



INFLUENCE OF NEW TECHNOLOGY ON THE DOMESTIC WORK OF FEMALE ACADEMICS IN NNAMDI AZIKIWE UNIVERSITY, AWKA, ANAMBRA STATE, NIGERIA

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Abstract

This work investigated the influence of new technology on the domestic work of female academics in Nnamdi Azikiwe University, Awka. The Technology Acceptance Model was adopted as the theoretical framework. The study adopted the mixed methods research design. Employing the multistage sampling procedure a sample size of 377 was statistically determined. The structured questionnaire and In-Depth Interview (IDI) guide served as instruments of data collection. The quantitative data were coded and processed using the Statistical Package for the Social Sciences (SPSS) version 20. Frequency tables and charts were used to analyze, describe and present the data, while the qualitative data were analyzed using manual content analysis. Two research hypotheses were formulated and tested using chi-square inferential statistics. The study found that domestic technology has helped to erase the burden of domestic work among female academics in Nnamdi Azikiwe University, Awka. The study equally found that personal choice influences the use of domestic technology. Moreover, this study found that domestic technology has reduced the time spent in doing house chores. Based on the findings of the study, the work recommended that shopping malls should be built in the university where domestic appliances are sold. The study also recommended that the university should organize seminars from time to time and teach the use of complex domestic technology.

Keywords: Appliances, Domestic technology, Female academics, Household, Housework.

Introduction

New domestic technology refers to the tools, appliances, and equipment used in and around the home to make tasks easier, more efficient, and more comfortable. It encompasses a wide range of technologies, from simple hand tools and utensils to complex machines and smart devices. It is the incorporation of applied science into the home (Bittman, Rice & Wajcman, 2004).

Domestic work is work performed in a household (International Labour Organization, 2011). It refers to services related to the care of persons in private households or the maintenance of private households. Domestic work is an unpaid activity performed by family members and aims to satisfy the needs of the family members (Kim & Lee, 2015). It is performed repeatedly every day. It entails housework such as sweeping, cleaning utensils, washing clothes, cooking, caring for children, and other work that is carried out by an employer for remuneration. Domestic work where it is paid for provides an important source of livelihood for illiterate women or those with very little education. These persons are referred to as domestic workers or house helpers (International Labour Organization, 2011). However, our interest here is on the unpaid homework that is done within the homes and in fulfilment of household responsibilities.

The past century has witnessed a dramatic transformation of gender norms around work and care. Increasingly, households have moved towards a dual-earner model, and in some homes, men are doing just as much (house husbands), if not more domestic labour, compared to their female counterparts (Lee, 2021). Expectations of women have shifted from housewives to



‘super mums’, a term denoting a mother who deftly combines paid employment with domestic work, placing increasing pressure on women’s time and labour (Davis, 2021). Thus, there is still much work to be done in addressing women’s ‘second shift’ and modern technology may offer some avenues through which this can be achieved.

There has been a rising wave of interest in knowing how new technology affects domestic work. There has been a controversy about whether domestic appliances actually save labour time. These new technologies changed life and work at home, but not always in the manner they promised. Many, if not most, new devices for the home were marketed to prospective consumers with the promise of saving effort and making housework more efficient. Tan (2021) argued that while some manual labour was saved, little time was saved by the new inventions. Household technology may or may not give women the freedom to do other things besides housework (Tan, 2021).

Traditionally in Nigeria, domestic work is viewed as a woman's thing. The different tasks of cleaning the house, cooking meals, washing dishes and clothes, and the like have always been attributed to women in several African countries (Chebbi, 2020). Similarly, Akanle (2012) opined that domestic work is viewed as the woman’s domain even amongst educated families regardless of women’s engagement in paid employment outside the household. It is estimated that women spend an average of 4.5 hours per day doing unpaid work, as compared with just over two hours for men. This imbalance in the division of unpaid labour means that women who also engage in paid labour have less time than their male counterparts allocated to financially rewarding activities (Chebbi, 2020)—similarly, Osinuga, Janssen, and Fethke. Story, Imaledo and Baker (2021) argued that despite growing female participation rates in the workforce and the growing contribution of women to economic growth and gross domestic product (GDP) globally, women are still primarily responsible for domestic work. They argued that the deeply entrenched patriarchy and male dominance and preference in many African countries continue to reinforce the delegation of domestic work to women. One of the foremost literature on domestic work as a sociological research which commenced with the work of Ann Oakley in 1974, in her book “Sociology of Housework” emphasized how the social science overlooked domestic work and how there were very few significant studies of work for women. She identified sexism against women, noting that the inequalities in gender are cultural, and differ from one culture to another. Oakley (1974) believed that the patriarchy of culture is expressed in domestic work.

