundary with Benue and Kogi states from the north-central end; Delta, Cross River and Rivers from the south-south end; the only boundary it shares with the south west region is intercepted by Edo state. The South-Eastregion has a total population of 31,371,941 and an average population density of 416 persons per square kilometre (FOS, 2010).

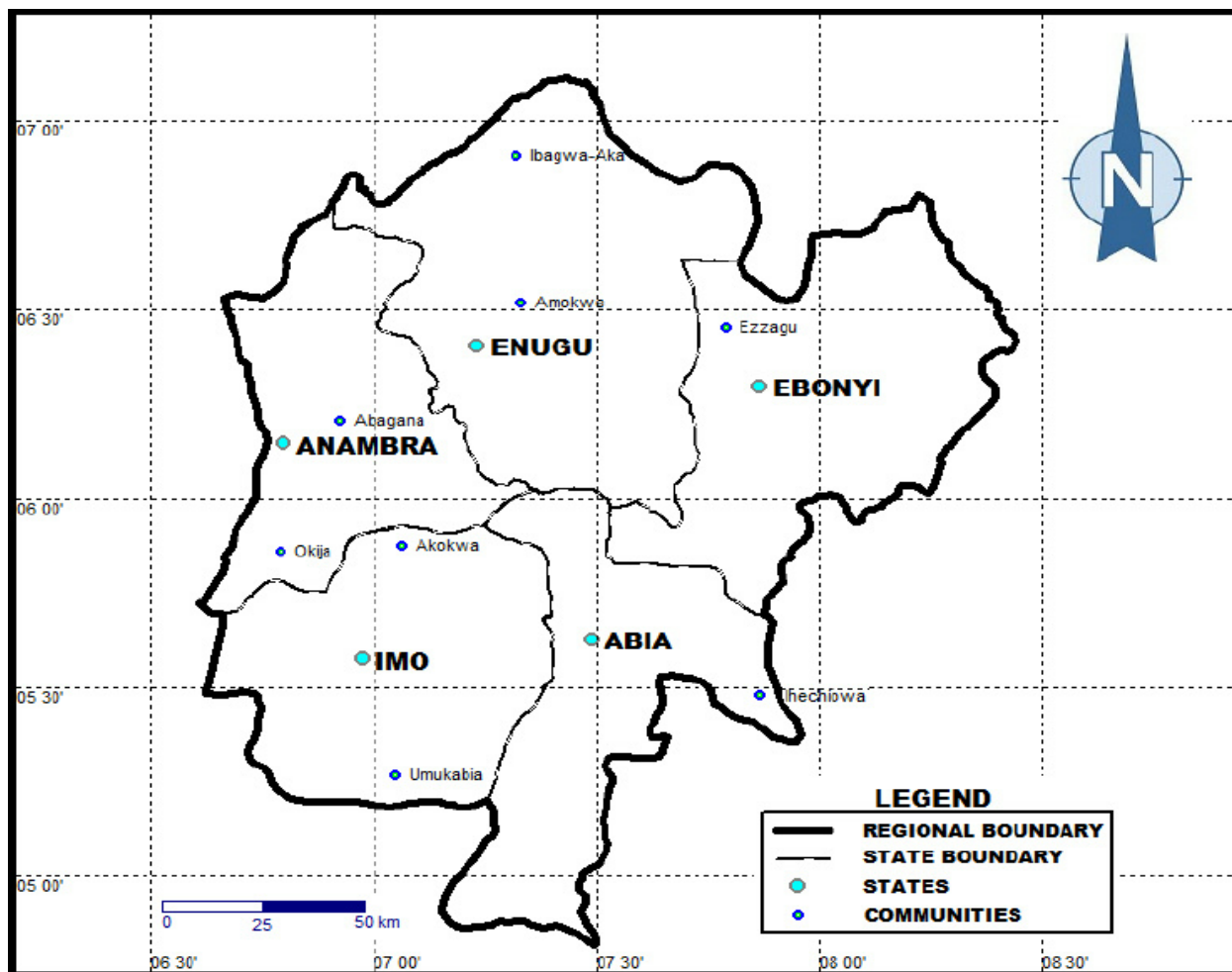


Figure 3.1: Map of South East Nigeria

### 3.3 Population of the Study

The universe of the study included all the female civil servants in different ministries, departments and agencies in South East Nigeria. Female civil servants that were in the junior cadre like cleaners and gardeners were excluded from the population. The reason is that the areas of their work do not require the use of the Internet which this study focused on. In the population, the exclusion of civil servants whose work was not within the coverage radius of the study was in line with the submission of Okoro (2001) who states that, “population in research stands for all elements of concern in a given study” (p.7). According to the National Bureau of

Statistics (NBS, 2017), the total number of female state civil servants in South East was 67,738 (sixty-seven thousand seven hundred and thirty eight).

### 3.4 Sampling Frame

According to Wimmer and Dominick (2011), Sampling Frame is “the complete list of members in a given population.” This has to do with the list of characteristics that is peculiar to the units of a given population. It is also, the list of all elements or other units containing the elements in a population. Hence, for this study, a list of all the employed female civil servants in South East Nigeria according to each state was used as the sampling frame for the study.

Table 3.1.

#### Sampling Frame

S/N	States	Number of Female Civil Servants
	Abia	13, 104
	Anambra	14, 625
	Ebonyi	10, 430
	Enugu	12, 455
	Imo	14, 124
<b>Total</b>		<b>67, 738</b>

### 3.5 SURVEY

#### 3.5.1. Sample Size and Sampling Procedure

The researcher opted for a manageable and representative sample size that would produce valid results because of the largeness of the population (67,738). A basic sample of 486 was drawn

using online sample size calculator advanced by Wimmer and Dominick (2013) with confidence level of 95% and confidence interval of 5.0% (<http://www.rogerwimmer.com/mmr9e/samplesizecalculator.htm>).

### Sample Size Calculator

**Confidence Level:**       95%     99%

**Confidence Interval (%):**     

**Population size:**                      67,738  
 Do not use commas

**Sample size needed:**                     

**Steps**

1. **Confidence Level:** Click desired level
2. **Confidence Interval:** Enter %, such as 4.9 or 5.0
3. **Population:** Enter size if finite; otherwise, leave blank.
4. Hit calculate button

[Return to Wimmer Dominick](http://www.rogerwimmer.com/mmr9e/samplesizecalculator.htm)

<http://www.rogerwimmer.com/mmr9e/samplesizecalculator>

The **confidence level** indicates a degree of certainty (as a percentage) that the results of a study fall within a given range of values. Typical confidence levels are 95% and 99%. The **confidence interval** (margin of error) is a plus-or-minus percentage that is a range within the confidence level. For example, if a 5% confidence interval is used, and 50% of the sample gives a specific answer for a question, the actual result for that question falls between 45% and 55% ( $50 \pm 5$ ). When using confidence level and confidence interval together, researchers using a 95%



confidence level with a  $\pm 5\%$  confidence interval can say that they are 95% sure their results are accurate within  $\pm 5$  percent (Wimmer & Dominick, 2013).

However, Wimmer and Dominick's (2013) online calculator only provides for a basic sample size which requires oversampling to make provision for mortality in the field. Bertlett, Kotrlik and Higgins (2001) suggest oversampling when a researcher is studying a large population and error margin is expected. Bertlett, Kotrlik and Higgins (2001) also state that "if the researcher decides to use over sampling, let him estimate the response rate as a means of calculating for it" (p.46). To calculate for the oversampling procedure, a response rate estimate of 95% was adopted. The calculation for the contingency is shown below:

$$n_2 = \frac{\text{Minimum sample size}}{\text{Anticipated response rate}} \dots\dots\dots \text{Equation 3.2}$$

Where anticipated return rate = 93%.

Where  $n_2$  = sample size adjusted for response rate.

Where minimum sample size = 384.

Therefore:

$$n_2 = \frac{\text{Minimum sample size}}{\text{Anticipated response rate}} + 384 = \frac{\quad}{79\%}$$

$$n_2 = 384/0.79 = 486$$

Approximately 486

The sample size for this study is 486 respondents.

The sample size for the study is 486. The data generated through the statistical instruments like Australian Calculator with relation to any population like the one used here gives lower sample size. As a result the researcher applied the recommendation of a rule provided by famous mass media researchers, Wimmer and Dominick (2011) who advise that one guideline recommended for a multivariate studies like this is to over-sample.

The sample units were selected through the cluster sampling procedure. This procedure is usually suitable when members of the population exist in homogenous clusters (Asika, 2010). In this study, the members of the population were to be found in the respective State Secretariats of the five states that make up the South-East Nigeria. The sample was distributed equally among the five clusters as shown in the below table.

Table 3.2.

Distribution of sample selection from the South East States of Nigeria

<b>S/N</b>	<b>Clusters</b>	<b>Sample Units</b>
1.	Abia State Secretariat	96
2.	Anambra State Secretariat	96
3.	Ebonyi State Secretariat	96
4.	Enugu State Secretariat	96
5.	Imo State Secretariat	96
	<b>Total</b>	<b>486</b>

Furthermore, within each of the five clusters, individual ministries, departments and agencies constituted sub-clusters. Then, from each of the sub-clusters, a given number of respondents were randomly chosen. The researcher obtained the list of female workers in each of the clusters. After arranging the names in alphabetical order and numbering accordingly, he then applied a table of random numbers to select the units. The number of units selected from each sub-cluster was determined using the following formula:

$$X = \frac{n}{N} \times \frac{S}{1}$$

Where  $X$  = number selected from each ministry/dept/agency

$n$  = population of each ministry/dept

$N$  = Collective population of the entire ministries/depts/agencies

$S$  = Sample size

### **3.5.2. Instruments for Data Collection**

The Questionnaire and In-depth interview guide were used as instruments for data collection in this study. According to Babbie (2007) “questionnaires are essential to and most directly associated with survey research” (p.251). The questionnaire was designed using Likert-scale type format. The questionnaire was in the format because the pattern helps to ascertain the point or the extent of a respondents’ acceptance or rejection of an option or an idea. Nworgu (2006) corroborates that observation as he argues that, by the use of the Likert format, “an individual is expected to indicate his degree of agreement or disagreement with the statements” (p.140). The researcher preferred to use the Modified Likert-type format proposed by Nworgu (as cited in Nworgu, 2006), because he (the researcher) deemed it most suitable for meeting the objectives of this work. The modified Likert format ascribes the following values to the responses of respondents: Strongly agree=4, Agree=3, Disagree=2, Strongly Disagree=1 and Undecided=0.

The reason the researcher adopted the above format is because the result has been found to give the more accurate representation of the opinions which the respondents intend to express. That is especially with regard to the values assigned to an option like ‘undecided or no idea’ as the view of a respondents that has not formed any idea or has no knowledge positively or negatively about an in issue under investigation.

Moreover, the interview schedule was designed to elicit qualitative data responses that would not be adequately captured in the questionnaire. Through the combination of the contents of the two instruments, the researcher would be able to provide the appropriate and valid answers to the research questions in the study.

### **3.5.3. Measurable Variables**

Based on the objectives of this study, the following variables were measured:

- i. Patterns of usage of the Internet among Female Civil Servant: the term “patterns” refer to varieties of use of the Internet among female civil servants. It was measured using 5-point Likert scale of (SA, A, D, SD and U) on certain predetermined statements that agree or disagree with their opinions.
- ii. Predominant Internet Search Engines used among Female Civil Servants : here we shall ascertain the preponderance of search engine used among female civil servants in south east Nigeria using a 4-point Likert scale (To a very Large Extent, To a Large Extent, To Some Extent, Not at all) on some predetermined search engines.
- iii. Perception of the use of Internet among female civil servants: the term “Perception” means making sense of the reality of something. Here we will find out the way female civil servants see the use of Internet in relation to its effectiveness in service delivery. It was measured using 5-point Likert scale of (SA, A, D, SD and U) on certain predetermined statements that agree or disagree with their opinions.
- iv. Challenges faced in the use of the Internet among female civil servants: This implies the difficulties encountered before, during and after using the Internet in the work place. It

was measured using 5-point Likert scale of (SA, A, D, SD and U) on certain predetermined statements that agree or disagree with their opinions.

