WOMEN’S INTERNET USAGE IN UNIVERSITY SETTINGS IN MALAYSIA AND THE UNITED KINGDOM: A COMPARATIVE CASE STUDY

KALTHOM HUSAIN

PhD 2010
Declaration

I declare that the research contained in this thesis, unless otherwise formally indicated within the text, is the original work of the author.

The thesis has not been previously submitted to this or any other university for a degree, and does not incorporate any material already submitted for a degree.

Signed: [Signature]

Date: 20/05/10
ABSTRACT

WOMEN’S INTERNET USAGE IN UNIVERSITY SETTINGS IN MALAYSIA AND THE UNITED KINGDOM: A COMPARATIVE CASE STUDY

The revolution in information technology has resulted in innovations that are having increasingly important effects on the life of their users, in both their personal and work lives. In particular, the Internet and associated applications such as email and the World Wide Web have had profound impacts over the last twenty or so years that they have been in widespread use, raising issues about various types of “digital divide,” including that between more and less developed nations.

This thesis reports a study carried out on two continents, Europe and Asia, to compare and contrast the adoption of these innovations in a roughly comparable context, that of a University department. Interviews were carried out with 27 women drawn from administrative and academic staff in the University of Brighton (UK) and Kolej Universiti Teknikal Kebangsaan (Malaysia). The results were analysed under the following themes:

1. Differential email usage patterns;
2. Differential web usage patterns;
3. Affective issues around the use of email and Web;
4. Perceptions of the role of the Internet in everyday life;
5. Computer-Mediated and Non-Computer-Mediated communication
The findings are explored in relation to current theories of technology adoption, principally Roger’s Diffusion of Innovation Theory. While Rogers’ theory serves as a useful descriptive model, a further step is needed to provide explanations for some of the phenomena found, and this is provided by Hofstede’s model of cultural dimensions.
ACKNOWLEDGEMENTS

In the name of Allah SNT, Most Gracious and Most Merciful

Alhamdullilah For Making it Possible For me....

Throughout the period of this PhD, my supervisors Dr. Lyn Pemberton and Dr David Horner had demonstrated continuous help and support, guidance and constructive criticism. The confidence that I have obtained through working with them is something that is very close to my heart and my career. First and foremost my thanks go to them.

Special thanks to my respected brothers and sister, Dr Supyan Hussein and Dr Mikail Ibrahim and Dr Markhaini Wati bte Sarwani for providing a much needed working environments. Encouragement, insight and inspirations were the three elements that I gained from them.

Over in Malaysia, I was encouraged and morally supported by Dato’ Prof Dr Mohd Ruddin bin Abd Ghani, The late Prof Dr. Hj Azahari bin Saleh, Dato’ Prof. Dr. Abu bin Abdullah, Datin Suraya bte Ahmad, Associate Prof Dr Hj. Su’aiidi bte Dato’ Safei, Prof Dr. Hj. Mohd Taib Dora, Prof. Dato’ Dr. Ahmad Yusuff bin Hassan, Associate Prof Md Zawawi Shamroz, Associate Prof Dr. Izaidin bin Abdul Majid, Aida Nasirah and other colleagues whom I may not be able to mention one by one.

Special thanks go to Sam Eden Green, Ursula O’Tootle, Ursula Firth (the administrators at Brighton University) and Siti Salwah bte Ahmad and Azizah bte Saban (the administrators at Kolej Universiti Teknikal Malaysia Melaka) for the help rendered. To Prof Dr. Peter Enser, Sanaz Falakkhair and Jayne Condon thank you for the friendship.

The thesis could not have been written without the excellent support extended to me by University of Brighton and Kolej Universiti Teknikal Malaysia Melaka, my study case institutions. I am especially indebted to all the participants in this study.

The training exacts a toll and I have a debt of gratitude to pay to beloved husband Mohammad Abdullah, my mother- Hajah Burok Salek, my children – Nadiah bte Mohammad, Abdul Hakim bin Mohammad, Maharah bte Mohammad and Luqman bin Mohammad, sisters and brothers who refused to desert me, even though it appeared that I have deserted them. This thesis is dedicated to my beloved husband and children in recognition of their unerring support.

