Unravelling the Workplace Productivity Conundrum of Social Media Addiction

Mithun Chandra R K [a], Harinakshi [b]

[a] *Research Scholar, Department of Commerce, Mangalore University, Mangalore, Karnataka, India*
[b] *Research Scholar, Institute of Management and Commerce, Srinivas University, Mangalore, Karnataka, India*

A B S T R A C T

In today's interconnected world, social media has become an integral part of our lives, revolutionizing the way we communicate and work. This study explores the profound impact of social media addiction on workplace productivity in the context of the digital age. As social media blurs the lines between personal and professional life, organizations grapple with its potential benefits and challenges. Research suggests a positive correlation between social media use and job performance, mediated by organizational structures. However, the rise in social media addiction, especially among the younger generation, raises concerns about its consequences. This addiction, fueled by high-speed internet and the allure of validation, has wide-ranging effects on individuals' well-being, relationships, and studies. The COVID-19 pandemic has further exacerbated this issue, highlighting the need to understand and manage social media addiction's influence on workplace productivity.

Keywords: Social Media, Social Media Addiction, Workplace Productivity, Performance and Digital Age.

1. Introduction

In today's interconnected world, the pervasive influence of social media cannot be denied. Social media platforms have evolved into powerful tools for communication, information sharing, and networking, both in personal and professional spheres. The impact of this digital revolution is profound, transcending boundaries and reshaping the way we live and work. In this era of constant connectivity, it is essential to examine the intricate relationship between social media and workplace productivity. This study embarks on a journey to explore the profound influence of social media addiction on workplace productivity, shedding light on a phenomenon that has become increasingly prevalent in the contemporary landscape.

1.1: Background of the Study

Social media serves as the virtual fabric connecting individuals across the globe, providing them with a platform to create, share, and exchange information and ideas. It has permeated every facet of our lives, including our workplaces. Organizations today grapple with the challenges and opportunities posed by the use of social media by their employees. While social media can empower organizations with valuable insights and collaboration, it also poses threats and weaknesses, as competitors can harness the same information, and negative consequences may emerge. Social media's role in connecting people extends beyond personal relationships; it offers a means of knowledge management and provides flexible tools for management within organizations. This has become increasingly evident as employees utilize online applications at the workplace, enhancing operational efficiency. Research indicates a positive correlation between the use of social media and employees' job performance, with organizational structure acting as a mediating factor. Moreover, the distinction between enterprise and personal social media is crucial. Personal social media bridges the gap between personal and professional lives, blurring the lines between work and leisure. This ease of access has contributed to a surge in social media addiction, particularly among the younger generation, leading to concerns about its impact on workplace productivity.

Social media addiction, characterized by an unhealthy dependence on platforms such as Facebook, Twitter, Instagram, and WhatsApp, has witnessed a significant uptick due to the high-speed internet connectivity of this era. While addiction affects individuals across age groups, it predominantly ensnares the younger generation, leading to severe consequences. The allure lies not only in the applications themselves but in their design and appeal, making it challenging for users to break free. This addiction's ramifications are far-reaching, affecting students' studies, relationships, mental health, and overall well-being. The pursuit of validation through likes and comments often overshadows meaningful connections with loved ones. The advent of the COVID-19 pandemic has further accelerated the use of social media, with the younger generation being its primary target. As social media addiction burgeons, it manifests as overuse, making individuals increasingly isolated in the digital world, even as they seek connection.

2. Literature Review:

Noorain Mohd Nordin (2019): This study to identify the effects on job performance through excessive social media use at work among employees in the government sectors. In this research, analyze the relationship between three factors which are information overload, communication overload, and social overload through excessive social media use. The objectives in this study which are to investigate relationship between the information overload, communication overload, and social overload through excessive social media use on the job performance, and to measure the predictor of job performance.

