
THE RELATIONSHIP BETWEEN ACHIEVEMENT MOTIVATION AND AVAILABILITY OF INTERNET ON-BOARD SHIPS AMONG SEAFARERS: IMPLICATIONS FOR MARITIME INDUSTRY DEVELOPMENT

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ABSTRACT

Introduction: Seafarers are essential workers and the key players of the Maritime industry. Maritime industry is responsible for running 95% of the world economy. Our Seafarers contribute to our day to day lives by transporting all the essential items; from food grains to fuel; across the continents. They brave the high seas, bad weather, isolation, erratic working hours, compromised rest hours and back breaking hard work to feed the world economy. The uncertainty around the signoff of a seafarer can be deterrent to his motivation level. After staying on-board for a certain period, every seafarer experiences mental and physical fatigue. Internet is important to connect with family members and is also a window to the outer world. The study was conducted to see the relationship between Achievement motivation and Availability of Internet on board ships among seafarers.

Method: Correlational research design using survey method was employed for present study. The study was conducted among 70 seafarers residing in Mumbai and Navi Mumbai region who sailed in different ranks on-board ships sailing all across the globe using purposive sampling technique.

Results: The Result showed significant relationship between Achievement motivation and Availability of Internet on board ships among seafarers. This study will help to understand the motivational needs of seafarers while they are sailing and the need of internet on-board. It will also create platform to develop effective policies for maritime industry development.

Keywords: Seafarer, Achievement motivation, Internet, Maritime industry



Introduction:

Achievement motivation is one type of motivation which is unique to own species. The achievement motivation involves desire for success. It occurs whenever someone is concerned with attaining some sorts of standard set by him or others. People, with whom the need for achievement is strong, seek to become accomplished and to improve their task performance. Therefore, task and preference can be evaluated in some way either by comparing it with other people performance or in terms of some other standard.

Seafarer means any person who fulfils the conditions to be employed or engaged in any capacity on board a seagoing ship other than a government ship used for military or non-commercial purposes. Officers are employed by commercial shipping companies to work on all kinds of seagoing vessels, such as cruise liners, cargo ships, tankers and hovercraft. They typically adopt a deck officer or engineering officer role in a team leading capacity. "Ratings" are mariners without a certificate of competence working in both Engine and Deck departments. They assist in all other tasks that can arise during a voyage. This includes for example, mooring, cleaning of the ship and its holds and repairing broken lines and ropes and handling the engine room.

Having Internet on board is very significant factors when it comes to the seafarers' mental health. Seafarers. Working in seafaring is associated with special psychosocial stressors (such as long-term separation from families, isolation in multicultural crews, loneliness). Further remarkable socio-cultural stressors result from the necessary mixed accommodation of multi-ethnic crews and the adaptation to specific maritime challenges, such as the reduced possibilities for communication on board world-wide cruising vessels with long-time voyages. This leads to the assumption that good means of communication with the family and friends at home are important for reducing stress on board.

With the advancement in technology, most of the work on-board ships are automatized resulting in smaller crew size. This adds to the feeling of isolation. Faster turnaround time from the ports, delayed signoffs and excessive commercial pressure sometimes do not allow the seafarer to go out on shore leaves. This can take a toll on the mental wellbeing and motivation level of the sailor as it means working continuously in a high-pressure environment without taking breaks and getaways.

A new survey from the International Chamber of Shipping (ICS) and the European Community Ship owners' Associations (ECSA) reveals that internet access for seafarers for personal use on board ships is more widespread than before, and it also has positive benefits. The results revealed that 15.5% their previous vessel had an Internet connection for private use on board (this was particularly true for Europeans/officers). In 60.4% of these cases, this



option was exclusively available in public areas (primarily in the mess room). In 20.8% of the study sample (especially the ratings), the internet access on board was limited either by the maximum transmittable data volume or the Internet access duration. Despite industry concerns that internet access may negatively impact upon seafarers obtaining adequate rest and sleep during periods available for rest, 85% of these companies reported that this has been unaffected or improved. “The responses indicate that the two primary reasons for not providing internet to seafarers are concerns about the costs involved (68%) and concerns about the potential impact on rest/sleep (60%). Whilst nearly 90% of ship operators are providing internet access for personal use, dramatically fewer respondents had access to personal email (just 57%) and social media (34%), and just 6% are able to use video calling. Note on the proceedings sectoral meeting on the recruitment and retention of seafarers and the promotion of opportunities for women seafarers, the seafarer vice-president noted that a major incentive to the recruitment of young seafarers and women, indeed any young seafarers, was internet access, since its absence was a major deterrent.

MTI Network is the world’s leading incident response network dedicated to serving the shipping, energy, offshore and transportation industries. According to a recent survey conducted among the various CEO in the Maritime industry 87% of them voted for mandatory internet connection on ship.

