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The level and Reasons of Social Media Usage and Its Impact on Employees Productivity: The Case of Information Network Security Agency Workers

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November, 2019

Addis Ababa

Addis Ababa University
College of Education and Behavioral Studies
School of Psychology

**The level and Reasons of Social Media Usage and Its Impact on
Employees Productivity: The Case of Information Network Security
Agency Workers**

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A Thesis Submitted to the School of Psychology Addis Ababa University in
Partial Fulfillment of the Requirements for the Master of Arts Degree in Social
Psychology

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Acknowledgments

This thesis has been one of interesting experience in my life. Without few people who offered their support and guidance, I would not have completed this task. Above all, Almighty God has helped me a lot, praise and thanks to Allah.

First, I would like to express my respect and appreciation to Yekoyealem Desie (PhD) for his constructive advice and unreserved support. It was a privilege to work with him, his contribution to this work and my personal growth was in valuable. This study would have not been finalized without his valuable suggestions and comments.

Second, I would like to thank and appreciation to my family and my friends.

My pleased thanks also goes to the whole community of Information Network Security Agency particularly to all the study participants who agreed willingly to participate in this study and the vice director of Information Network Security Agency, that being cooperative to the success of this study by permitting to conduct study in the agency.

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Abbreviations

SNS	Social Network Sites
ONS	Online Networking Sites
INSA	Information Network Sites Agency
IT:	Information Technology
ICT:	Information Communication Technology
AAU	Addis Ababa University
SPSS V.20:	Statistical Package for Social Scientist, Version 20
DV/IV:	Dependent Variable/Independent Variable
RQs:	Research Questions

Abstract

The emergence of social media has been changing many aspects of the employees' daily activities. But, inappropriate use of social media may have negative impacts on employees' productivity. The major purpose of this study was to assess the extent and reasons of social media use during office hours and its impact on employee productivity at Information Network Security Agency. It specifically attempted to find out employees extent of social media use in the work place; to investigate the purposes for which employees use social media during office hours and to describe how the use of social media impacts the productivity of employees. A mixed research design was employed for this study with the population under the study being employees at INS. A total of 242 participants were selected for filling out questionnaires using systematic random sampling technique coupled with purposive sampling to select 10 participants for interview. In addition, both questionnaire and semi-structured interview were used to collect data. In order to address the basic research questions in the study, data were analyzed using descriptive statistics frequencies, percentages and inferential statistics (Pearson's correlation and linear regression). Accordingly, the current study generally revealed that the majority of respondents at INSA were using Youtube; Facebook and Telegram to large extent during office hours respectively; with majority of the respondents indicating that they use social media multiple times per a day, for 1-4 hours while at work. Also most of participants at agency were using social media for non-work related activities searching information, news, opinion and receiving and sending personal messages. Only small numbers of respondents were using social media for work related activities. Furthermore a weak positive correlation between employees' productivity and social media use extent was established. The study concluded that employees participate in social media at the workplace for both work and non-work related activity. Social media has the potential to allow employees to form collaborations; establish team work; share knowledge and expertise; improves innovation and helps to establish a positive relationship with colleagues in the work place. Inversely, social media use during office hour makes difficult to concentrate on job because employees log in social media in the work place for playing different on line games and for accessing non work related things. So, accessing social media during office hours at the work place has both advantages and disadvantages in terms of employees' work productivity.

Chapter One

Introduction

1.1. Background of the Study

Nowadays information technology is changing many aspects of our life and the internet is playing an indispensable role in taking the world to a single village, and in bringing people at distance nearer to each other in virtual forms these information technologies facilities are allowing the world people to create virtual social connection being anywhere in the presence of web. Social media was born out of the internet service as a means of social interaction among people and it helps people in creating, sharing and exchanging of information, experience and ideas within virtual environment and virtual set-up (Hasnain et al., 2015).

The beginning of social networking sites (SNS) dates back to 1997, when the first social network site, six degrees emerged as a result of the idea that individuals were linked via six degrees and it was promoted as a tool to help world people inter-connected with and send messages to others (Boyd & Ellison, 2008).

Social media is a way in which many individuals come together and form many sized virtual groups; these groups may be big, small, formal, informal, intentional or unintentional and they are an organized methods through which groups are formed, help is acquired, information is conveyed, and actions are taken to achieve certain outcomes; these social networking sites include Facebook, Twitter, Youtube, Viber, LinkedIn, WhatsApp and Telegram to name a few which have led to fundamental changes in the ways people interact as groups and employees, Martensen. (cited in Mwituria, 2015).

Worldwide there were eleven new users on social media every second of the year 2017 as one million people started using social media for the first time every day over the year and nearly a quarter of a billion new users came online for the first time in 2017 (Internet World Stats, 2017). Also reports shows that nowadays over half of the world's population are online

(53% of world people use internet), from these internet users 42% are active social media users (Mumbere, 2018). So social media is dominating every aspect of our world and organizations economy, politics, culture and human behavior, so for these reasons, it is a time to take care of social media negatives effects and the purposes of its usage in the work place.

Africa shows the fastest growth rates in internet penetration, with the number of internet users across the continent were increasing in 2018 by more than 20% compared to 2017 and Africa is home to around 330 million internet users, and around 44 % of those are active on Facebook (Pedroncelli, 2017).

The introduction of one of social networking sites, particularly Facebook in Ethiopia dates back to 2005, one year after the birth of Facebook (Tesfaye, 2013). Since its introduction, Facebook has attracted millions of users, many of whom integrated the sites as a daily practice. Among the total Facebook users in the globe, Ethiopia is 12th in Africa and 80th in the world (Bakers, 2014). Furthermore, according to world internet statistics (2017), there were sixteen million four hundred thirty seven thousand eight hundred eleven (16,437,811) Internet users which mean 15.3% of the population; the statistics also shows as the number of social media users and the time spent on SNS by users are growing in Ethiopia. Currently, the increasing number of social networking site users and the increasing time spent on social networking sites have becoming a source for many problems and a concern for many researchers across the globe to undertake studies in the area of psychology, technology and health. Even though there were no concrete evidences showing current status, the survey conducted by Bakers (2013) shows that Facebook users spent an average of 18 hours per month online in Ethiopia (Bakers, 2013).

Employees are considered as one of the most important assets of any agency. Information network security agency is the only cyber security protecting agency in Ethiopia and has large number of employees and the workforce at the agency is also very young. The agency strives to have a modern human resources function to meet its increased development to cope with growing cyber technology and cyber security incidents this includes having highly technological sound and skilled employees. The agency has also actively gained social media official pages on Twitter, Facebook, and Youtube that used to develop cyber security awareness and culture and to provide different cyber security prevention tools which are products of the agency.

It provided technology to allow employees easy access to work related information, tutorials and reading materials which are not available simply with regard to cyber security and work to be done effectively. Success of this agency depends on the productivity of its employees.

However most of employees are accessing social media during office hours for none work related activities in the workplace without any access restriction by ignoring duties and responsibilities assigned to them. The common duties and responsibilities assigned to employees in the agency are: developing cyber security infrastructure such as software, hardware and programing; cyber security governance and management; cyber security awareness and culture development; cyber security research and development; and cyber security audit and evaluation are few to name. In the agency employees extremely use social media by using desktop and laptop. Also as researcher observed employees spend long time on social media. This is expected to impact employees work productivity since employees are spending time on social media during working hours for non-work related reasons.

The social media tools in today's business environment have also gained importance due to the increasing complexity of the global business setting which involves global coworkers, customers and suppliers. Business processes have also become so complex that they must be automated because employees can no longer perform all the tasks required in the time available (Jagongo & Kinyua, 2013). As a result, organizations today are constantly facing the challenge of contextualizing this phenomenon and its effects on the employees' ability to perform duties assigned to them and the ability to draw boundaries between personal and professional use of organizational information technology resource. Wasting time through social media activities is simple and it is a huge hidden cost to businesses (Babinchak, 2011).

However, little studies conducted so far on the issue shows that the extent and reasons of social media use and its impact on employees' productivity. For instance, a study by Kishokumar (2016) found both negative and positive relationship between social media participation and employee productivity. The negative relationship was however found to be stronger as 68.4 % employees spend most of their time on social media enhancing personal networks and 86 % of employees use office hours to visit online social networks. Positive relationship exists in employee, who use of social media for seeking and viewing work related information.

the researcher is of the opinion that even the studies done so far in this area were not up-to-date, comprehensive, and reflective of the level and purpose of social media use of the present day reality of the Ethiopian society, including the employees of INSA in the cyber space and cyber technology and its young employees contexts. What this makes clear, therefore, is that there is no research based data indicative of the level and reasons of social media use during office hours and its impact on employees work productivity in the agency.

Organizations are increasingly adopting social media use for marketing and consumer outreach with organizations still at a crossroad of distinguishing social media participation benefits and drawbacks to productivity. Employees are spending more time on social media engaging in non-work related activities during working hours such as creating personal networks, checking on family and friends, streaming and downloading music and video, checking sports scores, following bookmarks (Munene & Nyaribo, 2013). Another Study conducted in England shows that almost half of united kingdom employees (44%) believe that social media platforms such as Facebook negatively impact office productivity and it was estimated that 50-65% of Internet surfing in the workplace during office hours is essentially non-work- related (Bennett, 2012).

In relation with the extent of people's dependency on media, dependency theorists explored the effects media have on society in dependency model, Ball & Defluer. (as cited in LaRose & Eastin, 2002), stated that the degree of audience dependence on media information is a key variable in understanding when and why media messages alter audience beliefs, feeling and behavior (Alpizar, 2010). According to James (2018), employees spend between 1 to 5 hours a day on social media, so organization's productivity is bound to be impacted somewhat; this presents concerns for employers. Furthermore, evidence suggests that social media usage is becoming increasingly common in organizations and it is reported that more than 90% of employees engage in personal internet usage in their workplaces (Bock & Ho, 2009).

According to Mwituria (2015), there has been an explosion in the popularity of social media sites such as Facebook, MySpace, Twitter, Bebo and LinkedIn in recent years; this has resulted in employees getting out from their core responsibilities to wasting countless hours on

social media to the detriment of the organizations they work for; hence, time is money; every hour wasted has a direct negative impact on productivity.

The technological innovations and advances have an enormous influence on business, and on working and private life. Many employers utilize this development by providing their employees with cell phones, computers, software, and Internet access; they expect work to be done effectively but this facilitates engagement in private matters at work which directly has negative influences on employees' productivity (Ivarsson & Larsson, 2011). Another study reveals that, almost everyone who has access to the internet at work also uses it for various private affairs (James, 2018).

Workers have unlimited need to link up with their colleagues due to the 24/7 accessibility nature of technologies (Munene & Nyaribo, 2013). As a result, the application of the social media may be a habit which may impact the productivity of workers; thus, the critical of the issues has raised concern from some researcher to measure the productivity among employees' based on the adoption of social media usage during working hours.

1.1. Statement of the Problem

Information technology (IT) devices connected to the internet, such as computers, tablets, and smartphones, play a central role in the operation of many organizations, these information technology devices have greatly improved the accessibility of organizations and have assisted employees in performing their job activities. At the same time they have also provided a new avenue to employees for performing non work- related activities, such as checking and sending non-work-related emails, surfing news sites, visiting social network sites, e-banking, online marketing, and online shopping, and gaming which in contrast affects the productivity of employees (Jiang, 2016).

Furthermore regarding employees social media use during office hours and the sustainability of work productivity in an organization, researchers share the view that social media site use in the work place reduces the time that employees are supposed to devote to work, thus decreasing productivity, which is significantly constrained by limited time resources at work (Mastrangelo et al, 2006). For example, Herlle & Astray-Caneda (2012) viewed social media as

a distraction from work that reduces work input such as completing jobs in timely manner and staying focused on job activities during work time and consequently works outcomes, such as recognition and advancement opportunities. Social media use at work is also being blamed for reducing productivity among employees, as they spend a lot of time on online. It is considered to be a time wasting (Turban et al., 2011).