#### **3.5.4. Pre-Test and Validity of the Research Instruments**

For the test of validity, the researcher designed the questionnaire to be used and presented it to some experts in Measurement and Evaluation as well as authorities in research and media studies. They considered the contents and attest to its validity or otherwise vis-a-vis the research questions. The same experts validated the contents of the interview-schedule that was used in the study.

Also the measuring instrument was assessed for reliability. The assessment of the instrument especially the questionnaire was done using a pilot study. It involved developing a pre-test questionnaire that was administered to 20 respondents in some randomly chosen places within the scope of the study.

### **3.6. IN-DEPTH INTERVIEW**

#### **3.6.1. Sample Size and Sampling Procedure**

The researcher selected 20 interview respondents. Four were selected from each of the five states of the South-East geopolitical zones – Abia, Anambra, Ebonyi, Enugu and Imo States. The selection was purposively done to reflect the variations in the demographics of age and rank. Thus, for each state, one respondent was selected from each of the following age groups: 25 – 30 years, 31 – 40 years, 41 – 50 years, and 61 – 65 years, while one was selected from each of the following levels: Level 8 – 10, Level 11 – 13, and Level 14 – 16. Then, to complete number, one

more respondent was selected from any of the three as randomly determined. The interviewees were allowed to participate in the study anonymously for privacy purposes.

### **3.6.2 Instrument of Data Collection**

The instrument of data collection was in-depth interview guide (See Appendix II). The guide was designed to address the variables in the objectives of the study. It contained questions and probes which were meant to guide the researcher in collecting the interview data.

### **3.6.3. Method of Data Collection**

The researcher personally administered the interview in face-to-face situations. Each of the sessions lasted approximately for 60 minutes. The researcher asked questions contained in the interview schedule while using the probes to raise follow-up questions as might be necessary. Each interview session was recorded on tape while researcher equally made notes.

### **3.6.4. Method of Data Analysis**

The researcher's method of data analysis was both quantitative and qualitative. Answers extracted via the questionnaire were recorded as numeral data. The frequency of each answer was found and the percentage computed accordingly. Statistically tables were used to present these data while further illustrations were made using charts. Similarly, answers extracted from the in-depth interview were qualitatively analysed via the thematic approach. Combined reading of the quantitative and qualitative data yielded the findings of the study.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

The study utilized mixed method in generating data for the study. With this design, the presentation of the data was in two parts. The first was the presentation and analysis of the quantitative data generated from the survey and the qualitative data generated from the in-depth interview. On the other hand, the second part of this chapter dealt with the discussion of the findings that emanated from the study and summary of the key findings in the study.

#### 4.1 Data Presentation and Analysis (for the Survey)

**Table 1:** *Distribution of responses showing demographic data of respondents*

S/N	Variable	Frequency	Percentage
1.	Age: 18-28years	42	9
	29-39years	198	41
	40-50years	201	42
	51-60years	37	8
	61 - years and above	-	0
2.	Marital Status: Single	72	15.1
	Married	389	81.4
	Separated	2	0.4
	Divorced	3	0.6
	Widowed	9	1.9
	Celibate	3	0.6
3.	Religion: African Traditional Religion	4	0.8
	Islam	3	0.6
	Christianity	471	98.6
5.	Educational Status: SSCE	59	12.3
	OND/NCE	118	24.7
	HND/B.Sc	257	53.8
	MS.C/Ph.D	44	9.2
	<b>Total</b>	<b>478</b>	<b>100.0</b>

The result in Table 1 is on the demographic details of the respondents. From the section on age of respondents, the result reveals that respondents with age range of 40 – 50 years ranked highest with 201 (42%) respondents. This is followed by those between 29 – 39 years with 198 (41%) and those between 18 – 28 years recording 42 (9%). At the bottom of the table in this section are respondents with age range of 51 – 60 years recording 37 (8%) as contained in the table above.

On the section of marital status there is a preponderance of married respondents with 389 (81.4%) followed by those who are single with 72 (15.1%) and those widowed recording 9 (1.9%). At the bottom of that section of the table are respondents that are separated (2 representing 0.4%) and those that are divorced as well as celibate with 3 (representing 0.6%) as contained in Table 1 above.

The result on the section of religion reveal that most of the respondents 471 (98.6%) are Christians while 4 (0.8%) are Traditionalist leaving the remaining 3 (0.6%) to be Muslims.

Lastly, on the educational qualification, most of the respondents 257 (53.8%) had HND/B.Sc. while about 118 (24.7%) had OND/NCE. At the bottom of that section of the table are respondents with M.Sc/Ph.D recording 44 (9.2%) and those with SSCE as affirmed by 59 (12.3%) of the respondents.

***Table 2: Distribution of responses showing the level/cadre of respondents***

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Levels 1 – 4	78	16
5 – 7	156	33
8 – 13	207	43
14 – 16	37	8
<b>Total</b>	<b>478</b>	<b>100</b>

The result in Table 2 is on the level or cadre of respondents. It revealed a preponderance of respondents between levels 8-13 as affirmed by 207 (43%) of respondents. This is followed by

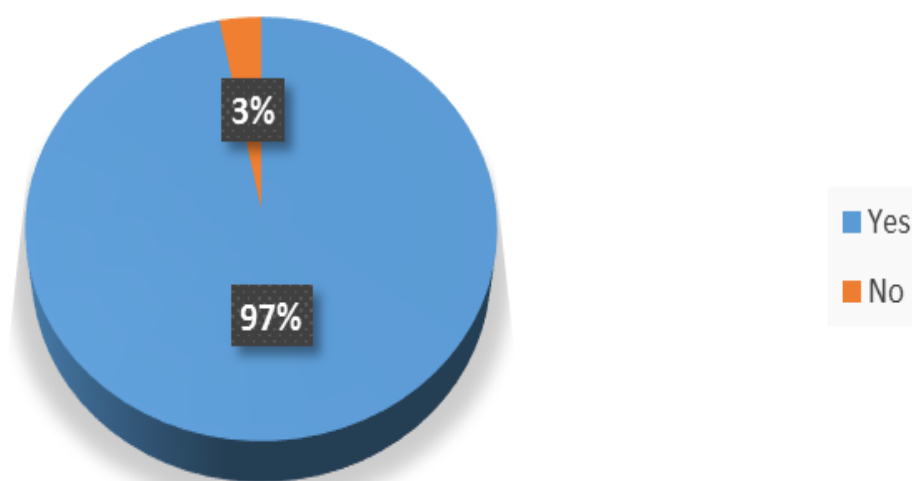


respondents with grade levels 5-7 with 156 (33%) and those between levels 1-4 recording 78(16%). At the bottom of the table are respondents with grade level 14-16 as affirmed by 37 respondents (representing 6%).

**Table 3:** *Distribution of responses showing the level of awareness of respondents of the new media/Internet*

Variables	Frequency	Percentage
Yes	463	97
No	15	3
<b>Total</b>	<b>478</b>	<b>100</b>

## Female civil servants in South-East who are aware of the new media/internet



**Figure 1:** *Female civil servants in south east who are aware of the new media/Internet*

The level of awareness of respondents to the new media/Internet as shown in Table 3 and Figure

1 is more as affirmed by 463 (97%) while those who say they are not aware of the new media/Internet recorded 15(3%).

**Table 4:***Distribution of responses showing extent of new media/Internet knowledge among respondents*

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Very knowledgeable	54	11
Knowledgeable	74	15
Moderate	197	41
Little knowledge	93	20
Not knowledgeable	60	13
<b>Total</b>	<b>478</b>	<b>100</b>

There is a preponderance of “moderate” knowledge 197(41%) of new media/Internet found among respondents as revealed in Table 4 above. This is followed by respondents with “little knowledge” recording 93(20%) and those that are “knowledgeable” with 74(15%).

At the bottom of the table are respondents that are “very knowledgeable” and those that are “Not knowledgeable” with 54(11%) and 60(13%) respectively.

**Table 5:***Distribution of responses showing the various new media platforms that respondents are exposed to*

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
E-mail	121	26
Search engines like Google, Yahoo, etc.	145	30
Social media like facebook, whatsapp, etc.	149	31
Don't know about Internet	63	13
<b>Total</b>	<b>478</b>	<b>100</b>

The result in Table 5 revealed that the new media platform with the highest level of exposure among the respondents is social media (i.e. Facebook, Whatsapp, etc.) as affirmed by 149 respondents (representing 31%). This was closely followed by Search Engines like Google,

Yahoo, etc with 145 (30%) and E-mail with 121(26%). At the bottom of the table are respondents who affirm that they “Don’t know about Internet” with 63(13%).

***Table 6:Distribution of responses showing respondents that have Internet enabled devices***

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	384	80
No	94	20
<b>Total</b>	<b>478</b>	<b>100</b>

The result shown in Table 6 reveals the number of respondents with Internet-enabled devices. From the result most respondents 384 (80%) have Internet-enabled devices as against 94(20%) that do not have Internet enabled devices.

***Table 7:Distribution of responses showing respondents who have access to the Internet***

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	257	53.8
No	221	46.2
<b>Total</b>	<b>478</b>	<b>100</b>

There is not much difference between respondents who are currently connected to the Internet and those who are not as shown in Table 7 above. This is because 257(53.8%) of the respondents affirm that they are currently connected to the Internet while 221(46.2%) said they are not currently connected to the Internet.

***Table 8:Distribution of responses showing respondents’ view on the overall availability of connected computer device in their offices***

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	169	35.4
No	309	64.6
<b>Total</b>	<b>478</b>	<b>100</b>

The data in Table 8 is on respondents' view on the overall availability of connected computer device in their offices. The result showed that 169 (35.4%) affirm that they have Internet connected computer device in their offices while 309 (64.6%) said they don't have Internet connected computer device in their office.

***Table 9: Distribution of responses showing respondents' view on their level of accessibility to Internet –enabled computer device in their office***

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	103	21.5
No	375	78.5
<b>Total</b>	<b>478</b>	<b>100</b>

The result in Table 9, which is on respondents' view on whether they have access to Internet-enabled computer device in their offices, reveals low level of accessibility. This is because 103 (21.5%) respondents say they have access to Internet-enabled computer device in their offices while a greater number of respondents 375 (78.5%) say they don't have access to Internet-enabled computer device in their offices.

***Table 10: Distribution of responses showing respondents' view on how frequently they have access to Internet-enabled computer device in their offices***

<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>
Regularly	26	5.4
Occasionally	38	7.9
Rarely	49	10.3
Not at all	365	76.4
<b>Total</b>	<b>478</b>	<b>100</b>

There is low frequency of access to Internet-enabled computer device found among respondents as shown in Table 10 above. Among respondents who have access to Internet-enabled computer device in their offices, most of them 49 (10.3%) rarely have access as against 38 (7.9%) who occasionally have access; leaving 26 (5.4%) of the respondents who regularly have access to such

device at the bottom of the table. Lastly, 365(76.4%) say they do not have access to Internet-enabled computer device in their office.

**Table 11:***Distribution of responses showing respondents' use of the Internet*

S/N	Variables	SA	A	D	SD	U	Mean	St.D
1.	I use the Internet to access official websites for jobs	46	108	129	174	21	2.97	1.073
2.	I use the Internet to get new ideas to do my job better	40	121	138	157	22	3.00	1.050
3.	I use the Internet to send and receive official correspondence	32	109	165	153	19	2.96	0.988
4.	I use the internet for reading online news updates	47	178	135	106	12	3.30	1.001
5.	I use the Internet more for online personal shopping	28	63	201	163	23	2.81	0.931
6.	I use the Internet to share work experiences with workers from other states	26	56	213	163	20	2.80	0.897
7.	I use the Internet for social networking and making new friends online	89	145	164	69	11	3.49	1.025

The limit of real number is used as a basis to determine the cut-off point for each scale of measurement. Those responses that have mean scores within the range of the limits set for each scale of measurement are named by those scales of measurement. Here is a run-down of the limits set for real numbers that fall within each scale of measurement.

