

## Exploratory Factor Structure of Internet User Perception

### Research Article

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### Abstract

The intensive use of technologies, devices and electronic networks not only own differences between users and non-users, but also even among those who use one or the other same technology that eventually perfects and involves continuous learning and knowledge processing and dissemination of information. The objective of the present study was to establish the reliability and validity of an instrument that measures the intention to search for information. From a non-experimental, exploratory and cross-sectional study with a non-probabilistic selection of 253 students at a public university, it is eight dimensions among which explain the information selectivity of 21% at full variance. Regarding the design limits of the study sample and the testing of the dimensions recommended in an investigation of major components in the analysis i Confirmatory factor.

**Keywords:** Governance, Internet, networks, technologies, devices, selectivity

### Introduction

As part of the information society, the intensive use of technology and electronic devices or mechanics has exacerbated the differences between digital networks and users who have access including, but not link their work or academic activities using the Internet. The digital divide between generations and even between users makes it necessary to reconcile interests, needs and expectations, as well as skills and knowledge according to the opportunities and capacities, demands and local resources available to the demands of the international market. The system in which these differences are settled is as governance and the instrument by which the asymmetries and similarities is known as public agenda are weighted.

Thus, if a town has an agenda focused on networks, technologies and electronic as the Republic of Estonia, then hopefully there is a small gap between the generations, but in the opposite case of the Republic of Ethiopia Where their digital agenda is almost nonexistent, availability, access and

connectivity are almost nil, then it is possible to expect a digital divide between their generations and even among the few Internet users [1-5].

The Organization for Economic Cooperation and Development (OECD) in its report runs to 2010 s spending notices a decrease in the rate of population growth from 1950 and projects a downward trend until 2050.

Korea, Brazil and India are the countries with the highest growth trend, Mexico ranks third place and France, Belgium and Sweden are the countries with the lowest growth rate.

Regarding the expected population by 2050, India will have about 395 million me us 19 years, Mexico will occupy the sixth place with approximately 28 million and Iceland will be positioned on the last place with 85 thousand inhabitants. The OECD notes that these figures reveal the expectations of economic, technological and commercial growth that allow predicting the close relationship

between the trend of population growth and electronic consumption. To the extent that the population increases, the expectations of the use of information and communication technologies will be more oriented to the purchase and sale of products and the contracting of services on the Internet. For these countries, growth without preceding the use of related consumer electronic technologies is expected. However, the working age population will use and consume a greater extent Internet both in its form to academic training, job performance and consumer electronics.

Regarding the productive age, India will continue with the largest labor force with about 998 million, Mexico will continue in sixth place with 73 million and Iceland will occupy the last place with around 215 thousand workers.

However, a consequence of the dynamics of population growth is the old age that in the case of the mentioned countries will have the same tendency. In India, there will be around 222 million elderly people, in Mexico there will be 29 million elderly people and Iceland will have 108 thousand people over 65 years old.

The overall population trend can be explained prospectively from the current trend and the local foundation cr. In the case of Mexico, localities with more than 2500 inhabitants a significant increase in relation to the towns with more than 15,000 inhabitants. While small towns increase their growth rate, large towns tend to decrease. These data, combined with the educational trend, explain the use of the internet for commercial rather than educational or labor purposes. In Mexico, the coverage or public decreases and supply increases private institutions, mainly in with over one million inhabitants, expanding educational coverage and localities, the highest level recorded a spurious growth. However, access to internet, despite its high cost compared to the rates of other member countries of the OECD, has significantly in medium and small towns [6-10].

The data put forth show growth trends in population, education and internet. These figures support the hypothesis about the formation of attitudes towards technological Information and Communication, mainly Internet service specifically e-commerce defined as the exchange of goods and services through protocols of electronic money transfer. However, because most Internet users are under the age of 19, electronic consumption seems to explain the acceptance and use of the internet in exclusive websites for social networks. In this sense the

psychological studies of Internet use two theoretical models have been used to demonstrate the hypothesis around and attitudinal determinants to the Internet. This is the Technology Acceptance Model (TAM) and the Technology to Work Adjustment Model (TTFM).

If the OECD forecast on the trend of population growth, educational offer and internet access for Mexico is constant until 2050, variables indirectly predict the use of a technology through intentions, attitudes and perceptions.

The OECD argues that the educational efficiency of the economically active population between 25 and 65 years of its member countries is greater in the United States and less in Mexico and Turkey. However, considering ranges from 25 to 34 is the leading country Korea, Mexico and Turkey being the latest. In the range of 35 to 44 years Korea remains in first place tied with the Czech Republic. With respect to the range of 45 to 54 years EU recovers the first site. Mind the range of 55 to 64 years to US and Canada recorded the highest values [11,12].