Lingling Yu (2019): Extensive use of social media has resulted in technology dependency and excessive usage, which can lead to negative outcomes in organizations. This study is related to technology-work conflict and strain, which in turn decrease employee job performance. Here excessive social media use for socialization and entertainment can generate conflict between technology use and work demand, whereas excessive social media use for information-sharing reduces employees' psychological strain. In addition, technology-work conflict and strain negatively influence job performance.

Rabia Raheed (2020): Social media usage, if out of context and non-work related and only for personal use, becomes an addiction along with information overload is considered as an integral part. Success and failure the work have and motivation of an employee at the workplace which in turn affects the job performance of employees negatively. In our study, we have tried to analyze internal and external contingent factors that affect the use of social media. This study has utilized contingent factors perceived Social Media Addiction, Perceived Information overload.

Shalini Talwar (2021): A relatively unexplored context in this regard is employees' personal use of social media during work hours and its impact on work-related outcomes. Since using social media during work hours can have implications for work performance and productivity. Although employees may be addicted to social media more in number than their work or job in an organization. So that social media badly effects the employees on their job performance.

Issam N Ayyash (2022): Nowadays many institutions and organizations, as it is considered one of the most important means of personal and organizational communication. In spite of this, there are many challenges that organizations face when using social media among employees, social media that are used by employees during their work and to know the extent of their impact on their productivity. Social media has become a common communication method for employees to exchange knowledge and communicate with colleagues in the same organization.

Marc Frahsek (2022): Work overload is highly related to mental health issues. Online social media are often used to escape the feelings of overload. In the current study, 291 employees from various job sectors completed an online survey related to work overload, addictive social media use and mental health. Work overload was significantly positively associated with addictive and depression symptoms. The relationship between work overload and life satisfaction was significantly negative. Moreover, addictive social media use significantly mediated the association between work overload and depression symptoms and the association between work overload and life satisfaction. The present result reveals that high work overload could foster addictive social media that could impact employees' mental health. Therefore, the attention of employees and employers should be attracted to the potential negative consequences of intensive social media use.

3. Statement of the Study:

In this context, the study aims to delve into the profound effects of social media addiction on workplace productivity. While social media can offer valuable information, excessive use can divert employees' focus from their work, leading to addiction. This poses a threat to both individuals and organizations, as employees risk neglecting their job responsibilities and jeopardizing their future prospects.

4. Objectives of the Study:

- To identify the factors influencing employee's performance in social media addiction.
- To assess the influence of social media addiction on employees in the organization.
- To examine the impact of social media addiction on specific job-related outcomes.

5. Scope of the Study:

This research aims to comprehend the impact of social media addiction on employees' job performance. While the consequences of excessive social media use extend to all individuals, this study specifically investigates its effects on employees. Social media's role is complex, with both positive and negative aspects. Therefore, this research aims to elucidate these nuances and provide insights into how organizations can navigate this digital landscape.

6. Research Methodology:

The research methodology is designed to provide a structured approach to investigating the influence of social media addiction on workplace productivity. For the purpose of the study data derived from primary sources and secondary sources. Primary sources of data collected by distributing questionnaire to the respondents and secondary data collected from various websites and journal articles.

Sample size of the study is 118. Convenient sampling technique and snow ball sampling techniques are adopted to contact the respondents to collect the data. For the study purpose employees across private sector and public sector both are taken into consideration. The study is restricted to only employees working in Mangalore region.

7. Data Analysis and Interpretation:

Table 1.1: Respondents agreement on Social Media Usage

	Particulars	No. of respondents	Percentage
Social media is an essential part of my daily routine, and I find it challenging to stay away from it during work hours.	Strongly agree	29	25
	Agree	65	55
	Neutral	18	15
	Disagree	4	3
	Strongly disagree	2	2
	Total	**118**	**100**
I frequently check my social media accounts (e.g., Facebook, Twitter, Instagram) while I am supposed to be working.	Strongly agree	36	31
	Agree	51	43
	Neutral	24	20
	Disagree	3	3
	Strongly disagree	4	3
	Total	**118**	**100**
I spend more time on social media during work hours than I originally intended	Strongly agree	32	27
	Agree	49	42
	Neutral	20	17
	Disagree	13	11
	Strongly disagree	4	3
	Total	**118**	**100**

N=118   **Source: Primary Data**

Statement 1: social media is an essential part of my daily routine, and I find it challenging to stay away from it during work hours. The majority of respondents 80% feel that social media is an essential part of their daily routine and have difficulty staying away from it while working.

