

## **SOCIAL NETWORKING SITES BEHAVIOUR OF EMPLOYEES AT WORKPLACE: A DESCRIPTIVE AND GRAPHICAL ANALYSIS**

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### **Abstract**

The study is conducted to analyse and investigate the Social Networking Site (SNS) Behaviour or activities of the employees of selected service sectors in their organisations. The study is conducted in Raipur, the capital city of Chhattisgarh state, India. the descriptive measures undertaken in the study are age group, gender, educational status, average time spent on SNS, frequency of using SNS, types of SNS used by the employees, purpose behind using SNS and log in behaviour of employees for SNS in the organisation. The data is analysed through descriptive statistics with mean, standard deviation, bar graphs and percentage. The data is analysed through SPSS 25 Version. The study described those respondents prefer for repeat log ins for SNS in the workplace and more often frequently access the SNS. Facebook is appeared as the most popular rather most used SNS app by the employees. A goo number of employees believed that these SNS helps them in acquiring knowledge and enhancing creativity. this study was conducted on 500 employees of selected service sectors. The results have various implications on framing SNS usage policies for employees in the workplace. The study has knock-on effect and extensive scope in all sectors

**Key Words-** Social Networking Sites (SNS), Facebook, WhatsApp, Log in, SNS behaviour, Organisation, Employees

### **1. Introduction**

This study is a deliberate attempt to study the use of SNS on employee productivity of young professionals especially age group within 25-40 years. The current study is the first attempt to assess the use of SNS restricted to age group and its impact of their employee productivity.

The term “Social Networking Sites” (SNS) denotes different meanings and definitions, but in

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general this name is commonly used for a variety of Internet platforms, tools, and applications

intended at facilitating collaboration, dissemination, and content creation (Ramsaran-Fowdar and Fowdar, 2013).

People use SNS not only in their free time but also, they free their time during working hours to refresh themselves throughout the work. Some employees use SNS excessively that may hamper their work while some use SNS in a limited manner. Transitioning from personal use to instructional use would unlock several terrific prospects for modern youth. The scholars steered that social media ought to be used as an efficient instrument of social modification and development in times. Moreover, these are youth are a part of young workforce in the organization which may use the SNS to draw necessary information, creativity, innovative ideas and simultaneously may use for personal benefits, chatting, frequently posting and commenting updates on social media, comparing other lives through own life through SNS may create or develop the feeling of inequity or dissatisfaction. The frequent changing DPs and answering calls and chats in SNS may distract the employees from productivity and blur the performance in the organization which may lead to absenteeism and switching to get good lifestyle to equalize the life with others on the basis of SNS. This may cause serious impact on performance of the employees because accessibility of SNS through mobile phones increases the usage rates of SNS on the workplace.

In the globalised world swamped with MNCs, the mobility is the indispensable part, though challenge too. In this scenario when the physical presence is replaced by virtual presence, it becomes a custom which is conceivable through SNS. it is greatly accepted by the organisations to achieve organisational outcomes in a cost-effective manner. The accustomed aspect of adapting SNS has meticulous impact on our lives. Usage of SNS has changed the efficiency of communication process in both personal lives and business context (Beck, 2007) supported by Nielsen (2010) that SNS is responsible for the one-third internal activities of our life. Hence, this is a challenge among organisations that how these SNS are shaping the general or organisational behaviour of the employees? Is the SNS is a supportive tool which is influencing the work of the employees by increasing efficiency or hampering the work of the employees by distracting them from the mainstream? These questions are addressed in this paper by studying the demographic and personal information of the employees using SNS. the SNS activities or behaviour of the employees at the workplace is also portrayed through descriptive and graphical analysis to assist the

policy makers to govern the SNS behaviour of their employees in optimum manner to get the desired output.

## **2. Literature Review**

Wenger (2004) and Bryan, Matson and Weiss (2007) agreed and include that companies of individuals, who regularly face each other, for example, virtual groups, will undoubtedly improve their abilities through information sharing. Boothby (2006) further added that the virtual platform is of great comfort zone to work for all the knowledge workers and SNS is providing such a platform.