Figures are also included by sex in the same report. Are the Czech and republics which a higher percentage of educated men and Portugal occupies the last place. In the range of 25 to 34 years retrieves the first site Korea, Mexico and Portugal are located in places last [13-20].

35 to 44 years, Czech and Slovakia are leaders and Turkey ranks last lugar. 45 to 54 registers EU and Turkey increased efficiency gets lower efficiency. 55 to 64 EU and Turkey occupy the first and last place in the list.

Around the efficiency of Internet use, sex and age are considered external factors affecting through perceptions, attitudes and intentions indirectly on eating and consumer electronics. Psychological studies of Internet have developed models to predict structural efficiency around the use of the Internet from the variables s or - demographic.

The OECD in its report for the year 2010 observed an increasing population trend from 1950 until 2049. In 1950, India had the highest growth perceptual with 15.67 and Ireland was the country with lower growth with 4.90 percent. In the year 2050, South Africa will be the country with the highest population growth percentage reaching 6.06 and Japan will occupy the last place with 1.24 percent. In the case of Mexico will have a foundation and 2.53 percent

If we relate the trend of population growth with spending Des Research and experimental (GIDE) in the period 1998 to 2007 it corresponds to the lower GIDE

Mexico in relation to most countries of the OECD. In 2007 the United of America (USA) invested the most in GIDE with 368.799 million USD. Even historically, the US has invested the most. However, Japan and Korea are superior in their inventiveness coefficient.

The National Council of Science and Technology (CONACYT) of Mexico, in its 2010 report notes a growing trend in the period from 1998 to 2007 in Korea, Japan and the United States, countries with the highest population trend. In global terms, the global coefficient has increased from 6.57 percent in 1998 to 5.82 in 2007, when Japan reached 26.10 and in the case of Mexico, investment in GIDE went from 2.926 in 1998 to 5.580 in 2007 that took the last place with 0.5 for the same thing years when the coefficient is measured in the countries of the OECD.

The National Population Commission (CONAPO) in its report for the 2010s and the Economically Active Population (PEA) represents 58.45 percent (48 919,801) of the total population is around 112 million. The male population represents 76.75 percent (30, 608,123) and women 41.79 percent (18, 311,678) of the PEA.

Around 13.79 percent (6, 261,777) work in the primary sector, 24.09 percent (11, 168,690) in the secondary sector and 61.78 percent (28, 639,914) in the tertiary sector. Only 6.05 percent (3,021,434) work less than 15 hours, between 15 and 35 hours' work 19.35 percent (8, 910,795), between 35 and 48 hours' work 43.12 percent (19,986,547) and more than 48 hours 27.55 percent (12,769,807) of the PEA.

These demographic data shows an X - ray of the EAP without considering its relationship with technology in general and the Internet. In each of the sectors technology increases the productivity of the organization they work for employees and thereby increases job performance. However, Information and Communication Technologies (ICT), mainly internet, are related to the tertiary sector. In this sense, psychological studies of ICT acceptance has established itself as determinants of Internet use variables and intentions of use. Around the explanation of the acceptance and use of internet psychological theories of Reasoned Action (TAR), the Planned Behavior (TCP) and the acceptance of Technology (TAT) they have been cited by the state of the art.

Conapo presents the rates of life expectancy, education, literacy, gross domestic product, educational enrollment and human development as growth parameters.

Mexico City is the main entity with the highest life expectancy up to 77 years. In contrast Chiapas and Oaxaca are located in the last place with 72 years. Five years of difference between the entities can be observed.

The Conapo [1] relates the life expectancy level of illiteracy and schooling in each of the 32 states. If the corresponding percentages are considered, it is possible to observe in table 2 similar percentages of illiteracy and schooling among the entities. Only in the case of Chiapas, Guerrero and Oaxaca are the percentages lower than 80 percent for the cases of people over 15 years of age.

However, these differences, the percentages of schooling vary three percentage points. In contrast, if one considers the Gross Domestic Product per capita, the Federal District reaches 18 thousand US dollars. Chiapas and Oaxaca again share the last place.

The data used supports the levels of human development. Table 4 shows differences of 18 percentage points between the Federal District and the states of Chiapas and Oaxaca.

