



# Study On Relationship Between Social Media And Its Usage By The Teachers Of Higher Education Institutions

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## ARTICLE INFO

## ABSTRACT

The purpose of the study is to analyze the relation that exist between time, age and gender of the employees of higher education institutions and differences in usage pattern of social media and any relationship if exists between the perceived usefulness and productivity of employees with respect to social media platforms. Employees from reputed higher education institutions from 4 cities of Uttar Pradesh namely Agra, Kanpur, Lucknow and Prayagraj were taken as population. Primary data was collected from teaching faculty of the given institutions through random sampling. The aggregate number of respondents for the research work 524. Hypothesis testing was done by using Spearman's Rho formula. The study provides an insight about how the mentioned factors affect the social media usage as it has always been a matter of debate.

**KEYWORDS:** Social media, Job performance, Perceived Usefulness, Workplace, Use Intensity, Employee Productivity

## INTRODUCTION

The usage of social media has increased drastically by the professionals, till date researchers are trying to figure out its impact on the productivity of employees in the work place. Innovations in the field of technology provides us with the potential that was unavailable previously. Social media provide us with a variety of social networking platforms that help people to get connected, make friends and make knowledge and information, seeking and sharing easy and possible. The use of social media was limited to online shopping, reading and viewing content in the last decades [1]. Social media is a store house of knowledge and information as well as an efficient communication tool providing a variety of channels of communication for both personal and professional purpose. Transforming workplace scenarios have led to the adoption of social media ineluctable. All time utilization of social media in the work place becomes a matter of concern as it might interrupt in the effective functioning of employees and effect their productivity.

## SOCIAL MEDIA

Social media platforms make online collaboration, communication and networking possible [2]. Social media being a set of applications that provide the users with the ability to create content and share it [3].

Social media provides numerous ways to connect. Social media makes content sharing possible and easy by eliminating space and time constraints. Profiles can be creative on these platforms in order to get connected with the people sharing, interest [4].

It gives the users the ability to create groups for interaction and information sharing [5]. Social media comprises of three parts which includes and devices which help in producing and spreading the information, devices which help in fetching the information and lastly the ultimate users of content whether it be for personal usage or for professional use [6]. Hassel free movement of information is supported by these platforms overcoming the barriers of time and space [7]. These platforms are used by the organization for relationship building [8].

## JOB PERFORMANCE

Job performance is the potential possessed by the members of the workplace being conscious of the targets assigned to them and making efforts to achieve the set targets so as to achieve the goals of organizations [9]. Job performance is referred as the association the employees are able to established between the task assigned to them by the organizations and making constant efforts in order to achieve those goals and meeting the expectations of the organization. The entire outcome achieved by the organizations which was expected from the employees over a given time period reflects their job performance. It is the expected output of employees from the given job [10]. The achievement, results, outcome and derived value from the efforts put by an employee reflects his job performance [11].

## LITRETURE REIIEW

The utilization of social media in the work arena can cause a decrease in productivity in the employees if no restrictions are there on social media usage [12]. It is extremely necessary for the organizations to frame proper social media usage policies and also make the employees aware of the policies. Social media has the capacity to improve employee's performance only if it is effectively used [13]. If social media is utilized in productive manner it can lead to increase productivity. In order to be available online and maintain presence in the online world it is necessary for the organization to be present on these platforms [14]. Studies have shown that the influence of social media on the job performance varies on the basis of complexity of job. The higher the job complexity, the lower will be the positive impact of social media on the job performance output. Social media is more useful for carrying out simple task [15]. Social addiction in the employees lead to decrease productivity and job performance [16].