A small percentage of respondents 3% do not find social media essential during their daily routine and can avoid it during work hours.15% of respondents remain neutral on this statement.

Statement 2: I frequently check my social media accounts (e.g., Facebook, Twitter, Instagram) while I am supposed to be working. More than 70% of respondents admitted to frequently checking their social media accounts during their work hours. A significant percentage of respondents 20% neither agree nor disagree with this statement. A very small percentage of respondents 6% do not frequently check their social media accounts while working.

Statement 3: I spend more time on social media during work hours than I originally intended.

Nearly 70% of respondents reported that they spend more time on social media during work hours than they initially intended.17% of respondents remain neutral on this statement.14% of respondents do not spend more time on social media than originally intended during work hours.

Table 1.2: Perceiving the role of social media in daily work life

Particulars	No. of Respondents	Percentage
A distraction that hampers productivity	18	15
A useful tool for networking and staying informed	56	48
A way to take short breaks and relax during work	44	37
Total	**118**	**100**

N=118   **Source: Primary Data**

Approximately 15% of the respondents acknowledge that social media can be a distraction that hampers their productivity. This indicates that a portion of the surveyed population recognizes the potential negative impact of social media on work efficiency. A significant majority of respondents, 48%, consider social media as a useful tool for networking and staying informed. This highlights the perception that social media platforms offer valuable opportunities to connect with others professionally and stay updated on current events and industry-related news. Nearly 37% of the respondents view

social media as a way to take short breaks and relax during work. This suggests that many individuals see social media as a means of brief leisure or stress relief while at work.

Opinion on various factors

Table 1.3: Individual factor

	Particulars	No. of Respondents	Percentage
I feel a strong compulsion to check social media frequently throughout the day.	Agree	49	42
	Neutral	54	46
	Disagree	15	12
	Total	**118**	**100**
I use social media as a way to escape from stress or negative emotions.	Agree	45	38
	Neutral	63	53
	Disagree	10	9
	Total	**118**	**100**

N=118   **Source: Primary Data**

A significant percentage of respondents (38%) reported using social media as a way to cope with stress or negative emotions, suggesting that social media can act as a form of emotional relief or distraction for them. A majority of respondents (53%) expressed a neutral stance, indicating that they may or may not use social media for stress relief, or it may not have a significant impact on their emotional state. A smaller proportion of respondents (9%) disagreed, suggesting that they do not rely on social media as a coping mechanism for dealing with stress or negative emotions.

Table 1.4: Social Factor

	Particulars	No. of respondents	Percentage
I often engage with social media because I see my friends or colleagues doing the same	Agree	43	36
	Neutral	58	49
	Disagree	17	15
	Total	**118**	**100**
I feel pressured to maintain an active presence on social media to fit in with my peers.	Agree	40	34
	Neutral	65	55
	Disagree	13	11
	Total	**118**	**100**
Social media platforms' algorithms and notifications make it hard to resist continuous usage.	Agree	48	41
	Neutral	52	44
	Disagree	18	15
	Total	**118**	**100**

N=118   **Source: Primary Data**

Statement 1: I often engage with social media because I see my friends or colleagues doing the same. The majority of respondents (58%) chose the neutral option, indicating that they neither agree nor disagree with the statement. 43 respondents (36%) agreed that they often engage with social media because they see their friends or colleagues doing the same, while 17 respondents (14%) disagreed with the statement.

Statement 2: I feel pressured to maintain an active presence on social media to fit in with my peers. A significant proportion of respondents (55%) chose the neutral option, suggesting that they do not strongly feel pressured to maintain an active presence on social media to fit in with their peers. However, 40 respondents (34%) agreed that they feel pressured, while 13 respondents (11%) disagreed with the statement.

