Chapter 19
Cyberloafing: An Emerging Online Counter-Productive Work Behaviour

J-Ho Siew Ching
Universiti Sains Malaysia, Malaysia

Ramayah Thurasamy
Universiti Sains Malaysia, Malaysia

ABSTRACT
Technology has pervaded our daily lives more than ever. The use of technology has become a tool to achieve competitive advantage by firms. The pervasive use of technology also has its drawbacks. Employees who cannot recognise the limits between work and leisure may have taken this opportunity to utilise companies’ Internet access while at work by surfing non-work related websites to satisfy their own needs. This behaviour is known as Cyberloafing and it is thought to contribute to failures of organisations. This study introduces cyberloafing as one of the counter-productive work behaviour at the workplace. It consists of an introduction to cyberloafing, counter-productive work behaviour, and some reviews on cyberloafing research. Overall, the study provides the reader with a better understanding of cyberloafing.

INTRODUCTION
In this 21st Century, the convergence between telecommunication and computers provides the world with unlimited access to information technology via an internet connection. Almost every workplace and organisation is managed by a computer programming system, adopts wireless devices for better productivity and provides faster communication around the world. ICT are widely used in many sectors such as business, manufacturing, wholesale trade, telecommunication and computer related services. It covers enterprises, households, private as well as public sectors. The use of ICT indirectly impacts economic and social developments around the world as ICT engage in most workplaces.

A research done by Miniwatts Marketing Group regarding the Internet world statistic estimated that there are 3,566,321,015 world internet users from a total world population of 7,340,093,980 until 30th

of June, 2016 (Miniwatts Marketing Group, 2016). The number of internet users has increased from 3,366,260,056 to 3,566,321,015, just between short periods of time ranging from the last statistic summary of 30th November, 2015. Asia secured first place for the highest number of internet users worldwide with 49.5%, followed by Europe with 17.2%, Lat Am with 10.5%, Africa with 9.4%, North America with 9.0%, the Middle East with 3.6%, and Australia with 0.8%.

Another Asian independent telecommunications research and consultancy company i.e. Buddecomm also carried out a research on technologies which covered 35 countries in North, South, South East, and Central Asia. In the reports, the global technology usage has grown rapidly not only through the use of computers as the main telecommunications tools but also other devices such as mobile phones or smartphones, handsets, touchscreen tablets in sales and marketing department, as well as organisational operating systems (Paul Budde Communication Pty Ltd, 2016).

Although the Internet is used as a telecommunications tool in organisations, some employees are involved in social networking sites besides the official website. A study conducted by the Pew Research Center reported that majority of the Internet users accessed news from social media platforms, with 52% were Twitter users while 47% were Facebook users (Pew Research Center, 2016). The ease of accessing information and communicating via the internet has somewhat believed to reduce the users’ stress level. For example, employees surf the internet as the means of taking break from work, reducing stress and entertainment at work. Yet this action became a conscious attempt to motivate their own needs without noticing that their action has actually caused a disturbance to their work. This is called cyberloafing i.e. involving in personal Internet use during working hours (Garrett & Danziger, 2008).

**BACKGROUND**

Cyberloafing is personal use of the Internet by employees while at work for non-work-related purposes (Jia & Jia, 2015; Al-shuaibi, Subramanian, & Mohd Shamsudin, 2014; Blanchard & Henle, 2008; Liberman, Seidman, McKenna, & Buffardi, 2011; Weatherbee, 2010). Related activities of cyberloafing include sending and receiving emails or messaging, browsing the Internet for information or news, watching online movies using YouTube, and online shopping (Liberman et al., 2011; Weatherbee, 2010). In some cases, some employees even browse through famous social networking sites (SNSs) such as Facebook, Twitter, and YouTube for the sake of seeking friends, chatting with a friend, or updating their daily lifestyle activities on their own blogs (Kim, Sohn, & Choi, 2011).

Numerous cyberloafing related studies has been carried out. Different terminologies were used to refer the same phenomenon. These include personal web usage (PWU) (Garrett & Danziger, 2008; Kim & Byrne, 2011; Mahatanankoon, Anandarajan, & Igbaria, 2004), cyber deviance (Al-shuaibi et al., 2014; Blanchard & Henle, 2008), cyberslacking (O’Neill, Hambley, & Chatellier, 2014), cyberbludging, internet deviance, online loafing, internet addiction, and internet dependency (Celik, 2014; Kim & Byrne, 2011). As identified by Blanchard and Henle (2008), cyberloafing is divided into minor and serious cyberloafing. Minor cyberloafing is surfing a network which involves sending and receiving personal emails at work and doing online shopping. Meanwhile, surfing a network which highlights organisational legal liabilities is categorised as serious cyberloafing.

Only a handful of studies in various countries emphasized that users actually admitted to the fact that surfing the Internet decreases their own productivity (Bortolani & Favretto, 2009) as cyberloafing distracts the employees from completing their task or work, lowers their performance and reduces their...