EFFECTS OF SOCIAL NETWORKING SITES TO THE WORK HABITS OF THE EMPLOYEES IN NORTH EASTERN MINDANAO STATE UNIVERSITY

Loureville Gilda M. Urquia, Robert P. Limpioso, Velenda R. Legazpi
North Eastern Mindanao State University, Department of Business and Management, Cantilan, Surigao del Sur, Philippines
*For correspondence; Tel. + (63) 917-137-5247, E-mail: lguurquia@nemsu.edu.ph

ABSTRACT: *This study aims to determine how social networking sites affect the work habits of employees in North Eastern Mindanao State University, Cantilan Campus to be able to know the advantages and disadvantages of social networking sites to the employee and determine the needs of their jobs. Social networking sites provide innovative methods for interacting with friends through third-party applications. Simple social network sites such as MySpace, Facebook, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. This study is all about the effect of social networking sites on employee performance. Results of the study show that using social networking sites is effective for employees in terms of their job performance, communication, working relationships workplace, and organizational commitment.*

Keywords: social networking sites, working habits, job performance, working relationship workplace, communication, organizational commitment

I. INTRODUCTION

Social networking has had a significant impact on our environment, both in terms of how we interact with each other and how we consume and share information. Some of the changes brought about by social networking are dramatic and some are more subtle, but there is no doubt that social networking is dramatic. Some are more subtle, but there is no doubt that social networking has fundamentally changed the way we live, work and communicate. A social networking site is an online platform where people can create profiles, connect with friends and family, and interact with each other through messaging, comments, and sharing content such as photos, videos, and articles. Some popular social networking sites include Facebook, Twitter, Instagram, LinkedIn and Snapchat. These platforms provide users with various features such as groups, pages, hashtags, and private messaging to help them communicate and share their interests with others. Social networking sites have become an essential part of modern communication and have greatly impacted how people connect both personally and professionally. Motives of social networking can be different for person to person like; people connect to LinkedIn for professional purpose, Facebook and MySpace for personal motives, Twitter for social networking, Personalized Blogs for personal thoughts and viewpoints. Motives of using social networks can be changed but the ultimate logic of connecting is building social contacts and sharing [1]. Social network sites have become an integral part of many organizations' marketing and communication strategies. These platforms offer numerous benefits for businesses, including the ability to reach a large audience, engage with customers, and build brand awareness.

One of the primary benefits of using social network sites for professional purposes is the ability to create and maintain customer relationships. Social media platforms provide a direct and immediate line of communication between businesses and their customers, allowing companies to respond quickly to inquiries and address any concerns or issues in real time. In addition to customer relationship management, social network sites also offer businesses the ability to engage with their target audience in a more personalized and authentic way. By sharing relevant and valuable content, businesses can establish themselves as thought leaders in their industry and build trust with their customers.

Social networking is not only targeting the young generation. It's tempting and hits all age groups and generations. The way to use and respond to social networks is not a good thing, nor a bad thing, it's just a different thing. Using and connecting to social networks is part and parcel nowadays of everyone's life. Now people never ask for mail addresses or mobile numbers, instead, people ask each other for their social network IDs for carrying on long-term contacts [2].

Every organization is using social network sites for their professional benefits like creating customer relationships. So, it becomes the need and it's the time for organizations to design workforce according to changing environments. An organization's productivity and profits are base on its employee's performance, and its employees are strongly connected to social networks. In other aspects, social networks are creating risks, opportunities, threats, weaknesses, and strengths for organizations. Risk in a way that social networks are real-time communication mediums. It can communicate and disseminate information of organization may never want to share with people outside the organization. Opportunity in the context that competitor's employee shared information about upcoming strategy at social medium which can be used for organization's benefit.

Threats can be faced by organizations when their employees discuss internal information of organizations on social networks which can be used by its competitors. Social networking can be a weakness of an organization when it affects its productivity negatively. Social networking become a strength for organizations when it's used to build good relationships with employees, to direct them is right way, to collect information about employee behavior and to train them [3].

This study aims to know the effect of social networking sites to the work habits of the employee in terms of job performance, working relationship workplace, communication and organizational commitment, know the advantages and disadvantages of social networking and determine the needs of their jobs.

This study was anchored and emphasized the different ideas and theories formulated by the different authors in relation to

the development of knowledge on the effects of social networking sites on the work habits of employees.

According to the author Awake [4] social networks are online service platforms or sites that focus on building and reflecting social relations among people who, for example, share interests and or activities. Social networking sites are website that allows those who have an account with them to communicate with a selected group of friends.

Social networks comprise a representation of the users' links and a variety of additional services [5].

Most of social networks are web – based and provide mean for their users to interact via the internet such as e-mail and instant messaging. Social networks allow activities events and interact within their individual networks. The inception of social networking sites, to facilitate new forms of computer-mediated social interaction. Measurements and efforts to support social networks via computer-mediated communication were made in many easy online includes unset, bulletin board services like America Online, prodigy and CompuServe.

