

**RESEARCH PROJECT REPORT**  
**ON**  
**“IMPACT OF SOCIAL MEDIA IN WORKPLACE”**

**SUBMITTED BY:**

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**Subject: BBA-208 Research Methodology Lab**

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**RUKMINI DEVI INSTITUTE OF ADVANCED STUDIES**

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**2A & 2B, Madhuban Chowk, Outer Ring Road, Phase-1, Delhi-110085.**

## **STUDENT DECLARATION**

I solemnly declare that I have completed the Research project on “IMPACT OF SOCIAL MEDIA IN WORKPLACE” under the guidance of ‘Ms. Ruchi Bhalla’ (Assistant Professor) in partial fulfilment of the requirement for the award of Degree of Bachelor of Business Administration at Rukmini Devi Institute of Advanced Studies, Delhi. This is an original piece of work & I have not submitted it earlier elsewhere.

Name: Ruhan Sharma

Enrolment Number: 03480301719

Date: 18-06-2021

Place: New Delhi

## **Acknowledgements**

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I wish to thank my parents as well for their undivided support that encouraged me, without whom I would be unable to complete my project.

At the end, I want to thank all the respondents who devoted their time and gave valuable inputs that helped in completion of my project.

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## **CHAPTER 1: RESEARCH PROBLEM**

## **INTRODUCTION**

Social media is a platform through which people connect or collaborate with one another inside and outside the Work place. Social media not only provides a complete knowledge management but also provides very simple and flexible tools to the management. Currently, the available social media applications (e.g., Facebook, twitter, WhatsApp, YouTube, Instagram and LinkedIn) are playing an important role in human interaction within organizations. Social media usage at the workplace increases the capacity of the employees. Since employees use social media for their personal and official activities at workplace; they get more knowledge and increase their ability related to their work by using social media. Furthermore, integrated social media at workplace reduces the workload and increases the usefulness, this advantage drives the organizations to develop a deeper understanding of social media platforms and use it effectively.

## **OBJECTIVES OF THE STUDY**

- The impact of social media on work: workplace, work environment, and work life;
- To examine the extent of social media participation by employees.
- To investigate the influence of social media on employees' work performance, as well as the underlying mechanism for how they create value at work.
- To analyse whether social media use has different effects on individual job performance depending on the characteristics of the given task.

## **CHAPTER 2: LITERATURE REVIEW**

## **Social media use and job Performance**

Job performance can be defined as the degree to which one meets the formal requirements of a job and adequately completes assigned duties. In general, if a firm implements an information system and the employees use it for their work, it improves their job performance. According to the computer-mediated communications interactivity model and the media synchronicity theory, using computer-mediated communications at work improves communication efficiency as well as job performance. This assumption is based on the idea that using computer-mediated communications for work improves job performance by enhancing interactivity and communication quality among the co-workers.

## **Use of social media in the work places enhances communications which in turn creates more networks.**

*Chiu et al (2014)* claims that social media consist of bundles of information and communication tools, providing multiple communication channels in both social and work environments. Employees who use social media are not just searching and sharing information, they also regard them as a platform to meet friends, to obtain a sense of belonging and to develop relationships with other people. Network ties helps to represent the breadth and strength of the relationships, and the communication frequency among employees, which in turns help to obtain the productivity.

## **The impact of social media on work performance and in creating values at work.**

**According to social capital theories, and Babu, S., Hareendrakumar, V. R., & Subramaniam, S. (2020).** social media facilitate knowledge transfer. Earlier studies show that social capital and knowledge transfer help promote work performance. The components of social capital—shared vision, network ties, and trust—represent its cognitive, structural, and relational aspects. The study model is analyzed through structural equation modelling using primary data. The influence of social media on work performance and its impact on employee’s productivity is empirically tested in this research. It provides insights on benefits of social media usage in organizations or workplace.

**Bridge Consulting (2009)** also claimed that the use of social media sites in workplace increase employee engagement, foster employee ideas and innovation, enhance customer relationships and employee productivity. Durant (2010) claimed that Takeshi Numoto, Corporate Vice President of Office Product Management Group, submitted a post, “Productivity + social networking = goodness for the workplace”. To Put this in a different way, social media can help organizations be more productive and employees in the workplace form a group that fosters a culture of diversity, respect, and openness.

**Kaplan and Hoenlein (2010)** define social media as a group of Internet-based applications created on the ideological and technological basis of Web 2.0 technology, that enables the creation and exchange of User-generated content. According to regression results, employees' use of social media is positively related to employees' need satisfaction (autonomy, relatedness, and competence) and, accordingly, intrinsic work motivation.

## **CHAPTER 3: RESEARCH QUESTIONS**

## **RESEARCH HYPOTHESIS**

Social media, job performance and its impact on workplace serve as the conceptual and theoretical foundation for this research. Social media technologies have changed the ways of interaction and information sharing on the web. Moreover, technology enables the organizations and customers interaction and sharing information through blogs, wikis, podcasts, Facebook and WhatsApp. As social media technologies are based on mutual communication between two or more parties, so it is very important to explore interaction between both sides within organization.

## **RESEARCH HYPOTHESIS: 1**

H 0: Social Media usage does not positively influence job performance.

H 1: Social media usage does positively influence job performance.

