A GENERAL METHODOLOGY FOR STUDYING THE IMPACT OF DIGITALIZATION ON INDIVIDUALITY AND BEHAVIOR IN AN ORGANIZATIONAL ENVIRONMENT

Author: Ivaylo Iliev

Abstract: The methodology presented and described in the present study empirically studies attitudes towards digitization and the related main processes affecting personal, interpersonal and professional relationships. It also affects issues related to existing addictions to digital devices on the part of users, as well as the protection of digital information. The questionnaire is divided meaningfully into different modules. The first one consisting only of sociological questions, while the next three are thematically focused. Each of the modules has been tested for reliability and can be used independently or as part of a larger study. Depending on the method of use and the use of the methodology by different researchers, different research goals and tasks can be formulated. In the present paper, such goals and objectives are described as to illustrate the possibility of using the proposed methodology.

Keywords: Impact of digitalization; Organizational behavior; Methodology

JEL: M12, M15

About the empirical study

Research related to digitization and modern technologies has been constant since its inception, increasing in recent years in view of the global pandemic. Diverse aspects gain deserved popularity and attract many researchers. Among the reasons for this popularity are the trends for continued exponential development of technologies and their deep using into daily personal and business processes.

All those who managed to fill in the questionnaire correctly should be the object of the study. The subject of the study is the attitudes of workers towards digital devices in and outside the workplace. The target as specified may be different depending on the use of the methodology. An exemplary goal would be - to empirically explore attitudes towards digitization and the underlying processes involved. For the fulfillment of this goal, several specific tasks should be completed:

1. Development of a questionnaire on respondents' attitudes towards digitization processes at personal, interpersonal and organizational level;

2. Conducting a survey using an internet-based platform;
3. Analysis of the data obtained from the conducted research;
4. Formulation of generalizations and conclusions based on the conducted empirical study.

Instrumentation for data collection

Empirical data is best collected through questionnaires. A survey is a form of written questioning in which subjects answer questions arranged in a questionnaire (survey card). The use of this method is suitable for gathering primary empirical information about the opinion, attitude, value orientation, social position and role of the persons participating in the study. Also, the use of web-based tools or an internet platform where the survey is hosted greatly facilitates the researcher.

Certain requirements have been met for compiling the questions and answers included in the survey:

1. To prepare the survey and the questions in it, the following methods and ways of composing the questions are used:

- clear, short and understandable wording without foreign words is preferred;
- too long questions are avoided, as this makes it difficult to understand, and the respondent reacts not to the whole question, but to individual elements of it.
- unambiguous questions are used that do not lead to ambiguous interpretation. The requirement is observed not to connect many questions thematically with each other, which also makes it difficult to understand.
- specifics are preferred and more general questions are avoided.
- avoid the so-called suggestive and guiding questions which are alternative and in this case only one alternative can be indicated.

2. When preparing the possible answers to each question, the following methods of their formation are used:

- closed questions - when options are given from which to choose an answer;
- open-ended questions - with an opportunity to express a free answer, this helps to express one's own opinion about the question.
- A combination of open and closed question - when certain options are given, but the opportunity to express a free opinion is also given.