New social networking methods were developed at the end of 1990 and many sites began to design more advanced features for users to find and manage friends (Six Degrees.com in 1997 followed by Mate Out in 2000, Friendster in 2002 and My Space in 2003).

Social networking can have both positive and negative effects on the banking sector and its employees. On one hand, social networking can provide a platform for employees to connect and collaborate with colleagues and industry experts, share knowledge and ideas, and stay up-to-date on industry trends and developments. This can enhance their skills and knowledge, increase their productivity, and help them stay motivated.

On the other hand, excessive use of social networking during work hours can lead to distractions, decreased productivity, and loss of focus on work-related tasks. Additionally, sharing sensitive or confidential information on social networking sites can compromise the security and privacy of the banking sector and its customers. Furthermore, the use of social networking can also impact employee motivation and job satisfaction. Excessive use of social media can lead to addiction, anxiety, and depression, which can impact employee well-being and performance.

Banks direct their employees to ethical behavior in using social networks while they are representator of the organization. For doing all these banks are formulating some sort of policies regarding using of social networking. Social networking has strong impact on employees' performance in terms affecting skills productivity, knowledge and motivation [6].

2. MATERIAL AND METHODS
The descriptive survey method of the research was utilized in this study using a questionnaire as the main instrument in gathering data for the study. This method is a fact-finding investigation that gathers data, based on the present condition when the study was conducted.

The subjects and respondents of the study are the 80 employees of the North Eastern Mindanao State University, Cantilan Campus.

The instrument used in data gathering was a questionnaire. The questionnaire was developed accurately by the researcher in a way that the respondent understands the question clearly. There were two parts to the questionnaires. Part 1 was about the demographic profile of the respondents in terms of: Age, Gender, Status, Profession, and Social networking sites visited by the employee in NEMSU Cantilan in terms of: Job performance, Communication, Working relationships in the workplace and Organizational commitment.

The researcher sent a letter of request signed by the instructor and by the adviser asking permission from the participant they distributed the questionnaire before examining the effects of social networking sites to the working habits of the employees in Surigao del Sur State University, Cantilan Campus.

The researcher gives the participants the option to answer it while they wait or the researchers would retrieve the questionnaire the next day. Upon the retrieval of the questionnaire, the researchers examined it and were able to analyze the effects of social networking on the employees at the NEMSU Cantilan Campus.

3. RESULTS AND DISCUSSION
The results provide information regarding the respondents' effect of social networking sites on the work habits of the employees of NEMSU Cantilan on job performance, working relationships in the workplace, communication and organizational commitment.

Based on the analysis of the data gathered the different findings revealed in this study are as follows:

Table 1 presents the distribution of the respondents' age. It showed that most of the employees are between 31-45 years old with a percentage of 38.75% the age of 18-25 (30%), 26-30 (18.75%), 46-50 the percentage (1.25%), 51-55 the percentage (3.75%, and 66-70 the percentage of (1.25%).

Data on Age showed that 38.75% of the employees are male while 61.25 are female employees.

Table 1. Respondents' Age

AGE	Frequency (f)	Percentage (%)
18-25	24	30%
26-30	15	18.75%
31-45	31	38.75%
46-50	1	1.25%
51-55	3	3.75%
56-65	5	6.25%
66-70	1	1.25%
Total	N=80	100%

Table 2 shows that 38.75% of the employees are male and 61.25% of them are female employees. Gender distribution indicated that males are outnumbered by the female employees of NEMSU Cantilan Campus.

Table 2. Gender of Respondents

Gender	Frequency (f)	Percentage (%)
Male	31	38.75%
Female	49	61.25%
Total	80	100%

Table 3 on marital status, shows the status of employees where 46.25, are single 51.25% are married and 2.5% are widowed.

Table 3. Marital Status of the Respondents

Gender	Frequency (f)	Percentage (%)
Male	31	38.75%
Female	49	61.25%
Total	80	100%

Table 4 shows the nature of work, 33% of respondents are working in the administrative office while 49% belong to the faculty group.

Table 4. Nature of work of the Respondents

Nature of Wok	Frequency (f)	Percentage (%)
Administrative	31	38.75%
Faculty	49	61.25%
Total	80	100%

Table 5 shows data on social networking sites, out of 80 respondents there are 66% have Facebook accounts which constitutes the highest, percentage 21% for Twitter, 19% for Instagram, 24% for Skype, 39% for Messenger, 3% for LinkedIn, 2% for Blogger which is the lowest. Eight per cent of the respondents do not have social networking accounts.

Table 5. Social networking sites used by the respondents.

