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THE POSITIVE IMPACT OF ENTERTAINMENT TECHNOLOGY ON PUBLIC AND PRIVATE SECTOR EMPLOYEES

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ABSTRACT

Several organizational activities, as well as human resource management, are increasingly utilizing the social technology. Several aspects of the advantages and disadvantages of entertainment and social behavior are discussed. There has been much debate about the positive and negative effects of entertainment technology on human behavior; therefore, we will focus on the positive aspects. The focus of this study is the positive impact of entertainment technology on public and private sector employees. In this paper, a first preliminary overview of the positive effects of entertainment technology on employees is presented and discussed. This study is followed by an empirical design where entertainment technology is an independent variable and an employee's behavioral intention or performance is the dependent variable. Age, gender, public and private sector, and hours of work are demographic variables. The samples were chosen using stratified random sampling, and data were gathered from 220 (N = 220) public and private organizations of Odisha using a standardized tool. Descriptive and inferential statistics (t-test) were used to analyze the data. Results showed the positive impact of entertainment technology on performance anticipation and effort expectancy of both private and public sector employees. Managerial implications are discussed, and future research suggestions are provided.

KEYWORDS

entertainment technology, positive impact, public sector, private sector.

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1.0 INTRODUCTION

We all know that technology advances at a breakneck speed. This article examines how users are increasingly using entertainment technology at work, as well as the impact this technology has on their behavior. Computers are found in nearly every working and living environment, and over two-thirds of children in high-industrialized countries have access to them at home. We'd all agree that adults and children need to become proficient users to be prepared for future life and job. Entertainment technologies aren't new, and their importance in international studies isn't either. Entertainment technology is the practice of enhancing or enabling any type of entertainment experience via the use of manufactured or developed components. According to research, the influence of entertainment technology aids individuals in unwinding and enjoying their leisure time. The convergence of "conventional" foreign relations problems with entertainment technology is frequently noticeable. Video games, virtual worlds, and online role-playing games, as well as recreational social networking platforms, and, to a lesser extent, traditional mass media outlets, are examples of entertainment technology. Movies, music, TV (including upcoming interactive TV), computer game, game console, video arcade, gambling machine, internet are all examples of entertainment technology. The Internet is a "superhighway" of information that connects people, data, and other computers (Potosky, 2007). It creates a new contact medium that allows users to access large volumes of data in several dimensions. This is equivalent to 21.2 percent of the worldwide population, and the Internet community is growing increasingly global, with users spread across all time zones (Spennemann, 2005).

Various Internet and tool services (chat rooms, e-mails, chrome, youtube, entertainment apps, and so on) give users a wide spectrum of benefits and drawbacks, many of which the users are aware of and with which they strive to achieve their objectives (Nithya & Julius, 2007). This suggests that persons, not technology, are the key to using the Internet. Furthermore, people's attitudes toward utilizing the Internet are molded by society's current value system. In their research, Yen, Chen, Lee, and Koh (2003) discovered that different communities in society had varied perspectives on information and communication technologies (ICT). Because access to the Internet enhances prospects for education, employment, and civic involvement, it is critical to analyze the magnitude of disparities and their underlying reasons (Ono & Zavodny, 2007). Because demographic factors have been discovered to impact individuals' actions before they participate in a specific behavior, disparities in many elements of Internet usage across demographic groups have become an important research field (Yang & Tung, 2007).

POSITIVE IMPACTS OF ENTERTAINMENT TECHNOLOGY

When entertainment is freely selected, it can create desirable moods such as rest or excitement, as well as a variety of human emotions that enrich daily life. The emotional and social benefits of entertainment are augmented by its effects on executive function and health. Entertainment Technology boosts productivity, easing the pressure on workers and removing the need for them to do repeated activities. Following are some positive effects of entertainment technology:

- Enhances Learning.
- Fosters Problem-Solving Skills.
- Develops Future Technological Leader

NEGATIVE IMPACTS OF ENTERTAINMENT TECHNOLOGY

Using entertainment technology at work on a regular basis has a number of negative consequences that might jeopardize your professional future. In other words, whether or not to use social media at work is a strongly debated topic in corporate circles. While some people like sneaking peeks onto their personal social media profiles while at work as a kind of entertainment, others adhere to a rigid no-social media policy during working hours.

EMPLOYEE BEHAVIOUR

Employee behavior refers to how workers react in the workplace to certain settings or scenarios. While numerous factors influence an employee's behavior in the workplace, people are moulded by their own culture as well as the culture of the company. Employee behavior is described as a person's response to a certain scenario at work. Employees must act responsibly at work not just to acquire others' recognition and respect, but also to preserve a positive work environment. It is necessary to follow the norms and regulations of the job.

