

How does  
social media  
affect  
productivity?

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# Introduction



- Our productivity can be strongly affected by social media we use.
- During this unit, I researched about productivity of people after using social media.
- So in today's presentation I want to show you some graphs and results of my form.

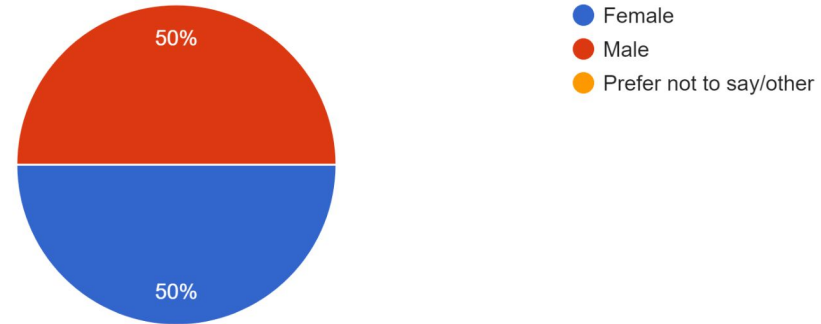
# Why did I choose this topic?

- I chose this topic because I was curious how can social media affect our productivity.
- I also chose this topic because I think it's important to know if social media has a negative or positive impact on our productivity.
- In my opinion, it's important because social media can affect how they work/learn and people have to know about it.

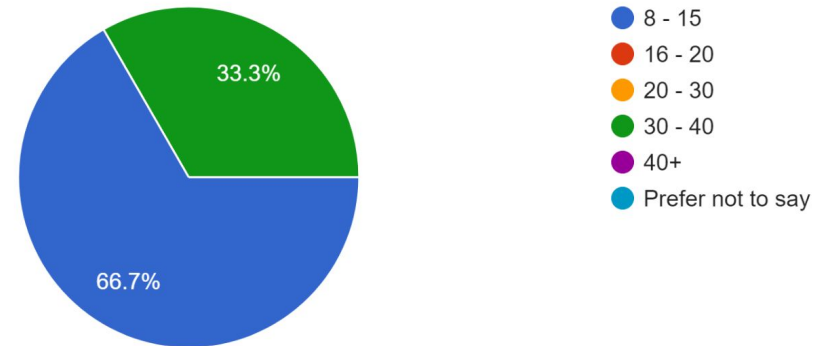
# Participants

- I had 12 participants. 6 of them were female and 6 male.
- 8 responders were in age range from 8 to 15 and 4 from 30-40