Interestingly, Chinweizu (1990) rebuffed the claim that women's involvement in domestic work is evidence of deeply entrenched patriarchy. He contested that it is a reflection and reinforcement of the subtle form of matriarchy and female dominance that has gone largely unnoticed. Similarly, Nnonyelu and Anigbogu (2013) rebuffed the view that domestic work is a form of exploitation against women. They argued that the gendered interpretation of housework does not represent the true picture of domestic work especially when one considers the effects of globalization on our lives. Bamidele (2021) revealed that it is possible to draw certain conclusions about the existence of gender roles in the family by recognizing the existence of domestic work. Domestic work is not seen as a work, but as an aspect of the feminine “role” in the home, and the division of work inside the house is normal (Bamidele, 2021).

In the 19th and 20th centuries, innovations such as fridges and microwaves revolutionized women’s domestic labour (Kline, 2020). However, the question of whether the current wave



of new technologies; the smart kitchen, or social robots, will have similar effects has yet to be answered. Moreover, the COVID-19 pandemic has accelerated the acceptance and use of a wide variety of technologies, due to practices such as working from home and the need for socially distant spaces and interactions (Churchill, 2021). Thus the pandemic has highlighted both the urgent need to address the 'second shift' many women are expected to participate in, and the potential for technology to play a part in the process. A woman in the modern age is typically expected to perform domestic labour equivalent to the work undertaken by several people before the Industrial Revolution. In Europe, many middle and upper-class families have full-time domestic servants, while others employ domestic servants on a seasonal or part-time basis (Sadowski, 2021). However, the Industrial Revolution brought with it an increase in the cost of labour and more opportunities for working outside the household. These factors combined with the introduction of new technologies such as washing machines and vacuum cleaners reduced the need for hired help and shifted the norm of outsourcing labour to commercial services, with women carrying out the majority of the unpaid domestic work (Craig, 2017). While technology may have reduced the propensity to have more hands for domestic work, it is yet to be seen if it has altered the relations within the household about who does what at home.

The United States witnessed a dramatic shift in home production technologies, nearly all families live in homes equipped with electric lights, running water, and a variety of modern appliance which aids women during domestic work (Albanesi, 2019). In Africa, African countries are strongly patriarchal, with most men seemingly engaged in the public sphere, to the neglect of household duties or domestic labour, with the majority of domestic work completed at home by women who are responsible for stereotyping tasks such as cleaning, cooking and taking care of children (Olayinka, 2016). Millions of women in sub-Saharan Africa are estimated to spend 10-17 hours per day performing domestic work (Bates, 2018). Thus, domestic work such as food preparation can be long, often strenuous involving tasks such as water fetching, heavy lifting, pounding, grinding, and cooking for long hours (Adenugba, 2014). The absence or scarcity of essential domestic requirements like water infrastructure for household survival for the majority of poor homes may be a significant marker in the increasing burden of domestic work (Nnonyelu, 2022).

Domestic technology especially the type that reduces the amount of physical energy expended on domestic work such as washing machines is gaining acceptance by many households daily (Nwoye, 2015). As these women return from their offices, they are faced with the challenges of performing laborious household chores themselves, and this creates a marketplace for the purchase and use of new automated appliances for the kitchen and within the home. Appliances such as refrigerators for the preservation of edibles, washing machines, blenders, cooking gas, among others are available. Poorer working-class women, on the other hand, had always been responsible for their housework, but as electricity became available to an extent, and prices of appliances fell, they too were able to purchase gadgets (Animashaun, 2012).