Social networking sites	Frequency	Percentage	Rank
Facebook	66	25.38%	1
Google	49	18.84%	2
Messenger	39	15%	3
Skype	24	9.23%	4
Youtube	29	11.15%	5
Twitter	21	8.07%	6
Instagram	19	7.31%	7
None	8	3.07%	8
Link In	3	1.15%	9
Blogger	2	.76%	10
Total	260	100%	

Table 6 shows the effects of social networking sites in the job performance of the employees. It revealed that employees agreed on the notation that I find myself more productive when there are social networking sites which has the highest weighted mean of 4.45.

Table 6. Effects of Social networking sites on the job performance of the employees.

Job Performance	Average Weighted Mean	Verbal Interpretation
I find myself more productive when there are social networking sites	4.45	Strongly Agree

However, the idea that Social networking sites lead to low performance has the lowest weighted mean of 2.37, the grand mean is 3.85 with a verbal interpretation of Agree.

In terms of job performance, the employees of North Eastern Mindanao State University strongly agree that social networking drives them to perform their tasks and duties very well and disagree that it leads them to low performance.

Table 7 revealed that employees agreed on the notation that social networking sites help them connect more easily to their contacts. Has the highest weighted mean of 4.63 and the lowest is 4.31. The grand mean is 4.47 with a verbal interpretation of Strongly Agree. In terms of communication, the employees of North Eastern Mindanao State University strongly agree that social networking helps them to connect easier to their contacts especially where there is an emergency and connect easier to transfer a document using cellphones.

Table 7. Effects in Communication.

Communication	Average Weighted Mean	Verbal Interpretation
social networking sites help them connect more easily to their contact.	4.63	Strongly Agree

Table 8 shows the effects of social networking the highest weighted mean when it comes to the effects of Working relationships workplace in the knowledge of the employees is the notion that "Social networking sites help improve my working condition" with a weighted mean of 4.28. The concept which emphasizes that "Social networking sites increase my concentration towards my job," has the lowest weighted mean while the gran mean is 4.20. It is verbally interpreted as Strongly Agree.

Table 8. Effects of Social Networking Sites on the working relationship.

Working relationship in the workplace	Weighted Mean	Verbal Interpretation
Social networking sites help improve my working conditions.	4.28	Strongly Agree
Social networking sites decrease boredom in my usual job.	4.2	Agree
Social networking sites increase my concentration towards my job.	4.2	Agree
Social networking sites increase interest to my work.	3.88	Agree
Total	4.20	Strongly Agree

Table 9 shows the highest weighted mean on "Participates actively in Department, School and College activities" at 4.19. The lowest weighted mean is "holds/observes classes according to schedule" with a weighted mean of 4.06, and the grand mean is 4.11 with a verbal interpretation of Agree.

Table 9. Effects of Social Networking Sites on Organizational Commitment.

Working relationship in the workplace	Weighted Mean	Verbal Interpretation
Participates actively in Department, School and College activities	4.19	Agree
Holds/observes classes according to schedule.	4.06	Agree
Motivates the student to learn the course	4.1	Agree
Total	4.11	Agree

4. CONCLUSIONS

Based on the findings of the study, the following conclusions are hereby drawn:

1. The administration should educate employees about the potential risks and benefits of social networking sites in the workplace. This includes training on online safety, data privacy, and responsible online behaviour.
2. By implementing clear policies, utilizing time management tools, promoting internal social networking, and educating employees, the administration can create a workplace environment that fosters productivity and responsible online behaviour.

Therefore, social networking sites are very effective for the work habits of the employees of North Eastern Mindanao State University, Cantilan Campus.

Based on the findings and conclusion the following recommendations are presented:

1. The administration should develop and enforce clear policies regarding the use of social networking sites during work hours. These policies should outline acceptable and unacceptable online behaviour, as well as guidelines for accessing and sharing information.
2. The administration can utilize time management tools and software to monitor employee internet usage and encourage them to prioritize work tasks over social networking.
3. The administration can create internal social networking platforms that facilitate communication and collaboration within the company, reducing the need for employees to access external sites for work-related purposes.
4. The administration should educate employees about the potential risks and benefits of social networking sites in the workplace. This includes training on online safety, data privacy, and responsible online behaviour.

5. REFERENCE

[1] *Ehrlich, S. Z. 2, "How Social Media Affects HR: Uses, Abuses and Self-Protection."* **(2011)**

[2] *Avalos, S. "Six degrees.com in 1997 followed by Mate Out in 2000, Friendster in 2002 and my space in 2003* **(2011)**

[3] *Flynn, J. 2011, ISSN 2157-6068 2014, Vol. 5 No. 2 www.macrothink.org/bms 140 employee performance* **(2011)**

[4] *Awake, 2011 "Six degrees.com in 1997 followed by mate out in 2000, Friendster in 2002 and my space in 2003* **(2011)**

[5] http://fiveoclockclub.com/2011/03/how-social-media-affects-hr-uses-abuses-and-self-protection

[6] Strategy ISSN 2157-6068 2014, Vol. 5, No. 2 www.macrothink.org/bms 144 employee performance. Liu and Lee (2010)