

Study to measure the impact of social media usage on work-life balance

K P Aravinda Kumar^{1,2} and Dr.R G Priyadarshini^{1,3}

¹ Amrita School of Business, Amrita Vishwa Vidyapeetham, Coimbatore, India

² kparavind94@gmail.com

³ rg_priyadarshini@cb.amrita.edu

Abstract: In today's world both individuals and the organisations have tough time in bringing work-life balance. In organizational perspective, a high standard of work-life balance is essential to continue attracting and retaining its employees; while at the individuals perspective it has a positive impact on attitude, behaviour, and commitment towards both professional and personal life. Work-life balance has become an on-going challenge in contemporary times. Though work-life balance is discussed for various decades and measured with different dimensions, this is high time to measure work-life balance in accordance with present lifestyle. Here comes the role of internet which is twisted with every human being in day to day activities. Internet without social media is unimaginable. Usage of social media results in both productive and unproductive behaviour. Therefore this is a study to measure the usage of social media in personal life and professional life on work-life balance. It is found that social media usage in professional life has more impact on work-life balance which caused due to pre-occupation with social media in workplace.

1. Introduction

Everyone have a number of roles to hold throughout life. It has become a great challenge when time demands us by our many roles become conflicting with one another. Work-life balance is termed as the general the idea of managing a job and also spending quality time to family. It is defined as the bifurcation of one's time for personal and professional activities without affecting each other. Everyone wants to lead a happy personal life and also to succeed in their career life.

In today's internet era, there is a major constraint which affects this work-life balance. It is found that most of the internet users spend their time in social media in the form of websites or applications. Social networking in social media is done by allowing its users to create and share content or to participate in the same. It is an online platform that allows people to build virtual relationship with other people including strangers who share similar professional or career interests, activities, backgrounds or real-life connections. LinkedIn is a social networking site designed specifically for the business community that helps business people and individuals to network. Other social networking sites include Facebook, twitter, YouTube, Pinterest, Google+ etc.



The usage of social media is exponentially increasing in day to day life. This can be broadly classified into personal and professional life usage. Personal life usage includes sharing of information, and other activities to a bounded group of friends, relatives etc., for non-work purpose. Similarly social media usage for professional life involves only for work related activities and create a network within the workplace for sharing data or for communication purposes. Both kinds of usage in social media have high impact towards the work-life balance. So this paper is all about measuring the impact of social media usage on work-life balance which has some serious effect on the individual, group & at the organisation level.

2. Literature Review

For a long period of time, various studies are proposed to measure work-life balance. It can be measured in various dimensions such as Personal Life Spillover in Work, work Spillover in Personal Life, Work/Life Behavioural Constrainers and Work/Life Behavioural Enhancers (Smita Singh, 2014). Studies also suggest that work-life balance has effect on organisational commitment (Pradhan, Jena, Kumari, 2016). It was also found that Generation Y employees have a positive attitude towards varying work timings, and also willing to participate in e-commuting compared to other generations. Generally, Generation Y is expected to give importance an ideal work/life balance (Uba, Dark, Megan, Yendt, Gnatek, 2012).

On the other side internet with social media is twisted with our day to day activities. Social media and the major functional blocks which contribute to social media such as groups, identity, conversations, reputations, sharing, presence and relationships (Jan, Hermkens, McCarthy, 2011). Social media sites and applications attract people based on common language or shared racial, sexual, religious, or nationality based identities and also connects strangers with communicating tools (Ellison, Boyd, 2008). Research are also done on how social media usage varies across different generations of people were Gen-Y contribute more to social media usage (Bolton, A. Parasuraman, Ankie, Gruber, Yuliya, Loureiro, Solnet, 2013). The study on social media is extended on the various consequences of its usage describing how it affects the day to day activities in work (Zoonen, Verhoeven, Vliegenthart, 2017). Technology and media use affect stress (cortisol) and inflammation (interleukinIL-6) in dual earning parents and their adolescents (Tamara, Nicole, Kathryn, Micelle, 2017)

Eventually the usage of social media ends up in consuming time which effects the work-life balance. It was found that increase in personal social media usage led to lower performance on the task, and lower happiness (Brooks, 2015). Contradicting the previous finding, it is also found that use of social networks at work helped employees improve their performance. Thereby suggesting the organizations to comprehend while setting appropriate policies at workplace for social media usage (Kishokumar, 2016).

