

# Impact of personal social media usage on individual productivity during working hours

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## Abstract

The meteoric ascent of social media has altered norms of communication in many settings, including the workplace, as employees are increasingly using these platforms for non-work-related purposes. The pros and cons of this conduct as it relates to individual productivity are investigated in this study. Our goal is to investigate how engaging in personal social media activities affects efficiency, concentration, and output relative to time invested. Using standardised questionnaires to conduct in-depth interviews with workers from a variety of businesses, this quantitative study compiled its core data set. We also looked at books, journals, and corporate reports as secondary sources of information. The results and actions of the staff were examined using data analysis tools including correlation approaches and mean analysis. Based on the data, it seems that using social media extensively while at work leads to less productivity due to distractions, a lack of focus, and poor time management. However, research shows that with restricted use, it can provide short mental breaks that increase creativity and reduce stress at work. The study's authors came to the conclusion that while social media use may have some psychological benefits for individuals, it has detrimental effects on productivity when used improperly. Consequently, businesses should implement regulations that curb social media use while yet controlling it. Improving employee productivity in the face of shifting communication standards is one of the many suggestions made by the study, which contributes to our understanding of digital workplace behaviour.

**Keywords:** Social Media Usage, Employee Productivity, Workplace Distraction, Time Management, Work Efficiency, Organizational Performance

## 1. Introduction

The advent of new technologies and the ubiquitous nature of the internet have transformed the modern workplace and the ways in which employees do their daily job. Social media sites like Facebook, Instagram, WhatsApp, and LinkedIn are becoming more commonplace and impact many parts of people's lives (Ahmad, M. B., 2022). The convenience of these platforms for personal contact throughout the workday has led to their increased use, despite their original intent of facilitating networking and conversation (Wu, B., 2024). The effect of this phenomena on workers' efficiency and effectiveness on the job has caught the attention of businesses and academics (Wushe, T., 2019). Organisational performance, competitiveness, and survival rates are strongly correlated with staff productivity levels (Jong, D. J., 2021). In other words, it's a way to evaluate how well workers are making use of their time, knowledge, and resources while on the job (Ali-Hassan, H., 2015). However, employees' personal social media use at work can be a distraction, reducing productivity and leading to wasted time. Also, some people think that using social media in moderation might aid with temporary relaxation, stress relief, and

overall well-being, which can make you more productive (Brooks, S., 2015). Because of these divergent opinions, it is necessary to examine the characteristics of social media usage at work with a critical eye.

The primary goal of this research is to identify the factors that influence employees' ability to focus on their jobs while using social media (Brooks, S., 2017). The frequency, purpose, and effect of social media use on productivity metrics including focus, attention, and job completion will be investigated (Moqbel, M., 2013). In addition to offering a holistic view of social media participation, it aims to comprehend if moderate activity might yield beneficial effects. Additionally, it delves into several enquiries concerning the effect of social media usage on efficiency and the ways in which company regulations might regulate this behaviour (Razmerita, L., 2016). The study only includes participants from certain industries, thus the findings may not generalise to other sectors or companies (Olmstead, K., 2016). Organisations are making an attempt to strike a balance between productivity worries and the increasing significance of social media interactions, and this study provides insight into the characteristics of digital era work behaviour (Jafar, N., 2019).

## 2. Literature Reviews

**Walden, J. A., (2016)** There is widespread agreement that transformational leadership is essential for increasing workplace engagement. Leaders that employ transformational leadership styles inspire their teams to achieve more by creating a common goal, rewarding creativity, and providing chances for professional and personal development, according to the research. By making their employees feel valued and giving them room to go above and beyond, leaders with this style foster an environment where people are intrinsically motivated to succeed. Transformative leaders build strong relationships with their team members, which boosts trust, commitment, and happiness with the organization, according to studies. As a result, these workers will be more invested and put in more effort than usual. Furthermore, a culture of open communication and participation in corporate decision-making is fostered by leaders who practise transformational leadership. They feel even more invested in the organization and inspired to do their best by taking part in this. According to research, companies led by transformational leaders tend to have highly engaged staff, which in turn leads to improved performance outcomes. To summarise, the current research indicates that transformational leadership is crucial for fostering good management practices, such as establishing the course for organisational and employee objectives and fostering an environment where workers are motivated to grow professionally.

