

Extent of use of Social Media and Its Relation to the Level of Work Performance of the Government Employees

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Abstract

This study determined the extent of use of social media and its relation to the level of Work performance of government employees in Sorsogon City, year 2016. The respondents of this study were chosen from among the regular front line employees of the selected government agencies. The survey method and structured interview were employed in the study. A survey questionnaire was the main instrument used in gathering of the needed data. The data gathered were tabulated, analyzed and interpreted with the use of appropriate statistical tools and measures. Based from the findings of the study, the following conclusions were drawn: The most frequently visited social media sites have variety of features and thus fall under the category of general purpose social media sites. These sites along the identified variables such as: social interaction, information seeking, professional transaction, entertainment and information sharing are sometimes used by employees during office hours. The level of work performance of employees along the three performance indicators namely Quality of Work, efficiency and timeliness all fall under Very satisfactory level. Thus, it can be concluded that the sometimes use of Social media in the workplace during office hours has nothing to do with the work performance of employees along the different indicators specified. The study also revealed that government agencies don't establish guidelines or policies on Internet usage during work. Based from the conclusions, the following were recommended: Employees may use social media for specific work purposes during work hours subject to specific guidelines. Strict implementation of policies on social media use must be observed. Government agencies must adapt to e-governance to increase efficiency in the services offered by their agency and employees must engage in capability trainings for computer skills development. Supervisors must also conduct a regular monitoring and the proposed social media platform for government agencies be adopted and implemented.

Introduction

Many organizations all over the world have accustomed their workplace with the establishment of social media to improve productivity. This was strongly established because of the e-governance which aim is to utilize the internet or any online means for a more efficient delivery of services. Social media has had amounting part in society since it was first introduced in the late 1900's. The influence that social media has are countless, from the capacity to win over public opinions to the accommodation of economical marketing techniques through social media sites, the benefits seem immeasurable.

Social media as how it was defined in our globalized world is an online means of interaction which let people build relations, share information, and communicate ideas with the society in sentimental stream. It is constantly making a remarkable growth in today's dynamic environment. However, the objective of social media may differ from one person to another; people connect to LinkedIn for professional purpose, Facebook, Instagram and MySpace for personal motive, Twitter for social networking, Personalized Blogs for personal thoughts and view point. Most of us are aware of some of these aforementioned sites but browsing through all the list of the existing social media, we may recognize that there have been lots of social media on function. Messaging, or real-time communications with contacts, is consuming the world and flouting everything.

In the Philippines, almost every organization is making use of social media sites for their professional benefits like building customer relationship and other professional use. So it turned out to be a need and organizations have to design guidelines according to changing environments. Organizations' efficiency based on its employees' performance and its employees are strongly connecting to social media. In other aspects however Social media sites are creating risks, opportunities, threats, weaknesses, and strengths for organizations.

Pursuant to Section 24, Article II of the 1987 Constitution, the State recognizes the vital role of communication and information in nation-building; thus, all agencies, whenever practicable, are encouraged to use social media to improve access to government information, to listen to the public's issues and concerns, and to engage them deeper in consultation. Executive Order No. 605 directs All departments and agencies of the Executive branch, including all government-owned and/or controlled corporations (GOCCs) and government financial

institutions (GFIs) to adopt the ISO 9001:2000 which specifies requirements for a quality management system which aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and the assurance of conformity to customer and applicable regulatory requirements with priority to be given to frontline services.

During President Rodrigo Duterte's inaugural address dated March 9, 2017, he expressed as one of his top priorities the restoration of the confidence of the Filipino people in the capacity of the public servants to make people's lives better, safer and healthier. Thus, issuance of Memorandum Circular No. 2017-1 explained how the President envisioned the Philippine Government. Among others, he directed all agencies of government to be more transparent and expedient in their transactions with the public by reducing requirements and the processing time of all applications, and by making services accessible and convenient for the people. He then issued Executive Order (EO) No. 1 s. 2016 to mobilize a more responsive government to significantly reduce poverty, improve the lives of most vulnerable sectors of society, promote social education which will eventually make them partners in effecting change, and listen to people's feedback. This entails a big change on the delivery of services to the public. The President also issued EO No. 2 s. 2016 to enforce a more transparent bureaucracy that is accountable to Filipinos.

Moreover, The Civil Service Commission provided the guidelines for establishing the performance indicators which the researcher used to determine the level of performance of employees. It has also been the aim of this study to find out if social media can be considered a factor in the strength or weakness of performance in the indicators set by the established guidelines.