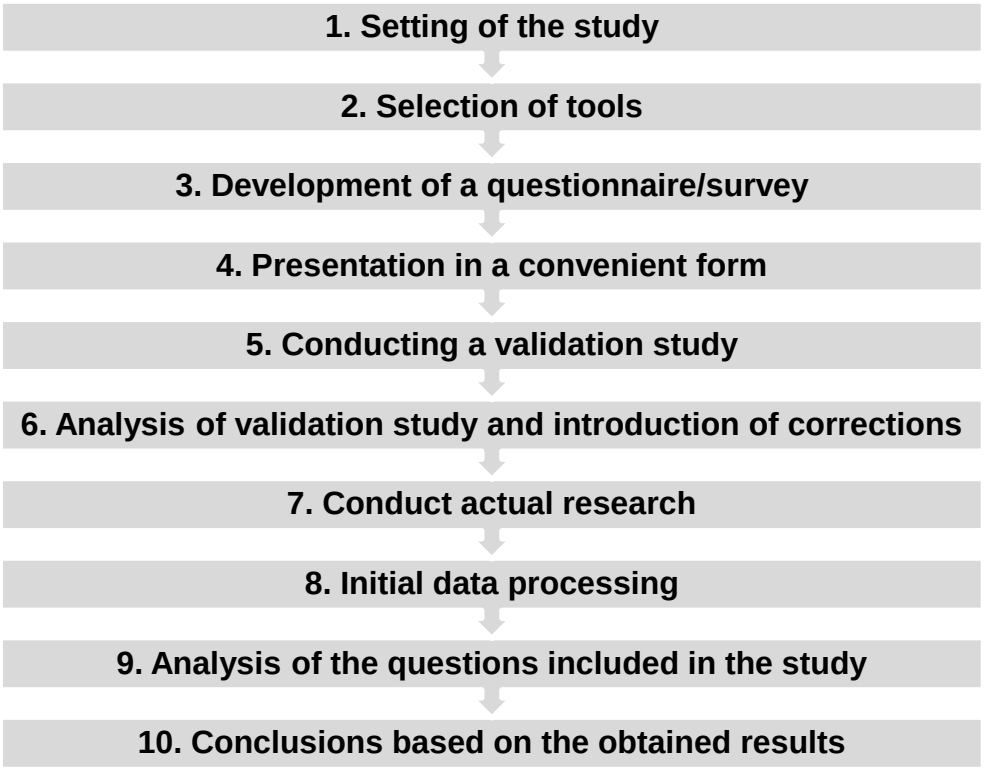
Among other essential features in the compilation of survey questions is the inclusion of only the most important questions, the answers to which provide the necessary information. Compliance with the principle of saving the time and effort of researchers and respondents. The wording of the questions must be comprehensible to the respondents and the questions must be formulated in such a way that the respondents can answer them. They avoid questions that would cause respondents to be reluctant to answer or put them in a disadvantageous position, even though the survey is anonymous. In order to achieve

greater objectivity of the information received, the survey card is compiled as a system of questions and answers of different nature and different in type and structure.

Consistency in research design

Within the framework of a study, an algorithm can be defined to present the methodology and the results obtained. Ten are the stages that this algorithm goes through (e.g. Haralampiev at al., 2017) and they are presented in Figure 1.

Fig. 1. Research stages



The content of each of the stages is described as follows:

1. **Setting up research** - at this stage, the problem, the characteristic features are defined, the subject and the object of the research are defined, the features of the situation are defined, etc.
2. **Selection of tools** - in this stage, the tools are selected, which allows the researcher to choose from among the different combinations of the alternatives proposed in the methodology.
3. **Developing a questionnaire/survey** – this stage includes formulating specific questions and statements aimed at respondents, choosing rating scales and sequence of questions.
4. **Presentation in a convenient form** - this stage includes the creation of survey cards, as well as additional explanations necessary for conducting the research. If possible, using web-based tools to collect the information.

5. **Conducting a validation study** - on at this stage, research is conducted, respondents are sought, and the aim is to collect as many as possible.
6. **Analysis of the validating study and introducing corrections** - measuring the reliability of the internal consistency of the psychometric instruments by means of Cronbach 's alpha and, if necessary, depending on the results, making corrections.
7. **Conducting actual research** - after the ones made corrections, the questionnaire has a completed form and data is collected again, depending on the set goals, respondents who meet the requirements are sought. A sufficient number of respondents for statistical significance relative to the study population was aimed for.
8. **Initial processing of the data** - the received data should be reviewed strictly for incomplete or incorrectly filled fields. Where it is possible to correct the data and prepare it in a form suitable for further software processing
9. **Analysis of the questions included in the research** - the stage itself includes an analysis of the sociological aspect of the data, as well as an analysis of the main questions.
10. **Conclusions based on the obtained results -** this is the last stage of conducting the research, in which the obtained results are interpreted. In this stage, generalizations are made and the conclusions of the research are identified.

The ten stages considered represent the work algorithm for conducting research, and it is good not to skip steps.

