The Relationship Between Social Media and The Productivity among Government Servants

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Abstract: On this new era, the changes of technologies has changed the way of human interact. Through out of the decades, the revolution of the telecommunication process is becoming more efficient especially when delivering the information across the nation. Most of the business company used this medium as an easiest tool to promote their product to the higher level. Social media such as networking on websites is a technological innovation that cannot be ignored anymore especially at the workplace. The focus of this study is about the relation between social media and productivity among the governments servants. The objectives concerned in this study are the most popular types of social media, the main purpose of usage on social media and their impact towards the productivity. In order to accomplish the objectives, the methodologies involved in this study are in the Frequency Mean test, Correlation test and Anova Test. The data collections were target on the government sectors in Kota Samarahan area. Next, 250 of questionnaire are going to be distributed to meet the 246, 782 of population in Sarawak area with 95% of level of confident meanwhile the margin error is reduced to 5%. The finding has achieved the second objectives where most of the respondent agreed that the social media has been used for the purpose of communicating and as a function on getting information. Meanwhile for the third objectives there is a significant level in the type of social media (communication) and purpose of usage.

Key words: *Social media, technologies, communication, networking, productivity, government servants*

INTRODUCTION

Nowadays, the social media seem to have an enormous popularity and growth among the people from the youngsters until the old generation. The social media can be clarifying as the medium which have many different function such as magazine, photograph, picture, video and social bookmarking meanwhile Facebook, twitter, WhatsApp, telegram are being used as a medium for communication among the users. Social media can be defined as the internet based and mobile services that offer an online internet which allow the consumers to participate such as in blogs, and Wikipedia.

Today, most of the young generation are hooked to the different type of social media which act as the social interaction and communicates each other. The communication process can be defined as transmitting the information and understanding which involving two people and above. According to the (Brun, [1]; Summe,[2]) communication skills affect the personal and organizational effectiveness. It can be concludes that good communication is one the important element when dealing with a business. With the world in the midst of technology, the revolution on social media such as Facebook, WhatsApp, Telegram and Twitter are extremely being used by the user as the purpose of communication. This accessible sharing of the information leads to promote to increase the communication skills among especially among the worker sectors. However, there are an advantage and disadvantages of the social media. One of the pro cons in the social media are the information can be sharing within all people and places without any problem. This online information can create the knowledgeable person. However, there are negative side which is the tools are being misused by people that leads towards the dangerous proportion keeping in view the ethical aspect of the use of media. Since the social media has an access by millions of people, this social networking have altered the human performance on web, causes reducing the individual inhibition of sharing information online [3]. Most of the social networking introduced free for all services of social websites to encourage more users to interact with this application. Specifically, the corporation introduced the internet service to the employee through the 4G services to make sure the employee have a better connection and unlimited access to the internet. As the technology are keep changing, most of the employee has the internet access in mobile phones make the usage of internet become more accessible and a friendly to be used. However, the

problems arrived when the company which act as the internet provider does not limit the employees in the usage of internet causes the data leakage as the staff might gossiping freely during working hour. This phenomenon may perceive loss in staff productivity. According to Bell et al. [4] most of the workers spends at least 80 percent of time by accessing these sites at work and the respondent might spend an hour or more for every day.

Productivity can be defined as the relationship between the input and the output conditions [5]. Several factors can influence productivity such as technology, the quite surrounding of the environment places and the storage spaces were the most main reason in affecting the productivity. According to Smith [6], mention that the interaction and distraction are the behavioural aspect of greatest impact in the productivity. Therefore, the communication is one of the important factors that can influence the productivity in the organization.

PROBLEM STATEMENT

On this new era, the changes of technologies has changed the way of human interact. Through out of the decades, the revolution of the telecommunication process is becoming more efficient especially when delivering the information across the nation. Most of the business company used this medium as an easiest tool to promote their product to the higher level. Social media such as networking on websites is a technological innovation that cannot be ignored anymore especially at the workplace.

However, nowadays most of the new generation tend to focused more on their gadgets rather than having a verbal communication. When this situation happened it may change the way of thinking or behaviour action of an individual. For example, the enterprise social network could only be effective in organization where the degree of trust exist between the employees. Unfortunately, according to Caloisi, [7] there is a situation when an employee use the enterprise social networking excessively and leads towards the waste time on the things which is not related to work.

