IMPACT OF SOCIAL MEDIA ON EMPLOYEE PRODUCTIVITY
Shefali Dabhi, Treesa Joseph

Abstract

The survey was aimed at analysing the impact of Social Media on Employee Productivity. Social media has become a common trend in many organization. It has been important means of personal and organizational communication. The use of social media provides unique ways of supporting management of data, information and knowledge sharing between employees and customers. However, the organization faces big challenges towards the social media utilization among employees such as disturbance of their productivity. The study includes the current trend with respect to usage of social media in an organization. The study was conducted in the city of Mumbai by e-questionnaires. Data collected was analysed using Excel based statistical tools. It was found that the social media has become a common medium of communication for employees, to collaborate, integrate and to share knowledge among colleagues in organization.

INTRODUCTION

Social Media is a form of electronic communication (such as websites for social networking and blogging) through which users create online communities to share information, ideas, personal messages and other content. There are many types of social media such as social network, email, messaging and internet based networks (music) media based network (YouTube, Facebook) and search engine (Google).

Social networking sites design a special computer-generated platform through which social relations are characterized and recognized from a user approach. The activity on social media enhance certain skills that contribute to better performance in the workplace. Due to the ease of Internet connections and access in the workplace, organizations can enhance business operations and employee communications in their own inter-office social media platforms.

Organizations have been encouraging the usage of social media among their employees to create levels of connections within their organization and also with other organization. The convenience of interactions regardless limitation of space and time encourages continuous increase of social media usage among employees. The social media tools in today’s business environment have also gained importance due to the increasing complexity of the global business setting which involves global customers and suppliers.

The use of social media provides unique ways of supporting management of data, information and knowledge sharing between employees and customers. The employees gets the opportunity to share knowledge and collaborate with each other as it can be utilized as a training tool allowing for flexibility of employees time and location. A social network carry business value for it to be considered effective for any organization. It must also protect employee and company privacy and can be a tool used to enable employees to work more efficiently.
However, organizations are also facing the adverse sideways of social media, which can be the distraction for employees while performing their jobs.

**RESEARCH OBJECTIVE**
The primary objective of the study was to understand the impact of social media on employee productivity.

Proposed Hypothesis are as follows:-

**H1o:** More than 45% respondents agree that they indulge in online shopping during working hours.

**H1a:** less than 45% respondents agree that they indulge in online shopping during working hours.

**H2o:** Average year of experience of respondent who use social media at work is more than 4

**H2a:** Average year of experience of respondent who use social media at work is less than 4

**H3o:** The level of agreement to the statement ‘I have limited access to social media sites in office’ work is independent on type of organisation.

**H3a:** The level of agreement to the statement ‘I have limited access to social media sites in office’ work is not independent on type of organisation.

**LITERATURE REVIEW**

According to study conducted by M.Weru (2015) that currently social media is mainly used by employees to connect to other professionals for their own personal use. For the organization to gain the benefits of social media on employee productivity there should be deliberate attempts and guidelines by the organization to put strategies that targets enhancing employee productivity with social media to enhance innovative behaviour, employee commitment and employee job satisfaction.

According to study conducted by Awolusi (2012) found that some organizations have restricted their employees access to social media platforms during working hours. Despite of negative consequences, it is concluded that the technology can be used to increase the collaboration among individuals who share a common interest or goal. Thus, it helps to enhancing the employee productivity. It is suggested that designating a suitable social network to use within the organization and establishing a comprehensive set of policies to adhere in using these social media platforms.

According to study conducted by Ferreira & Du Plessis (2010) found that most of the organizations and their owners have been worried about the use of social networks by their employees in working hours. Moreover, they claim that use of social media will obviously has negative consequences which are not only affecting to employee productivity but also to organizational level adversely. It is concluded that the impact of social media usage on lack of
employee productivity is insignificant and has to be evaluating factors such as security concerns are imperative.

According to study conducted by T. du Plessis & A. Ferreira (March2009) found that to maximize the potential of social media within the organization, it is recommended that organizations designate specific networks for organization-wide social networking. It is also recommended that employers consider developing and implementing clear and comprehensive acceptable use policies when attempting to deal with social networking issues. This would ensure that employees are aware of what is permitted regarding social network, what risks are involved from a professional and personal point of view and what the technical implications are. Organizations should therefore establish strategies to report online social network issues such as personal usage, business relevance, site restrictions and information confidentiality without restricting employees to benefit personally as well as professionally.