Analysis instrumentation

In the compilation of the survey card, collection of empirical data and their processing for the following tools were also used:

- Questions directly related to the topics discussed in the previous chapter were used as the basis for compiling the questionnaire. To each of the aspects concerned, several questions are included, which are described in the points of the last chapter.
- The data is collected by means of an online tool for similar purposes Google Forms. The web-based Google Forms is compatible with any modern browser, accessible from any computer connected to the Internet.
- To distribute the survey among the respondents, the direct link to the platform was used, as well as a separately generated QR code, for the convenience of the respondents.
- Microsoft Excel was used to analyze the data obtained from the first study, and in particular the built-in functions: PIVOT, SORT, FILTER, FREQUENCY, CHART, RANK, FREEZE, SUM, AVERAGE, etc.
- Two-dimensional empirical distribution - when considering the statistical grouping, the units (cases) of the statistical population are divided into groups according to the meanings of the grouping characteristics on certain scales. Depending on the type of rocks, different distributions are obtained. Because these are distributions obtained in specific, empirical statistical studies, they are called empirical distributions. When

the distribution is made according to one attribute (one scale), it is called one-dimensional. When it is done on two signs, it is two-dimensional, and with more signs (scales) - multidimensional. Two dimensional structures are obtained as a result of groupings of the units of the aggregate at the same time according to two characteristics.

- Cronbach's alpha - the coefficient alpha α was proposed by the American scientist Lee Cronbach in 1951, whose name it bears. With its help, the contribution of each question to the overall reliability of the test is identified. In statistics textbooks (Haralampiev, 2012; Ganeva, 2016) it is assumed that if the values of the coefficient alpha are above 0.70, it is permissible to assume that the scale is reliable.

Description of the questions included in the methodology

The research is in the form of a survey. It contains 52 questions. The first eleven of them are sociological questions aimed at collecting general information about the respondents. After each of the questions, a field is left in which to fill in the current information about the respondents. They are the following:

1. Gender: ○ *Male* ○ *Female* ○ *Other* _____

The question is closed, i.e. the respondent can choose between three mutually exclusive statements. This question aims to establish the gender of the respondent.

2. What is your age in years?*

The question is open. The respondent must fill in their age in the field provided for this. The question aims to establish the age group into which the respondents fall and to trace whether and how age affects understandings and attitudes towards digital services. Subsequently, the respondents are divided into several age groups. The first is from 19 to 24 years. It includes working students as well as young people who decide not to continue their education. The majority of them do not yet have the accumulated experience, are still learning and need direct contact with a mentor in the organization. The second age group is from 25 to 34 years old. Respondents in this group already have established professional habits and at the same time are trying to build a family. The age group between 35 and 44 are experienced enough and are looking for self-improvement and recognition, as well as those over 45 who can be seen as established professionals. Each of the listed groups has its own views on technologies, their development, as well as on popular software products used daily for business and personal purposes.

3. In what professional field is your most important education?

○ *Pedagogical sciences*
○ *Humanities*
○ *Social Sciences*
○ *Economics and Business*
○ *Legal and political sciences*
○ *Natural Science*
○ *Mathematics*
○ *Informatics and*
○*Computer Science*
○ *Technical sciences*
○ *Agricultural Sciences*
○ *Health and sports*
○ *Arts*
○ *Security and defense*
○ *Other :*

The question is semi-closed. The respondent can choose one of 14 possible answers or supplement his answer in the "Other" column. Completed education gives knowledge and builds skills, and the field in which it was obtained can have a direct relationship with the skills needed to work in a digital environment. It is easy to claim that respondents with a degree in Informatics and Computer Science will not have difficulties working with digital devices, but it is also interesting what the perceptions of other respondents are.

4. Total years of education from first grade including _____

The question is open. The respondent must record the number of years during which he was educated in various forms. Once the direction is established, the question aims to establish the level of education obtained and to trace whether and how the respondent's years of education influence understandings of the evolving digital reality in which we live and work.

For the possible answers, years were used, not educational degree obtained, for greater accuracy of the data. Thus, a respondent who, for example, wrote between *13 and 16 years old*, gives information that he or she has already completed secondary education and continued to university. Otherwise, if educational degrees were used as responses, it would be possible to indicate that he had completed secondary education, but this would not provide information on whether he continued his education. Thus, even though it is a final course, it would fall into the same group as those respondents who did not continue their education.

The answers received can be divided into several groups. The first group will be "less than 9 years old" - people with primary education fall; the second "from 9 to 12 years" - with an average; in the third "from 13 to 16 years" - students or graduates of higher education; in the fourth "from 17 to 18 years" - studying or having acquired a master's degree and in the fifth "over 18 years" - having acquired several educational degrees.

