Implementation of Transformative Digital Learning in
Doctoral Program of Pedagogical Science in Latvia (DocTDLL)
Project Nr. lzp-2018/2-0180

Latvia-Ukraine Cooperation Program
Project “Gender aspects of digital readiness and development
of human capital in region” Project Nr.LV-UA/2018/3

Study results (Latvian case)

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- Yoo, B., Donthu, N., & Lenartowicz, T. (2011). Measuring Hofstede's five dimensions of cultural values at the individual level: Development and validation of CVSCALE. *Journal of International Consumer Marketing, 23*(3-4), 193-210. doi:10.1080/08961530.2011.578059

- Sharma, P. (2009). Measuring personal cultural orientations: Scale development and validation. *Journal of the Academy of Marketing Science, 38*(6), 787-806. doi:10.1007/s11747-009-0184-7

Results of the survey «ATTITUDES TOWARD INFORMATION TECHNOLOGY»

- 260 respondents were surveyed:
  - 44 men, 213 women, 3 respondents did not wish to state their gender;
  - 205 students and 55 educators.

- The results were processed using SPSS 25.0 software.

- At first, Cronbach's alpha test was performed to determine the internal consistency of the survey. In this case $\alpha = .857$, which is a good coefficient.

- Kolmogorov–Smirnov test results were $p < .05$, which is why nonparametric tests were used in data analysis.

AVERAGE VALUES FOR FACTOR ASSESSMENT

FACTORS	MEAN				
	ALL	MEN	WOMEN	STUDENTS	EDUCATORS
Interest in Learning about IT	3,22	3,61	3,16	3,20	3,28
Practical value of IT	3,74	3.77	3,76	3,73	3,77
Negative Impact of IT	3,18	2,99	3,24	3,24	2,94
Gender Equality of IT	4,02	4,01	4,05	4,02	3,99
Positive Effect of IT on Work Life	3,43	3,38	3,45	3,46	3,31

STATISTICALLY SIGNIFICANT DIFFERENCES IN THE EVALUATIONS ACCORDING TO RESPONDENTS PROFILE

FACTORS	Statistically significant differences					
	p	Mean Rank		p	Mean Rank	
		Men	Women		Students	Educators
Interest in Learning about IT	,000	942,41	736,19	-	-	-
Practical value of IT	-	-	-	-	-	-
Negative Impact of IT	,011	464,53	524,82	,000	538,62	452,98
Gender Equality of IT	-	-	-	-	-	-
Positive Effect of IT on Work Life	-	-	-	,046	529,63	486,46

STATISTICALLY SIGNIFICANT DIFFERENCES BY GENDER

Factor	Statement	Statistically significant differences		
		p	Mean Rank	
			Men	Women
1. Interest in Learning about IT	23. I enjoy learning about new IT discoveries	**,031**	149,45	124,77
	25. I am interested in new applications of IT for improving our lives	**,027**	150,25	124,61
	26. I like to read about IT – related topics	**,000**	171,11	120,30
	27. I like to watch films and videos that have IT – related themes	**,000**	168,44	120,85
	28. I have looked for information about IT advances on the Internet	**,000**	163,19	121,94
3. Negative Impact of IT	9. Advancements in IT will eventually destroy the earth	**,002**	99,07	135,18

Statistically significant differences by the respondent's group

Factor	Statement	Statistically significant differences		
		p	Mean Rank	
			Students	Educators
1. Interest in Learning about IT	28. I have looked for information about IT advances on the Internet	,031	125,50	149,12
3. Negative Impact of IT	9. Advancements in IT will eventually destroy the earth	,021	135,85	110,55
	15. People would do better by living a simpler life without so much IT	,010	136,50	108,13
	16. IT applications create an artificial and inhuman way of living	,001	137,91	102,89
5. Positive Effect of IT on Work Life	3. In general, information technology (IT) will create more jobs than it eliminates	,004	137,07	106,02

Factors INTEREST IN LEARNING ABOUT IT

Statement	Mean in Latvia	Statistically significant differences by country		
		p	Mean Rank	
			Latvia	Ukraine
23. I enjoy learning about new IT discoveries	3,57	**,000**	455,54	524,77
24. I am well informed about new developments in IT	3,06	**,002**	461,83	522,60
25. I am interested in new applications of IT for improving our lives	3,43	**,000**	424,59	535,46
26. I like to read about IT – related topics	3,07	**,000**	432,22	532,82
27. I like to watsh films and videos that have IT – related themes	3,16	**,000**	442,17	529,39
28. I have looked for information about IT advances on the Internet	3,02	**,005**	465,26	521,41