**RESEARCH METHODOLOGY**

The methodology used in conducting the research was through online survey method. Based on this, the researcher prepared questionnaires for employees to investigate the impact of social media on employee productivity. Our research is based on 97 respondents which represents the entire population. Selection of sample units is based on every availability and accessibility. The research contains responses from different demographic factors such as age group, gender, occupation, annual income and family type, type of organization and total years of experience. Excel based technique is used to come up with the solutions .P-test, T-test and Chi- squared test to test the hypothesis.
DEMOGRAPHICS

**Gender**
- Male: 53%
- Female: 47%

**Types of Organization**
- Private Sector: 72%
- Public Sector: 10%
- Government Sector: 5%
- Other: 13%
Year of Experience

- Less than 1 year: 22%
- 1-3 Yrs: 36%
- 3-5Yrs: 23%
- 5-8Yrs: 14%
- 8-10Yrs: 3%
- More than 10 Yrs: 2%
- Less than 1 year: 22%
- 1-3 Yrs: 36%
- 3-5Yrs: 23%
- 5-8Yrs: 14%
- 8-10Yrs: 3%
- More than 10 Yrs: 2%
DATA ANALYSIS

Hypothesis 1: Test of Proportions (Z test)

<table>
<thead>
<tr>
<th>Ho: More than 45% respondents agree that they indulge in online shopping during working hours.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha: Less than 45% respondents agree that they indulge in online shopping during working hours.</td>
</tr>
</tbody>
</table>

N  Ho: μ > 45%
A  Ha: μ < 45%
T  left tail
T  p test
A  10%
P  10%
C  -1.28
O  n  97
       p  45%
p'  37.11%
q  55%
p'-p  -7.89%
p*q  24.75%
Zo  -1.56

P  0.06
A  0.10
D  p value < alpha
     Zo > Zc
     Reject the Null

Observation: We reject the null, Less than 45% respondents agree that they indulge in online shopping during working hours.

Insights: We observed that online social media is trending in today's scenario. The employees may feel reluctant to shop online during the working hour as they feel that shopping is personal thing and that should not be done in office premises. The organization even have the social media policy where there is limited access of social media. As there can be limited access to sites where only important and relevant data can be access.
Hypothesis 2: Test of Means (t test)

Ho: Average year of experience of respondent who use social media at work is more than 4

Ha: Average year of experience of respondent who use social media at work is less than 4

\[ \begin{align*}
N & \quad \text{Ho: } \mu > 4 \\
A & \quad \text{Ha: } \mu < 4 \\
T & \quad \text{left tail} \\
\end{align*} \]

\[ T \quad \text{t test} \]
\[ A \quad 10\% \]
\[ P \quad 10\% \]

\[ C \quad -1.289 \]

\[ O \]
\[ x' \quad 3.27 \]
\[ \mu \quad 4 \]
\[ n \quad 97 \]
\[ s/sqrt(n) \quad 0.23 \]
\[ x' - \mu \quad -0.73 \]
\[ T_o \quad -3.14 \]

\[ P \quad 0.10 \]
\[ A \quad 10\% \]
\[ D \]

\[ Z_o > Z_c \]
\[ \text{Reject The Null} \]

**Observation:** We reject the null, Average year of experience of respondent who use social media at work is less than 4

**Insights:** The younger set of people are the most enthusiastic lot who are always open to making new acquaintances, exploring new avenues, wanting to stay connected with people, etc. Hence in an organisation it is the younger lot of employees who believe in staying connected through social media. The younger employees are the ones who are tech savvy and help the much experience employees with technological solutions to problems.
Hypothesis 3: Test of Independent (Chi-square test)

**Ho:** The level of agreement to the statement ‘I have limited access to social media sites in office’ work is independent on type of organisation.

**Ha:** The level of agreement to the statement ‘I have limited access to social media sites in office’ work is not independent on type of organisation.

<table>
<thead>
<tr>
<th>T</th>
<th>Right Tail</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Chi Square</td>
</tr>
<tr>
<td>A</td>
<td>10%</td>
</tr>
<tr>
<td>P</td>
<td>10%</td>
</tr>
<tr>
<td>C</td>
<td>7.78</td>
</tr>
<tr>
<td>O</td>
<td>54.60</td>
</tr>
<tr>
<td>P</td>
<td>0.00</td>
</tr>
<tr>
<td>A</td>
<td>0.1</td>
</tr>
</tbody>
</table>

D  Pvalue<alpha
Fo>Fc
Reject the null.

**Observation:** We reject the null, The level of agreement to the statement ‘I have limited access to social media sites in office’ work is not independent on type of organisation.

**Insights:** Social media is trending in today’s scenario. Even in today’s world most of the organisation are bureaucratic and they don’t indulge in use of social media while working. Some Public Sector organization still believe that there can be decline in productivity by using the social media network, hence there is limited access of social media. Data Analysis Companies core work is to analysis different type of data so basically on the type of organization there is access of social media.
CONCLUSION

The focus on this review was to investigate the usage of social media by employees at the workplace and their impact on productivity. It was found that the social media has become a common medium of communication for employees, to collaborate, integrate and to share knowledge among colleagues in organization. This review is expected to contribute knowledge and practice for future study in identifying the connection of social media social media usage on employee productivity.

LIMITATION

As the study was conducted through e-questionnaire so only few online user responses were part of the research and so offline user responses were not part of the research. There were no personal interviews conducted. Since we opted to survey a sample rather than the entire population, we had only limited responses. The research findings cannot be universally applied.

REFERENCES