5. City where you work:

- (*Multiple Choice*)

The question is quite closed. The respondent chooses one of the formal 28 separate regions in Bulgaria. The purpose of this question is to examine whether there are significant differences in the attitudes of workers towards digital devices and virtual work in settlements of different sizes or locations. A similar question can be used to profile respondents when the research is aimed at a specific research population.

6. What is your current position?

- *Employee without management functions*
- *Low Level Manager (Employees Only)*
- *Middle management level manager*
- *Senior manager*
- *Not working*
- *Freelancer*
- *Something else:*

The question is semi-closed and offers 6 closed answers and one open answer. The position held in the organization is a consequence of the personal qualities and competencies that the employee displays. This question is intended to provide information

on how employees who are higher up in the hierarchy and possibly with longer tenure accept the inevitable changes happening in the workplace and the trend towards increasing work in a digital environment.

7. What is your field of activity? *

- ○ *Commerce*
- ○ *Education*
- ○ *Telecommunications*
- ○ *Production*
- ○ *Transportation*
- ○ *Services*
- ○ *Financial activity*
- ○ *Information Technology*
- ○ *Something else:*
- ○ *Research and development*

The question is semi-closed. The respondent can choose one of 9 possible answers or supplement his answer in the "Other" column. Various fields of activity are listed here. The field of activity is extremely important, because each sector has its own characteristics, which have an impact on those employed in it.

8. How long have you been with your current company?

1) up to 3 months *2) between 3 and 12 months* *3) between 1 and 5 years*

4) more than 5 years *5)I'm not working at the moment*

Closed question, where the interval in which the respondent falls, depending on the length of the internship in the current position, must be selected. The time spent in a given position affects the employee's behavior in the organization. The intervals are initially in months, because according to various studies, this is the order of time required to acquire the basic skills and habits of working with digital devices necessary to perform the specific activity in the business organization. They cannot be clear when an employee joins the organization, and it takes time for this not to influence the answers given.

9. *The organization in which you work is:*

1) private property

2) state property

The question is closed. The survey taker can choose only one of two possible answers. The type of organization can provide useful information about business process modernization depending on the ownership of the organization.

10. Indicate the size of the organization in which you work:

1) up to 10 people *2) from 10 to 49 people* *3) from 50 to 99 people*

4) from 100 to 499 people *5) over 500 people*

Closed question. The question offers 5 possible answers, of which the respondent must indicate only one. The purpose of the question is to find out how big is the organization in which the respective respondent works. It should be checked whether the size of the organization has an impact on the aspects considered.

11. How many different organizations have you worked in so far (specify number)

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ over 6

A closed question in which the alternative relevant to the respondent must be chosen. Each different job position enriches the employee in a different way. The purpose of the question is to check whether the respondents who have changed more work organizations are more quickly adaptable to the changes related to the increasing influence of technology in business processes.

Each of the included questions can be used to filter respondents and select a specific group for which to address the main questions. With several such restrictions, a certain profile can be singled out, whose answers to pay attention to. In the case of the two-dimensional empirical research, a comparison can be made between the answers to the main questions of the different groups, divided by the questions described above.

The following are the questions related to the topics covered in the theoretical part. Regarding the impact due to developing technologies, the questionnaire included 16 statements related to the use of electronic devices in the respondents' daily lives for personal and professional purposes. The required responses are on a 5-point Likert scale with values from 1 to 5 and choices 1 – strongly agree, 2 – somewhat agree, 3 – cannot judge, 4 – somewhat disagree, 5 – strongly disagree:

1. I spend too much time in front of my mobile device every day.
2. I believe that modern society is highly dependent on digital devices.
3. I think I can do without a mobile phone in my everyday life.
4. Most of my personal communication is through social networks and mobile applications.
5. I use my mobile device for both personal and business activities.
6. Most of my work communication is through social networks and mobile applications.
7. I use digital devices almost everywhere around me - at home, in the car, in public places, in nature.
8. I don't think young people are addicted to their mobile phones.
9. I like the possibility of using digital devices for all kinds of activities.
10. My work is impossible without digital devices.
11. I communicate with relatives and friends entirely through my mobile phone (conversations/applications).
12. I like that the organization I work in uses digital devices.
13. It happened that I participated in events organized on social networks.
14. I like the idea of being able to control everything in my home through my phone.
15. I have gone on a date with a stranger, after "meeting" through an internet application.
16. I often use electronic devices to monitor my physical activities during the day.

