

Use of Social Networking Site and Quality Work Life among Staff in Universities

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Abstract: Social Networking Site (SNS) is one of the fastest growing internet use. It is also one of social media platforms that encouraged social interaction in a virtual environment. This study on the quality use of SNS and quality work life was conducted among lecturers and administrative staff in private and public universities. The purpose of this study was to examine the motives of using SNS and its association with quality of work life. With the aid of a questionnaire, the instrument was distributed to 300 respondents among lecturers and administrative staff in private and public universities. Findings obtained from this study has identified the critical motives of using SNS that lead to better quality of work life. In short, this study has provided significant contribution not only to the employees but also to the designers, developers, researchers, organization and society.

Key words: Social networking sites, universitites, quality work life, organization, employes

INTRODUCTION

One of the fastest growing internet uses today is the Social Networking Site (SNS). It is a popular platform where all the registered users share information with other registered users (Trusov *et al.*, 2010). This popularity is mainly given by the fact that SNSs help to connect a person with other online users (e.g., friends, family members, colleagues), share information (e.g., blogs, photos, videos), help individuals and organizations with other purposes (e.g., promoting new products, recruiting new members).

According to the internet world stats, the total estimated population for Asia in June 2016 was 4,052,652,889 and total internet users were 1,792,163,654. In Malaysia, the number of internet users was >21 million and Facebook users in Malaysia increased to 19 million users (IWS, 2016). Definitely, the figures will keep increasing from time to time.

Looking at the figure above, it seems to suggest that internet users spend a lot of time on SNSs. Hence, it is very important to understand the motives behind the usage of SNSs among online users. Relatively, many researches are interested in assessing the motives of using SNSs. Bolar (2009) highlighted several important motives that contribute to SNSs usage self-reflection and image-building (i.e., expression of oneself on the SNS), utility (i.e., using features and functionality of the SNS), information-gathering and problem-solving, networking,

simply-spending time, revisiting-memories (i.e., search for old friends) and peer influence (i.e., a friend invites a person to register on an SNS). However, other relevant motives for joining SNS were finding and connecting to people (Brouns *et al.*, 2009) social support and friendship (Ridings and Gefen, 2004) communicate with friends (Pempek *et al.*, 2009) to make new friends (Lenhart and Madden, 2007; Ellison *et al.*, 2007) and looking for fun and enjoyment from using SNS (Leng *et al.*, 2011). On the other hand, Wong *et al.* (2000) found that the main reason for SNS usage among youth is peer-to-peer communication. In fact, Ellison (2007), Hempel and Lehman (2005), Pempek *et al.* (2009) reported peer-to-peer communication is the main reason for SNSs rapid growth. Even several studies have focused on motives behind the usage of SNS, less studies have been conducted locally. Some studies exist but their conclusions are still insufficient and sometimes even inconsistent. In fact, research on the relationship between the motive on SNS and quality of work life has yet to be discovered. Many important questions regarding motives of SNSs have still not been answered adequately and conclusively. Moreover, the studies mentioned are mostly from the US environment and their applicability into the context of Malaysia is thus limited.

Given the reason above, the present study examine the motives of using SNS and its association with quality work life. More specifically, it examines the association of

information seeking, entertainment, social interaction and self-disclosure with interpersonal relationship and personal health and well-being.

MATERIALS AND METHODS

As previously noted, the present study investigated the motives of using Social Network Sites/Services (SNS) and the influence on quality work life among lecturers and administrative staff in private and public universities. Fifteen items were used to measure dependent variable on a 5-Likert scale, respectively. The questionnaire was developed from literatures in previous studies. The variables in this study were presented as in Fig. 1.

Profile of survey respondents: As previously noted 300 set of questionnaires were distributed to the employees, 239 responded giving a response rate of 80%. It shows that from 239 questionnaires analyzed, the majority of the respondents was representing private university with 218 (91.2%) and dominated by female respondents with 153 (64.0%). Out of this group of respondents, 100 responses (41.8%) were aged between 26-35 years old and 194 (81.2) of them are malay, about 125 (52.3%) were married and 102 (42.7%) possessed a degree. Out of all the respondents, 137 (57.3%) are representing academic staff and 114 (47.7) of them earned less than RM12,000 yearly.

Trend in using Social Networking Sites/profiles of SNS: As in the second part of the questionnaire, the respondents are required to provide and answer regarding their trend in using social networking site/profiles. Five questions were asked such as type of SNS they use, duration of using SNS and also their engagement with SNS. It was found that most of the respondents are using Facebook with 230 (96.2%) and have been using it between 4-5 year (87, 36.4%). The 81 (33.9%) of the respondents agreed that they log in to their favorite SNS <1 h with a range of 3-4 time per day. Out of 239 respondents, 200 (83.7%) of them are using social networking sites/profiles to communicate with their friends.

