

DIGITAL CITIZENSHIP AND JOB CONTENT OF MANAGERS IN REAL ESTATE COMPANIES IN PORT HARCOURT

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ABSTRACT

This work examined digital citizenship and job content of managers in real estate companies in Port Harcourt. The objective of the study was to determine the influence of digital citizenship and job content of managers in real estate companies in Port Harcourt. The study adopted the explanatory survey research design, sample size was drawn from the entire twenty (20) accessible real estate companies in Port Harcourt with 72 secretaries, receptionist administrative officer as respondents. After validation by the supervisor, 60 copies of structured questionnaire were administered while fifty-three (53) copies were retrieved. The reliability of the instrument was ascertained using Cronbach Alpha. Mean and standard deviation were used for the analyses of research questions while Spearman rank order correlation in SPSS Version 22.0 was used for the test of hypotheses. The results showed that there is a significant positive relationship between digital citizenship and job content of managers in real estate companies in Port Harcourt. The study concluded that there is a significant positive relationship between real estate companies. The study recommended amongst others that management of the real estate companies should insure the creativity/innovation, communication/collaboration, and digital citizenship to improve secretary's job performance as this is capable of fostering organizational goals.

Keywords: Digital Citizenship, Job Content, Manager, Organisational Goals

Introduction

Another vital aspect of digital literacy is digital citizenship, which pertains to the responsible use of digital tools in accordance with legal and ethical guidelines. In the real estate industry, this means secretaries must be aware of data privacy regulations, cybersecurity risks, and the ethical implications of digital communication (Johnson, 2023). Poor digital citizenship can expose companies to reputational and financial risks, raising concerns over whether secretaries receive adequate training in this area (Smith, 2021). As real estate transactions often involve sensitive client information, the need for secretaries to handle digital tools responsibly is paramount. The intersection of digital literacy and job performance is becoming increasingly significant for secretaries in real estate firms in Port Harcourt. The dimensions of digital literacy creativity and innovation, communication and collaboration, and digital citizenship are critical for secretaries to thrive in their roles. At the same time, the performance of secretaries is heavily influenced by managerial attitudes, time management, and the structure of job content rewards, each presenting specific challenges to ensuring secretarial productivity. These interconnected factors make digital literacy an essential area of focus in evaluating job performance and organizational effectiveness. Several studies bothered around digital literacy and secretaries job performance may have been conducted in diverse climes. However, none was specific on finding the relationship between digital literacy and secretaries job performance of real estate companies in Port Harcourt, Rivers State, where digital literacy is dimensionalized into creativity and innovation, communication and collaboration, digital citizenship and secretaries job performance is measured using manager's attitude, time management, and job content and reward. By addressing this gap in the literature, this study aims to provide valuable insights into the factors driving employees (secretaries) job performance in the real estate industries and offer practical recommendations for enhancing firm performance and competitiveness in Rivers State.

Digital Citizenship

Digital citizenship as defined by Chukwu, (2021) is the responsible use of technology and digital platforms by individuals and organizations to engage in online environments safely, ethically, and legally. In the context of real estate companies, digital citizenship encompasses the appropriate use of digital tools, platforms, and practices to interact with clients, market properties, and manage operations while adhering to ethical standards and ensuring data privacy and security. With the increasing reliance on digital tools for marketing, customer engagement, and transactions, real estate companies must prioritize digital citizenship to maintain trust, protect sensitive data, and ensure the ethical use of technology (Adewale, 2020). Real estate companies, like many other industries, have embraced digital platforms to facilitate transactions, advertise properties, and communicate with clients. As digital citizens, real estate firms must uphold ethical standards in their use of these platforms. This includes avoiding misleading advertisements, protecting client information, and complying with relevant digital laws and regulations (Chukwu, 2021). For instance, real estate agents should ensure that property listings are accurate, providing correct information about the property's location, size, and pricing. Misleading information can harm a company's reputation and erode client trust.

