

# The Psychological Impact of Social Media (Facebook) on Job Satisfaction

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## Abstract

The term job satisfaction is commonly used in the context of human behaviour at work. In the words of Feldman and Arnold, "job satisfaction is the amount of overall positive effect feelings that individuals have towards their jobs." one of the important determinants among them is working condition where one finds facilities like light, comfortable temperature, attractive surroundings etc. It is observed that now a days the employees open Facebook account during their free time in the working hour or use it as recreational activity in their routine working life. It is also observed that they follow self-discipline at workplace keeping this in their mind that work must never suffer on account of using Facebook.

The objective of this study is to find out the factors responsible for the growth of job satisfaction of employees by using Facebook at their workplace. Five hypotheses were examined to find the result. The present study was conducted over 50 employees (Facebook users) of Surya Group of Institutions, Lucknow. The respondents included teaching & non-teaching staff along with Lab Instructors during the even semester of the academic session 2014-15. According to the planning of non-probability sampling, quota sampling is used on the population. The population (50 employees) was divided into quota on the basis of teaching, non-teaching staff & male – female staff of the organization.

This is a type of social psychological survey under which the researcher had tried to study psychological impact of social media (facebook) in the day to day working of the employees during their working hours.

The results reveal that the use of facebook by employees during their working hour creates positive effect feelings towards their job. The result can be generalized on the employees working in educational institutions of our society. The result reveals that the use of Facebook has positive impact on the job satisfaction of employees. It enhances job satisfaction but must be used only as recreational or leisure activities. One must understand that one must not use it on the cost of routine organizational working.

## Introduction

The term job satisfaction is commonly used in the context of human behavior at work. In the words of Feldman and Arnold, "job satisfaction is the amount of overall positive effect feelings that individuals have towards their jobs."

## **Factors responsible for job satisfaction at workplace**

There are number of determinants responsible for job satisfaction, like nature of job, nature of supervision, working conditions, equitable rewards, opportunities of promotion, work group and employees moral etc. one of the important determinants among them is working condition where one finds facilities like light, comfortable temperature, attractive surroundings etc.

## **The role & importance of social media**

It is observed that the employees open facebook account during their free time in the working hour or use it as recreational activity in their routine working life. It is also observed that they follow self discipline at workplace keeping this in their mind that work must never suffer on account of using facebook. One of the important determinants of job satisfaction is employees' morale. If the morale is higher, job satisfaction is likely to be higher and vice versa. The worker will be loyal to the organization if morale is higher. If workers are not restricted to use facebook account, this step may boost up their morale definitely. It is also observed that using facebook account in working hour helps to overcome individuals stress. It reduces work overload and turns the mood relaxed.

The use of facebook must be very limited and last only up to turning mood relaxed and stress free. One must have to follow self discipline by using it for a very short period of time.

## **Review of Literature**

No literature is available on this topic to be reviewed to link job satisfaction and the use of facebook.

## **Problem Statement**

The problem of the study is to understand the impact of social media (Facebook) on the job satisfaction.

## **Objective of the study**

The objective of this study is to find out the factors responsible for the growth of job satisfaction of employees by using facebook at their workplace.

## **Hypotheses**

The following hypotheses are examined for this study-

1. The use of Facebook during working hour turns the mood of employees positive.
2. The use of Facebook is a social addiction for you like other ethical addictions e.g. reading newspaper regularly, watching news on television etc.
3. The use of Facebook is an unavoidable part of employees' routine working hours.
4. Using Facebook is an unavoidable part of employees' recreational/leisure activities.
5. Facebook is not only entertaining but keeps the employees' knowledge updated.

## Research Methodology

### A Brief Description of Research Study Location

This study was conducted in Surya Group of Institutions, Lucknow, one of the leading educational groups of engineering and management colleges of Uttar Pradesh Technical University, Lucknow.

## Research Design

### Sample & Sampling Techniques

**Sample:** The present study was conducted over 50 employees (Facebook users) of Surya Group of Institutions, Lucknow. The respondents included teaching & non-teaching staff along with Lab Instructors during the even semester of the academic session 2014-15.

**Sampling:** According to the planning of non-probability sampling, quota sampling is used on the population. The population was divided into quota on the following basis-

1. Teaching Staff- There was 38 teaching staff (faculty members) selected under this quota to respond the questionnaire.
2. Non Teaching Staff- Under this quota 12 non teaching staff was selected for study.
3. Male employees- Total 39 male respondents were asked to response under this category of quota.
4. Female employees- Total 11 female respondents were asked to response under this category of quota

## Type of Study

The present study is a psychological survey research, based on the psychological method of survey. The findings of this study would be generalized on total population. This is a type of social psychological survey under which the researcher had tried to study psychological impact of social media (facebook) in the day to day working of the employees during their working hours.

## Variables

**Independent Variables-** The questions asked in the questionnaire to examine the impact of facebook on employees' job satisfaction.