Gender  
12 responses



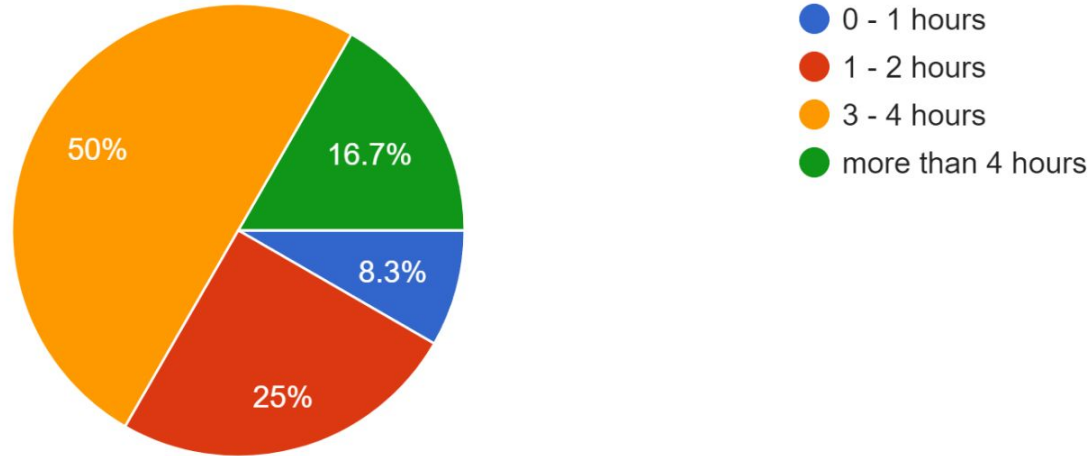
Age  
12 responses



# Each day you use social media for:

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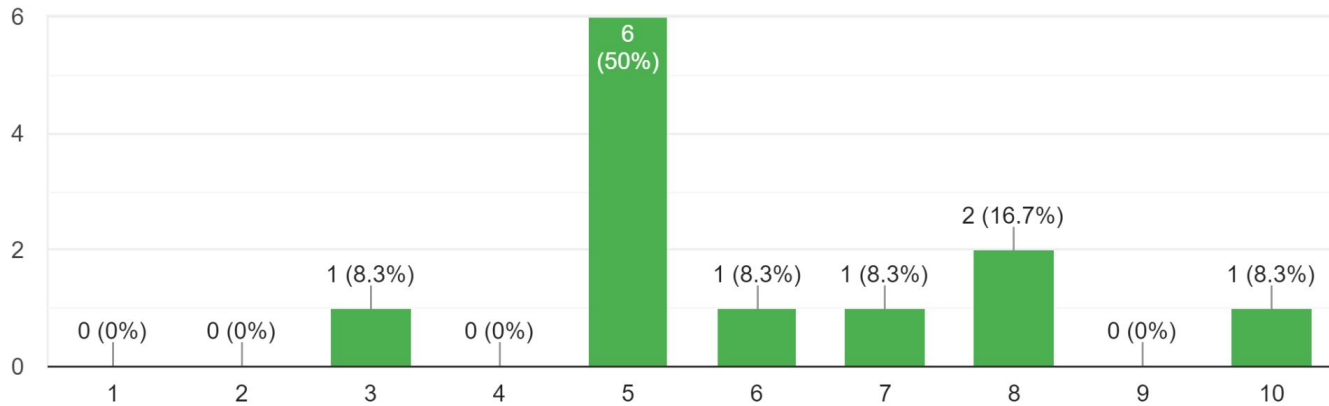
12 responses



# How do you feel after using social media?

How do you feel after using social media?

12 responses



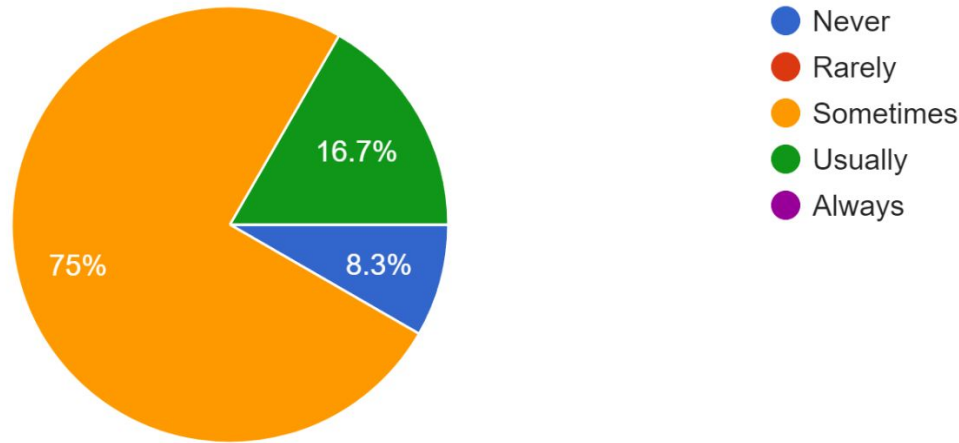
Tired

Motivated

# Do you think that using social media helps you to be productive?

Do you think that using social media helps you to be productive?

12 responses



# Is there a social media that helps you to be productive? Which one is it?

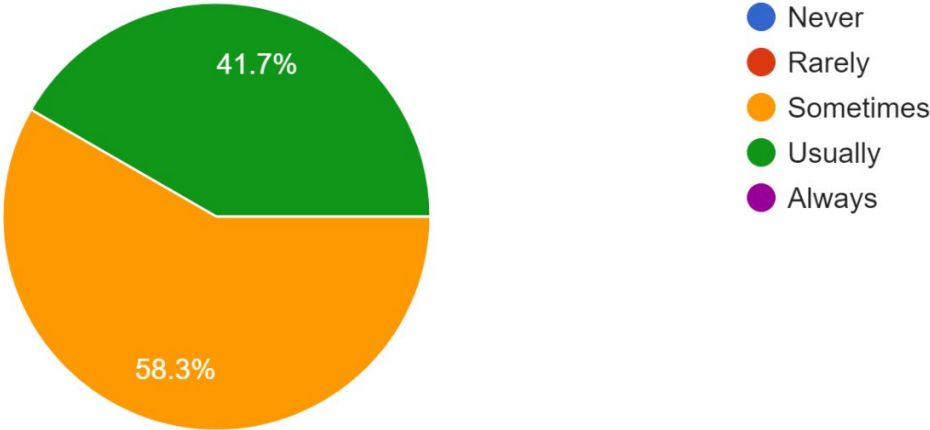
- 63% of all the people answered “Youtube” (7 people)
- 9% of the people answered “Facebook” (1 person)
- 9% of the people answered “Safari” (1 person)
- 9% of the people answered “Wikipedia” (not social media) (1 person)



# Do you use social media platforms for learning/working?

Do you use social media platforms for learning/working?