One of the key components of digital citizenship in real estate is data privacy and security. Real estate companies handle sensitive information such as financial records, personal identification details, and contractual agreements. Protecting this data is essential to avoid breaches that could expose clients to identity theft or fraud. Real estate firms in Nigeria must adhere to data protection regulations such as the Nigeria Data Protection Regulation (NDPR), which mandates that organizations safeguard client data through secure digital practices (Ibrahim, 2019). Implementing encryption, secure storage systems, and data access controls are crucial elements of responsible digital citizenship. Social media use is another significant aspect of digital citizenship for real estate companies. Many firms use platforms like Facebook, Instagram, and LinkedIn to market properties, engage with clients, and build brand presence. However, responsible digital citizenship requires that these companies use social media ethically and professionally. This means avoiding false claims, respecting user privacy, and engaging in transparent communication. For example, real estate companies must ensure that online reviews and testimonials are genuine and not manipulated to mislead potential buyers or tenants (Okechukwu, 2021). Additionally, companies should respect copyright laws when using images or videos for property listings. Digital citizenship also involves the responsible use of digital tools to enhance customer experience. Real estate companies are increasingly using digital tools such as virtual tours, online booking systems, and mobile apps to improve convenience for clients. While these tools offer significant advantages, companies must ensure they are accessible, user-friendly, and secure. For example, virtual tour software should accurately represent the property, and online booking systems must be designed to protect payment details and personal information (Adegbite, 2021). Companies that prioritize user-friendly, secure digital tools demonstrate good digital citizenship and are more likely to attract and retain clients.

Job Content Reward

Job content reward refers to the intrinsic rewards or satisfaction that employees derive from the actual tasks and responsibilities involved in their jobs. Unlike financial rewards, which are extrinsic and involve tangible compensation like salary and bonuses, job content rewards are associated with personal fulfilment, professional growth, and the satisfaction of accomplishing meaningful work. In the context of real estate companies, where job roles can vary from administrative duties to sales and property management, job content rewards play a crucial role in motivating employees, enhancing productivity, and reducing turnover (Adewale, 2020). In real estate companies, job content rewards may come from several aspects of the job. First, employees often gain satisfaction from the **autonomy** they have in their roles. Real estate agents, for example, typically have a high degree of control over their schedules and work independently to manage client relationships and close deals. This autonomy allows them to set their own goals, pursue leads, and execute strategies

that align with their personal work style, contributing to their job satisfaction (Chukwu, 2021). The ability to make decisions without constant supervision can enhance an employee's sense of ownership and responsibility, fostering a deeper commitment to the job and the company. Another dimension of job content reward in real estate companies is task variety. Real estate professionals often engage in a wide range of activities, from negotiating contracts and conducting property viewings to marketing and networking. This diversity in daily tasks prevents monotony and can make the job more engaging and stimulating (Ibrahim, 2019). For many employees, the opportunity to develop different skills and handle various responsibilities increases job satisfaction, as it offers continuous learning and professional development. In a fast-paced and ever-evolving industry like real estate, having a job that offers variety is a significant intrinsic reward.

Moreover, the impact and significance of the work done in real estate can also serve as a job content reward. For instance, real estate agents play a key role in helping clients find homes, make investments, or expand their businesses. The knowledge that their work has a direct, positive impact on people's lives can be deeply fulfilling. Employees who see their work as meaningful are more likely to stay motivated and perform well, knowing that they contribute to something bigger than themselves (Okechukwu, 2021). This sense of purpose can increase job satisfaction and reduce burnout, which is especially important in high-pressure environments like real estate. Lastly, professional growth opportunities within the job can be a powerful job content reward. Many real estate companies provide employees with training programs, mentorship opportunities, and avenues for career advancement. These opportunities not only enhance employees' skills but also offer them a sense of progression and development within the company (Adegbite, 2021). Real estate firms that invest in their employees' growth provide intrinsic motivation by showing that the company values their contributions and is committed to their professional success. Job content reward plays a crucial role in motivating employees and fostering job satisfaction in real estate companies. Autonomy, task variety, meaningful work, and opportunities for growth are all intrinsic rewards that contribute to an engaging and fulfilling work experience. Real estate companies that focus on enhancing job content rewards are likely to see higher levels of employee motivation, better performance, and reduced turnover.