***Dependent Variable:*** The Dependent Variable considered for this Research study is  
“Social Media Usage”

***Independent Variable:*** The independent variable considered for this Research Study Is  
“Job Performance”

## **RESEARCH HYPOTHESIS: 2**

H 0: There is no significant relationship between social media platforms and employees performance.

H 1: There is a significant relationship between social media platforms and employees performance.

***Dependent Variable:*** The Dependent Variable considered for this Research study is  
“Social Media Platforms”

***Independent Variable:*** The independent variable considered for this Research Study is  
“Employees Performance”

## **CHAPTER 4: RESEARCH METHODOLOGY**

## RESEARCH DESIGN

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data. Our research examines the mediating effect on organizational structure in the relationship between the use of social media and job performance in the work place.

*This is a qualitative study* and this research examines the mediating effect on impact of social media in workplace how it affects employee productivity also what are the underlying mechanism and how they create value at work.

In this research we will be collecting data using both **Primary and Secondary techniques**

- *Primary data collection technique:* In our research, we will be collecting information using one of the primary data collection method called “*Questionnaire*”. This will help us get data from different age groups and eventually will give us different opinions and will benefit our research in data analysis stage.
- *Secondary data collection technique:* In our research, we have collected data from various *books, Journals, research papers*, which were available at *research gate and Google scholars and Google*, References are given at the end.

## SAMPLE DESIGN

- Sampling area: The study will be conducted in Delhi NCR Region and the sample will be taken from various working professionals in the sectors namely, Private, Government, IT & services. The Respondents profile has been classified based on Gender, Age, Job Specification, etc.
- Sample Size: The sample will be collected from different age groups to eliminate the biasness. We are targeting for more than 150 working individuals.
- Sampling unit: Working Professionals

## **CHAPTER 5: DATA COLLECTION**

## QUESTIONNAIRE

Impact of Social Media In Workplace  
**\* Required**

Name \*  
Your answer \_\_\_\_\_

Email Id  
Your answer \_\_\_\_\_

Gender \*  
 Male  
 Female

Age(in years): \*  
 18-24  
 25-34  
 35-44  
 45-54  
 55-64  
 65 or more

Are you a member of any Social Networking Sites? \*  
 Yes  
 No

Do you have accessibility to social media at your work? \*

- Yes
- No
- Maybe

What Social Media do you often use? \*

- Facebook
- Whatsapp
- Youtube
- Twitter
- Other: \_\_\_\_\_

How do you use social media at workplace? \*

- To obtain work related information
- To maintain and strengthen communication with colleague in workplace
- To take a Mental Break from Work
- Other: \_\_\_\_\_

What is your Frequency of usage of social media at work? \*

- Never
- Occasionally
- Sometimes
- Always

Please indicate whether you agree or disagree with the following statement related to your social media use \*

|  | Strongly disagree     | Somewhat Disagree     | Neither agree nor disagree | Somewhat agree        | Strongly Agree        |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| I often use social media to obtain work related information and knowledge                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I regularly use social media to search for information which could be useful for my task at work | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

|  |                       |                       |                       |                       |                       |             |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
| I often spend time browsing social networks for interesting contents created by others related to my work  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |             |
| I often use social media to inform myself about trends and development   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |             |
| Considering your complete experience with social networking sites, how likely would you be to recommend your friend or colleague to join them? * |                       |                       |                       |                       |                       |             |
|  | 1                     | 2                     | 3                     | 4                     | 5                     |             |
| Very Unlikely  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Very Likely |

# RESPONSE SHEET

Form data - Excel

Considering your complete experience with social networking sites, how likely would you be to recommend your friend or colleague to join them?

