INTERNET FOR STUDENT EARNINGS: WORKING PLACE OR COMMUNICATION SPACE

INTERNET PARA GANANCIAS DE ESTUDIANTES: LUGAR DE TRABAJO O ESPACIO DE COMUNICACIÓN

INTERNET PARA OS GANHOS DOS ESTUDANTES: LOCAL DE TRABALHO OU ESPAÇO DE COMUNICAÇÃO

Liana R. Khusainova
Kazan (Volga region) Federal University, Kazan – Russia

Olga G. Tavstukha
Orenburg State Pedagogical University, Orenburg – Russia

Sergey A. Gerasimenko
Orenburg State Pedagogical University, Orenburg – Russia

Ludmila P. Ovchinnikova
Samara State Transport University, Samara – Russia

Irina V. Bukharova
All-Russian State University of Justice, Rostov on Don – Russia

Olesya V. Samsonova
All-Russian State University of Justice, Moscow – Russia

Hibi K. Aliyev
All-Russian State University of Justice, Makhachkala – Russia

Abstract: Teacher work overload can cause challenges for teachers leading to burnout in the long term if not addressed. Consequently, the present study aims at examining the sources of burnout prevention from EFL (English as a foreign Language) supervisors' perspectives. The participants were 85 Iranian EFL supervisors whose job was observing and giving feedback to teachers about their teaching performance at various levels of language proficiencies from elementary to advanced levels. A sequential mixed method design was employed in this study. First, collection of qualitative data was performed using interviews with 30 participants in order to determine the sources of burnout prevention from supervisors' perspectives. Next, a burnout prevention questionnaire was designed using the results of the interviews, after

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

297

which it was administered to the remaining participants. The collected data were factor analyzed to identify the components of burnout prevention construct. Results of content analysis of the interview data indicated that teachers' support from their colleagues, less stressful situation, and job satisfaction were the main sources of burnout prevention. Factor analysis showed the same sources of burnout as the main components of the burnout prevention construct. The findings of this study emphasize on the contribution of teachers' educational and emotional support, providing constructive and healthy working place, as well as desirable income as ways for prevention of burnout in EFL teachers.

Keywords: e-business; Student youth; Internet; Social networks; Communication.

Resumen: La sobrecarga de trabajo de los docentes puede ocasionar desafíos para los docentes que provoquen agotamiento a largo plazo si no se abordan. En consecuencia, el presente estudio tiene como objetivo examinar las fuentes de prevención del agotamiento desde las perspectivas de los supervisores EFL (inglés como lengua extranjera). Los participantes fueron 85 supervisores de EFL iraníes cuyo trabajo consistía en observar y dar retroalimentación a los maestros sobre su desempeño docente en varios niveles de dominio del idioma, desde los niveles de primaria hasta los avanzados. En este estudio se empleó un diseño secuencial de método mixto. Primero, la recopilación de datos cualitativos se realizó mediante entrevistas con 30 participantes para determinar las fuentes de prevención del agotamiento desde la perspectiva de los supervisores. A continuación, se diseñó un cuestionario de prevención de agotamiento utilizando los resultados de las entrevistas, después de lo cual se administró a los participantes restantes. Los datos recopilados fueron analizados por factores para identificar los componentes de la construcción de prevención de agotamiento. Los resultados del análisis de contenido de los datos de la entrevista indicaron que el apoyo de los maestros por parte de sus colegas, la situación menos estresante y la satisfacción laboral fueron las principales fuentes de prevención del agotamiento. El análisis factorial mostró las mismas fuentes de agotamiento que los componentes principales de la construcción de prevención de agotamiento. Los hallazgos de este estudio enfatizan la contribución del apoyo educativo y emocional de los maestros, proporcionando un lugar de trabajo constructivo y saludable, así como ingresos deseables como formas de prevención del agotamiento en los maestros de EFL.

Palabras clave: e-business; Juventud estudiantil; Internet; Redes sociales; Comunicación.