Using social media during work hours no doubt affects output, abilities, time, skills, and urge to work. It is now argued that employees spend 4 hours on social media a day, that's half a working day, and most of the time spent there is for personal issues or reasons (Ott, 2010). This is vital output, morale, creativity and time lost to organizations and as a result profitability and productivity of organizations is affected. This definitely has to be huge concern for organizations and more so for human resource managers. Furthermore the times spend on social media and the purpose of its usage influence productivity of employees. Since Employees are participating in social media during office hours for finding their old friends and keeping in touch with current friends and for doing their own business (James, 2018).

The emergence of technology and social media has been changing many aspects of the people's day to day activities in the world and it has changed the way information is received and sent, and has significantly reduced the geographical gap existing between people. The situation is no different in Ethiopia, especially with the rise of smart phones and advanced networks in recent years, the number of social media users have been increasing drastically and people are accessing social media for enjoyment and searching information, for making online friends (Bakers, 2014). These also enabled users to stay in touch with people with similar interests. However it is wasting users' productive time and social media usage during office hours have an unfavorable effect on productivity of employees (Cilliers, 2013).

Thus it is extremely vital for businesses to highlight the various benefits and drawbacks social media use can bring to employee productivity. Important empirical evidence is also required to illustrate the benefits and drawbacks social media use at work will bring to employees, the organization and its external environment (Lakhani, 2013).

So far different studies have been conducted on social networking site use covering several topics ranging from addiction (Andreassen, 2015); to self-esteem issues (Gallagher,

2017). The studies conducted in the area of college student social media usage in Ethiopia and other parts of the world have proven the existence of time spent on social network sites in many countries as well as in Ethiopia (Aman, 2018; Metasebiya, 2017; Kim, 2017; Kore, 2017).

There have been also various attempts to look into and ultimately address the impact of social media use on employee productivity at work time. However, majority of the studies have not focused on employees of organizations like INSA where social media is used to large extent but rather they focused more on students and commercial institutions (Ridley, 2013). Majority of the studies have also been on developed countries and where the conditions may not be in line with developing countries such as Ethiopia.

But there were no concrete evidences showing the negative effects of social media usage during office hours on employees' productivity in Ethiopia. There were very few researches have yet examined whether the use of social media in the workplace has any potential effects for organizations in terms of employees productivity in different countries (Babiker ,2016; Jiang, 2016; Ferreira & Plessis, 2009; Min, 2017).

In Kenya Munene & Nyaribo (2013) conducted study that focus on employee participation on social media at work and its effect on the employees with very little emphasis on the level and reasons of social media use during office time and how the participation of the employees on social media also affected productivity.

The existing literature shows the presence of the time spent on social media during office hour for none work related reasons. In fact, lack of accurate research data on these aspects of the level and reasons of social media use and its impact on employees productivity no doubt results in a lack of understanding of what appropriate social media usage interventions should be taken, what strategies and mechanisms need to be planned for organizations and employers, and what desirable qualities employers should develop into their employees to achieve their mission. Nothing is clear concerning the extent to which INSA management understand how imperative it is to adjust their employees' behaviors. Generally, the facts and gaps indicated above clearly suggest that there is a dire need to investigate the impact of social media use during office hours on employees' productivity in the context of information network security agency.

Therefore, the present study is an attempt to address this felt knowledge gap and the study was focused to assess the employees' level of social media use during working hours, reason of social media usage and impacts of social media use on the productivity of employees at information network security agency.

Generally to make assessment on the impact of social media usage on employees' productivity in line with the statement of the problem the study attempted to answer the following research questions:

1. To what extent do employees' of information network security agency use social media during office hours?
2. What are the reasons of employees' for using social media during office time at information network security agency?
3. What is the impact of social media use during office hour on the productivity of employees at information network security agency?

1.2. Objectives of the Study

The general objective of this study was to assess the level and reasons of social media use during working time on employees' productivity at information network security agency. More specifically the study intended:

- To investigate the extent of employees social media use during office time
- To identify employees' purpose of social media use during the work time at information network security agency
- To describe the impact of office time social media use on employees' work productivity at information network security agency

1.3. Significance of the Study

Using the social media has become the part of daily activities of people. Accordingly, there is an increasing interest in research on social media by scholars all over the world. Though there is insufficient literature on the issues of social media in Ethiopian context. There were

some studies that have been carried out in other countries which have looked at social media use in general and its impact on employees' productivity in particular.

But it is difficult to say that the impact of social media sites like; Facebook, LinkedIn, WhatsApp, Youtube, Telegram and Viber on employees' productivity were significantly studied in Ethiopia. As the result, finding literature on the influence of social media use in the work place on employees' productivity is difficult in our country. Therefore, this research serves as a reference for future social media studies in Ethiopia.

The research also fills the knowledge gaps on the area. As the research focuses on the level and reasons of social media use during office hours and impact of social network sites on employees' productivity among organizational employees, it serve as a source of data for organization administrators, human resource managers, supervisors, employers, employees, medias, policy makers, and other concerned bodies. Furthermore this study also help as a base to organize awareness campaigns and develop awareness programs for the society and organizations regarding the negative impacts of excessively using social network sites and the impacts of time spent on social media during working hours.

1.4. Delimitation of the Study

This study was delimited to the level and reasons of social media use during office and its impact on employees' productivity at information network security agency head office in Addis Ababa. Besides, from other social media the study was delimited to assess Facebook, LinkedIn, WhatsApp, YouTube, Twitter, Telegram and Viber.

1.5. Limitation of the Study

The main limitation of the study was that the research conducted the study only at information network security agency head quarter in Addis Ababa and the findings may not indicate the general situation in all branches and employees of INSA. So, concerning bodies should conduct further study on issues to generalize the findings. A mixed design approach, the researcher used to conduct the study was also considered as the limitation. Another limitation the

researcher observed through this study was the participants' hesitancy to give genuine information regarding the influence of social media use in the work place.

1.6. Operational Definition of Terms

The following are definitions of the variables used in the study:

Social Media: social media (sometimes social network sites) are web based online communication technology medias such as Facebook, WhatsApp, Telegram, YouTube, Viber, Twitter, LinkedIn and others that are installed on desktop, laptop, smart phones and other devices and enable the users to create their own profile.

Influences: the negative aspects of office time social media usage on employees' productivity that could be measured according to the responses of the respondents.

Productivity: Productivity of an employee described as the adherence to the set-out duties and responsibilities properly that could be measured according to the responses of the respondents.

Employees: people who have permanently hired and currently working in the information network security agency.

Chapter Two

Review of Related literature

This review of related literature, discusses the literature related to the influence of social media use in the workplaces on employees productivity. In addition, the chapter reviews the concept of social media; the emergence of social media; major social media sites; theories of social media; the rise of social media in Ethiopia; the extent and purpose of social media usage.

2.1. Concept of Social Media

Social media is defined as a web-based application that developed because of the technological advancement of internet which erect on the technological foundations of web 2.0, and that allows the formation and conversation of user based (Kaplan & Haenlein, 2010). The development of social media is the social relations, which allows the users that providing possibility to exchange views, beliefs, and understanding in a universal without time and location matter (Carroll, 2011).

Social media is described as web services which necessitate users to create profiles in a closed system, create a list of connections and access their connections lists of users. The aspect and connection of social media regulations differ from a single service to another. Also, the social media is based on various main constructs, communities of interests, user-created content and web 2.0. Additionally, it's reliant on the user-driven activity whereby frontiers between consumers and producers are unclear. Users carry out the function of generating content, distributing and filtration of information with regards to relevance (Ellison, 2007).

The social media sites can be credited with the creation of a new social platform where people can create high levels of awareness by staying in touch with others and also making new friends and access information that can be essential to their livelihoods and working environment in different ways. The social media has a number of benefits or advantages, for instance, exchange of knowledge, ability to retain organizational knowledge in accessible means, proper

application of computer-assisted communication technologies and improved workflow and performance (Ellison, 2007).

2.2. The Emergence of Social Media

The social media was first emerged in 1997. The sixdegrees.com was the first social media site that was started in 1997. It was accomplished starting from 1997 to 2001 after the six degrees of separation theory. The emergence of social media helped its users to create profiles (Stephen, Daniel-Isiocha, & Jerome, 2016).

The period of six degrees of the internet helped to precede blogging and instant messages and people to exchange information through communication with others. The “robot wisdom” edited and “web blog” was made by an early blogger John barge. The most members of Generation x remember ICQ which was newly borne. When the American AOL’s online instant massager became popular in social media in 2000, MySpace was set up as a profile and leading many to Facebook. But LinkedIn was created to achieve people to connect with each other to be socialized and find jobs. It was quite common that around 100 million users accessed to internet to be engaged socially during the year 2000 (Stephen et al., 2016).

The foundation of social network sites is the social interaction, which gives the participants the possibility to share opinions, thoughts, and knowledge in a global forum where time and place are insignificant (Carlsson, 2010). Web 2.0 is a platform on which social networks are based which contains social networks and communities such as Pirate bay and my Space, blogs and sites where the participants themselves create the content (Beal, 2017).

Social networking is a way in which many individuals come together and form many sized groups. These groups may be big, small, formal, informal, intentional or unintentional. They are an organized method through which groups are formed, help is acquired, information is conveyed, and actions are taken to achieve certain outcomes. When it comes to online social networking, websites are commonly used. These websites are known as social networking sites (SNS) which include sites such as Facebook, Twitter, YouTube, viber, LinkedIn and Telegram to name a few which have led to fundamental changes in the ways people interact as employees and also organizations (Baldwin et al, 1997).

2.3. Major Social Networking Sites

Social networking site is the phrase used to describe any web site that enables users to create public profiles within that web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chat rooms and other social spaces online (Beal, 2017).

Social networking sites have different rules for establishing connections, but they often allow users to view the connections of a confirmed connection and even suggest further connections based on a person's established network. Some social networking websites like LinkedIn are used for establishing professional connections, while sites like Facebook fails the line between private and professional. There are also many networks that are built for a specific user base, such as cultural or political groups within a given area or even traders in financial markets (Al-Rahmi & Othman, 2013).

According to Mwituria (2015), there has been an explosion in the popularity of social media sites such as Facebook, MySpace, Twitter, Bebo and LinkedIn in recent years. This has resulted in employees getting carried away from their core responsibilities to wasting countless hours on social media to the detriment of the organizations they work for. Because time is money, every hour wasted has a direct negative impact on the bottom line.

A study by Salary.com (2012) revealed that websites keep employees most off-task. Not surprisingly, socializing on Facebook occupied 41%, while 37% LinkedIn and 25% were shopping at Amazon. Other destinations include Yahoo and Google+ and to a lesser extent Twitter and Pinterest. Facebook, YouTube, LinkedIn, Telegram and Twitter are the leading social sites. According to Lumumba (2017), 81.1% of employees preferred to use Facebook and while only 16.7% use of Twitter, on the use of Youtube, 50%, of employees identified it as their favorite media. All the employees identified WhatsApp as a favorite social media.

2.3.1. Facebook

Facebook is the biggest social media network on the Internet, both in terms of total number of users and name recognition. Founded on February 4, 2004, Facebook has within 12 years managed to accumulate more than 1.59 billion monthly active users and this automatically makes it one of the best mediums for connecting people from all over the world with business. It is estimated that more than 1 million small and medium-sized businesses use the platform to advertise their business. Facebook was founded by current CEO, Mark Zuckerberg. He built the social networking platform out of his college dorm room as a platform exclusively for Harvard University students. However, it was such a hit Zuckerberg quickly offered access to other universities in Boston, then to other Ivy League schools, and in 2006, Facebook opened up access to anybody over the age of 13. From there, its user growth has absolutely exploded currently Facebook has around 2.2 billion users worldwide (Brenner, 2018).

2.3.2. Twitter

Twitter social media platform has more than 320 million active monthly users. Businesses can use Twitter to interact with prospective clients, answer questions, release latest news and at the same time use the targeted ads with specific audiences. Twitter was founded on March 21, 2006, and has its headquarters in San Francisco, California (Maina, 2018). Founded on December 14, 2002, and launched on may 5, 2003, LinkedIn is hands-down the most popular social media site for professional networking. The website is available in 24 languages and has over 400 million registered users. LinkedIn is great for people looking to connect with people in similar industries, networking with local professionals and displaying business related information and statistics (Beal, 2018).