- For “Strongly Agree decisions = (5.00 – 4.45) = 5point
- For “Agree decision = (4.44 – 3.45) = 4point
- For “Disagree” decision = (3.44 – 2.45) = 3point
- For “strongly Disagree” decision= (2.44 – 1.45) = 2point
- For “undecided” decision = (1.44 – 0.45) = 1point

The result in Table 11 reveals the use of new media/Internet among respondents. There is a preponderance of negative affirmation from the responses on the list of various use of the new media/Internet (6 out of 7) (86%), based on the limit of real numbers benchmark.

The responses with negative affirmation as decisions are:

- “I use the Internet to access official website for Jobs” (mean = 2.97)
- “ I use the Internet to get new ideas to do my job better” (mean = 3.00)
- “I use the Internet to send and receive official correspondence” (mean = 2.96)
- “I use the Internet for reading online news updates” (Mean = 3.30)
- “I use the Internet more for online personal shopping” (mean= 2.81)
- “I use the Internet to share work experiences with workers from other states” (mean = 2.80).

It is important to note that all the above responses had mean scores between (3.44-2.45) which is the limit of real number for “Disagree” decision. Hence, it means that the respondents did not use the new media/Internet for the responses indicated above.

However, the only response which was shown to agree with the respondents opinion is “I use the Internet for social networking and making new friends online” (mean =3.49).

This widely affirmed response had mean score between (4.44-3.45) which is the limit of real number for “Agree” decision. This implies that the respondents do use the Internet for such purpose as affirmed by 234(49%) of respondents (i.e. adding SA+A).

This result agrees with an earlier result in this study where respondents say they are exposed to social media platforms like (Facebook, Whatsapp, etc.) more (31%) when compared to other social media platforms.

**Table 12: Distribution of responses showing respondents’ extent of use of new media/Internet**

S/N	VARIABLE	VLE		LE		M		Li E		NAA	
		F	%	F	%	F	%	F	%	F	%
1	I use the Internet to study & acquire degree/certificate online	12	2.5	32	6.7	6	1.3	2	0.4	426	89.1
2.	I use the Internet for my daily office operations	34	7.1	22	4.6	19	4.0	24	5.0	379	79.3
3	I use the Internet for my personal daily operation	78	16.3	114	23.8	19	4.0	17	3.6	250	52.3

\* VLE = Very Large Extent, LE = Large Extent, M = Moderate, LiE = Little Extent, NAA = Not At All

The result in Table 12 revealed that 10.9% of the respondents use the Internet/new media to study and acquire degrees/certificates online (i.e. adding VLE, LE, M and LiE). Specifically, it showed that 12 (2.5%) did so to a “Very Large Extent” (VLE); 32(6.7%) to a “Large Extent” (LE); 6(1.3%) “Moderately” (M), while 2 (0.4%) did so to a “Little Extent” (LiE).More so, a total of 20.7% of the respondents use the Internet for their daily office operations (i.e. adding VLE, LE, M and LiE). Out of this number, 34(7.1%) use it to a “Very Large Extent” (VLE); 22(4.6%) did so to a “Large Extent” (LE); 19(4.0%) did so “Moderately” (M) while 24 (5.0%) did so to a “Little Extent” (LiE).Lastly, 47.7% of the respondents use the Internet for their personal daily operation (i.e. adding VLE, LE, M and LiE). Out of this number, 28 (16.3%) did so to a “Very Large Extent” (VLE); 114 (23.8%) did so to a “Large Extent” (LE); 19(4.0%) “Moderately” (M) while the remaining 17(3.6%) did so to a “Little Extent” (LiE).A preponderance of the respondents (89.1%) did not use the Internet to study and acquires degrees/certificates online. This is followed by respondents (79.3%) who did not use the Internet for their daily office operations and (52.3%) of the respondents who did not use the Internet for their personal daily operations.

The foregoing data indicate that Internet use among the respondents occurred more in the course of their daily personal activities, suggesting that this has become an ordinary part of their day-to-day routine. Also, the data show that the respondents use the Internet more for personal purposes than for office needs, which may suggest that the technology is yet to be adequately integrated in their office routine.

**Table 13:***Distribution of responses showing Internet search engines mostly used by respondents*

S/N	Variables	Frequency	Percentage
1	Google	149	31.2
2	Yahoo	19	4.0
3	Ask.com	16	3.3
4	MSN Search	1	0.2
5	AOL Search	5	1.0
6	Bing	6	1.3

7	Alta vista	2	0.4
8	Others	3	0.6
9	I don't know	277	58.0
	<b>Total</b>	<b>478</b>	<b>100</b>

The result in Table 13 shows the Internet search engine mostly used by the respondents. In this result (i.e. Table 13) “Google” was found to be the mostly used search engine by the respondents with 149 (31.2%) of the respondents giving affirmative response to it. This is followed by “Yahoo” with 19(4%) and Ask.com with 16(3.3%). At the bottom of the table are MSN Search and Alta vista with 1(0.2%) and 2(0.4%) respectively.

**Table 14:***Distribution of responses showing respondents' perceptions of the Internet*

S/N	Variables	SA	A	D	SD	U	Mean	St.D
1.	Google is the most effective search engine	201	23	185	64	5	3.73	1.170
2.	Internet is a source of fund and leisure	124	141	189	12	12	3.74	0.956
3.	Internet is a tool for better service delivery in the civil service	98	155	124	92	9	3.50	1.077
4.	Internet is not useful in my job as a civil servant	126	96	89	156	11	3.36	1.245
5.	Internet as a tool for frivolities	94	99	118	156	11	3.23	1.167
6.	Internet is not relevant in civil service job	92	83	121	159	23	3.13	1.206

Using the limit of real numbers as a benchmark for decisions made on the responses in Table 14, it is obvious that the respondents had a positive perception of the Internet/new media. The following perceptions had mean scores between (4.44 – 3.45):

- “Google is the most effective search engine” (Mean = 3.73)
- “Internet is a source of fun and leisure” (Mean = 3.73)
- “Internet is a tool for better service delivery in the civil service” (Mean 3.50).



All the above responses had mean scores which fall within the limit of real numbers for “Agree” decision (i.e. 4.44 – 3.45) (i.e. 4point). This implies that the respondents on the average had a positive perception of the Internet/new media. Conversely, the remaining responses (as listed below) had mean scores between (3.44 – 2.45).

- “Internet is not useful in my job as a civil servant” (Mean = 3.36)
- “Internet is a tool for frivolities” (Mean = 3.23)
- “Internet is not relevant in civil service job” = (Mean = 3.13)

From all indications the above responses had mean scores which fall within the limit of real numbers for “Disagree” decision (i.e. 3.44 – 2.45) (i.e. 3 point = D). What this means is that the respondents did not perceive the Internet/New media as “not useful”; “a tool for frivolities” and “not relevant in civil service job”. This means that they have positive perception about the Internet.

**Table 15: Distribution of responses showing challenges encountered by respondents in using the Internet /New media at work**

S/N	Variables	SA	A	U	D	SD	Mean	St.D
1.	There is poor Internet connectivity	241	119	97	19	2	4.21	0.928
2	There is epileptic power supply	245	103	98	24	8	4.16	1.023
3	Lack of Internet data/Wi-Fi connectivity	221	138	85	22	12	4.12	1.019
4	Non-availability of Internet enabled devices	189	23	128	137	1	3.55	1.276
5	Insufficient knowledge in the use of the Internet/new media among female civil servants	289	141	34	6	8	4.46	0.817

The mean scores of all the listed responses in Table 15 fall within the limit of real numbers for “Agree” decision (i.e. 4.44 – 3.45) = 4 point. What this implies is that most of the respondents affirm that there is: “poor Internet connectivity”; “epileptic power supply”; “lack of Internet data/wifi connectivity”; “no availability Internet-enabled devices” and “insufficient knowledge in the use of Internet/new media”.

Among these challenges, “Insufficient knowledge in the use of the Internet/New media” ranked highest with mean score= 4.46 which informed the “Strongly Agree” decision (i.e. 5.00 – 4.45) as affirmed by 430 (90%) of the respondents (i.e. adding SA+A). This is followed by “poor Internet connectivity” with mean score = 4.21 and standard deviation = 0.928 leading to “Agree” decision based on the limit of real numbers benchmark (i.e. 4.44-3.45). At the bottom of the list of challenges in using Internet/New media among the respondents is “non-availability of Internet –enabled devices” with mean score = 3.55 and standard deviation = 1.276 as affirmed by 212(44%) of the respondents (i.e. adding SA+A).

## **4.2 Data Presentation and Analysis (for In-depth Interview)**

The IDI responses were critically read through by the researcher. Some emerging themes were observed and which guided the analysis. These themes were:

- i. Knowledge of Internet/New Media
- ii. Use of Internet/New Media
- iii. Perception of Internet/New Media
- iv. Challenges in Using Internet/New Media

### **4.2.1 Knowledge of Internet/New Media**

In Ebonyi State, three civil servants had very good knowledge of the Internet. However, one had only a minimal understanding about the Internet while the last two female civil servants don't know how to use the new media. Some responses from the state are instructive in this regard

According to Interviewee 1:

I am very conversant with the use of the Internet. Internet is one aspect of life that can't be left out in the 21<sup>st</sup> century. I use Internet applications very well, and also use search engines. Thanks to android phone as it has made the use of Internet easier instead of going to a cybercafé all the time.

Interviewee 3 submitted:

Well, I have good knowledge on how to use the Internet. Social media is irresistible and I find it difficult to stay off it. So, I use it as often as I have the time.

For the Interviewee 4:

I have a very perfect understanding of how to use Internet applications and interface. I know how to operate all applications from Facebook to YouTube to Twitter. I also operate search engines like Google.

However, Interviewee 2 who gave negative responses supplied reasons for this. He said: "I don't have a browsing phone; I don't even know how to use the Internet. So I don't use the Internet at all."

In Enugu, out of the four interviewees, two admitted to be well knowledgeable about the use of new media, its applications and interface. While one was not knowledgeable about these, one had a little understanding of how to use the new media and its interfaces. Interviewee 13, for example, said that she is knowledgeable about the new media as it is so important to the society and she doesn't expect anyone to be left behind in understanding the new media. She believes that new media helps us communicate with friends and then makes information easier to get. In the same vein, Interviewee 14 said everyone now knows about the new media as the world is gradually turning into a global village and in order to expand your business and take your goods to the doorsteps of people, you need to know about the new media. She went further to say alongside her civil service career, she is business woman and she has a good knowledge of the Internet.

Nonetheless, the respondents who admitted that they had neither had knowledge of nor use new media were equally forthcoming with their reasons. Interview 16, for instance, stated:

I know it is quite strange but I don't know anything about the new media, it is a challenge to me but I don't find it necessary especially because I am still trying to meet my needs.

Interviewee 15 noted that she does not know anything about the new media but likes the new media because of the effects it seems to be having on society. Two other interviewees said they have minimal knowledge on the use of the Internet. One of them stated that she only knows how to use Facebook and Whatsapp but sometimes makes attempts to use Google. According to her “you know in our time, the Internet was not something we know. I use Facebook to see my grandchildren's pictures and upload mine, especially on Sunday.”

In Abia State, responses revealed that the respondents were mostly knowledgeable about and utilise new media platforms. Interviewee 6 stated: “I am very knowledgeable about the new media and its interface and it helps a lot because I come across new things every day and I try to know more about these new things.” While admitting his knowledge and use of these platforms, Interviewee 8 added that “new media is very good as it helps most of us at work to carry out and execute plans effectively.” However, for those of them that were not using new media platforms, it seemed simply a matter of lack of enthusiasm. This is evident in the reply of Interviewee 8; “I don't use a phone that accesses the Internet but I have been encouraged to use the computer at work.” Interviewee 5 admitted: “The truth is, I know about the existence of the new media but I am not exposed to the applications and all that. I do not actively participate in those things.”