| Name | Email id           | Gen                                | Age in yrs | Do you use social media | Do you have access to social media | What Social Media do you use | How do you use social media at workplace?                             | What is your frequency of usage of social media at work? | Using social media to obtain work related information and knowledge | Using social media to obtain work related information | Using social media to obtain work related information | Using social media to obtain work related information | Using social media to obtain work related information |
|------|--------------------|------------------------------------|------------|-------------------------|------------------------------------|------------------------------|---|--|---|---|---|---|---|
| 1    | Shubhang Goyal     | shubhanggoyal75@gmail.com          | Female     | 18-24                   | Yes                                | Facebook                     | To obtain work related information                                    | Sometimes  | 4   | 2   | 4   | 4   |   |
| 2    | Shubhang Kapoor    | shubhangkapoor113@gmail.com        | Female     | 18-24                   | Maybe                              | WhatsApp                     | To obtain work related information                                    | Sometimes  | 5   | 3   | 3   | 4   |   |
| 3    | Shubhang           | shubhanggoyal75@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 4   |   |
| 4    | Shubhang           | shubhanggoyal75@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 5   | 3   | 3   | 4   |   |
| 5    | Shubhang           | shubhanggoyal75@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 4   |   |
| 6    | Shubham Baid       | shubhambaid10a39636@rediffmail.com | Male       | 18-24                   | Yes                                | Youtube                      | To obtain work related information                                    | Sometimes  | 3   | 3   | 3   | 4   |   |
| 7    | Sneha Kumar        | sneha.kumar19@gmail.com            | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain and strengthen communication with colleagues in workplace   | Sometimes  | 4   | 4   | 4   | 4   |   |
| 8    | Prashant Kumar     | prashantkumar197@gmail.com         | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 1   | 2   | 1   | 1   |   |
| 9    | Rohan Singh        | rohan1909@gmail.com                | Male       | 18-24                   | No                                 | Instagram                    | To obtain work related information                                    | Sometimes  | 2   | 3   | 2   | 4   |   |
| 10   | Srinat Sarai       | srinatsarai4@gmail.com             | Male       | 18-24                   | No                                 | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 4   | 4   | 4   | 4   |   |
| 11   | Ashu Singh         | ashusingh1909@gmail.com            | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 4   | 3   | 4   | 4   |   |
| 12   | Karti Shukla       | kartishukla4@gmail.com             | Female     | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Always   | 3   | 4   | 5   | 5   |   |
| 13   | Anam Sharma        | anamsharma19@gmail.com             | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain and strengthen communication with colleagues in workplace   | Other  | 4   | 2   | 4   | 4   |   |
| 14   | Kulthi, DANISH     | kulthidani19@gmail.com             | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 2   | 2   | 2   | 2   |   |
| 15   | Lavi Sharma        | lavisharma19@gmail.com             | Female     | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 2   | 2   | 2   | 2   |   |
| 16   | Ashwini Sharma     | ashwinisharma19@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Always   | 1   | 1   | 1   | 1   |   |
| 17   | Pragya Gaudan      | pragya.gaudan17@gmail.com          | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Sometimes  | 1   | 1   | 1   | 1   |   |
| 18   | Alexander Tiley    | alexanderiley19@gmail.com          | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 4   | 2   | 1   | 1   |   |
| 19   | Ananya Chakrabarti | ananyachakrabarti19@gmail.com      | Female     | 18-24                   | Maybe                              | Instagram                    | To obtain work related information                                    | Sometimes  | 4   | 2   | 4   | 4   |   |
| 20   | Prithi Adhikari    | prithiadhikari19@gmail.com         | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Occasionally/Sometimes                                   | 4   | 4   | 4   | 4   |   |
| 21   | MAKSHAM SHAHMA     | makshamshahma19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To maintain and strengthen communication with colleagues in workplace | Occasionally   | 4   | 4   | 4   | 4   |   |
| 22   | Jani Singh         | janisingh19@gmail.com              | Male       | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 4   | 4   | 4   | 4   |   |
| 23   | Rupali Chauhan     | rupalichauhan19@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Always   | 2   | 2   | 2   | 2   |   |
| 24   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 4   | 4   | 4   | 4   |   |
| 25   | Aashna             | aashna19@gmail.com                 | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 2   | 2   | 2   | 2   |   |
| 26   | Sachin Anand       | sachin.anand19@gmail.com           | Male       | 18-24                   | Yes                                | WhatsApp                     | To maintain and strengthen communication with colleagues in workplace | Occasionally   | 2   | 2   | 2   | 2   |   |
| 27   | Bhuvan Anand       | bhuvan.anand19@gmail.com           | Male       | 18-24                   | Yes                                | WhatsApp                     | To maintain and strengthen communication with colleagues in workplace | Sometimes  | 3   | 4   | 3   | 3   |   |
| 28   | Love Singh         | lovesingh19@gmail.com              | Male       | 18-24                   | Yes                                | Instagram                    | To obtain work related information                                    | Never  | 3   | 4   | 3   | 3   |   |
| 29   | Anam Tiley         | anamiley19@gmail.com               | Female     | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 3   | 3   | 3   | 3   |   |
| 30   | Prashant           | prashant19@gmail.com               | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 3   | 3   | 3   | 3   |   |
| 31   | Anshu Chohan       | anshuchohan19@gmail.com            | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 4   | 4   | 4   | 4   |   |
| 32   | Ashish Mishra      | ashishmishra19@gmail.com           | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Other  | 4   | 4   | 4   | 4   |   |
| 33   | Pranav             | pranav19@gmail.com                 | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 1   | 2   | 1   | 2   |   |
| 34   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Always   | 1   | 2   | 1   | 2   |   |
| 35   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Always   | 1   | 2   | 1   | 2   |   |
| 36   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Always   | 1   | 2   | 1   | 2   |   |
| 37   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Always   | 1   | 2   | 1   | 2   |   |
| 38   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Always   | 1   | 2   | 1   | 2   |   |
| 39   | Prashant Sharma    | prashantsharma19@gmail.com         | Male       | 18-24                   | No                                 | WhatsApp                     | To take a Mental Break from work                                      | Other  | 2   | 2   | 2   | 2   |   |
| 40   | Shreya             | shreyas19@gmail.com                | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Always   | 4   | 4   | 4   | 4   |   |
| 41   | Yashika            | yashika19@gmail.com                | Female     | 18-24                   | Yes                                | WhatsApp                     | To maintain and strengthen communication with colleagues in workplace | Other  | 4   | 4   | 4   | 4   |   |

