



*The reality of personal and electronic communication between professor
and student in light of digitization*

- A field study on a sample of university professors –

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Abstract:

This scientific paper deals with the contribution of the new media through various means in ensuring interaction between students and professors during the corona pandemic that the world has witnessed in recent years, and it has had effects in various fields, and the university, like other institutions, has been affected by these changes, including the ways of communication between the professor and the student, especially since universities were completely or partially closed during this pandemic.

The study has reached a set of results, including: - electronic communication imposed itself at the Algerian university due to on the one hand, and according to what was produced by the Corona pandemic on the other hand, which necessitated the professors to use it in all its means

In order to complete the learning process with the aim of delivering the information to the university student as fully as possible, despite

One of the study sample's preference for traditional communication, and the latest which was influenced by personal electronic communication..

Keywords: *personal communication; digitization; University; professor ; student.*

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1. INTRODUCTION

Communication of various kinds is an important factor on which the life of individuals and societies is based, both in the past and present .

Everyone practices communication in one way or another, and enters into communication processes with those around him, individuals and groups, without which it is impossible for him to conduct his life or meet his various daily needs, communication is an imperative necessity that cannot be dispensed with in any society.

Communication has evolved over time, especially in light of the rapid development of communication technology, and this was accompanied by evolution has also evolved in means and methods, especially with the advent of the digital revolution, which touched all sectors without an exception, as she contributed and worked on the creation of advanced digital communication networks, which, in turn, gave a powerful impetus, and effectively changed the methods of communication and improved his performance.

The university, like other institutions, considers communication with it a vital process and an irreplaceable imperative, and with the developments taking place, given the data of what is known as the era of digitization, it is necessary to turn to other methods to ensure communication between various parties at the university, especially between the professor and the student, in order to ensure the proper functioning of the educational process at all times and circumstances.

From this point of view, this scientific paper came to answer the following main question:

What is the reality of personal communication between a professor and a student in the light of digitization at the Algerian university during The corona pandemic ?

We include Under this main question a set of sub-questions are:

What is the importance of personal contact between the professor and the student ?

What are the goals achieved by personal contact between the professor and the student ?

What is the reality of traditional personal communication in the light of electronic (mediated) personal communication ?

2- Methodological framework :

2.1 Objectives of the study :

Through this scientific study, we seek to identify the reality of personal contact between a professor and a student in the light of digitization at the Algerian university, through a field study on a sample of Batna university 1 professors, which is the main objective of this study in addition to a set of sub-goals are summarized as follows:

-The task of knowing the importance of personal contact between the professor and the student at the University.

-The purpose of revealing the media used in the process of personal communication between the professor and the student.

-The task of identifying the goals achieved by personal contact between the professor and the student.

-The purpose of revealing the reality of traditional personal communication in the light of electronic (intermediary) personal communication.

2.2 The importance of the study:

The importance of the study topic is determined by highlighting the real value desired from its study and indicating the scientific and practical contribution of research on this topic, and the importance of the study lies in the fact that it deals with an important topic, which is the personal contact between the professor and the student in light of the new digitization,

This topic has been raised with particular urgency recently during the corona pandemic, as personal face-to-face communication has become non-existent after the order to close universities and impose quarantine due to the corona virus, as it has become necessary and necessary to find ways and methods that work on the continuity of communication between the student and the professor for the educational process.

2.3 Type and method of study:

This study belongs to the field of descriptive studies, which aims to determine the characteristics of a particular phenomenon, or a situation in question, and depends on the collection of facts, their analysis and interpretation to derive semantics from them, and by doing so reaches the issuance of generalizations about the studied situation or phenomenon and the quantitative or qualitative description of the phenomenon in the manner in which it is necessary to identify their structure and characteristics.(Abdel Basset,1998,p198-199)

The current study is of the type of descriptive media studies aimed at studying the attitudes and opinions of a concerned audience on a particular topic, and through this study we seek to describe and analyze the reality of personal communication in light of the new digitization at the university, by monitoring the opinions of Professors as a target audience, analyze and interpret them to reach conclusions and generalizations about the topic being studied.

In line with the nature of the studied topic, the survey method was adopted, which is a systematic method of studying and analyzing a situation, a problem, or an audience, by following a practical method aimed at reaching certain purposes.(Al-Fawal, 1989,p168)

In order to know the current situation with regard to the opinions and positions of university professors towards the reality of personal communication in light of the new digitization in the university.

2.4 The study population and its sample:

Determining the research community: In order for any study to reach realistic and objective results, the original study community must be specifically identified It is accurate, as it allows determining the type of sample and collecting information and data from its individuals, through the use of appropriate research tools.