Resumo: A sobrecarga de trabalho do professor pode causar desafios para os professores, levando a esgotamento a longo prazo, se não forem abordados. Consequentemente, o presente estudo tem como objetivo examinar as fontes de prevenção de burnout das perspectivas dos supervisores de EFL (inglês como língua estrangeira). Os participantes foram 85 supervisores iranianos de EFL, cujo trabalho era observar e dar feedback aos professores sobre seu desempenho no ensino em vários níveis de proficiência linguística, do nível básico ao avançado. Um método misto sequencial foi empregado neste estudo. Primeiro, a coleta de dados qualitativos foi realizada por meio de entrevistas com 30 participantes, a fim de determinar as fontes de prevenção de burnout na perspectiva dos supervisores. Em seguida, foi elaborado um questionário de prevenção de burnout, utilizando os resultados das entrevistas, após o qual foi aplicado aos demais participantes. Os dados coletados foram analisados por fatores para identificar os componentes do construto de prevenção de burnout. Os resultados da análise de conteúdo dos dados da entrevista indicaram que o apoio dos

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

298

professores de seus colegas, a situação menos estressante e a satisfação no trabalho foram as principais fontes de prevenção de burnout. A análise fatorial mostrou as mesmas fontes de burnout que os principais componentes do construto de prevenção de burnout. As conclusões deste estudo enfatizam a contribuição do apoio educacional e emocional dos professores, proporcionando um local de trabalho construtivo e saudável, bem como a renda desejável como formas de prevenção do esgotamento nos professores de EFL.

Palavras-chave: e-business; Jovens estudantes; Internet; Redes sociais; Comunicação.

Introduction

The stability of Russian society, the level of economic development in the next decade largely depend on alternative ways of earning money, which include earnings in the Network. The information technology industry is one of the most dynamically developing industries both in the world and in Russia. According to forecasts, the market will continue to grow by an average of at least 5% per year until 2020. Thus, the information technology market is one of the fastest growing markets in the world economy (Grishnyakova et al, 2014). Internet is the source and means of information dissemination, which is necessary for the operation of key social institutions, is an important source of normative samples, definitions and means of constructing social reality, organization of living space and lifestyle of a person (Sharkov, 2014; Ismailov, 2014; Litvishko, 2014). It should be noted that the development and spread of Internet technologies have significantly transformed the concept of communication. Interpersonal communication on the Internet is a relatively new phenomenon, especially for Runet. Relevant methodological preconditions of the analysis of Internet communications and private basic definitions in this field are allocated by M.G. Shilina (2012) Hyper textuality is a very characteristic feature of Internet communications. None of the traditional types of communication has the form of fixing information in the form of combining text fragments into a common network with links to them. Thanks to the Internet there is an adaptation of the linear structure of the text to the nonlinear, which is attractive due to the associative connection of ideas in the human brain. Hypertext-based communication involves interactions between the sender and the recipient of information, which are a priori equal, as a condition for the implementation of this technology, which is a fundamentally new condition for the creation and implementation of communication. Multimedia, as a characteristic of communication, involves the possibility of integrating of text information with various files of multimedia content, which is not typical of any of the