Digital Citizenship and Job Content Reward

Digital citizenship and job content reward play vital roles in shaping a secretary's job performance in the context of real estate companies in Port Harcourt. Digital citizenship refers to the responsible use of technology and digital platforms in a manner that is ethical, legal, and efficient (Adewale, 2020). In real estate, where administrative efficiency and client communication are critical, secretaries need to be digitally literate and exhibit digital citizenship. Job content reward, on the other hand, refers to the intrinsic satisfaction an employee gains from their daily tasks, such as the variety of duties, the sense of achievement, and professional growth (Chukwu, 2021). The relationship between digital citizenship and job content reward significantly influences how secretaries perform their duties, affecting their productivity, job satisfaction, and overall contribution to the company. The increasing reliance on digital tools in real estate has made digital citizenship an essential factor in job performance. Secretaries are required to manage a variety of digital platforms, including customer relationship management (CRM) systems, property management software, and communication tools such as email and social media. Effective digital citizenship means secretaries must handle these technologies responsibly, ensuring data privacy, maintaining professionalism online, and utilizing digital tools to enhance operational efficiency (Ibrahim, 2021). For instance, a secretary who effectively uses CRM software can better manage client information, coordinate property viewings, and streamline transactions, which directly impacts job performance. A lack of digital competence or failure to follow digital best practices can lead to inefficiencies, errors, and even breaches of confidentiality, all of which negatively affect performance.

Job content reward is another critical factor that influences how secretaries approach their tasks. Secretaries in real estate companies often handle a range of responsibilities, from administrative

tasks to client interactions. The variety and meaningfulness of these tasks provide intrinsic motivation and can greatly enhance job satisfaction (Okechukwu, 2021). When secretaries find fulfilment in their work, whether through the diversity of tasks or the sense of responsibility in handling important client transactions, they are more likely to perform well. Job content reward fosters a sense of accomplishment and professional growth, which in turn leads to higher levels of engagement and productivity. In real estate, secretaries who feel challenged and valued in their roles are more likely to contribute to the company's success by improving client service and streamlining operations. The intersection of digital citizenship and job content reward creates a synergy that significantly enhances job performance. Secretaries who exhibit strong digital citizenship are better equipped to handle the complexities of modern real estate operations, such as managing multiple digital platforms, protecting sensitive client data, and ensuring timely communication. When these responsibilities are paired with the intrinsic rewards of engaging, meaningful work, secretaries are more motivated to excel in their roles (Adegbite, 2021). For example, a secretary who takes pride in efficiently managing digital communications and coordinating high-stakes property deals will derive both professional satisfaction and a sense of achievement from their work. This combination of digital competence and job content reward not only improves individual job performance but also contributes to the overall success of the real estate firm. The relationship between digital citizenship and job content reward plays a crucial role in influencing the job performance of secretaries in real estate companies in Port Harcourt. By fostering strong digital citizenship and providing fulfilling work content, real estate firms can enhance the productivity, job satisfaction, and overall contribution of their secretarial staff. This, in turn, leads to improved client service, operational efficiency, and organizational success.

Empirical Review

Akpelu, and Ordua (2020) examined the effects of internet services on secretary's job performance in Tertiary Institutions in Rivers State. The purpose of the study was to determine the extent to which e-mail improves secretaries' ability to disseminate information in organizations, and to find out the extent to which intranet services affect secretary's office coordination. Two research questions and hypotheses were formulated which served as a guide to the study. The exploratory research design was used for the study. The population of the study comprised one hundred secretaries (100). The sample size consisted of 80 respondents. The instrument titled internet services and secretary's job performance questionnaire (ISSJPQ) was used to collect data for the study. The instrument was validated and yielded a reliability index of 0.75. The statistical tool for data analysis was a chi-square (χ^2). The findings revealed that internet is a helpful device for secretary job performance. It was recommended among other things that management of organizations should enhance the use of e-mail by their secretaries in the dissemination of information, management should encourage the secretaries on the use of e-mail in saving documents.

Asogwa and Agusiobo (2022) examined the influence of modern technology on job performance of office secretaries in private Universities in Enugu State. A structured questionnaire containing 20 items was administered to 56 Secretaries in four private Universities in Enugu State. The research instrument was subjected to face validation by three experts. The internal consistency of the questionnaire was determined using Cronbach Alpha reliability test which yielded co-efficient of 0.87. A descriptive analysis was performed, where weighted mean and standard deviation were used to answer the research questions. The findings from the study revealed that modern technologies enhance the secretaries job performances and that secretaries are facing some problems using modern technologies from enhancing their job performances. It was therefore concluded that Private universities should have sufficient modern office equipment and technologies because modern office equipment increases productivity of secretaries.