Donner (2020) revealed that men are even more unlikely to share domestic work with women, even with the influx of new domestic technologies that have made domestic work far easier and more convenient to perform. She noted that when it comes to performing domestic work, the traditional value that sees women as home keepers is adhered to, even in Western societies. She further noted that the tasks of dishwashing, laundry, and the burden of child care disproportionately fall on women. Similarly, Miller (2020) revealed that young people today have become much more open-minded about gender roles. She however decried that in the area



of who does house chores, change has been minimal. Germano (2019) observed that while women are more educated and more employed than ever, they are still taking on most of the household and familial duties and it is affecting their career rise adversely. Awung and Dorasamy (2015) also noted that one of the major barriers to the career progression of women to higher positions is domestic chores, and until equality is achieved at home the position of women in the workplace will be difficult to be the same as for men.

This study therefore considers the influence technology has on domestic work. The choice of female academic staff in Nnamdi Azikiwe University Awka is motivated by the prevalence of gendered stereotypes and inequalities in domestic work in our traditional Igbo society, despite having education, career engagements/positions, and busy work schedule, women's roles in the home have not been scrapped. This may be a result of prevailing cultural beliefs and norms, which is the reason for the adoption of new domestic technologies that will help them ease the burden of domestic work. Moreover, there have been little or no studies on the influence of new technology on the domestic work of female academics in Nnamdi Azikiwe University, Awka. It is against this backdrop that this study is situated to examine the influence of new technology on the domestic work of female academics at Nnamdi Azikiwe University, Awka.

Research Questions

The following research questions have been formulated to guide this study:

1. How has technology helped female academics at Nnamdi Azikiwe University, Awka to ease the burden of domestic work?
2. What factors affect the adoption and use of modern technology for domestic work among female academics in Nnamdi Azikiwe University, Awka?

Research Hypotheses

The following hypotheses have been constructed to guide this study:

1. There is a significant relationship between the age of female academic staff and the use of new domestic technology at Nnamdi Azikiwe University, Awka.
2. There is a significant relationship between the rank of female academic staff and the use of new domestic technology at Nnamdi Azikiwe University, Awka.

Theoretical Framework

The Technology Acceptance Model has been adopted as the theoretical thrust of this work. The aptness of the model informed its choice as the theoretical framework of this study. Perceived usefulness and perceived ease of use are major predictors of the use of modern technology for housework. The concept of perceived usefulness from TAM is highly relevant. Users are more likely to adopt and continue using domestic technology if they perceive it as beneficial in helping them complete household tasks more efficiently or effectively. Another crucial aspect of TAM in the context of domestic technology for housework is perceived ease of use. Household technologies that are easy to operate, and integrate seamlessly into existing routines are more likely to be accepted and utilized by users. In a bid to have cleaner and more organized homes, modern technology is often used to ensure that domestic work is done faster, more conveniently, and more efficiently (Feffer, 2019). Thus, domestic technologies are likely to be accepted when they are perceived to be useful and easy to use.

Materials and Methods

The study was done at the Nnamdi Azikiwe University, Awka, Anambra state, South-east Nigeria. It employed the multi-stage sampling procedure which involves dividing the sampling



process into distinct stages and the use of different sampling. The multi-stage sampling procedure was appropriate for this study because of the large size of the target population. A sample size of 377 was determined using the Taro Yamane formula. The target population for this study was female academics at the Nnamdi Azikiwe University, Awka, Anambra state, South-east Nigeria. This research employed a mixed methods research design, which involves the combination of quantitative and qualitative approaches in data collection and presentation. Questionnaires were used for the collection of quantitative data, while an In-Depth Interview (IDI) was employed to collect qualitative data. Approval was sought from the respondents before administering the questionnaires. A purposive sampling technique was employed in selecting the participants for the In-Depth Interview based on their knowledge of the theme of the study. The quantitative data collected from the field were cleaned, coded, and analyzed using Statistical Package for the Social Sciences (SPSS) version 21 software. The data were presented using tables and charts. Illustrative quotes from the IDI were extracted to support and elucidate the quantitative data. Finally, the chi-square (χ^2) inferential statistics was used to test the formulated study hypothesis.

Data Presentation and Analysis

A total of 378 questionnaires were administered by the researcher, out of which 363 (96%) of the questionnaires were correctly filled and returned. The analysis for this study was based on the 363 correctly filled and returned questionnaires.

Results/Findings

Socio-demographic Data of Respondents

This section deals with the socio-demographic data of respondents like gender, age, marital status, educational attainment, religious affiliation, occupation and place of residence as presented in Table 1 below.