Employees are considered as one of the most vital assets of any institution. Sorsogon City has a large number of employees both in the government and in private institutions and the success of which in some way depends on the productivity of its employees. Thus, it has rapidly become a customary practice for employees to utilize social media internally and externally to attain organizational outcomes. Social media, which has become accepted, has infiltrated every workplace and most employees are employing social media without any access restriction. Most of the organizations under scope of this study have no existing policies with regards to internet

usage. Hence, the existing regard of online social media and its far reaching effects on employee performance is indisputable and organizations have started to take notice of this reality.

It is true that Social media in a sense had already made a huge impact on employees' work performance. The researcher has seen this happening as she visits the different government agencies. Wherein, as she observed, instead of work related documents flashed through their computer screens, she sees more of social media sites logged in. These scenarios have been common to the regular transactions made by Sorsogonans. Taking note of this reality, the researcher thought of seeking answers to the question whether social media has an impact on the work performance of employees. Thus, this led her to conduct this study.

Statement of the problem

This study determined the extent of use of social media and its relationship to the level of work performance of the government employees, year 2016. Specifically, it sought answers to the following questions: 1. What are the social media sites frequently used by government employees? 2. What is the extent of use of Social media in terms of a.) Social interaction d.) Entertainment b.) Information seeking e.) Information sharing c.) Professional transactions 3. What is the level of work performance of employees in Sorsogon City along the following: a.) quality of work b.) efficiency c.) timeliness 4. Is there a significant relationship between the extent of use of social media and work performance of government employees? 5. What strategies are employed by the supervisors to address the issues on the utilization of Social media? 6. What could be proposed as an output of the study?

Methodologies

This study utilized the descriptive-survey in order to achieve the purpose of this study which is to determine the relationship of Social Media and Work performance of employees. It is descriptive in a sense that the data obtained were analyzed and described. The needed data were gathered from 84 participants who are assigned in the frontline services of their respective agencies. These respondents were taken from the government agencies in Sorsogon City with front line services. Namely, Social Security System (SSS), Department of Trade and Industry (DTI), Civil Service commission (CSC), Department of Labor and Employment (DOLE),

Department of Environment and Natural Resources (DENR), Department of Interior and Local Government (DILG), Bureau of Internal Revenue (BIR), Philhealth, Government Service Insurance System (GSIS), Philippine Statistics Authority (PSA) Land Transportation Office (LTO), Department of Agrarian Reform and the Local Government Unit of Sorsogon. Also, Supervisors of the different agencies under scope of this study were also participants in the gathering of data needed for the study.

The respondents are composed of 31 males and 53 females whose ages range from 21-50 years old. A survey questionnaire was the main instrument used by this study. The researcher employed frequency count, mean and chi square as the statistical tool for correlated as well as uncorrelated data. The data gathered and tallied were then subjected to appropriate statistical treatment for accurate interpretation and conclusions. Hence, the other details of the study were discussed based on the result of the survey conducted. Tables were also used to provide a clearer understanding of the data presented as answers to the problem of the study. The researcher also used the purposive sampling and proportional allocation in which objective is to produce a sample that can be logically assumed to represent the population. This is often accomplished by applying knowledge of the population to select in a nonrandom manner a sample of elements that represents a cross-section of the population.

Findings

Based from the data gathered, the following findings were revealed: 1. The most frequently used social media sites are under the general purpose social media sites wherein out of 84 respondents, 81 of which said that they use facebook, 60 use youtube which is a video network, 35 use yahoo messenger and 40 use google+ during office hours. Some of the sites not mentioned got a lower frequency of visits from employees during office hours.

Social Media Sites Frequently Used by Government Employees

Social Media Sites	F	Rank
Lifestyle Network	5	4
Blogging-Related Network	7	5

Photo sharing Network	20	3
Video Network	62	2
General Purpose Social Media Sites	215	1

2. For the extent of use of social media, the data gathered for the identified variables are the following:

a. For Social Interaction, with indicators such as text and voice messaging, replying to comments and personal messages, sending out requests or following people online and writing reviews, the average weighted mean as perceived by the respondents is 2.4 which is described as sometimes used.

Extent of Use of Social Media Sites Along Social Interaction

Indicators	Weighted Mean	Description
Text and voice messaging	4.00	Often
Replying to comments or personal messages	3.51	Often
Sending out requests or following people online	2.48	Seldom
Writing product/service review or tweets	1.76	Seldom
Overall Weighted Mean	2.94	Sometimes

b. Along Information seeking in forms of searching for updates on latest news and trends, browsing for work-related literatures, downloading presentations, and poll forecasting, the respondents garnered an average mean of 3.13 described as sometimes used.