3. Objective

The objective of the study is to measure the usage of social media in personal & professional life on work-life balance.

4. Research Question

- Does social media usage at professional life or personal life affect the work-life balance?
- Does social media usage affect work-life balance differ with respect to various types of gender?
- Does social media usage affect work-life balance differ with respect to various levels of work experience?

5. Null Hypothesis

- There is no significant association between social media usage at professional life and work life balance
- There is no significant association between social media usage at personal life and work life balance

6. Sample Characteristics & Methodology

The study is conducted in India and the sample is taken from various working professionals in the sectors namely, IT & services. The Respondents profile has been classified based on Gender, Age, total work experience and experience in the current organisation. The sample is collected from different age groups to eliminate the bias while majority of the samples fall under Gen-Y employees. A total of 110 respondents was received.

7. Conceptual Model

The following conceptual model is adopted for the study to measure social media usage in work-life balance. Social media usage in professional life is influenced by four factors as Intensity of social media use, task-oriented social media behaviour, relationship building social media behaviour, and deviant social media behaviour, pre-occupation with social media.

Intensity of social media use depends on how often an individual connects to a social media which may be due to a positive outcome of continuous social media usage. Productive behaviours in workplace such as using social media to get a work done or to build a good relationship with other colleagues in the workplace include task-oriented and relationship building social media behaviour. This contribute to the betterment of the individual and the organisation.

Unproductive behaviours in workplace include where employees are addicted with social media at work which is not for the work purpose and because of this they are more deviated from doing their work. This includes pre-occupation with social media and deviant social media behaviour

In this model Work-life balance is also determined with various factors such as work Spillover in Personal Life where family activities is changed because of work demands, Personal Life Spillover in Work where work activities is changed because of family demands, Work/Life Behavioural Enhancers that makes one effective at work also help in being a better family member. The decision making and problem solving approaches used at work is equally effective in resolving personal problems and Work/Life Behavioural Constrainers the work life expects to be more different than in personal life.

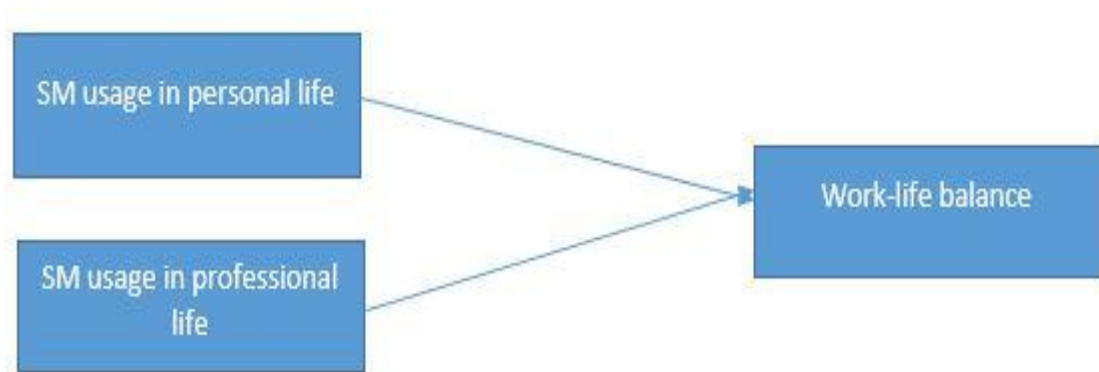


Figure 1. Conceptual model

8. Research Design

This is a quantitative study. Primary data is collected by the survey method. A set of questionnaire was developed based on the previous studies which is relevant to this study.