Ioannis theotokas, Aimilia Papachristou (2014) in their research paper “Communication, Internet Access and Retention of Seafarers in the Shipping Industry,” The analyses of the results have shown that respondents perceive the separation from family and the inadequate communication with family and friends while at sea as the most important issues hindering retention in the seafaring profession. Even though it is a great motivating factor, too much connectivity can prove to be a deterrent in the smooth working of a seafarer. When there is more communication and less reaction time, it can prove to be a distraction for the seafarer. This amounts to more participation of the seafarer in the day-to-day familial matters. All this can contribute to more stress and as a result can bring the motivation level down. This research aims to understand the correlation between the contract size and the motivation level of the seafarer. Our attempt is to run the study through the hierarchies and study how with increasing age and familial responsibilities, the contract size, even though shorter, can demotivate the seafarer as opposed to the junior ranks where the contract size is longer. The multicultural nature of modern-day crew has also contributed to the reduction of the opportunities for communication and socialising as the seafarers have to work with different nationalities under restricted environment. In addition, the shortening of turn-around times has resulted in a decreased vessel's stay at port and therefore minimised shore leave opportunities as well as the crews' opportunity to establish social contacts (Kahveci, 1999).

Objectives:

1. To assess the Achievement Motivation among seafarers.
2. To assess the presence of internet on-board ships among seafarers.
3. To measure the relationship between the achievement motivation and presence of internet on-board ships among seafarers.

Hypothesis:

There is a significant relationship between the achievement motivation and the availability of internet on-board ships among seafarers.

Sample:

A total sample of 70 seafarers from all over the Mumbai and New Mumbai regions were collected for the study with equal weightage to both the genders. The sampling technique for data collection purpose was Purposive Sampling Technique. Data was collected from 35 male and 35 female seafarers' participants. Participants between the age group 20yrs -60yrs. In this study, the inclusion criteria for seafarers was they should be under an official contract with the company they are sailing for and seafarer should have a license to sail on a ship from the concerned authority. Consent was taken from the Participants and Participants were assured about confidentiality. Participants also debriefed after data collection process.

Research design:

The design of this study is Correlational Research Design. Correlational research is a type of non-experimental research method in which a researcher measures two variables, understands and assesses the statistical relationship between them. In this study, the relationship between the achievement motivation and the availability of internet on-board ships among seafarers was measured.

Procedure:

First, we took an official permission from the concerned authority to carry out the study in their respective organization. Once the permission was granted, we identified our target population and approach the participants. The consent of the participant was given due importance as he/she was made aware of the kind of study the researcher was conducting and how the results would impact their lives. Participants were assured that complete confidentiality would be maintained while collecting data and collating them for further research. The statistical tool was administered on the participants. The information from the participants was then accumulated and collected for further tabulation. A semi structured



interview was conducted asking open ended questions. Both probing and prompting questions were asked in order to get the most accurate responses. The participants were given a debriefing after the data was collected in order to clarify any doubts. The data thus collected was then studied using the Correlational Research design.

Psychological tools:

Achievement motivation scale: Developed by Dr. V. P. Bhargava, the tests consist of 50 items on incomplete sentence/ items with 3 alternatives. Achievement Motive Test (ACMT) was developed by Bhargava (1994) and published by National Psychological Corporation, Agra. Each item has three alternatives and respondents have to select one alternative by putting a tick mark. Each item indicates achievement motivation (N Ach) and is given a score of 1 and the total score earned on all the items is the N-Ach Score (Bhargava, 1994)

5-items self-developed questionnaire was used to collect the information about availability of Internet on board ships.

Results:

Table 1: Demographic details of Seafarers

| RANK | AGE GROUP | INDIA | MALE | FEMALE |
|---------|-----------|-------|------|--------|
| OFFICER | 23-63 | 35 | 26 | 9 |
| RATING | 20-58 | 35 | 35 | 0 |

The sample consisted of 35 officers and 35 Ratings .The Officers were in the age group of 23-63yrs. The Ratings on the other hand were between 20-58yrs.The majority of the officers interviewed were male as very few women join this male dominated industry. Women are still not accepted as ratings on-board given the physical demands of the job. To test the hypothesis, we used Carl Pearson’s Correlation Coefficient. We had to determine whether there is a correlation between achievement motivation and presence of internet on-board.