Al-Arabi Farhayi defines the research community as: "all the vocabulary, units, or phenomena with common characteristics, features, and characteristics or intended by the research, and it is a field for collecting information A place to generalize the findings across the full survey "

And in view of the difficulty of applying a full survey due to the large size of the

research community and the lack of time, we resorted to a sample survey in which the researcher suffices with studying a limited number of cases or items within the limits of time, effort and capabilities.(Maatouq,2013,p102)

Therefore, the research community for this study related to the reality of personal communication between professor and student in light of digitization in the Algerian university is: Algerian university professors, and from there, the available community is: professors at Abbas Laghrour University.

Study sample:

Given the impossibility of a comprehensive inventory of all the components of the research community, due to the nature of the study community on the one hand, and also to the limited capabilities of the researchers, the study sample was chosen randomly for the reasons mentioned above. The sample consisted of 90 professors from the University of Abbas Laghrour Khenchela. The questionnaire form was distributed to them in two ways. : Either by hand-delivering them or sending them via e-mail during the month of November, they were returned a month after their distribution. 05 questionnaires were excluded because they were not suitable for analysis because the respondents did not answer all the questions in the form and others were not returned, and thus 85 questionnaires were subjected to analysis. Quantitative and qualitative.

2.5 Limits of the field study:

Human limits: This study was limited to a sample of Abbas University professor Lagrour Khenchela.

Spatial limits: Abbas University Lagrour Khenchela.

Time limits: This study was implemented over a period of time starting from the beginning of October 2022 AD until the end of November 2022 AD, during which the two researchers were able to distribute the questionnaires and retrieve them.

2.6 Data collection tools:

To collect data from the field, the two researchers used the questionnaire form tool, as we indicated. Previously, a questionnaire was designed consisting of three main axes in addition to sociodemographic data. The questionnaire axes came in the following form:

Personal data for the study sample

The first axis: Personal communication between the professor and the student:

The second axis: The goals achieved by personal communication between The professor and the student:

The third axis: The reality of traditional personal communication in light of electronic personal communication.

As for the statistical methods, they were represented in the method of calculating frequencies and percentages, after which the process of transcribing and commenting on the tables was completed.

3. Theoretical framework:

3.1 Introduction to Personal communication:

Personal communication falls within four levels, which in their entirety represent the various circles or levels within which the human communication process occurs.

These levels are self-communication, personal communication, collective communication, and finally mass communication.(Guidoum,p230)

- **The concept of personal contact:** Personal contact is 'communication between one individual and another, that is, between two individuals, and it involves the placement of thought in symbols for which the two parties of communication share the semantic framework. Personal contact is a daily companion in our lives, because it is characterized by low cost and limited audience, and ease of estimating the size of the exposure to the message.(Guidoum,p230)

Face-to-face communication is one of the oldest communication methods used by humans to exchange with the individual or to socialize.,Where it was used by primitive groups with its first simple methods, so communication was limited to limited group of voices (semi-verbal communication), as well as through signals with hands, legs and facial gestures (non-verbal communication) to move the human being to The stage of communication and verbal communication due to his need to communicate with others. Gerald Miller defined face-to-face communication as “a session held between a relatively small number of communicators, in which there is face-to-face communication and a maximum of sensory channels, with opportunities for rapid echoes to occur.(ahdan,2021,p230)

” As for Muhammad Odeh, he defines personal communication in its form. It is: “the process of exchanging information and ideas that takes place between people without intermediary factors or channels, and in this process one of the two people represents the role of the sender while the other represents the receiver.”(Boumali,p08)

- **The importance of personal communication and its effectiveness in institutions:** Personal communication is considered a necessary and important matter in life It is no less important and effective in the life of institutions of all types, whether service, economic, or educational, large or small. So the Personal communication has an effective role in all administrative processes that occur within these institutions, including organization, planning, control, coordination, and decision-making.

Communication in general is the backbone of administrative processes and an inevitable requirement for any institutional organization. Among these institutions, we find universities in which communication of all kinds is played out formal (Ascending, descending, horizontal) or informal. It has an important role in the administrative and educational process, as it helps to develop and strengthen social and organizational relations, and strengthen the spirit of the group, which reflects positively on productive efficiency and organization, inspires a spirit of renewal and dynamism, and contributes to unifying goals and strengthening loyalty and belonging. For the institution.