Form data - Excel

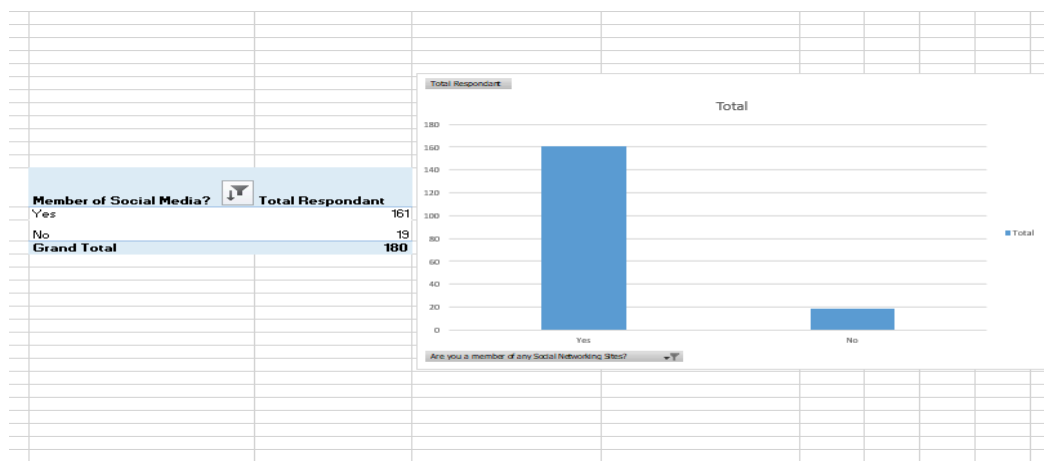
Considering your complete experience with social networking sites, how likely would you be to recommend your friend or colleague to join them?

| Name | Email id        | Gen                        | Age in yrs | Do you use social media | Do you have access to social media | What Social Media do you use | How do you use social media at workplace?                             | What is your frequency of usage of social media at work? | Using social media to obtain work related information and knowledge | Using social media to obtain work related information | Using social media to obtain work related information | Using social media to obtain work related information | Using social media to obtain work related information |
|------|-----------------|----------------------------|------------|-------------------------|------------------------------------|------------------------------|---|--|---|---|---|---|---|
| 62   | Gaurav          | gaurav19@gmail.com         | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 3   | 3   | 3   | 3   |   |
| 63   | Rudhoo          | rudhoo19@gmail.com         | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 64   | Sneha           | sneha19@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 65   | Sneha           | sneha19@gmail.com          | Female     | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 3   | 3   | 3   | 3   |   |
| 66   | Aditya          | aditya19@gmail.com         | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 4   | 3   | 3   | 3   |   |
| 67   | Anam Sharma     | anamsharma19@gmail.com     | Female     | 18-24                   | No                                 | Instagram                    | To take a Mental Break from work                                      | Other  | 4   | 3   | 4   | 4   |   |
| 68   | Anam Sharma     | anamsharma19@gmail.com     | Female     | 18-24                   | No                                 | Instagram                    | To take a Mental Break from work                                      | Other  | 4   | 3   | 4   | 4   |   |
| 69   | Anam Sharma     | anamsharma19@gmail.com     | Female     | 18-24                   | No                                 | Instagram                    | To take a Mental Break from work                                      | Other  | 4   | 3   | 4   | 4   |   |
| 70   | Anam Sharma     | anamsharma19@gmail.com     | Female     | 18-24                   | No                                 | Instagram                    | To take a Mental Break from work                                      | Other  | 4   | 3   | 4   | 4   |   |
| 71   | Komal Aggarwal  | komalaggarwal19@gmail.com  | Female     | 18-24                   | Yes                                | Facebook                     | To take a Mental Break from work                                      | Occasionally   | 2   | 4   | 2   | 4   |   |
| 72   | Neeraj Kumar    | neerajkumar19@gmail.com    | Male       | 18-24                   | Yes                                | Facebook                     | To maintain and strengthen communication with colleagues in workplace | Sometimes  | 5   | 4   | 4   | 4   |   |
| 73   | Jany            | jany19@gmail.com           | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Occasionally   | 1   | 1   | 1   | 1   |   |
| 74   | Alisha Sharma   | alishasharma19@gmail.com   | Female     | 18-24                   | Yes                                | Instagram                    | To take a Mental Break from work                                      | Sometimes  | 3   | 3   | 3   | 3   |   |
| 75   | Shreya          | shreyas19@gmail.com        | Female     | 18-24                   | Yes                                | WhatsApp                     | To obtain work related information                                    | Other  | 4   | 4   | 4   | 4   |   |
| 76   | Neha            | neha19@gmail.com           | Female     | 18-24                   | Yes                                | Twitter                      | To take a Mental Break from work                                      | Sometimes  | 5   | 3   | 5   | 4   |   |
| 77   | Naman Kapoor    | namankapoor19@gmail.com    | Male       | 18-24                   | Yes                                | WhatsApp                     | To maintain and strengthen communication with colleagues in workplace | Sometimes  | 3   | 3   | 3   | 3   |   |
| 78   | Murad Kumar     | muradkumar19@gmail.com     | Male       | 18-24                   | Yes                                | Facebook                     | To obtain work related information                                    | Sometimes  | 5   | 4   | 1   | 1   |   |
| 79   | Naman Jais      | namanjais19@gmail.com      | Male       | 18-24                   | Yes                                | Twitter                      | To obtain work related information                                    | Sometimes  | 3   | 3   | 3   | 3   |   |
| 80   | Nigam Singh     | nigamsingh19@gmail.com     | Male       | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Other  | 4   | 2   | 4   | 4   |   |
| 81   | Prithi Adhikari | prithiadhikari19@gmail.com | Female     | 18-24                   | Yes                                | Facebook                     | To take a Mental Break from work                                      | Occasionally/Sometimes                                   | 1   | 1   | 1   | 1   |   |
| 82   | Rakha Sharma    | rakhasharma19@gmail.com    | Female     | 18-24                   | Yes                                | Twitter                      | To obtain work related information                                    | Other  | 5   | 4   | 2   | 2   |   |
| 83   | Rakha Sharma    | rakhasharma19@gmail.com    | Female     | 18-24                   | Yes                                | WhatsApp                     | To take a Mental Break from work                                      | Sometimes  | 3   | 3   | 3   | 3   |   |
| 84   | Prerana Anand   | prerana.anand19@gmail.com  | Female     | 18-24                   | Yes                                | Instagram                    | To maintain and strengthen communication with colleagues in workplace | Occasionally   | 1   | 1   | 1   | 1   |   |
| 85   | Prerana Anand   | prerana.anand19@gmail.com  | Female     | 18-24                   | Yes                                | Instagram                    | To obtain work related information                                    | Other  | 4   | 3   | 3   | 3   |   |
| 86   | Prerana Anand   | prerana.anand19@gmail.com  | Female     | 18-24                   | Yes                                | Instagram                    | To obtain work related information                                    | Occasionally   | 4   | 3   | 3   | 3   |   |
| 87   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To take a Mental Break from work                                      | Sometimes  | 2   | 2   | 2   | 2   |   |
| 88   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 89   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 90   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 91   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 92   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 93   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 94   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 95   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 96   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 97   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 98   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 99   | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 100  | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 101  | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 102  | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 103  | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |
| 104  | Rohan Singh     | rohan19@gmail.com          | Male       | 18-24                   | Yes                                | YouTube                      | To obtain work related information                                    | Sometimes  | 4   | 3   | 3   | 3   |   |