Vergheese and Triveni Kumari (2018) studied the effect of social media and employee productivity, they found that majority of the employees prefer Facebook followed by WhatsApp in the organisation. Majority of the employees access SNS through their PC and are accessing social media for more than 3 years. It was reported that maximum of employees spent 30 minutes to 1 hour in using SNS in the organisation and perceived that unrestricted use of SNS in the organisation can cause negative effect in the employee productivity. Social Networks are categorised into business purpose and for leisure (Martensen et. al., 2017) and observed that for business purpose LinkedIn is the most popular site while Facebook is preferred for leisure activities by the employees in the organisation. Mohammed et.al. (2017) conducted a review process and underwent that majority of the employees use Facebook. It was also reviewed that employees use SNS for communicating, disseminating and information. The employees perceived that the use SNS has positive impact on their productivity. Ferreira and Plessis (2009) provided report on employees' online social network (OSN) activities. They found that a mainstream of employees in the organisation access Facebook and it is the most recognised site by the employees. It was also stated that more often the employees access the OSN through their office computer only. Employees agreed on sharing knowledge and expertise by the OSN. Saifud Din and Ahmed (2017) revealed in their study that Facebook is the most used social media by the employees and majority of the employees spent less than one hour in social media and except few all have used social media anyhow and anyways. Social media also enhance the creativity and helps in information sharing through collaboration.

## **3. Research Methodology**

This study is a type of survey research and is based on non-random, convenient sampling. With respect to this research, the researchers have used appropriate methodology and planned a proper research design. This research is based on descriptive research design in which descriptive characteristics of employees is analysed like how much time they spend in using SNS in the organisation, for what purpose they are using SNS, types of SNS used by the employees, their login behaviour and frequency of using SNS etc. The non-probability convenience

sampling design is used for sample collection of total 500 employees in selected service sectors of Raipur City of Chhattisgarh state India. The selected service sectors were trade and hotels, organised retails, health, and education. 125 samples were drawn from each sector. The data is collected through questionnaire.

The measures used to analyse in this study are age, gender, education, types of SNS used by employees, frequency using of SNS, average time spent on SNS by the employees. Furthermore, the purpose of using SNS and Log In behaviour of using SNS is used to analyse in this study. The purpose of using SNS is analysed by 4 parameters including usage of SNS, creativity, knowledge, collaboration and Information derived from the paper of Saifud Din, 2017. The 5 items of Log In behaviour of SNS is drawn from Seman,2014.

### **3.1 Objectives**

1. To identify the social networking site behaviour of employees at workplace.
  - 1a. to analyse the demographic profile of SNS users in the organisation
  - 1b. to analyse the usage rate per day by the employees in the organisation
  - 1c. to examine the login behaviour of employees in the organisation.
  - 1d. to determine the mode of access to SNS by employees in the organisation
  - 1f. To analyse the purpose of employees behind using SNS in the organisation

## **4. Data Analysis**

The data is analysed by using SPSS 25 version. Data Coding preceded the data analysis to streamline the analysis. The data is analysed through descriptive statistics of Bar graphs, percentage, frequency, mean (M) and standard deviation (SD).

Age, gender and education are some of the demographic information analysed initially. Study is further proceeded by analysis of types of SNS used by the employees, frequency of using SNS, average time spent on using SNS in the organisation. These descriptive measures are facilitated through Bar Graph and Percent. The other measures like purpose for using SNS and Log In behaviour is analysed by Mean and Standard Deviation.

### **4.1. Data coding and bifurcation of the variables**

For the data analysis following pattern is used. To analyse the demographic data the values are assigned to the demographic variables and their label. This method will be convenient in order to analyse the data in SPSS software. The procedure is demonstrated in table 4.1.

**TABLE 4.1 DATA CODING**

<b>Questions</b>	<b>value</b>	<b>Label</b>	<b>Sample size (N)</b>
<b>Age</b>	1	25-30	<b>500</b>
	2	31-35	
	3	36-40	
<b>Gender</b>	1	Male	<b>500</b>
	2	female	
	3	other	
<b>Education</b>	1	graduate	<b>500</b>
	2	Post-graduate	
	3	Above post-graduate	
<b>Types of social media Used by the employees</b>	1	Facebook	<b>500</b>
	2	Wats app	
	3	You tube	
	4	Twitter	
	5	Linked In	
	6	others	
<b>Use of Social Networking Site on workplace</b>	1	Frequently	<b>500</b>
	2	Sometimes	
<b>Average time spend on using social networking site</b>	1	Up to 30 minutes	<b>500</b>
	2	30 min to 1 hours	
	3	1hr-2hours	
	4	More than 2 hours	