For measuring social media usage in personal life a set of seven questions is designed based on the paper “Social media? Get serious! Understanding the functional building blocks of social media” by Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Those functional blocks include groups, identity, conversations, reputations, sharing, presence and relationships.

For measuring social media usage in professional life based on the intensity of social media use, task-oriented social media behavior, relationship building social media behavior, deviant social media behavior, preoccupation with social media the paper “Social Media Use in the Workplace: A Study of Dual Effects” by Carlson, Zivnuska, Harris, Kenneth J. Harris, Dawn S. (2016) is used.

For measuring work-life balance in various dimensions such as work Spillover in Personal Life, Personal Life Spillover in Work, Work/Life Behavioural Enhancers and Work/Life Behavioural Constraints the work of, Measuring work-life balance in India by Smita Singh (2014) is used which contains a set of 23 questions.

9. Analysis and Findings

9.1 Effect on work-life balance based on personal life and professional life social media usage

Table 1 represents the correlation between the social media usage in personal and professional life in accordance with work-life balance. 110 working professionals responded. From the below table it can be said that work-life balance is more positively correlated towards social media usage in professional life. This states that employees tend to use social media in both personal and professional life which has a positive effect on work-life balance

Table 1.WLB on professional & personal life SM usage

	Professional life SM usage	Personal life SM usage
Work-life Balance	0.390201	0.387412

9.2 Effect on work-life balance by personal life and professional life social media usage based on gender

Table 2 represents the correlation between the social media usage in personal and professional life towards work-life balance with respect to gender. The sample comprises of 77 male and 33 female. It

is inferred from the table that work-life balance is more correlated (0.486496) by professional life social media usage for male respondents, while work-life balance is more correlated (0.223017) by personal life social media usage for female respondents.

Table 2. WLB by personal life and professional life SM usage based on gender

	Work-life balance	
	Male	Female
Professional life SM usage	0.486496	0.088578
Personal life SM usage	0.439339	0.223017

9.3 Effect on work-life balance by personal life and professional life social media usage based on work experience

Table 3 represents the correlation between the social media usage in personal and professional life towards work-life balance with respect to total work-experience. The analysis is compared between respondents of work-experience two years and below (62), and above 2 years (50). It is inferred from the table that work-life balance is more correlated (0.500062) by professional life social media usage for respondents with work-experience above 2 years, while work-life balance is more correlated (0.401921) by personal life social media usage for respondents with experience 2 years and below.

Table 3. WLB by personal life and professional life SM usage based on work experience

	Work-life balance	
	2 years & below	Above 2 years
Professional life SM usage	0.377732	0.500062
Personal life SM usage	0.401921	0.446397

9.4 Factors influencing professional life social media usage

As social media usage in professional life is highly influenced towards work-life balance from the figures in table1, the below table4 explains that pre-occupation with social media has high correlation with WLB when compared with other variables of SM usage in professional life.

Table 4. Factors influencing professional life social media usage

	Professional life SM usage				
	Intensity of SM	Task-oriented SM behaviour	Relationship building SM behaviour	Deviant SM behaviour	Pre-occupation with SM
WLB	0.077146	0.283868	0.156323	0.269653	0.409361

9.5 Factors influencing Work-life balance

Personal life spill over work is more correlated with work-life balance when compared to other variables such as work spill over personal life, work-life balance enhancers, and work-life balance constrainers. This can be stated personal life demands interferes with responsibilities at work.