Extent of Use of Social Media Sites Along Information Seeking

Indicators	Weighted Mean	Description
Searching for updates on latest news and trends	3.74	Often
Browsing for work-related literatures	3.53	Often
Downloading videos/ presentations	3.16	Sometimes
Poll forecasting	2.08	Seldom
Overall Weighted Mean	3.13	Sometimes

c. For Professional Transactions with indicators such as information dissemination, answering customer queries, sending out communications and intercommunication, the over-all weighted mean is 3.21 described as sometimes used.

Extent of Use of Social Media Sites Along Professional Transactions

Indicators	Weighted Mean	Description
Information dissemination	3.75	Often
Answering customer queries	2.80	Sometimes
Sending out formal and informal communications	3.05	Sometimes
Intercommunication	3.24	Sometimes
Overall Weighted Mean	3.21	Sometimes

d. For extent of use along entertainment, the indicators identified were watching videos, reading blogs or online comments, playing online games and uploading photos or videos. This category obtained an average mean of 2.6 described as sometimes used.

Extent of Use of Social Media Sites Along Entertainment

Indicators	Weighted Mean	Description
Watching videos/tutorials	3.37	Sometimes
Reading blogs and online comments	2.98	Sometimes
Playing online games	1.97	Seldom
Uploading photos and videos	3.13	Sometimes
Overall Weighted Mean	2.86	Sometimes

e. Along Information sharing with indicators such as Maximizing awareness of agency goals, posting organizational updates, sharing work-related links among associates, and providing online trainings through videos, the over-all weighted mean is 2.4 described as sometimes used.

Extent of Use of Social Media Sites Along Information Sharing

Indicators	Weighted Mean	Description
Maximizing awareness of agency goals	3.09	Sometimes
Posting organizational updates	3.03	Sometimes
Sharing work related links among associates	2.90	Sometimes
Providing online trainings through videos	1.94	Seldom
Overall Weighted Mean	2.74	Sometimes

3. For the level of work performance of employees in Sorsogon City for 2016, the data were gathered for the following criteria:

- a. For Quality of work, the average rating of employees is 3.1 which falls under the Very satisfactory level of performance.
- b. For Effectiveness, the average rating of employees is 3.5 which also falls under the Very satisfactory level of performance.
- c. For Timeliness, the average rating of respondents is 3.6 which is a very satisfactory level of performance.

The over-all performance rating of employees in Sorsogon City for the year 2016 is 3.4 and is under very satisfactory level of performance.

Level of Performance of Government Employees

Criteria	Rating	Level of Performance
Quality of Work	3.91	Very Satisfactory
Effectiveness	3.95	Very Satisfactory
Timeliness	3.96	Very Satisfactory
Overall Rating	3.94	Very Satisfactory

4. The data gathered determined the existence of a relationship between the extent of use of social media and work performance of employees along the following indicators:

a. For Social interaction, the computed chi square value along Quality of work was 5.4, while for effectiveness, it was 1.56 and for timeliness it was 2.65. These are within the critical value; hence, the null hypothesis was rejected.

**Relationship Between the Level of Performance of the Government Employees
and the Extent of Use of Social Media in terms of Social Interaction**

Statistical Bases	Statistical Analyses		
	QW	E	T
Level of Significance	0.05	0.05	0.05
Degree of Freedom	6	4	4
C-Value	0.237	0.143	0.179
Degree of Relationship	Very small	Very small	Very small
Computed χ^2 value	5.004	1.756	2.765
Critical χ^2 value	12.592	9.488	9.488
Decision on Null	Do not Reject	Do not Reject	Do not Reject
Conclusion	Not Significant	Not Significant	Not Significant

b. Legend: QW – Quality of work E – Efficiency T - Timeliness

b. For Information seeking, the computed chi square value along Quality of work was 5.4, while for effectiveness, it was 1.56 and for timeliness it was 2.65 which values are within the critical value; hence, the null hypothesis was rejected.

**Relationship Between the Level of Performance of the Government Employees
and the Extent of Use of Social Media in terms of Information Seeking**

Statistical Bases	Statistical Analyses		
	QW	E	T
Level of Significance	0.05	0.05	0.05
Degree of Freedom	6	4	6
C-Value	0.177	0.105	0.225

Degree of Relationship	Very small	Very small	Very small
Computed χ^2 value	2.709	0.932	4.492
Critical χ^2 value	12.592	9.488	12.592
Decision on Null	Do not Reject	Do not Reject	Do not Reject
Conclusion	Not Significant	Not Significant	Not Significant

Legend: QW – Quality of work E – Efficiency T – Timeliness

c. For Professional transactions, the computed chi square value along Quality of work was 5.4, while for effectiveness, it was 1.56 and for timeliness it was 2.65 which values computed are within the critical value, hence, the null hypothesis was rejected.