Internet usage per week (hours)	2008	2009
Less than 4 hours	28.0	12.4
4 hours - 7 hrours	23.2	22.5
8 hours - 14 hours	19.3	23.6
15 hours – 22 hours	8.4	13.4
22 hours – 27 hours	5.2	8.0
More than 28 hours	16.0	20.1

Sources : Malaysian Communication and Multimedia Commission (MCMC)

Based on the Malaysian Communication and Multimedia Commission (MCMC) most of the internet user tend to online more than 28 hours per week. This table showed that the numbers of users are keep increasing every year. According to Dale [3] suggest that most of the employees are keep wasting their time in use of internet as they could surf for the non-related work that leads to reduce their productivity.

In addition, a research that has been conducted by Thomas [8] wrote article Malaysian Facebookers found that the most users who spend too much time in using the Facebook might ends up addicted behaviour. According to Elgan [9], Malaysia has the fourth higher number of friends in Facebook. The contribution of the social media gives big impacts of the humans' life. The ICT act as the system that stored and transferred the information from the databased. However, the enormous of data by the government sectors, hospital, and financial institution might cause the misuse of the information. Hallahan [10] mention that some of the users might use to make a fraud on the identities in stealing the identities.

Thus, through out of this problem, the research has been conducted on the government servants to know whether the social media give an advantage on the governments servants when the keep connecting online or it might harmful the productivity if they are being connected during working hours.

RESEARCH FRAMEWORK

The main research has been conducted to study the relation between social media and productivity of government servants. Therefore, the dependent variable was productivity and the independent variable has been identified which are known as the most popular type social media, the main purpose of usage on social media and, the impact of social media.
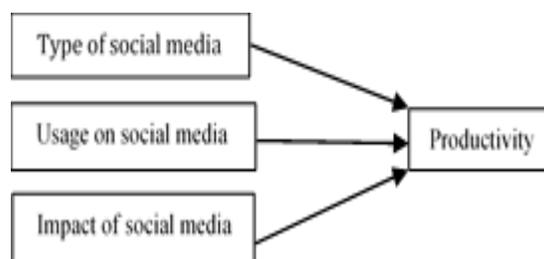

Figure 1.1: The impact of the social media towards the productivity

OBJECTIVES OF THE STUDY

The research has been conducted to find out the reliable of the new evidences on social media towards the productivity on the government servants. The goals for this research are to increase the productivity between government servant worker as well as the management system to create efficiency in delivering their services. These goals leads steer the productivity among the

workers to the high level and boost the economic

Questionnaire no	Type of networking	Percentage (%)	Rank	Frequency (x/250)
3a	Facebook	91.2	1	228
3b	Twitter	14	4	35
3c	Instagram	30	2	70
3d	Yahoo Mess	26.8	3	67
3a	Facebook	91.2	1	228

development.

There are a few specific objectives that have been identified on this research. These specific objectives are:

(a) To examine the most popular type social media in government servants.

(b) To determine the main purpose of usage on social media in government servants.

(c) To identify the impact of using social media on government servant

(d) To investigate whether there are any significant between the type, usage and impact of social media towards the productivity among the government servants.

METHODOLOGY

This research has been conducted by using the quantitative approach and it involving the cross sectional. To validate the response loop requires the study to be longitudinal method in order to access the changes of the usage pattern over the time. Therefore, the questionnaire were considered suitable as they tolerate the objectives data to be collected in a standardise way and reduce the bias.

The questionnaires have been adopted from 'Pekeliling Kemajuan Pentadbiran Awam Bil. 6 Tahun 1991 [11] – Panduan Mengenai Produktiviti Dalam Perkhidmatan Awam' to meet the objectives. Thus it has been divided into four section A which is demographic background, second section B to identify the most popular type on social media, third section C to determine the main purpose of usage on networking and fourth section D to investigate the impact on the social media that has impact towards the productivity. The Likert scale has been used in section C and section D. In order to prevent the questionnaire from being biased an initial pilot questionnaire has been distribute to 20 respondent to resolve any difficulties when answering the question. The reliability coefficient of Cronbach Alpha value of this survey is 0.912.

The data collections were target on the government sector involving the Samarahan area. This is because Samarahan are known as the hub for the education places as it consist Unimas, Universiti Teknologi Mara (UiTM) , institute of teacher education (Tun Abdul Razak Campus, Kota Samarahan) , Pejabat Kesihatan Bahagian Samarahan, Sekolah Menengah Kebangsaan

Kota Samarahan and a few government company that have been identified to distribute the questionnaire. Next, 250 of questionnaire are going to be distributed to meet the 246, 782 of population in Sarawak area with 95% of level of confident meanwhile the margin error is reduced to 5%.