Social media may have both negative as well as positive influence on the job performance of the employees it can increase the output of the employees and it also has the potential to degrade their productivity in the absence of proper social media usage policies. The job satisfaction level of the workforce is also influenced by the utilization of social media [17]. Social media security is also an issue to be addressed about which employees should be made aware of [18]. The acceptance of social media platforms by the employees of any organizations is governed by many factor such as enjoyment level attend by the employees by its usage, usefulness of social media platforms and the convenience of using of these platforms, the easier they are, easily accepted they will be [19]. The utilization of social media in the work arena help in building co-operation and co-ordination in the employees. Employees get to know each other in better way through social media [20]. Utilization of social media in the work arena gathers mixed responses by the employees, some take social media as potential liability as its use can lead to waste of time which will lead to decrease output on the other hand respondents are of the view that social media utilization in a time bound or restricted manner will not harm the productivity of the employees [21]. Social media usage helps in creating powerful bond between the higher raking management and the organizational workforce their by increase the performance of employees [22]. Non work related utilization of social media concerns the employers as the use of websites that are non-work related may lead to image and security threats [23]. Employee productivity may be increased if technology is efficiently used [24]. Relationship building through social media platforms help the organizations and their HR departments [25]. Workplace adoption of social media can help the employees to meet virtually with their peers [26]. Organizations are required to regulate social media usage by the employees for their own non work related networking, so that non work related utilization of the social media platforms may be avoided, it becomes the duty of the organizations to make their employees aware about that constructive utilization of these platforms and the positive contribution, it can make towards learning and connectivity [27]. Managers are required to train the work force regarding the social media usage as it can promote task performance and time management [28]. Social media is accessed by the people for a variety of reasons everyday which may be personal or professional [29]. Social media can contribute towards online learning [30]. Interactive platforms are created with the help of social media which help in content creation and idea sharing [31]. Utilization of social media is done by the employees in search of information and for recreational purpose [32]. Social media has the capacity to intensify the level of satisfaction in the employees [33]. There is a direct relationship between awareness of employees regarding the task assigned to them and the set targets and task performance of the work force [34]. The work quality of employees reflects their job performance [35]. The task performance of the work force is impacted by the stress level they undergo at workplace, if the stress level is less the efficiency of employees will be more [36]. Both internal factor as well as outside factor affect the job performance of employees. Internal factors being skills and knowledge of the employees and external factors being the task assigned, working environment, incentive, structure of the organization, practices of the human resource department etc. [37].

## RESEARCH HYPOTHESIS

**H1** A significant relationship exist between Age and Time spent on Social Media.

**H2** A significant relationship exist between Gender and Time spent on Social Media.

**H3** A significant relationship exist between Age and Perceived usefulness.

**H4** A significant relationship exist between Gender and Perceived usefulness.

**H5** A significant relationship exist between use intensity of social media and Job performance.

**RESEARCH METHDOLOGY**

The research tries to examine the relationship that exists between time spent by the users on social media and their age, gender and time spent on social media, age and perceived usefulness of social media, gender and perceived usefulness of social media and lastly if any relationship exist between the use intensity of social media and the job performance of the employees in order to arrive at the results a 5 point likert scale was used which ranged from 1 being strongly agree to 5 strongly disagree.

Questionnaire was prepared and circulated in order to collect the data required. The first part of the questionnaire had demographic question. The teachers of higher educational institutions of Uttar Pradesh formed sample of the research. The method of sampling used was simple random sampling. Total number of respondents were 524 and the sample size was calculated using Cochran formula. Where the level of confidence was 0.5 and error was 0.04. the questionnaire was distributed to 800 respondents out of which 524 valid responses were received the respondent were insured about the confidentiality of the survey. 5 hypothesis were farmed and tested. In order to do the hypothesis testing Spearman’s rho formula was used.

**RESULTS AND DISCUSSIONS**

**H 1** A significant relationship exist between Age and Time spent on Social Media.

**Table 1**  
**Correlations**

		2. Age	10. If you are using social media networking sites daily , how many hours do you spend using it:
Spearman's rho		1.000	-.287**
	2. Age	.	.000
		524	524
	10. If you are using social media networking sites daily , how many hours do you spend using it:	-.287**	1.000
		.000	.
		524	524

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

The result shows that Age and Time Spent on Social Media Networking sites has a significant relationship. The sample covariance between the two variables has negative correlation  $r = -.287$  is significant represented by  $p = \leq 0.01$ . This shows that when the age increases the time spent on social media networking sites reduces.

