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The relationship between cyber loafing and organizational citizenship behavior: A survey study in Erzurum/Turkey

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Abstract

The purpose of this study is to find out the relationship between cyber loafing and organizational citizenship behavior (OCB). The data for this study was gathered from 360 public workers in the province of Erzurum/Turkey. As a result of the study, we found out that there was no relationship between cyber loafing and organizational citizenship behavior. The level of cyber loafing was found as *low* and the level of OCB was found as *high*. We observed that there were statistically significant differences between the levels of cyber loafing and OCB according to the demographic characteristics of workers.

Keywords: Cyber loafing, Organizational citizenship behavior, Erzurum

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1. Introduction

The late 20th century is known as a period of major social, economic and political changes. This time is called as The Knowledge Age. Knowledge and ideas are accepted as the main source of economic growth and evaluated more important than land, labor, money, or other concrete resources in this age. Further, to be defined as a new advanced form of capitalism in which new patterns of work and new business practices have developed, and, as a result new kinds of workers with new and different skills are required.

In knowledge age (21st Century) people need knowledge but more than before. They need to be able to do things with this knowledge and to use it to create new knowledge. In the knowledge age, in spite of stability, change, is the reality of life. Thus, knowledge age workers/citizens need to be able to locate, assess, and represent new information quickly. They need to be able to communicate this to others, and to be able to work productively in collaborations with others.

As change is emphasized, linear and reductionist approaches to strategy and problem-solving are no longer sufficient for dealing with the realities of modern world. Figure1 shows the transformation over time of humankind's

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approaches to survival strategy and tactics. In the Knowledge Society, it is not enough and sometimes is misleading to rely on traditional predictive models as people become more aware of their inability to deal effectively with the increasing complexity of today's society. Foresight provides a mechanism for investigating possible futures in a complex knowledge society. Knowledge society is identified as a society based on the creation, dissemination and utilization of information and knowledge. It is a society with an economy in which knowledge is acquired, created, disseminated and applied to enhance economic and social development. Information society emphasizes amount of information available and accessible. It emphasizes technology. Knowledge society is identified as a society where information is used and applied in various fields for learning and development society (Day et al, 2009).

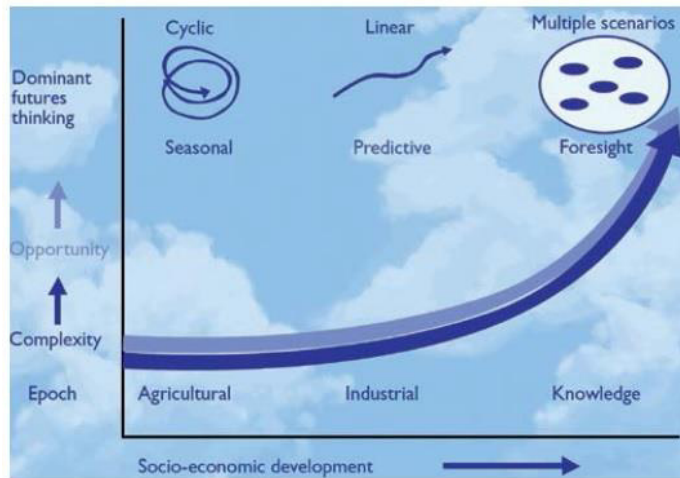


Figure 1: Evolution of futures tools through the ages (Day et al, 2009)

Castells (2005) says that the information society is the new mode of human existence, in which the production, recording, processing, and retrieving of information in organized networks plays the central role. Dominant functions and processes in the information age are increasingly organized around networks. According to Castells (2005) the network society, in the simplest terms, is a social structure based on networks operated by information and communication technologies based in microelectronics and digital computer networks that generate, process, and distribute information on the basis of the knowledge accumulated in the nodes of the networks.

In knowledge age that we now live in different information technology (IT) devices such as computers, tablets and smart phones as well as internet have become widespread. In spite of advantages of IT, it has some disadvantages which withdraw workers to their daily duties at workplace. Cyber loafing is one of such disadvantages of IT.

In knowledge age the competition among companies rises in most industries because modern and cheaper transportation and communication have caused growing global trade, and technological development has resulted quick changes in the global economy. As Katz and Kahn (1978) stated, organizational citizenship behavior is important in organizations because it can be highly valuable to organizations and can contribute to performance and competitive advantage.

Within this framework it is possible to say that both the cyber loafing and OCB are very important subjects for today organizations to reach desired objectives, and are also should be concerned as strategic issues to be dealt with. In this context, our study focuses on the relationship between cyber loafing and OCB. In this study we investigate the relationship between cyber loafing and OCB at work. The study begins by a literature review of those concepts and then will go on to development of hypotheses. Research methodology, research model and analyses results will take place at next sections. Then the results of the analyses will be discussed and recommendation will be provided.

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