Factors PRACTICAL VALUE OF IT

Statement	Mean in Latvia	Statistically significant differences by country		
		p	Mean Rank	
			Latvia	Ukraine
1.IT is making our lives healthier, easier, and more comfortable	3,83	,367	520,23	502,43
4.It is important for me in my daily life to know about IT	3,82	**,000**	433,33	532,44
10.IT courses make significant contribution to one's education	3,91	**,039**	477,70	517,12
14.It is appropriate for womwn to have careers in IT	3,52	**,005**	465,37	521,37
18.IT researchers want to work on things that will make live better for average person	3,58	,321	493,02	511,83
19.Women should be encouraged to pursue careers in IT	2,59	,224	524,36	500,32

Factors NEGATIVE IMPACT OF IT

Statement	Mean in Latvia	Statistically significant differences by country		
		p	Mean Rank	
			Latvia	Ukraine
6.IT makes our way of life change too fast	3,93	**,020**	474,00	518,39
9.Advancements in IT will eventually destroy the earth	2,75	,606	514,67	504,35
15.People would do better by living a simpler life without so much IT	3,08	**,000**	595,66	476,39
16. IT application create an artificial and inhuman way of living	3,74	**,002**	553,70	490,88

Factors GENDER EQUALITY OF IT

Statement	Mean in Latvia	Statistically significant differences by country		
		p	Mean Rank	
			Latvia	Ukraine
5. The same opportunities to succeed in IT are available to men and women	4,14	**,038**	537,33	496,53
11.The same opportunities to develop IT abilities are available to men and women	4,17	**,003**	550,11	492,12
17.The work environment faced by females in IT fields is the same as that faced by males	3,75	**,000**	574,15	483,81

Factors POSITIVE EFFECT OF IT ON WORK LIFE

Statement	Mean in Latvia	Statistically significant differences by country		
		p	Mean Rank	
			Latvia	Ukraine
3.In general, IT will create more jobs than it eliminates	3,03	,087	481,21	515,90
7.Because of IT, work will become more appealing	3,58	,736	502,05	508,71
8.Family-friendly environments are more available in IT occupations than others	3,08	**,002**	460,62	523,01
12.Because of IT, there will be more opportunities for the next generation	4,03	,772	511,09	505,59

Results of the survey «Cultural Values Scale (CVScale)»

- 238 respondents were surveyed:
  - ❑33 men, 204 women, 1 respondents did not wish to state their gender;
  - ❑184 students and 54 educators.

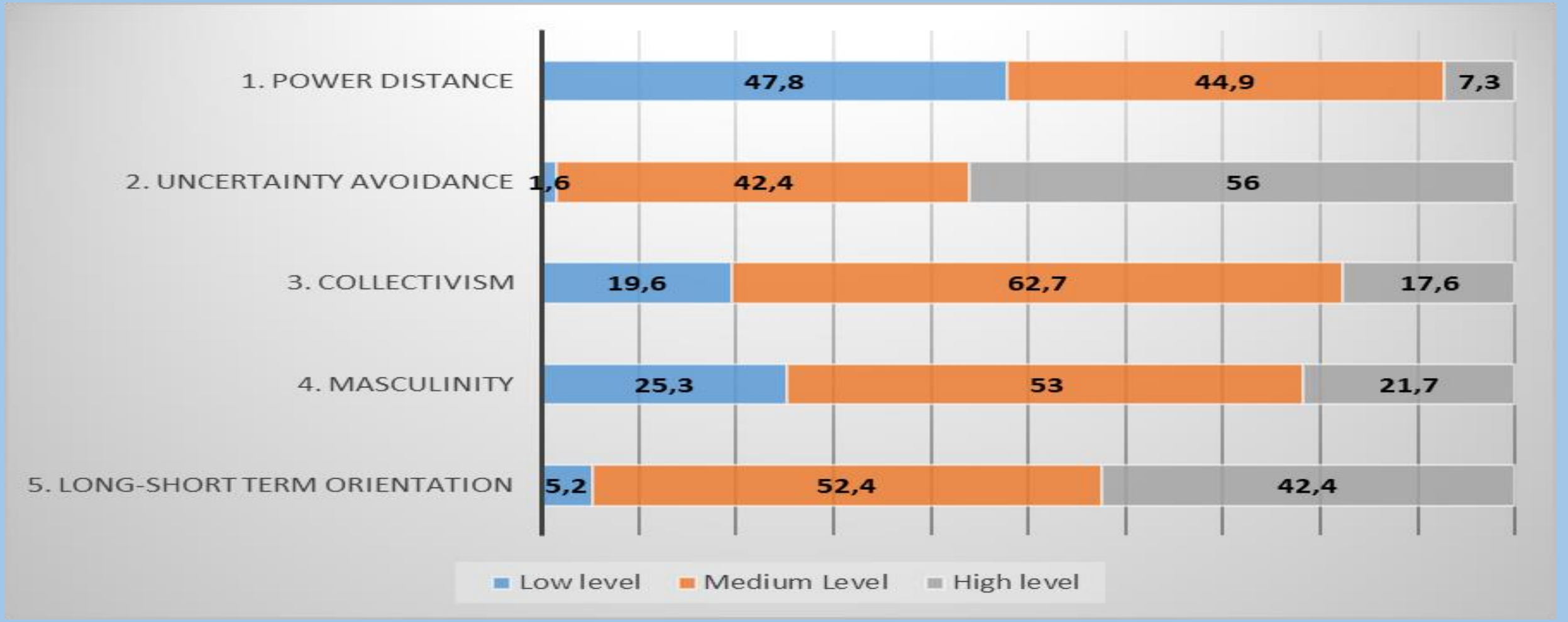
- The results were processed using SPSS 25.0 software.