Table 1: Distribution of respondents by their socio-demographic characteristics

Variables	Frequency	Percent
MARITAL STATUS		
Single	79	21.9
Married	261	72.3
Divorced/Separated	4	1.1
Widowed	17	4.7
Total	361	100
EDUCATION		
Bachelor's degree	36	10.0
Master's degree	181	50.1
Ph.D.	144	39.9
Total	361	100
RANK		
Graduate Assistant	36	10.0
Assistant Lecturer	55	15.2
Lecturer II	51	14.1
Lecturer I	67	18.6
Senior Lecturer	83	23.0
Reader	35	9.7
Professor	34	9.4
Total	361	100



MONTHLY INCOME (in Naira)	Frequency	Percent
100,000 – 150,000	36	10
151,000 – 201,000	181	50.1
202,000 – 252,000	18	5.0
253,000 – 303,000	53	14.7
303,000 and above	73	20.2
Total	361	100
AGE GROUP	Frequency	Percent
Below 25	18	5.0
23-35	36	10.0
36-46	126	34.9
47-57	163	45.2
58 and above	18	5.0
Total	361	100
RELIGION	Frequency	Percent
African Traditional Religion	9	2.5
Atheism	3	0.8
Christianity	345	95.6
Islam	4	1.1
Total	361	100

Field Survey, 2024.

Table 1 shows that 72.3% of the respondents are married, while 1.1% divorced/separated. 50.1% of the respondents have a master’s degree as their highest academic qualification, while 10% have a bachelor’s degree as their highest academic qualification. In terms of rank, 23% of the respondents are senior lecturers, while 9.4% of the respondents are professors. 50.1% of the respondents earn between 151,000 – 201,000 naira, while 5% earn between 202,000 – 252,000 naira. 45.2% are aged between 47-57 years, while 5% are below 25 years. 95.6% of the respondents are Christians, while 0.8% are atheists.

Analysis of Research Questions

This section deals with the analysis of data and interpretation of findings with regards to the research questions and objectives of this paper.

Research Question 1: How has technology helped female academics at NnamdiAzikiwe University, Awka to face the burden of domestic work?

Table 2: Respondents’ responses on whether they use domestic technology for housework

Responses	Frequency	Percent
Yes	343	95.0
No	18	5.0
Total	361	100.0

Field survey, 2024

Table 2 above shows that 95% of the respondents agreed that they use domestic technology for house work, while 5% stated otherwise.



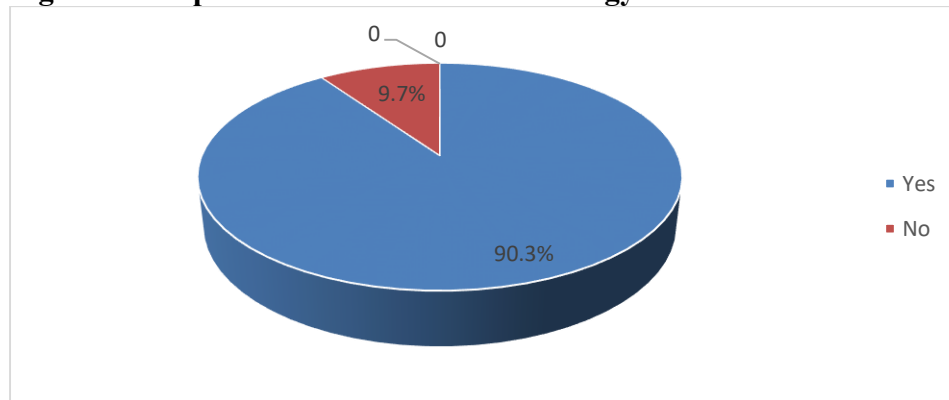
Table 3: Respondents’ views on the chores they specifically use domestic technology for

Response	Frequency	Percent
Cooking	90	24.9
Laundry	36	10.0
Cleaning	73	20.2
All	162	44.9
Total	361	100.0

Field survey, 2024

Table 3 above shows that 44.9% of the respondents averred that they use domestic technology for all kinds of house chores, while 10% stated that they use it for laundry.