Itsekor and James (2012) examined the influence of digital literacy on career progression and work motivation of academic library staff in South-West, Nigeria. The research design used for this study

was social survey design and a random sampling was used to collect data from the population of study. The total population of respondents was one hundred and fifty (150) professional and para-professional librarians from Kenneth Dike Library, University of Ibadan, Bells University of Technology Library, Babcock University library, Crawford University Library, and Adeniran Ogunsanya College of Education Library, but the total number of questionnaires returned was ninety-six (96). Questionnaire and Observation method was used to get the views from the respondents and they were analysed through the use of frequency distribution, correlation coefficient and standard deviation techniques. Majority of the respondents reported that they were well motivated on their jobs. A total of 46 (47.9%) agreed that they liked working in the library and other colleagues. A total of 54 (56.3%) affirmed that they appreciated their boss and colleagues. On the extent to which digital literacy is utilized for job satisfaction, and career progression of library staff, 31 (32.3%) reported that they have not received training over time while a total of 56 (58.3%) agreed they were satisfied with progress in their career because their boss carries them along and had an increase on their pay overtime.

Research Design

The study adopted the cross-sectional survey research design. The population of the study consisted of sixty (60) secretaries, receptionist and administrative officers from 20 accessible real estate companies in Port Harcourt, Rivers State. The decision for receptionists and administrative officer's inclusion for the research population was the fact that receptionist and administrative officers also act in the place of secretary and to enable the researcher access the required respondents for the study. The above information was obtained from the Corporate Affairs Commission, Rivers State (2024). The twenty (20) Real Estate Companies currently operating in Port Harcourt, Rivers State, are listed overleaf:

Using the census sampling technique, the entire population became the sample. Therefore, the sample size of the study was sixty (60) secretaries, receptionist and administrative officers from 20 accessible real estate companies in Port Harcourt, Rivers State. Structured questionnaire was used as the main instrument for the collection of primary data. Mean and standard deviation were used to analyse the research questions while the test of hypotheses was done using Spearman rank order correlation in SPSS Version 22.0. Spearman Rank Order Correlation Coefficient was computed with the formula below:

$$R = \frac{6\sum d^2}{n(n^2 - 1)}$$

Where;

n = number of pairs of data

d = different between the ranking in each set of data.

Σ = Summation

Ho₃: There is no significant relationship between digital citizenship and job content reward of real estate companies in Port Harcourt, Rivers State.

Table 4.7: Relationships Between Digital Citizenship and Job Content Reward

			Digital Citizenship	Job Content Reward
Spearman's rho	Digital Citizenship	Correlation	1.000	0.801**
		Coefficient		
		Sig. (2-tailed)	.000	.000
	Job Content Reward	N	53	53
		Correlation	0.801**	1.000
		Coefficient		
		Sig. (2-tailed)	.000	.000
		N	53	53

**** Relationship is Significant at the 0.01 level (2-tailed).**

Source: SPSS Output

Table 4.7 above shows r value of 0.801 at a significance level of 0.00 which is less than the chosen alpha level of 0.05 for the hypothesis relating to digital citizenship and job content reward. Since the significance value is less than the alpha level of 0.05, the null hypothesis (H_{03}) which states that there is no significant relationship between digital citizenship and job content reward of real estate companies in Port Harcourt, Rivers State was rejected. This implies that there is a very strong positive relationship between digital citizenship and job content reward of real estate companies in Port Harcourt, Rivers State.

