

The Etic Similarities in Case of Cyberpsychology with Emic Coating

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Abstract- To test a few global etic findings about cyberpsychology in case of student community of Pakistan the present study was designed. 100 computer user subjects including 50 male and 50 female subjects studying in various departments of Punjab University Lahore were served with a questionnaire containing questions about social, psychological, behavioral and physical impact of internet use felt by users. Results indicate a dominated etic similarity among users however with emic cultural coating.

Index Terms- Cyberpsychology, etic similarity, emic coating

I. INTRODUCTION

Internet has introduced a communication between man and machine that resulted into the concepts like Cyberspace (Strate1999) and cyber-psychology an emerging field that encompasses internet reality and culture of computers besides human behavior (Blascovich and Bailenson) and another added facebook situation that represents, one's communication to many (Pemek; Yermolayeva; Calvert 2009) initiating many areas of study in the field like transference to computers, online identity, online relationship, artificial intelligence and future trends in mental illness to the extend of crime like cyberstalking.

The impact of the developing field of psychology is so important that a division of APA now is looking after it. Mark (2000) forecasts 'addictive technologies' in future that he predicts would new mental health experiences for human kind. In another study (Cooper et al 1999) found a growing number of clients visiting for therapeutic assistance with complaints like obsessions and relationship of such complaints with daily time spend with computers and gender and changes in sexual behavior. However in a recent cyber-psychology study a new trend was also reported that reflected that students use more modern technologies like facebook as compared with the faculty that prefer traditional technologies while using computers like email (MD Roblyer at el 2010). Moreover while studying a digital divide phenomenon in case of parenting it was found that such was not prevalent among mothers more a few constructs regarding social class and income groups were also considered in the study (A. Sarkadi and S. Bremberg 2005). Meaning thereby that a very important socialization aspect, the parenting' leaning towards the field of cyber-psychology. Another study supported the internet as an agent of mother's empowerment in case of new information for parenting (Clare & Henrietta 2006). In other parenting study in case of internet use, 'the evaluative and restrictive meditative techniques used by parents' were study and its relationship was found with authoritative parents. (Mathew et al 2006). However, in another study insufficiency of information

was found in case of parenting for user mothers (Lamp et al 1999) but still health information seeking from internet is high (Cam et al 2005). The development of a reliable and valid self efficacy scale (Matthew and Robert 2000) however another study examined the relationship of poor self esteem with the use of computers (Lynette, Jame, Lauren 2000) and use of computers as 'additions (Mark 1997) and the relationship of 'loneliness' (Janet, Martin 2003) with computers and facebook interaction is capable of increasing arousal in certain social conditions (Rauch et al 2014) and social networking can influence behaviors attitudes and social norms (Young 2014) video games can increase the risk of symptoms related with depression (Tortolero et al 2014) another gambling research study found various internet influences on the gamblers personality Lakkasuo, Palomaki and Salmela (2014), internet buying behavior is comparable among various nationalities (Cheol, Jong 2003), internet function is related with the severity of internet addiction (Shih and Teng 2006), internet use interferes with time management (Victor 1997)

But studies also support the use of internet for health issues (Dina 2001), therapeutic interventions (Graig and Joy 1998) and assumed health issues related with internet are less predictable (Ruaidhri, Julie 2006) and discussion is there to use the internet as a medium of psychological help/therapy (King, Morggi 1998) and the study reported by Katelyn, Mckenna and Bargh (2000) discuss various possibilities to discuss the field of cyber-psychology with certain other angles.

II. PROBLEM

Focusing on the developing trends in cyber-psychology the present study was planned to examine the impact of usage of internet on users, the students belonging to different departments of Punjab University Lahore Pakistan.

III. METHOD AND PROCEDURE

100 internet users 50 male and 50 female belonging to 5 Departments of Punjab University Lahore were asked to response to a questionnaire containing questions about the, 'social, psychological, behavioral and physical impact of internet use felt by users with an equal number of questions for each category.

IV. RESULTS

Users reported the excessive use of computers is negatively related with various states of arousal as well as attitudes moreover it sometimes negatively affects users health related

matters like eye-sight, frequent headaches and eating habits furthermore it is financially expensive however its use for academic purpose and as a career counselor is rewarding.

V. CONCLUSION

The outlook of computer users in Urban areas of Pakistan resembles with the overall outlook of Pakistani population living in rural areas and that is less familiar with the modern usage of new technology.

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