Statement 3: Social media platforms' algorithms and notifications make it hard to resist continuous usage. The respondents' opinions are more evenly distributed for this statement. 52 respondents (44%) remained neutral, indicating that they do not have a strong opinion on whether social media algorithms and notifications make it hard to resist continuous usage. However, 48 respondents (41%) agreed that they find it hard to resist continuous usage due to these algorithms and notifications, while 18 respondents (15%) disagreed with the statement.

Table 1.5: Emotional factor

	Particulars	No. of respondents	Percentage
Using social media makes me feel more connected to others and less lonely.	Agree	58	49
	Neutral	49	42
	Disagree	11	9
	Total	**118**	**100**
I experience anxiety or unease when I cannot access social media for an extended period.	Agree	34	29
	Neutral	65	55
	Disagree	19	16
	Total	**118**	**100**
Social media provides a temporary sense of happiness or pleasure, making me want to use it more.	Agree	58	49
	Neutral	47	40
	Disagree	13	11
	Total	**118**	**100**
I use social media as a way to cope with boredom or fill gaps in my daily routine	Agree	44	37
	Neutral	64	54
	Disagree	10	9
	Total	**118**	**100**

N=118   **Source: Primary Data**

Statement 1: Using social media makes me feel more connected to others and less lonely. The majority of respondents (49%) agreed that using social media makes them feel more connected to others and less lonely. On the other hand, 49 respondents (42%) remained neutral, indicating that they do not strongly feel the effect of social media on their loneliness or social connectedness. A smaller number of respondents (9%) disagreed with the statement.

Statement 2: I experience anxiety or unease when I cannot access social media for an extended period. A significant proportion of respondents (55%) chose the neutral option, indicating that they do not experience anxiety or unease when they cannot access social media for an extended period. However, 34 respondents (29%) agreed that they experience such feelings, while 19 respondents (16%) disagreed with the statement.

Statement 3: Social media provides a temporary sense of happiness or pleasure, making me want to use it more. The responses for this statement are evenly distributed. 47 respondents (40%) chose the neutral option, indicating that they do not strongly agree or disagree with the statement. On the other hand, 58 respondents (49%) agreed that social media provides a temporary sense of happiness or pleasure, motivating them to use it more, while 13 respondents (11%) disagreed.

Statement 4: I use social media as a way to cope with boredom or fill gaps in my daily routine. The majority of respondents (54%) chose the neutral option, suggesting that they neither agree nor disagree with using social media as a way to cope with boredom or fill gaps in their daily routine. 44 respondents (37%) agreed that they use social media for this purpose, while 10 respondents (9%) disagreed.

Table 1.6: Time Management and Productivity

Particulars	No. of Respondents	Percentage
Social media usage negatively affects my ability to manage time and prioritize tasks.	62	53
I find it challenging to disengage from social media when I need to focus on important tasks.	56	47
Total	**118**	**100**

N=118   **Source: Primary Data**

Amon the total respondents, 53% of respondents feel that social media usage negatively affects their ability to manage time and prioritize tasks. 47% of respondents find it challenging to disengage from social media when they need to focus on important tasks.

Table 1.7: Rating your level of self-control in managing social media usage during work hours.

Particulars	Respondents	Percentage
Very poor	12	10
Poor	16	14
Average	54	46
Good	33	28
Excellent	3	2
Total	**118**	**100**

N=118   **Source: Primary Data**

The majority of respondents (74%) provided ratings that fall within the "Average," "Good," or "Excellent" categories, suggesting that a significant proportion of the surveyed population was relatively satisfied with the aspect being evaluated. A substantial number of respondents (46%) rated the aspect as "Average," indicating that it is perceived as neither exceptionally positive nor negative. A combined 30% of respondents rated the aspect as either "Good" or "Excellent," implying that a notable percentage of participants had a positive opinion of the aspect. The proportion of respondents who rated the aspect as "Very Poor" or "Poor" (24%) suggests that there is room for improvement or areas that need attention.