#### **4.1.2. Analysis of Demographic Profile of The Respondents and Basic Information**

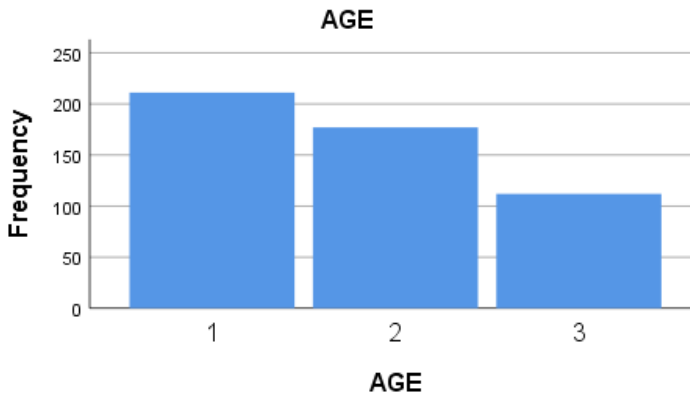
Data on various demographic dimensions has been analysed using software SPSS 25 version. Table 1 indicating the combined mean and standard deviation of all demographic variables analysed for 500 samples.

Table 4.1 revealing the frequencies and bar diagram for the age of respondents. 1 representing the age group between 25-30. There were 211 respondents belonged to this age group. The maximum respondents belonged to this age group showing

that in the four service (hotels and restaurants, health, education, and retail) sector selected for the study. 2<sup>nd</sup> age group belonged to age between 31-35 and third belonged to 36-40 age group. There were 177 and 112 respondents belonged to this age group, respectively.

**Table 4.1- Age group of respondents**

AGE		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	211	42.2	42.2	42.2
	2	177	35.4	35.4	77.6
	3	112	22.4	22.4	100.0
	Total	500	100.0	100.0	

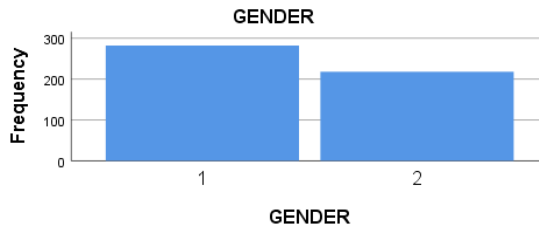


Graph-4.1

Table 4.2 disclosing the frequencies and bar diagram for the gender of respondents. 1 representing the male. 2 representing female and 3 represented other genders, but not shown in the table since there were no respondents from other genders. There were 282 male respondents. There were 218 female respondents in the study. Therefore, the majority of the respondents were males in the study.

**TABLE 4.2- Gender of respondents**

<b>GENDER</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	282	56.4	56.4	56.4
	2	218	43.6	43.6	100.0
	Total	500	100.0	100.0	

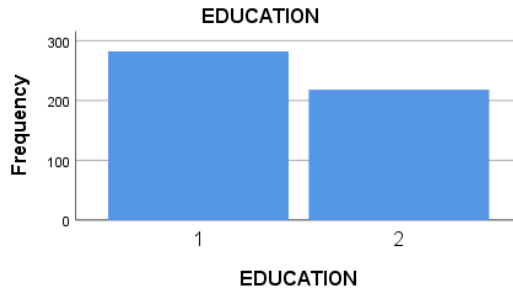


Graph-4.2

Table 4.3 disclosing the frequencies and bar diagram for the education of respondents. 1 representing the graduates. 2 representing postgraduates (PG) and 3 represented above postgraduates. There were 118 graduate respondents. There were 248 postgraduates and 134 above-postgraduate respondents in the study. These above PG belonged mostly from education sector and few from health sector. Hence, majority of the respondents were PG.

**Table 4.3- Education of respondents**

<b>EDUCATION</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	118	21.8	21.8	21.8
	2	248	49.6	49.6	71.4
	3	134	28.6	28.6	100.0
	Total	500	100.0	100.0	



Graph-4.3

Table 4.4 relating the frequencies and bar diagram for the types of SNS used by the respondents/employees. 1 representing the Facebook, 2 representing WhatsApp, 3 representing you tube, 4 representing twitter, 5 representing LinkedIn and 6 representing others. Majority of the respondents use Facebook (175) followed by wats app (125). Other than the mentioned SNS are used by least of the respondents. Majority of the respondents are multiple users of these SNS. The SNS are taken on the order of their usage in India.