2.3.3. LinkedIn

LinkedIn is a social networking platform specifically geared toward the business community. Similar to Facebook, users each have an individual profile (with a custom LinkedIn URL) where they can post status updates, images, or videos, as well as make professional connections. All of these connections make up what is referred to as a user's network. The profile itself has been described as the modern resume, as it features a professionals' work

history, education, skills, and more. Users can also search for employment on LinkedIn, and it's often used by recruiters to seek out qualified candidates (Beal, 2018).

2.3.4. YouTube

You tube is the largest and most popular video-based social media website was founded on February 14, 2005, by three former PayPal employees. It was later bought by Google in November 2006 for \$1.65 billion. You tube has over 1 billion website visitors per month and is the second most popular search engine behind Google.

You tube has two primary groups of users those who upload videos and those who watch videos. However, many of the 1.8 billion monthly users fall into both categories. Users are able to upload, view, rate, share, and comment on videos or subscribe to an entire channel that they like. The video content on YouTube includes video clips, music videos, short films, video blogging, educational videos, and more. Plenty of the content is uploaded by individual contributors; although, in recent times, many major brands and even media corporations have found their way to the video-sharing site (Brenner, 2018).

2.3.5. Viber

Viber is a Voice over IP (VoIP) and instant messaging app for mobile devices that was developed and released by Viber Media on December 2, 2010. The app also allows for the exchange of audio, video and images between users. As of April 2014, Viber had accrued close to 600 million registered users and 230 monthly active users.

2.3.6. WhatsApp

WhatsApp messenger is a cross-platform instant messaging client for smartphones, PCs and tablets. The app relies on the Internet to send images, texts, documents, audio and video messages to other users that have the app installed on their devices. Launched in January 2010, What Sapp Inc. was acquired by Facebook on February 19, 2004, for about \$19.3 billion. Today, more than 1 billion people use the service to communicate with their friends, loved ones and even customers. WhatsApp is a free messenger app primarily intended for smartphones. The tool

was founded in 2009 by Brian Acton and Jan Koum, both former Yahoo Employees. Users who sign up with a standard cell phone number are able to communicate with one another through text messages, voice calls, video calls, and by sending videos and images (Brenner, 2018).

2.4. The Rise of Social Media in Ethiopia

While Ethiopia is the part of the world communities and the reflection of the world extended to Ethiopia that inspired way of most people live in world via internet. The state owned Ethio-Telecom provides internet service for the country. Internet is the main parts of political, social and economic spheres of life (Ali, 2012). The every parts of society have been engaged in social networking activity. It has also changed the magnitude of relationship and communication (Tesfaye, 2013). Recently, in Ethiopia according to world internet statistics (2017), there are sixteen million four hundred thirty seven thousand eight hundred eleven (16,437,811) Internet users which mean 15.3% of the population and among these 86.35% were Facebook users, 5.47% were accessed YouTube, 1.89 have accessed twitter and 0.11% used LinkedIn in Ethiopia.

The internet has become the integral part of our economic, political, and social life. It alters the way we purchase goods, the way we bank, and the way we communicate with one another. Thus, the emergence of internet not only changed the way we live, it also offered the platform for the rising of different social networking sites. Thus, the emergence of social networking sites has been changing many aspects of making relationship, shopping, selling goods and services, sharing opinion and ideas, promoting goods and services, communication with significant others, etc. These phenomenon's of the social media and social networking sites have been happening and developing in Ethiopia. From the young to old, from scholar to ordinary public has engaged in the social media and social networking activity (Bakers, 2014).

2.4. Theoretical Frameworks

There are three main theories that most scholars considered when analyzing the compulsive use of social network sites by employees. These are Uses and Gratification theory, connectivism theory and Agenda Setting theory. In this section the researcher addresses the three theories in line with the employees' social media use during office hours.

2.4.1. The Connectivism Theory

The connectivism theory which is a learning theory for the digital age shows that knowledge societies require that individuals constantly update their knowledge which cannot happen as a process of progressive knowledge acquisition but through preservation of connections (Siemens, 2004). Continued learning is centered on the capability to stay connected and belong to digital communities with which interests are and can be continuously shared (Cigognini, 2007).

Connectivism is networking applied to learning and knowledge patterns, on which we can act, can reside outside of ourselves (within an organization or a database), is focused on connecting specialized information sets. However, organizations are also constantly concerned with the threat posed by leak of confidential information by unguarded comments by employees on social media as per (Ariyur, 2008).

The communication networks and forms of organization are going through rapid changes as a result of globalization and developments and the convergence of computer and technology communication. Also, the organizational appearance is changing to situations where the means of communication tends to be comprehensive, distinct and gullible to the extent where the entire human experience is absorbed (Zylasv, 2009).

2.4.2. Agenda Setting Theory

Also referred to as the agenda setting function of mass media, holds that the media is responsible for setting the public agenda by informing someone what to think, though not exactly. In the selection of and display of news, newsroom workers, editors and broadcasters perform an essential role in the designing of political reality. Readers can both be informed about a certain issue and its importance based on the information contained in a news story. A reflection of what people or candidates are talking about in a campaign, the mass media can properly determine the essential issues, in other words, the media can establish the campaign agenda (Mccombs, 2011).

The theory has since been expanded by various scholars such as McCombs & Shaw (2004) leads to the production of various scholarly articles and peer reviews and to the point of expanding the theory to factor the second level agenda setting (McCombs, 2004).

Basically, agenda setting entails the development of awareness among the public and regard for salient phenomenon by the news media (Agenda setting theory, 2012). The two main presumptions of agenda setting include; (1) no reflection of reality by the media and press, they adjust and shape it; (2) the concentration of the media on a few elements and subjects culminates to the public perceiving those issues as more essential compared to others.

The timeframe for this happens to be a crucial element of agenda setting function in mass communication. Agenda setting takes place via a cognitive mechanism referred to as 'accessibility' which suggests that higher frequency and coverage of an issue by the news media increases its accessibility to the memory of the audience (Iyengar & Kinder, 1987).

2.4.3. Uses and Gratification Theory

Uses and Gratifications theory as developed by Bulmer & Katz (2010) suggests that media users play an active role in choosing and using the media. They believed that the user seeks out the media source that best fulfills their needs.

The earliest coordinated social scientific research or investigation into the impact of media effects began in Western countries. These studies have been studying the harmful impacts of media on societies. This is because the development of media as a common mass entertainment and information source during the 1950s encountered a serious concern about harmful effects of the media, especially in relation to young audiences (Ruggerio, 2000).

Several scholars researched uses and Gratifications theory to investigate contents of the media and its effect on the audience. Some studies started by pinpointing a need and looked at how it was gratified by media, while others started with a gratification and worked backward. The Uses and Gratification theorists noted that the audience is viewed as active. Their central notion is that mass communication is used by individuals to connect or to disconnect themselves via instrumental, affective, or integrative relations with themselves and the rest of the society (Vivian, 2003).

This notion is directly linked to that of employees who use social networking to stay connected with friends and family. In addition, text messaging helps people to feel connected even if they are not able to communicate with someone in person. Using social networking allows individuals to connect or disconnect instantly depending on their interest. This is a key element for that Uses and Gratification theory is so directly tied to employees' social networking usage. People use media for many reasons. A long tradition of uses and gratifications research has identified an extensive list of specific objectives satisfied by the media. Such as entertainment, tension relief, staying current with popular culture, learning about the world, sensation seeking and escape from loneliness are stated as the major reasons of individuals to use media (Mohammed, 2014).

2.5. Extent of Social Media usage

The internet technology and social media has clearly impact on human face-to-face communication, organization and others. According to Baym et al., (2004) the interaction through other media were not threatened by social internet sites only. Social interaction is not only influenced by media; rather it is a part of the total of multimedia social relationship. Face-to-face contact is common in local social relationships than internet communication. As a telephone the internet is highly used to maintain long distance relationships. So, people prefer to stay long time on internet sites like social media to maintain distance social interaction instead of face to face communication.

The magnitude of social media usage is never the same for different individuals the time spending on social media might be related with the reason of individual connecting with social media. According to different study findings the usage of social media per day is varying depending on the situations and which was indicated as less, minimum, excessive use of per day.

According to Lenhart et al., (2010) the 18-29 age groups (57%) engaged with multiple social media websites on their personal profiles.

Different reports show that a variation of time spending on social media per day among the users which showed that the evening hours between 9 pm and 12 am are mostly used by participants for approximately 30 minutes. On average participants spend 47 minutes per day on

social media of Facebook. The frequency and tendency of using Facebook is higher (Pempek et al, 2009).

According to study on social media use influence on employee productivity showed that Majority of the respondents use almost all popular social network platforms and Facebook was also highly popular among them (Dau, 2015)

According to James (2018), 77% of workers reported using social media in the workplace regardless of whether their employers had policies restricting such use in the workplace. The frequency of access and time spent accessing social media by employees is often seen as a concern by organizations. This is expected to grow as social media use continues to grow exponentially. In their study, Munene & Nyaribo (2013) found that 95% of the respondents accessed at least once a week. 45% of the employees accesses during working hours, they interrupted work to access social media (Gouveia, 2012), and he found that majority of the people spent between less than 1 to 5 hours a week.

According to Lumumba (2017), WhatsApp, Facebook and Instagram were the top three most used social media, Facebook was used to a large extent, the study show that 81.1% respondent out of the 90% respondents preferred Facebook. WhatsApp was used to a large extent 100% respondents identified it as their favorite. YouTube was used to moderate extent 50% respondents while Twitter was used to a less extent 16.7%. Social media firms accessed by employees at the work place and the finding revealed that 44% used twitter while at their work stations. It was also established that all respondents accessed Facebook 100% on the other hand WhatsApp was accessed by 70% of the respondents while 76% accessed LinkedIn and only 34% used Instagram at the work place (Mugaza, 2018). The frequency of accessing social media sites majority of employees 50% they use social media sites multiple times a day, 33% of the respondents stated that they use social media at least once a week, 12% stated that they use social media once a day, 5% stated that they use it once a month. The findings reveal that most of the respondents accessed social media at least once a week. Employees are accessing social media during working hours accessing more than once per week during working hours, for between 1 and 2 hours.

According to Mugaza (2018), the frequency of employees using social media shows that only 4% accessed the sites once a day, 8% did so twice daily, while 10% accessed the sites three times a day. On the other hand, 16% accessed the sites four times a day. Majority of the respondents, accounting for 38%, accessed the sites more than 4 times a day. The study also sought the amount of time spent on social media, and the findings show that only 2% spent less than a minute, while those who spent 1-5 minutes represented 6%. On the other hand, individuals who spent 6-10 minutes were 20 in number, while 28% spent 11-15 minutes. Finally, 44% acknowledged spending more than 15 minutes on social media (Mugaza, 2018).

2.6. Purpose of Social Media Usage

People have their own reasons to use and to be engaged in social media. The most common and known activities of social networking sites are; looking at the profiles of one another, updating one's own profile, searching for someone here and there, and following other activities on social media and analyzing their posts.

Information technology (IT) devices connected to the Internet, such as computers, tablets, and smartphones, have become pervasive in the workplace. These IT devices have greatly facilitated the performance of job tasks for employees. At the same time, employees are increasingly using these technologies for non-work-related purposes during office hours, which are called personal Internet usage in the workplace. Examples of PIU include, but are not limited to, checking and sending non-work-related emails, surfing news sites, visiting social network sites, e-banking, stock trading, and online shopping, chatting, and gaming (Jiang, 2016). Employee's personal Internet usage in the workplace defined as employee's online activities at work using organizational IT resources for non-work related purposes is increasingly common in organizations.

