A Study on Relationship between Use of Social Networking Sites and Employees' Performance at Work Place

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Abstract: *The concept that employee performance is to a large extent, dependent on their technical andorganizational knowledge was fronted by Burton, Wu, and Prybutok (2010). While acknowledging the need for professionals to constantly update their knowledge to remain abreast of new technologies; changes in organizational strategies; and current affairs in other organizational units, they indicate that it is an important way to be informed in such a manner to tap one's social networks through which one stays attuned to the organization's mission and gains tacit organizational knowledge. Hence, social networks which influence systems mediate the effect of human resource practices on knowledge transfer. This study investigated the relationship between use of social networking sites and employee performance.125 professionals were interviewed. Correlation and regression analysis was done. Results revealed there is significant relationship between use of social networking sites and employee performance through developing, knowledge, skills, motivation and productivity.*

I   Introduction

It is an inescapable fact that in today"s world, work processes have become so complex that no one can work in a vacuum and one must work with one another to get things done. This has been made more complex by mobility because the person to work with and the customer may not be in physical proximity. Despite the current buzz about social media, the concept of social networking has been around and evolved just like any other innovations and has since become sophisticated with advancements in technology.
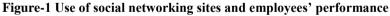
Social media, such as WhatsApp, YouTube, Twitter, Facebook, Instagram and LinkedIn provide global platform for users allowing them to connect, interact and share information with each other. These platforms are often referred to as social media, social networks as well as web 2.0. Social networks are defined as "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a

connection and view and traverse their list of connections and those made by others within the system".

1.1 Research Objective: This study aims to find the impact of using social media on employees" performance.The research"s question is how does the use of social media impact employees" performance?

Figure-1 Use of social networking sites and employees' performance

II   Literature Review

Somani and Gupta (2012) find that a lot of organizations try to keep employee working with highmotivational level in their daily working. Organizations do so because organization"s productivity, supply of goods or services and image depends on employees working and motivational level. Organizations keep

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close contact with its employees for their performancemanagement. Now a day's social networking plays a role of daily diary in every one's life. Companies can have a look on employee's social networking activities to monitor their performance. For performance review, engaging employees within company activities and sharing organization's information at real time they can create informal social network groups.

Purdy, C. says that in little older time it was very simple for companies to contact with employees by sendingemails and posts. Now social networking has been changed this scenario as everyone become addicted to it. So organizations keep following social networks to communicate within organization activities and information to its employees. For this purpose organizations design social networking communication strategies, so that they can keep eye on employee's activities which can affect their performance, sharing information on real time bases, increasing their knowledge and using these platforms as a training learning mode which will increase employees' work performance.

Jim Flynn (2011) concluded that social networking affect employee's performance by increasing theirknowledge, abilities, motivational level and close association with organization. At social networks people associated with organization create stories about companies, sometimes with intensions or sometimes without intensions. These stories can bring outcomes in term of high performance by employees or vice versa. Organizations are creating policies about who can write and share about organization's information at social networks, at what extent and with whom this information can be shared.

Jagongo and Kinyua (2013) explain that „social media offers unparalleled constant connectivity for users,allowing them to share, collaborate and establish online communities. Employees, businesses and consumers are using the media to share information, exchange opinions and recommendations and display certain consumption behaviour".

III Methodology

Primary and secondary data both has been collected in order to achieve the above objectives. Interview method and questionnaire method has been used for primary data collection. Interview was divided in to two parts: part one deals with the questions related to use of social networking sites (SNS), and part two deals with the questions related to impact of social media on performance through variables like knowledge, skills, motivation and productivity. A structured questionnaire was prepared containing close ended questions. Part 1 of the Questionnaire deals with Demographic Profile of the respondents and the second part deals with the questions related to Usage of social networking sites and its impact on the performance of the employees through different parameters like knowledge, skills and productivity. Data was analyzed using SPSS 21.0. Probability sampling method was used to gather data from 125 professionals. Validity and reliability of the questionnaire was checked. Correlation analysis was applied for results.

IV Results

4.1Correlation Analysis

This study measures the correlation of social networking with employee's knowledge, skills, motivation and productivity. Table 1 shows positive correlation between social networking and four factors of employee's performance (knowledge, skills, motivation and productivity). The correlation was positive and significant at the level of 0.01 to 0.05 between social networking and knowledge, skills, motivation and productivity. For Example, Correlation between social networking and Employee's knowledge0.639 (p=0.000); the correlation between social networking and employee's skills, was 0.480 (p=0.000); the correlation between social networking and Employee's motivation was 0.384 (p=0.006); the correlation between social networking and Employee' productivitywas 0.646 (p=0.000).