Figure 1: Respondents’ views on if technology has erased the burden of house chores



Field survey, 2024

Fig 1 above shows that 90.3% of the respondents agreed that technology has erased the burden of house chores, while 9.7% disagreed. According to an IDI participant:

Domestic technology has made life much easier for me, and for others as well I must say. Cooking, cleaning, washing and a whole lot of house work have been simplified due to the availability of these technologies. For me, I am a very busy person you know... always reading, writing and doing research. That is what my job is all about. So I have little time for laborious house chores. Last week I had to get a washing machine for my laundry. So I will say that domestic technology has made life much easier for us (Senior Lecturer, 44 years, Education).

Table 4: Respondents’ views on how convenient it is using technology for house chores

Responses	Frequency	Percent
Not convenient	53	14.7
Convenient	73	20.2
Very convenient	235	65.1
Total	361	100.0

Field survey, 2024

Table 4 shows that 65.1% of the respondents opined that it is very convenient using technology for house chores, while 14.7% of the respondents opined that it is not convenient. As an IDI participant puts it:

It is very easy and convenient using some of these modern appliances for house chores. It makes your work faster, easier



and cleaner. For instance, cooking with a kerosene stove or firewood is more stressful than cooking with an electric stove or gas cooker. It also leaves your pots and entire kitchen space messier and unkempt. It is true that some of these modern appliances present some novel challenges in their usage, but they are way better (Assistant lecturer, 34 years, Social Sciences).

Table 5: Respondents’ views on if they experience problems using technology for house chores

	Responses	Frequency	Percent
Valid	Yes	126	34.9
	No	235	65.1
	Total	361	100.0

Field survey, 2024

Table 5 shows that 65.1% of the respondents opined that they do not experience problems using technology for house chores, while 34.9% opined that they do.

Research Question 2: What factors affect the adoption and use of modern technology for domestic work among female academics in NnamdiAzikiwe University, Awka?

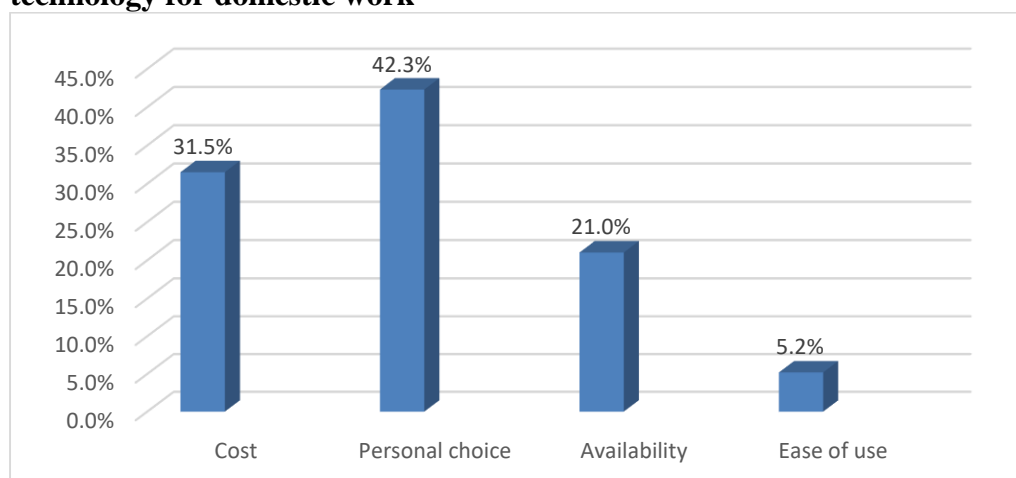
Table 6: Respondents’ views on if there are factors that influence the use of technology for domestic work

	Responses	Frequency	Percent
	Yes	343	95.0
	No	18	5.0
	Total	361	100.0

Field survey, 2024

Table 6 shows that 95% of the respondents opined that there are factors that influence the use of technology for domestic work, while 5% opined otherwise.

Figure 2: Respondents’ views on the factor that predominantly affects the use of technology for domestic work



Field survey, 2024

Fig 2 shows that 42.3% of the respondents opined that they consider their personal choice as a major factor that affects their use of technology for domestic work, while 5.2% opined that



they consider the ease of use of such technology. An IDI participant had a contrary opinion however:

Cost, I would say is the major factor I consider before buying and using any domestic technology. We all know how hard things are right now in Nigeria. So I consider if buying a particular appliance would create a huge gulf in my pocket, if it would, I would rather leave it and make do with what I have. We are all trying to survive in Nigeria (Assistant Lecturer, 29 years, Management Science).

