

Effect of Social Media on Employee Productivity in Education Sector

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ABSTRACT

Employees are considered as one of the most important assets of any institution. Success of an organisation depends on the productivity of its employees. The popularity of social media and their increasing use in the workplace present some concerns for employers. There are indications that employers cannot completely prevent the use of social media during work hours. A state of uncertainty arises where employees tend to spend more time on social media such as Face book engaging in non-work related activities such as creating personal networks, checking on family and friends, streaming and downloading music and video, checking sports scores, following social bookmarks, chatting with friends, reading and commenting on people's statuses, perusing people's gallery of photos and looking for friends. The purpose of this study is to examine the extent of social media participation by employees in education sector and its effect on their productivity. A sample of 120 is randomly selected from a population that has internet connectivity in the workplace. Primary data was collected by using a questionnaire. The data so collected was analysed and interpreted. The study showed that the use of social media during productive hours has a significant influence on staff productivity.

Keywords-- Online Social Networking, Employee productivity, Education sector

virtually anywhere. Productivity defined as 'how much and how well we produce from resources used. If we produce more or better goods from the same resources, we increase productivity. Or if we produce the same goods from lesser resources, we also increase productivity'. In this research, 'productivity' refers to the time spent by an employee actively executing the job he or she was hired to do, in order to produce the desired outcomes expected from the employees' job description. Recent studies, agreed that social networks are typical characterizations of human behaviour to fulfil the need to communicate and connect with people they know, meet new people who share a common interest, collaborate, participate and share information and knowledge as well as gain new knowledge. Generally, these are also the reasons why individuals engage in social behaviour via the Internet. To many, the Internet provides effective social networking opportunities and their online behaviour includes building individual relationships, expanding their personal network of friends, finding people who have had similar experiences, discussing common topics of interest, dating and finding potential life partners, staying connected to old friends or distant family and virtually meeting peers, including work colleagues, to discuss current issues or topics of interest.

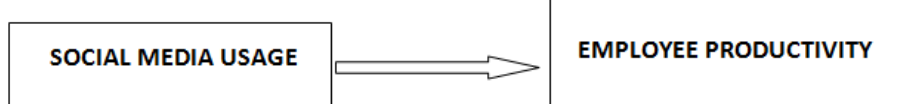
I. INTRODUCTION

It is nearly impossible for people to go about their everyday lives today without making use of some form of social media. The popularity of social media has grown as a result of the rapid changes in technology as computers are now more mobile, and can be used

II. OBJECTIVES

1. To examine the extent of social media participation by employees.
2. To find the effect of social media participation in employees' productivity in education sector.

Research Model



III. RESEARCH MODEL

Dependent Variable for the study is Employee Productivity and independent variable for the study is social media usage.

Research Hypotheses

H1: There is positive relationship between social media participation and employee's productivity in Education Sector.

IV. RESEARCH METHODOLOGY

The research conducted was Descriptive Research and the data was collected with the help of a questionnaire. The population of the study consisted of the number of employees in the education sector who visited social network for the period under study. The

Reliability Statistics

Cronbach' Alpha	N of items
.794	17

The value of Cronbach's Alpha is .994 and the no. of items in the Questionnaire is 17. Since the value of Alpha is higher than the accepted value of .7, we say

samples consisted of 120 employees that were chosen using random sampling technique from the different campuses. The questioners are distributed for those 120 employees. After data collection, descriptive data analysis technique was applied with respect to the specific objectives we have considered. A series of examinations and interpretations on the collected data were carried out thoroughly to determine which web sites are frequently accessed, the average time an employee wastes in accessing these sites per day or week and the effects of online social network on employees' productivity. The study used various techniques like frequency, chi-square and Pearson's correlation to ascertain the degree of relationship between the variables.

V. FINDINGS & DISCUSSIONS

the instrument is reliable, and can be used with other statistics procedures for further investigation.