Last but not least, I thank the Government of Malaysia and Kolej Univesiti Teknikal Malaysia Melaka (presently known as Universiti Teknikal Malaysia Melaka) for rewarding me a scholarship to pursue PhD making it possible in the first place of which without this I may not be able to study in University of Brighton, United Kingdom.

Syukran Jazilan.....
# CONTENTS

**ACKNOWLEDGMENTS**

**ABSTRACT**

1 **INTRODUCTION**

1.1 Background to the study ................................................................. 1

1.2 Setting of the study ........................................................................... 2

1.3 Statement of the Topic ....................................................................... 7

1.4 The Theoretical Framework .............................................................. 9

1.5 Research Objectives and Questions .................................................. 11

1.6 Ethical Issues ..................................................................................... 13

1.7 Assumptions and Limitations of the Study ......................................... 13

1.8 Significance of the Study ................................................................. 14

1.9 Conclusion ......................................................................................... 14

2 **REVIEW OF RELATED LITERATURE**

2.1 Introduction ........................................................................................ 16

2.2 Method Adopted for Literature Review ............................................ 22

2.3 Internet and Gender ........................................................................... 23

2.4 National and Cultural Differences .................................................... 41

2.5 Digital Divide and Development Issues ............................................ 50

2.6 Organisational Issues ....................................................................... 62

2.7 Electronic Mail and CMC ................................................................ 66

2.8 Other Applications ............................................................................ 83

2.9 Approaches to studying technology use and adoption ...................... 94
3 RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction ............................................................................................................. 113
3.2 Research Design .................................................................................................... 113
3.3 Selecting a Method ............................................................................................... 116
3.4 The Research Process ......................................................................................... 124
3.5 The Pilot Study .................................................................................................... 129
3.6 Assumptions and Limitations of the Study ....................................................... 137
3.7 Conclusion ............................................................................................................ 143

4 ANALYSIS AND RESULTS

4.1 Introduction ............................................................................................................. 144
4.2 Participant Profiles ............................................................................................... 145
4.3 Email Usage Patterns Among Administrators ............................................... 153
4.4 Email Usage Among Academics ........................................................................ 171
4.5 Web Usage Patterns Among Administrators .................................................... 184
4.6 Web Usage Patterns Among Academics ............................................................ 192
4.7 Affective issues in Email and Web Use ............................................................... 201
4.8 Perceptions of the Intrenet in Everyday Life ..................................................... 204
4.9 Mediated and Non-mediated Communication ................................................ 206
4.10 Conclusion ........................................................................................................... 212

5 DISCUSSION

5.1 Introduction ............................................................................................................. 215
5.2 Practical Issues ..................................................................................................... 215
5.3 Roger’s Model of Adoption and Diffusion ......................................................... 218
5.4 Organisational and National Culture ................................................................. 228
6 CONCLUSIONS

6.1 Introduction..............................................................................................................237
6.2 Summary..................................................................................................................237
6.3 Reflections of the Study.........................................................................................240
6.4 Implications..............................................................................................................242
6.5 Further Directions.................................................................................................243

REFERENCES

APPENDICES

Appendix A: Interview Guide
Appendix B: Participant Details
Appendix C: Interview Request Malaysia
Appendix D: Interview Request UK
LIST OF TABLES

TABLE NO.

Table 2.1: A Comparison of Internet Users between Malaysia and UK in 2008
Table 4.1: Participants’ age Group
Table 4.2: Span of Internet Use
Table 4.3: Frequency of Internet Use
Table 4.4: Volume of E-mail received in a Working Day
Table 4.5: The Average Time Spent on E-Mails
Table 4.6: Number of E-Mails Account/s
Table 4.7: Patterns of Checking E-Mails
Table 4.8: Span of Web Use
Table 4.9: Frequency of Web Use
Table 4.10: Daily Web Use Time
Table 4.11: Favourite Search Engine
Table 4.12: The Circles of E-Mail Senders
Table 4.13: Categories of information
Table 4.14: Downloading Activities by the Participants
Table 4.15: Purchasing/Shopping E-Transaction Activities
Table 4.16: Factors that affect Participants’ Enjoyable Internet Experience
LIST OF FIGURES