## **CHAPTER 6: DATA ANALYSIS**

**i. Are you a member of social networking sites?**

Responses indicate that a Majority of Population are a member of Social Networking Sites as it can be seen that 161 out of 180 (which is 89%) of total Population are members of social networks and only 19 of them (11%) don't have their account on any social networking platform.



*Figure 1: Are You a Member of Social Networking Sites?*

ii. Do you have the accessibility of social media at Workplace?

This figure indicates that a majority of working population which is 117 of 180 (around 65%) does have accessibility to use social networking sites at their workplace and 38 of 180 (around 21%) people among them are not sure about this which is further followed by 25 people who don't have the accessibility to use social media at the workplace.

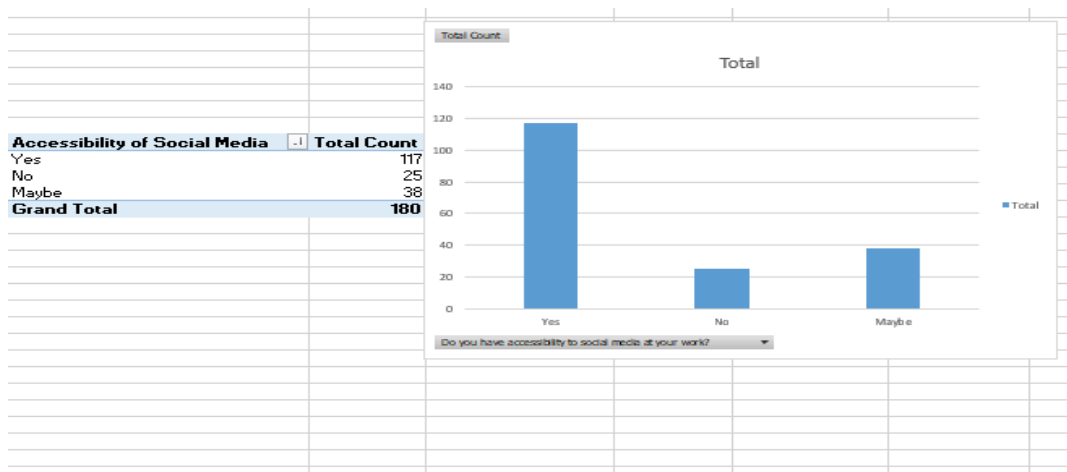
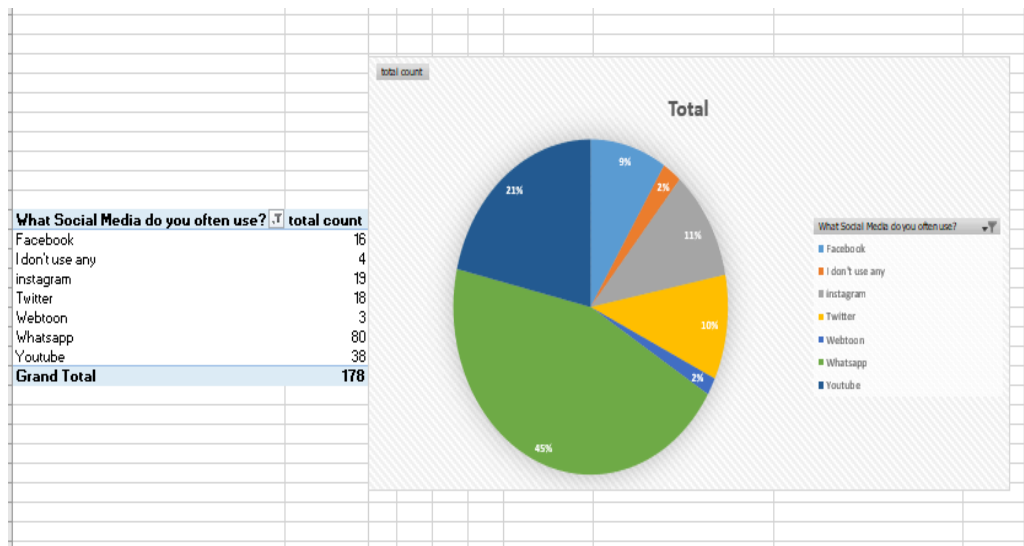


