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**CURBING SOCIAL MEDIA MENACE FOR
OPTIMUM EMPLOYEE PERFORMANCE**

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CURBING SOCIAL MEDIA MENACE FOR OPTIMUM EMPLOYEE PERFORMANCE**ANIKE.T ODUSANYA**

Article Info	Abstract
Article History Received: 06 May 2020 Accepted: 10 June 2020	<i>Curbing social media menace for optimum employee performance is a research attempt aimed at investigating social media as well as its shortcomings within the work environment. It is an effort to forestall the hazards which social media has already created in everyday life most especially in the workplace in order to gear towards a more responsible workforce and optimum employee performance. Employee performance refers to how good or how fair job or assigned duties are discharged or executed. Despite some disciplinary action for using technology inappropriately in different workplace, many still spend their work hours engaged on their social media handles, majorly affecting work motivation, work focus, and face to face interactions with clients and colleagues. The study adopted descriptive design of the survey type, social media and optimum employee performance questionnaire was used to generate data for the study. The study show that more than half of the population for the study disagree that social media can hinder optimum performance. In conclusion, the study recommends that workers should be well acquitted with the hazards of social media that can transmit a wrong impression about their job and that this will help employees to aim at optimized performance which might have been hindered through social media abuse</i>
Keywords <i>Optimum, Social Media, Menace, Employee performance</i>	

Introduction

Communicating via messaging, emails or phone calls should be the same as communicating in person but it's not, this is because instant messaging and emails make people to think about a response. Individuals are able to write out, calculate and decide what they are going to say, taking as long as necessary thus not forcing themselves to learn to think promptly on their feet. In person communication is one of the most important parts of professional careers, especially with meetings and networking and millennia are not efficiently learning these skills and this might be due to wrong use or abuse of social media.

BASEX, a New York research firm, estimated that distractions cost the U.S. economy \$588 billion per year (Spira & Feintuch, 2005). BASEX also reported that workers lost an average of 2.1 hours per day due to constant interruptions and recovery time, therefore losing 28% of their productivity, and that a 30-second interruption could result in a worker taking 20 minutes to get back into the flow of work (Too Much Technology is Cutting Productivity, 2008). Cell phone usage also affects work focus, it is impossible to multitask. Our brain just can't function that way. It might be right to say that it is apparently impossible in this 21st century to get through anything without a phone call, text message, or emails. Checking these notifications may distract from getting work done within the time frame it would have been done originally

if text messages and social handles did not take out of the time. From the above it can be inferred that social media is not posited to be neglected or disengaged from our lives but rather it should be used appropriately especially at work because when appropriation is lacking their tends to be errors and slower paced work which then may not give room for optimum performance at work. In the light of this, Social media may be described as a means of communication which allows person or persons to post on internet, It uses applications like Facebook, Twitter, Instagram, Snapchat and similar others to achieve this purpose. A comprehensive understanding of social media is best by breaking it into simpler terms. 'Social' which may be, to connect with other people by sharing information with them and receiving information from them and media' part may refer to an instrument of communication such as the internet.

However, TV, radio, and newspapers are examples of more traditional types of media. From these two terms we can put up a basic definition: Social media are network establish communication instrument that allows people to relate with each other by both sharing and consuming information. Features of social media may include but not limited to: Personal user accounts: If a site allows visitors to create their own accounts that they can sign into, it's a good indication that it is for social interaction. Profile pages, Friends, followers, groups, hashtags, News feeds, Personalization, Notifications, Information updating, saving or posting, like buttons and comment sections, Review, rating or voting systems. Furthermore, it will also be necessary to identify the thin line between social media and social networking and the easiest way that may be used to understand the difference between them is by thinking about the term's *media* and *networking* separately. Media refers to the information you're actually sharing whether it's a link to an article, a video, a PDF document, a simple status update or anything else. Networking, on the other hand, has to do with who your audience is and the relationships you have with them. Your network can include people like friends, relatives, colleagues, anyone from your past, current customers, mentors and even complete strangers. They certainly overlap, which is why it gets confusing. For example, you can share media with your social network to gather likes and comments (a form of social networking).