Life expectancy, illiteracy, education, GDP and human development are signs of growth in which the Federal District occupies the first place followed by Nuevo León. In the last places are the states of Chiapas, Guerrero and Oaxaca. The indexes seem to be correlated. An increase in each variable corresponds to an increase in the other variables, even in the case of illiteracy that should decrease with the increase in schooling, GDP or human development. In this sense, consumption could also be a variable correlated with the exposed indices. In the specific case of consumer electronics the Organization for Economic Co-operation and Development (OECD) in its report for the year 2010 Mexico located within countries with broadband and Internet accessibility.

In the case of the Federal District, its levels of growth could be related to its levels of electronic consumption.

Awargal suggests that socioeconomic or educational variables are considered exogenous to human cognition that indirectly or BRE s use of Information and Communication Technologies (ICT). That is, the densest population to trend, investment in research and coefficient of inventiveness are considered variables which in interaction with sex, age, educational level and economic status could d and end the use of internet. In this sense, psychological studies of the interaction HUM affinity

technology specified indirect relationships between external variables and the use of ICT through cognitions such as perceptions, attitudes and intentions.

Carmel and Agarwal reported four levels of interaction in which skills and knowledge related to information technologies. In the level, the interaction is household the second level, humans experiment with information technologies. At the third level, ICT components are not fundamental to them for work, the goal is only to reduce costs. On the fourth level, it carried out to dynamic approach in which skills and knowledge are essential to implement a new system of production, distribution and consumption. The latter level is related to acceptance, implementation, training and producing competitive advantages and certification standards.

Psychological studies consider ICT growth trends as exogenous economic and technological that determine cognitive and behavioral endogenous variables. That is, to access to ICT, organizations implement training programs and training among employees to boost their performance through their perceptions, attitudes and intentions. The state of knowledge has position and developed three models to explain the impact of technological socioeconomic on cognition and organizational behavior variables. It is dominantly cognitive models that explain and predict the decisions and actions of acceptance or rejection of ICT.

The first model was proposed by Icek Ajzen and Martin Fishbein in 1974 to explain the deliberate psychological processes that lead individuals to run a reasoned action. Model Reasoned Action (MRA) includes eight variables that causally predict a specific and premeditated action. The variables are technological impact beliefs, evaluations and motivations persons to the extent that their degree of innovation fosters expectations of the results of its systematic use. In this sense, users form beliefs regarding the uses of technology and its impact on the daily lifestyle. Technology with a positive evaluation increases expectations about its durability and specialty within a group of users at the same time motivates their use. The interrelationship between these factors impact their provisions to those who use the technology and principles governing their employment. Both variables will transfer their effects on decisions on the use of technology. This is a special point of the deliberate process since the decisions will increase its systematic use.

Precisely as for the systemization of deliberate behavior, MRA was extended by Icek Azjen in 1991 to include

exogenous variables, to conduct beliefs, regulations and giving rise to control of Planned Behavior Model (MPB for short English). Unlike the MRA in which the exogenous variables can be beliefs, evaluations or motivations, the MPB only considers beliefs as transmitters of socio-technological effects on cognition and human comport to lie. This difference is important because the MRA only explains the rational system and premeditated individuals in a generalized level of abstraction at which it is assumed there are causal relationships between the myths and customs on behaviors. In contrast, the MPB raises the prediction of a specific action from its theming particular beliefs and expectations in limited situations.

Since deliberate rationality is a requirement of planning, the MRA is an antecedent to the MPB. Considering the systematic use of ICT would then have to consider their degree of deliberation and especially its degree of planning.

Ajzen developed two models to explain the rational processes and systematic predicting beliefs delimited from behavior, not more, perceptions, attitudes and intentions. It is the Reasoned Action Model (MAR) and the Planned Behavior Model (CCM). Both exclude indirect demographic variables as determinants of behavior. However, the CCM includes variable control perceptions to refer the opinion of people around the ease or difficulty of carrying out a planned action in a designated area [21-26]. Perceived behavior control is related to the variable perception efficiency and variable perceived ease of use of technology.

The MPB also includes the perception of control of the behavior to be predicted. In situ specific tions, individuals tend to repeat their actions to internalize them as part of their daily lives. The MPB tries to explain this process of internalization by proposing expectations of behavior control. To the extent that behaviors can be repeatable and their results favorable, individuals will carry out an action if it is within their control possibilities and their expectations of achievement.

The MPB includes the causal and linear relationships between the variables. Relationship routes that start from beliefs and end in behavior can be observed. In this process, the attitude toward behavior, subjective perception standard and control variables are mediating the effects of beliefs concerning the behavior rules and then control. Only in the case of expectations of actual control, the relationship is direct with respect to behavior. In the case of the use of ICT, if users have positive beliefs about the use of technology,

then n evaluations, expectations and principles that d it will be formed and finished their consumer technology decisions.