The descriptive statistic was being used in this research to describe the data into the simple about the sample and the measurement. The Pearson correlation is a statistical measure and being used for the linear relationship between paired data. The one way Anova is used to compare the mean of one or more groups based on one independent variable using Statistical Package for the Social Sciences (SPSS).

RESULTS AND DISCUSSION

The questionnaire has been designed into four sections. Section A discussed the demographical data such as gender, age, race, education level, income and the current position in each of workplace. The result on gender is shown in Figure 4.1.
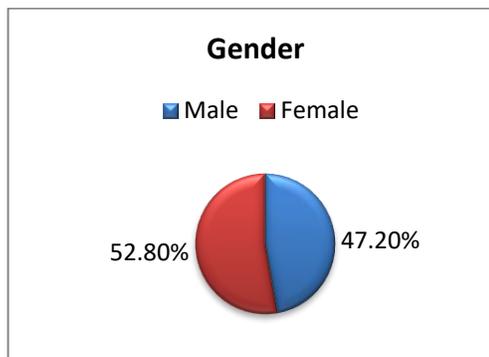

Figure 4.1 Gender of Respondents in Kota Samarahan

Almost half of the respondents are females. This is shown by the percentage of 52.8% of females as in the Figure 4.1. The remaining 47.2% respondents are males.

One of the research objectives is to determine the ranking of the types of social media which has influences the performances in delivering the services among the government sectors. The result is shown in Table 4.3. About 91.2% of respondents using Facebook as their first social media networking. The survey showed that the respondents using Facebook as their first social media networking. According to Grifths [12], Facebook was ranked as the most used social media network worldwide since January 2009. During May 2010, the google has announced that Facebook has been findings from 1,000 sites across the worlds evens for first the usage of Facebook is only focused to Harvard students later it spreads to the society usage.

Table 4.3 Social Media on the Networking

Table 4.4 showed that the WhatsApp is the most popular social media as the communication purposes in Kota Samarahan area consist of 241 out of the 250 users. Its mean 96.4% using WhatsApp application as their communication tools. Next, SMS has been recognised as the second medium consists of 45.6% of users. Telegram application turned to be the lowest with only 27 users out of 250 respondents. Nowadays, most of the company includes the government servant are introducing the staff members to use the application such WhatsApp and telegram replacing the old type of text messages. The connectivity that has been provided by the smartphone has causes an overwhelming users to check their phones before bed and could not let go their hand phone for one day without connecting to the internet [13-15].

Table 4.4 Social Media on the Communication

The second objective is to determine the main purpose of usage on the social media (networking and communication). The main purpose why users used social media is to communicating with the others. This is show by the highest (mean=4.42) as in Figure 4.6. The other reason is used as a platform to strengthen the

Questionnaire no	Type of networking	Percentage (%)	Rank	Frequency (x/250)
3a	WhatsApp	96.4	1	241
3b	WeChat	33.2	3	83
3c	Telegram	10.8	4	27
3d	SMS	45.6	2	114

relationship among individuals which has (mean of=4.26). People seem less disagree when the social media can be used to reduce the burden of stress experienced with the (mean of = 3.58). The main purpose of the usage on social media (networking and communication) is communicating with the others. A research study by Yate [16] identified that the communication skills are the best significant characteristic when dealing with the job. The social media was used as one of the common ways to communicate among children and adolescents. Through this platform, the children and adolescent managed to enhance their communication skills, technical skills and even the social connection among the society.
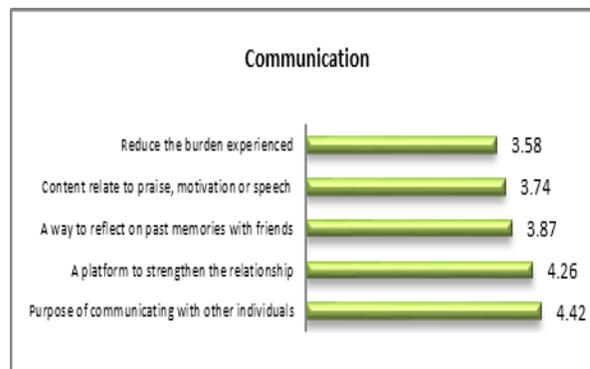