- **The crisis of being away from personal contact in light of the new digitization:** The television revolution, which produced the most powerful media outlets, has hardly subsided, until on the horizon there are signs of a new technological revolution. It is the revolution of new technological techniques, the revolutions of satellite channels, the Internet, mobile phones, networks Social media, e-mail, etc., all of which contributed in one way or another to the birth of the crisis of distancing.(Boumali,p10)

from personal contact in society, and this crisis has expanded to include many sectors, especially with the Corona pandemic that the world experienced at the end of the year

2019, which It greatly affected personal communication due to the imposition of quarantine in various parts of the world. Among the sectors that were affected by this change in personal communication is the university.

4.1 What is electronic mediated communication:

Electronic mediated written communication has received academic attention since 1970 year in various scientific fields , similar to social psychology, sociology, and linguistics, but the methods of these studies focused on the focus of the effects, that is, the impact of electronic mediated communication on the individual And on social relations and on the linguistic competencies of its users, which led to the exclusion of the search for the semantic depth of these communicative systems and the mechanisms of producing and operating meaning during written interaction via a computer or smartphone, especially if we take into account the developments constantly occurring in digital discourse, which is considered a hybrid system subject to... The specificity of the techniques used that require a combination of the writing system on the one hand and the oral system on the other.(ahdan,2021,p20)

The Definiton of electronic mediated communication: The term mediated communication refers to that level of communication that may take place individually or collectively, but it is essentially based on an intermediary or tool that connects communicators, but what distinguishes this tool is that it often includes a limited number of Participants in communication, such as fixed or mobile telephones, e-mail, social networking...and other means that mediate communication between two geographically separated people.(ahdan,2021,p20)

- E-mail is a tool for electronic intermediary communication between the professor and the student:

e-mail is known in the Arab Model Law It is “a system for messaging using computer networks,” and it is also defined as “that system that enables users to send, transfer, receive, and manage text messages, graphics, or audio and video messages across local or international networks via an Internet connection. ”.(Ben ghida,2021,p113)

-E-mail applications in university education: E-mail is used in university education in order to carry out many obligations and duties, and the need and necessity of its use has increased, especially withthe Corona pandemic (Covid 19), which made the use of e-mail inevitable in university education in order to continue Communication and communication between various bodies in the university, and the use of e-mail can be limited to:(Ben ghida,2021,p114)

A. Uses by teaching staff:

- It is used to send various messages, references, assignments,tasks, and academic duties to students.
- Professors use it as an easy means of communication And quick and inexpensive with their colleagues in order to exchange ideas and opinions about educational activities such as teaching methods, evaluation, building tests...etc.

B. Uses for university students:

- Students use it to send completed assignments, tasks and duties to their professors in order to correct and evaluate them.
- It helps students to contact their peers to exchange information, knowledge, and

benefit from each other's experiences in the learning process.

- It enables students to send their inquiries and consultations related to (courses) to their professors and receive answers.
- It facilitates and speeds up students' communication with the administration responsible for the educational process.

.4 Field framework:

After examining the questionnaire data, the characteristics of the research population can be presented as follows:

Table (1) shows the distribution of the sample by gender :

Percentage	number	Distribution Gender
29,41%	25	Male
70,58%	60	Female
100%	85	Total

was prepared by The Two researchers

Table N. 01 shows the distribution of respondents according to gender: The numbers of the table above revealed that the percentage of females exceeded the percentage of males, occupying first place with a percentage of 70.58%, and in second place was the percentage of males with a percentage of

29.41%. These percentages are considered logical considering that Education is more suitable for females, and from this we find that the teaching job attracts more females while in other jobs we find that the percentage of males may exceed the percentage of females.

As we find that there are social accumulations and a societal consensus that acknowledges that education is the most appropriate for women for purely social considerations, this

on the one hand and on the other hand, females have proven their superiority in the field of education, and the evidence of this is the success rates in the baccalaureate degree, where females who obtain the baccalaureate degree are considered the gateway to employment in Algeria.

The gender variable is considered one of the most important demographic variables that may have statistical significance on the subject of this study, which is primarily related to the reality of personal contact between a professor and a university student in light of digitalization. What was assumed by the researchers is that personal contact, whether electronic or traditional, is more present among female professors. More than that of male professors, taking into account

the social appreciation of female teachers (regardless of the difference in education

levels).

Table (02) shows the distribution of the sample according to academic rank :

Percentage	Number	Distribution Academic rank
25,88%	22	Assistant Professor A
25,88%	22	Professor Lecturer b
23,53%	20	Professor Lecturer A
24,7%	21	Professor of higher education
100%	85	the total

was prepared by The two researchers

The table above shows the distribution of the sample members according to academic rank. The sample was from the University of Abbas Laghrour Khenchela, and it was distributed almost equally as follows:

Assistant Professor A and Lecturer professor B, with an equal percentage of 25.88%, Higher education professors (Professor), with a percentage of

24.7%, and not far from that came a lecturer with a percentage of 23.53%.