Table 1.8: To what extent do you believe social media addiction affects other employees' productivity within the organization?

Particulars	No. of Respondents	Percentage
Negatively impacts most employees	17	14
Negatively impacts some employees	57	48
No noticeable impact on productivity	30	26
Positively impacts productivity	14	12
Total	**118**	**100**

N=118   **Source: Primary Data**

A combined 62% of the respondents believe that the aspect negatively affects employee productivity. This includes 14% who think it has a negative impact on most employees and 48% who believe it affects only some employees. 26% of the respondents do not observe any noticeable impact of the aspect on productivity among employees. A smaller proportion, 12%, perceives that the aspect has a positive impact on employee productivity.

Table 1.9: Spending a significant amount of time on social media during work hours

Particulars	Respondents	Percentage
Relaxed and recharged	27	23
Guilty or regretful	41	35
Anxious or stressed	31	26
Unaffected	19	16
Total	**118**	**100**

N=118   **Source: Primary Data**

The data provides insights into the varied emotional responses of the respondents based on the aspect or situation being evaluated. The largest group of respondents (35%) reported feeling guilty or regretful, indicating a significant emotional impact related to the aspect under consideration. Approximately one-fourth of the respondents (26%) expressed feelings of anxiety or stress, suggesting that this aspect may induce emotional tension for a notable proportion of the surveyed population. Nearly one-fourth of the respondents (23%) reported feeling relaxed and recharged, which implies that this aspect may have a positive impact on their emotional well-being. A small percentage (16%) of respondents stated that they feel unaffected emotionally by the aspect being evaluated, indicating that it may not have a strong emotional impact on them.

Table 1.10: Self-Perception of the respondents on impact of social media usage on productivity

	Particulars	No. of respondents	Percentage
Social media usage negatively influences my work productivity	Strongly agree	43	36
	Agree	45	38
	Neutral	18	15
	Disagree	10	9
	Strongly disagree	2	2
	Total	**118**	**100**
Felt guilty or anxious about the time I spend on social media while at work.	Strongly agree	35	30
	Agree	54	46
	Neutral	22	19
	Disagree	3	2
	Strongly disagree	4	3
	Total	**118**	**100**
Tried reducing my social media usage during work hours but find it difficult to do so.	Strongly agree	37	31
	Agree	51	43
	Neutral	17	15
	Disagree	9	8
	Strongly disagree	4	3
	Total	**118**	**100**

N=118   **Source: Primary Data**

Based on the data provided, it is evident that social media usage has a significant impact on work productivity and the emotional well-being of individuals in the surveyed group. A majority of respondents i.e., 74% either strongly agree or agree that social media negatively affects their work productivity. Only a 11 percentage disagrees or strongly disagrees with this statement, implying that the majority of participants acknowledge the negative influence of social media on their work performance.

76% of the respondents either strongly agree or agree that they feel guilty or anxious about their social media usage while at work. This indicates that a significant number of individuals in the surveyed group experience feelings of guilt or anxiety related to their social media habits during work hours. A minority of 5% disagrees or strongly disagrees with this statement, suggesting that only a few respondents do not feel guilty or anxious about their social media usage during work. Again, a 74% either strongly agree that they find it difficult to reduce their social media usage during work hours. A small percentage of 11% disagrees with this statement, suggesting that only a few respondents find it easy to manage their social media usage and not let it interfere with their work responsibilities.