Subscription to Pinterest which is a social media platform where users and businesses can promote and explore their interest without any intention of building relationships with other users. It may then be said that social networking on a lighter note is a younger sibling to social media. Social media doesn't just give information but interacts by requesting feedback while giving that information. Despite its outstanding features there are still lots of common problems that social media platforms haven't totally solved, despite their effort to do so some of which may be **Information overload**: it is not uncommon to have over 200 Facebook friends or follow over 2,000 Twitter accounts. And so keeping up with many accounts to follow and so many people and friends posting new comments, it's almost impossible to keep away from **Fake news**: Fake news websites promote links to their own totally false news stories on social media in order to drive traffic to them. Numerous users have no idea that such information is not authentic at first Instance. **Privacy/Security**: Many social media platforms still get hacked from time to time despite having good security checks in place.

Attraction vs Distraction: this implies that the social media has lots of attraction to offer which then brings with its distraction at work, home, during study hours and a host of others. Consequently, the pleasure of been online all day versus the risk of unproductivity at work, casualties at home, poor performance in programs of study. It's difficult to predict anything exactly as to what the future holds for social media, but if one thing can be said about the future

of social media it can only be 'hope' for more refined and real news. Employee performance may be referred to as the ability of a worker to deliver a job or task fairly or excellently. However, employee performance may be high or low which when low gives a red flag of an employee and so optimum employee performance is the crave of every organization and this should be the drive for every employee. Some of the Indices for measuring an ideal or optimum Employee Performance may include: Quantity, Quality, Peer appraisal, Team appraisal, Timeliness, Cost effectiveness, Personal appearance, Creativity, and absenteeism. In the light of this, below are some of the traits of an ideal employee performance.

Dress codes are often enforced in the workplace to ensure dressing in a manner appropriate to responsibilities. It also allows for "aesthetical recognition" between members and non-members. Commonly, employers won't specifically have a dress code, rather the dress code is regulated through norms and perpetuated through its employees. However, specific clothing regulations varies from profession to profession. An example would be how in an office, it is not appropriate for employees to wear crazy jeans and a T-shirt. Another example could be that it would be inappropriate for an engineer not to wear a helmet as well as safety boot while on site.

Communication and healthy work relationships Proper "business etiquette and manners" are a very key role in building relationships in the workplace. In order to maintain healthy work relationships, employees must be team players, this means having "transparency, caring and empathetic understanding. Also, using proper body language is important in the workplace. An employee presenting themselves in a manner that shows respect demonstrates to those above them that they always maintain professionalism. Something as simple as a handshake speaks volumes about a person. "Good handshakes" have been found to be integral for maintaining professionalism and demonstrating respect. Maintaining eye contact is a good skill to always remember as eye contact shows interest in the person speaking.

Use of technology: technology as well as social media applications although is an indispensable and evolving resource in the workplace. However, since it is a more recent development in the workplace, not many rules have been implemented regarding its limits. In terms of cellphones, it is up to the company to regulate cellphone usage. However, if you work in certain professions, such as construction, it is against Occupational Safety and Health Administration (OSHA) regulations to "engage in any practice or activity that diverts his/her attention while actually engaged in operating the equipment, such as the use of cellular phones" and using it could lead to suspension or termination.

In terms of other technology, such as computers, online etiquette is just as vital to maintaining healthy relationships and professionalism. It is important to make sure when writing emails, memos, or using any form of communication that isn't face-to-face to be clear and concise so there will be no confusion between co-workers. Also, many workplaces consider it unsuitable for the employees to use technology during work hours except when on break in order for them not to use social media platforms or play games. And to make these doable employers use disciplinary actions to prevent employees from using technology inappropriately. Inappropriate use of technology can be but is not limited to, blogging, instant messaging (IM), using your email for anything not work related, or texting to mention but a few.

Furthermore, despite disciplinary action for using technology inappropriately in the workplace, most employees still spend their work time trolling on the web, significantly affecting work motivation, work focus, and even in-person interactions. Additionally, Globalization, technology, and the constant 24/7 connection is affecting work structures (Stajkovic, 2018).

This especially influences millennials, having grown up in the age of technology and the smart phone. Millennials, always “plugged in,” have become addicted to technology, checking their phones on average 43 times a day (Entrepreneur, 2014).

Statement of the problem

The place of technology and more specifically social media in the workplace in recent times may be portrayed as an indispensable tool ranging from its usage in advert placement, marketing, qualitative assessment of products among other uses. Nonetheless the contemporary issue of abuse and misuse among workers during work hours is a major constraint to achieving optimum employee performance and this is yet to be ameliorated. A report thus said ‘Not only are millennials constantly connected and feel uncomfortable from not having their phone, they also feel anxious from not being able to check their social media to see what their peers are doing which also affects cognitive load. 40% of US employees feel doubtful about their ability to handle today’s job demands’ (Stajkovic, 2018). When misused or abused it creates stress, may result to anxiety and depression, and might lead to lack of confidence and minimized performance in the workplace. In cognizance of this, the researcher attempts the study ‘Curbing Social Media Menace for Optimum Employee Performance’.