In Anambra State, a similar pattern was observed. The respondents largely know how to use the

Internet. Interviewee 1 said; “I will say to some extent that am well informed when it comes to the application of the Internet.” Interviewee 9 responded accordingly:

I have been using the Internet for quite a number of years now, if I am not using my PC then I should probably be using my phone. Hypothetically, I can say to you that I am always online. To this, you can take my conclusion to be that I have a good understanding of the use of the Internet.

For Interviewee 12, however, it is completely out of place for one to still admit ignorance at this time. According to her:

Seriously? Who doesn't know about the Internet? Even the print media is gradually striving to create online platforms to widen there scope. So for me, I love surfing the Internet for news information and so, I can say authoritatively that I have a good understanding of the Internet.

The two respondents that admitted ignorance of Internet use simply believed it is not so relevant to them. According to Interviewee 11:

I have a serious problem when it comes to media applications and interface. I seriously don't have an idea of the Internet because to me, it's of no use in my daily work operations. As a matter of fact on my phone, what I do is just receive and make calls.

Similarly, Interviewee 10 stated:

Well, when it comes to the new media applications and interface. I would say I don't have an idea of the Internet. To me, it's of no use because my job description doesn't require it. My dear, you see I don't own a smart phone. Even the phone am using what I do with it is just to receive and make calls.

Generally, the responses from all the states revealed that even though some of the interviewees admitted their ignorance of Internet applications, there was still preponderance of knowledgeable interviewees. In other words, the discussants were largely knowledgeable about the Internet use.

#### 4.2.2 Use of Internet/New Media

As to the extent of use of the Internet at work, responses generated from Ebonyi State showed that majority acknowledged that they use the Internet at the office to work. Interviewee 4 stated:

I like exploring especially to be able to build my career. I work with APCON and am responsible for vetting television commercials and issue certificate. So I use the media very well.

For Interviewee 1, the experience is not different:

Well, the Internet is something I cannot do without. I use the Internet in performing my daily personal activities. I also rely on the Internet in almost everything I do especially making new friends and networking.

The interviewees who answered negatively had reasons why they do not use the Internet at workplace. The reasons range from not finding it relevant to mere nonchalance. Interviewee 3, for example, stated:

In my work place, Internet is not necessary. I work as a dentist in a general hospital. The only time I might be using the Internet at work is when I need to understand a word or when I want to check if anybody on social media is need of a dentist.

Interviewee 2 similarly stated “I don’t use the Internet to perform any work in office. I only use it to talk to my daughter through Skype. You know, the Wi-Fi is very strong so when I’m less busy I use it to communicate.” In the words of Interviewee 1:

I work in the administrative department so I don’t use the media to work. If I need to get a file to a colleague I just send one of those industrial attachment students or sometimes call them to come and pick their file by themselves. The only person I give file to on his desk is the General Manager.

However, in Enugu, majority of the respondents admitted not to use the Internet at workplace.

Their reasons ranged from belief that it is not relevant to the inability to operate the Internet.

Interviewee13 submitted:

I don't know how to use the new media so I don't use in performing my daily activities. Besides, my work does not necessarily need the Internet I can do without the Internet. I also read textbook to teach to my students.

Also, for Interviewee 16:

I like the new media but I don't know how to use it at work. My children bought me an android phone to use to browse at work and do other things but I am still not conversant with it. I came back from work and ask my daughter to explain something to me; she said 'mum that's why Nosa bought the phone for you to ask Google'. In any case, I use it for personal activities.

Nevertheless, Interviewee 14, one of the few that admitted to use the Internet at work, said "I use the Internet to carry out some duties especially when it comes to researching on some important work. These are personal."

Like seen with Ebonyi State, responses generated from Anambra State showed that majority acknowledged that they use the Internet at work. Interviewee 9 stated:

Well I can say with certainty that I use the Internet to a very large extent. Because here in my office, 80 percent of what I do requires the use of Internet. There is no way I can perform my duties without the Internet.

Similarly, Interviewee 12 admitted that "the Internet forms almost 85 percent of what I do in my office." In the same vein, Interviewee 10 stated that she often use the Internet during her work hours because it makes her job easier and faster.

The respondents that gave negative answers here attributed this mainly to the fact that their job

description does not require use of the Internet. For instance, Interviewee 8 said:

Well, at work I don't use the Internet to perform my daily activities and that is because my job description doesn't require the use of Internet but like earlier stated I use it for my personal gain.

Responses from both Imo and Abia followed a similar pattern as those from Ebonyi and Anambra States. The respondents mainly use Internet at work. Interviewee 5 from Abia stated:

I use the Internet at work because from time to time the need arises. Hardly is there any endeavour the Internet would not be relevant for its efficient execution. So, there is no denying the fact that this also applies to me.

Interviewee 1 from Imo similarly noted "I use the Internet at work. It is so useful that I can't even imagine doing without it. However, Interviewee 20 from the same state answered negatively thus;

My dear, I just don't know where to stand on right now because I don't use the Internet always. Due to my understanding of its uses, I may probably say I am on the average level because my office description does not require the use of Internet at all times.

Similarly, Interviewee 7 from Abia State stated "I don't use the Internet in my office. When I attempt to do so I get focused on other things that are not work related so I don't just use it all."

On the whole, the responses showed that across the states, the respondents mainly admitted that they use Internet for work at their offices. Apart from Enugu, majority of the interviewees in each of the states made this admission.

#### **4.2.3 Perception of Internet/New Media**

Four of the interviewees in Ebonyi State viewed use of new media as less distracting. They believed that new media use should be a habit in performing daily work activities. They also



emphasized the need for every organization to provide the necessary platforms for workers to use the Internet and new media. Interviewee 1 stated:

When I work into an organization, I hate to hear we are not connected to the Internet or the computer is faulty. It makes me angry. I believe we are in the 21<sup>st</sup> century and we need to interact and then expose ourselves to a lot of ideas. The truth is the Internet is not distracting.

Interviewee 4 similarly submitted:

Well, I buy the idea of the use of Internet in a working environment. I also believe that in as much as people see the negative aspects of it, there are also pertinent aspects in the use of new media. Every organization in Nigeria should not be backward.

Interviewees 2 was of the opinion that the Internet is distracting and it makes people lazy at work. Interviewee 2 had the following complaints to make:

I hate to see my colleagues at work talking about the latest on Linda Ikeji's blog or talking about a post of a married man beating his wife and then sleeping with his daughters. Those things are irrelevant at the office. It should be done after work hours.

However, Interviewee 3 was on the fence. She believe that the new media is not distracting but can do so only when one makes it distracting. She believe that the manner of use of new media varies. She stated:

I buy the idea of the use of the new media in the work place but the consumption is where there is an issue. Some people occupy themselves with the new media why some people use it wisely. I have a friend of mine that will tell me am going to work very early I need to browse on something before my meeting.

In Enugu State, two out of the four female civil servants interviewed perceived the Internet as not distracting and very strategic to society. Two interviewees alleged that the Internet is very distracting and the last two stood on the fence. Interviewee 13 said that the Internet is so vital to

the society and should be used well. In her words, “It is true that people say it is distracting but I believe it is an advantage for a lot of people including myself, it is a vital instrument to the society especially in a working environment”. Also, Interviewee 14 argued that the Internet remains relevant since there is nothing one can’t find on it. “If you loss a friend, check the Internet; looking for information at work check the Internet”, she said.

However, interviewee 16 believes that the Internet is very distracting. She said “I hate to see people gallivanting in the office, moving from one office to other, talking and showing pictures especially the younger colleagues”. Interviewee 15 gave an example of why she feels the Internet is very distracting:

Last week in my office, a junior colleague and my colleague where inside an office chatting and arguing about Adesuwa Etomi and Banky W video that went viral after their honey moon, you needed to see them arguing and they had not finished their works. I was devastated.

In Abia State, the respondents agreed that the Internet is something positive. Interviewee 5 noted:

The new media is a good thing but a lot of these young people use Facebook and make video calls at work when they are supposed to complete a task apart from that it is helpful and it is a good development.

Interviewee 7 noted that she likes the Internet “because of how its breaks the barrier of distance between and among people, something a book doesn’t do I only feel the authors tone.” However, at the same time, some of the interviewees believed that the Internet could have some negative dimension. Interviewee 6 submitted:

The new media is a good thing but a lot of this young people do Facebook and make video calls at work when they are supposed to complete a task apart from that it is helpful and it is a good development.

In Anambra State, out of the four interviewees, three believed that use of Internet is supportive to them in their various offices. Some perceived it to be inoperable in their various place of work.

Interviewee 9 and 12 were able to say a lot about the perception of the Internet. According to

Interviewee 9:

The Internet is a vital platform not only for erudition but also for other corporate purposes. I use the Internet mostly in checking mails and replying my clients by way of serving my organization and so this makes it absolutely very important. Most people have concluded that the Internet is very distracting and consumes time.

Interviewee 10 made some categorical statements on what she believes the use of Internet is all about. According to her:

Many people think not all businesses necessitate the use of Internet, they claim it has no relationship with their business environment. But I will always ask by what means do they pass out information? How do they take and measure transactions? At this point, I will say no matter what kind of organization it is, the use of Internet can always fit in discharging duties.

In Imo State, however, the responses mostly showed that the interviewees have positive view of the Internet. Interviewee 17 submitted:

Well, there are many things one could do online. Looking at the usefulness of the Internet, how it can support an individual in discharge of his duties, I think the Internet is awesomely wonderful. With the Internet, my work is simplified. My dear the Internet is lovable.

According to Interviewee 19:

My dear, without the Internet, I just can't discharge my duties at all. Working with the Internet is a very wonderful experience. It makes my work faster, less stressful and above all, I don't need to go to all places. What I do is just to send whatever I have to do online and that's all. The Internet is so good.

In the words of Interviewee 18:

Regardless of being a civil servant, am also a student. With the Internet, I can seat in my office, discharge my duties and at the same still attend and do some academic works online without traveling far to the campus or even going to the headquarters to submit files. The Internet is just too sweet my dear.

Overall, the responses across the five states indicate the interviewees largely perceive the Internet/new media as an important asset in the lives of every individual. Majority of them were of the view that even though they may not have Internet access in their offices, it is still relevant to their jobs.

#### **4.2.4 Challenges in Using Internet/New Media**

Out of the four female civil servants interviewed in Ebonyi state, three listed power, bad network and unavailability of the requisite gadgets as the major challenges to effective Internet use at work or even at home. However, four others had no exact idea as to what the challenges are because they don't use the Internet always or don't even use it at all. Interviewee 4 stated: "I face so many challenges while using the Internet at work. The Internet at work is bad, we have limited computers and then Nigeria network is so bad." According to Interviewee 1, "sometimes at work, we are faced with receiving Television commercials via email late as a result of bad network. This is a very big challenge because it has made us ineffective in vetting advertisement." However, Interviewee 2 did not see much challenge: "At work, the use of Internet is quite good. To an extent we have good network and the few computers are enough for the users but power supply is an issue." Similarly, Interviewee 3 noted "I don't face any Internet challenge but I believe the technologists at work are faced with certain challenges like electricity."

In Abia State, the major problems encountered and reported by female civil servants were poor network connections and lack of stable power supply at home and at work. Some respondents emphasize that there was more regular power supply at the office than at home. “I mostly encounter connection problems. It is very frustrating because I would wait for several minutes yet nothing is happening. So it is just the network”, said Interviewee 5. Interviewee 6 added “There is no constant power supply so whenever my device runs down there is no way to recharge it. Then I am completely cut off from whatever I was doing for more than a few hours.

In Enugu State, similar challenges were identified. Interviewee 13 stated:

In my office, I find it very surprising why we have limited gadget. In Western countries, government organizations excel more than private universities. What am trying to say is at work we faced limited resources and this has been a problem in surfing the Internet

Interviewee 16 submitted that “Electricity, bad network and poor maintenance of gadget has been the challenges affecting people when using the Internet. I face these same challenges at work. I just hope the country becomes better.” Also, Interviewee 15 stated; “I have no problem when using the Internet. It goes smoothly for me and I think it fair enough.”