Table 1.11: Impact on Productivity

	Particulars	No. of respondents	Percentage
My excessive use of social media negatively affects my ability to concentrate and focus on work tasks	Strongly agree	32	27%
	Agree	30	25%
	Neutral	45	38%
	Disagree	7	6%
	Strongly disagree	4	4%
	Total	**118**	**100**
I often lose track of time while using social media, leading to reduced work productivity.	Strongly agree	28	24%
	Agree	25	21%
	Neutral	51	43%
	Disagree	10	9%
	Strongly disagree	4	3%
	Total	**118**	**100**
Engaging with social media during work hours has a noticeable impact on my overall productivity.	Strongly agree	32	27%
	Agree	30	25%
	Neutral	41	35%
	Disagree	10	9%
	Strongly disagree	5	4%
	Total	**118**	**100**
Social media usage affects my responsiveness to emails and other work-related communication.	Strongly agree	31	26%
	Agree	20	17%
	Neutral	52	44%

	Disagree	10	9%
	Strongly disagree	5	4%
	Total	**118**	**100**
I tend to procrastinate on work tasks by indulging in social media activities.	Strongly agree	39	33%
	Agree	22	19%
	Neutral	42	35%
	Disagree	10	9%
	Strongly disagree	5	4%
	Total	**118**	**100**

N=118   **Source: Primary Data**

A combined 52% of the respondents acknowledge that their excessive use of social media hinders their ability to concentrate and focus on work tasks. This indicates that more than half of the participants recognize the negative impact of social media on their work-related focus.

38% of the respondents are neutral about this statement, suggesting that they may not be entirely sure or aware of the impact of social media on their work concentration.

Only a minority of 10% feels that social media usage does not affect their ability to concentrate on work tasks. Overall, the data indicates that a significant number of respondents acknowledge the negative impact of excessive social media usage on their ability to concentrate and focus on work tasks, as well as its effect on time management and overall productivity. Additionally, many respondents recognize that social media usage can influence their responsiveness to work-related communication, and some admit to procrastinating on work tasks by engaging in social media activities. These findings highlight the potential challenges and distractions posed by social media usage in a work setting.

8. Conclusion:

This paper delves into the impact of social media addiction on workplace productivity, specifically focusing on employee performance, addiction during work hours, and its positive or negative use. Factors affecting performance include usage frequency, self-discipline, workplace policies, and job nature. Organizations must recognize social media addiction's potential to harm productivity and should adopt strategies promoting a balanced work-tech life environment. Social media addiction significantly affects productivity, focus, and well-being, leading to reduced efficiency, job dissatisfaction, and increased stress. To counter these issues, organizations should raise awareness, enforce responsible tech use, and support employees in maintaining work-life-social media balance. Employers and employees should collaborate to foster a productive, healthy workplace while acknowledging technology's importance. Social media addiction negatively correlates with productivity, work quality, and job satisfaction, necessitating policies and awareness programs to promote responsible tech use. To mitigate its impact, organizations should encourage responsible social media use, provide tech distraction management resources, and cultivate a culture prioritizing productivity and well-being. Addressing social media addiction proactively empowers employers to create a focused work environment, enabling employees to reach their potential and achieve organizational success amidst the challenges posed by the pervasive nature of social media.

9. References:

- Nordin, N. M., & Muhalis, N. L. A. (2019). Studying the Effects on Job Performance through Excessive Social Media Use at Work among Employees'. INTERNATIONAL JOURNAL of ACADEMIC RESEARCH in BUSINESS and SOCIAL SCIENCES, 9(11).

- Yu, L., Cao, X., Liu, Z., & Wang, J. (2018). Excessive social media use at work: Exploring the effects of social media overload on job performance. Information technology & people, 31(6), 1091-1112

- Arshad, A., & Raheed, R. (2020). Relationship between social media and employees job performance: mediating role of job engagement. South Asian Review of Business and Administrative Studies (SABAS), 2(1), 35-52.

- Luqman, A., Talwar, S., Masood, A., & Dhir, A. (2021). Does enterprise social media use promote employee creativity and well-being?. Journal of Business Research, 131, 40-54.

- Ayyash, I. N. (2022). The impact of Social Media on Employee Productivity at the Workplace. International Journal of Business Ethics and Governance, 59-69.

- Brailovskaia, J., Frahsek, M., & Margraf, J. (2022). Work overload and addictive social media use: a relationship with depression symptoms and life satisfaction. Journal of Technology in Behavioral Science, 7(3), 358-367