Objective of the study

The major purpose of the study is to examine the menace social media has inflicted on the optimum performance of employees in the public service in Lagos state Nigeria. In view of this the study is designed specifically to achieve the following:

1. To examine the various means in which the social media can be misused by employees.
2. To examine the social media abuse that can deter optimum employee performance.

Research Questions

The following research questions are used to guide the study:

1. To what extent does social media abuse hinder optimum employee performance?
2. What are the various means in which the social media can be misused at work?

Methodology

Descriptive research design of the survey type was employed for the study. The population for the study comprised employees in the public service at the local government level in Lagos state, a convenience sampling was used for this study to choose Yaba local government, Somolu local government, Mushin local government and Bariga local council development area, out of which simple random sampling technique was used to select 30 samples from each thus giving a total of 120 samples. A self-designed questionnaire ‘Social Media for Optimum Employee Performance Questionnaire (SMOEPQ)’ was the instrument used for data collection. It was modified on a four-point Likert scale. The researcher with the help of one research assistant administered the questionnaire. The questionnaires were retrieved and analyzed using descriptive statistics such as frequencies and simple percentage as well as clustered column charts.

Result

Table 1:

Social Media Abuse That May Hinder Optimum Employee Performance

S/N (%)	ITEM	Agree (%)	Disagree
1.	I sometimes make errors while working and Handling my social media handles but I correct it.	55	45
2.	My social media handles may interrupt me but I Handle things wisely.	72	28
3.	All my social media handles spur me to deliver My duties more.	43	57
4.	I attend to work as well as my social media handles Anytime at work.	73	27
5.	I attend to customers before doing other things.	79	21

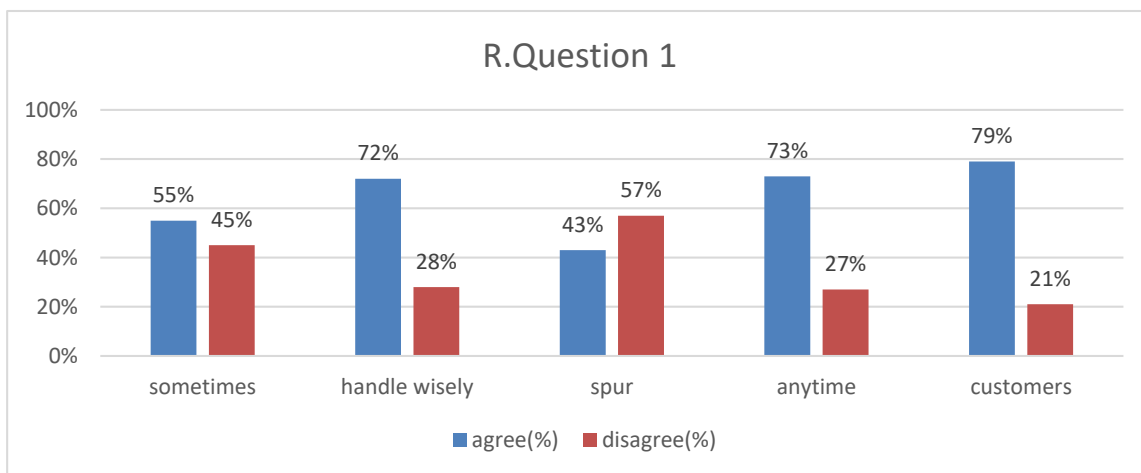


Table 1 shows that 66(55%) of the respondents agreed while 54(45%) disagree that they sometimes make errors while working and replying social media handles but that they correct the mistake. also 86(72%) agree while 34(28%) disagree that although all their social media handles interrupt them but that they handle both wisely. moreover, 52(43%) agree while 68(57%) disagree that their social media handles spur them to deliver duties more effectively. Also 88(73%) agree while 32(27%) disagree that they attend to their social media handles anytime at work. in addition 95(79%) agree while 25(21%) disagree that they attend to customers before doing other things.

Table 2:
Social Media Misused at Work.