Figure 4.6 Main Purpose of the Usage on Social Media

Based on the data in figure 4.7, most of the users agreed that the main purposed of the social media are as the source of information (mean=4.31). The next reason because the content in the social media is related to the general knowledge to be shared with the others (mean=4.12). However, users seem less agreed when the social media brought more entertainment to the users and daily activities routines (mean=3.77). According to Sprinks, [17] Facebook is the top social networking that has been used by the users. The social media such as Facebook, procide the various of incormation such as educations, news, business, and motivation make this sites become more interesting.
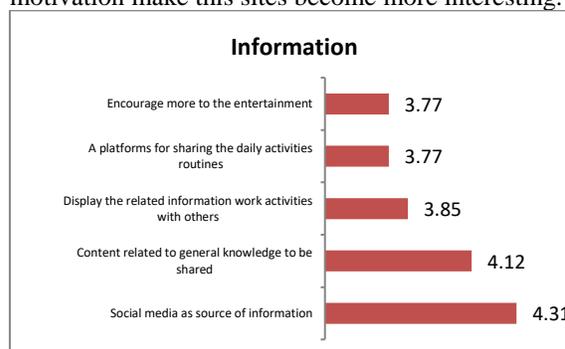

Figure 4.7 Social Media as Sources of Information

The third objective is to identify the impact of using social media on government servant. The result states in figure 4.8, most of the respondents agreed that using of smartphones during working time can distract them to be focused in their workplace (mean=3.42). This is because peoples tend to use smartphones to spread the news, strengthen the connectivity among friends and for the discussion purposes rather than spend their time in doing their job (mean=3.39). Other than that, some of the respondent feels that the information in smartphones is inappropriate and wasting time for users to read and gives a negative impact on the working environments (mean=3.37). The result was different finding from the statement according to Crenshaw [18], the technologies purpose to save the time and improve the productivity

may actually leads towards the wasting time, cost money and influence the connection specifically at workplace.

Working enviroment

Information in smartphones is inappropriate and waste time — 3.37
Used for news, strengthen connectivity and for discussion — 3.39
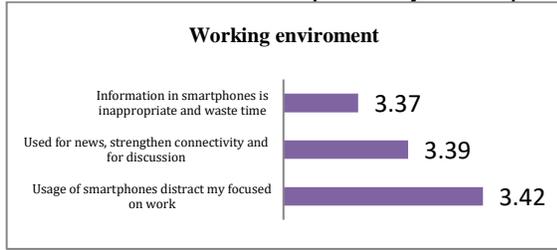Usage of smartphones distract my focused on work — 3.42

Figure 4.8 Working Environments in Work Places

Based on the statistics in Figure 4.9 below, most of the respondent believes that social media can increase the motivation and confident skills of performances among workers (mean=3.7). Second, informations in the social media are efficient and accurate and create a strong business network (mean=3.46). This is because nowadays people seems to spend their time more on the social media devices causes the information can be spread within second without any barriers. Unfortunately, the characteristic of the information in the social media which is true and reliable is at the lowest ranked and being less agreed because most of the information cannot be filter and controlled easily (mean=2.88).

A research revealed that almost 60 percent tend to get engaged with their mobile phones in every time they go according to Flinch [19]. While at the office the workers who use the smartphones while working tend to affect their concentration thus reduce the productivity in workplace.

Labour performances

Information are true and reliable — 2.88
Information are efficient and accurate and build a strong business network — 3.46
A platform to increase motivation and confident skill in task performances — 3.7
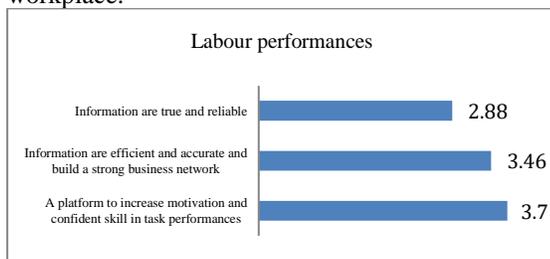
Figure 4.9 Labour Performances in Work Places

Figure 5.0 shows the factor that affect the usage of social media such as WhatsApp application is because the exchange of information is faster and much cheaper (mean=4.02). Also, problem with the system and procedure can be solved easily causes the people intend to use it (mean=3.76). Last but not least, the respondent seems less agree when the usage of the smartphones cause an addicted and reduce the productivity (mean=3.66). According to the Korpienna and Paakkonen [20] the misused of the mobile phone has a negative impact on productivity and the interruption occurring in every 15minutes. The technologies purpose to save the time and improve the productivity may

actually lead towards the wasting time, cost money and influence the connection specifically at workplace [18].