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

299

traditional forms of communication. Interactivity involves the following features: user control over the content, participation in its formation through the formulation of problems for coverage and discussion, initiative in the discussion, authorship, and exchange of views with other users, etc. (Kizim & Tokarev, 2004; Bondarenko, 2013; Kotik, 2014). Interactivity means the ability to provide instant feedback and increase the number of communicators. All these possibilities are due to the openness of the world wide web. The next fundamental characteristic is the possibility of modifying communication directly by the Internet environment. Network communities began to unite a huge number of people. Social networks today are extraordinarily successful. The technology of creating a network community is extremely simple - first, an electronic resource is created, and then users of telecommunication networks come to this resource. They allow members of their communities to create their own profiles, in which they usually post information about themselves and their surroundings: texts, photos, and information in any other form. Members of the network have the ability to connect others to communicate in this community. Today, the network community intersects a variety of values and interests, Network communities develop certain codes of conduct. Such an example is the *code of Ethics for e - Commerce*, according to which, by joining the online community of e - Commerce and adopting the code of ethics, the participant confirms the intention to be responsible in accordance with voluntarily assumed obligations. The rapid development of information technology, the growth of the General level of education and skills of workers - all this has influenced the fact that the Russian labor market is becoming more flexible, and employment is beginning to gravitate more and more to less rigid forms. A sufficient number of Internet sites and remote work exchanges makes it possible to earn through the Internet. Freelance is a generally accepted term that refers to a remote form of employment that is not associated with the presence of a permanent workplace in a production facility (Spilina, 2012). A freelancer is a person who works independently and is not bound by temporary or any other obligations in writing, i.e. a freelancer is a person who performs work without a long-term contract with an employer, hired only to perform a certain list of works (freelance worker). In addition, a freelancer is an employee working outside the permanent staff of any company; a freelancer can simultaneously fulfill orders for different customers (Amuntov, 2014). A freelancer can be a person of any specialization, able to perform any job. The main thing is that these skills were necessary for someone, and they were in demand. Some companies do not need to hire a person on a permanent basis for the work that needs to be done once, so there is a need to

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

300

attract a temporary specialist to pay a specific amount and quality of work (Chaplashkin, 2013; Gebrial, 2008; Khusyainov, 2012; Cherdymova, 2018a; Cherdymova, 2018b, Strebkov & Shevchuk, 2010). Freelancing plays a very important social role: it can significantly increase employment opportunities for people with disabilities; students receive additional earnings; increases the share of the employed population of the country, provides such citizens with earnings and reduces the social burden of the state. Freelance gives you the opportunity to combine social functions with work. For example, women can perform maternal duties without sacrificing their careers and material well-being (Chaplashkin, 2011). The Internet has provided special opportunities to manage working time. It became possible to move to a virtual workplace. Many new professions do not require direct presence in the office. These are programmers, network administrators, online merchants, information processers, managers in search of orders in the network, market analysts, information introducers, web designers, etc. the Company saves on rent of office premises, salary of employees (in contrast to enrollment in the staff) (Galkin, 2008; Ismailov, 2014; Alisov et al., 2018; Krasilnikova, 2010; Maksiyanova, 2011; Sorokoumova et al., 2019; Radaev, 2012). We can distinguish several types of freelancers that are homogeneous groups, namely: mama-lancers, students-freelancers, hobby-freelancers, experienced freelancers, freelancers-in-demand workers.

Research Methodology

Today, the Internet has become one of the main sources of information, ahead of television and radio. The possibilities of the Internet are endless: search for the necessary information, purchase and sale, public relations, online communication, training, etc. One of the most common types of earnings on the Internet is copywriting. Copywriting is a type of activity for writing unique texts of news, information and advertising nature to order using keywords and phrases to fill Internet sites with content for the purpose of presentation, image enhancement and promotion of an idea, product, project, person or organization as a whole (Vereshchagina, 2015). The essence of the work of a copywriter is to write articles of news, information or advertising nature, that is, to fill the content of a variety of web sites (cars and components, computers, equipment, games, travel, and more) One of the main tasks of a copywriter - an interesting presentation of the essence of the topic for the target audience of the customer's site. The quality of the copywriter's work largely determines the attendance and

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

301

success of this site, because the visitor first of all appreciates an interesting, accessible and high-quality text. The method of data collection is a free interview with students, practicing this type of earnings in the Internet space. The topic of copywriting is not well studied, so a free interview is the most effective data collection, which will allow the researcher to identify all the nuances of the studied phenomenon. Objectives of the study: to describe the motives of students' activity in the field of copywriting; find out what skills are necessary for copywriters in the work; to identify how copywriters organize their work; to describe the main directions of work of copywriters; to consider the main principles of successful work of copywriter; to establish the advantages and disadvantages of copywriting relative to other forms of earnings in the Internet space; to find out if copywriters want to change their profession.