Bandura [27] developed the model of self - efficacy (MAE) to refer to the self - assessment of operational capabilities that function as or determining the behavior of people, their thought patterns and emotional reactions which imposed situations experienced before (1982: 123). That is, the Capac i ty perceived, unlike the perception of control is related to intentions and emotions excluded at sea and the MCP and included in the MAE.

Although the MPB explains the behavior planned from systems create n specific stances that will affect their evaluations, principles and expectations for after d and finish their decisions and thus their planned action, the MPB exclude the influence of variables socioeconomic-technological systems on beliefs.

FredDavisin1989redesignedamodelbasedonthebudgets of the MRA and the MPB. It Acceptance Model Technology (TAM for short English) which dispositional variables MPB and RRM to incorporate exogenous and variables explaining the acceptance or rejection of an ICT more promptly.

Davis (1989; 1993; 2006) integrated in the Model Technology Acceptance, the perception of control Ajzen and perception of self - efficacy of Bandura in its proposal for perceptual variables of usefulness and usability of technology defined as the degree to which individuals perceive that using a technology made less physical and mental effort to improve their job performance (1989: 320 p.). Both conceptions are intermediary of indirect relationship between using technology. Even become negative effect on a positive relationship the positive effect of sex and age of the user [28-31].

The TAM has been widely used to explain the use of internet from their ease expectations and usefulness. In this process, attitudes and intentions mediate the perceptual effect on behavior. The TAM is not only more specifications the MRA or MPB but also is better suited to explain the relationship individual-technology because it opens the possibility of further explanation including external tors to human cognition that are related to the use of the internet (Davis, 2006).

The objective of this research was to establish the reliability and validity of a instrument to measure the intention of finding information considering the selection processing and exchange of academic content available online. For this purpose, the literature was reviewed and

based on the state of knowledge scale intention information search for academic purposes was built.

## Method

A cross - sectional study conducted quantitative court.A non - random selection of 253 students held a public university of Mexico. Includes criteria ion-exclusion was to have been in scribed in the computer lab, belonging to a social network and search information for the preparation of tasks, jobs, internships, exhibitions, dynamic, theses or research reports. Fu and rum 120 women (M = 19.5 years and SD = 3.15 years) and 133 men (M = 22.5 years and SD = 4.26 years).

Dispositives. 230 showed an electronic device (M = 3.45 hours of use per day and 0.46 hours DE = daily use); 2 40 showed their mobile phone (0 , 57 hours in internet day and 0.25 hours a day on the network), 45 showed a laptop or portable computer (1.35 hours a day and DE = 0.16 hours day) and 15 showed a tablet to (M = 1.46 hour and 0.57 hours DE = daily).

Selectivity. The issues and / or search for information purposes are: tasks (M = 1.46 hours a day and DE = 0.25 hours daily), exhibitions (M = 0.37 hours daily and SD = 0.09 hours per day) and works (M = 0.68 hours a day and 0.15 hours DE = daily).

Compatibility. 157 ensured that the information sought is related to their lifestyles (M = 2.46 = hours per day and 0.25 hours per day). However, 81 said they are seeking information unrelated to his private life, but essential to their academic development (M = 1.47 hours daily and DE = .62 hours a day).

Computability. 45 users stated that the information stored in USB (M = 1.29 hours per day and 0.59 hours per day) , compact disc 22 (M = 2.47 hours a day and 0.70 hours DE = daily ) , 170 store information on their mobile phone (M = 2.05 hours a day and 0.93 hours DE = daily ) and 16 store information in your email (M = 1.46 hours a day and of 0.68 hours = day ).

Accessibility. 201 users are willing to upload their work to the network (M = 2.35 hours per day and daily hours = 0.48) and 45 warned that their work would not go up to avoid plagiarism (M = 1.35 hours per day and DE = 0.12 hours per day).

Extensionality. 140 accept share their work with other students from his university (M = 1.36 = hours per day and 0.25 hours per day), share information 62 studies n tes from

other universities ( $M = 1.25$  hours a day,  $SD = 0.46$  hours per day), 33 no laughed information with other students ( $M = 0.47$  hours daily and  $DE = .12$  hours a day).

Accumulativity. 67 said they use for other jobs the information sought ( $M = 1.46$  hours per day and daily hours = 0.47) while 159 said they would discard the information once handed in their jobs ( $M = 0.38$  hours a day,  $SD = 0.10$  hours per day).

Anxiety. 167 recognized anxiety when the network is slow ( $M = 1.49$  hours per day and 0.39 hours per day), 57 agreed to become anxious when they find the information they seek ( $M = 1.46$  hours per day and  $DE = 0.26$  hours a day) and 22 felt anxious when the information is incomplete found ( $M = 1.35$  hours per day and hour = 0.25).