System and prosedure

Smartphones cause addicted and reduce the productivity — 3.66
The problem can be solved easily — 3.76
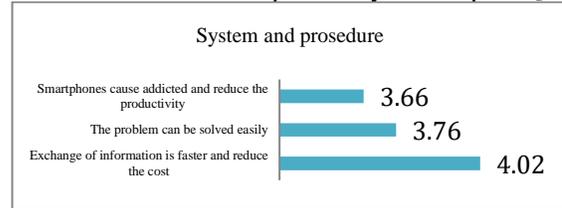Exchange of information is faster and reduce the cost — 4.02

Figure 5.0 System and Procedure in Workplace

Lastly, the objective is to investigate whether there are any significant between the type, usage and impact of social media towards the productivity among the government servants. As shown in the table 4.5 and 4.6, the significant level is 0.057, which is below 10% significant level, therefore there is a statistically significant difference in the mean usage of social media between the different types of media used for communication. However, there is insignificant (0.401) result for the networking purposes.

Table 4.5 Type of Social Media (Communication) and the Purpose of Usage

	Sum of squares	Df	Mean square	F	Sig.
Between group	355.234	9	39.470	1.869	0.057
Within group	5069.070	240	21.121	1.869	
Total	5424.304	249			

Table 4.6 Type of Social Media (Networking) and the Purpose of Usage

	Sum of squares	Df	Mean square	F	Sig.
Between group	182.366	8	22.796	1.048	0.401
Within group	5241.938	241	21.751		
Total	5424.304	249			

Table of 4.7 and 4.8 shows that the output for the ANOVA analysis and there is insignificant difference between the types of medias. The significant level is 0.379 and 0.539 which is more than 10%, means that there is insignificant difference in the mean impact of media between the difference types of social media used either for networking and communication.

Table 4.7 Type of Social Media (Communication) and Impact of Social Media

	Sum of squares	Df	Mean square	F	Sig.
Between group	201.944	9	22.438	0.885	0.539
Within group	6084.056	240	25.350		
Total	6286.000	249			

	Sum of squares	Df	Mean square	F	Sig.
Between group	217.280	8	27.160	1.079	0.379
Within group	6068.720	241	25.181		
Total	6286.000	249			

Table 4.8 Type of Social Media (Networking) and the Impact of Social Media

The researchers used the correlation analysis to determine the relationship between the two variables. The table 5.0 shows that the correlation between the types of social media and the purpose of usage showing the result r= -0.086, significant 2 tailed which the value is 0.174 and N= 250. The result shows a negative correlation between the social media and their purpose of usage.

		Frequently used
	Pearson correlation	-0.086
Usage	Sig. (2 tailed)	0.174
	N	250

Table 5.0 Correlation between the type of Social Media and usage

Based on the result 5.1, the output result shows the correlation between the popular types of social media and impact showing the result r= 0.084, significant 2 tailed which the value is 0.0185 and N= 250. This correlation result shows that the design has low correlation with the popular types of social media and their impact towards the productivity.

		Frequently used
	Pearson correlation	0.084
Impact	Sig. (2 tailed)	0.185
	N	250

Table 5.1 Correlation between the type of Social Media and impact

CONCLUSION

Based on the result of shown, this study indicates that the respondent spend three hours on the social media every day. The result has achieved the first objectives. The finding shows 91.2% of the respondent has their own Facebook for the networking purposes. Meanwhile, for the communication, the WhatsApp application shows the highest user which is 96.4%.

The finding has achieved the second objectives where most of the respondent agreed that the social media has been used for the purpose of communicating and as a function on getting information.

The result has not achieved the three objectives. The finding show the level is 0.539 and 0.379 which is more than 10%. This is because the types of media did not affect much on both of the usage and impact of using whether for communication (Facebook, Twitter, Instagram and Yahoo Messenger), and for networking (WhatsApp, WeChat, Telegram, and SMS). Thus, we can conclude that types of media did not give any impact on the productivity among government servants, but how they wisely used the application should be questioned.

The result has achieved the fourth objectives. This is because there is a significant level in the type of social media (communication) and purpose of usage. The significant value is 0.057 which is less than 10% of significant level. Thus, the result can be concluding that there is a significant difference in the mean of usage in the social media between the types of social media on the communication, but insignificant difference on the networking.

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