Testing Some Causes of Cyberloafing on Their Similar Influences on Cybercivism in the Workplace
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1. INTRODUCTION

Virtual contexts have been recognized as creating distance and other deficits that are not present in face-to-face settings. However, some of those accepted deficits in virtual work may be ameliorated in the presence of "cybercivism." Through this citizenship use of the organization’s internet access, users usually care for the company’s information system and to help other users.

2. HYPOTHESIS

Stressing the psychological level –anomic feelings (AF), Leo Srole [1] describes anomie (from the Greek, eu-: presence, and -nomos: law) as “the breakdown of the individual’s sense of attachment” that hinders its integration in social life. He refers to a state of mind, not to socio-structural conditions, and that maladjusted situation raises the possibility that individuals will resort to misbehavior. Recently, it is stated that Srole’s ‘anomia’ really assesses a mixture of valuelessness and cynicism, or little faith in human relations [2].

Prior research supports organizational justice (OJ) as an antecedent of cyberloafing [3]. However, it is also found [4] that OJ is more able to affect cyberloafing if this link is moderated by AF. Given the, in general, theoretical symmetry, and hence the comparable nature, of cyberloafing with cybercivism, this study suggests that AF may be also able to tighten the effects of OJ (distributive, procedural, and interactional) on cybercivism.

3. METHOD AND RESULTS

Data were collected from 270 (17.46%) of the 1,547 respondents at a Spanish university. Results support that AF acts as a moderator of the OJ-cybercivism link because, except for procedural justice, the perceptions of the OJ studied (distributive, procedural, and interactional) among employees with comparatively less AF, had a stronger positive impact on cybercivism.

4. DISCUSSION AND CONCLUSIONS

Findings provide new insights necessary to understand the pervasive new media and information and communication technologies (ICT’s) from an individual perspective in virtual work settings. As a moderator, anomia is established as one of the key ‘controllers’ of the OJ predictions on cybercivism and opens a new scenario in seeking electronic business effectiveness. As a result, to control employee behavior in online settings, seems as necessary organizational management encourage convincing values in the workplace.

5. REFERENCES