



Role of social media usage on academicians job performance

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ABSTRACT

This study examines the role of social media usage on academicians' job performance in higher education institutions. Social media platforms have become important tools for communication, collaboration, and knowledge sharing among academicians. The study highlights how these platforms support teaching, research, and professional networking activities. It also explores the positive impact of social media on access to academic resources and real-time information. Furthermore, social media enhances interaction between teachers and students, improving learning outcomes. However, excessive usage may lead to distractions and reduced productivity. The study analyzes both the benefits and challenges associated with social media usage. Data is collected from academicians to understand usage patterns and performance outcomes. The findings suggest that balanced and purposeful use of social media improves job efficiency and effectiveness. Overall, the study concludes that social media plays a significant role in shaping academicians' job performance.

INTRODUCTION

Social media has become an important digital tool in higher education, supporting teaching, research, and communication among academicians. Platforms like WhatsApp, Facebook, YouTube, LinkedIn, Google Scholar, and ResearchGate enhance academic activities. It improves teaching effectiveness through interactive learning and easy sharing of study materials. Social media also increases research productivity by providing access to journals and enabling global collaboration. However, proper and balanced use is essential to avoid distractions and improve overall job performance.

STATEMENT OF THE PROBLEM

The rapid growth of social media has significantly influenced the professional lives of academicians. Platforms like WhatsApp, Facebook, and LinkedIn are widely used for teaching, research, and communication. While social media offers several academic benefits, its impact on job performance remains unclear. Excessive use, lack of clear



guidelines, and differences in digital skills may affect productivity, time management, and



work efficiency. Therefore, this study examines the role of social media usage on the job performance of academicians, considering privacy and ethical concerns.

OBJECTIVES OF THE STUDY

- To study how social media helps academicians in teaching and research.
- To find the benefits of using social media for job performance.
- To know the problems caused by overusing social media.
- To see how academicians can balance personal and professional use.
- To suggest ways to use social media effectively in academic work.

SCOPE OF THE STUDY

The study focuses on examining the role of social media usage on the job performance of academicians in higher educational institutions. It covers the use of platforms like WhatsApp, Facebook, and LinkedIn for teaching, research, communication, and professional networking. The analysis includes teaching effectiveness, research productivity, knowledge sharing, and collaboration among academicians. It also considers time management, work efficiency, usage patterns, and both positive and negative impacts of social media. Ethical and privacy concerns are addressed, and the findings are limited to the selected study area to provide insights for effective academic use of social media.

RESEARCH METHODOLOGY

The present study is undertaken to analyze the role of social media usage on academicians' job performance. The research methodology provides a systematic framework for collecting, analyzing, and interpreting data in order to achieve the objectives of the study.

Research Design

The study adopts a descriptive research design, as it aims to describe the pattern of social media



usage among academicians and examine its impact on their job performance.



Sources of Data

The study is based on both primary and secondary data.

Primary data are collected through a structured questionnaire administered to academicians.

Secondary data are collected from books, journals, research articles, magazines, reports, and relevant websites.

Sampling Method

The convenience sampling method is used for selecting the respondents. This method is adopted due to time constraints and easy accessibility of respondents.

Sample Size

The sample for the study consists of 100 academicians working in selected educational institutions. (You may change the number according to your actual data.)

Tools for Data Collection

A structured questionnaire is used as the research instrument. It contains questions related to demographic profile, extent of social media usage, purpose of usage, and its impact on academicians' job performance.

Tools for Data Analysis

The collected data are analyzed using simple tools such as simple percentage and chi-square.

Period of the Study

The study six months is conducted during a period of 2025-2026

LIMITATIONS OF THE STUDY



- The study is confined to academicians from selected educational institutions and a limited geographical area.



- The sample size is limited and selected using the convenience sampling method.
- The study is based mainly on primary data collected through a questionnaire, and the accuracy depends on respondents' honesty.
- The study is limited to academicians working in selected higher educational institutions in Coimbatore City only.
- The sample size of the study is limited and selected using the convenience sampling method.

REVIEW OF LITERATURE

Dhir et al. (2018) examined problematic social media usage. Time wastage increased among users. Mental fatigue affected academicians. Professional duties suffered. Focus on academic tasks declined. Job performance reduced. The study summarized that excessive use negatively affects productivity.

Manca (2020) studied boundary management in social media use. Setting limits improved focus on work. Work-life balance improved significantly. Stress levels reduced among academicians. Purpose-based usage increased productivity. Academic efficiency improved. The study concluded that boundary setting improves performance.

Cao et al. (2020) examined mental fatigue due to social media overuse. Concentration reduced significantly. Work efficiency declined. Academicians experienced exhaustion. Academic motivation decreased. Performance levels dropped. The study summarized that moderation prevents mental fatigue.

Dhir et al. (2021) studied social media fatigue among professionals. Continuous use caused burnout symptoms. Work motivation decreased. Academic focus declined. Job performance was affected. Stress levels increased. The study concluded that mindful use reduces fatigue.

Recent studies (2023–2024) highlight the role of social media in digital academics. Social media supports online teaching and research collaboration. Hybrid learning improved academic performance. Research networking expanded globally. However,



overuse still causes distraction. Balanced usage shows positive outcomes. Overall, recent studies emphasize strategic and responsible social media use.



FINDINGS

- Themostoftherespondancearebelongstofemale(53%)
- Themajorityoftherespondancearebelongstoageofbelow30(68%).
- Themajorityoftherespondancearebelongstothers (39%).
- Themajorityoftherespondancearebelongsto(64%)
- Themajorityofrespondentsarebelongsto (31%).
- Themajorityoftherespondancearebelongstounmarried(67%).
- Themajorityofrespondentsarebelongstoprivate (44%).
- Themajorityoftherespondancearebelongstoless than15years (59).
- Themajorityoftherespondancearebelongstoyoutube(29%).
- Themajorityoftherespondancearebelongsto1-2hours(28%)
- Themajorityoftherespondancearebelongstosometimes(48%).
- Themajorityoftherespondancearebelongstoyes (77%).
- Themajorityoftherespondancearebelongstoalloftheabove(40%).
- ThemajorityoftherespondancesareSaidthattheyareagreed(overall52%).
- ThemajorityoftherespondancearebelongstoYes(65%).
- ThemajorityoftherespondancearebelongstoYes(52%).
- Themajorityoftherespondancearebelongsoften (43%).
- ThemajorityoftherespondancearebelongstoYes(69%).
- ThemajorityoftherespondancearebelongstoYes(65%).
- Themajorityoftherespondancearebelongstointernet(36%).

SUGGESTION

- Usesocialmediamainlyforacademicpurposesliketeaching,research,and communication.
- Limitusagetimetavoiddistractionandimproveproductivity.



- Follow trusted platforms like ResearchGate and Google Scholar for reliable information.
- Maintain professionalism while using platforms such as LinkedIn.
- Balance social media use with offline work to improve overall job performance.

CONCLUSION

The present study examines the role of social media usage on academicians' job performance in education and communication. Platforms like WhatsApp, YouTube, LinkedIn, and ResearchGate support knowledge sharing, communication, and access to research. Social media enhances teaching effectiveness, research productivity, and participation in academic activities like webinars and conferences. It also enables collaboration and helps academicians stay updated with current trends.

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