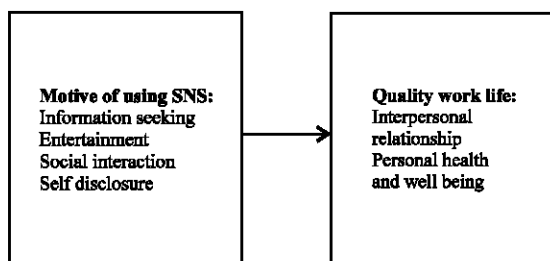


Fig. 1: Research framework

Correlation analysis (relationship between the variables):

The correlation matrix table in Table 1 further indicates that motives of using SNS were positively correlated with quality work life (i.e., interpersonal relationship, personal health and well-being). It was found that information seeking showed positive moderate relationship with interpersonal relationship ($r = 0.422^{**}$, $p < 0.001$). Entertainment (0.379^{**}), social interaction (0.325^{**}) and self-disclosure (0.337^{**}) showed positive weak relationship with interpersonal relationship. Entertainment indicated positive moderate relationship with personal health and well-being ($r = 0.417^{**}$, $p < 0.001$) and other three variables which are information seeking ($r = 0.389^{**}$), social interaction ($r = 0.381^{**}$) and self-disclosure ($r = 0.281^{**}$) indicated positive weak relationship with personal health and well-being. In defining the degree of relationship between the independent and dependent variable, guidelines from Cohen and Lee (1988) was used.

Table 1 also indicated the independent variable consisted of information seeking, entertainment, social interaction and self-disclosure were interrelated with each other. It can be concluded that the items in these four dimensions had convergent validity and belonged to the same group which was motives of using SNS.

Multiple regression analysis: Multiple regression analysis is further performed to analyze the relationship between a single dependent (criterion) variable and several independent variables (predictor or explanatory) variables at one time. According to Hair *et al.* (2010), a set of independent variables is weighted to form the regression variant (regression equation or model) and that may be used to explain relative contribution toward one dependent variable.

As noted in Table 2, the durbin watson of 1.245 indicated there is autocorrelation problem in the data shows that the error term is dependent. The results also showed no multicollinearity problems in the data set. The R^2 value is 0.23 which all independent variables explained 23% of the variance in respondent interpersonal relationship with Sig. of F-value was 0.000. Based on the Table 2, information seeking was found as the major factor of influence towards respondent's interpersonal relationship ($p < 0.001$, $\beta = 0.293$).

Table 1: Relationship between the variables

Information seeking	1	2	3	4	5
Entertainment	0.646**				
Social interaction	0.670**	0.658**			
Self-disclosure	0.299**	0.359**	0.347**		
Interpersonal relationship	0.422**	0.379**	0.325**	0.337**	
Personal health and well-being	0.389**	0.471**	0.381**	0.281**	0.332**

**Correlations is significant at the 0.001 level (2-tailed)

Table 2: Multiple regression: interpersonal relationship

Independent variables	Dependent variable (interpersonal relationship)	Collinearity statistics	
	Standardized coefficients beta	Tolerance	VIF
Information seeking	0.293 (0.000)	0.476	2.099
Entertainment	0.137 (0.099)	0.477	2.094
Social interaction	-0.035 (0.676)	0.457	2.189
Self-disclosure	0.212 (0.001)	0.849	1.178

R²: 0.236; F: 18.925; Sig. of F-value: 0.000; Durbin watson: 1.245

Table 3: Multiple regression; personal health and well-being

Independent variables	Dependent variable (personal health and well-being)	Collinearity statistics	
	Standardized coefficients beta	Tolerance	VIF
Information seeking	0.107 (0.192)	0.476	2.099
Entertainment	0.324 (0.000)	0.477	2.094
Social interaction	0.057 (0.495)	0.457	2.189
Self-disclosure	0.113 (0.068)	0.849	1.178

R²: 0.24; F: 19.295; Sig. of F-value: 0.000; Durbin watson: 1.657

Table 3 shows the multiple regression analysis between set of independent variable with dependent variable which is personal health and well-being. The result indicated R² was at 0.24 which all independent variables such as information seeking, entertainment, social interaction and self-disclosure explained 24% of the variance (R²) in respondent's personal health and well-being with Sig. of F-value was 0.000.

Besides, the value of Durbin Watson was 1.657 which in the acceptable range as indication of no autocorrelation problem. Referring to the table, it was found that entertainment was the most influential factor of personal health and well-being among the respondents ($p < 0.001$, $\beta = 0.324$).

