

perception are often referred to as literacy tasks, implying that the learner is at the early stages of becoming «literate». Some learners are already literate in their native language, but in other cases the second language may be the first language that they have ever learned to read. This latter context poses cognitive and sometimes age-related issues that need to be considered carefully. Assessment of literacy is no easy assignment, and should be taken with care by teachers.

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IMPACT OF SOCIAL MEDIA SITES ON JOB PERFORMANCE

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ABSTRACT

SOCIAL NETWORKING SITES, JOB PERFORMANCE, PRODUCTIVITY, WORKPLACE, USER GENERATED CONTENT

This thesis is a support to North's (2010) research to examine whether social networking site use by employees influences their productivity. Some studies claim that the use of social networking sites makes employees happier and, therefore, more productive (AT&T, 2008) while other studies consider social networking site use a reason for reduced productivity since it can waste time and be addictive (Accountemps, 2010).

BACKGROUND

There is a huge debate between academic and business people on the value of using social networking sites in the workplace. Some say that their use in the workplace is a waste of time while others think that it leads to improvements in job performance. This study will try to resolve this debate by exploring the use of social networking sites in the workplace and its effect on job performance.

Like several growing technologies, social media sites, and their use in the workplace, have become a debatable issue. Many say that the use of social networking sites in the workplace leads to better employee productivity through effects on intermediate variables (AT&T, 2008). Others say that the biggest concern about the use of social networking sites in the workplace is the loss of labor productivity due to time wasted at work (Accountemps, 2010). A study by Nucleus Research (2009) reported that the use of Facebook at work results in a 1.5 percent decrease in productivity. Leidner and others (2010), on the other

hand, found that the ability of employees to access Facebook at work was a great incentive for retention – particularly of new hires, as they can be socially connected with family, friends and other coworkers in the workplace. Also, a study made by AT&T found that 65 percent of employees believed that using social networking sites in the workplace helped them be more productive (AT&T, 2008).

Many researches social networking sites were made on students, which may not be related to the business world.

Several studies have been made about social networking sites. In particular, North (2010) studied the use of social networking sites in the workplace by prospective and current employees.

He found that although some people find social networking site use to have negative effects, they think that its use at work is important because using social media while at work makes them happier and, therefore, more productive.

A study done by Nucleus Research showed that, approximately, 47 percent of the 237 office workers interviewed used Facebook in their workplace for 15 minutes daily. That study concluded that the use of Facebook at work results in a 1.5 percent decrease in productivity (Nucleus, 2009).

This thesis is a support to North's (2010) research to examine whether social networking site use by employees influences their productivity. Some studies claim that the use of social networking sites makes employees happier and, therefore, more productive (AT&T, 2008) while other studies consider social networking site use a reason for reduced productivity since it can waste time and be addictive (Accountemps, 2010).

PROBLEM STATEMENT

Many studies have shown that the popularity of social media and their increasing use in the workplace present some worries for employers, but all signs are that employers cannot hope to prevent social network use during work hours.

Launched in February 2004, Facebook is arguably the most popular social networking site with over 1.3 billion registered users (Statista, 2014). The typical internet user spends an average of six hours per month on Facebook (Popkin, 2012), and more than 60 percent of internet users use Facebook on their mobile phones (Adler, 2014).

Easily the most common use of Social Networking sites, and the main reason for them existing in the first place, is for personal reasons. The majority of people using Facebook is to keep the «social» label. It is used for its original purpose – to keep in touch with friends (Collins, 2014).

A problem therefore arises where employees spend more and more time on social media and getting interested in non-work-related activities such as making personal networks, checking on family and friends, downloading music and video. This comes at time when

organizations have been faced with many challenges and are looking for different ways to remain surviving. The development of social media policies and internet use policies by most employers is at an early stage as most employers do not have proper policies, although practice has used control and restriction. One of the challenges of this business age is to enhance productivity of the workforce in order to increase profits and avoid wastage of resources. This article therefore is to investigate the effects of the social media in the workplace on employee job performance.