In Anambra State, only a few of the interviewees stated that they have no challenges at all while some said they are still battling with the issue of power, network or even gadget. It is evident that majority of the interviewee are faced with the challenge of Internet data availability. Interview 9 stated:

My dear, when using the Internet the likely challenges that I face is centered on the point that our service providers are not on their hills. The

issue of network from our network providers is a big problem to me when it comes to surfing the web.

Interviewee 12 added:

You see, the major problem is Internet data. We have lots of documents to process online but the problem now is the issue of data. My organization hardly allocates funds for the purchase of data.

According to Interviewee 10:

Well, the only problem we are being faced with is the issue of Internet data. There is no way I can browse without an active data. This is a problem to me because my organization doesn't usually provide us with enough data.

Interviewee 11 admitted:

I do not encounter any challenges when it comes to usage of the Internet because in my organization we don't need the Internet. So therefore, we don't have Internet facility as such; I have no challenges at all.

In Imo State, the respondents similarly complained about power, Internet data, and network from the service providers and the issue of sophisticated gadget. For instance, Interviewee 17 and 20 said the major issues are power, Internet data, poor network from the service providers and absence of gadgets. According to Interviewee 4, her most important challenge is unavailability of Internet data. She said this made it difficult for her to use the Internet.

Thus, it could be observed that overall, the recurring challenges as mentioned by the respondents were poor network, data availability, irregular power supply and unavailability of gadgets. In other words, these constituted the major challenges restricting Internet use among the respondents.

### 4.3: Test of Hypotheses

All the hypotheses raised in the study were tested using Pearson correlation formula.

#### **Hypothesis One: There is no significant relationship between the level/cadre of female civil servants in South East Nigeria and their usage of the Internet**

To test this null hypothesis, a Cross-tabulation was done to determine the relationship between the levels or cadres of female civil servants in South East and their Internet/new media usage. Correlation formula was further used to test this relationship.

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.863	.008	37.335	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.871	.007	38.692	.000 <sup>c</sup>
N of Valid Cases		478			

The Person correlation indicates that there is positive and significant relationship between the levels/ cadre of female civil servants and their usage of the Internet/new media. This is because Perason correlation occurred at 0.8. This means that there is a significant positive relationship between the level/cadres of female civil servants and their usage of the Internet/ new media

#### **Hypothesis Two: There is no significant relationship between the age bracket of female civil servants in South East Nigeria and their frequency of usage of the Internet in their work place**

To test this null hypothesis, a Cross-tabulation was done to determine the relationship between the age brackets of female civil servants in South East and their Internet/new media usage in daily office operation. Correlation formula was further used to test this relationship.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.657	.026	19.008	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.615	.027	17.021	.000 <sup>c</sup>
N of Valid Cases		478			

**Hypothesis Three: There is no significant relationship between the educational qualification of female civil servants in South East Nigeria and their perception of the Internet as significantly improving service delivery.**

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.805	.013	29.565	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.839	.012	33.575	.000 <sup>c</sup>
N of Valid Cases		478			

In hypothesis three, the researcher set out to find out the relationship between the educational qualification of female civil servants in South- East and their perception of the Internet as a tool for effective service delivery. Cross-tabulation and Pearson Correlation formula were used to test such relationship.

The Cross-tabulation showed that female civil servants with SSCE, OND/NCE and HND constituted majority of those who perceived the Internet/ new media as important tools for service delivery.



Since correlation occurred at 0.8, we therefore reject the null hypothesis and accept the alternate. This means that there is a significant positive relationship between the educational qualification of female civil servants and perception of the Internet/ new media as important tool for service delivery.

#### **4.4 Discussion of Findings**

Under this sub-head, the result generated under the five research questions are discussed in order to give the generated data meaning and reconcile them with relevant literature.

##### **Research Question One: What is the knowledge level of female civil servants in South East Nigeria on Internet/new media usage?**

In research question one, the researcher set out to establish the knowledge level of female civil servants in South East on Internet/new media. In investigating this, both quantitative and qualitative data were generated.

The quantitative data presented under research question one, showed that about 92 percent of female civil servants in South East Nigeria are knowledgeable about the Internet/new media. The data equally showed that although majority of these civil servants are knowledgeable about the Internet/new media application, more than 40 percent of them have only moderate knowledge.

The conclusion one could draw from the quantitative data presented here is that majority of female civil servants in South East have a moderate knowledge about the new media/ Internet. This means that they could only perform moderate operations using their mobile phones and other devices.

To probe further into the knowledge level of female civil servants in South East Nigeria on their usage of Internet/new media, interview was held with 20 selected respondents. The interview revealed that majority of the interviewees had moderated knowledge about the Internet/new media. This means that the qualitative data agreed with the quantitative data generated earlier.

The implication of the result above is that female civil servants in the Zone could use the Internet minimally. The finding reached under this research question is supported by the findings of Poushter (2016). In his study, Poushter (2016) observes that gender divide appears in all of the sub-Saharan African nations surveyed. He concluded that women have moderate knowledge on the usage of new media when compared to their male counterparts.

Again, Odell, Korgen, Schumcher, and Delucchi (2000) cited in Adediran and Kehinde (2013) conducted a study on Internet use among female and male college students at institutions of higher learning in Georgia, Hawaii, New Jersey, Massachusetts as well as Rhode Island. They found that while the gap in use of the Internet has nearly closed, however, there were dissimilarities in how male and female undergraduate students use the Internet. This means that the knowledge level of women on the usage of Internet and new media is closing.

**Research Question Two: What is the pattern of usage of Internet/new media among female civil servants in South East Nigeria?**

The essence of research question two was to ascertain the pattern of usage of Internet/new media among female civil servants in South East Nigeria. In providing answers to this research question, both quantitative and qualitative data were generated.

The quantitative data presented showed that 53 percent of female civil servants in South East have access to personal Internet enabled devices. However, over 70 percent of the respondents don't have access to computer devices connected to the Internet in their offices. Again, 379 (79.3%) respondents claim they don't use the Internet for anything in their offices because they don't have access at all.

However, majority of the sampled respondents use the Internet for their personal daily operations rather than for office use. These operations include networking with friends, and sharing pictures and messages on social media. Majority of them don't use the Internet/new media for their daily office jobs.

Furthermore, qualitative data generated through interview held with 20 respondents in five South-East states also corroborated the result found at the quantitative data level. For instance, in Ebonyi State, out of 12 female civil servants interviewed as to whether they make use of the

Internet for daily activities at work, a majority acknowledge that they do not use the Internet in the office to work. Again, majority of the respondents in Enugu State do not use the Internet at work. Two gave reasons on the basis that they are not exposed to the new media and the type of work they do doesn't require the Internet. Other from the remaining states argued that they mostly use the Internet for personal use.

It is safe to conclude that majority of female civil servants use the Internet for personal use and rarely use it in their respective offices.

**Research Question Three: What are the Internet search engines mostly used by female civil servants in South East Nigeria?**

In research question three, the researcher sought to determine the Internet search engines mostly used by female civil servants in South East Nigeria. Only quantitative data were generated to answer this research question.

The quantitative data presented under this research question showed that only 37 percent of South-East female civil servants were exposed to various search engines used on the Internet. Majority did not know about search engines though they use them. Therefore it implies that female civil servants in South East are not so exposed to search engines on the Internet besides social media platforms which they have become active on.

On the preferred search engine by female civil servants in the South-East based on its efficiency, it found out that, Google had 31.2% (149) and highest number of preference based on its usefulness. This was followed by Yahoo with 4.0% (19), Ask.com with 3.3% (16), YouTube had just 1 (.2%) respondent, Mozilla 1.0% (5), Bing 1.3% (6), Alta Vista .4% (2), 3 (.6%) respondents say others while majority claim that they do not know. In other words Google still remains the most preferred platform among female civil servants in South East not just because of its usability but as a result of the efficiency of this search engine.

However, majority of them were not very exposed to the various search engines. The implications are: one, some of them use search engines without knowing what they are; two, some only go on social media platforms installed on the mobile devices.

This finding agrees with that of research question two where it was found that most civil servants use the Internet mostly for personal activities such as networking.

This result agrees with similar finding reached by Adediran and Kehinde (2014, p.66) who found that, “getting information for school work, and chatting and social networking are the major use to which the participants put the Internet. One could conclude that women use the Internet mostly for social networking.

**Research Question Four: What is the Female Civil Servants’ Perception of the Use of the Internet in their Work Places in South East Nigeria?**

In research question four, the researcher sought to investigate female civil servants’ perception of the use of the Internet in their work places in South East Nigeria. Both quantitative and qualitative data were generated to answer this research question.

The data presented were to understand the perception of female civil servants in the South East about the Internet and new media. The result showed that 52 percent of the sampled civil servants saw the Internet/new media as a source of fun and leisure. Majority of them (50 percent) also saw Internet as a tool for better service delivery in their jobs. However, some don’t see it as relevant to their current job descriptions.

Again, from the responses of the 60 interviewees, one could deduce the strategic importance of the Internet/new media in the lives of every individual. Majority of those interviewed were of the view that they may not have Internet access in their offices; it is still relevant to their jobs.

In conclusion, it was found that female civil servants in South East have a positive perception towards the Internet/ new media. Most importantly, they see it as a source of fun and leisure. Few other saw it as a tool for better job delivery.

This finding is supported by Sherman and et al. (2000) quoted in Adediran and Kehinde (2014). According to them, most female college students see the new media as a tool for leisure and better job development.

### **Research Question Five: What Challenges do the Female Civil Servants in South East Nigeria Encounter in their Use of the Internet at Work Places?**

In research question five, the researcher sought to examine the challenges female civil servants in South East Nigeria encounter in their use of the Internet at work places. Both quantitative and qualitative data were generated to answer this research question.

From all the quantitative data presented above, it is clear that over 70 percent of the entire respondents perceived absence of strong Internet network, epileptic power supply and absence of Internet enabled computer devices in offices as the major challenges affecting the usage of Internet/new media by female civil servants in South East Nigeria.

More so, the interview conducted also revealed that majority of the female civil servants interviewed mentioned epileptic power, bad GSM network and lack of access to Internet enabled devices in their offices as the major challenges confronting their use of Internet/new media.

This finding is supported by the work of Olufemi (2012, 59). According to him “Nigeria has embarked on a concerted effort in joining the league of industrialized nations in the acquisition, deployment, consumption and utilization of Information and Communication Technology (ICT). However, Olufemi (2012, 59) observed power and lack of infrastructure are the major challenges.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1: Summary of Findings

The specific aim of this study is to find out the pattern of Internet/new media usage among female civil servants in South East Nigeria. To investigate this, Concurrent mixed method design was used to generate both quantitative and qualitative data. Questionnaire was used to generate quantitative data while in-depth interview was employed to generate qualitative data.

The qualitative data gathered were presented using Explanation Building technique while quantitative data generated were presented and analyzed using SPSS version 21. Again, all the hypotheses raised were tested using Pearson correlation and Cross-tabulation. After the analysis, the following results showed that majority (40%) of the sampled female civil servants in South East have a moderate knowledge on the use of Internet/ new media. However, majority (41%) of the sampled respondents use the Internet for their personal daily operations rather than for office use. This means that most of them use the new media for social networking. Data also showed that only 37 percent of South-East female civil servants were exposed to various search engines used on the Internet. Majority did not know about search engines though they use them. The explanation is that majority of them use various search engines without knowing or they simply use social media platforms installed in their mobile devices. It was also found that 52 percent of the sampled civil servants saw the Internet/new media as a source of fun and leisure. Some of them equally saw Internet as a tool for better service delivery in their jobs. However, some don't see it as relevant to their current job descriptions. From all the data generated, it is clear that over 70 percent of the entire respondents perceived absence of strong Internet network, epileptic power supply and absence of Internet enabled computer devices in offices as the major challenges affecting the usage of Internet/new media by female civil servants in South East Nigeria. Test of hypothesis one showed that there is a significant positive relationship between the level/cadres of female civil servants and their usage of the Internet/ new media. Junior staffers used the Internet more. Similarly, test of hypothesis two showed that there is a significant positive relationship between the age brackets of female civil servants and their usage of the Internet/ new media. This means that younger staffer use the Internet more than senior staff. Then test of hypothesis three showed that there is a significant positive relationship

between the educational qualification of female civil servants and perception of their Internet/new media as important tool for service delivery.