According to James (2018), employees use social media for finding current and old friends, chatting and doing work-related tasks. These are the most important reasons for social media participation, which shows that participation can be attributed to both work and non-work related reasons. 69.5% of employees use social media for finding their old or previous friends, 71.5% keeping in touch with their current friends. 69.4% agreed that they participate in social

media to search work related information. 70.7% participate in social media to share information with colleagues and other friends. 29.3% participate in social media in the workplace to build their own business.

It is no secret that social media is accessible almost everywhere, and each day millions of people are on Facebook, Twitter, LinkedIn and other social media platforms. While most only assumed that employees were also using social media while at work (even when their employers may have policies prohibiting such use at work), a recent study by Pew Research Center (2016) has confirmed this assumption.

According to Lumumba (2017), With regard to the employees using social media to make friends, the results suggest that on the average Fifty nine 59%, majority of the employees use social media to make friends which is not a core business of the company. 52% social media are used to receive and send messages, Forty nine 49% social media are used to chat with friends use social media to Communicate with Colleagues on job related matters, forty two 42% neither agreed nor disagreed that employees use social media to communicate with colleagues on job related matters, 59% use social media to communicate and market products and services to customers.

While the study by Mugaza (2018), shows employees communicate with the most on social media while in the office and the revealed that 56% communicate with friends, 26% communicate with family, on the other hand 10% communicate to their partners while 8% admitted to communicating with other professionals. 56% employees use social media to chat to friends, 12% to upload pictures, 22% for job seeking, and 4% to get followers and 6% for queries (Wu, 2018). According to (Pitt & Bennett, 2008; Richards, 2012) with the increasing usage of personal IT devices, such as personal smartphones and tablets, employees may also use these personal IT devices for non-work-related activities at work.

According to Mwituria (2015), Employees are spending more time on social media engaging in non-work related activities such as creating personal networks, checking on family and friends, streaming and downloading music and video, checking sports scores, following social bookmarks. This means that they were interrupting their work to and spending time on social media even while restrictions are enforced through office computers. Social media is a

force that cannot be ignored and organizations need to embrace this reality and look for ways to work with and not against the use of social media use during working hours.

2.7. The Influence of Social Media Use on Employee Productivity

There are various studies for and against use of social media and its impact on employee productivity. Productivity refers to the time spent by an employee actively executing the job he or she was hired to do, in order to produce the desired outcomes expected from the employees' job description (Bernolak, 1997).

Social media usage is decreasing employees' job performance by stealing their work time. In contrast, positively enhancing employees' productivity, social capital, learning ability, and creative performance which may eventually improve their job performance as well (Jiang 2016). Studies regard personal internet usage as stealing work time, which results in decreased job performance. In contrast, positive studies see Personal internet usage as facilitating mental recovery or work-life balance, which eventually benefits job performance.

According to Munene & Nyaribo (2013), employee engagement with social media during working hours was a factor that contributed to waste of time thus leading to reduced productivity levels (as cited in Mwituria 2015). Another study by Bennett (2008), found that employees were spending more time on social media engaging in non-work related activities such as creating personal networks, checking on family and friends, streaming and downloading music and video, checking sports scores, following social bookmarks. This was resulting into a lot of wasted man hours which impacted the organization's bottom line.

Equally there are numerous studies for use of SNS during work hours study by Fahmy, (2009) found that employees who used social media sites are 9% more productive than those who did not. Employees who are more social by nature and are connected to other people through social networking sites are better persons in the workplace, which means they are skilled at interacting with others and solving problems.

Ashmore & Herman (2006) indicate that deviant use of technology may distract employees from job tasks while engaging in unproductive or unethical activities such as online shopping, news, music, chatting, auctioning, and games while at work.

According to Mwituria (2015), various aspects of employee productivity are impacted when they use social media during working hours. On decreased staff engagement, 79% of employees agreed that social media networking severely impacted staff engagement. On strengthening of weak ties, 77% stated that there was a severe impact, 11% stated there was moderate impact, while 12% stated there was no impact. On innovativeness, 75% stated that there was a severe impact, 15% stated there was moderate impact, while 10% stated there was no impact. 69% stated that there was a severe impact on employee relations, 18% stated there was moderate impact, while 13% stated there was no impact. 64% stated that there was a severe impact on interconnectedness, 21% stated there was moderate impact, while 15% stated there was no impact. Social media use allows both organizations and individuals to reap certain benefits. Its use generally stimulates collaboration and knowledge sharing between individuals, which can lead to increased or decreased productivity.

Chu & Chan (2009), who established that businesses are facing rapidly changing environments thus organizations seeking innovation could use online social networking and communities have found online to identify new ideas that can lead to the creation of new services and products.

According to Jiang (2016), an organization employee spends around one hour daily on the aforementioned activities, means that is a productive day wasted by the employees.

Study by Mugaza (2018), revealed that Social media use at work allows new faster way of doing work and contacting clients Many also disagreed that social media use at work Increases variety and diversification in terms of tasks employees do at work. It was also agreed that social media use at work leads to an increase in Team work as it enables the employees share and receive feedback from fellow workmates, it was also disagreed that social media use at work allows for easy selection of mentorship for new employees. The results also indicated that there was uncertainty of Social media use at work allowing employees to perform tasks more efficiently.

Another study by Kidwell (2010), indicate that, the workplace of the 21st century has provided new ways and means for problem employees to continue the long tradition of withholding effort from the job. IN contrast Different surveys have also pointed out the perceived gains of the social media in the work place like enhanced communication networks, skills exchange and knowledge, networks for informal learning and improved morale and work satisfaction (Bakker & Demerouti, 2008).

Boshoff & Plessis (2008) study concurs and added that social Media use at the workplace also helps create a collaborative environment for learning within an organizations social system where any problems or issues are solved collectively and the solution is shared with other employees (Davenport, 2001; Orlikowski, 2002). This suggests that employee job performance can be impacted positively by being on social media at work by perhaps enhancing team work approach to issues.

Hasgall & Shoham (2007), agree that individuals get important skills, such as team work and collaboration which can easily be transferred and allow employees to fit in faster in working environments.

Social media use at the workplace empowers people or employees in organizations (Scheneckenberg, 2009). They suggest that social networking systems work on the basis of real time networking or technology. Hence this enables quick updates on various activities at levels that are trivial virtually. The trivial work and activities enhance openness, trust and empower employees.

2.8. Summary and Implications of Literature

So far numerous literatures related to the level and reasons of employees social media usage during office hours and its impact on employees' work place productivity has reviewed. This section is especially devoted to drawing implications of the reviewed literatures for the current study. The study got into extensive detail on what other researchers have found with regards to the extent and purposes of social media use and its influence on employee productivity in the work place. Facebook, Youtube, Telegram, WhatsApp, LinkedIn and Viber were major social media sites accessed during office hours.

Accordingly, the insights that can be drawn from the above mentioned literature is that social media has been designed such a way for people to maintain their social relationship virtually. People have been using it to communicate with their acquaintance through many ways such as information posted in personal profiles, shared pictures or current status, posted comments on someone's else wall, sent a message through inbox and online chatting. The two main theories were used to support the study. Uses and gratification theory stated that users look for a media source that best satisfies their needs although they may have alternate choices that can meet their needs. The media dependency theory posits that, individuals have a goal when choosing the media they use and are active in the making of this decision.

The extent of social media usage is increasing from time to time and the time spending on social media might be related with the reason of individual connecting with social media. According to above stated literatures the usage of social media per day is varying depending on the situations and which was indicated as less, minimum, excessive use of per day in the work place during office hours. Further social media usage is decreasing employees' job productivity by stealing their work time for non-work related reasons.

In conclusion, what the above mentioned literatures also makes explicit is that generally office time social media use in the context of Ethiopia particularly in information network security agency was not given attention and supported by empirical evidences in research. Of course, in the present study, the relative emphasis placed on the level and reasons of social media use during office time and its impact on employees productivity in the context of INSA was assessed in some depth.

Generally, based on the theoretical, empirical and methodological insights obtained from the reviewed literatures, the following conceptual model was designed by the researcher. This conceptual model was intended to show the linkage and the directions of relationships among the variables of the present study. In this diagram the relationships among key variables were displayed for the purpose of simplicity and clarity.

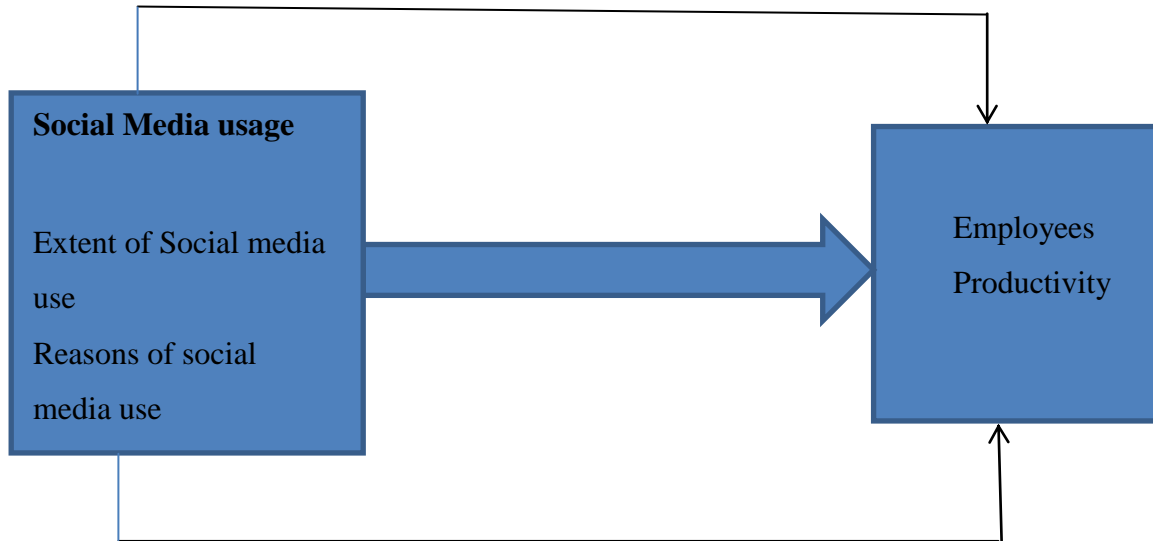


Figure 1: The Conceptual Framework

The researcher made a brief discussion on the contents in the suggested framework for the influence of social media use in work place on productivity of organizational employees. This conceptual framework shows the dependent variable which is Productivity and the independent variable which is social media usage during office hours; researcher used social media as independent variable and employee productivity as dependent variable.

Whereas on other hand the employees work productivity depend on the usage of social media this way makes employees productivity as dependent variable and social media usage as independent variable. Generally, the conceptual framework indicated that the social media usage of employees during office time determined by their social media use extent and reasons of social media use and also employees work productivity is influenced by using of social media in the work place.

Chapter Three

Research Methodology

The chapter begins with a detailed description about the design of the study and continues to discuss the study site and target population. Then after, sampling design, sample size determination and sampling procedures are discussed. Later in this chapter instruments used to gather data, pilot testing of the instruments and data collection procedures were dealt with. Finally, the chapter closes with the discussion on ethical issues and statistical techniques used for data analysis.

3.1. Research Design

The study employed a mixed methods research design that involves both quantitative and qualitative methods. The researcher believes as this method is appropriate to study the problem by examining the behavior and practices of the employees regarding the social media use and its effect on employee's productivity. The reason researcher used this approach is that mixed methods research provide broader, deeper, insightful and/or more useful information; no single method is without its limitations, and different methods can provide complementary information that makes up for the shortcomings of using only one method (Creswell & Clark, 2007).

Accordingly the concurrent triangulation type of mixed research design in which the researcher collects both quantitative and qualitative data concurrently and then compares the two databases to determine if there is convergence, difference or some combination was used in this study. Both quantitative and qualitative data were given equal priority, data analysis was conducted separately, and integration was occurred at the data interpretation stage.

3.2. Study Site

The study area of this research was information network security agency in Addis Ababa.) It is located at Nifas Silk Lafto sub-city the local area called Bistrate Gabriel around Adot multi complex building. It was established in 2000 E.C with the very purpose of securing

nation's and key government infrastructures cyber space and cyber infrastructures and with mission of protecting the national interest through building a capability that enables safeguard the country's information and information infrastructures.