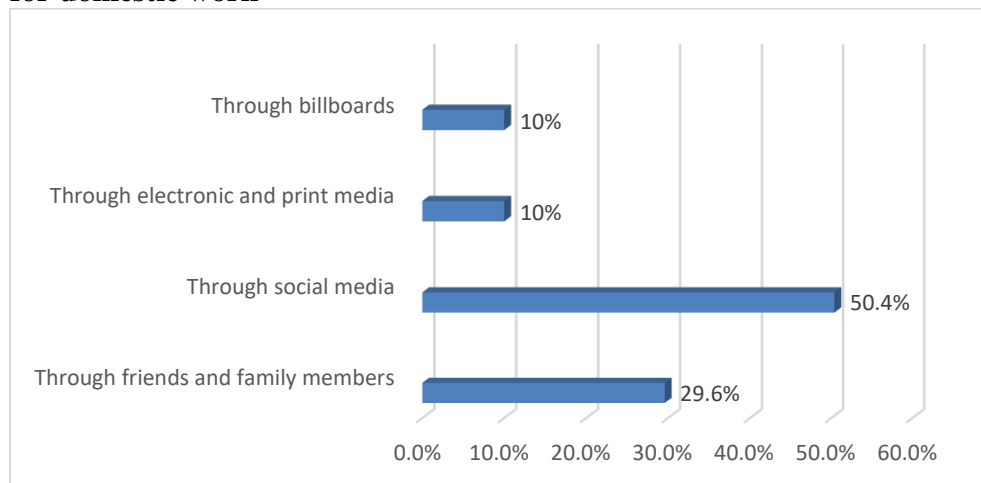
Table 7: Respondents' views on if people's opinion about a particular technology influences their use of such technology for domestic work

Responses	Frequency	Percent (%)
Yes	325	90.0
No	36	10.0
Total	361	100.0

Field survey, 2024

Table 7 shows that 90% of the respondents averred that people's opinion about a particular technology influences their use of such technology for domestic work, while 10% opined to the contrary.

Figure 3: Respondents' views on how they usually know about current technology used for domestic work



Field survey, 2024

Fig 3 above shows that 50.4% of the respondents opined that they usually get to know about current technology used for domestic work through social media, while 10% of the respondents opined that they usually get to know about current technology used for domestic work through billboards and electronic and print media respectively. According to an IDI participant:

I get to know through social media. Social media platforms such as Facebook, Instagram, and Twitter are increasingly being used by manufacturers and retailers to showcase new products and technologies. These companies often post images, videos, and detailed descriptions of their latest offerings on these platforms. By following relevant accounts and engaging with their content, I can stay informed about the latest trends and innovations in domestic technology. Moreover, social media communities provide a space for users to share their experiences and opinions



about specific products or technologies. Forums, groups, and pages dedicated to home appliances can be valuable sources of information. By participating in these communities and reading the discussions, I can learn about the pros and cons of different products, as well as gain insights into user experiences that may not be readily available through traditional marketing channels. Also, influencer marketing is a growing trend in social media that involves partnering with influencers to promote products or services. Influencers often have large followings and high engagement rates within their niche communities. By following influential figures in the domestic technology space, I can discover new products and learn about their features and benefits from a trusted source (Senior Lecturer, 42 years, Social Sciences).

Table 8: Respondents’ views on if they usually recommend the use of these technologies to others

Responses	Frequency	Percent (%)
Yes	307	85.0
No	54	15.0
Total	361	100.0

Field survey, 2024

Table 8 shows that 85% of the respondents opined that they usually recommend the use of these technologies to others, while 15% said that they do not recommend to others.

Table 9: Respondents’ views on how often they come across adverts of these technologies on social media and other media outlets

Responses	Frequency	Percent (%)
Often	324	89.8
Not often	37	10.2
Total	361	100.0

Field survey, 2024

Table 9 shows that 89.9% of the respondents opined that they often come across adverts of these technologies on social media and other media outlets, while 10.2% opined that they do not often come across adverts of these technologies on social media and other media outlets.