**Brooks, S., (2017)** Tasks, requirements, and incentives and penalties are the main foci of transactional leadership. This style of leadership is effective in enforcing discipline and maximising efficiency in meeting corporate goals, as stated in the literature. Promotions, bonuses, and other monetary incentives are used by transactional leaders to motivate their teams to achieve their goals. Although this approach may not foster deep personal connections, it can provide a feeling of order and consistency at work, which can boost happiness there temporarily. The benefits of regular feedback and job clarity for employees include less anxiety and more confidence in their abilities to do the work at hand, according to the research. However, the data also backs up the claim that transactional leadership styles, when used too much, might hinder creativity due to employees' fixation on getting by. This being said, there are still contexts where transactional leadership is valuable, such as in organisations with strict protocols that must be followed.

At its core, it's a reward-and-punishment system that boosts morale in the workplace, but it might not be able to inspire the same level of dedication and involvement from workers as other Leadership Styles.

**Zivnuska, S., (2019)** When employees are involved in making decisions, it's known as participatory leadership, which is also known as democratic leadership. Employees are more motivated and invested in their work when they feel like they belong, according to studies on this leadership style. Participation in decision-making shows employees that their views are respected, which in turn increases their commitment to the company. Participatory leadership improves team relationships, morale, and work satisfaction, according to the research. Employees are able to participate in the decision-making and innovation processes, which promotes communication and teamwork. Since workers are involved in both the decision-making and discussion processes under participative leadership, it helps them develop their skills and gives them more agency. However, there is evidence that it might slow down decision-making processes, especially in bigger organisations. Employees are empowered and actively involved in achieving goals, which has a powerful overall influence on motivation and engagement. Employee engagement and organisational performance are both enhanced by participatory leadership, according to the study literature.

**Chen, Y., (2022)** The compassionate concept of servant leadership is based on putting the needs, growth, and happiness of one's employees first. According to the research, this method is essential for building an inclusive and supportive company culture, which in turn increases employee motivation and engagement. Relationship building and trust among employees are hallmarks of servant leadership, which is characterised by empathy, attentive listening, and moral rectitude. According to research, employees experience higher levels of job satisfaction, well-being, and dedication when they work under a servant leader. Staff members are inspired to do their best by this method, which prioritises meeting their emotional, physical, and professional requirements. Team dynamics and output are both enhanced by servant leadership's emphasis on mutual regard and collaboration. Furthermore, studies have shown that this method improves engagement and performance by reducing burnout and stress in the job. The results are worthwhile, despite the fact that extra time was required to execute and keep up with them. The research concludes that servant leadership is crucial in creating a strong, engaged, and positive workforce by prioritising the growth and well-being of employees.

### 3. Methodology

#### 3.1 Research Design and Approach

Through the use of both descriptive and explanatory research methods, this study investigates how individual social media usage impacts productivity on the job. The study has relied heavily on quantitative methods due to their ability to monitor and analyse factors statistically, such as social media usage and productivity. We can learn about employees' social media habits from the descriptive part, and we can find out how social media affects productivity from the explanatory part. In order to capture respondents' present behaviours, this study used a cross-sectional design, which involves collecting data from them all at once. For a certain use case, this layout works well for spotting patterns and generalisations. For the sake of objectivity and method, the study employs hypothesis testing to verify if social media has a good or negative effect on productivity.