Relationship Between the Level of Performance of the Government Employees and the Extent of Use of Social Media in terms of Professional Transaction

Statistical Bases	Statistical Analyses		
	QW	E	T
Level of Significance	0.05	0.05	0.05
Degree of Freedom	6	6	6
C-Value	0.314	0.333	0.286
Degree of Relationship	Moderately small	Moderately small	Moderately small
Computed χ^2 value	9.217	10.479	7.489
Critical χ^2 value	12.592	12.592	12.592
Decision on Null	Do not Reject	Do not Reject	Do not Reject
Conclusion	Not Significant	Not Significant	Not Significant

Legend: QW – Quality of work E – Efficiency T – Timeliness

c. For Entertainment, the computed chi square value along Quality of work was 5.4, while for effectiveness, it was 1.56 and for timeliness it was 2.65. These values are all within the critical value; hence, the null hypothesis was rejected.

**Relationship Between the Level of Performance of the Government Employees
and the Extent of Use of Social Media in terms of Entertainment**

Statistical Bases	Statistical Analyses		
	QW	E	T
Level of Significance	0.05	0.05	0.05
Degree of Freedom	6	6	4
C-Value	0.301	0.209	0.187
Degree of Relationship	Moderately small	Very small	Very small
Computed χ^2 value	8.392	3.834	3.036
Critical χ^2 value	12.592	12.592	9.488
Decision on Null	Do not Reject	Do not Reject	Do not Reject
Conclusion	Not Significant	Not Significant	Not Significant

Legend: QW – Quality of work E – Efficiency T – Timeliness

d. For Information sharing, the chi-square test for homogeneity for quality of work has a computed value of 19.22, for effectiveness it was 15.52 while for timeliness, it was 16.64. These values are beyond the critical value of 12.592. With these, the null hypothesis cannot be accepted.

**e. Relationship Between the Level of Performance of the Government Employees
and the Extent of Use of Social Media in terms of Information Sharing**

	Statistical Analyses		
	QW	E	T
Level of Significance	0.05	0.05	0.05
Degree of Freedom	6	6	4
C-Value	0.431	0.395	0.407
Degree of Relationship	Moderately small	Moderately small	Moderately small
Computed χ^2 value	19.11	15.524	16.647
Critical χ^2 value	12.592	12.592	12.592
Decision on Null	Reject	Reject	Reject

Conclusion	Significant	Significant	Significant
f.	<i>Legend: QW – Quality of work E – Efficiency T - Timeliness</i>		

5. Social media is prohibited among employees during office hours. Some of the strategies employed by supervisors include setting up of CCTV cameras to monitor the employees and installation of software that could be used to directly access the employees ‘computer system. Based from the interview conducted, there were no other strategies utilized aside from the abovementioned approaches.

6. A policy for a more effective implementation of Internet rules in government agencies is hereby proposed.

Conclusions

Based from the findings, the following conclusions were drawn: 1. The most frequently visited social media sites have a variety of features such as voice messaging, photo and video apps. 2. Employees sometimes use different Social media sites during office hours for Personal and Work related Transactions. 3. The level of work performance of employees along the three performance indicators all fall under *Very satisfactory* level. 4. There is no significant relationship between the extent of use of Social Media and Work performance of employees along the identified indicators except for information sharing. 5. There is no strict implementation of Internet rules especially on the use of social media. Most of the government agencies don’t establish guidelines or policies on Internet usage during work. 6. A policy for a more effective implementation of Internet rules in government agencies is hereby proposed.

Recommendations

Based from the conclusions, the following were recommended: 1. If internet access is permissible, it should be regarded as a privilege and use must be carried out in a manner that is consistent with job responsibilities and Practice policies addressing appropriate use of Information Technology resources. Employees can use social media for specific work purposes during work hours subject to specific guidelines. 2. Strict implementation of policies on social media use must be observed. 3. The employees should accommodate new innovations in

delivering services to the public. They should adapt to the necessary changes and improvements which could be implemented in the office thereby engaging themselves in capability trainings for computer skills development. 4. Government agencies may adhere to e-governance to increase efficiency in the services they provide for the public. They may create and establish an online page exclusive for clientele services. 5. Adopt or create a clear policy or platform on Internet use and strictly implement it in every department of all government agencies. There must also be a regular monitoring to ensure that the policy implemented is being observed by employees. 6. The proposed Social Media Platform be adopted and implemented.

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