Results

In the first task, it was found that people engaged in the field of copywriting are guided by two main motives: self-realization in the profession and improvement of their skills (67%); the desire to manage their own work and free time (88%). Students-copywriters see their work as a profession, seeking to improve in it, as many ordinary employees in the workplace do, when they want to build a career. If we consider the writing of texts for sites only a part-time job, then success in this field will be very difficult to achieve and even impossible. Almost all respondents (96%) identified as the main motive of their activities - the desire for self-realization and to improve their skills. The second important motivation for the surveyed students was the desire to manage their own work and free time (88%). Most students perceive work outside the team as fruitful and comfortable conditions that make it easy to write texts for websites. And there are reasons for this, in particular: work does not tolerate fuss and mistakes, and hard coercion (62% of respondents think so); inspiration is the only source for good work, but it is possible only if there is no one around (54%). When asked about the motivation of their choice of profession and working conditions, the majority of students' opinion can be expressed by one answer, that they need freedom of action, which improves the results of work (88%). However, despite their reluctance to work in a team, copywriters do not seek solitude and complete isolation from others. They have a huge circle of communication, both professional and friendly. Therefore, we can distinguish another motive-the desire to communicate with interesting people (68%). Several of the surveyed

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

302

students-copywriters admitted that they had mastered the ideal profession, bringing pleasure to their process (24%). Therefore, as another motive, we can highlight the search for satisfaction from their work. Analyzing the answers to the questions about the motives of activity, a very important conclusion was made: remote work, which copywriters are engaged in, is an advantage, a huge work and at the same time a high risk. As it was found out during the interview, it is difficult for those students-copywriters in a highly competitive environment, who are just starting, as they work on cheap orders, agreeing to everything to make a certain opinion and rating on specialized exchanges (54%). Those who have been engaged in this work for several years, go faster: made a permanent customer base; earned a reputation and a name; decided on the direction of work for which they are taken; know exactly about the labor costs attributable to a particular job and client; know the requirements of customers that allow them to quickly cope with the work. In the survey, none of the study participants revealed a detailed algorithm for finding their customers (100%). However, based on the answers of respondents, we can draw the following conclusions: the main workplace for a copywriter - the Internet; the specifics of the work - its remoteness from the customer; the main way to disseminate information about yourself - a variety of Internet resources, but above all, the most visited. Also, in order to attract and retain customers, copywriters must have samples of their work, which are the main indicator of professionalism. However, all participants of the survey are united by the presence of higher professional education, which allows them to design their work correctly, ask questions and negotiate with clients, as well as gives their work a distinctive style and uniqueness. As for the skills and abilities, the opinions of copywriters are divided. The majority of students (86%) believe that the most important for their work is: literacy; ability to Express thoughts concisely; attentiveness. Thus, copywriting, like any profession has its advantages and disadvantages. The main advantages are: work at home, without visiting the office; flexible working hours and the ability to choose the amount of their load. The disadvantages include high competition, non-payment of work by the customer. Despite serious shortcomings of the profession, no one seeks its change. For copywriters, choosing their profession is a conscious choice.

Discussions and Conclusion

The Internet as a means and space of communication has acquired great importance in the modern world and opened wide prospects for doing business, improving the quality of