## 3.2 Data Collection Methods

The issue has been thoroughly investigated using primary and secondary data. A questionnaire is developed to collect primary data on social media usage, the frequency of social media access during work hours, and the impact on productivity. To facilitate quantitative analysis and to elicit a quantitative answer, the questionnaire includes both open-ended and Likert-scale items. Anyone working for a commercial company, in the public sector, or in the service industry can take this test. In addition to primary data, secondary data has been sourced from reputable websites, journals, papers, and industry reports to provide context and back up the conclusions. The study's credibility and validity are enhanced by this strategy. The questions have been carefully crafted to be straightforward, simple, and relevant in order to boost the validity of the responses.

## 3.3 Sampling Design

To get accessible, willing participants, the present study uses a non-probability convenience sampling strategy. People that utilise social media for work purposes are part of the target demographic. In order to accomplish our study goals within appropriate time and budget restrictions, we have determined that a sample size of around 100-150 participants is sufficient. Care has been taken to ensure a diverse sample represented in terms of age, gender and experience level in employment to improve representativeness. Although there are concerns about the generalisability of convenience sampling, it is a good fit for exploratory research projects with limited time for data gathering. The participants are guaranteed anonymity and privacy of the data collected from them, which enhances the response rate of the participants and strengthens the quality of data gathered for the study.

## 3.4 Data Analysis Tools and Techniques

In order to better understand the study topic, statistical analysis was performed after data gathering. The data has been described and an overview of the general trends in social media use and productivity has been provided using measures of central tendency such as percentage, frequency distribution, and mean. In addition, we investigated the effect of individual social media use on productivity using inferential statistics like correlation analysis. Data analysis has been carried out utilising software applications like SPSS and Microsoft Excel for data manipulation, calculation, and presentation. The data has been presented in a way that is easy to grasp and analyse through the use of diagrams, tables, and charts. Also, the reliability test (such Cronbach's alpha) has been thought of to make sure the questionnaire's measuring scales are consistent. In line with the aims of the study, these methods and procedures provide an organised, impartial, and pertinent outcome.

## 4. Results and Analysis

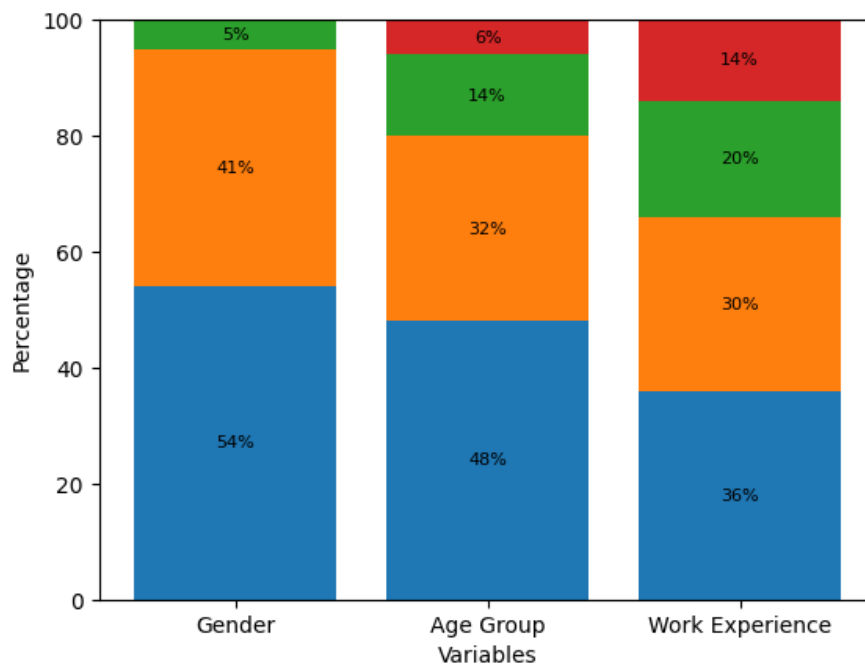
### 4.1 Demographic Profile of Respondents

To provide context for the sample, this chapter delves into the demographics of the people who took part in the survey. In order to find trends that may influence social media usage and productivity, the research has looked at demographic variables including gender, age, and job experience. The results are more representative and credible because of the diverse demography. The majority of the sample falls into the younger demographic, which is also the most active on social media, according to the data. To further understand the variations in employee behaviour and flexibility, we have also collected replies from

workers with varying levels of work experience. Because of the potential influence on productivity from employees' usage of social media during the workplace, these considerations are crucial.