Figure 2: Accessibility of social media

**iii. What social media do you often use?**

As figure 3 shows that 80 respondents out of 178(which is 45%) regularly uses WhatsApp, 38 people out of 178 (which is 21%) of the population regularly used YouTube, 19 of 180 (around 11%) of them uses Twitter, and 19 of them uses Instagram. This shows that all the respondents participate in social media in the workplace in one form or the other.

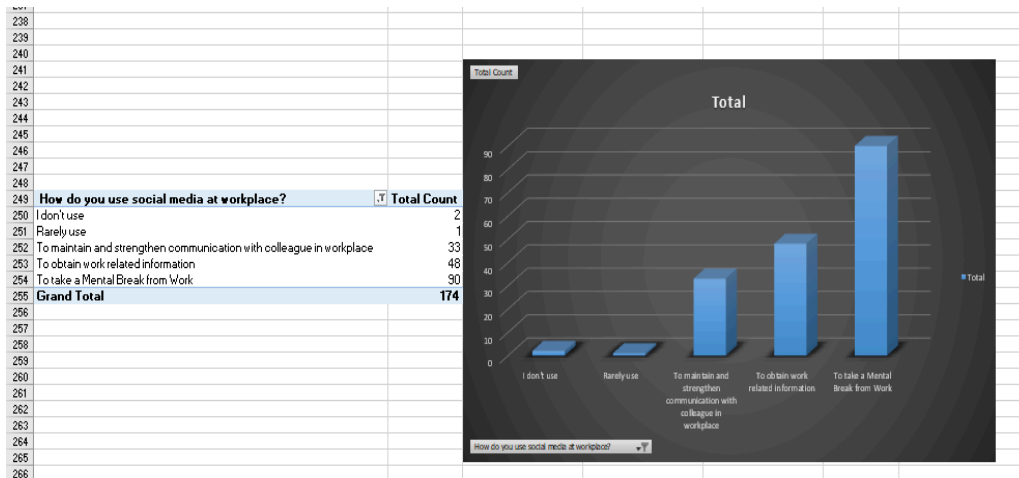


**Figure 3: Regularly used social media sites**

**iv. Reason behind using social media at workplace?**

Going by findings displayed in figure 4; around 90 respondents out of 174 rate taking mental break from work as the main reason for using social networking sites at workplace (which is 51% of the population), similarly 48 of the respondents use social sites to obtain work related information

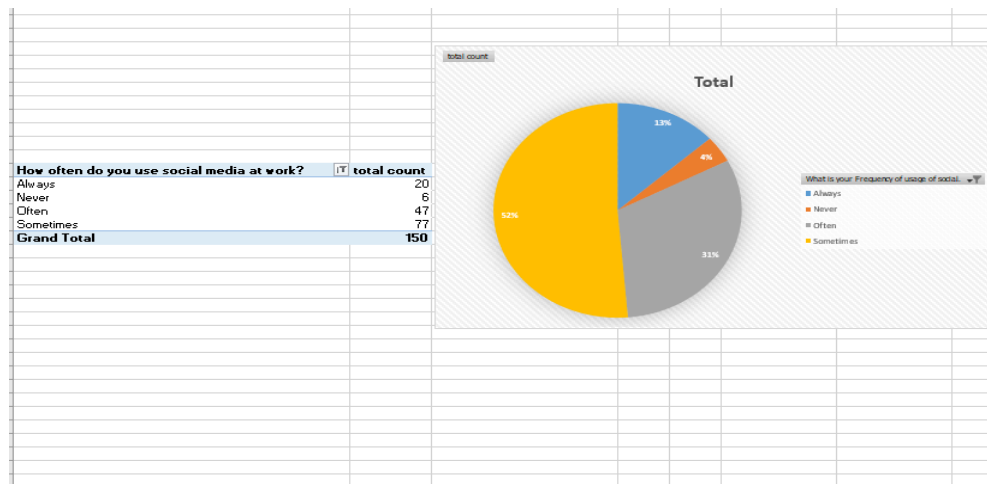
A Majority of the population (which is 33 of 174) also indicated that they use social media to maintain and strengthen communication with colleagues and only 2 of 174 people mentioned that they don't use social sites in workplace.



**Figure 4: Reason for Social Media Participation**

**v. How often do you use social media at work?**

As seen in the figure 5, 77 out of 150\_(which is 51%) people surf social media quite a times in a day which is, 47 of 150\_people often uses social media in a day (around 32%), and 20(around 13%) of them occasionally uses them in a day and just 6 of them never used these while at work.