- At first, Cronbach’s alpha test was performed to determine the internal consistency of the survey. In this case $\alpha = .874$, which is a good coefficient.

AVERAGE VALUES FOR FACTOR ASSESSMENT

FACTORS	MEAN				
	All	Men	Women	Studens	Educators
1. Power Distance	2.95	3,10	2,92	3,04	2,64
2. Uncertainty Avoidance	5,48	5,25	5,52	5,59	5,13
3. Collectivism	3,96	4,01	3,96	4,04	3,72
4. Masculinity	3,95	4,46	3,87	3,95	3,97
5. Long-Short Term Orientation	5,11	5.04	5,12	5,14	5,00

EVALUATION OF FACTORS (BY LEVEL, %)



STATISTICALLY SIGNIFICANT DIFFERENCES IN THE EVALUATIONS ACCORDING TO RESPONDENTS PROFILE

Factor	Statistically significant differences					
	p	Mean Rank		p	Mean Rank	
		Men	Women		Students	Educators
1. Power Distance	-	-	-	,002	611,60	540,64
2. Uncertainty Avoidance	,001	512,93	605,95	,000	623,85	498.90
3. Collectivism	-	-	-	,000	736,17	640,66
4. Masculinity	,000	550,74	462,17	-	-	-
5. Long-Short Term Orientation	-	-	-	-	-	-

Results of the survey «PERSONAL CULTURAL ORIENTATION»

- 290 respondents were surveyed:
  - ❑47 men, 241 women, 2 respondents did not wish to state their gender;
  - ❑220 students and 70 educators.