Figure 1.1: Rogers’ Diffusion of Technology Model
Figure 1.2: Technology acceptance Model With ‘Experience” Influencing Internet Use
Figure 2.1: Technology Acceptance Model
Figure 2.2: TAM of Attitude towards the Use of Websites
1 CHAPTER ONE: INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Over the past twenty years the integration of Information and Communication Technologies (ICTs), particularly the Internet, has become issue of vital importance in both economically developed and rapidly developing countries (Na Li & Kirkup, 2007). The Internet is no longer the “expensive high-tech toy of corporate elites and university professors” (Wellman & Haythornthwaite, 2002) but has instead become the routine appliance of most of the developed world and a sizeable portion of the developing world. Different cultures, however, will tend to differ in the ways in which they adopt and adapt any new technology, and it is this cross cultural perspective on technology appropriation that is taken in the project described here.

The project, which ran between 2004 and 2007, explored Internet usage among women from two occupational working groups, viz. academics and administrators in universities in two countries, Malaysia and the United Kingdom (henceforth UK). The study focussed on Email and World Wide Web use. The women selected as the participants in this study were employed at two universities, namely Kolej Universiti Teknikal Malaysia Melaka (henceforth KUTKM) located in Melaka, Malaysia and the University of Brighton (henceforth UB) located on the south coast of England, in the UK. The participants were selected from the Faculty of Information and Communication Technology and Academic Services Centre at KUTKM, and the equivalent at UB, the School of Computing, Mathematical and Information Sciences.
Universities are a particularly interesting area of study in this regard as ‘the university is one of the environments that quickly adopted the Internet’ (Codoban, 2005). The rapid spread of Internet use in and between universities was later reflected in the ways it evolved in other environments. Universities are also convenient as sites where women have access to computing technologies in ways that they might not elsewhere. This is particularly true in Malaysia where a high proportion of the workforce in universities is female. More than 60% of civil servants in Malaysia are women. This participation of women in workforce in Malaysia is mainly due to the economic expansion and industrialization that Malaysia witnessed few decades ago. This situation has resulted in women from Universities having “the privilege of being provided a personal computer with an Internet access” (Johari Talib, 2009).

**1.2 SETTING OF THE STUDY**

This study involved visiting the two sites and observing the participants at work, as well as conducting interviews with them. The primary method of data collection used in the present research was that of in-depth, semi-structured, interviews. This section provides an overview of practical issues related to the study and the sites where the study was carried.

**1.2.1 The Kolej Universiti Teknikal Kebangsaan Malaysia**

KUTKM was established in December 1, 2000. It was established under Section 20 of the University and University College Act 1971 (Act 30) under the Orders of KUTKM (Incorporated) 2001. KUTKM is the 14th largest public university in Malaysia. It is particularly known for being a pioneer in the use of the "Practice and
Application Oriented" teaching and learning methods for technical education in Malaysia. The University's publicity motto is “Where great technical careers begin.” This is in accordance with the government’s decision to cater for the human resource needs of Malaysia’s industries. The University currently operates from its temporary campus at Jalan T.U. 2 and 3, Taman Tasek Utama, Ayer Keh, Melaka (see Fig. 1).

![Fig. 1: KUTKM's Ayer Keh Campus](image1)

It is also constructing its permanent campus at Bukit Senandung 1 and 2, Durian Tunggal, Melaka, where a 725-acre new campus is under construction (Fig. 2).

![Fig. 2: KUTKM's new Campus](image2)
The new campus comprises two rows of double storey buildings (main) and another three storey building situated approximately 0.5 kilometers from the main building.

KUTKM has five faculties, namely Electrical Engineering, Electronic and Computer Engineering, Mechanical Engineering, Manufacturing Engineering, and Information Technologies and Computing. There are four academic centres: the Academic Service Centre and the University-Industry Centre (UNIC), Centre for Teaching and Learning (CTL) and Centre of Post-graduates Studies (CPS). Additionally the Institute for Technology Management and Entrepreneurship (ITME) was established to offer post-graduate programmes. The University offers academic programmes at Diploma, Bachelor, Masters and PhD levels. KUTKM aims to produce professionals who are not only highly qualified and technically competent but are also highly skilful and efficient. The academic programmes offered by the University give equal emphasis to theoretical and practical aspects of the discipline. The teaching and learning approaches at the university are practice and application oriented and involve:

- Competency development
- Action-based learning
- Simulation of real situations and problems
- Solving industry related problems

KUTKM admitted its first batch of 347 students on June 10, 2001, and by April 2006, it had a total enrolment of 5326 students.
1.2.2 The University of Brighton

The University of Brighton (formerly Brighton Polytechnic until its re-designation in 1992) is a multi-site university based in the city of Brighton and Hove, on England’s South East coast, approximately 100 kilometres south of London. The university occupies three sites in Brighton – Moulsecoomb, where this study took place, at Grand Parade, which is opposite the Royal Pavilion in central Brighton, and Falmer, in countryside outside the city boundaries. There are also several sites in Eastbourne.