S/N (%)	ITEM	Agree (%)	Disagree
1.	My account is always on and does not disturb my work.	49	51
2.	I don't stroll on my Facebook in the presence of my Customers.	82	18
3.	I use my WhatsApp and twitter only when am on break.	73	27
4.	Replying my social media handles takes boredom all day	57	43
5.	I sometimes get overexcited with my social media handles while am at work.	30	70

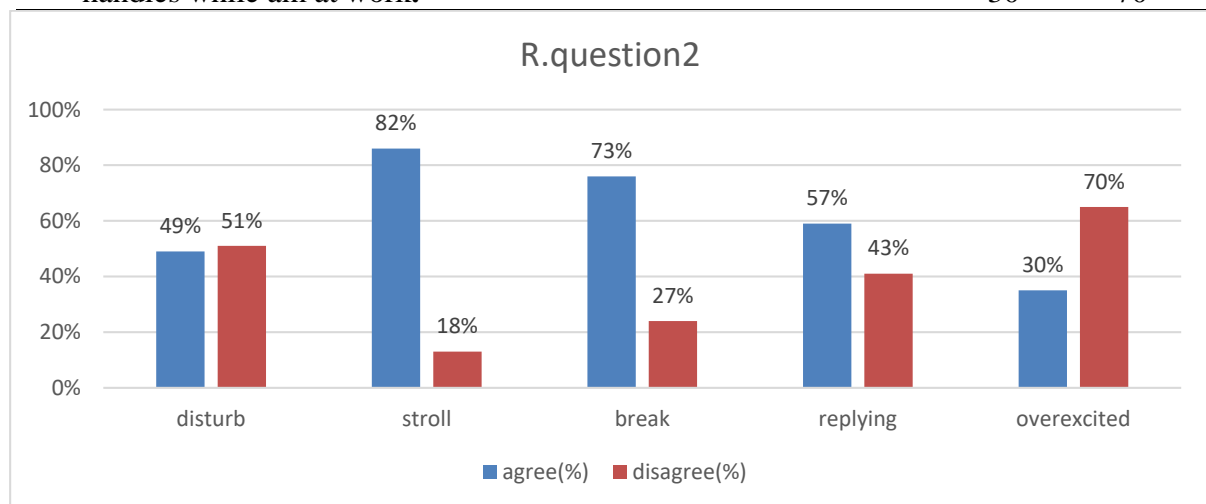


Table 2 shows that 59(49%) agree while 61(51%) disagree that social media account is always on and does not disturb work. Also 99(82 %) agree while 21(18%) disagree that they do not stroll on Facebook in the presence of customers. furthermore 87(73%) agree while 33(27%) disagree that they use their WhatsApp and twitter only on lunch break. Also 69(57 %) agree while 51(43 %) disagree that replying their social media handles takes boredom away all day. In addition, 36(30%) agree while 84(70%) disagree that they sometimes get overexcited with their social media handles while at work. as the internet.

Discussion

The study show that more than half of the population do not perceive social media as a platform that can hinder optimum performance of employees in that respondents proclaimed a matured way of handling both work and response to social media handles without causing delay or any havoc whatsoever to clients, It was also sustained by more than average of the respondents that Facebook, twitter, Instagram and other social media handles are not misused at work but rather it is when on break these handles are been used. However, it may be true to say that to curb social media menace for optimum performance an employee needs to 'acknowledge 'that social media is a menace when there is no wise use and there and then 'address 'the menace through acceptable principles as outlined earlier in this day.

Conclusion

The study therefore concludes that abuse of social media makes some individuals try to get by doing as little work as possible while others who have appropriated the use of social media possess strong work ethic and discipline. Moreover, this wise use of the social media gives room for dedication and optimum employee performance and also embodies employees with acceptable principles that guide their work behavior leading them to produce high-quality work. Such People may be said to be reliable, dedicated, productive, cooperative and self-disciplined. If these individuals say they are going to attend a work function or arrive at a certain time, they do, as they value punctuality. Often this dedication leads them to change jobs less frequently, as they become committed to the positions in which they work and are not eager to abandon these posts. This means they are self-disciplined, pushing themselves to complete work tasks instead of requiring others to intervene at every point in time. They are also often very honest and trustworthy, as they view these traits as befitting the high-quality employees they seek to become. To demonstrate their strong character, these workers embody these positive traits daily, likely distinguishing themselves from others.

Recommendations

Self-discipline is recommended in this study as a way of tackling or addressing the menace of social media. In this context self-discipline implies been able to do away with the social media handles as much as possible especially during work hours this is because social media always has something to show but constantly saying “that can wait” discipline is instilled and work is given priority than social media and social networking. On a final note an individual should be taking full responsibility and control of social media handles not the reverse. Also, a further study on how social media influences work motivation is recommended for further study.

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