

## **Impact Of Social Media Usage On Worklife Balance Of Women**

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### **Abstract**

*Presently, in this world, both individuals and the organizations have difficult time in bringing work-life balance. In organizational perspective, a high standard of work-life balance is important to continue attracting and retaining its employees; while at the individual's perspective it has a positive impact on behavior, attitude, and commitment towards both professional life and personal life. Work-life balance has become an on-going problem in contemporary times. Though work-life balance is addressed for various decades and measured with various dimensions, this is high time to measure work-life balance in accordance with current lifestyle. Here comes the role of internet which is twisted with every human being in day to day activities. Without Internet social media is meaningless. Usage of social media results in both productive and unproductive behavior. Therefore the study measures the usage of social media in personal life and professional life on work-life balance. The result shows that social media usage in professional life has highly impacted on work-life balance which caused due to preoccupation with social media in workplace.*

**Keywords:** *Social Media, Work-life Balance, Personal Life, Professional Life*



## **1. Introduction**

Everyone has many 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 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 significant constraint which affects this work-life balance. It is found that most of the internet users spend their time on 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 a 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 a high impact on 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**

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). The studies suggested that work-life balance affects 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). The social media sites and applications attract people based on general 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 several consequences of its usage describing how it affects the day to day activities in work (Zoonen, Verhoeven, Vliegthart, 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 affects the work-life balance. It was found that the 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 the use of social networks at work helped employees improve their performance. Thereby suggesting the organisations to comprehend while setting appropriate policies at the workplace for social media usage (Kishokumar, 2016).

### **3. Objective**

To analyze the measure of usage of social media on personal and professional life on work-life balance

### **4. Hypothesis**

1. There is no significant association between social media usage in professional life and work-life balance
2. There is no significant association between social media usage at the personal life and work-life balance

### **5. Sampling**

The study is conducted in India and the data was collected 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 the majority of the samples fall under Gen-Y employees. A total of 110 respondents were received.

### **6. Conceptual model**

The model conducted for the study to measure social media usage in work-life balance. Four factors influence social media usage in professional life 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. The intensity of social media use depends on how often an individual connects

to social media which may be due to a positive outcome of continuous social media usage. Productive behaviours in the workplace such as using social media to get work done or to build a good relationship with other colleagues in the workplace include task-oriented and relationship-building social media behaviour. This contributes to the betterment of the individual and the organisation. Unproductive behaviours in the workplace include where employees are addicted to 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 Spilloverin Personal Life where family activities are changed because of work demands, Personal Life Spilloverin Work where work activities is changed because of family demands, Work/Life BehaviouralEnhancers that makes one effective at work also help in being a better family member. The decisionmaking and problem-solving approaches used at work are equally effective in resolving personalproblems and Work/Life Behavioural Constrainers the work-life expects to be more different than inpersonal life.

## **7. Research design**

The quantitative study has been conducted for this study. Primary data is collected by the survey method. A set of questionnaire was developed based on the previous studies which are relevant to this study. The 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 Constrainers the work of, Measuring work-life balance in India by Smita Singh (2014) is used which contains a set of 23 questions.

**8. Analysis**

**Table 1.WLB on Professional & Personal Life Social Media Usage**

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

The above data reported that the correlation between social media usage in personal and professional life by work-life balance. 110 working professionals responded. From the above 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 2. WLB by Personal Life and Professional Life Social Media Usage based on Gender**

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

The table 2 represents the correlation between the social media usage in personal and professional life towards work-life balance with respect to gender. The 77 male respondents and 33 female respondents compared. 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 3. WLB by Personal Life and Professional Life Social Media Usage based on Work Experience**

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

The analysis revealed that the correlation between the social media usage in personal and professional life towards work-life balance with respect to total work-experience. The result is compared between respondents of work-experience two years and below (62), and above 2 years (50). It is inferred from the table 3 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 2years and below.

**Table 4. 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

As per table 4 the data shows that social media usage in professional life is highly influenced towards work-life balance from the figures in table 1, the above table explains that pre-occupation with social media has high correlation with WLB when compared with other variables of SM usage in professional life.

**Table 5. Factors influencing Work-life Balance**

	WSPL	PLSW	WLBE	WLBC
WLB	0.616006	0.787208	0.628096	0.512821

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.

**9. Results and discussion**

The following are the data of the analysis. Work-life balance has a positive correlation with socialmedia usage at both personal and professional life where professional life social media usage is morecorrelated (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 moreinfluenced (0.223017) by personal life social media usage for women. The results highlight that work-lifebalance 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 the experience of individuals increase with experience in work-life.

## 10. 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 the 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 comprise of Gen-Y employees, the future study can be done across different generations.

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