According to an IDI participant:

I come across adverts of modern domestic appliances on social media and other media outlets quite frequently. Social media platforms are popular avenues for companies to promote their domestic technology products. These platforms use targeted advertising algorithms that show ads based on users’ interests, demographics, and online behavior. As a result, I encounter ads for smart home devices, kitchen appliances, home security systems, and other domestic technologies regularly while scrolling through my social media feeds. Additionally, traditional media outlets such as television, radio, magazines, and newspapers also feature advertisements for domestic technologies. The frequency of these ads varies depending on the



time of year, promotional campaigns by companies, and the specific media outlet. Overall, the presence of adverts for domestic technologies is pervasive in both social media and traditional media channels in today’s marketing landscape (Senior Lecturer, 49 years, Physical Sciences).

Table 10: Respondents’ views on if they have ever purchased any technology for domestic work after seeing its advert

Responses	Frequency	Percent (%)
Yes	252	69.8
No	109	30.2
Total	361	100.0

Field survey, 2024

Table 10 shows that 69.8% of the respondents opined that they have purchased a technology for domestic work after seeing its advert, while 30.2% of the respondents opined otherwise.

Test of Hypothesis

In this section, the hypotheses formulated to guide this study were tested using chi-square inferential statistics and interpreted.

1. There is a significant relationship between the age of female academic staff and the use of new domestic technology at Nnamdi Azikiwe University, Awka.
2. There is a significant relationship between the rank of female academic staff and the use of new domestic technology at Nnamdi Azikiwe University, Awka.

Table 11: Relationship between age of female academic staff and use of new domestic technology in NnamdiAzikiwe University, Awka

		Yes	No	
What is your age bracket?	Below 25	0	18	18
		17.1	.9	18.0
	25-35	36	0	36
		34.2	1.8	36.0
	36-46	126	0	126
		119.7	6.3	126.0
	47-57	163	0	163
		154.9	8.1	163.0
	58 and above	18	0	18
		17.1	.9	18.0
Total		343	18	361
		343.0	18.0	361.0

X²=361, DF=4, P-Value=0.000

Field Survey, 2024

The P-value of $0.000 \leq 0.05$ (which is the level of significance), we therefore accept the substantive hypothesis and reject the null hypothesis. Thus, there is a significant relationship between the age of female academic staff and the use of new domestic technology in Nnamdi Azikiwe University, Awka.



Table 12: Relationship between rank of female academic staff and use of new domestic technology at NnamdiAzikiwe University, Awka

What is your rank?		Do you use domestic technology for your house work?		Total
		Yes	No	
Graduate Assistant		18	18	36
		34.2	1.8	36.0
	Assistant Lecturer	55	0	55
		52.3	2.7	55.0
	Lecturer II	51	0	51
		48.5	2.5	51.0
	Lecturer I	67	0	67
		63.7	3.3	67.0
	Senior Lecturer	83	0	83
	78.9	4.1	83.0	
Reader	35	0	35	
	33.3	1.7	35.0	
Professor	34	0	34	
	32.3	1.7	34.0	
Total		343	18	361
		343.0	18.0	361.0

$X^2=171.028$, $DF=6$, $P\text{-Value}=0.000$

Field survey, 2024

The P-value of $0.000 \leq 0.05$ (which is the level of significance), we therefore accept the substantive hypothesis and reject the null hypothesis. Thus, there is a significant relationship between the rank of female academic staff and the use of new domestic technology at NnamdiAzikiwe University, Awka.

Discussion of Findings

The study found that domestic technology is widely used for house work. This finding is in line with Aagaard (2022) whose study also found that technology is widely used to do house chores. The study equally found that domestic technology is used for a wide range of house work. This work also found that domestic technology has erased the burden of house work. This finding corroborates the finding of another study by Lehdonvirta, Shi, Hertog, Nagase, and Ohta (2023) whose study predicted the automation of domestic work in the next 10 years. Moreover, this study found that using technology for house chores is very convenient. It was equally found that problems are usually encountered while using domestic technology for house work. This finding is at variance with the finding of Karunarathna, Jayaratne, Dasanayaka, Ibrahim and Samara (2023) who found that domestic technology are used with much ease and less problems.