**Table 4.1: Demographic Characteristics of Respondents**

Variable	Category	Frequency	Percentage
Gender	Male	68	54%
	Female	52	41%
	Others	5	5%
Age Group	20–30 years	60	48%
	31–40 years	40	32%
	41–50 years	18	14%
	Above 50	7	6%
Work Experience	0–2 years	45	36%
	3–5 years	38	30%
	6–10 years	25	20%
	Above 10 years	17	14%



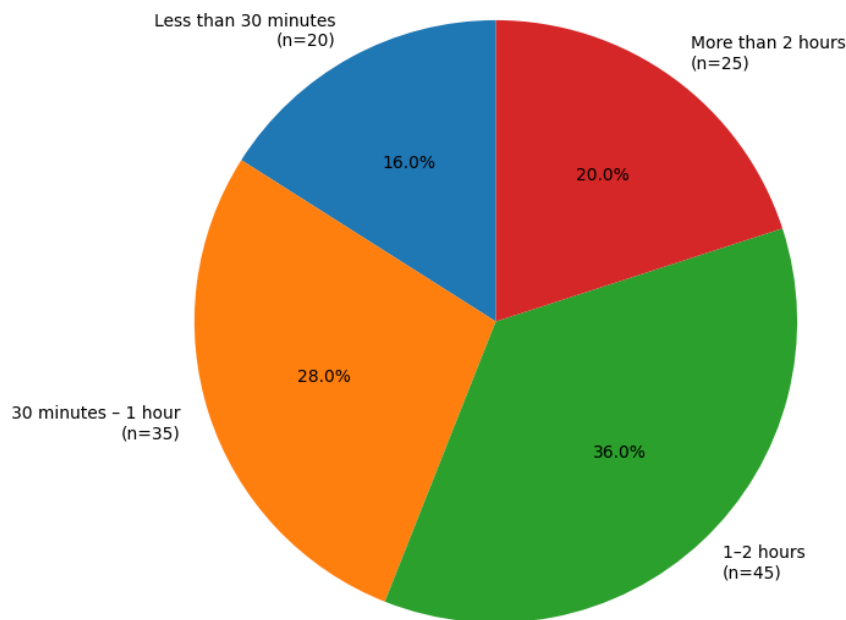
**Figure 4.1: Demographic Characteristics of Respondents**

#### 4.2 Extent of Social Media Usage During Working Hours

Here we take a look at how much time people spend on their own social media accounts while on the clock. The goal is to find out how often and to what degree people use things like social media, instant messaging, and entertainment media while at work. Findings reveal that many individuals participate somewhat with social media throughout the workday, spending between one and two hours each day. Those who stay for more than two hours are more likely to be distracted, which might have a negative impact on their productivity. However, some spend less than an hour, which may indicate self-control and good use of time. These variations highlight the significance of measuring the effect of social media on productivity as well as the variety of "social media addiction" levels.

**Table 4.2: Daily Time Spent on Social Media During Working Hours**

Usage Duration	Frequency	Percentage
Less than 30 minutes	20	16%
30 minutes – 1 hour	35	28%
1–2 hours	45	36%
More than 2 hours	25	20%