INSA is the only cyber security protecting agency in the country until recently. Moreover, INSA has been working in cyber security awareness rising, cyber security governance, cyber security hardware and software development, in cyber security auditing and evaluation and cyber security research and developments areas.

Also it has been training and building cyber space and information security infrastructures for key government and private organizations and protects these organization from cyber security attacks 24/7 in its operation center; through Ethio Cert (Ethiopian Cyber Security Readiness and Response Division and the agency further works on talent hunting, management, development and cultivation nationwide for these purpose the agency has opened cyber talent management and development institute.

Information network security agency has five branches, 3 in Addis Ababa and 2 in regions these branches functions as operation center with few employees and field works. The agencies largest (85%) population is found in head quarter Addis Ababa. The Population of INSA has increased from 50 to 1120 during the last eleven years.

The researcher purposively selected information network security agency from other organizations; researcher has reasons to focus on information network security agency employees; the agency is a leading institution in cyber space and cyber security knowledge, skill and practice in Ethiopia; taking into consideration the changing world environment, geared towards defending nations information and information infrastructure security and development of science and technology in Ethiopia. From the beginning in the agency all infrastructure of ICT are installed and employees in the agency have access to computer, Internet and social media in their offices. This study therefore seeks to investigate the level and reasons of social media use in the workplace and its impacts on employees' productivity.

Furthermore the researcher has information about the INSA employees and their social media usage since researcher is spending time with the employees who are working in the

agency by sharing ICT infrastructure and interacting in person with them. In this agency employee extremely use social media by using desktop and as researcher observing before deciding to ahead the study in INSA, employees spend long time on social media. The extreme usage of social media by employees initiated researcher to make study at INSA.

In addition to this, the good access of Wi-Fi internet within the building of the agency and having of good accessibility for employees to use social media initiated the researcher to select the study area. Since researcher is intending to study about social media usage, internet access is pivotal issue for this research. According to INSA human resource data and researchers personal observation most of Employees in this agency are young (aged between 20-30 years old), male (around 85%) and have been working from 1-5 years in the agency.

The researcher beliefs that conducting study at single site of only INSA head quarter was the limitation of the study while there are different branches at Addis Ababa and regions to be the part of the study, but the researcher reason out the selection only single site. First, the researcher believed that existing population was good enough to find variety of participants for the study. Further the researcher was selected only single study site because of financial and time constraints.

3.3. Population

The target population of the present study was information network security agency employees. From this target population the study was conducted at information network security agency head quarter employees in Addis Ababa. In the agency head quarter there were two wings (cyber security and integrated wing).

3.4. Samples and Sampling Methods

Based on percentage of the total number of employees of information network security agency sample staffs were selected using probability and none probability sampling techniques for data collection based on the sampling table of Krejcie & Morgan, (1970). As it is difficult to conduct the research on whole populations; the researcher selected representatives from study

populations to collect the data. Thus cyber security wing was selected purposely from two wings in the agency head quarter (cyber security and integrated wings).

This is because cyber security wing comprise large number of employees and more professional, while the support wing comprise none professionals and people who are working in supporting positions like security, cleaners, technician etc. most of them even have no internet connection and computers. Moreover all employees from cyber security wing have computers and internet connection in their office. So, all employees in the wing were included in the sample to collect quantitative data. According to the data taken from the human resource management, the total numbers of employees in information network security agency, cyber security wing were six hundred fifty two (652).

As the target sample population of the study was cyber security wing, the sample was selected from 652 employees. Therefore, according to Krejcie & Morgan (1970), the population size of 652 a sample size of 242 were referred as appropriate at 95% confidence level and 5% margin of error and thus the researcher was took 242 samples for the study. While determining the number of sample appropriate for conducting the study Krejcie and Morgan's (1970) formula for determining sample size was applied. The formula is:

$$S = \frac{x^2 NP(1 - P)}{d^2(N - 1) + x^2 P(1 - P)}$$

Where: s = required sample size; x^2 = the table value of chi-square for 1 degree of freedom at the Desired confidence level (3.841); N = the population size (652 in this case); P = the population proportion (assumed to be .50 since this would provide the maximum sample size); and d = the degree of accuracy expressed as a proportion (.05).

Additionally, the researcher has selected 10 participants for interview in the agency head quarter and 10% of 242 samples were taken for contingency in terms of non-response and non-return, missing items etc.

Table 1

Sample wing that was selected from agency through purposive method

Wing	Number of employees within sample wing		
	M	F	Total
Cyber security wing	579	73	652

3.4.1. Sampling Techniques

The sampling techniques for this study were both probability and non-probability sampling because probability sampling technique helps for the study to decrease the sampling error and the non-probability sampling also helps in the selection of the target participants who are relevant for the study objectives more achievable. Systematic random sampling technique from probability sampling and purposive sampling technique from non- probability sampling were specifically applied.

Using systematic random sampling individual participants in the study population were selected for quantitative data collection, to do this sampling frame was used. The sampling frame for the study was obtained from the information network security agency head office in Addis Ababa. The researcher has a population of 652 individuals and needs 242 samples then researcher first identified sampling interval $N/n \dots k$ which is $652/242 = 3$ after that randomly selected starting number between $1 - k$; finally every k^{th} unit after that; by applying this process the study samples were obtained. Additionally, the researcher implemented purposive sampling techniques to select a sample population for interview. In purposive sampling, someone who is key informant at the time of data collection was selected for interview.

3.5. Data gathering Instruments

For this study the researcher was employed both qualitative and quantitative data gathering tools that are questionnaire and interview which were structured according to the research objectives of this study. Both questionnaire and interview were prepared to gather data

about the influence of social media use on employee's productivity. Using these both data gathering tools contribute to get full information from participant one fills the other limitation because both have their own limitation and strength.

The quantitative data has collected by self-administered questionnaire. The questions were of both open and close-ended types. Semi-structured interview guide was also carried out to get information from ten participants for complementing and triangulating the quantitative data.

3.5.1. Questionnaires

The questionnaire has three major parts, the first set consists of about employees' social media usage, the second set contains about employees purpose of use of social media and the third section contains the questions related with impacts of social media usage during office on employees productivity that based on the ideas found from the readings of the researcher in thesis, journals, magazines as well as other sources in line with the influence of social media use on employees productivity.

Questionnaires helps to reaching out a large number of respondents within a short time; gives the respondents adequate time to respond to the items; offers a sense of security (confidentiality) to the respondent and it is objective since no bias resulting from the personal characteristics of researcher as in an interview (Owens, 2002).

The questionnaire items were closed-ended questions that helps to gather specific information's based on the objectives of the study and the questionnaires for the extent of social media use, purpose of use of social media and influence of social media use on employee productivity a five point likert scale questionnaire was applied from strongly agree (5) to strongly disagree (1) on the basis of basic research questions.

3.5.2. In-depth interview

The purpose of this interview was to gather qualitative data to supplement the study's quantitative data and in order to triangulate the information obtained from questionnaires. In-depth interview allow the respondents to inform their knowledge, experience and practices freely without closing the options. For this study, a qualitative, semi-structured interview guide was

designed to explore the employees' practices of using social media and the influence of their social media usage on their work productivity. This interview guide was prepared in English originally and translated into Amharic language with help of English teacher in preparatory school in order to communicate easily with respondents and the translated version was applied for the interview.

The questions were designed for the respondents within the frame of their knowledge and understanding of the issues which were aimed to eliciting the respondents' practices of using social media and their experiences of the effects of social media use on work productivity.

3.5.3. Pilot Testing of the Instrument

Pilot testing was found to be crucial after preparation of the instruments. The pilot test was conducted to ensure clarity, specificity, relevance and appropriateness of the items in line with the purpose of the study. Determining the reliability of the instruments adopted and designed were also another aim of the pilot test. Accordingly, translation of the instrument for this study was made from English into Amharic in order to contextualize the items in the instrument. The translation was conducted with utmost care and comparisons were made, with the original version. Back translation (from English to Amharic and vice versa) of the instrument was conducted in order to ascertain the precise meaning of the wordings used during translation.

The advisor of this thesis has evaluated the items and based on his recommendation, modifications were made and some words were rephrased to ensure equivalence in meaning between the English and Amharic versions.

Afterwards, the instruments were pilot tested on a selected sample of 40 participants (32 males and 8 females) from the study area in a way guaranteed diversity. Based on the responses of the pilot group the reliability of the Impacts of social media usage on employees' productivity Scale and the employees' productivity scale were assessed by computing Cronbach alpha, See Table 2, below.

Table 2*Reliability result of the instruments*

Items	No. of Items	Cronbach's Alpha
Impacts of social media usage on employees productivity scale	10	.761
Employees productivity scale	7	.788

DeVellis (1991) recommends that an alpha below .60 is unacceptable; .60-.65 undesirable; .65-.70 minimally acceptable; .70-.80 respectable; .80-.90 very good; and if above .90 is excellent. As it is shown on Table 2, above, the value of Cronbach's alpha for impacts of social media usage on employees' productivity Scale and Productivity of employees scale were 0.761 and 0.788 respectively. Thus, according to DeVellis (1991) explanation the value of the instruments were found to be acceptable.

Based on the results of the pilot study, few items were edited and dropped to achieve greater clarity and to avoid redundancy. Therefore, the following adjustments were made. In part of the questionnaire, which is the impacts of social media usage on employees productivity scale, the alpha value of 13-items of impacts of social media usage on employees productivity scale was .626 and after deducting 3 items with weak internal consistency and, the reliability yielded Cronbach's alpha of pilot tested 10-items was .761 and this 10-items scale was used for actual study.

In part of the questionnaires, concerning employees productivity scale the 9-items scale was also pilot tested and yielded Cronbach's alpha of .709, after 2 items with weak internal consistency deleted from the question, the reliability of entire 7-items scale yielded Cronbach's alpha of .788 and this 7-items scale was used for actual study. This increased the reliability of data gathering instruments applied in the present study to acceptable level.

3.6. Data Collection Procedure

To gather reliable and well-organized information the following procedures were used for the Likert Scale survey questionnaire, and In-depth interview.

3.6.1. Administration

Following the development of data gathering tools and pilot testing, every necessary precaution such as securing permission to enter research areas (work departments), discussing with data collector colleagues, sampling subjects of the study, etc. were carried out.

Due to time constraint and the large sample size, it was deemed necessary to ask help three data collector, work colleagues for data collection. Two hours orientation and training was given by researcher to data collectors on the objectives of the study and each question. Further issues related with confidentiality of responses and data collection ethics were addressed.

Before distributing the final questionnaire for samples the researcher was informed the objectives of the study and gained the consent from the participants and team leaders of work departments; additionally, the participants have informed as they can withdraw at any time and they cannot be punished due to withdrawal. Further, adequate orientations on how to respond the questionnaire was given to participants and respondents filled the questionnaire in the presence of researcher and his assistants.

The administration of questionnaire took two days; the enough time which was estimated after pilot study was given to the participants to fill the questionnaire. After data collection, the researcher has checked the completeness of the data and gave a code for each questionnaire and computed it using the SPSS V.20.

Additionally, the researcher collected qualitative data through interview based on some of above stated procedures. Thus, the participants were asked their willingness to give information on the area of study by verbal consent. The place for interview was selected by mutual agreement between the participants and researcher. Then, using the semi-structured interview guide, interviews were conducted in Amharic with each of the respondents. Each interview

began with an explanation of the purpose of the interview. The researcher spent 25-30 minutes with each participant. No payment was offered nor did they were asked payment for the interview.

As per the standard in qualitative interviews, follow-up questions were used to clarify vague responses. The interviews were tape recorded after informing as the voice of the respondent will be recorded. Additionally, some hand written notes were taken during interview. At the end of each interview, the researcher makes sure that the recorded interviews were audible, followed by thanking the respondents for their participation and kind cooperation.