The University was formed as Brighton Polytechnic in 1968 by merging the Brighton College of Technology and Brighton College of Art. As a polytechnic, degrees were granted under the auspices of the Council for National Academic Awards, an umbrella organisation responsible for monitoring the quality of degrees at most polytechnics during the 1960s and 1970s. It was awarded full university status in 1992, allowing it to offer degrees in its own right. The university has approximately twenty thousand students. It is organized into five faculties namely Arts and Architecture, Education and Sport, Health, Management and Information Sciences (MIS) and Science and Engineering. The study took place in the School of Computing, Mathematical and Information Sciences (CMIS), which is part of MIS and is situated on the Moulsecoomb campus (see Figs. 3, 4 and 5).
CMIS consists of approximately sixty full and part time academic staff, who are supported by an administrative section of approximately forty. CMIS is specifically based in the Watts Building.
1.3 Statement of the Topic: Issues in Internet Adoption and Non-Adoption

As the Internet evolves, its users and uses grow and diversify globally (Chen, Boase & Wellman, 2001). Much of the literature documenting the Internet’s spread has focussed on the differences between those who have access to the Internet and those who do not, or the differences between those who use it and those who do not. These differences or inequalities of access to and use of the Internet have come to be known as the Digital Divide (Hargittai, 2002 & NTIA cited in Chen, Boase & Wellman, 2001). The research literature has spotlighted differences in Internet adoption, which have led to the development of this study.

Some of these differences relate to gender. Virtually all surveys and studies that have reported demographic data about Internet users show a central fact: ‘[w]omen are online less than men. They have been online for fewer months, and when they do go online, they spend less time’ (Kennedy et al. 2003, p.73). Kennedy et al argue, based on a wide-ranging meta-analysis of adoption studies, that this suggestion holds true for women in both developed and developing countries. A study by Lind (2001) found that although there are relatively high numbers of women in the workforce in Malaysia, particularly in higher education institutions, they prefer face to face conversation and phone calls over the Internet in general and email in particular. They differ in this from their male counterparts (Lind, 2001). Somewhat in contrast with Lind’s findings, Mitra et al (2005) suggested that women are more likely to adopt the Internet in a manner that fits with everyday practice, in contrast to men who are likely to use the technology for its own sake. Furthermore, Murphy and Greenwood (1998) reported that conflicting reports on Internet usage indicated that age and gender
effects could be the factors in determining the extent of slow adoption and usage of the Internet among the academics and non-academics. Summer (1990) and McMahon and Gardner (1995) suggested that males experience less anxiety about ICT and make more frequent use of it. Oliver (1993) and Van Braak (2001) underscored that female users demonstrated lower confidence levels than males about using computers. Summers and Easdown (1996) also discovered that users' area of specialization has a strong influence on their ICT usage. On the other hand, other studies have suggested that the gap between men and women's length of Internet usage had been narrowed and in some situations women use the Internet more than their male counterparts (Chen, 2001). Little is known for certain about the digital gender gaps (DiMaggio et al., cited in Chen 2001).

Other studies focus on culture, socio-economic status, length of use and educational attainment as differentiators in take-up. We discuss these in more depth in Chapter Two.

Given the lack of comparative qualitative data on this topic, it is very important to explore in detail patterns of usage and non-usage of the Internet among different types of female user - in this case academic and administrative staff - at higher education establishments - in this case in Malaysia and the UK. Given the Internet's massive growth, the Internet has assumed an importance in people's everyday lives inside and outside the workplace. In addition, a sufficient and sizeable number of people from the developing countries are now online, enabling meaningful investigation and significant analyses bearing in mind that the Internet may be a global technology but women, working in local or national contexts, have differences
in their uptake and use. The present study makes a step towards filling this gap. It examines detailed patterns of Internet use and investigates the different tasks which the Internet is used for – how and why it is used, the factors that affect an enjoyable Internet experience and the perceptions of the Internet by working women in Malaysia and the United Kingdom. The focus of comparison on Internet usage in this study is primarily on the following areas:

- detailed email and Web use patterns
- different tasks the email and Web are used for
- factors affecting an enjoyable Internet experience; and
- perceptions of Internet

The qualitative approach used for this study is designed to enable the researcher to explore this phenomenon to give a richly detailed understanding.