**Figure**

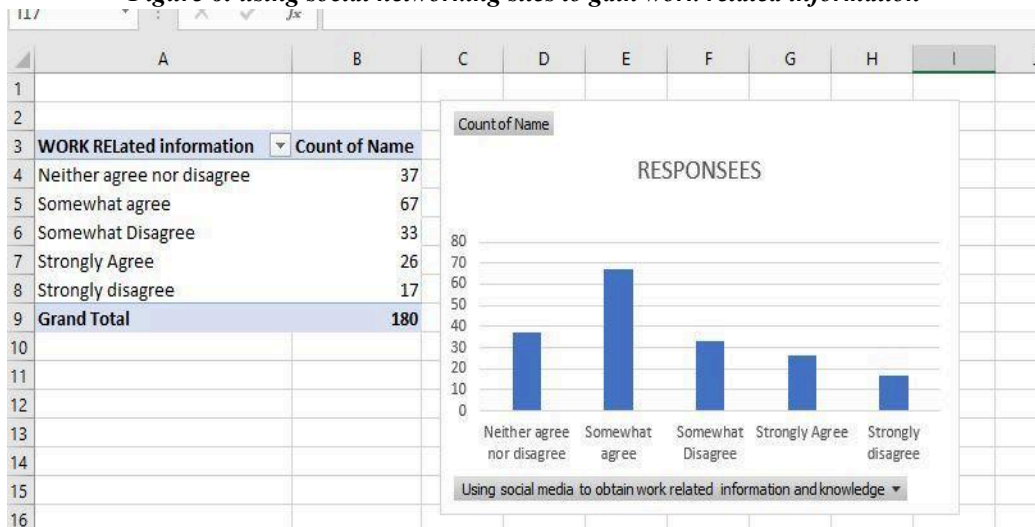
***Frequency of Social Media Participation***

**5:**

**vi. How often do you use social media to obtain work related information and knowledge?**

This is evident as seen in the figure that 67 out of 180 (around 37%) of population somewhat agree with the statement, and 37 of 180 neither agree nor disagree with the statement, 33 of them somewhat disagree and just 17 of population strongly disagree (around 9%) with the given statement.

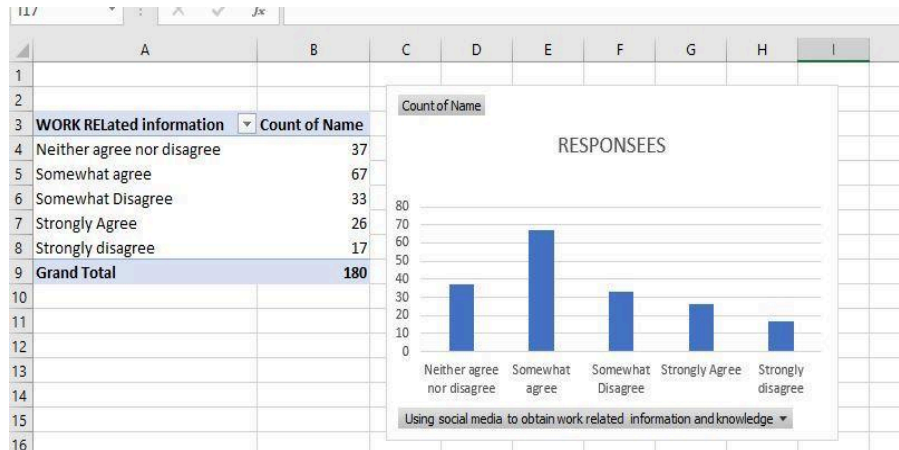
*Figure 6: using social networking sites to gain work related information*



**vii. Do You regularly use social media to search for information which could be useful for tasks at work?**

This is evident as seen in the figure that 67 of 180 (around 37%) of the population somewhat agrees with the statement, and 37 of them neither agree nor disagree with the

statement, 33 of them somewhat disagree also 26 of them strongly agree with the statement and just 17 of population strongly Disagree with the given statement.

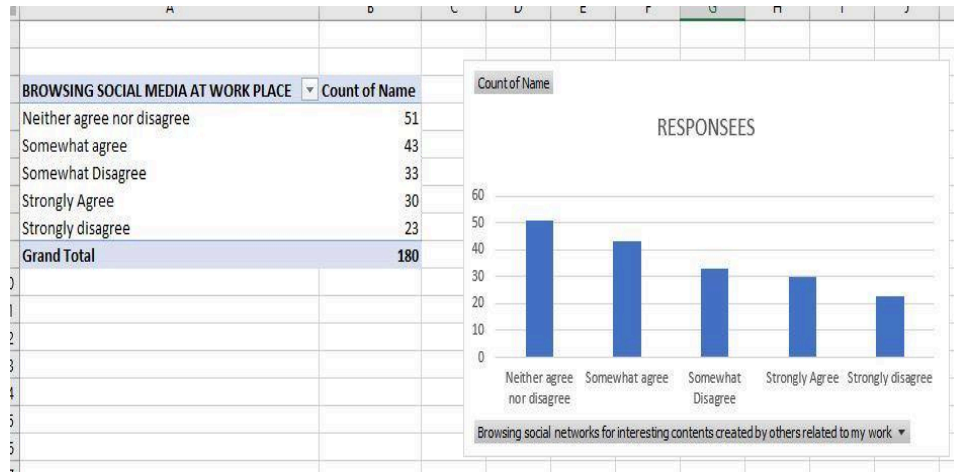


**Figure 7: To obtain work related information**

**viii. Do You spend time browsing social networks for interesting contents created by others related to your work?**

This can be inferred from the given figure that 51 of 180 (which is 28%) of the given population neither agree nor disagree with the statement, and 43 of them somewhat