Claims are directly related to the aspect of the digital world discussed in the entire first point - the new environment in which we live. Questions aimed at the impact of digitization at the individual level, aimed at the respondent's personality, are included. Such

questions are 1, 3, 7, 9 and 16. Four of the statements explore the changes imposed by digitization in people's interpersonal relationships outside of work - 4, 11, 13 and 15. Also included are the upcoming job changes. About the respondents' attitudes towards the use of mobile devices, social networks and digital devices for work purposes are statements 5, 6, 10 and 12. The last group of questions focused on the views of those who completed the survey regarding the existing addiction to digital devices and social networks in society, in which we live and work. These are statements 2, 8 and 14. Of course these distinct four groups are deliberately mixed up.

In the questionnaire developed, statements related to the daily use of electronic devices in remote work, business communication and the influence process follow. The required responses are on a 5-point Likert scale with values from 1 to 5 and choices 1 – strongly agree, 2 – somewhat agree, 3 – cannot judge, 4 – somewhat disagree, 5 – strongly disagree:

1. Remote work is available in my organization.
2. I like the possibility of working outside the office.
3. I will not miss informal conversations with colleagues if I work remotely.
4. Outside the office, my work is more productive.
5. I don't think I have any problems with work communication if I work from home.
6. I am more motivated to work in the office.
7. I think that in the future more and more work will be done outside of standard office spaces.
8. I think office work is more stressful than remote work.
9. In the team I work in, there are people I have not met in person.
10. I believe that digital devices and services have a strong positive impact on the operations of business organizations.
11. I do not experience difficulties when I have to work with different software products.
12. Different work communication platforms make my job easier.
13. My direct supervisor manages to influence my work even if I work remotely.
14. Learning new telecommuting software does not cause me worry or concern.
15. If I have a choice, I will choose to work remotely.
16. My motivation to work is not affected by my physical location.
17. I get the same support when I have a problem with a work task, even when I work remotely.
18. I don't feel worried about my health, even when working on a computer for a long time.

The statements included are entirely directed at changes in the organizational environment. Topics such as:

- the possibilities of organizations for remote work and the attitudes of employees towards this option (statements 1, 2, 4, 7, 10, 15);

- major changes in day-to-day business communication and to what extent this affects employees (3, 5, 9, 12);
- motivation for work (6, 16);
- relationships with managers (13, 17);
- the stress caused by working with digital devices (8, 11, 14, 18).

With some of the affected topics, there is an opportunity to conduct a more in-depth study in possible future developments, but for the purposes of the present study, a self-assessment of the general feeling of the respondent is quite sufficient.

In the last part of the questionnaire, there are 7 questions related to cyber security and computer security of digital devices in daily work with them. Again, a 5-point Likert scale with values from 1 to 5 is used for the answers and choice 1 - categorically YES, 2 – rather YES, 3 – I have no information, 4 – rather NO, 5 – categorically NO:

1. Have you performed a security test on your digital devices in the last year?
2. Do you use cyber security tools?
3. Does your organization have an action plan in case of a possible Cyber incident?
4. Do you have a friend who became a victim of a cyberattack (e - mail, Facebook, online storage, etc.)?
5. Has cyber security training been conducted for personnel in the employer organization in the last one year?
6. Do you know what to do if you are the victim of a cyberattack?
7. Do you perform regular data backup?

The increasing dependence on technological advances in the business world requires special attention to the preservation of specific or personal information by business organizations. It is for this reason that in the last module of the survey, the statements are aimed precisely at checking how much the respondents and the companies they work for pay attention to computer security and cyber security. The questions included in the questionnaire related to cyber security can be divided into two groups. The first one refers to the personal use of digital devices outside the workplace, and the second one, respectively, to the respondents' work organizations. Of course these separate four modules are deliberately mixed up. Actions related to data processing go through several stages.