Digital Citizenship and Job Content Reward

The study in the third hypothesis found that there is a very strong positive relationship between digital citizenship and job content reward of real estate companies in Port Harcourt. Chukwu (202) found that the relationship between digital citizenship and job content reward significantly influences how secretaries perform their duties, affecting their productivity, job satisfaction, and overall contribution to the company. This finding is in line with the findings of Ibrahim (2021) noted that effective digital citizenship helps secretaries to utilize technologies tool in ensuring data privacy, maintaining professionalism online, and utilizing digital tools to enhance operational efficiency. In real estate, where administrative efficiency and client communication are critical, secretaries need to be digitally literate and exhibit digital citizenship. Job content reward, on the other hand, refers to the intrinsic satisfaction an employee gains from their daily tasks, such as the variety of duties, the sense of achievement, and professional growth (Chukwu, 2021). The relationship between digital citizenship and job content reward significantly influences how secretaries perform their duties, affecting their productivity, job satisfaction, and overall contribution to the company. The increasing reliance on digital tools in real estate has made digital citizenship an essential factor in job performance. Secretaries are required to manage a variety of digital platforms, including customer relationship management (CRM) systems, property management software, and communication tools such as email and social media. Effective digital citizenship means secretaries must handle these technologies responsibly, ensuring data privacy, maintaining professionalism online, and utilizing digital tools to enhance operational efficiency (Ibrahim, 2021). For instance, a secretary who effectively uses CRM software can better manage client information, coordinate property viewings, and streamline transactions, which directly impacts job performance. A lack of digital competence or failure to follow digital best practices can lead to inefficiencies, errors, and even breaches of confidentiality, all of which negatively affect performance.

Job content reward is another critical factor that influences how secretaries approach their tasks. Secretaries in real estate companies often handle a range of responsibilities, from administrative tasks to client interactions. The variety and meaningfulness of these tasks provide intrinsic motivation and can greatly enhance job satisfaction (Okechukwu, 2021). When secretaries find fulfilment in their work, whether through the diversity of tasks or the sense of responsibility in handling important client transactions, they are more likely to perform well. Job content reward fosters a sense of accomplishment and professional growth, which in turn leads to higher levels of engagement and productivity. In real estate, secretaries who feel challenged and valued in their roles are more likely to contribute to the company's success by improving client service and streamlining operations. The intersection of digital citizenship and job content reward creates a synergy that significantly enhances job performance. Secretaries who exhibit strong digital citizenship are better equipped to handle the complexities of modern real estate operations, such as managing multiple digital platforms, protecting sensitive client data, and ensuring timely communication. When these responsibilities are paired with the intrinsic rewards of engaging, meaningful work, secretaries are more motivated to excel in their roles (Adegbite, 2021). For example, a secretary who takes pride in efficiently managing digital communications and coordinating high-stakes property deals will derive both professional satisfaction and a sense of

achievement from their work. This combination of digital competence and job content reward not only improves individual job performance but also contributes to the overall success of the real estate firm. The relationship between digital citizenship and job content reward plays a crucial role in influencing the job performance of secretaries in real estate companies in Port Harcourt. By fostering strong digital citizenship and providing fulfilling work content, real estate firms can enhance the productivity, job satisfaction, and overall contribution of their secretarial staff.

Conclusion

The relationship between digital literacy and secretary's job performance of real estate companies in Port Harcourt, Rivers State highlights the critical influence of creativity/innovation, communication/collaboration, and digital citizenship are better positioned to steer the densities of creative/innovative idea in insuring productive manager's attitude, effective management as well job content and reward enables secretaries to effectively performance tasks leading to the growth of an organization such real estate companies in Port Harcourt, Rivers State. Secretaries with high creativity and innovation are better positioned to improve organizational workflows of real estate companies in Port Harcourt, Rivers State through creative/innovative, communication/collaboration, and digital skills. Therefore, this study concludes that the application of various digital skills as discussed above increase the real estate company's efficiency through effective secretary's job performance.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Real estate companies in Port Harcourt, Rivers State should ensure managers significantly improve their attitude by fostering a creative work environment. When managers create an atmosphere that encourages creativity and innovation among employees, they become more open to new ideas, processes, and perspectives.
2. Real estate companies in Port Harcourt, Rivers State should foster collaboration among team members to improve time management. By encouraging collaboration, managers can ensure that tasks are delegated appropriately and workloads are balanced across the team as well implementing clear communication channels within the organization.
3. Organizations should ensure their employees **digital citizenship** to improve **job content reward** by promoting the ethical and responsible use of technology, which in turn enhances employee autonomy and job satisfaction. Digital citizenship involves the responsible use of digital tools, including compliance with data privacy laws, secure communication, and maintaining professional online conduct.

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