**Figure 4.2: Daily Time Spent on Social Media During Working Hours**

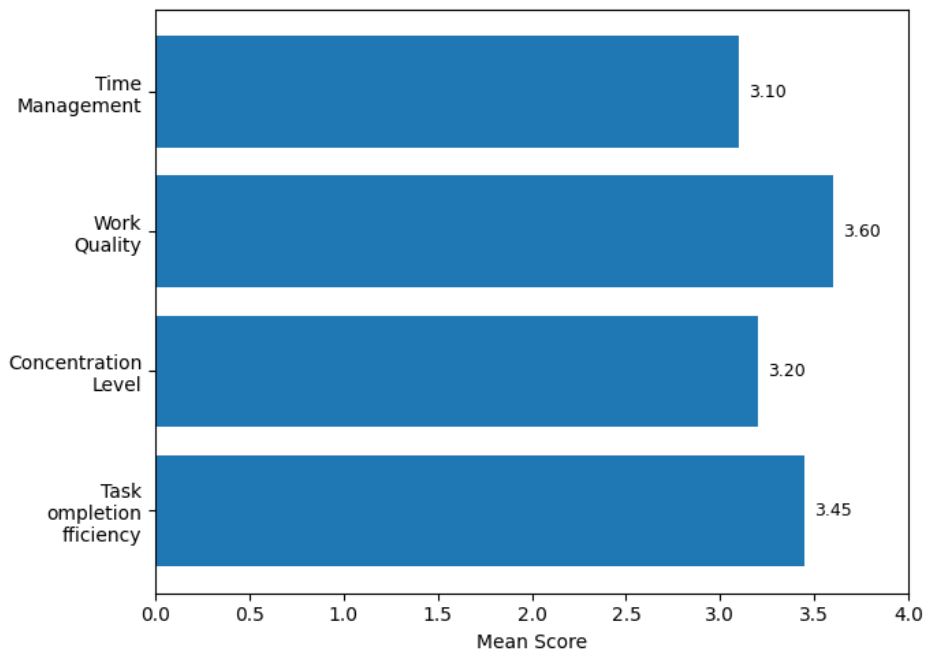
#### 4.3 Impact on Productivity Levels

In this part, we'll take a look at how personal social media use affects metrics like efficiency, focus, and job completion. The researchers in this study used a Likert scale to measure the importance of each aspect,

and then they averaged the results to draw conclusions. According to these results, spending too much time on social media reduces focus, which means it takes more time to do activities and is less efficient overall. However, moderate use appears to have no effect or a somewhat beneficial influence by providing a short break from work, which in turn reduces stress and psychologically refreshes the user. In conclusion, the results show that employees' productivity can be negatively affected by excessive personal usage, even while moderate usage could not have a big detrimental influence. Finding a happy medium between work and leisure time spent online is essential, according to these findings.

**Table 4.3: Productivity Indicators and Mean Scores**

Productivity Indicator	Mean Score	Interpretation
Task Completion Efficiency	3.45	Moderate
Concentration Level	3.20	Moderate
Work Quality	3.60	Moderate
Time Management	3.10	Low to Moderate



**Figure 4.3: Productivity Indicators (Mean Scores)**

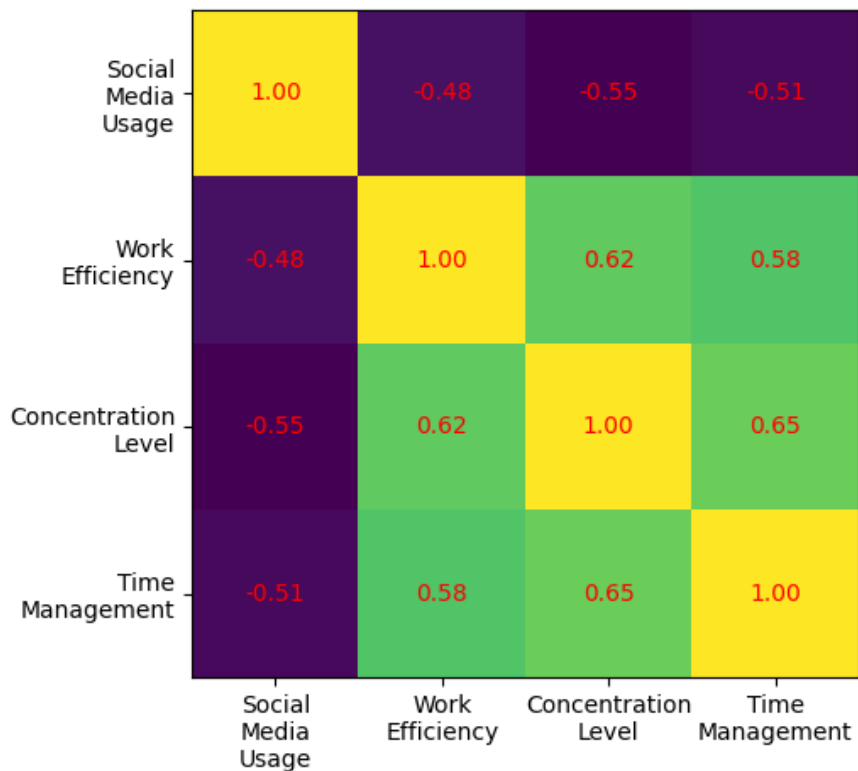
#### 4.4 Relationship Between Social Media Usage and Productivity