1.4 THEORETICAL FRAMEWORK

The focus of this section is to propose a theoretical framework for the study. According to Jacobsen (1998), the importance of a theoretical framework is rooted in the cycle of knowledge development: observation leads to theory in order to classify, explain and predict the observations. One major model that is helpful in explaining the reasons for use of the Internet, and especially email and the worldwide web, is Roger’s Diffusion of Innovation Theory (Rogers, 2003; henceforth DIT). I shall discuss this theory to help understand and explain the phenomena associated with Internet usage among women in the two Universities studied.
1.4.1 Rogers’ theory

Rogers’ theory is widely used theoretical framework in the area of technology diffusion and adoption. According to Edgar (1995), the theory is the most appropriate for investigating the adoption of technology in higher education and educational environments. Rogers described the diffusion process as one ‘which is the spread of a new idea from its source of invention and creation to its ultimate users and adopters’. He distinguished between the adoption and the diffusion processes based on individual or group interaction with the technology. According to him, the diffusion process occurs within society, as a group process, whereas, the adoption process pertains to an individual. Within this context, “adoption” refers to the stage in which a technology is selected for use by an individual or an organization. Rogers claimed that ICT adoption is the mental process through which an individual passes from first hearing about an innovation to final stage of adoption. He further divided that adoption process into five stages. These are (1) awareness, (2) interest (3) evaluation (4) trial, and (5) adoption. Clearly these stages are arranged in linear order, because adoption is difficult without awareness, interest, evaluation and trial. The extent of adoption is therefore largely dependant on the stages before adoption (awareness, interest, evaluation and trial).

Although Rogers stressed that rejection of innovation (a decision not to adopt an innovation) may occur during any stage of the adoption process, discontinuance (rejection that occurs after adoption of the innovation) occurs after adoption as a result of supersedence of a superior innovation replacing a previously adopted idea (See Chapter Two for more detail on Roger’s theory).
1.5 RESEARCH OBJECTIVES AND QUESTIONS

The primary aim of this study is to gain understanding of concepts of and explore the differential patterns of Internet use (referring only to email and Web) between women, both academics and administrators, working in universities in Malaysia and the United Kingdom. It also focused on the usage of email and web in relation to other communication media (face-to-face communication, letter writing, telephone, fax and memo) that have traditionally been used in organizational and social communication. The study also gathered qualitative data on the women’s perceptions and attitudes to email and the web in their daily life. In addition, the perceived barriers or difficulties in Internet uptake were also investigated. In order to address the objectives of the study, the following research questions were formulated:

RQ 1: What, if any, are the differences in Internet use patterns between working women in Malaysia and the United Kingdom?

RQ 2: What are the different tasks carried out by these working women online: how and why are these tackled?

RQ 3: What are the factors affecting their subjective enjoyment of Internet use?

RQ 4: What are women’s perceptions of the role played by the Internet in their lives

These then lead to the broader question of what explanations can be found for any differences in use (RQ1 & RQ2) and in subjective attitudes (RQ3 & RQ4).
Figure 1.1: Variables Determining the Rate of Adoption of Innovation

- **Perceived attributes of innovations**
  - a) Relative Advantage
  - b) Compatibility
  - c) Complexity
  - d) Trialability
  - e) Observability

- **Type of Innovation-Decision**
  - a) Optional
  - b) Collective
  - c) Authority

- **Communication Channel** (e.g., mass Media or Interpersonal)

- **Nature of the Social System** (e.g., its norms, degree of network interconnectedness, etc)

- **Extent of Change Agents' Promotion Efforts**

---

**RATE OF ADOPTION OF INNOVATIONS**
1.6 Ethical Issues

There are some ethical issues which are pertinent for this study such as issues of informed consent, confidentiality and research integrity. These ethical issues are very significant irrespective of the research approaches; however, they are fundamental in qualitative studies like the present one due to the nature of the approach. Consent letters were sent to the subjects and confidentiality integrity, transparency and honesty in the data analysis were guaranteed. In order to achieve data validity and reliability, the copies of the transcribed data were sent to the subjects for confirmation that they agreed with the contents of the interview and they were not in any circumstances compelled to make any statements.