The closeness of the distribution of respondents may be due to the policy of the University of Khenchela, which it followed by encouraging scientific research and working to promote

professors. It is also due to the employment policy. In the past, a professor who holds a master's degree was employed Therefore, we found significant percentages of

professors (PhD students) who occupied the first ranks among the total number of respondents, but now employment has come to rely on holders of a doctorate degree (science/LMD).

Table (3) shows the distribution of the sample according to the importance of electronic personal communication between a professor and a student at the university :

Percentage	Number	distribution suggestions
52,94%	45	Important
17,64%	15	I do not know
29,41%	25	Not Important
100%	85	The Total

was prepared by The two researchers

Table No. (3) represents the distribution of the sample members according to the

importance of electronic communication. The percentages were evenly distributed as follows:

In the first place, the respondents believe that electronic personal communication is "important" with a percentage of 52.94%, and in the second place is "not important" with a percentage of 29.41%, and in the last place are those who answered "I don't know" with a percentage of 17.64%, , which is a significant percentage.

These answers - although their indicators are negative - can be attributed to the outcomes of personal communication, whether traditional or electronic - according to the study sample - the professor seeks to convey information and lessons in all their forms and forms to the student in the most complete way possible, by While exploiting all the means and media made available by the university, whether traditional or electronic, personal communication remains useless in the opinion of the respondents. This is on the one hand. On the other hand, we recorded a high percentage of those who answered "I don't know." These are considered interrogative answers. It is strange that the university professor does not know The importance of personal communication between him and the university student. No two disagree on its importance in the relationship between the two parties, in addition to communicating information in its simplest form. Whether it is face-to-face or electronic communication, it applies to the university student and avoids misunderstandings.

Table (4) shows the distribution of the sample according to the media used in the process of electronic personal communication with the students :

Percentage	Number	distribution Use
42,36%	36	Personal phone
23,53%	20	Social network website
21,17%	18	Email
12,94%	11	Other
100%	85	The Total

was prepared by The two researchers

Table No. (4) shows the distribution of the sample members according to the media used in personal electronic communication, as it became clear that professors use different media to communicate with students, the first of which is "personal phone" with a rate of 42.36% and then "social networking site" with a rate of 23.53%. "E-mail" ranked third, with a rate estimated at 21.17%. As for other media, which were mainly represented by (chat rooms, forums, and blogs), the rate reached 12.94%, and thus it ranked last.

These percentages can be read as saying that the Corona pandemic that Algeria has experienced, like all countries of the world, since the year 2019 led to the professor and students using various electronic media and activating them for the sake of scientific communication, as the compulsory quarantine and the imposition of distance

education was a reason and opportunity to open the field of personal communication Electronically, relying on modern technology, including the personal phone, the social networking site, including several applications: Messenger, WhatsApp, Telegram, LinkedIn, email, and others, which leads to flexibility of communication between the professor and the student in pursuit of the success of the teaching-learning process.

Table (5) shows the distribution of sample members according to the extent of use of electronic personal communication between professor and student :

Percentage	Number	Distribution Use
41,73%	58	ALways
17,26%	24	Sometimes
34,53%	48	Never
100%	139	The Total (Multiple choice)

was prepared by The two researchers

It is evident from the results of Table N (05), which shows the distribution of the study sample members according to the extent to which they use personal communication between themselves and the students. It turns out that there is a difference in the answers, and they were distributed as follows:

In the first rank, those who answered, who are permanently communicating with students) with a percentage of 41 ,73%

The second rank never communicates with students personally Electronic, with a rate of 34.53%. As for the professors who use Sometimes personal communication, it came in the other rank, at an estimated rate of 17.26%

These results can be read that there is a variation in the use of personal communication between the professors and their students, and this is due According to the study sample, to several factors and

, the most important of them is demographic variables, including the age factor. We find that older students are more in contact with their professors, unlike younger students. We find that the professor does not open the field of personal electronic communication to this last group

considering several factors, the most important of them is maintaining the distance between him and the student. On the one hand, most of the students, especially the first year,

use pseudonyms and communicate with unknown identities and numbers, which constitutes an embarrassment to the university professor, although Unlike older students.

Among the factors also is gender. We find that There is an embarrassment in electronic personal communication between different genders, for purely social considerations. Specialization can also be included. We find that students of media and communication sciences are more likely to use electronic personal communication with professors, and this is due to the students' need for this, for example.

