TOWARDS THEORETICAL FRAMEWORKFOR USE OF COMPUTER MEDIATED COMMUNICATION:
RESEARCH PRODUCTIVITY OF SRI LANKAN ACADEMIA

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Over the last two decades, the Internet and related computer-mediated communication (CMC) technologies have become increasingly central to scientific work. CMC is a process in which human data interaction occurs through one or more networked telecommunication systems. The use of CMC in research is one of the major shifts in processes of scientific knowledge production. Therefore, investigation of the factors that relate to faculty use of CMC in their scholarly activities is important. However, there is a dearth of studies on the relationship between the use of CMC and research productivity in university academia from a theoretical perspective. No evidence was found on the impact of the use of CMC on academic productivity in Sri Lanka and therefore this research contributes on to the possible impact of CMC on academic research productivity. This paper aims to develop a theoretical framework to study the factors effect on use of CMC on research productivity of Sri Lankan academia. The objective of this research is achieved through an analysis of data collected from a questionnaire-based survey which employed a sample of 335 academic staff from six universities in Sri Lanka, through a stratified sampling method. Motivation theories and technology diffusion and acceptance models have been reviewed and the theoretical framework integrating the Vroom's Expectancy Theory and Task Technology Fit was developed. CMC has been linked to increase the research productivity which is often measured in terms of all forms of output from a research endeavor. The principal dependent variable in the current study is all forms of output from a research endeavor. Independent latent variables in the present study are: Task characteristics, technology characteristics, individual characteristics, task technology fit, use of tools of CMC, performance, institutional factors, environmental factors and personal career development factors.Findings suggests to the policy makers in Sri Lankan universities to develop a long term effective motivation strategy to increase the research productivity in computer mediated communicational environment.

Keywords: *faculty productivity, ICT, research productivity*