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DEMOGRAPHICAL VARIABLES AS DETERMINANTS OF SATISFACTION VIRTUALISATION OF A UNIVERSITY IN THE EASTERN CAPE PROVINCE, SOUTH AFRICA

Nteboheng Patricia Mefi, Walter Sisulu University, Butterworth Campus

Samson Nambei Asoba, Walter Sisulu University, Butterworth Campus

ABSTRACT

This study took interest into the demographical determinants of satisfaction with virtualization of a University in the Eastern Cape province in South Africa. The switch to remote or virtual teaching and learning has been increasing over the past few years and many organizations are in a transitional state to achieve full virtualization. The study focused only on three demographical variables, namely educational qualifications, job positions and job grades. The study adopted a quantitative research design to address the research question: What factors affect satisfaction with virtualisation at the selected university. The study found that virtual satisfaction differed across the different level of education, the mean differences across the groups in both variables were not statistically significant (because their p values were above the required threshold (0.05)). The mean scores between professors and lecturers differed as it refers to virtualisation as shown by t-test for equality of means which indicated that there were significant differences in teaching and learning ($p < 0.05$, $t = -2,339$). Lastly, perceptions of both professors and lecturers regarding teaching and learning, use of social media in the academic setting, and assessment and examination were different. Essentially, this was taken to imply that virtualisation had stronger demands to those whose job involved higher interaction with students through learning and teaching.

Keywords: Virtualization, Education, University, Work satisfaction, Demographical.