Another major finding in this work is that Female Civil Servants are knowledgeable about new media but they use it mostly for personal and general purpose than in job related purposes. This is in contrast in what we find in developed countries where the bulk of use of new media facilities are also expressed in office related capacities. This may indicate that the pattern of the use of new media in developing countries such as Nigeria is still in the early stage of adoption where awareness and knowledge of technology has not yet translated to maximum utilization across all the spheres of applications. The Female Civil Servants see the New Media as an arena for social contact and interactions. They have not yet understood the whole impact of the application and use New Media with regard to bureaucratic procedure in civil service. New Media is viewed as important in Civil Service operations since it can be employed in various capacities. These variety of use is however still limited as regards office use by female civil servants. Looking at this finding it may also imply that the heavy use of these social media especially at home is connected with the need for fulfilling socialization purposes and entertainment which are also major functions of the media.

## **5.2 Conclusions**

From the findings of this study, the researcher concluded that the rate of access and use of Internet in among female civil servants in South East Nigeria has become significantly high. Thus, this study tend to contradict findings from earlier studies (such as Ojokoh & Asaolu, 2015; Wilson, 2015; Adediran & Kehinde, 2013; Adebo, Adekunmi & Daramola, 2013; Anunobi & Mbagwu, 2009; Nwagwu, Adekannbi & Bello, 2009) which indicated that women's access and use of the internet was yet to attain such level. The reason for this disparity may be the fact that Internet access and use have grown steadily in the country over the years (Abubakar & Dasuki, 2018). Secondly, the disparity may also be accounted for by reckoning with the fact that these earlier studies focused on different categories of women (and not civil servants).

Furthermore, the study has validated the Technological Determinism in terms of in respect of women's use of the Internet. This is because adoption of the Internet technology by the civil

servants is arguably in response to the technological necessity of the day. Since the Internet, to a significant extent, gives a different outlook to communication and other activities today, one may rightly predict – in line with the reasoning of the technological determinism – that middle class individuals with the finance and education such as civil servants will embrace the new trend. Similarly, the study validated the Uses and Gratifications theory; since the female civil servants have needs such as social interaction which the Internet (via social media) can gratify, their embrace of the Internet may be explained by referring to these needs.

However, the fact that some of the civil servants are yet to fully embrace this trend may be traceable to some environmental factors including poverty and infrastructural challenge. Perhaps, proof to this may be found when one pays attention to the vast difference in levels of Internet penetration among women in developing and developed countries where poverty and infrastructural challenge are comparatively minimal (See Larsson, 2009).

### **5.3 Recommendations**

Based on the findings and literature reviewed in this study, the researcher recommended that:

1. Governments of the five South East should ensure that Internet-enabled devices are installed in the offices of civil servants in the Zone.
2. GSM companies and other Internet service providers should strengthen their data networks around government ministries and agencies.
3. The government could also install solar power or inverters in ministries, schools and agencies.
4. All civil servants should be trained and retrained on how to use the Internet for better service delivery.
5. Finally, WIFI should be installed in and around government offices in Nigeria.

### **5.4. Suggestions for Future Studies**

Following the findings of this study and the conclusions made therein, the following suggestions were presented to guide further inquiry:



- i. Future repeat of this study may seek to expand the scope in terms of geography, sample size and variables studied. This may not only deepen insight into the subject of investigation but could also possibly bring about more accurate result leading to more proper generalisation.
- ii. It may be necessary to replicate this study among other female groups (different from civil servants) in order to compare findings. This will enhance more in-depth and more holistic understanding of access, perception and use of the Internet by women.
- iii. A content analysis version of this study may be necessary. The aim should be to study the content which female civil servants, originate, share and consume on the Internet originated. Such inquiry will help in deepening insight gained from the present study.

### **5.5. Limitations of the Study**

This study was not without some limitations. The fact that only female civil servants within the State Secretariat were studied meant that generalization was limited to this particular group. Hence, the recommendation that further studies focus on other groups.

In the course of carrying this research work, there were challenges in trying to get the female civil servants to fill the questionnaire and answer the questions, they were shy, even though they eventually did.

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## APPENDIX I QUESTIONNAIRE

Dear Respondent,

I am a doctoral student at the Mass Communication Department, NnamdiAzikiwe University, Awka. As part of the requirements for the academic programme, I am conducting a research on the topic ‘Exploring the Internet use, Pattern and Perception among Female Civil Servants in Nigeria.’ Please, kindly help me to complete this questionnaire with your opinions. I promise sincerely to handle all information you would provide with maximum confidentiality. Thanks for your anticipated co-operation.

Yours faithfully,

Chiaha, Chukwuemeka

**INSTRUCTION:** Please tick [] against your chosen options in the boxes provided below. Write down your answers to the questions in the appropriate spaces or brackets or boxes provided. Tick or answer the options with your opinion(s). Thanks for your anticipated positive response to this appeal.

<b>SECTION A: DEMOGRAPHIC VARIABLES</b>			
1.	What is your age?	(a) 25 – 30 years	
		(b) 31 – 40 years	
		(c) 41 – 50 years	
		(d) 61 – 65 years	
2.	What is your marital status?	(a) Married	
		(b) Single	
		(c) Separated	
		(d) Divorced	
		(e) Widowed	
3.	What is your religion?	(a) ATR	
		(b) Christianity	
		(c) Islam	
		(d) Others	

4.	What is your educational qualification?	(a) B.Sc./BA	
		(b) M.Sc./M.A.	
		(c)HND	
		(d) PGD	
5.	What is your cadre in civil service?	(a) Level 8 – 10	
		(b) Level 11 – 13	
		(c) Level 14 – 16	

**SECTION B: HOW FEMALE CIVIL SERVANTS USE THE INTERNET IN NIGERIA**

6.	Please, do you know about the Internet?	(a) Yes	
		(b) No	
7.	If yes, do you use it?	(a) Yes	
		(b) No	

**Instruction:** If your answer to 9 is Yes, please indicate how you use the Internet by responding with {Agree or Disagree, Undecided, Disagree or Strongly Disagree} to any of the following items on the tables below where: **A**= Agree, **SA**= Strongly Agree, **D**=Disagree, **SD**= Strongly Disagree and **U**= Undecided

S/N	Statements	SA	A	D	SD	U
8.	Nigerian female civil servants use the Internet to access official websites for their jobs					
9.	Nigerian female civil servants use the Internet to get new ideas to do their jobs better					
10.	Nigerian female civil servants use the Internet to send and receive official correspondences					
11.	Nigerian female civil servants use the Internet for reading online news updates					
12.	Nigerian female civil servants use the Internet more for online personal shopping					
13.	Nigerian female civil servants use the Internet to share work experiences with workers from other states					

**SECTION C: THE GRATIFICATIONS WHICH FEMALE  
CIVIL SERVANTS SEEK TO DERIVE FROM THE INTERNET**

<b>S/N</b>	<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>
14.	The Internet provides a platform for female civil servants in Nigeria to link to social media					
15.	Through the Internet female civil servants in Nigeria create online relationships					
16.	The Internet provides a platform for female civil servants to play online games					
17.	Through the Internet female civil servants in Nigeria keep in touch with their dispersed relations					
18.	Through the Internet female civil servants in Nigeria pursue online higher degrees					

**SECTION D: THE INTERNET SEARCH ENGINES MOSTLY  
USED BY THE FEMALE CIVIL SERVANTS IN NIGERIA**

<b>S/N</b>	<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>
19.	Google is the mostly used search engine by Nigerian female civil servants					
20.	Yahoo is the mostly used search engine by Nigerian female civil servants					
21.	Altavista is the mostly used search engine by Nigerian female civil servants					

**SECTION E: FEMALE CIVIL SERVANTS' PERCEPTION  
OF THE USE OF THE INTERNET IN THEIR JOB PLACES**

<b>S/N</b>	<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>
22.	Nigerian female civil servants perceive the Internet as medium for fun					
23.	Female civil servants see the Internet as tool for better service delivery in their jobs					
24.	Nigerian female civil servants see the Internet as not useful in their jobs					
25.	Nigerian female civil servants perceive the Internet as tool for frivolities					

26.	Nigerian female civil servants see the Internet as irrelevant in their jobs					
<b>SECTION F: CHALLENGES FACED FEMALE CIVIL SERVANTS IN USE OF THE INTERNET IN THEIR JOB PLACES</b>						
<b>S/N</b>	<b>Statements</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>U</b>
27.	There is poor Internet connectivity					
28.	There is epileptic power supply					
29.	There is lack of Internet data/wifi connectivity					
30.	Non-availability of Internet enabled devices					
31.	There is INSUFFICIENT knowledge in the use of the Internet/new media among female civil servants					

**APPENDIX II**  
**IN-DEPTH INTERVIEW GUIDE**

Dear Respondent,

My name is ChukwuemekaChiaha. I am a doctoral student of the above university. I am conducting a research on **Exploring the Internet use, Pattern and Perception among Female Civil Servants in Nigeria**, and you have been selected as one of my interview respondents. Please, kindly spare me some of your time for this interview session. All responses you give will be treated with utmost confidentiality. Thanks for your anticipated co-operation.

**Researcher**

**QUESTIONS**

<b>1.</b>	<p><b>How knowledgeable are you in the use of Internet and new media applications?</b></p> <p><i>Probe for</i></p> <ul style="list-style-type: none"> <li>i. Whether the respondent knows about Internet and new media applications</li> <li>ii. Whether the respondent can use these applications</li> <li>iii. The particular Internet and new media applications the respondent can use</li> </ul>
<b>2.</b>	<p><b>To what extent do you use the Internet for your daily activities in the office?</b></p> <p><i>Probe for</i></p> <ul style="list-style-type: none"> <li>i. Whether the respondent uses Internet and new media applications</li> <li>ii. The particular Internet and new media applications the respondent can use</li> <li>iii. What the respondent does with the applications</li> </ul>
<b>3.</b>	<p><b>What do you use the Internet for mostly during work hours?</b></p> <p><i>Probe for</i></p> <ul style="list-style-type: none"> <li>i. Whether the respondent uses Internet and new media applications during work hours</li> <li>i. The particular use the respondent puts the applications to during this time</li> </ul>
<b>4.</b>	<p><b>What is your Perception of the Use of New Media in your Daily Operations?</b></p>

	<ul style="list-style-type: none"><li>i. Whether the respondent believes that new media should be ideally used in her daily operations</li><li>ii. Ways the respondent believes that new media will be beneficial to her daily operations</li><li>iii. Possible disadvantages perceived by the respondent in using new media in her daily operations</li></ul>
<b>5.</b>	<p><b>What challenges do you face in using the new media for your daily activities?</b></p> <ul style="list-style-type: none"><li>i. Whether the respondent thinks she faces challenges in using new media for her daily activities</li><li>ii. The nature of these challenges</li><li>iii. Extent these challenges may have affected the respondent's use of new media for her daily activities</li></ul>
<b>Thanks for your time</b>	



### APPENDIX III

**Researcher:** How knowledgeable are you in the use of Internet and new media applications?

**Responses by States**

**Responses from Ebonyi State**

**Interviewee 1:** *I am very conversant with the use of the Internet. Internet is one aspect of life that can't be left out in the 21<sup>st</sup> century. I use Internet applications very well, and also use search engines. Thanks to android phone as it has made the use of Internet easier instead of going to a cybercafé all the time.*

**Interviewee2:** *Well, I have good knowledge on how to use the Internet. Social media is irresistible and I find it difficult to stay off it.*

**Interviewee 3:** *I have a very perfect understanding of how to use Internet applications and interface. I know how to operate all applications from Facebook to Twitter. I also operate search engines like Google.*

**Researcher:** *The Internet; Social media and search engines.*

**Interviewee 4:** *Yes of course, I am very proficient in the new media. I know how to browse, operate all Internet application and then download e-book.*

**Interviewee 1:** *I am working on it. My children are teaching me how to use android phone, then how applications on android phone operate. I just installed my yahoo mail on my android phone.*

**Interviewee 2:** *Knowledge very is key. I will say I have an idea on how to use the Internet but not too well. At least, I can operate Facebook and WhatsApp.*

**Interviewee 4:** *I am very knowledgeable about the new media. I surf the Internet so well.*

**Interviewee 4:** *I have an understanding on how to use the Internet but for me, Internet is something I don't have access to for now.*

**Interviewee 3:** *I love the Internet and I certainly know a lot about it. I get a lot of information from the Internet.*

### **Responses from Enugu State**

The interview held in Enugu State as in other four states equally encompassed four female civil servants who served as interviewees. Out of the four interviewees, two of them are very knowledgeable about the use of new media, its applications and interface. One is not knowledgeable about the use of it while the last one has little understanding of how to use the new media and its interfaces.