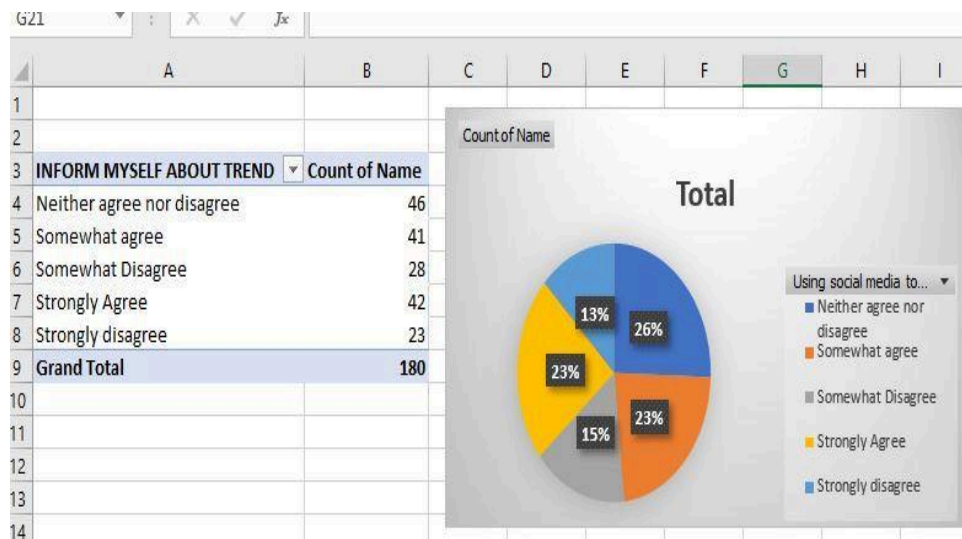
agrees with the statement, 33 of 180 (around 18%) somewhat disagree also 30 of them strongly agree with the statement and just 23 of the given population strongly Disagree with the following statement.



**Figure 8: Browsing social media At Work Place**

**ix. How often do you use social media to inform oneself about trends and developments?**

This can be inferred from the given figure that 46 of 180 (around 26%) of the population neither agree no disagree with the statement, and 41 of them somewhat agrees with the statement, 42 of 180 strongly agree also 28 of them somewhat disagree with the statement and just 23 of the given population strongly Disagree with the given statement.



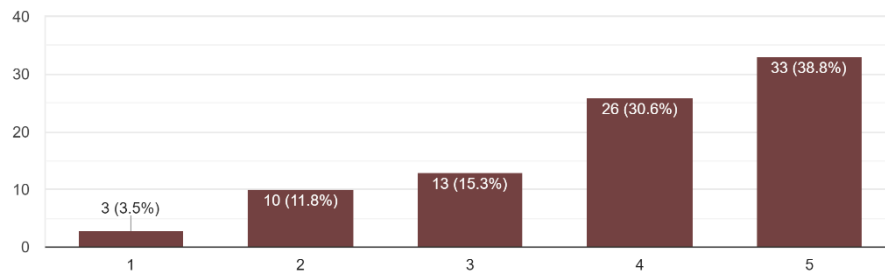
*Figure 9: To Inform Oneself about Trends*

- x. **Considering your complete experience with social networking sites, how likely would you be to recommend your friend or colleague to join them?**

By looking at the trends in the graph it can be easily inferred that majority of the population which is 33.8% is very likely to recommend using social media to their friends and colleague whereas only 3.5% of people are against the given fact!

Considering your complete experience with social networking sites, how likely would you be to recommend your friend or colleague to join them?

85 responses



**Figure 10: Recommending social media to friends and colleague**

## **Chapter 7: Interpretations**

**Extent of Social Media Participation in the workplace.**

*The study established that a majority of the respondents, (161 in number) 88% are members of a social networking sites. The study established that employees participate in at least one social media site as all the respondents in the study indicated they have a WhatsApp account. Other sites that are frequently used were YouTube, Facebook, Instagram and Twitter.*

*The reasons for employee social media participation in the workplace were both work and non-work related. These reasons were; to keep in touch with friends, to create personal networks, to seek work related information, sharing information with colleagues, and taking mental breaks from works.*

*The study also established the role of social media participation on job satisfaction, which in turn affects the employee productivity. Social media participation was strongly linked with reduction of boredom in the workplace but the study also established that social media participation was not due to; an unsatisfying job, demanding or undemanding jobs.*

## **Conclusion/Recommendations**

Human beings are predisposed to create networks and communities that they feel may contribute to creation and sharing of knowledge. This was evident from the findings which indicate that social media offers a new medium for knowledge creation and offers organizations the potential to enhance productivity. This can be achieved when proper and effective ways of managing employee social media participation exist but if we are unable to manage it will lead to a loss of productivity.

Social media like other revolutionary technologies before it such as email and the telephone have both potential and challenges on productivity in the workplace. Employees and the employers can only address these challenges and opportunities in the right way through solutions that are agreeable and participative. The study therefore shows that employees participate in social media in the workplace for various reasons both work and nonwork related reasons. The effects of this participation on performance, if not well managed, will lead to reduction of employee productivity.

Due to the integrated abilities of social media to attract and divert attention from work, the study recommends that organizations should develop vibrant, participative and agreeable policies to guide social media participation at work when trying to deal with challenges that arise from such participation so as employees understand implications of their actions concerning the boundary between personal and work boundaries

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