Addiction. 170 warned that spend many hours on the net ( $M = 2.35$  = hours per day and 0.65 hours daily) while 66 said they must spend more time looking information for their academic activities ( $M = 1.38$  hours a day and  $DE = 0.26$  hours a day); Finally, 17 felt that use a similar search time when using your ( $M 1.30$  hours per day and = 0.28 hours per day).

A scale network built intentional, which included 32 reagents around selectivity, compatibility, computability, accessibility, extensionality, accumulatively, anxiety and addiction.

The instrument from judges according to Delphi analysis technique constructed in order and establishment of consensus in each of the categories weighted the difference between average time and self-reported use Internet. Was requested a miso corresponding to the application of the instrument in the classroom once explained to students that the study would not affect either positively or negatively their Rating to partial or final, we proceeded to deliver the survey warning having a maximum of 20 minutes to answer. Whenever there was a lack of reason, or, the same response is repeated for each assertion, it was eliminated the case of statistical analysis. The data were captured in the package and statistic for Social Sciences (SPSS, for its acronym in English) and software called analysis and structures (AMOS, for its acronym in English) in versions 10 and 6.0, respectively.

Analyses multivariable were performed prior distribution requirements bad, reliability and validity for which parameters were used kurtosis, alpha and weight factorial. Once established psychometric properties,

we proceeded to estimate the correlation between each of the eight factors regarding them themselves by Stats i co phi. Dependency ratios were calculated with the parameter bet on between the factor and indicators, as well as the use of statistical epsilon, for relations between the manifest errors of estimation variables. Finally, the contrast of the structural model was performed with the parameters chi square and goodness of fit residual.

Normal. The values of kurtosis close to unity were taken as evidence of normal distribution. In contrast, those two units above the values were considered as evidence to rule out the items of further analysis.

Reliability. Alpha values over 0.60 and less than 0.90 were considered as evidence of internal consistency between the scale and the items, and between the subscales and reagents that form. By contrast, less than 0.60 and greater than 0.90 values led removing items for subsequent analysis.

Validity. The factor weights, established by the testing KMO and Bartlett as well as an exploratory factor analysis of axes main rotation pro max greater than 0.300 and less than 0.900, were accepted as indicators and the corresponding factors; but those below 0.300 and above 0.900 values were discarded analyzes following.

## Results

The values of kurtosis close to unity show a trend of normal distribution, although the averages of the answers to the items indicate that so shows considers it very likely the relationship between information seeking and life's everyday's and activities academic

Kurtosis generally = 2.47; Bootstrap = 0.000; KMO = 0.601;  $X^2 = 12.35$  (24gl)  $p = 0.000$ ; F1 = Selectivity (21 % variance explanatory text each); F2 = Compatibility (18 % of the variance explained); F3 = Computability (15 % of variance explained); F4 = Accessibility (13% of to explained variance); F5 = Extensionality (11 % of the variance explained); F6 = Accumulatively (9 % of variance explained); F7 = Anxiety (7 % of variance explained) and F8 = Addiction (6 % of variance explained). To two items have as response options: 0 = not at all likely, 1 = very unlikely, 2 = unlikely, 3 = probable, 4 = very likely.

Regarding the validity of constructs, the factor weights of the items in each of the eight specified factors indicate that there is sufficient correlations to support the eight cases of intentional multidimensional information search network

Thus, the anxiety about the speed of information search, the backup file or the completeness of these was the Shimmer factor to the intended use of internet for academic purposes

Setting parameters and residual [ $X^2 = 24.36$  (16gl)  $p = 0.000$ ; GFI = 1,000; RMR = 0.000] suggested the acceptance of the null hypothesis, even when the chi square was significative going and would rejection of the hypothesis in question.

However, the values of adjustment and residual are preponderant in these case s and therefore are discussed below implications of accepting the assumption that information seekers are characterized by a psychological process , we have called intentional network .

## Discussion

The contribution of this study to the literature reviewed is the establishment of co n reliability and validity of an instrument that measures intentions search for information networks, technologies and electronic devices connected to the Internet.

Regarding governance networks, technologies and electronic devices it is necessary to further study the differences or digital gaps between contexts with high inclusion, accessing and processing digital information regarding entities with no connectivity and portability.

Regarding confirmatory factor analysis of the dimensions found is necessary to consider including the dimensions explained more than 20% of the total variance and that this implies internal consistency and construct validity necessary to perform the contrasting of hypothetical factors study in other contexts.

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