**Table 4.4 Type of SNS used by the employees**

TYPE OF SNS USED BY EMP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	172	34.4	34.4	34.4
	2	125	25.0	25.0	59.4
	3	75	15.0	15.0	74.4
	4	46	9.2	9.2	83.6
	5	47	9.4	9.4	93.0
	6	35	7.0	7.0	100.0
	Total	500	100.0	100.0	



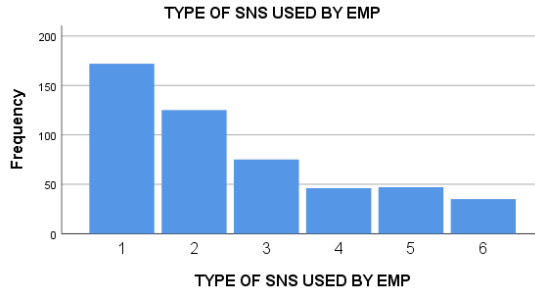


Diagram 4.4

Table 4.5 disclosing the frequencies and bar diagram for the use of various SNS in the workplace. 1 representing frequent use of SNS. 2 representing use for sometimes. 344 respondents were frequent users of SNS on workplace while 156 use sometimes.

**TABLE 4.5 Frequency of using of SNS**

USE OF SNS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	344	68.8	68.8	68.8
	2	156	31.2	31.2	100.0
	Total	500	100.0	100.0	

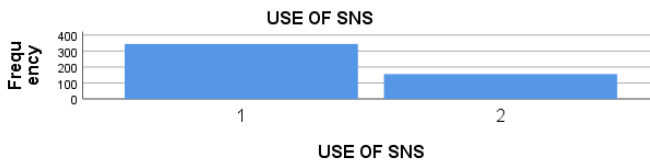


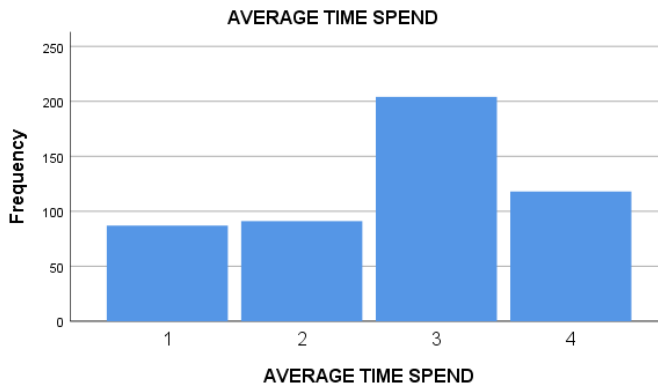
Diagram 4.5

Table 4.6 showing the frequencies and bar diagram for the average time spent on using SNS in the workplace. 1 representing usage of SNS up to 30 minutes. 2 representing usage of SNS for 30 minutes to 1 hour. 3 representing usage of SNS from 1 hour to 2hours. 4 representing usage of SNS for more than 2 hours. Majority of respondents use SNS from 1 hr to 2 hrs (204) followed by more than 2

hrs (118). Least number of employees use for 30 minutes or less (87) followed by use of 30 min to 1 hr (91).

**Table 4.6 Average time spent on SNS**

AVERAGE TIME SPENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	87	17.4	17.4	17.4
	2	91	18.2	18.2	35.6
	3	204	40.8	40.8	76.4
	4	118	23.6	23.6	100.0
	Total	500	100.0	100.0	



Graph-4.6

Table 4.7 revealing the purpose of using SNS by the employees in the organisation. The four main factors as the predictors to study the purpose of using SNS was found from (Researcher 2014, taken from Saifud Din 2017). These predictors were analysed by taking descriptive statistics and it was accounted that employees use SNS for gaining knowledge (M=3.7120, SD- 1.47967) followed by creativity (M=3.5520, SD- 1.22568).