Empirical data processing

To facilitate the processing of the received data, they are collected in a table, and the first row of the table represents the questions and statements to which each respondent answers. The following lines contain all the answers given by the respondents. In each row, the answers received by one person are recorded. The table has dimensions of 137 rows (reflecting the number of all those who completed it) and 46 columns (the number of questions and the time when they were completed). The initial processing of the empirical data goes through the following activities:

- Presentation in a form convenient for analysis - the database from Google Docs is downloaded and formatted into a Microsoft Excel Worksheet, which enables processing of the information.
- All responses received from each respondent are carefully reviewed and incorrectly filled data are corrected. It is important not to change the meaning and accuracy of the information. The fix includes:
    - Replacing a decimal point with a comma in quantitative information fields for software recognition;
    - Quantification of information set in the field as text;
    - Logical correction of incorrect information where this is obvious;
- Remove lines of respondents if entered more than once due to some error;
- Rows of respondents are removed if a significant part of the required information is missing;
- Rows of respondents are removed if they gave the same answer to all questions of the " *can't judge* " / " *no information* " type.

Conduct and analyze a validation study

The obtained results make it possible to validate the questionnaire by means of statistical tools. Cronbach 's alpha is most often calculated to measure the internal consistency reliability of psychometric instruments. The questionnaire is divided into three modules and accordingly the check is for each of them.

The first module aimed at the use of electronic devices in everyday life contains 16 statements, two of which are negatively worded. In the presence of such questions, which is often encountered in the social sciences, it is first necessary to transform them by creating new reverse variables that are analyzed. We should proceed to calculate the reliability of the scale. On table 1. the obtained data are shown for the Cronbach 's alpha coefficient, which is 0.742, which is a good indicator of the reliability of the statements module.

Tab. 1. Reliability analysis

Reliability Statistics

Cronbach's Alpha	N of Items
,742	16

Source: Own data

A closer look at each of the questions can provide information on how this coefficient might change if each of the statements were removed. The third column, Corrected, is important for this Item - Total Correlation (Corrected question-total correlation), in which the correlations between each of the questions and the total of the other questions are given (table 2). Lower values indicate the question is not well correlated with the other questions and may not be a good component of the scale.

Tab. 2. General statistics by items

Item - Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item -Total Correlation	Cronbach's Alpha if Item Deleted
I spend too much time in front of my mobile device every day	54.6406	72,311	,322	,731
*I believe that modern society is highly dependent on digital devices	53.8750	77,402	,137	,743
Most of my personal communication is via social networks and mobile apps	54.7188	68,314	,455	,717
I use my mobile device for both personal and business activities	54.2422	72,988	,321	,731
Most of my work communication is via social networks and mobile apps	55.3125	69,429	,350	,728
I use digital devices almost everywhere around me - at home, in the car, in public places, in nature	54.3281	68,317	,592	,709
The ability to use digital devices for all sorts of activities appeals to me	54.6328	70,722	,380	,725
My work is impossible without digital devices	54.2813	70,597	,391	,725
I communicate with relatives and friends entirely through my mobile phone (conversations/apps)	55.1328	71,140	,288	,734
I like that the organization I work in uses digital devices	54.4844	70,677	,473	,720
It happened that I participated in events organized on social networks	54.7734	68,397	,405	,722
I like the idea of being able to control everything in my home through my phone	55.2266	67,153	,463	,716
*I went on a date with a stranger, after "meeting" through an Internet application	55.7891	70,404	,215	,748
I often use electronic devices to track my physical activities during the day	55.8359	66,847	,406	,722
*I think that I can do without a mobile phone in my everyday life	55.3672	74,518	,157	,746
*I don't think young people are addicted to their cell phones	54.1563	76,983	,077	,750

Source: Own data

There are four items where calculations show that there would be an increase in Cronbach 's Alpha if dropped and they are marked with an asterisk. Consistently, the change would be 0.001, 0.005, 0.004, and 0.008, respectively, when removing each of the statements too small to be worth removing.

The following question module addresses the daily use of electronic devices when working remotely. There are 14 elements in it, only one of which is negatively worded. Again, a good indicator of the Cronbach's alpha coefficient was obtained - 0.769, i.e. the claims module is reliable (Table 3).

Tab. 3. Reliability analysis

Reliability Statistics

Cronbach's Alpha	N of Items
,769	14

Source: Own data

General statistics by item for the individual statements in the second module are presented in Table 4. There is one statement worth considering for removal, as the increase in Cronbach 's alpha would be 0,018.