Entertainment technology can be defined as an activity that a person chooses to do for relaxation and amusement and to get energized. According to cyber protect, over 60% of workers browse the web at least once a day for personal purposes, according to Punamaki, Wallenius, Nygard, Saarni, and Rimpela (2007). Although the Internet has the potential to increase productivity by improving communications, collaboration, and research skills, it may also reduce efficiency if employees

use it for personal reasons, and downloading music and movie trailers can cause business networks to get clogged (Alder, Noel, & Ambrose, 2006). The application of the internet and entertainment in the workplace should strike a balance between the mission and values of the company, its employees, and its customers. The best approach to achieve this is to gain a thorough understanding of the technology beyond the needed keystrokes, as well as an understanding of the challenges that arise during implementation and the effect (Anderson, 1996). According to Zhang (2005), although studies on computer and Internet attitudes abound, the vast majority of these studies employ college students as their subjects. Humans who have been permitted and encouraged to use entertainment (such as games, youtube, comedy, Facebook, Whatsapp, emoji,) and have the highest opportunity of being healthy, happy, and productive members of society and more productive (Rauterberg, M. 2004).

Based on the introduction, literature review and research gap the following objective have been derived.

2.0 RESEARCH OBJECTIVES

1. To find out the relationship between positive impact of entertainment technology and employee behavior.
2. To find out the positive impact of entertainment technology on the employees of public and private sector organizations.
3. To analyze the positive impact of entertainment technology on male and female employees.

3.0 RESEARCH METHODOLOGY

Research work is of cause and effect nature. In this study, employee behavior is the dependent variable whereas entertainment technology is the independent variable. This study aims the positive impact of entertainment technology on public and private sector employee behavior, in an organization. The present study considers an empirical research design to address the objective of the study. In this study we have collected data from the employees of the educational institutions of Mayurbhaanj and Balasore in Odisha. The sample size was 220 respondents from two districts of Odisha (Balasore and Mayurbhanj), and this was selected on a stratified random sampling basis.

STUDY INSTRUMENT

In this study, the research instrument was used for collecting the data. It has two sections; one is demographic information and another is Recreational and Entertainment Activities. This questionnaire developed by Shujat, S. S. (2011).

The demographic information included the participant’s name, age, sex, marital status, type of organization, name of organization etc. The Recreational and Entertainment Activities questionnaire was developed by Shujat, S. S. (2011). This questionnaire consists of 12 items which was answered on a four-point rating scale from ‘Strongly Agree to Strongly Disagree’. The strongly agree by (SA) was considered as 1 and the strongly disagree by DA was considered as 4. The score for entertainment activity ranges from a minimum of 12 to a maximum of 48. The lower score in this scale indicates a high level of the positive impact of entertainment technology on employee behavior.

The data were collected from the educational institutions of two districts in Odisha, comprised of the private and public sectors. From Odisha we have taken two districts; those is Balasore and Mayurbhanj.30 respondents were male and 30 were female from each private and public sector educational institution in Balasore. 50 respondents belonged to private and 50 belonged to public sector educational institutions from Mayurbhanj. 30 males and 30 females from the private sectors as well as 20 females and 20 males from public sector institutions of Mayurbhanj. The respondents were asked about matters related to entertainment activities, the frequency with which these activities are followed in an organization, the merits of conducting these activities, and their effect on employees’ performance. The survey questionnaire comprised of twelve closed-ended questions with a predetermined set of responses, and those are (Strongly Agree, Agree, Disagree, and Strongly Disagree). The data were mainly collected through the Google form.

The Mean, percentage, correlation, and t-test were used to analyze the data. The 20 version of IBM SPSS (Statistical Package for Social Sciences) software was used for the analysis of data.

4.0 DATA ANALYSIS

DEMOGRAPHIC PROFILE OF RESPONDENTS

Respondents' demographic information (Table-1) revealed that 110 out of 220 are women, and 110 are men. From the table-1, it was observed that 54.54% respondents are from private organizations and 45.45% from public organizations. One hundred forty participants are married, whereas eighty participants are unmarried. Majority of the participants are above forty years of age.