Table 1. Correlation between use of Social networks with knowledge, Skills, Motivation and Productivity.

Dependent variable dimensions	Independent variable	Correlation (Pearson)	Significance Level	Results
Knowledge		.480	.000	Significant
Skills	Use of social	.639	.000	Significant
Motivation	networking	.646	.000	Significant
Productivity	sites	.384**	.000	Significant

**. Correlation is significant at the 0.01 level (2-tailed).

From the above table, it is indicatedthat correlation between dependent and independent variables was strongly positive. Employee"s knowledge, skills, motivation and productivityhighly correlated with using of social networks. Social networking has impact 64%, 48%, 38% and 65% on knowledge, skills,motivationand productivity of employee"s respectively. So this correlation can be improved more with proper usage of social networking sites..

These results explore and support to accept the first hypothesis that there is positive relation between use of social networking and employee"s performance variables (Knowledge,skills, MotivationandProductivity,).

4.2 .Regression Analysis

Regression model employed to predict the factors affected by using of social networks. In regression analysis four dimensions are undertaken as dependent variables in terms of employee"s knowledge, skills, motivation and productivity. Table 2 shows the Regression coefficient between dependent variable (X1= Employee Skills) and independent variable using of Social Networking, the regression R was 0.639. It represents the association of using social networks and employee skills 63.9%. High value of beta and level of significance shows the strength of association. From table 2 dependent variable (X2=Employee skills) and independent variable Social Networking, the regression R was 0.480. So it shows the association between using social networking and employee knowledge 48%. Highly beta and strongly significant these variables were. By table 2 dependent variable (X3=EmployeeMotivation) and independent variable Social Networking, the regression R was 0.384. Association was between using social networking and employee productivity was 38.4%. Significance is little weak but still positive between these variables. In table 2 dependent variable (X4=Employee ProductivityLevel) and independent variable Social Networking, the regression R was 0.646. Dependent and independent variable association here become 64.6%. Here again highly significant and having high beta.

Table 2. Regression Analysis

Dimensions	R	R Square	Adjusted R Square	Std. Error of the Estimate	Unstandardized Coefficients Beta	standardized Coefficients Beta	Significance
Knowledge	.639	.408	.396	.60296	.754	.639	.000
Skills	.480	.230	.241	.61773	1.292	.480	.000
Motivation	.384	.148	.130	.87005	1.364	.384	.006
Productivity	.646	.418	.406	1.73988	-2.443	.646	.000

Regression analysis revealed that using social networking contributes to employee"s gaining of knowledge, learning of skills, getting motivated and becoming more productive for organization.Results shows that dimension of gaining of knowledge was 63.9%, learning of skills was 48%, motivation level increase was 64.6%.andproductivity was 38.4% It means that there can be other contributing factors exist too. There can be still scope for improvement too.

These four dimensions model developed to measure the impact of using social networks on employee"s performance.. Organisations can enhance their employee skills/ multi-tasking, make them employee with more knowledge, increase motivational level and bring more productivity in work through effective and intensive use of social networking sites.

V   Conclusion

Organisations may focus on employee"s behavior towards using social networks. Organisations can design their training programs according to habits of using social networks of employee"s. For example, Organisations can make Facebook page and use it for training purpose. HR department can update its policies, new training programs, meeting schedules, training tools, inspirational quotes on Facebook training page.

HR department of the organisations can use Facebook or other social network profiles of employees to screen out required skills for newly launched/planned project. Organisations can use these social networks to

enhancing skills/abilities,knowledge/qualification, productivity/outcomes and motivation level of employees. Organisations can create the right directions of usage of social networks by employees.

On the other hand, Organisations should develop right attitude in its employees for using social networks. It should be taken as positive and ethical medium of social communication. Organisation employees should take social networks as a constructive medium for learning new things, ideas, creating social contacts, having emotional catharsis instead of destructive medium or behaving unethical and unprofessional. So,Organisations can avail social networking platforms for developing and enhancing employee's performance.

Importantly, there can be some unknown factors too which can affect impact of using social networks on employee performance which suggest grounds like positive or negative behavior of employee, lazy attitude of employee, wrong perception while reading statusupdates, etc. These variables can provide ground for further investigations. This study will help Organisations for designing employee training programs and making training program more interesting, attractive and matching to young generation's behaviour in particular.

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