3.6.1. Data organization

Generally, the questionnaire has three parts namely; Part-1, focuses on extent of employees' social media usage; part-2 talks about the reasons of social media usage and part-3 deals with question related to the impact of social media usage during office hours on employees productivity. All collected data was organized and processed separately for each item in a way appropriate to answer the questions in the problem statement. After the collection of raw data, data cleaning, classification, coding, tabulation, entering and scoring of each part of questions were done using descriptive statistics (frequency, tables and percentage) by the researcher to make it ready for the analysis. Further all the collected qualitative data from the respondents through interview was simply transcribed at beginning; after transcription the data was cleaned and structured in themes. The themes were organized in a concise, coherent, logical and non-repetitive manner.

3.7. Method of Data Analysis

The organized data was analyzed with the help of a statistical package for social scientist (SPSS, Version 20).

Descriptive statistics such as frequency, mean, standard deviation, Percentage, tables and graphs were produced to analyze the data gathered through questionnaire.

Finally, linear regression analysis was computed to examine the impact of social media use on employees' productivity; and Pearson's correlation was computed to investigate the relationship between social media use in the work place and employees' productivity.

Whereas regarding the analysis technique for qualitative data, inductive thematic analysis approach in which all the data becomes grouped according to the research questions was used, after reading, re-reading and noting down initial ideas, searching for themes, and producing the report, then the result was described accordingly. The write-up of the report was done.

3.8. Ethical Considerations

First of all, the formal letter was received from school of psychology, Addis Ababa University (AAU) and given to the information network security agency in order to get permission to conduct the study. After securing the consent of the administration of Information Network Security Agency, the researcher and colleague data collectors went to the selected samples to gather the data.

All participants of study were asked voluntarily to participate on the study through explaining the aim of the study and by their willingness data collection and interview was conducted. Confidentiality of the information was kept and privacy of the respondents was maintained.

During the interview each study subject was informed on the assessments of the influences of social media usage on work productivity among employees and for the matter of analysis interview was recorded through informed consent.

Finally Participants were assured that their participation is purely voluntary and the information they provide will be used for academic purpose only; and the participants were informed as they can withdraw at any time and they cannot be punished due to withdrawal.

CHAPTER Four

Data Presentation and Discussion

The major purposes of the present study were assessing the level and reasons of social media use during office hours and its impact on employees' productivity in the work place at information network security agency. In order to achieve these purposes of the study, the following research questions were formulated:

RQ1. To what extent do employees' use social media during office hours?

RQ2. What are the reasons of employees' for using social media during office hours?

RQ3. What is the impact of social media use during office hours on the productivity of employees?

Thus, in this chapter an attempt was made to analyze both quantitative and qualitative data to answer these research questions. Generally, the results of the present study were organized and presented in accordance with the major themes of these research questions. The analyses of quantitative and qualitative data were separately conducted for triangulation in light of the suggestions given by concurrent triangulation design of the mixed methods research employed in the present study.

The researcher used different statistical methods to analyze the findings of the research for answering basic research questions. First part discusses findings on social media use of employees (frequency of accessing social media, types of social network sites the participants prefer, the time spent on social media, extent of social media use during office hours); second part proceeds to discuss the purposes of social media use and the third part discusses the findings regarding the impacts of social media use during office hours on employees' productivity. Finally presents the relationship between extent of social media use and employees productivity.

4.1. Employees social media usage

The first objective of the study sought to determine the extent to which employees use social media in the work place. The respondents were first requested to identify their favorite social media in general and in work place; the number of hours spent per day during work hours; frequency of accessing social media in work place; and they were finally requested to rate on a Five-Point Likert scale the extent of use of social media in the office hours.

4.1.1. The employees preferred social media in general

The respondents were requested to identify their favorite social media and their responses are presented in table 3.

Table 3

Descriptive statistics of preferred social media by employees in general

Social media sites	N	%
Facebook	187	77.9%
Twitter	86	35.8%
YouTube	173	72.1%
WhatsApp	43	17.9%
Viber	52	21.7%
LinkedIn	62	25.8%
Telegram	144	60.0%
Total	747	311.2%

Dichotomy group tabulated at value 1.

*** Percent is greater than 100 because of multiple response analysis

The researcher tried to find out the participants' preferred SNS platforms and analyzed the data collected from participants. To get these, the respondents were further asked their favorite social networking site. As indicated in table 3, out of 240 respondents for each social

media 78% of the respondents cited Face book as their favorite social networking site, 72% of participants selected YouTube, 60% of the respondents cited Telegram, 18% cited WhatsApp, 36% mentioned Twitter, 22% mentioned viber, and 27% mentioned LinkedIn. This shows that Face book, YouTube and Telegram are the most favorite social media sites among employees in general from the listed social media sites respectively.

In addition to above presented data from close-ended question, additionally, the qualitative data through interview was collected from participants and they were asked their favorite SNS. According to the findings of the interview, all of the participants (10) of interview were familiar with social networking sites like Facebook, Telegram, and YouTube, 6 of them uses Viber and WhatsApp; the 4 participants were used LinkedIn.

Quotations were taken from the interview transcripts as supportive evidence to the summary of the finding and which are provided below. For instance, in describing the familiarity of different type of social network sites and use of one of them mostly, one interviewee that:

Sure, I am familiar with social networking sites and use many of them like, Facebook, Viber, YouTube, WhatsApp and Telegram but mostly I use Facebook and YouTube.

Other interviewee stated that:

Yeah, I am familiar with SNS and use SNS like Facebook, Viber, YouTube and Telegram.

This indicates that the findings of qualitative data supported that of quantitative data.

4.1.2. Social media sites mostly accessed during office hours

The respondents were requested to identify their favorite social media and their responses are presented in table 4.

Table 4

Social media sites mostly accessed during office hours (N = 240)

Social media sites	N	%
Facebook	90	63.6%
Twitter	55	22.9%
YouTube	171	71.2%
WhatsApp	13	5.4%
Viber	15	6.2%
LinkedIn	44	18.3%
Telegram	86	35.8%
Total	474	197.5%

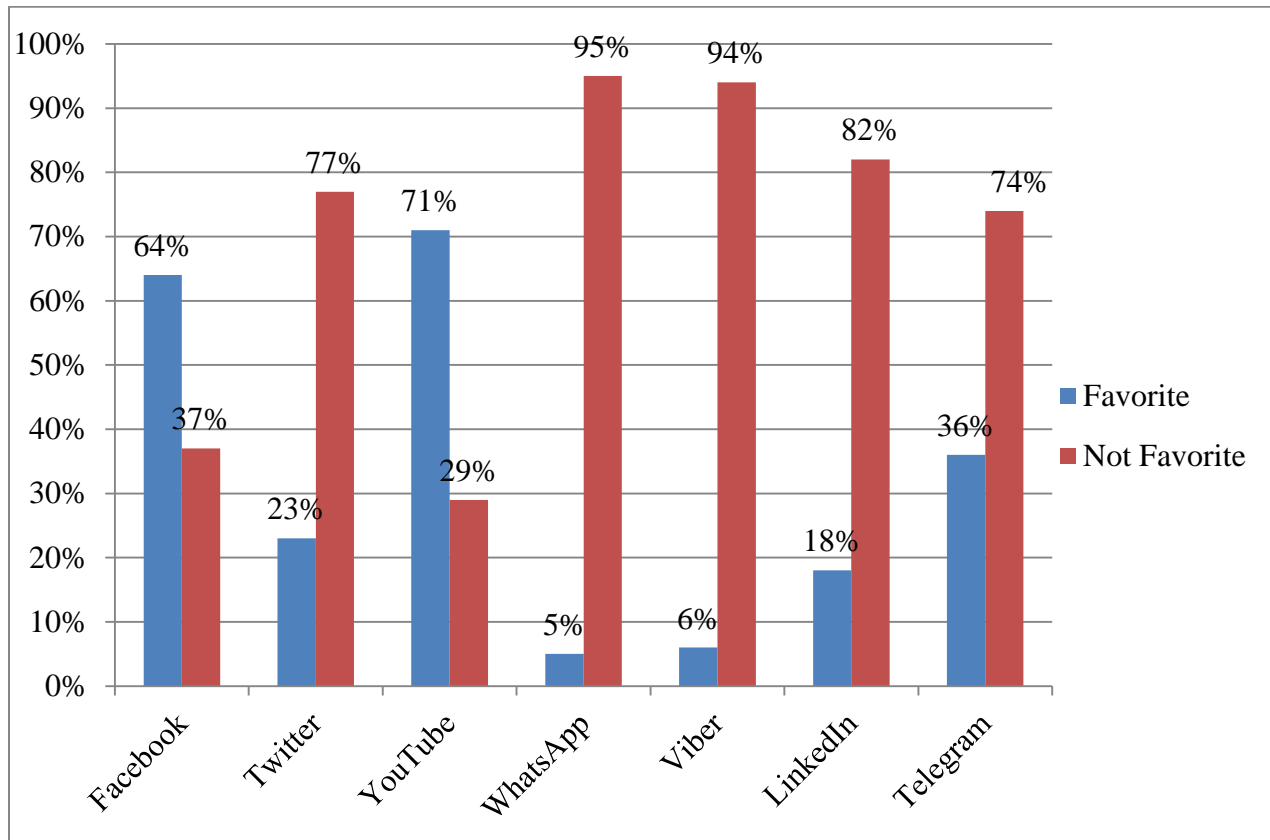
Dichotomy group tabulated at value 1.

***percent is greater than 100 because of multiple response analysis

As shown in table 4 above, out of 240 respondents for each social media; Youtube was the most visited social media site in during office hours with 71.2% of respondents preference; and it was followed by Facebook with 63.6% of the respondents prefer it in work place; Telegram had preferred by 35.8% of respondents. Whereas 22.9% respondents cited Twitter; 5.4% cited WhatsApp, 6.2% mentioned viber, and 18.3% of respondents mentioned LinkedIn. This shows that YouTube is the most popular among employees in work place from the listed social media sites. This is also represented in figure 2 below.

Figure 2

Respondents' favorite social media in work place



The results further indicated that YouTube, Facebook and Telegram respectively were the most three favorite social media in the work place. This implies that employees were using social media during office hour by ignoring their main job which may influence work productivity.

4.1.3. Number of hours spent on social media per day during office hours

The respondents were requested to indicate, on the range given, the number of hours spent on social media during the working hours. Their responses are shown in table 5 below.

Table 5*Number of hours spent on social media per day in work place (N = 240)*

Time spent on social media	N	%
Less than 1 hour in a day	56	23.3
1-2 hours a day	96	40
3-4 hours a day	75	31.3
5-6 hours a day	7	2.9
7 and above hours a day	6	2.5
Total	240	100

As shown in Table 5 above, high percentage of participants (40%) spent the time on social media 1-2 hours per a day during working hours; and followed by (31.3%) respondents who spend 3-4 hour on social media and 23.3% of the respondents spent less than one hour on social media; Whereas 2.9% of respondent's spent 5-6 hours per day on social media in the work place. The rest 2.5% of participants spent time on social media per day 7 and above hours. Generally as indicated in the Table 5, the finding of the study implies that 71.3% respondents spent between 1-4 average hours per a day on social media during work hours ignoring their usual duties at the information network security agency.

In addition, to the above quantitative analysis result the qualitative findings indicated that of interview participants were asked number of hours employees spent on social media per day in the work place. The findings of interview showed that majority of interview participants revealed that since they are in agency and they are expected to spend more time on working their job for good work productive rather spending long time on social media, but they use social media when they are in office for 1-2 hours per day and few employees spent 7 and above seven hours. This indicated that the finding of qualitative and quantitative data was not contradictory.

Quotations taken from the interview transcripts as supportive evidence to the summary of the finding indicated above are provided below. For example, in describing of how often employees use social media per day, one interviewee stated that:

Maybe the usage of social media in day to day activities is for pleasure but the time I spending on social media per day is decreasing because it is effecting my working time. Even-though the time I use social media is decreasing, I am not totally detached from the platforms of easily connecting overall world people in one-way who are engaged with it and mostly I use social media during working hours averagely I am spending two to three hours on social media per day in the work place.