**H 2** A significant relationship exist between Gender and Time spent on Social Media.

**Table 2**  
**Correlations**

		10. If you are using social media networking sites daily , how many hours do you spend using it:	1. Gender
Spearman's rho		1.000	-.045
	10. If you are using social media networking sites daily , how many hours do you spend using it:	.	.309
		524	524
	1. Gender	-.045	1.000
		.309	.
		524	524

The result shows that Gender and Time Spent on Social Media Networking sites has an insignificant relationship. The sample covariance between the two variables i.e., Gender and Time Spent on Social Media Networking Site has negative correlation  $r = -.045$  is significant represented by  $p = 0.309$ . This shows that Gender has no significant relationship with the time spent on social media networking sites reduces. Therefore, the hypothesis is rejected.

**H 3** A significant relationship exist between Age and Perceived usefulness.

**Table 3**  
**Correlations**

		Age	Perc. Usfl.
Age	Correlation Coefficient	1.000	.334**
	Sig. (2-tailed)	.	.000
Spearman's rho	N	524	524
	Correlation Coefficient	.334**	1.000
PercUsfl	Sig. (2-tailed)	.000	.
	N	524	524

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

The result shows that Age and Perceived Usefulness of Social Media Networking sites has a positive and a significant relationship. The sample covariance between the two variables i.e., that is age and perceived usefulness have a moderate correlation  $r = .334$  is significant represented by  $p = \leq 0.01$ . This shows that age has significant effect on perceived usefulness of social media networking sites.

**H 4** A significant relationship exist between Gender and Perceived usefulness.

**Table 4**  
**Correlations**

		Perc. Usfl.	1. Gender
Perc. Usfl.	Correlation Coefficient	1.000	.039
	Sig. (2-tailed)	.	.368
Spearman's rho	N	524	524
	Correlation Coefficient	.039	1.000
1. Gender	Sig. (2-tailed)	.368	.
	N	524	524

The result shows that Gender and Perceived Usefulness of Social Media Networking sites has an insignificant relationship. The sample covariance between the two variables i.e., Gender and Perceived Usefulness has positive and weak correlation  $r = .039$  is insignificant represented by  $p > 0.01$ . This shows that Gender and Perceived Usefulness have insignificant relationship.

**H 5** A significant relationship exist between use intensity of social networking site and Job performance.

**Table 5**  
**Correlations**

		Intensity	Job Perf2
Intensity	Correlation Coefficient	1.000	.071
	Sig. (2-tailed)	.	.104
Spearman's rho	N	521	521
	Correlation Coefficient	.071	1.000
JobPerf2	Sig. (2-tailed)	.104	.
	N	521	524

The result shows that Intensity of Use of Social Media Networking sites and Job performance have an insignificant relationship. The sample covariance between the two variables i.e., Intensity of Use of Social Media Networking sites and Job performance has positive and weak correlation  $r = .071$  is insignificant represented by  $p > 0.01$ . This shows that Intensity of use of Social Media Networking sites and Job performance have insignificant relationship. In a similar study the Social Media uses by the employee and its effect on job performance shows the organization should be more careful regarding employee's the level of social media uses in terms of making confinements in the uses and give opportunity for the uses of social media in the work place. Previous researches suggest compulsive, excessive, impulsive, uncontrolled and indulgent use of social media leads to enslavement and the amount of time spent on social media has negative impact on the job performance. The relationship between the social media network uses and job performance assist to disclose the underline rationale for organizations to either grant or restrict the utilization of social media platforms in the work arena [38]. Engaging in social interactions with colleagues, family members and friends through social media platforms during job hours is not conducive to improving productivity among employees [39].