Table: 1 Demographic profile of the respondents

Demographic factors	Particulars	No. of Respondents	Percentage
Gender	Male	40	33
	Female	80	67
	Total	120	100
Marital Status	Married	72	60
	Unmarried	48	40
	Total	120	100
Qualification	UG	30	25
	PG	48	40
	Ph.D	06	05
	Others	36	30
	Total	120	100

Table 2 Preferred social networks

Sl No	Various Preferred Social Networks	Frequency	Percentage
1	Facebook	110	92
2	Whatsapp	110	92
3	Pinterest	10	8
4	Linkedin	52	43
5	Instagram	30	25
6	Twitter	80	66
7	Youtube	90	75
8.	Bloggs	4	33
9.	Flickr	20	16
10	Snapchat	12	10
11	Viber	16	13
12	Google +	24	20
13	Google buzz	8	6
14	Wikipedia	36	30

Majority of the respondents prefer face book and what's app for social networking.

Table 3 Mode of access

SL	MODE OF ACCESS	FREQUENCY	PERCENTAGE
1	PC	20	17
2	Laptop	16	13
3	Smartphone	84	70
4	Tab	0	0
	Total	120	100

Majority of the respondents access their preferred social media network at workplace through smart phone.

Table 4 Period of social media participation

SL	PERIOD	FREQUENCY	PERCENTAGE
1	Less than 6month	4	3
2	6month-1yr	8	6
3	1-2yrs	16	13
4	2-3yrs	12	10
5	More than 3yrs	80	67
	Total	120	100

Majority of the respondents are using social media for more than 3 years.

Table 5 Reasons for social media participation

SL	REASONS	Frequency	Percentage
1	To find information	84	70
2	To share your experience	50	42
3	To make professional and business contacts	32	26
4	To reduce boredom	32	26
5	As part of daily routine	12	10
6	To get a mental break	10	8
7	To keep in touch with family and friends	80	67
8	To make new friends	12	10
9	To share video/picture/information	56	47

Majority of the respondents use social media at workplace as a tool to find information, to keep in touch with family and friends and to share their experience.

Table: 6 Time spent on social media daily at workplace

SL	TIME SPENT	FREQUENCY	PERCENTAGE
1	Less than 30 min	12	10
2	30min-1hr	88	73
3	1-2hrs	20	17
4	More than 2hrs	0	0
	Total	120	100

Majority spend an average time of 45 minutes daily on social media at work place.

Table 7 Perception of Employees towards Effect of Social Media on Employee Productivity

SL	RESPONSE	FREQUENCY	PERCENTAGE
1	Strongly Agree	24	20
2	Agree	28	23
3	Neutral	40	33
4	Disagree	20	17
5	Strongly Disagree	4	3

Majority agree that unrestricted usage of social media has negative effect on employee productivity.

Table: 8 Correlation Analysis of Data

		Social Media participation	Employee Productivity
Social Media participation	Pearson coefficient Sig(2-tailed)	1	-.361 .000
Employee Productivity	Pearson coefficient Sig(2-tailed)	-.361 .000	1

This study measure the correlation of social media with employee's productivity. The result's shows that correlation between dependent and independent variable's is negative. As social media usage increase, there is slight decrease in productivity. So it is proved that usage of social media has significant effect on employee productivity.

VI. EFFECT OF SOCIAL MEDIA IN PRODUCTIVITY

'Productivity' refers to the time spent by an employee actively executing the job he or she was hired to do, in order to produce the desired outcomes expected from the employees' job description.

Productivity (Daily)= Amount of Time Worked/Standard Labour Hours * 100

$$=8\text{hrs} * 15\text{min} / 9\text{hrs} * 100$$

$$=91\%$$

VII. FINDINGS

Majority of the respondents are female. Majority of the total respondents are married. Majority of the respondents prefer face book and what's app for social networking. Majority of the respondents access their preferred social media network at workplace through smart phone. Majority of the respondents are using social media for more than 3 years. Majority of the respondents use social media at workplace as a tool to find information, to keep in touch with family and friends and to share their experience. Majority spend an average time of 45 minutes daily on social media at work place. Majority agree that unrestricted usage of social media has negative effect on employee productivity. The correlation between Usage of social media and

Employee productivity is negative. Overall productivity of employees in education sector lags by 9% due to the usage of social media.

VIII. CONCLUSION & SUGGESTION

These findings indicate that if not well managed, social media participation may lead to a loss of productivity. To maximize the benefits of social media in the campus, it is recommended that specific networks can be designated for campus -wide social networking. This was evident from the findings that social media is becoming a new medium for communication.

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