Among the interviewees, interviewee 3 says she has a good knowledge and quite exposed to the new media as a result of her constant online presence because she communicates with her children especially on Imo and Facebook.

Interviewee 4 said that she is knowledgeable about the new media as it is so important to the society and she doesn't expect anyone to be left behind in understanding the new media. She believes that new media helps us communicate with friends and then makes information easier to get.

Just like interviewee 4, interviewee 2 said every one now knows about the new media as the world is gradually turning into a global village and in order to expand your business and take your goods to the doorstep of people, you need to know about the new media. She went further to say alongside her career, she is business woman and she has a good knowledge of the Internet.

However, interviewee 1 says she knows little or nothing about the new media. In her words:

*I know it is quite strange but I don't know anything about the new media, it is a challenge to me but I don't find it necessary especially because I am still trying to meet my needs.*

While interviewee 1 says she does not know anything about the new media but likes the new media because of the effects it plays on the society.

Some of the interviewees say they have minimal knowledge on the use of the Internet. One of them states that she only knows how to use Facebook and Whatsapp and sometimes uses Google.

According to her “*you know in our time, the Internet was not something we know*”. I use Facebook to see my grandchildren's pictures and upload mine, especially on Sunday.

### **Responses from Abia State**

**Interviewee 1:** *I am really not a fan of the Internet. It distracts me from doing my daily work.*

**Interviewee 1:** *I find it difficult to even operate my phone my children are the ones who play around with the phone so I am not really accustomed to the new media.*

**Interviewee 2:** *I don't use a phone that accesses the Internet but I have been encouraged to use the computer at work.*

**Interviewee 3:** *I am very exposed to the interface. The Internet is a very good place. You get to know about things that are beyond your reach.*

**Interviewee 3:** *I use it in my day to day activities especially at the office. In this 21<sup>st</sup> century, everyone knows about the Internet.*

**Interviewee 4:** *I am very knowledgeable about the new media and its interface and it helps a lot because I come across new things every day and I try to know more about these new things.*

**Interviewee 4:** *I know about the new media applications and their interfaces but I don't frequent the Internet because I see it as a waste of time when you have a lot of things to do.*

**Interviewee 4:** *You see, the new media is very good as it helps most of us at work to carry out*

*and execute plans effectively.*

**Interviewee 4:** *I am well informed about the new media. My children even use it most times to do their school work.*

**Interviewee 4:** *I understand the new media and its interfaces completely because I even do most of my shopping online.*

**Interviewee 1:** *I don't use the Internet I don't even understand it at all. I read books a lot so whatever I need, I find in a book.*

**Interviewee 2:** *The truth is, I know about the existence of the new media but I am not exposed to the applications and all that. I do not actively participate in those things.*

### **Responses from Anambra State**

**Interviewee 1:** *Well, my level of understanding of the use of Internet... I will say to some extent that am well informed when it comes to the application of the Internet.*

**Interviewee 1:** *Well, when it comes to the new media applications and interface. I would say I don't have an idea of the Internet. To me, it's of no use because my job description doesn't require it. My dear, you see I don't own a smart phone. Even the phone am using what I do with it is just to receive and make calls.*

**Interviewee 1:** *I can boldly say that I have a perfect understanding of the Internet and its applications. Of course the new media is so important*

**Interviewee 2:** *...They say the Internet is a good thing but I don't have a single knowledge about it. Although am making arrangement to be coached.*

**Interviewee 1:** *Seriously? Who doesn't know about the Internet? Even the print media is gradually striving to create online platforms to widen there scope. So for me, I love surfing the*

*Internet for news information and so, I can say authoritatively that I have a good understanding of the Internet*

**Interviewee 3:***I can say with certainty that my understanding of the use of the new media is minimal.*

**Interviewee 1:***I have a very good understanding of the new media.*

**Interviewee 3:***My dear, I'd rather see it a 50-50 thing. I'd say am good and also not too good. At least I can use some search engines and play around it. But when it comes to the exploration of the new media, my dear am not so good.*

**Interviewee 4 :***I have a good understanding of the new media, that is, if not even perfect. Well, due to the working environment I find myself, the Internet is an important aspect when it comes to discharging of my duties.*

**Interviewee 4:** *As a historian, there is no way I can discharge my duties without a good understanding of the Internet. I can say emphatically that I am very much enlightened.*

**Interviewee 4 :***You see, I used to be an amateur when it comes to the use of Internet but now I can say am a professional.*

### **Responses from Imo State**

**Interviewee 1:** *I can say with certainty that my level of the usage of the Internet is high and as such I have a good understanding of its applications*

**Interviewee 2:** *My understanding of the Internet I can say is not too low or too high. I can say it's 50-50.*

**Interviewee 3:** *Seriously? Of what use will it be? I don't really know how to use the Internet. Besides the Internet can corrupt the mind with its illicit contents so I just don't have interest in it.*

**Interviewee 4:** *Well, to me I'd say I do not have that expensive knowledge of the Internet but I can say that it's not bad at all. My dear, this question forms one of the problems facing us civil servants in the country presently. Some don't even see the need to have a good understanding of the use of the Internet while some make attempts but at the end give up.*

**Interviewee 5:** *I do have an impeccable understanding of the use of Internet. But come to think of it, do some civil servants even have a gadget that can connect to the Internet? This is another issue.*

**Interviewee 6:** *Well, without beating around the bush, I'd say I have no idea at all.*

**Interviewee 7:** *I seriously do not know where to place my balance on right now because am undergoing training on the use of Internet. So for now, let's say am still an amateur.*

**Interviewee 8:** *I have been using the Internet for quite a number of years now, if I am not using my PC then I should probably be using my phone. Hypothetically, I can say to you that I am always online. To this, you can take my conclusion to be that I have a good understanding of the use of the Internet.*

**Interviewee 9:** *Oh not at all. The only thing I know about the Internet is that I can go around the world with just one click. The application of it will be problematic because I don't have that applicative skill to play about the Internet.*

**Interviewee 10:** *I think I have good understanding of the use of the Internet. When it comes to the application of Internet, am good in surfing so I can say authoritatively that I have a better understanding of the Internet.*

**Interviewee 11:** *I have a serious problem when it comes to media applications and interface. I seriously don't have an idea of the Internet because to me, it's of no use in my daily work operations. As a matter of fact on my phone, what I do is just receive and make calls.*

**Interviewee 12:** *Well looking at the nature of my work and the working environment and also to my standard of education, I don't really value it because I do not understand any about it.*

### **Summary of Qualitative Data for Research Question One**

From a total number of 20 interviewees; 4 each from the five states (Ebonyi, Enugu, Abia, Anambra and Imo states), two female civil servants in Ebonyi, have very good knowledge about the Internet. one of these female civil servants have minimal understanding about the Internet while the last one female civil servants don't know how to use the new media.

In Enugu, two interviewees have minimal knowledge on the use of the Internet, one have good knowledge about Internet use, its applications and interface while one say they are not knowledgeable about its use

While in Abia state, the respondents have similar views, however, 50% of them are informed and knowledgeable about the new media, its applications and interface while the other half are passive and have a vague idea of the new media. A passive respondent is speculating on taking on the new media.

The interviewees from Anambra State agreed they are knowledgeable in the use of new media applications and its interface. They are well informed and have a very good understanding of the Internet while some are in the process of being couched. However, interviewee 3 gave a different response as she maintained that the Internet is for the youth and not for the old. Notwithstanding, majority of the interviewee have maintained that they have a good understanding of the Internet.

Imo State interviewees when asked about the new media, its application and interface gave various responses which evidently show that a majority of them had vast knowledge about the

Internet. Although some claim that that it can corrupt the mind. According to interviewee three, she has her own reason for not being informed in the usage of the Internet. While three interviewees have shown that they are well informed, only a few stand on the fence about it.

### **Presentation of Qualitative Data for Research Question Two**

Qualitative data generated through in-depth interview held with 20 respondents across 5 states are presented below. The essence of the qualitative data is to support or refute the quantitative data generated earlier. Generating qualitative data became necessary because the researcher wanted to have deeper understanding of the variables raised in the study.

**Researcher: To what extent do you use the Internet for your daily activities in the office?**

#### **Response from Ebonyi State**

**Interviewee 1:** *My job description does not need the Internet. All our files are hard copies and they are kept on a shelf.*

**Interviewee 1:** *I don't know how to use the Internet so I can't use it to work. Although some of my colleagues make use of the Internet.*

**Interviewee 1:** *Like I said, the new media is irresistible but I hardly use the Internet for office work. I use it to check my mails and maybe to reply a WhatsApp message by a colleague who needs something urgently.*

**Interviewee 2:** *I don't use the Internet during work hours and the reason is because I don't use the Internet. Like I said earlier, my husband restricted us from using the Internet he believes demonic.*

**Interviewee 5:** *I make use of the Internet very well at work. Although, we sometimes face some*



*challenges in the office.*

**Interviewee 6:** *The Internet is not something I use in performing our daily task at work. Yes, I agree that everybody is going into the new media but am not expose to it. I really don't like the new media. I prefer print and hard copy.*

**Interviewee 7:** *I like exploring especially to be able to build my career. I work with APCON and am responsible for vetting television commercials and issue certificate. So I use the media very well.*

**Interviewee 8:** *Generally, we don't use the Internet in my work place except for the technology department at work.*

**Interviewee 9:** *I don't use the Internet at work. I use it only when am doing my personal surfing.*

**Interviewee 10:** *In my work place, Internet is not necessary. I work as a dentist in a general hospital. The only time I might be using the Internet at work is when I need to understand a word or when I want to check if anybody on social media is need of a dentist.*

**Interviewee 11:** *Like I said earlier, I have no access to the Internet even at work there is no available gadget to use. So if I want to know about something I just ask people around me.*

**Interviewee 12:** *Well, the Internet is something I cannot do without. I use the Internet in performing my daily personal activities. I also rely on the Internet in almost everything I do especially making new friends and networking.*

## **Responses from Enugu State**

**Interviewee 1:** *I don't know how to use the new media so I don't use in performing my daily activities. Besides, my work does not necessarily need the Internet I can do without the Internet. I also read textbook to teach to my students.*

**Interviewee 2:** *I like the new media but I don't know how to use it at work. My children bought me an android phone to use to browse at work and do other things but I am still not conversant with it. I came back from work and ask my daughter to explain something to me; she said 'mum that's why Nosa bought the phone for you to ask Google'. In any case, I use it for personal activities.*

**Interviewee 3:** *Well, I use the Internet at work just to a large extent. I use it for almost everything I do but more for personal reasons..*

**Interviewee 4:** *I use the Internet to carry out some duties especially when it comes to researching on some important work. These are personal.*

**Interviewee 5:** *I don't know anything about the new media. I don't use it at work, in the office we don't have a personal computer and even the ones available are limited. Secondly, I don't have a browsing phone so I just carry out my duties without using the new media.*

**Interviewee 6:** *I can say to an extent I use the new media moderately for office work but more for personal things.*

**Interviewee 7:** *When it comes to the new media I use it to an extent at work. At least I use it to check mails received and also reply mails and then I use WhatsApp with old classmate through WhatsApp group.*

**Interviewee 8:** *I use the media to perform all my work at the office. So I can say that I use the new media to a large extent at work.*