One interviewee also stated that:

It may be difficult to specify that the time I spend on social media per day but before launch and after launch I visit social media. In general, I spend less than one hour per day on social media.

Another interviewee stated that:

I use social media 5-6 hours per day because it is easy way for me to communicate with my families who are living in abroad or Ethiopia, as well as my friends.

4.1.4. Descriptive statistics of frequency of accessing social media in the work place

The data collected regarding the frequency of accessing social media per day in the work place was analyzed the results are presented below.

Table 6*Respondents' frequency of accessing social media in the work place (N = 240)*

Social media accessing frequency	N	%
Several times per day	109	45.4
Once per day	99	41.3
Within 2 days interval	13	5.4
Once per 3or4 days	5	2.1
Once per week	7	2.9
Once per month	7	2.9
Total	240	100

Regarding the frequency of visits to social media sites the findings revealed that majority of the respondents (45.4%) stated that they use social media sites several times a day at the work place, 41.3% of the respondents stated that they use social media once per day, 5.4% of respondents stated that they use social media within two days interval; Whereas the same number of (2.9%) of respondents were visited social media sites during working hours once per week and once per month. The least 2.1% of respondents visited social media once per 3 or 4 days.

The finding also implies that majority of the sample was visiting an social media several times per day and once per day basis respectively by neglecting the duties assigned to them.

In addition to above presented findings from quantitative data, the qualitative data's were analyzed according the question raised as how often do employees access their social media accounts. Findings of qualitative data indicated that even though the time the stay on it fluctuates, all of the participants check their social media accounts several times per day in the work place. This indicates that the findings of qualitative and quantitative data were not contradictory.

Quotations were taken from the interview transcripts as supportive evidence to the summary of the findings indicated above are provided below. For example, one interviewee stated that:

To be honest, I check and use social Medias like Facebook and Telegram several times per day. I check them during office hours when working. I use them connect with my friends and for new information like news and sport.

4.1.5. Employees extent of social media use during office hours

The extent of use of social media was measured using a summated Likert scale. The five-point Likert scale required respondents to rate the extent to which they used the indicated social media. Their responses are as summarized in table 7. The study went out to find the extent to which employees are exposed to social media. This section presents the findings of the study as follows.

Table 7*Descriptive statistics of the extent of social media use in the work place (N= 240)*

Social medias	Not at all 1	Little extent 2	Moderate extent 3	Large extent 4	Very large extent 5
Facebook	8(3.3%)	34(14.2%)	43(17.9%)	138(57.5%)	17(7.1%)
Twitter	118(49.2%)	67(27.9%)	24(10%)	17(7.1%)	45(18.8%)
YouTube	2(.8%)	4(1.7%)	29(12.1%)	160(66.7%)	4(1.7%)
WhatsApp	90(37.5%)	94(39.2%)	21(8.8%)	31(12.9%)	4(1.7%)
Viber	99(41.3%)	88(36.7%)	30(12.5%)	18(25.8%)	5(2.1%)
LinkedIn	99(41.3%)	63(26.3%)	47(19.6%)	26(10.8%)	5(2.1%)
Telegram	22(9.2%)	52(21.7%)	45(18.8%)	100(41.7%)	21(8.8%)

Responses on the extent of use of social media were summed up to obtain a single social media use index which ranged from 7 (lowest) to 35 (highest). The higher the points, the higher the extent of use of social media in the work place.

With regard to the extent of use of Facebook in the work place, 8(3.3%) of respondents indicated that they did not use it at all, 34(14.2%) of participants indicated that they used it to a little extent, 43(17.9%) indicated that they used it to a moderate extent, large number 138(57.5%) of respondents revealed that they used it to a large extent, while 17(7.1%) employees indicated that they used it to a very large extent. The findings of table 7 above imply that Facebook was used to large extent by employees in the work place. The result fits earlier results which indicated that 64% % of the respondents identified Facebook as a second favorite social media during office hours at the work place.

Regarding to the extent of use of Twitter, 118(49.2%) of respondents indicated that they did not use it at all, 67(27.9%) of respondents indicated that they used it to a little extent in the work place, 24(10%) of respondents showed that they used it to a moderate extent, 17(7.1%) indicated that they used it to a large extent; while 14(5.8%) employees revealed that they used it to a very large extent. Table 7 above shows that employees in the work place did not use Twitter at all.

Concerning to the extent of use of Youtube, 2(.8%) of respondents indicated that they did not use it at all, 4(1.7%) of participants indicated that they used it to a little extent, 29(12.1%) indicated that they used it to a moderate extent, whereas large number 160(66.7%) of respondents indicated that they used it to a large extent in the work place, while 4(1.7%) employees indicated that they used it to a very large extent. With regard to extent of employees' use of Youtube, Table 7 implies that it was used to a large extent by employees in work place. The results complement earlier results which indicated that 71.2% of the respondents identified Youtube as a favorite social media during office time.

On the extent of use of WhatsApp, 90(37.5%) of respondents indicated that they did not use it at all, 94(39.2%) of participants revealed that they used it to a little extent 21(8.8%) indicated that they used it to a moderate extent, 31(12.9%) indicated that they used it to a large extent, while 4(1.7%) of employees indicated that they used it to a very large extent. The findings from table 7 indicate that WhatsApp was used to a little extent by employees in the work place.

With regard to the extent of use of Viber, 99(41.3%) of respondents indicated that they did not use it at all, 88(36.7%) showed that they used it to a little extent, 30(12.5%) indicated that they used it to a moderate extent, 18(25.8%) indicated that they used it to a large extent, whereas 5(2.1%) of employees revealed that they used it to a very large extent. These imply that majority of employees in the work place did not use Viber at all.

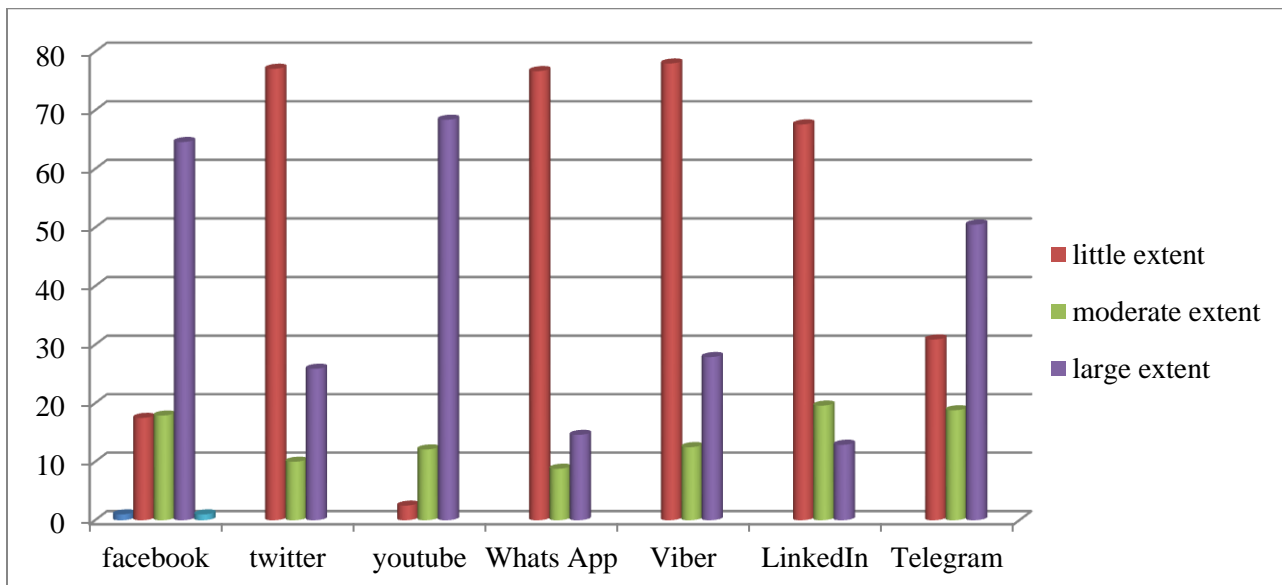
Concerning to the extent of use of LinkedIn 99(41.3%) of respondents revealed that they did not use it at all, 63(26.3%) of participants showed that they used it to a little extent, 47(19.6%) indicated that they used it to a moderate extent, 26(10.8%) indicated that they used it

to a large extent, while 5(2.1%) of employees revealed that they used it to a very large extent. This implies that large number of employees in the work place did not use LinkedIn at all.

With regard to the extent of use of Telegram, 22(9.2%) of respondents indicated that they did not use it at all, 52(21.7%) indicated that they used it to a little extent, 45(18.8%) revealed that they used it to a moderate extent, whereas 100(41.7%) of respondents showed that they used Telegram to a large extent, while 21(8.8%) of employees indicated that they used it to a very large extent. In table 7 above the finding of the study imply that Telegram was used to a large extent used by employees in the work place. This is also represented in figure 3 below.

Figure 3

Respondents' extent of social media use in the work place



As revealed in the above figure 3, the extent of employees social media use in the work place; the study result revealed that majority of respondents use Youtube, Facebook and Telegram to large extent during office hours respectively. This implies that Youtube, Facebook and Telegram are the three social media sites that were used by most of employees in the work place to large extent by ignoring their main duties assigned to them.

4.2. The Reasons of Employees Social Media Use During Office Hours

The second objective this study sought to determine the reasons for which employees use social media during office hours. Respondents were requested to rate their level of agreement with the various statements indicating the purposes for which they have been using social media in the work place. The results of the analysis are presented below in table 8.

Table 8

Reasons for which employees' use social media in the work place (N = 240)

Reasons of Accessing Social Media	Disagree	Neutral	Agree
Making and chatting with friends	106(44.2%)	40(16.7%)	94(39.2%)
Receiving and sending personal messages	40(16.6%)	20(8.3%)	180(75%)
Downloading and watching movies	102(42.5%)	28(11.7%)	110(45.8)
Doing work related tasks	125(52.1%)	12(5%)	103(42.9)
Searching vacancy and build business	74(30.8%)	44(18.3%)	122(50.9)
To find information, news, opinions	22(9.2%)	27(11.3%)	191(79.6)
To share personal beliefs and idea	65(17.1%)	59(24.6%)	116(48.3)
For enjoyment	45(18.8%)	31(12.9%)	164(68.4)
Other purposes	168(70%)	41(17.1%)	31(12.9%)

With regard to the employees using social media to make friends and chatting with friends, the results of the study indicated that 106(44.2%) of respondents disagreed, 40(16.7%)

of respondents neither disagreed or agreed they were neutral, whereas 83(39.2%) of research participants agreed with statement using social media to make friends.

As indicated in the table 8. 44.2% respondents dis agreed compared to 39.2%, who agreed, 16.7%) who were neutral. Since there were more respondents who dis agreed than those who agreed with the study, results implies that majority of the employees at INSA did not use social media to make friends and chatting with friends. In this and in the next section of analysis part the result of agree shows that participants who responded strongly agree and agree whereas disagree reveals the result of strongly disagree and disagree.

On the statement that social media was used to receive and send personal message, from 240 the study participants; 40(16.6%) of respondents disagreed, while 20(8.3%) of participants were neutral and 180(75%) of respondents agreed they use social media to receive and send personal message in the work place. Generally On the assertion of social media were used to receive and send personal messages, 180(75%) of respondents agreed, compared to 16.6% respondents, who disagreed and 8.3% who were neutral. Averagely, the study result implies that the majority of the respondents agreed that employees at INSA use social media to send and receive personal messages in the work place.

On the idea that employees use social media for downloading and watching movies, 102(42.5) of respondents disagreed that employees are using social media to download movies, while 28(11.7%) of participants were neutral and whereas 110(45.8) of respondents agreed with statement using social media for downloading and watching movies in the work place.

Totally 45.8% of respondents, agreed compared to 42.5% disagreed and 11.7% neutral. From table 8, the study results indicate that since there were more respondents who agreed compared to those who disagreed, the study results imply that to some extent the employees at INSA use social media for downloading and watching movies in the work place.