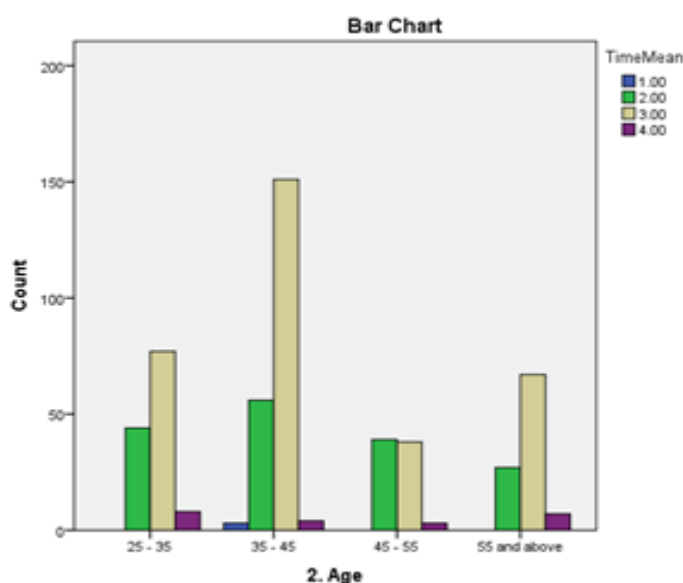
**Table 6**

Hypothesis	r	P value	Result
<b>H1</b> A significant relationship exist between Age and Time spent on Social Media.	- .287	≤ 0.01	Supported
<b>H2</b> A significant relationship exist between Gender and Time spent on Social Media.	- .045	0.309	Rejected
<b>H3</b> A significant relationship exist between Age and Perceived usefulness.	.334	≤ 0.01	Supported
<b>H4</b> A significant relationship exist between Gender and Perceived usefulness.	.039	.368	Rejected
<b>H5</b> A significant relationship exist between use intensity of social networking site and Job performance.	.071	.104	Rejected

**Table 7**

H 1 Age and Time Mean Cross tabulation					
Age	Time Mean				Total
	< 1 Hour	1 - 2 Hrs.	2 - 3 Hrs.	> 3 Hrs.	
<b>25 – 35</b>	0	44 (34%)	77 (60%)	8 (6%)	129
<b>36 – 46</b>	3 (1%)	56 (26%)	151 (71%)	4 (2%)	214
<b>46 – 56</b>	0	39 (49%)	38 (47%)	3 (4%)	80
<b>56 and above</b>	0	27 (27%)	67 (66%)	7 (7%)	101
<b>Total</b>	<b>3</b>	<b>166</b>	<b>333</b>	<b>22</b>	<b>524</b>

- 34% respondents, age between 25 – 35 years spend average time of 1 to 2 hours on social media. Whereas 60 % respondents spend average time of 2 to 3 hours on these platforms and rest 6% participants spend more than 3 hours on these platforms every day.
- 1% respondents, age between 36 – 46 years spend average time less than 1 hour on networking platforms. Whereas 26 % participants spend average time of 1 to 2 hours’ these platforms, and 71% participants spend average time of 2 to 3 hours on these platforms and rest 4% participants spend more than 3 hours on these platforms every day.
- 49% participants, age between 46 – 56 years spend average time of 1 to 2 hours on these platforms. Whereas 47 % participants spend average time of 2 to 3 hours on these platforms and rest 4% participants spend more than 3 hours on these platforms every day.
- 27% participants of 56 years and above spend average time of 1 to 2 hours on these platforms. Whereas 66% participants spend average time of 2 to 3 hours on these platforms and rest 7% participants spend more than 3 hours on these platforms every day.



**Fig. 1**

The logic dictates the middle age (36 – 46) group people spend most of their time on social media. Out of the total sample size of 524 participants, 151 i.e., 71% participants fall under the age category of 36 to 46 years and people under this age group spends highest time i.e., 2 to 3 hrs on social media as compared to the other age group people. The Social media platforms help in connecting the users of internet by making their profile on the platforms like Facebook, Twitter, YouTube etc. [40]. From the above data it is clear that perceived usefulness, perceived risk and personal fits are the most significant factors which influence these people to use these platforms for several hours in a day.

## CONCLUSION

Out of 5 hypothesis framed online two were supported and rest 3 were rejected. The result suggests that as the age of the participants increase their time spent on social media platforms goes down. In the analysis it was found that the relationship between time spent on social media platforms and gender is insignificant. Whereas age and perceived usefulness of social media had a significant and positive relationship but there is insignificant relationship found between Gender and Perceived Usefulness of social media. It was also concluded that the intensity of use of social media and job performance have no significant relationship.

## Implications and Limitation

Some caveats are present in the study the study was carried out in only 4 cities of Uttar Pradesh due to lack of resources and time constraints which may hamper the journalization of results. Therefore, it becomes necessary that more similar types of study must carried out in different nations and locations in order to make the results more generalizable and more representative. Lack of generalizability of results may act as a limitation. So, it becomes necessary to incorporate more studies and point of views of management can also be taken into consideration and further studies.

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