Tab. 4. General statistics by items

Item - Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item -Total Correlation	Cronbach's Alpha if Item Deleted
Remote work is available in my organization	45.4609	68,613	,322	,762
I like the possibility of working outside the office	45.0938	64,621	,618	,733
I will not miss informal conversations with colleagues if I work remotely	46.5469	65,951	,459	,747
Outside the office, my work is more productive	45.7578	62,201	,671	,725
I don't think there are any problems with office communication if I work from home	45.7813	61,306	,645	,726
I believe that in the future, more and more work will be done outside of standard office spaces	45.0469	70,628	,383	,756
I find office work more stressful than remote work	45.7656	66,464	,464	,747
In the team I work in, there are people I have not met in person	46.6406	68,405	,277	,769
I believe that digital devices and services have a strong positive impact on the activities of business organizations	45.1172	71,852	,327	,760
I have no difficulty when I have to work with different software products	44.9219	75,175	,134	,774
Different work communication platforms make my job easier	44.8828	72,514	,363	,759
My direct supervisor manages to influence my work even if I work remotely	45.3750	72,425	,246	,767
*Learning new remote work software doesn't cause me worry or concern	45.8281	74,600	,072	,787
In the office, I am more motivated to work	46.3047	67,347	,428	,751

Source: Own data

Analogous calculations show that for the last module, the Cronbach's alpha coefficient is 0.782, which again indicates reliability, and there are no statements from the total data, the removal of which would give a significant increase in this reliability.

Tab. 5. General statistics by items

Item - Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item -Total Correlation	Cronbach's Alpha if Item Deleted
Have you performed a security test on your digital devices in the last year?	20.9766	28,590	,593	,736
Are you using cyber security tools?	20.5703	29,712	,597	,737
Do you back up the data ?	20.4219	33,537	,333	,785
Has Cyber Security training been conducted for staff in the last year?	21.3906	28,145	,595	,736
Does your organization have an action plan in the event of a cyber-incident?	20.6719	30,742	,487	,758
Do you know what to do if you are a victim of a cyber-attack?	21.0000	29,213	,599	,736
Do you know someone who has become a victim of a cyber-attack (e - mail, Facebook, online storage, etc.)?	20.7969	32,289	,349	,785

Source: Own data

In order to comply with the results obtained from the analysis, changes can be made in the second module. Apart from the possible omission of one of the elements, it would be appropriate to include a few more statements related to the researched questions. This would help gather more information to be analyzed when processing the results.

Conclusions

The changes associated with digitization, and to a large extent imposed by it, are constant, exponentially developing and of ever-increasing scope. For this reason, it is good to conduct research related to the impact they have on users, both personally and professionally. The proposed and described methodology is aimed precisely at this - to empirically examine the attitudes towards digitalization and the main processes related to it, affecting personal and professional relationships. The following can be noted as the main conclusions related to the developed methodology and the conducted in the accompanying research:

- as a result of applying the methodology, statistically good results for analysis are obtained;
- the methodology is easy to use and can be used to collect information for a large number of respondents;

- Cronbach 's alpha coefficient data for each of the included modules can determine them as reliable;
- as a result of the foregoing, the developed modules can be used alone or in combination with other questions for more specific research purposes;
- the questions are formulated in such a way that, using a bivariate empirical distribution, there are multiple possibilities for analyzing the responses obtained using different combinations of questions. This, in turn, may lead to profiling of certain populations of respondents;
- results are obtained that give a good idea of the attitudes towards digitization and the main processes related to it, in general.

References

1. Haralampiev, K. (2012). IBM SPSS–Statisticheski resheniya na prilozhni izsledovatelski zadachi. Vtoro preraboteno i dopulneno izdanie. Sofia IK ‘Balon’
2. Haralampiev, K., A. Marchev (2017) Empiri`ni metodi za subirane (Ii analizirane) na danni. Institut za razvitie na publicjnata sreda, https://iped.bg/shoomsaw/2021/11/Handbook_empirical_methods_for_data_collection.pdf [Accessed Sep, 2022].
3. Ganeva, Z. (2016). To rediscover statistics with IBM SPSS Statistics. unknown: Elestra Print.