**Table 4.7 Purpose of using SNS**

<b>Descriptive Statistics</b>			
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
USAGE OF SNS	500	3.17	1.052
CREATIVITY	500	3.5520	1.22568
KNOWLEDGE	500	3.7120	1.47967
COLLABORATION AND INTERACTION	500	3.4160	1.34110
Valid N (listwise)	500		

Table 4.8 indicates the log in behaviour of employees during working hours. The login behaviour is an act or way of logging in into computer, desktop, or system. Here login behaviour refers to logging in into SNS during office hours. The items of login behaviour for SNS is derived from (Semana,2014). There are 5 items to measure login behaviour of SNS in the organisation. Table 4.8 indicating that every so often the employee's login in to SNS at the office, log out and after completion of some work again log in (M=3.74470, SD- 1.10259). Hence, this shows their repeated login behaviour in the organisation.

**Table 4.8 Log in behaviour of employees**

<b>Descriptive Statistics</b>			
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
1 Log into the site in the morning at the office, do some activity and log out and visit again in the free time	500	3.7440	1.10259
Log into the site in the morning, and while logged in keep on doing my office work.	500	3.5500	1.16886

I Log into the site only after finishing my office work, but during office hours	500	3.7280	1.51309
Log into the site only after office hours before leaving the office	500	3.4460	1.33516
Log into the site only from my home, internet café or other places	500	3.4460	1.47185
Valid N (listwise)	500		

## 5. Result and Discussion and Implications

The study was organized to study the descriptive characteristics of the employees to study their SNS behaviour or activities in the organisation. The study is conducted in selected service sectors of Raipur City of Chhattisgarh. The study reported that the male members participated in the study was more (282) than the female members (218). In the study 211 respondents belonged to age group of 25-30 years. This indicates that a good enough young workforce is working in service sectors and using SNS. Reports and surveys indicated that the majority of the internet and SNS users are youngsters only (Statista reports 2019 and Kantar IMRB ICUBE Report). Results regarding education disclosed that majority of the employees (248) were post-graduate. Survey portrayed that Facebook became the most preferred and popular SNS (175) followed by WhatsApp (125) among the employees supported by the literature of Saifud Din and Ahmed (2017) and Ferreira and Plessis (2009). Facebook not only portray pictorial updates of the people but also provide updates about jobs, current affairs through various groups. The continuous updating of features and increasing security quality in the Facebook popularises it day by day. 344 employees frequently access SNS while 156 employees access sometimes. A large number of employees (244) access the SNS from 1-2 hours approximately. It shows that a considerable amount of time is spent on using SNS by the employees which may immensely influence their working as well personal lives. The employees use SNS for purpose of obtaining knowledge ( $M=3.7120$ ,  $SD= 1.47967$ ) followed by creativity ( $M=3.5520$ ,  $SD=1.22568$ ). This is ubiquitously accepted that using SNS has wide-spread applications if accessed and used in positive manner. It is helpful in enhancing knowledge within minimum time with the help of handy gadgets. Regarding the log in behaviour of SNS it is indicating that every so often the employee's login in

to SNS at the office, log out and after completion of some work again log in ( $M=3.74470$ ,  $SD= 1.10259$ ). Hence, this shows their repeated login behaviour in the organisation. The employees cannot prevent themselves from logging them in repeatedly to check updates of SNS as indicated by the results that more often employees use SNS for gaining knowledge and creativity.

The study has been conducted in service sectors, but the results have wide-ranging implications in all sectors. One of the major reasons behind this statement is the availability of cheap data, with 1 GB free by Reliance Jio that makes and low-cost cellular phone handsets as a result of cut-throat competition among the players in the market. These handy smartphones are easy to access irrespective of place and time. The internet access and so obvious access of SNS has reached to its peak like never before in India. With huge potential of its growth many MNC players are grabbing this opportunity by penetrating the Indian market. The most influenced people are youth. Along with them, all the common people are using internets and SNS. Hence, the study has a wide scope. The usage of SNS is seriously influencing our lives which needs to be taken seriously. This study has a terrific scope to outline a SNS using policies in the organisation to move its utility in positive and effective manner and to reduce its hazardous effect. This study was conducted to see the descriptive characteristics of employees working in selected service sectors about their SNS activities or SNS usage behaviour at the organisation or workplace. The data was collected through survey method using questionnaire and analysed through SPSS 25 version. It was depicted that SNS activities are having a significant and influencing the employees based on the results. Spending a good amount of time on SNS, repeated log ins, frequent access to SNS are precisely stating that SNS is embedded in the lives of common man that may have significant impacts if used in positive way or have hazardous results if used in negative way. SNS may account for influencing the working as well as personal lives of the individuals.

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