Here, we do a statistical research of the relationship between social media use and productivity by utilising correlation analysis. The goal is to determine if social media use is positively or negatively correlated with productivity. Productivity metrics including focus, efficiency, and time management are negatively correlated with social media use, according to the study. This suggests that employees' productivity will often decline in correlation with their personal social media use during work hours. Work type and self-

discipline are two variables that may influence whether this impact is universal or not, as shown by the disparities across different measures of productivity. This finding lends credence to the idea that social media use, in order to achieve higher levels of productivity, must be both discretionary and prudent.

**Table 4.4: Correlation Matrix Between Social Media Usage and Productivity Variables**

Variables	Social Media Usage	Work Efficiency	Concentration Level	Time Management
Social Media Usage	1.00	-0.48	-0.55	-0.51
Work Efficiency	-0.48	1.00	0.62	0.58
Concentration Level	-0.55	0.62	1.00	0.65
Time Management	-0.51	0.58	0.65	1.00



**Figure 4.4: Correlation Matrix Heatmap**

#### 4.5 Discussion

The findings of our study shed light on the ways in which employees' social media usage impacts their productivity while on the clock. Despite the pervasiveness of social media in today's culture, the results reveal that employees who spend more time on these platforms at work are less productive. Workers under

the age of 35 have higher levels of digital literacy and are more engaged on social media, according to the sociodemographic results. The results also show that a lot of people use their work gadgets to spend an hour or two on social media, which suggests that even modest usage might be distracting. Using social media more frequently is associated with worse focus, efficiency, and time management, according to productivity insights. This study's correlation results corroborate previous findings by demonstrating a strong negative relationship between social media and productivity metrics. On the other hand, we acknowledge that social media, when used in moderation and under management, may have a good impact by reducing stress and providing brief respites that can enhance creativity and overall health. Consistent with other studies, our findings show that social media's pros and cons are relative and dependent on individual usage patterns and amounts. Therefore, it is essential for businesses to strike a balance by establishing fair standards that discourage employees from spending too much time on social media and from having too few connections, while simultaneously encouraging them to be productive and happy in their work.

## 5. Conclusion

The results of this study show that personal usage of social media during work time has both positive and negative effects on individual productivity levels. According to studies, people who spend a lot of time on social media have trouble concentrating, managing their time well, and getting things done. Distractions that prevent workers from completing tasks and reduce productivity are common among employees who use social media excessively while working. Nevertheless, the research does recognise that social media, when used in moderation, may provide short diversions that can help employees relax, refocus, and even boost their creativity. This has a multiplicative influence on output, suggesting that social media's impact on productivity is conditional on individual users' actions rather than a constant linear connection. The study also finds that company rules are important in regulating employees' actions on social media. Organisations should promote appropriate social media usage and raise awareness about the negative effects of social media on productivity rather than implementing strict restrictions or bans. Workers can benefit from education and rules that help them better manage their time and exert self-control. Research like this strengthens our understanding of how people act in the modern workplace and shows how crucial it is to be practical when dealing with social media at work. To further understand this tendency, perhaps other research may investigate its particular effects on different businesses and any resulting changes in conduct over the long run.

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