PURPOSE

The main purpose of the study is to attempt to resolve the debate whether or not the usage of social media sites in the workplace leads to added value to the company by inspecting the use of social networking sites in the workplace and its effect on job performance. Also, it will explore the relationship between social networking sites use intensity and job performance.

Different studies have been done on social media site use covering several subjects ranging from ethical issues (IBE, 2011) to privacy and security ones (Dhami, 2013). Few researches have inspected deeply whether the use of social networking sites in the workplace has any potential benefits for businesses in terms of job performance. Therefore, this paper tends to reduce this gap in the world of social networking sites by examining whether the use of social networking sites in the workplace contributes to higher levels of job performance. In order to achieve this, we have to answer this question: Does the use of social media sites in the workplace lead to a better job performance?

MAIN BODY

Social media site use in the workplace is relatively a new phenomenon that deserves researchers' attention. The effects of social networking site use in the workplace have been part of a debate in the business world. Social networking site use can be a source of reduced productivity since it can be a waste of time. It also can be seen as a source of high performance. This article proposes that social networking site use offers employees social support which can eventually lead to less higher job performance.

Several studies have focused on social networking sites, but they rarely talk about the effects of social networking sites on job performance. For instance, North (2010) examined the use of social networking sites in the workplace by prospective and current employees. He found that although some participants find social networking site use to have negative aspects, they believe that its use at work is worthwhile.

Social networking site use has benefits and drawbacks in the workplace. The survey, conducted for Microsoft Corp. by research firm Ipsos among 9,908 information workers in 32 countries, also found that 39 percent of employees feel there isn't enough collaboration

in their workplaces, and 40 percent believe social tools help foster better teamwork. More surprisingly, 31 percent said they are willing to spend their own money to buy social tools (Microsoft, 2013).

Some claim that the use of social networking sites in the workplace leads to better staff productivity, as a result of higher morale, among other benefits (AT&T, 2008). Others believe that social networking site use in the workplace leads to a loss of staff productivity (Accountemps, 2010). Actually, Nucleus Research (2009) had reported that the use of Facebook at work results in a 1.5 percent decrease in productivity.

On the other hand, a European study found that 65 percent of employees believed that using social networking sites helped them be more productive (AT&T, 2008). This thesis will show that the use of social networking sites in the workplace can provide employees a sense of social interaction with friends, family members and coworkers. This interaction provides employees with many resources, including work related resources for advice and business information.

Social media site use intensity can enhance employees' job performance in the workplace. This is because social networking site use can serve as a social resource that provides social relations. This social resource, in turn, influences job performance through the provision of social support. Yang and others (2009) reported that «social networks serve as a social resource which affects job performance through the provision of supportiveness». Social networking site use facilitates open communication, leading to enhanced information discovery and delivery. It allows employees to discuss ideas, post news, ask questions and share links. Also, it provides an opportunity to widen business contacts.

Many other large studies made by professionals like Forbes, Microsoft and many universities, using social networking sites in the workplace has a positive effect on the employee at least it is making him happy, and happiness in the workplace leads to a better job performance.

CONCLUSIONS

Banning social networking sites in the workplace is not the ultimate solution for companies. They should know how to use them wisely and to try to control their employees' usage of these sites. Since social media tools let employees share their ideas and connect more easily with their colleagues, intuition would say that a socially-enabled company could enhance how employees feel about their workplace.

Research by the University of California, Irvine team found occasionally «grazing» social media sites like Facebook can work as a mood booster. These social media breaks can act as a mental palate cleanser, helping workers with a quick mood enhancer, allowing you to return to the task at hand refreshed.

Finally, studying the effect of using social media sites in the workplace on job performance

is important for many reasons. First, the human resource departments will benefit from understanding the relationships between social networking site use in the workplace and job performance that can help reveal the underlying rationale for organizations to either allow or disallow the use of social networking sites in the workplace. Organizations are searching for available ways to increase productivity. If the use of social networking sites turns out to be one of these means, organizations will be able to add the use of social networking sites in the workplace to their practices to enhance job performance.

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