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

303

life of students and communication of Network users. There are no established, institutionalized relationships in networked communities. Information and communication macro-environment has entered a special state, which is characterized by constant network mobility. The dispersion of information and communication environment in space and time fragments the network society, but is not able to differentiate it functionally. Nevertheless, network communities are in a state of relative stability, continuously being reproduced and developed. The Internet is a completely new medium for connection and communication, different from the usual media. The basic characteristics of Internet communications include interactivity, global nature, efficiency, and the possibility of online correction of information. Communication is characterized by direct individual contact; high level of involvement; significant personal freedom. The Internet has unique opportunities for building effective Internet communications: relatively low cost of contact with the target audience and low resource consumption, manageability of communications in real time; establishing feedback; clear differentiation of the target audience and round-the-clock access to information. The processes of virtualization of social institutions have also affected the economic sphere. Many practices of buying, selling and marketing communications have moved to the Internet. Thus, the Internet environment provides great opportunities for earning money, building their own business for students. Currently, the virtualization of social institutions is a real phenomenon of our time. Today, information free community-a completely new type of virtual societies, which are electronic network groups that create their own information space that allows for joint action introduced into the global information space. The basis of network communities' functioning is all kinds of chats, forums, comments. Network communities develop certain codes of conduct. In the last decade, many new professions have appeared that do not require direct presence in the office. In this regard, the social role of freelancing has increased, which means that this type of activity allows you to receive both additional and basic earnings. Freelancer can be defined as a person of any specialization, performing work without a long-term contract with the employer, hired only to perform a certain list of works, which can simultaneously fulfill orders for different customers, offering their services most often over the Internet. On the Internet, there are a large number of sites and exchanges of remote work for contacts between the customer and the contractor. The most common activities of freelancers are journalism; graphic design; provision of consulting services of various kinds; translation of texts, rewriting and copywriting - activities, with the writing of original texts; management. In any case, freelancing carries much more benefit than harm. Despite all the

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

304

legal barriers, there will only be more freelancers in Russia in the near future. Our country cannot escape from this global trend. Freelancing will become more professional; there will be created more and more associations of professionals who are used to working outside offices. In addition, the spread of information technology and new activities will turn work outside the office into a common phenomenon of modern life.

Acknowledgements

REFERENCES

1. Alisov, E.A., Cherdymova, E.I., Trubina, G.F., Yakushev, A.N., Zhdanov, S.P., Popova, O.V. & Kobzar-Frolova, M.N. (2018). Study of Dominant Type of Student Ecological Focus. Ekoloji, 27(106), 357-362.

2. Amuntov, A.I. (2014). Concept of freelancing and its role in the employment of Russia's population. XXI century: results of the past and problems of the present plus, 2, 304-310.

3. Bondarenko, S.V. (2013). Social structure of virtual network communities. Rostov on Don publishing house: RSU Publishing house,

4. Chaplashkin, N.V. (2011). Social nature of freelancing and its specificity. Russian academic journal, 4(18), 13-17.

5. Chaplashkin, N.V. (2013). Freelancer in the domestic labor market: reality, expectations, perspectives. Man and labor, 3, 18-21.

6. Cherdymova, E.I., Afanasjeva, S.A., Parkhomenko, A.G., Ponyavina, M.B., Yulova, E.S., Nesmeianova, I.A. & Skutelnik, O.A. (2018b). Student ecological consciousness as determining component of ecological-oriented activity. EurAsian Journal of BioSciences Eurasia J Biosci, 12, 167-174.

7. Cherdymova, E.I., Ukolova, L.I., Gribkova, O.V., Kabkova, E.P., Tararina, L.I., Kurbanov, R.A., Belyalova, A.M. & Kudrinskaya, I.V. (2018a). Projective Techniquesfor Student Environmental Attitudes Study. Ekoloji, 27(106), 541-546.

8. Galkin, S.E. (2008). Business on the Internet. Moscow: Center publishing house.

9. Gebrial, V.N. (2008). Social aspects of the phenomenon of distance work as a new type of labor relations. II Public administration. Electronic Bulletin, 7, 1-9.

10. Grishnyakova, E.A., Kutsekobylskaya, A.A. & Kuzmina, V.M. (2014). Labor jobs for modern youth: a look through the Internet. Topical issues of modern society's development, 1, 314-318p.

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

305

11. Ismailov, A.A. (2014). The phenomenon of freelancing in the context of the increasing value of social time. Science and new technologies, 2, 188-192.

12. Khusyainov, T.M. (2012). Employment on the Internet: the position of the employee. The world in man: actual problems of philosophy, sociology and political science, psychology. Sociological and political science studies, 1, 165-168.

13. Kizim, A.A. & Tokarev, K.V. (2004). Business models of Internet use in commercial activities. Finance and credit, 11(149), 39-42.