It was found that personal choice influences the use of domestic technology more than other factors. This finding is a departure from the finding of Teoh, Khor, and Wider (2022) whose study found that the cost of domestic technology is the major factor influencing the use of technology for domestic work. This work also found that people’s opinion about domestic technology also influences its usage. It was found that social media is a major source of information about domestic technology. Social media provides a platform for users to share



their experiences and reviews about various technological products. For instance, consumers often post pictures and write detailed reviews about their newly purchased gadgets on social media. These user-generated reviews can be valuable sources of information for individuals considering purchasing similar products. Moreover, these reviews can influence potential buyers' decisions and shape their perceptions about specific technologies (Bakshy, Messing & Adamic, 2011). It was also found that people recommend the use of domestic technologies to others. People recommend the use of domestic technologies due to their energy savings potentials, increased convenience and comfort levels, enhanced safety features, and contributions towards sustainability (Karunarathna et al, 2023).

The study found that the use of technology for house chores has significantly reduced the amount of time spent on house chores, as well as erased the burden of domestic work. This finding is in line with the findings of Feffer (2019). It however is at variance with the finding of Bittman, Rice and Wajcman (2004) who revealed that domestic technology rarely reduces women's unpaid working time and even. It was also uncovered that women now spend less time cleaning than in other chores as a result of using domestic technology. The study also found that people are more effective while using domestic technology for house work. This finding corroborates the finding of Aagaard (2022). It was also found that the use of domestic technology allows for ample time to do other things. This finding though in line with Karunarathna et al, (2023), is at variance with Bittman, Rice and Wajcman (2004).

Two hypotheses were tested for this study, and it was found that there is a significant relationship between age of female academic staff and use of new domestic technology in NnamdiAzikiwe University, Awka. Smarr et al (2014) also found that age plays a crucial role in determining an individual's willingness and ability to adopt new technologies, including those designed for house chores. They found that younger people are generally more tech-savvy and open to incorporating new gadgets into their daily routines. They are more likely to embrace smart home devices that can streamline household tasks and make their lives more convenient. On the other hand, older adults may be less inclined to adopt new domestic technology due to factors such as unfamiliarity with digital interfaces, concerns about privacy and security, or simply being comfortable with traditional methods of performing chores.

It was also found that there is a significant relationship between rank of female academic staff and use of new domestic technology at Nnamdi Azikiwe University, Awka. Similarly, Chan, Lee and Tey (2023) found that one of the primary factors influencing the relationship between rank and the use of domestic technology is income level. They noted that individuals in higher-ranking positions often have greater financial resources to invest in advanced household technologies that can automate or streamline chores. This includes smart home devices, robotic vacuum cleaners, automated kitchen appliances, and other gadgets designed to make daily tasks more efficient

One of the key policy implications of this research is the need for NnamdiAzikiwe University, Awka to implement gender equality policies that specifically address the impact of new technology on female academics' domestic work. These policies should aim to create a more supportive and inclusive work environment that recognizes and accommodates the additional responsibilities placed on female academics.



Conclusion

The influence of new technology on the domestic work of female academics in NnamdiAzikiwe University, Awka, has been significant. On one hand, technology has provided tools that streamline tasks, enhance productivity, and facilitate domestic work, thereby potentially reducing the burden of domestic work. However, on the other hand, the blurring of boundaries between work and personal life due to constant connectivity through technology can lead to an increase in workload and stress for female academics. Moreover, the adoption of new technologies has also influenced traditional gender roles within households. As female academics increasingly engage with technology for work-related tasks, there may be a shift in expectations regarding their involvement in domestic chores. This can create tensions within households and necessitate renegotiation of household responsibilities. Overall, while new technology offers opportunities for increased efficiency and flexibility in balancing work and domestic duties for female academics in Nnamdi Azikiwe University, Awka, it also poses challenges related to boundary management and gender dynamics within households.

Recommendations

Based on the findings of this work, the following recommendations have been made:

1. The university should partner with major producers of domestic appliances to make them available in the university at subsidized rates with provision for payment by installments.
2. Shopping malls should be built in the university where domestic appliances are sold.
3. The university should organize seminars from time to time and teach the use of complex domestic technology.
4. The university should regularly evaluate the effectiveness of initiatives aimed at encouraging the adoption of domestic technology among female academic staff. Collecting feedback from participants, monitoring usage patterns, and making adjustments based on insights gained from this evaluation process can help refine strategies over time.
5. The university should Implement work-life balance programmes tailored to the unique needs of female academics can be instrumental in promoting gender equality within university settings. These programmes should encompass a holistic approach that addresses not only workload distribution but also mental health support, wellness initiatives, and community-building activities.

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