Table 06) shows the distribution of sample members according to the study sample's preference for traditional or electronic personal communication:

Percentage	Number	distribution Suggestions
82,36%	70	Traditional communication: personal
17,64%	15	electronic communication personal
100%	85	The Total

was prepared by The two researchers

Table No. (06) shows the distribution of the sample members according to preference for traditional personal communication or electronic communication. It shows

according to the results of the table above that more than half of the sample prefers traditional communication, at a rate of 82.36%, while personal electronic communication reached a percentage of 17.64. % This can be interpreted These results - which agree to a large extent with the results of the previous tables - are that the university professor prefers direct personal communication, given several considerations mentioned previously, in addition to the professor's keenness to convey the message in the most complete form and meaning to the student, so that it is not misinterpreted and also ensures its arrival.

Despite the importance of electronic personal communication, most of the professors in the study sample do not prefer it for various reasons, most of which are personal and related to the personal experience of the professor.

Table (07) shows the distribution of individuals according to the question: Has electronic personal communication in light of the corona pandemic affected the status of traditional personal communication? Between the professor and the student:

Percentage	Number	distribution Suggestions
76,47%	65	Yes
23,53%	20	No
100%	85	The Total

was prepared by The two researchers

It can be seen from the table above (07), which represents the distribution of the sample members according to the question: Has electronic personal communication in light of the Corona pandemic affected the status of traditional personal communication? It was found that electronic personal communication affected the status of traditional communication between a professor and a university student. He

answered the question: This was agreed upon by 76.47%, with a frequency of 65 from the total sample, while about 23%, equivalent to 29 of the sample, responded that electronic personal communication did not affect the status of traditional personal communication in light of the Corona pandemic.

These numbers, which carry a clear discrepancy and difference in the answers, can be explained, since, as is no secret to anyone, the Corona pandemic has affected direct communication between the professor and the university student due to the imposition of quarantine and partial closure of university institutions, which reduces the opportunities for traditional personal contact between the professor and the student, specifically with students. The first year, they do not know the professors until electronic contact is made with them. Although the universities institutions have provided electronic ways and means to facilitate communication, communication remains limited (it is possible to return to the outputs of Table No. (05). It can be said, through the researcher's personal experience, that the Corona pandemic has cast its shadow on personal communication between the professor and the university student, and imposed electronic communication through various available media so that the information is easily accessible to the student, and the professor became obligated to communicate electronically with the students. Among the available means of communication is opening private groups via email, and the social networking site (Facebook...) Or through Messenger, Telegram, and other applications that allow electronic personal communication.

5 - Results of the study:

After quantitative and qualitative analysis of the outputs of the field study, the results can be presented as follows:

- The outputs of the field study showed that the majority of the study sample were female, at a rate exceeding 70%. The researchers assumed flexibility in personal contact between female professors and students, but on Contrary to what we assumed, gender is considered an obstacle in electronic personal communication, in contrast to traditional personal communication.
- The academic ranks of the professors in the study sample are almost equal, and there is no statistically significant difference in the degree of electronic personal communication.

Therefore, it was not included.

- The respondents acknowledge the importance of electronic personal communication in the teaching-learning process, although we recorded a significant percentage of "I don't know" and "not important" when answering, given that the study sample are permanent professors at Abbas Laghrour Khenshala University and from various specializations, and this is an indication of the existence of a defect It represents the scientific relationship between the two sides of the educational process (the student and the professor).

The results of this study showed that the most important medium used by the respondents is the "personal phone" due to ease of use on the one hand, and on the other hand, most phones have all the applications that allow electronic communication Between the professor and the students

, and the most important of it is the website : The social network, which is considered

one of the most important media used in electronic personal communication. Also, most of the sample members

Use electronic personal communication constantly.

- The sample members constantly use electronic personal communication, even though they prefer traditional personal communication, and they acknowledge that the latest has been affected by electronic personal communication, especially in light of the Corona pandemic and the distancing it has created, which necessarily affected direct communication between students and professors.

Through this study, which aimed to identify the reality of electronic personal communication between professors and students, it became clear to us that electronic communication imposed itself in the Algerian university in view of technological progress on the one hand and in accordance with what resulted from the Corona pandemic on the other hand, which required professors to use it in all its forms in order to complete the educational learning process with the aim of delivering information to the university student as fully as possible, despite the study sample's preference for traditional communication, which was affected by electronic personal communication.

Conclusion :

At the end of this study, which is labeled : "The Reality of Electronic Personal Communication," we conclude that electronic personal communication in the Algerian university – according to this study - proves its importance, as the university professor relies on it in communicating with students in order to complete the process. Thus, he uses several media, including the personal phone, on a permanent basis, and what can be recorded is their preference for personal communication, due to its effectiveness.

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