1.7 Assumptions and Limitations of the Study

There were several assumptions in this study that need to be set out. Firstly, as the participants were selected based on a purposive sampling basis, they fulfil the requirements of the study in terms of access, both technical (they have access to a working Internet connection and PC) and cognitive/motor/perceptual (they know how to use the Internet and have no major disabilities).

Secondly, body language was deemed to be manifesting the participants responses and was assumed to be analysable and observable using the data collection instrument.

Thirdly, as the number of women involved in this study totalled twenty seven, thirteen academics and fourteen administrative staff, the study must necessarily be seen an exploratory and descriptive. Findings from this study may not represent a larger population. [This is now particularly the case, as the data was gathered several years ago and Internet use, including mobile access, has developed dramatically in both countries in the interim].
1.8 SIGNIFICANCE OF THE STUDY
The concepts of adoption of email and WWW for academic and administrative work might not be new in Western countries such as Britain due to the long history of the Internet in Western countries where the Internet originated. However, they are considered new in developing countries such as Malaysia. Although women form a very important portion of civil servants in Malaysia as well as in the United Kingdom, there are still contradictions of research findings on their Internet usage patterns and attitudes. Conducting this study provided valuable information about the pattern of the Internet adoption among the women in environments that are culturally very different. Moreover, the researcher believes that this is the first scholarly study to compare systematically users and uses of the Internet (email and Web) between women in Malaysia and United Kingdom. Taking a broader perspective, since this study is related to differences in Internet use it provides insights and understanding of the gender specific digital divide, and thus should help ‘...define and articulate the nature of the digital divide’ (Haythornthwaite & Wellman, 2001, p.11).

1.9 CONCLUSION
Analysis of how social and cultural differences in Internet use is becoming more important for understanding overall Internet activity and more specifically the digital divide. This chapter sets the context by first presenting the background to the study. The aims of the study, the research questions, the conceptual framework and the significance of the study are then presented. The subsequent chapters will review theoretical foundations in detail and refer to the related literature. This study addresses a number of important fields within Information Science, notably technology acceptance, gendered approaches to technology
and the digital divide. These fields of study are further discussed in Chapter 2, which constitutes the literature review for the study. Chapter 3 focuses on the methodology adopted, while Chapter 4 provides a description of the interviews carried out during the main part of the study. A discussion of the findings of the interview study, presented in relation to the literature, is presented in Chapter 5. This is followed by a consideration of the implications of the findings in Chapter 6. The concluding chapter presents the contribution of the study to knowledge in this area and suggests further aspects to be explored in further work.
# 2 CHAPTER TWO: LITERATURE REVIEW

## 2.1 INTRODUCTION

We are moving from a world of Internet wizards to a world of ordinary people routinely using the Internet as an embedded part of their lives. It has become clear that the Internet is a very important thing, but not a special thing. In fact it is being used more – by more people, in more countries, in more different ways.

(Haythornthwaite & Wellman, 2001, p. 6)

For business, educators and individual citizens alike, the Internet has become the main tool for information retrieval and communication, and we see every day the growing popularity and ubiquity of personal computers and Internet services (Thurlow, 2004) as part of everyday existence (Chen, Boase & Wellman, 2001) in workplace, school, home and cybercafé environments. As well as facilitating business processes, the usage of the Internet has important economic, educational and social implications for individuals. It brings a numbers of benefits to users, such as job opportunities, education, information access and technology updates as well an infinite network of social and professional affiliations (Dinev & Koufterous, 2003). The growth in Internet use in the late 1990s has been considered one of the most important developments in society in modern times. It has had major impacts on learning and job productivity and consequently, made it indispensable for educationists (Hamer, 2001).

Stein (1999) identifies three main high level motives behind adopting Internet applications. He observes that most users connecting to the Internet are generally interested in:

- (a) accessing files are available on the net
- (b) making data that they think may interest or influence others accessible to them