RESULTS AND DISCUSSION

Referring to the findings showed previously, information seeking is found positively moderate with interpersonal relationship. This is supported by the findings from the study conducted by Urista *et al.* (2011) indicated that the openness and transparency of SNS is highly popular among users. Many participants stated that this transparency allows them to gain information on others quickly. Moreover, the vast majority of participants state that they have accessed personal information about another user through SNS without that user's knowledge. On the other hand, entertainment is found to significantly associate with personal health and well-being. This is supported by Knulst (1999), Papacharissi and Rubin (2000), Song *et al.* (2004) and Weiser (2001) that when people have ample time, they will find a medium to relax also to gain fundamental cultural and artistic enjoyment. Browsing through Social Networking Sites (SNS) help them to find enjoyable activities.

The multiple regression analysis stated that entertainment has a large influence on personal health and well-being. Brandtzaeg and Heim (2009) defined entertainment as unspecified fun, time-killing and profile surfing which is interest of looking at other user profiles. As mentioned previously, the frequency of log-in into SNS is 3-4 time daily indicated that respondents found enjoyable activities online in fulfilling their free time. This situation explained by LaRose *et al.* (2001) that time consume in using SNS is depending on the pleasure and excitement felt by the user. On the other hand, information seeking is found to have the major influence on the interpersonal relationship. Information seeking includes finding out about relevant events and conditions in immediate surrounding, society and the world (McQuail, 1987) also involves in acquire for advice, decision choice, curiosity explanation as well as general interest. In the perspective of SNS, the openness and transparency among the user enable people to gain information about them in a quick time. Urista *et al.* (2011) stated that people are allowed to access personal information about others through SNS without the user's knowledge. This condition contributes to the high use of SNS as a center to obtain information about others. Besides for entertainment purposes, people also use SNS for news and information gathering.

CONCLUSION

This study contributes to the understanding to the use of Social Networking Sites (SNS) towards quality work life among lecturers and administrative staff in private and public universities. Facebook appears to be a dominant SNS used by the respondents who are using it for about 4-5 year. The purpose of using this SNS as a medium to communicate with their friends and the duration used is <1 h with the frequency log-in 3-4 time per day. The respondents also claimed they are uncertain with their engagement on SNS. The result also illustrated that the use of SNS for several purposes; information seeking, entertainment and social interaction is high among the respondents and moderate quality work life. This finding suggested that the use of SNS is utilized by the respondents as a method in creation of networking, friendship and knowledge seeking.

Among the elements in use of SNS, the finding indicated information seeking has a major relationship with interpersonal relationship. This explained that people tend to investigate their partner, friends or colleagues through the profile and account created online which is intended to share daily routine and activities with their virtual friends. This online profile also helps the people to acknowledge someone's background and attitude via

their social life. Meanwhile, entertainment is found to have a moderate relationship with personal health and well-being compared to other use of SNS which are information seeking, social interaction and self-disclosure that indicated weak relationship with personal health and well-being. This illustrated that people use a SNS as a medium for them to withdraw from the stressor and as a platform to cheering they up. As mentioned by McQuail (1987), entertainment comprises escaping from problems, relaxing, emotional release and etc.

Further analysis conducted to scrutinize the major influence among the use of SNS towards interpersonal relationship and personal health and well-being among the respondents. The respondents agreed that that information seeking is the major factor influencing their interpersonal relationship as well as influence of entertainment on their personal health and well-being. Study conducted by Subrahmanyam and Greenfield (2008) found that respondents used the SNS to maintain their existing friendship networks. They felt closer to the existing friends compared to those who did not. The finding also explained that the respondents tend to use SNS for entertainment purposes. Sheldon (2008) in her study indicated that entertainment is the highest mean score which suggested that strong fulfillment in SNS use, for instance Facebook. Flaherty *et al.* (1998) supported that use of computer by people help them to please traditional needs performed by media such as pass time, habit and entertainment.

The researchers realized that there are some limitations which must be considered for future research. The results gathered may generally be limited, although the purpose of this study to examine the association between use of Social Networking Sites (SNS) and quality work life in the context of lecturers and administrative staff in private and public universities. In order to improve external validity of the instrument, additional studies would be needed with the increasing number sample sizes, geographical diversity, organization type and etc.

The response also may be biased due to the use of self-reported survey data, the researcher should consider to use additional method in obtain response from the respondents. The other construct for use of SNS and quality work life should be added to the framework to gain broader scenario pertaining to the use of SNS and its association with quality work life. Finally, the measure for use of SNS and quality work life is only for a small number of items and not represent overall perspective of use of SNS and quality work life and this study is considerable biased view for this study and the respondents.

Future research may be beneficial if more items and better measures are developed in relation to derived accurate and current outcome. It is also highly

recommended that future research should be conducted in other types of organization such as manufacturing, service industry as well as students using a similar or improved approach.

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