**Dependent Variables-** The response given by the respondents on the basis of quotas selected.

## Nature & formation of questionnaire

To collect the data, the researcher his self-had developed a questionnaire of the same as the title of the study i.e. "The Psychological Impact of Social Media (Facebook) on Job Satisfaction." The type of questionnaire formed was closed or structured questionnaire having multiple choice of response. The respondents had to choose the most suitable choice among the options. The face validity of the questionnaire was examined by the eminent experts of Psychology and the reliability of the questionnaire was proved by test re test method, which was highly significant.

## Result

The result was analysed on the basis of response given by the respondents. The results are shown in tables.

Table - 1

Result - The use of Facebook during working hour turns the employees mood positive.				
No. of Employees	Teaching Staff (38)	Non Teaching Staff (12)	Male (39)	Female (11)
Agree	18 (47%)	10 (83%)	21 (54%)	07 (64%)
Disagree	18 (47%)	02 (17%)	17 (44%)	03 (27%)
Can't Say	02 (06%)	00 (00%)	01 (02%)	01 (09%)

### Analysis of the Result Table - 1

The result of table-1 shows that the use of face book during working hour may turn the mood of teaching staff positive or may not turn positive while the non-teaching staff agrees that it helps to turn mood positive. On the basis of sex, it is found that the male & female both the genders of employees agree that the use of Facebook help to change the mood positive. Overall it can be said that the hypothesis -1 is accepted that the use of Facebook during the working hour turns the employees' mood positive.

Table - 2

Result - The use of Facebook is a social addiction for employees like other ethical addictions e.g. reading newspaper regularly, watching news on television etc.				
No. of Employees	Teaching Staff (38)	Non Teaching Staff (12)	Male (39)	Female (11)
Agree	23 (61%)	10 (84%)	28 (72%)	05 (45%)
Disagree	12 (32%)	02 (17%)	09 (23%)	05 (45%)
Can't Say	03 (07%)	00 (00%)	02 (05%)	01 (10%)

### Analysis of the Result Table - 2

The result of table-2 shows that the use of Facebook is an addiction for employees like other addictions for all categories of respondents except female users. They may or may not be addicted of using Facebook. The overall result reveals that the hypothesis -2 is accepted that the use of Facebook is a social addiction.

Table - 3

Result - The use of Facebook is an unavoidable part of your routine working hours.				
No. of Employees	Teaching Staff (38)	Non Teaching Staff (12)	Male (39)	Female (11)
Agree	06 (16%)	03 (25%)	06 (15%)	03 (27%)
Disagree	26 (68%)	08 (67%)	25 (64%)	07 (64%)
Can't Say	06 (16%)	01 (8%)	08 (21%)	01 (09%)

### Analysis of the Result Table -3

The result of table-3 shows that the use of facebook is not an unavoidable part of routine working hour. All the categories of respondents disagree on this point.. Overall it can be said that the hypothesis - 3 is rejected that says that the use of facebook is an unavoidable part of working hour.

Table - 4

Result - Using Facebook is an unavoidable part of your recreational/leisure activities.				
No. of Employees	Teaching Staff (38)	Non Teaching Staff (12)	Male (39)	Female (11)
Agree	23 (72%)	07 (58%)	18 (46%)	03 (27%)
Disagree	12 (33%)	03 (25%)	16 (41%)	05 (46%)
Can't Say	05 (14%)	00 (00%)	05 (12%)	03 (27%)

### Analysis of the Result Table - 4

The result of table-4 clearly indicates that the using Facebook is unavoidable part of recreational or leisure activities of teaching staff while as well as for non-teaching staff also. On the basis of sex, it is found that the male employees agree that the use of Facebook is the part of their recreational activities; but it is not the part of female employees' leisure activities. Overall it can be said that the hypothesis -4 is accepted that the use of Facebook is the part of employee's recreational activities.

Table - 5

Result - Facebook is not only entertaining but keeps employees' knowledge updated.				
No. of Employees	Teaching Staff (38)	Non Teaching Staff (12)	Male (39)	Female (11)
Agree	32 (84%)	10 (83%)	21 (54%)	07 (64%)
Disagree	03 (08%)	02 (17%)	17 (44%)	03 (27%)
Can't Say	03 (08%)	00 (00%)	01 (02%)	01 (09%)

### **Analysis of the Result Table -5**

The result of table-5 strongly reveals that the use of Facebook is not only entertaining but keeps employees' knowledge updated. Overall it is clear that the hypothesis - 5 is accepted that says that the use of Facebook keeps the users' knowledge updated.

### **Conclusions**

1. The use of Facebook during the working hour turns the employees' mood positive.
2. The use of Facebook is a social addiction for employees.
3. The use of Facebook is not an unavoidable part of routine working hour.
4. The use of Facebook is the part of employees' recreational activities but it is not unavoidable.
5. The use of Facebook is not only entertaining but keeps employees' knowledge updated.

### **Generalization of the Result**

The result can be generalized on the employees working in educational institutions of our society. The result reveals that the use of facebook has positive impact on the job satisfaction of employees. It enhances job satisfaction but must be used only as recreational or leisure activities. One must understand that one must not use it on the cost of routine organizational working.

### **References**

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