Table 5. Factors influencing Work-life balance

	WSPL	PLSW	WLBE	WLBC
WLB	0.616006	0.787208	0.628096	0.512821

10. Results and Discussion

The following are the results of the analysis. Work-life balance has a positive co-relation with social media usage at both personal and professional life where professional life social media usage is more correlated (0.390201). The results also indicate that work-life balance has a positive influence (0.486496) on professional life social media usage for men, while work-life balance is more influenced (0.223017) by personal life social media usage for women. The results highlight that work-life balance is affected only by personal life social media usage for employees with work experience

two years and below (0.500062) while work-life balance is affected only by professional life social media usage for employees with work experience above two years. This may be due to the usage of social media increase as experience of individuals increase with experience in worklife

11. Conclusion

It can be concluded that irrespective of gender, age and work experience: work-life balance has a positive correlation the usage of social media. The study on social media is extended on the various consequences of its usage describing how it affects the day to day activities in work (Zoonen, Verhoeven, Vliegthart, 2017). It is also found that social media usage in professional life has more impact on work-life balance which is caused due to pre-occupation (unproductive behaviour) with social media in workplace when compared to other productive variables like task-oriented social media behaviour or relationship building social media behaviour. As the respondents of this study majorly comprises of Gen-Y employees, future study can be done across different generations.

12. References

- [1] Singh S 2014 Measuring Work-life Balance in India *International Journal* 2(5)
- [2] Pradhan R K, Jena L K and Kumari I G 2016 Effect of Work-Life Balance on Organizational Citizenship Behaviour: Role of Organizational Commitment *Global Business Review* 17(3_suppl) pp.15S-29S
- [3] Kietzmann J H, Hermkens K, McCarthy I P & Silvestre B S 2011 Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons* 54(3) 241-251
- [4] Ellison N B 2007 Social network sites: Definition, history, and scholarship *Journal of computer-mediated Communication* 13(1) 210-230
- [5] Bolton R N, Parasuraman A, Hoefnagels A, Migchels N, Kabadayi S, Gruber T & Solnet D 2013 Understanding Generation Y and their use of social media: a review and research agenda *Journal of service management* 24(3) 245-267
- [6] Van Zoonen W, Verhoeven J W & Vliegthart R 2017 Understanding the consequences of public social media use for work. *European Management Journal* 35(5) 595-605
- [7] Brooks S 2015 Does personal social media usage affect efficiency and well-being? *Computers in Human Behavior* 46 26-37
- [8] Carlson J R, Zivnuska S, Harris R B, Harris K J & Carlson D S 2016 Social Media Use in the Workplace: A Study of Dual Effects. *Journal of Organizational and End User Computing JOEUC* 28(1) 15-31
- [9] Munene A G & Nyaribo Y M 2013 Effect of social media pertication in the workplace on employee productivity *International Journal of Advances in Management and Economics* 2(2) 141-150
- [10] Tajudeen F P, Jaafar N I & Ainin S 2017 Understanding the impact of social media usage among organizations *Information & Management*
- [11] Deal J J, Altman D G & Rogelberg S G 2010 Millennials at work: What we know and what we need to do *Journal of Business and Psychology* 25(2) 191-199
- [12] Adame-Sánchez C, González-Cruz T F & Martínez-Fuentes C 2016 Do firms implement work-life balance policies to benefit their workers or themselves? *Journal of Business Research* 69(11) 5519-5523
- [13] Armour S 2005 Generation Y: They've arrived at work with a new attitude *USA Today* 6 2005
- [14] Kishokumar M R Influence of Social Networking in the Work place on Individual Job Performance: Special reference to the Financial Sector in Batticaloa District

- [15] Ashraf N & Javed T 2014 Impact of social networking on employee performance *Business Management and Strategy* 5(2) 139-150
- [16] Afifi T D, Zamanzadeh N, Harrison K & Callejas M A 2018 WIRED: The impact of media and technology use on stress (cortisol) and inflammation (interleukin IL-6) in fast paced families *Computers in Human Behavior* 81 265-273
- [17] Rathi N & Barath M 2013 Work-family conflict and job and family satisfaction: Moderating effect of social support among police personnel *Equality, Diversity and Inclusion: An International Journal* 32(4) 438-454