12 responses



# Professional research

- In 2013 there was a professional research made on the topic I chose.
- This research was made by Faculty of Commerce, KCA University, Nairobi, Kenya.
- Link of the research:  
[Effect of social media pertication in the workplace on employee productivity](#)

# Professional Research

## Research Methodology

This study used a descriptive research design, which is a process of collecting data from the members of a population in order to determine the status of the subject under study with respect to one or more variables to determine the frequency of occurrence or the extent to which variables.

The sample for this research was from a population who has internet connectivity in their workplace.

Questionnaires were the instrument used in data collection. The questionnaire contained 19 closed and open-ended questions with majority of the questions being close-ended to enhance validity of response. A 1-5 type Likert scale (5: Strongly disagree 4: Disagree 3: Neither agree nor disagree 2: Agree 1: Strongly agree) was used to measure respondents' agreement with the concepts under investigation.

with various experts, cause distraction of work as the ability to cause addiction and reduction of concentration spans. However, no direct effect on productivity was established from these effects.

## Conclusions and Recommendations

These findings indicate that if not well managed, social media participation may lead to a loss of productivity. Studies by Kidwell [30] collaborate this as they indicate that, the workplace of the 21<sup>st</sup> century has provided new ways and means for problem employees to continue the long tradition of withholding effort from the job [30].

Human beings are predisposed to create networks and communities that they feel may contribute to creation and sharing of knowledge. This was evident from the findings which indicate that social media offers a new medium for knowledge creation and offers organizations the potential to enhance productivity. This can be achieved when proper and effective ways of managing employee social media participation exist. Although social media offers a myriad of potential advantages for today's organizations, its ability to draw interest in an era of corporate failings and global financial crisis that inevitably lead to reduced workplace satisfaction, employees are susceptible to the dark side of social media satisfaction that may lead to

these challenges and opportunities in the right way through solutions that are agreeable and participative. The study therefore shows that employees participate in social media in the workplace for various reasons both work and non-work related reasons. The effects of this participation on performance, if not well managed, will lead to reduction of employee productivity.

The amount of time that employees are spending on social media per day should be a worry for any organization. Organizations being the owners of both computing and human resource deserve to expect the best return on investment from both. Due to the integrated abilities of social media to attract and divert attention from work, the study recommends that organizations develop vibrant, participative and agreeable policies to guide social media participation at work when trying to deal with challenges that arise from such participation so as employees understand implications of their actions concerning the boundary between personal and work boundaries.

Advantages arising from social media however cannot be ignored such as, personal participation, corporate significance and information sharing require formulation of proper strategies without

# Conclusion

- Many people think that social media platforms can affect their productivity.
- Based on my research, people can use social media platforms to be more productive, for example, use youtube for some videos that may help them with work/school, many people use facebook for their work
- I think that social media can affect our productivity if only you waste your time scrolling, watching videos, doing something that is not related to your work.
- In conclusion, based on my research, social media can affect productivity depending on how people use it.

# Future Research

- Based on my research, productivity can be negatively affected by social media only if people use for doing something not related to your work.
- On the basis of my research, many people answered that YouTube is one of the social media that helps them to be productive.
- So a question for a future research can be “How can YouTube be used to help people be more productive?”

Thank you for your attention!

# Sources

## Professional research

Munene, Assa Gakui, and Ycliffe Misuko Nyaribo. "Effect of social media pertication in the workplace on employee productivity." *International Journal of Advances in Management and Economics* 2.2 (2013): 141-150.

## Picture

Marr, Bernard. "What Is Social Media 2.0? Simple Explanation And Examples | Bernard Marr." *Bernard Marr*, 21 Feb. 2022, [https://www.google.com/url?sa=i&url=https%3A%2F%2Fbernardmarr.com%2Fwhat-is-social-media-2-0-simple-explanation-and-examples%2F&psig=AOvVaw0bkivdIN8g-A5hP4PYdiYK&ust=1684439538336000&source=images&cd=vfe&ved=0CBAQjhxqFw\\_oTCOCGorWQ\\_f4CFQAAAAAdAAAAABAD](https://www.google.com/url?sa=i&url=https%3A%2F%2Fbernardmarr.com%2Fwhat-is-social-media-2-0-simple-explanation-and-examples%2F&psig=AOvVaw0bkivdIN8g-A5hP4PYdiYK&ust=1684439538336000&source=images&cd=vfe&ved=0CBAQjhxqFw_oTCOCGorWQ_f4CFQAAAAAdAAAAABAD). Accessed 17 May 2023.

## Social media icons

Augusto, Giulia. "Social Media Icons Black Editorial Image. Illustration of Insta - 132117230." *Pinterest*, 23 Oct. 2020, [www.pinterest.com/pin/575264552407383635](http://www.pinterest.com/pin/575264552407383635). Accessed 22 May 2023.