14. Kotik, D.A. (2014). Freelancing - activities safety. Information technologies in science, management, social sphere and medicine. Collection of scientific papers of the International scientific conference. Tomsk National research Polytechnic University. Tomsk: TPU publishing house.

15. Krasilnikova, E.V. (2010). The Nature of the Internet economy. News of Samara University. Series: Economics, management, low, 2, 8-14.

16. Litvishko, N.O. (2014). Internet malls and other types of Internet sites: practice in Russia. Topical issues of modern society development, 3, 56-58.

17. Maksiyanova, T.V. (2011). The Place and role of Internet Commerce in the Internet economy at the current stage of development of information (new) economy. Questions of modern science and practice. University named after V. I, Vernadsky, 3, 256-264.

18. Radaev, V.V. (2012). Remote work Markets; social networks and institutions. Collection of scientific articles. Moscow: Publishing house of the higher school of Economics.

19. Sharkov, F.I. (2014). Internet and mass media: local discourse in network mass communications. Theory of media communication, 6(8), 15-28.

20. Shilina, M.G. (2012). Internet communication: research concepts of the XXI century, on the formation of categorical and conceptual apparatus. Mediascope, 2, 15-21.

21. Sorokoumova, E.A., Cherdymova, E.I., Rezvantseva, M.O., Kochneva, L.V., Latysheva, V.V. & Perkova, E.P. (2019). Environmental and Social Practices of Old Stuff Use and Disposal by Students. Ekoloji, 28(107), 5065-5069.

22. Spilina, T.M. (2012), Socio-economic "portrait" of informal employment in Russia. Social policy and sociology, 6(84), 67-78.

23. Strebkov, D.O. & Shevchuk, A.V. (2010). Freelancers in the Russian labor market. Sociological research, 2, 45-55.

24. Vereshchagina, V.V. (2015). On the definition of copywriting. Bulletin of Khakass state University named after N.F. Katanov, 11, 36-38.

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

306

SOBRE OS AUTORES:

Liana R. Khusainova
Administration Adviser, Kazan (Volga region) Federal University, Kazan, Russia. E-mail: liana3131@yandex.ru
http://orcid.org/0000-0002-9041-4455

Olga G. Tavstukha
Doctor of Education, Professor, Department of Preschool, Correctional, Additional Education and Problems of Education, Orenburg State Pedagogical University, Orenburg, Russia. E-mail: olgritav@yandex.ru
http://orcid.org/0000-0003-1672-3871

Sergey A. Gerasimenko
PhD in Physics and Mathematics, Dean of the Faculty of Mathematics and Information Technologies, Orenburg State University, Orenburg, Russia. E-mail: fmit@mail.osu.ru
http://orcid.org/0000-0002-3123-3136

Ludmila P. Ovchinnikova
Doctor of Education, Professor, Department of Philosophy and History of Science, Samara State Transport University, Samara, Russia. E-mail: plovchin@yandex.ru
http://orcid.org/0000-0002-0953-1807

Irina V. Bukharova
PhD in Law, Associate Professor, Department of Business Law, Civil and Arbitration Procedure, Rostov Institute (Branch) of All-Russian State University of Justice (RPA of the Ministry of Justice or Russia), Rostov on Don, Russia. E-mail: 2909195irina@mail.ru
http://orcid.org/0000-0003-1031-6423

Olesya V. Samsonova
College Director, All-Russian State University of Justice (RPA of the Ministry of Justice or Russia), Moscow, Russia. E-mail: sova97@mail.ru
http://orcid.org/0000-0001-6807-3511

Hibi K. Aliyev
PhD in Law, Associate Professor, Department of Criminal Procedure Law, North-Caucasian Institute (Branch) of All-Russian State University of Justice (RPA of the Ministry of Justice or Russia), Makhachkala, Russia. E-mail: habib_aliev@mail.ru
http://orcid.org/0000-0001-9321-5550

Revista Práxis Educacional, Vitória da Conquista – Bahia – Brasil, v. 15, n. 36, p. 297-307, Edição Especial, 2019.

307