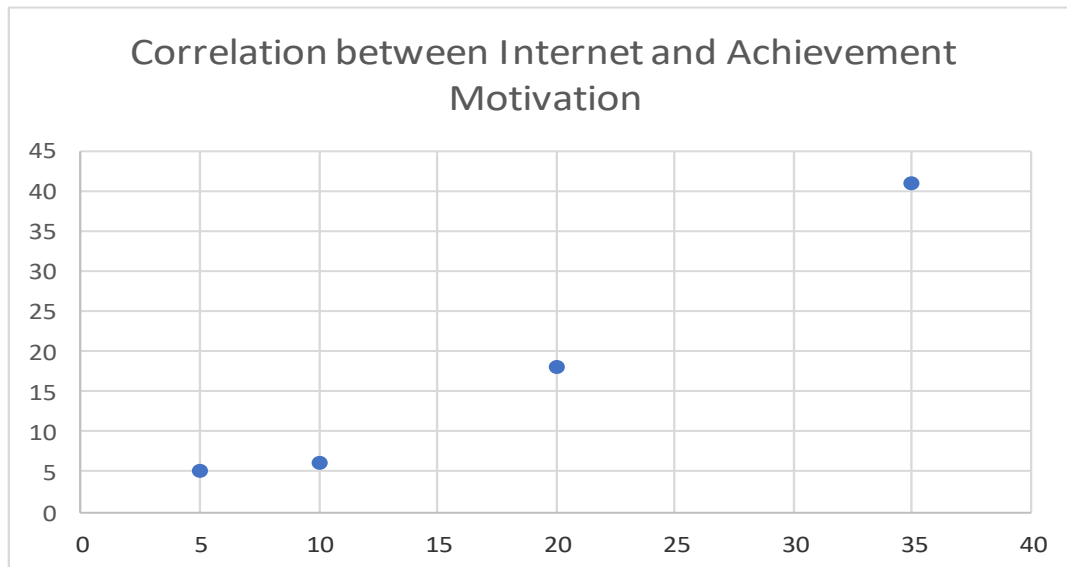


Table 2: Correlation Matrix of Achievement Motivation and Availability of Internet on Board ships

| Variables | N | Mean | Median | Mode | Variance | R Value |
|---|----|-------|--------|-------|----------|---------|
| Achievement Motivation | 70 | 24.71 | 24.63 | 23.83 | 1048.92 | .6932 |
| Availability of Internet on Board ships | 70 | 37.14 | 40 | 43 | 2067.88 | |

The Result shows positive relation between the presence of internet and achievement motivation of the seafarers on-board ships. There are no outliers in the data.

Table 3: Scatterplot of Achievement Motivation and Availability of Internet on Board ships.



Discussion:

The study suggested that the presence of internet as an external factor has a large impact on the level of motivation of the seafarers. Internet not only helps them to connect with their families, it is also their window to the outer world. 60% of the participants said that the presence of internet is a motivating factor. In fact, it was placed right under salary which was the first motivating factor in this profession. Presence of internet also had a direct impact on



the efficiency of the seafarers according to 45% of the participants. Absence of internet on-board not only added to the feeling of isolation to the seafarers, it also gave them a feeling of being cut off from the outer world. The understanding that the seafarers could now call home as and when they liked gave them a sense of assurance as they were able to control the flow of information taking place between them and their families.

According to 20% of the participants presence of Internet can have negative impact on the motivation of the seafarers as well. The facility to call home as and when they like also means reduced reaction time to the various situations at home which might prove to be a major distraction for the seafarer. This might also lead to freak accidents and may pose as a threat to the safety on-board. In Comparison to the time preceding the internet era in shipping when seafarer was not in direct contact with his family and friends, the over exposure to every little detail in the day-to-day functioning of the domestic life may distract the seafarer from his professional goals. This may also add to the stress and can prove to be one the major reasons of deteriorating mental health on-board. As the participants claimed, the key to this problem is limited use of internet during stipulated hours and encouraging more social interaction between the crew members on-board.

The presence of internet is an important motivating factor seafarers joining the vessels. The probability of a seafarer to sign a joining contract is higher when there is internet connection on-board. It is the second most important factor enquired by the seafarers before joining the ship after salary.

Conclusion:

The first step of the study was to find the achievement motivation of the participants who belong to the seafaring community. Given the type of the job and the dynamics involved, it is important that they have a high-level intrinsic motivation to keep going while sailing. The extreme conditions involving erratic working hours without breaks for a long time, frequent ports, lesser turnaround time, changing crew, bad weather, rest hour violations, isolation, delayed sign offs, uncertainty are some of the stressors typically every seafarer has to battle in order to stay afloat. Amongst all this keeping in touch with the family on a regular basis can prove to be a comforting factor. This is where internet connectivity on-board can make a huge difference. A quick call to the family without having to go through the tedious process of Satellite calls can boost the morale of the seafarers.

Delimitations:

Data was collected only from 70 participants. Sample size was very small and hence it is difficult to generalize results on target population.



Suggestions for future research:

Presence of internet is not the only motivating factor on-board ships. The effect of contract size, multinational crew, shore leaves and human relations can be explored to see their implications on seafarer motivation. Research should be conducted on diverse sample from the target populations. For example, seafarers who belongs to different ranks, positions, ships, class, socio economic status, region, culture, religion, educational background. Given the dynamic environment on ships mental health and wellness is another area that can be considered for research. Women in maritime industry can also be an interesting case study. Human error and how it causes mishaps is another aspect that could be considered.

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Conflict of Interests:

There was no conflict of interest with any person or organisation while writing this paper.

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