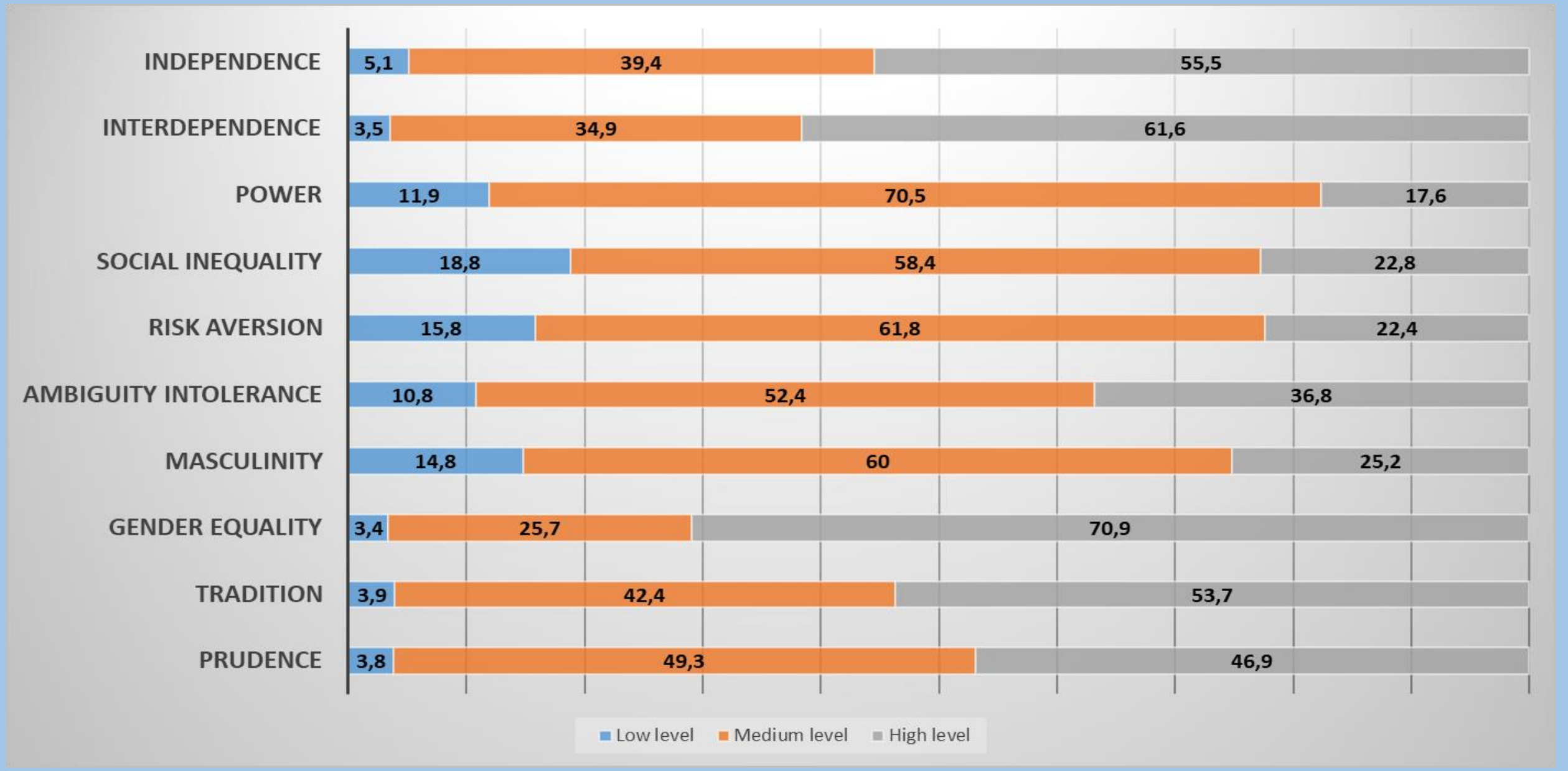
- The results were processed using SPSS 25.0 software.

- At first, Cronbach's alpha test was performed to determine the internal consistency of the survey. In this case $\alpha = .868$, which is a good coefficient.

AVERAGE VALUES FOR FACTOR ASSESSMENT

FACTOR	Mean				
	All	Men	Women	Students	Educators
Independence	**5,43**	5,22	5,47	5,43	5,45
Interdependence	**5,59**	5,57	5,59	5,55	5,71
Power	4,27	3,97	4,33	4,31	4,13
Social Inequality	4,20	4,21	4,20	4,26	4,01
Risk Aversion	4,24	4,40	4,22	4,31	4,05
Ambiguity Intolerance	4,76	4,49	4,81	4,87	4,43
Masculinity	4,30	4,67	4,22	4,32	4,21
Gender Equality	**5,75**	5,60	5,78	5,72	5,81
Tradition	**5,43**	5,44	5,42	5,30	5,85
Prudence	**5,19**	5,29	5,19	5,21	5,13

EVALUATION OF FACTORS (BY LEVEL, %)



STATISTICALLY SIGNIFICANT DIFFERENCES IN THE EVALUATIONS ACCORDING TO RESPONDENTS PROFILE

Factor	Statistically significant differences					
	p	Mean Rank		p	Mean Rank	
		Men	Women		Students	Educators
Independence	**,005**	654,01	733,47	**-**	-	-
Interdependence	**-**	-	-	**-**	-	-
Power	**,001**	503,89	590,66	**,050**	591,08	547,24
Social Inequality	**-**	-	-	**,018**	593,40	539,97
Risk Aversion	**-**	-	-	**,007**	742,02	673,60
Ambiguity Intolerance	**,003**	647,20	734,79	**,000**	-	-
Masculinity	**,000**	813,95	702,28	**-**	-	-
Gender Equality	**,001**	508,55	589,75	**-**	-	-
Tradition	-	-	-	**,000**	682,37	861,05
Prudence	-	-	-	**-**	-	-

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Thank you for your attention

Any questions?

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