TABLE 1: THE DESCRIPTIVE CHARACTERISTICS OF THE RESPONDENT

Variable	Characteristic	No. of respondent	Percentage
Organization sector	Private	120	54.54%
	Public	100	45.45%
Gender	Male	110	50 %
	Female	110	50 %
Marital status	Married	140	63.63 %
	Unmarried	80	36.36%
Age	More than 40	130	59.09%
	Less than 40	90	40.90 %

Table No.1 Table no. one is showing the descriptive characteristic of the respondent. Here, the female and male are equally represented like 50% female and 50% male. Here, public and private sectors are showing respectively 54.54% & 45.45%. There 63.63 % of the samples are married and 36.36% samples are unmarried. Among the samples, 59.09 are more than 40 and 40.90 % are less than 40.

Table-2 shows a positive significant correlation between PIET and EB (Pearson coefficient=0.969, p=0.00).

TABLE 2: CORRELATION

	PIET	EB
PIET	1	0.969*
EB	0.969*	1

(*p <0.05)

From the table-3, it was observed that there is no significant difference of entertainment technology on the gender of the employees (t (218) =1.58, p=0.113). But on the other hand, it was observed that there is a significant difference in entertainment technology on the private sector and public sector employees (t (218) =2.73, p=0.018). It was also observed that there is a significant difference between the private and public sector employees on the positive impact of entertainment technology. The private sector employees (Mean =15.83) have more positive impact of entertainment technology on behavior than the public sector employees (Mean =14.69).

TABLE 3: DIFFERENCE BETWEEN ENTERTAINMENT TECHNOLOGY ON GENDER AND SECTORS

Attribute	Test Statistics (t-Test)	df	Sig.(p)
Gender (Male/Female)	1.59	218	0.113
Sector (Private/Public)	2.73	218	0.018

5.0 DISCUSSION AND CONCLUSION

First of all, surprisingly, test results indicated that the data for the relationship between the positive impact of the entertainment technology and employees' behavior. The results of correlation also support this finding. Interestingly, it was found that the positive impact of the entertainment technology and employees' behavior is strongly positively correlated. Second objective shows that the difference between the positive impact of entertainment technology on the employees of public and private sector organization. The result of the t-test shows that "there is a significant difference exists between the private and public sector employees on the positive impact of entertainment technology. However, in this study, the difference between the impact of entertainment technology on private and public sector employees found a significant difference (t value = 2.374; df = 218; p-value = 0.018). This may indicate that the private sector employees are a more positive impact of entertainment technology on behavior than public sector employees. The third objective was to find out the difference between the positive impact of entertainment technology on male and female employees' behavior. However, in our study, the difference between males and females was not found significant (t = 1.593; df = 218; p-value = 1.97). This might be attributable in part to the fact that our respondents were all employees, and it doesn't seem logical to expect gender gaps among groups with similar backgrounds.

The findings from this research indicate that entertainment technology, more than ever before, is becoming highly important for organizations at present and in the future. Despite the economic downturn, acknowledging and responding to the personal needs of employees continue to be significant. The presence of fulfilled activities such as games, picnics, celebrations of special events not only help the employees get engaged with each other resulting in better interpersonal relationships but also making the workplace comfortable and a less stressful place. According to respondents, entertainment technology and employee's behavior are a strongly high positive correlation. Results of the research indicate that entertainment technology is very important to employees and they believe that it should exist in the organization.

The present study shows that entertainment technology and employees' behavior are a strongly high positive correlation. Employees are more satisfied, creative, stress-free, and energetic than those who are using less entertainment technology. Entertainment technology and employee's behavior are positively correlated. Public and private sector organizations with regard to the positive impact of the entertainment technology and employee's behavior exist significant difference. Private sector employees' behavior is more positively influenced by entertainment technology than public sector employees. Private sector employees are less satisfied with their jobs than public sector organizations. They are more using entertainment technology to reduce stress and recreate their energy due to excessive workload. No significant difference was observed in the positive impact of entertainment technology on male and female employees. This shows that gender does not matter much. This information is collected from employees during data collection. This shows that entertainment technology users are happier than their counterparts. Thus, we can conclude that the use of entertainment technology in organization employees has scope for developing better positive behavior toward their organizational work. We also see that entertainment technology associates well with employees' happiness. The study suggests that organization needs to nurture entertainment technology organization to enhance employee positive performance because entertainment technology positively impacts employees' behavior.

6.0. FURTHER RECOMMENDATION

The present study has probed more towards the positive impact of entertainment technology on employee's behavior, difference between entertainment technology on private and public sector organization as well as difference among positive impact of entertainment technology on male and female employees' behavior in two districts in Odisha. The findings of the study provide further scope for future researchers to investigate the impact of entertainment technology on employees' behavior regards to personality dimension.

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