**Interviewee 9:** *I use the Internet well at work, although am faced with the challenge of electric*

*supply at work. Most times I carry out my duty without the Internet.*

**Interviewee 10:** *I don't use the Internet at work. I work in the Lab I don't Internet.*

**Interviewee 11:** *Well, I can say I use the new media at work to a large extent.*

**Interviewee 12:** *During work hours I use the Internet to communicate with my colleagues via emails and also read news and information especially those concerning NAFDAC.*

### **Responses from Abia State**

**Interviewee 1:** *I don't use the Internet in my office. When I attempt to do so I get focused on other things that are not work related so I don't just use it all.*

**Interviewee 2:** *I don't use the Internet at work.*

**Interviewee 3:** *I have plans to start using the Internet at work now because my colleagues say it is good and makes work fast and easy.*

**Interviewee 4:** *I use the Internet very well at work and at home. But more at home for personal activities.*

**Interviewee 5:** *To a very large extent especially at the office.*

**Interviewee 6:** *To a large extent. My work at the office requires the frequent use of the Internet.*

**Interviewee 7:** *I do not use the Internet.*

**Interviewee 8:** *I use the Internet to the maximum*

**Interviewee 9:** *I don't use the Internet.*

**Interviewee 10:** *I don't use the Internet.*

**Interviewee 11:** *I do not use the Internet at work because I prefer books.*

**Interviewee 12:** *I sparingly use the Internet in the office*

### **Response from Anambra State**

**Interviewee 1:** *Well I can say with certainty that I use the Internet to a very large extent.*

*Because here in my office, 80 percent of what I do requires the use of Internet. There is no way I can perform my duties without the Internet.*

**Interviewee 2:** *Like I said earlier, it's of no use to me in my office, so I don't use it at all.*

**Interviewee 3:** *You see, some things are better checked online than asked. I use it all the time, instead of moving up and down, asking questions, what I do is to ask Google.*

**Interviewee 4:** *For now am not using the Internet but along the line, am hoping to start using the Internet in my daily routine at work.*

**Interviewee 5:** *Well, at work I don't use the Internet to perform my daily activities and that is because my job description doesn't requires the use of Internet but like earlier stated I use it for my personal gain.*

**Interviewee 6:** *I use the Internet once in a while and only when necessary for personal uses at home.*

**Interviewee 7:** *I use the new media to a large magnitude in my office.*

**Interviewee 8:** *Don't use it in office.*

**Interviewee 9:** *As you already know, as important as the Internet is to my work, I use it all the time.*

**Interviewee 10:** *I don't use it at work..*

**Interviewee 11:** *I know how to use the Internet very well and as such patronize the Internet during my work hours.*

**Interviewee 12:** *Hmm.... Me I don't use it at work o, besides what do I need it for?*

### **Responses from Imo State**

**Interviewee 1:** *As earlier stated, my level on the use of the Internet is very high. The Internet*

*forms almost 85 percent of what I do in my office.*

**Interviewee 2:***My dear, I just don't know where to stand on right now because I don't use the Internet always. Due to my understanding of its uses, I may probably say I am on the average level because my office description do not requires the use of Internet at all times.*

**Interviewee 3:***Like I said I don't use the Internet. I do avoid anything that warrants me surfing the Internet not for any reason. You may be wondering why? The answer is just simple "I don't want to get my mind corrupt with the nasty things that is online".*

**Interviewee 4:***The frequency of usage is not the problem, the problem is that do the civil servant even have a smart phone or even a desktop set up in their various offices? I do not want to introduce another issue to you but I'd just say to myself, am good with Internet.*

**Interviewee 5:***With my impeccable knowledge, I often use the Internet during my work hours because it makes my job easier and faster.*

**Interviewee 6:***Seriously? With my no idea of the Internet what would I be doing with it? My dear, I don't use the Internet.*

**Interviewee 7:***Although am an amateur, I still think on a minimal level, I do use the Internet maybe just to check my mail or other things.*

**Interviewee 8:***With my experience on the usage of the Internet and the accessibility of Internet gadgets around me, it's evident that am good that is if not better. So I always use the Internet in my office.*

**Interviewee 9:***So many people have been saying lots of things about the Internet. The other day I was in a bus when I heard a passenger saying that she can travel all over the world with just one click. My dear this is just what I know about the Internet and so am saying directly to you that I don't use the Internet.*

**Interviewee 10:** *For me, am not a professional when it comes to the usage of the Internet but so far so good am not still a novice neither an amateur. So my dear, you can figure out my stance.*

**Interviewee 11:** *As I told you previously, I don't use the Internet at all.*

**Interviewee 12:** *My dear, I have too many things to do. I have jobs to carry out, scripts to mark, documents to print, pupil to teach and children to take care of. So tell me what time do I have to spend with the Internet? I don't spend my time on the Internet because I don't need it besides I have better things to do rather than wasting all my time and effort on the Internet.*

**Researcher: What do you use the Internet for mostly during work hours?**

#### **Responses from Ebonyi State**

**Interviewee 1:** *I don't use the Internet to perform any work in office. I only use it to talk to my daughter through Skype. You know, the Wi-Fi is very strong so when am less busy I use it to communicate*

**Interviewee 2:** *I don't use the Internet during work hours because I don't have a browsing phone. We also have gadget in our offices, but they are connected to the Internet.*

**Interviewee 3:** *I use Internet to read and reply mails, send invoices to client, expand my knowledge especially when am doing a business proposal to pitch for the business.*

**Interviewee 4:** *I have never used the Internet since I got married because my husband does not support the use of the Internet. Therefore, during work hours I either ask from people about what I need from the Internet or wait till I get access to library.*

**Interviewee 5:** *I use the new media to explore and to get informed. When am having an issue about understanding an idea, I make use of the new media to get it.*

**Interviewee 6:** *I don't use the new media during work hours. For me, I don't like the new media and so I don't use it. I read a lot of books and newspapers.*

**Interviewee 7:** *Working with APCON, you need to use the Internet especially social media. For every advert message that get to the public, must pass through APCON for vetting. So I check social media to check comment and pictures of people to check if exhibited advert is vetted before been displayed.*

**Interviewee 8:** *I work in the administrative department so I don't use the media to work. If I need to get a file to a colleague I just send one of those industrial attachment students or sometimes call them to come and pick their file by themselves. The only person I give file to on his desk is the General Manager.*

**Interviewee 9:** *I don't need the new media to carry out my duties. During work hours, I sometimes chat with my colleagues at work to disseminate information.*

**Interviewee 10:** *Like I said earlier, I hardly use the new media. I only use it to get client to be able to get myself busy after my work at the office and once in a while I reply people on Facebook and my emails.*

**Interviewee 11:** *During work hours, I don't use the Internet. I don't have access to the Internet and at work we have limited computers so I am not also opportune to use the Internet.*

**Interviewee 12:** *I use the Internet very well at work, for news update, for replying emails, to monitor our advert on blogs like Linda Ikeji and BellaNaija, for video conference with people and reading press posted online about our organization.*

### **Responses from Enugu State**

In the interview held in Enugu State. Out of the 12 respondents, it is revealed that 6 respondents use the Internet mainly for sending and receiving mails. 4 don't know how to use the Internet so they don't use it at work. The last two respondents use it so well because of their field of study.

Out of the six respondents, interviewee 7 uses the new media at work to check invoices and budget sent to her through her emails. She also uses the Internet to browse. While interviewee 6 uses the Internet to check her mails when she is expecting an important mail. However, interviewee 2 and 10 claim that for the fact that are not exposed to the Internet they have no business with the use of it.

Interviewee 10 says: *“I don't know how to use the Internet so how will I know how to use it at work”*.

Interviewees 11 and 12 use the Internet very well at work. They use it to send and receive mails, Communicate with colleague via WhatsApp, browse any necessary information that will help them.

Interviewee 12 says, *“I can remember some years back, I wanted to know the comments and recommendations given to NAFDAC on social media, so I went on Facebook to check. I also check blogs and online newspapers for verification.*

### **Responses from Abia State**

**Interviewee 1:** *I chat with friends but like I said earlier it is very distracting.*

**Interviewee 2:** *I don't use the Internet for anything.*

**Interviewee 3:** *I haven't started using the Internet for anything yet.*

**Interviewee 4:** *I use it to research at work when I need anything while I use it to connect with friends at home.*

**Interviewee 5:** *I use it to do work related activities*

**Interviewee 6:** *Mostly work and I find out about more things*



**Interviewee 7:** *I do not use the Internet at work.*

**Interviewee 8:** *I use the Internet at work to send and receive mails.*

**Interviewee 9:** *Mainly sending and receiving mails.*

**Interviewee 10:** *For research at work.*

**Interviewee 11:** *I prefer books to Internet.*

**Interviewee 12:** *I rarely use the Internet at work.*

### **Responses from Anambra State**

**Interviewee 1:** *I use the Internet for posting some of my news stories online and also to send it to other correspondents.*

**Interviewee 2:** *I don't use the Internet for anything. I only have a Nokia touch-light phone so it's of no use.*

**Interviewee 3:** *To send and reply mails, statements, invoices' and also represent the organization online. Here, I am asked to reply some chats on our social media platform. For that reason, the Internet is needed to make this possible.*

**Interviewee 4:** *Like earlier said, am still in the verge of learning the use of the Internet so for now, I don't use the Internet during my work hours.*

**Interviewee 5:** *As you already know, my work has no relationship with the use of the Internet as such, there's no need for it.*

**Interviewee 6:** *I use the new media only to send emails to prospective clients. That is the only reason I use the Internet.*

**Interviewee 7:** *Like I told you earlier, I use the Internet to perform daily transactions and also*

*to keep our customers abreast with the latest feeds.*

**Interviewee 8:** *As a researcher, I only use it whenever am carrying out a study.*

**Interviewee 9:** *We use the new media regularly to monitor our online ads.*

**Interviewee 10:** *I use the Internet to browse Google, Wiki and other search engines to be able to teach my students. It is pertinent to note that using the Internet in my office is not compulsory. It only boils down to the individual who perhaps wants to improve and make great impact.*

**Interviewee 11:** *I only use the Internet to check mails for bookings.*

**Interviewee 12:** *I have no business with the Internet at work, am a dentist.*

### **Responses from Imo State**

**Interviewee 1:** *During my work hours, I always stay connected on my email and also as a PR officer, I represent my organization online.*

**Interviewee 2:** *As a civil servant working in government secretariat, I use the Internet mostly for replying and sending mails, sending bulk SMS to clients and connecting with the organization's publics.*

**Interviewee 3:** *With what I have been hearing from people even from pastors, I just don't like the usage of the Internet because of the level at which information can be gotten. This is why some countries have placed restrictions on some search engines and sites.*

**Interviewee 4:** *As a secretary, I keep file and send documents via the use of email to some of our major clients. I also use the Internet to search for meanings and how to draft queries.*

**Interviewee 5:** *My dear I sleep and dine on the Internet. As a civil servant not much is really needed on the Internet except sending mails and other vital stuffs. But I also personally use the Internet for my distance course online.*

**Interviewee 6:** *When I don't use the new media how often do you think I dwell on it? It's this*

*simple I don't use the new media at all.*

**Interviewee 7:** *I use the Internet to check my mails and reply other social media platform, especially now that my organization has created their own WhatsApp group chat which I am the admin. I always make sure that am always online so to this, I can say I often use the new media.*

**Interviewee 8:** *Since my year of employment till date I have been using the Internet in dispatching my duties. So I always use the Internet for my personal gains alone.*

**Interviewee 9:** *Like I said I don't use the Internet for anything.*

**Interviewee 10:** *I use the Internet not often. Whenever I want to use the Internet its either I want to send mails or I want to check mails.*

**Interviewee 11:** *Since I don't have access to the Internet then I totally don't use it for anything.*

**Interviewee 12:** *As a teacher, I use the Internet to perform all my equations. I always use an online evaluation package to mark my script which makes my work faster. I access the Internet again to update myself on the prescribed syllables to use in dispatching my duties.*