Regarding to the employees using social media to doing work related tasks, Online tutorials and readings, the results of the study indicated that 125(52.1%) of respondents disagreed, 12(5%) respondents neither agreed nor disagreed they were neutral, whereas 103(42.9) of research participants agreed with using social media to doing work related task.

This also reveals that on the average, the respondents disagreed with the statement of using social media to doing work related tasks, online tutorials and readings, as indicated in the table 8 52.1% respondents' dis agreed compared to 42.9%, of respondents who agreed and 5% who were neither agreed nor disagreed. There were more respondents who disagreed than those who agreed with the study. The results implies that majority of the employees at INSA did not use social media to doing work related tasks, online tutorials and readings job related materials which is their core business and they were using social media in office for doing non work related activities.

On the assertion that employees use social media to Search vacancy and build their own business, the analysis result revealed that 74(30.8%) of the respondents dis agreed, while 122(50.9%) respondents agreed and 44(18.3%) of respondents were neither agreed nor disagreed. The study results also indicated that the respondents agreed that employees at INSA use social media to Search vacancy and build their own business. This implies that the employees in the work place use social media to Search vacancy and build their own business.

With regard to the statement employees use social media to find information, news, opinions, the results of the study revealed that 191(79.6%) of the respondents agreed, 22(9.2%) of respondents dis agreed, while 27(11.3%) of respondents neither agreed nor disagreed they were neutral. According to the Table 8, majority of participants (79.6%) responded as they use social media to find different information (news, opinions etc.).This implies that employees have been using social media for searching of new information during office hours.

Regarding to employees use of social media to share personal beliefs and other helpful idea, the results of the study indicated that 116(48.3%) of the respondents agreed, 65(27.1%) of participants dis agreed, whereas 59(24.6%) of respondents were neither agreed nor disagreed since there were more respondents who agreed compared to those who disagreed. This result reveals that majority of respondents use social media to share personal beliefs and other helpful idea in the work place.

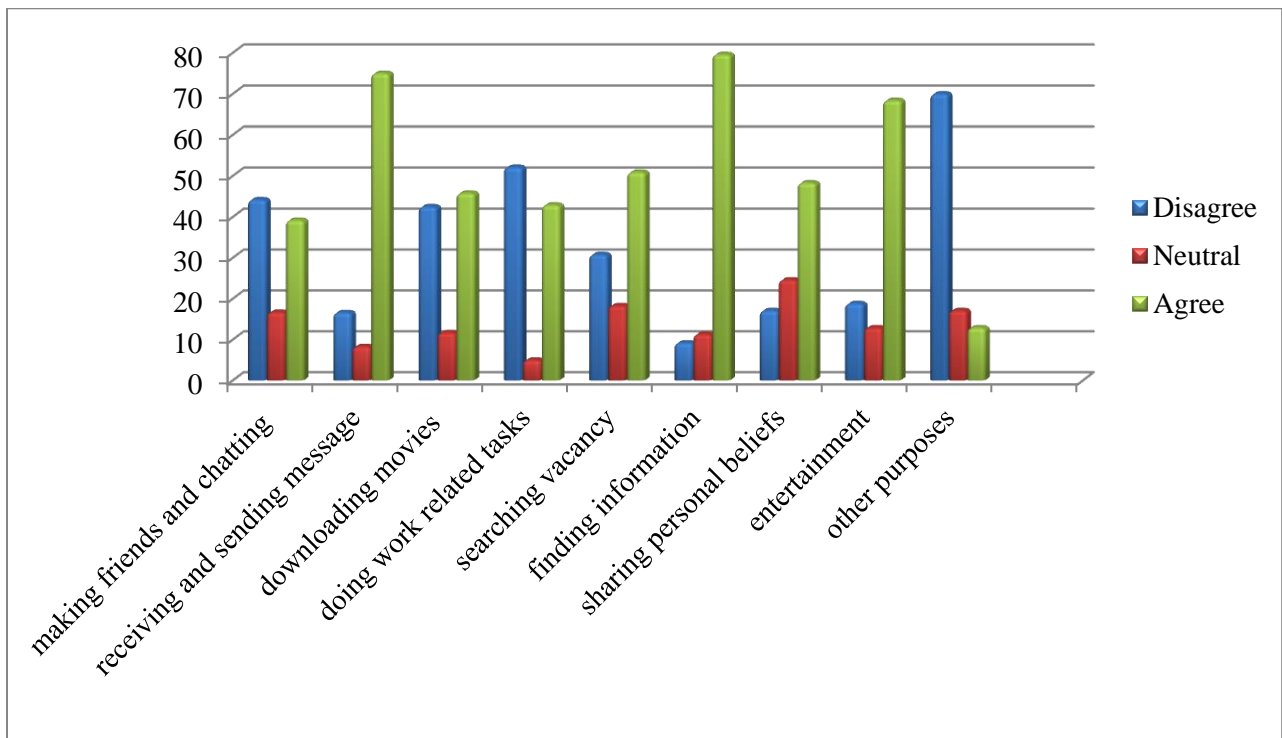
On the assertion that employees use social media to have entertainment, the analysis result revealed that 45(18.8%) of the respondents dis agreed, while majority 164(68.4%) of respondents agreed and 31(12.9%) of respondents were neither agreed nor disagreed. The study

results also indicated that the respondents agreed that employees at INSA use social media to have entertainment. This implies that the employees in the work place use social media to recreation or enjoyment.

On the statement employees use social media to other purposes, the results of the study indicated that 168(70%) of respondents, disagreed compared to 31(12.9%), of participants who agreed and 41(17.1%) who were neither agreed nor disagreed. From table 8, the study results indicated that the majority (70%) of respondents disagreed that social media were used to other purposes other than stated statements in the table 8. This is also revealed in figure 4 below.

Figure 4

Respondents' reason of social media use in the work place



According to the above figure 4, the study result show that, the employees' purpose of social media usage during work hours include multiple functions of social media, out of 240 respondents 79.6% of participants responded that their purpose of social media usage was to find information, news, opinions, followed by 75% which use social media to receiving and sending personal message, while 68.4% of respondents were using social media to have entertainment.

Moreover, 50.9% of participants agreed that they use social media for searching vacancy and build their own business and other 48.3% of respondents use social media to share personal beliefs and other helpful idea, 45.8% of respondents agreed that downloading and watching movies, 42.9% of participants agreed that they use social media for doing work related tasks, Online tutorials and readings. The rest of participants 39.2% and 12.9% were agreed that they use social media for making and chatting with friends; and other purposes respectively.

This implies that majority of employees' use social media during office hours at the work place for none work related tasks such as for finding information, news and opinions, followed by using social media for receiving and sending personal message; for entertainment; and for sharing personal beliefs and other helpful idea respectively by ignoring the agency duties assigned to them this usage impacts employees productivity by wasting office work hours. Only small number of respondents agreed that they use social media for job related activities.

The purpose of employees' social media usage was analyzed qualitatively for triangulation purpose in addition to quantitative data. The interview participants were asked for what reason they are using social media. Reports of interview indicated that majority of respondents revealed that they use social media for finding information, news and opinions; seeking of day to day news in order to understand what is happening in the world and to have knowledge of it; for receiving and sending personal message, to download and watch movies; for doing work related tasks, online tutorials and reading for job related purpose; for enjoyment and also they indicated that they use social media for making and chatting with friends; to do work related tasks that could not be easily accessible on their office reading material since the agency has been working on cyber space and cyber security technology these material are not available simply in our country or in our office; to exchange personal beliefs and other helpful idea.

Quotations are taken from the interview transcripts as supportive evidence to the summary of the finding indicated above are provided below. For instance, in describing of the reason of employees' social media usage in the work place and in point of that they use for none work related activities

One interviewee aged 26 indicated that:

I use social media in the work place for many purposes. I get information regarding different world, national and regional news, opinions, political status from online YouTube TV channels and shows, and sometimes using it to watch the dramas that transmitted during night time.

One interviewee, aged 22 indicated that:

I use social media for work related tasks in order to do my job and to get further information for something which is not clear for me via Google and to download supportive tutorials videos from You-Tube. So that social media is important for my job related functions.

One interviewee also stated that:

Yes of course, I use social media for making friends and chatting with friends and for finding information, news and opinions; seeking of day to day news in order to understand what is happening in the world and to download, to have entertainment I download music to listen and movies to watch.

One interviewee revealed that:

Yes of course, I use social media for many purposes. I use it to chat with friends and family members, I get information regarding sport, politics and current issues from Facebook, and sometimes using it enjoys me but time consuming.

4.3. The Impact of Social Media Use on productivity of employees

The third objective of the study sought to establish the influence of social media use on the productivity of employees at Information Network Security Agency. A questions consisting of ten statements were presented to respondents who had to rank each statement according to a Likert scale that assessed the degree to which respondents agreed or disagreed with each statement. These statements were derived from the literature review. The respondents were requested to rate, on a 5-point Likert scale, their level of agreement to the statements indicating how social media use influences employee productivity. The results are presented below.

Table 9*Description of the impact of social media use on productivity employees (N=240)*

Items	Disagree	Neutral	Agree
Accessing information through social media to do job leads to high job productivity	139(58%)	41(17.1%)	60(25%)
Use of social media improves networking amongst employees hence improved teamwork	46(19.9%)	54(22.5%)	140(58.4)
Use of social media helps me establish and maintain a positive relationship with all employees	87(36.2%)	39(16.3%)	114(47.5%)
Networking sites influence my work negatively because it distracts me from my job	41(17.1%)	56(23.3%)	143(59.6%)
Using social media at work place enables me to accomplish my task effectively	117(48.8)	44(18.3%)	79(32.9%)
Social networking encouraging the sharing of knowledge and expertise between employees	79(33%)	47(19.6%)	114(47.5%)
Online Social Networks lower the productivity of employees	37(17.5%)	36(15%)	170(69%)
Social Media sites encourage innovation through collaboration	50(20.8%)	60(25%)	130(54.1%)
An organizational social media site allows me to perform my day to- day work functions more efficiently	115(48%)	49(20.4%)	76(31.7%)
Social Media make it difficult to concentrate on my job since I can log in and play games	41(17.1%)	55(22.9%)	144(60.1%)

4.3.1. Accessing information through social media to do job leads to high job productivity

The study results in the above table 9, indicate that 139(58%) of respondents disagreed, 41(17.1%) of respondents, neither agreed nor disagreed, while the remaining 60(25%) of respondents agreed with statement accessing information through social media did not leads to high job productivity. Since there were more respondents who disagreed than those who agreed, the study results imply that accessing information through social media did not leads to high job productivity in the work place.

4.3.2. Use of social media improves networking amongst employees hence improved teamwork

Respondents were asked to give their opinion on the probability of social media use improves networking amongst employees hence improved teamwork, the study results as shown on table 9, indicated that 46 (19.9%) of respondents disagreed, 54(22.5%) of respondents were neither agreed nor disagreed, while the remaining 140(58.4%) of respondents agreed. Since there were more respondents who agreed than those who disagreed, the study results shows that accessing information through social media encouraging improved teamwork among employees in the work place. The result to social media use improves networking amongst employees hence improved teamwork, implies that employees recognized the value of social media use in the workplace in terms of enhance improved teamwork in the work place.

4.3.3. Use of social media helps to establish and maintain a positive relationship with employees' collogues.

With the statement use of social media helps to establish and maintain a positive relationship with employees' collogues in the work place, the study results indicate that 87(36.2%) of respondents disagreed, 39(16.3%) of respondents neither agreed nor disagreed, while the remaining 114(47.5%) of participants agreed, since there were more respondents who agreed compared to those who disagreed. The study results from table 9 imply that social media use helps to establish and maintain a positive relationship with all employees in the work place.

4.3.4. Social media use influences work negatively because it distracts employees from their job

With regard to social networking sites influence work negatively because it distracts employees from their job, as revealed on table 9 the study result indicate that 41(17.1%) of respondents disagreed, 56(23.3%) of respondents, neither agreed nor disagreed, whereas the majority 143(59.6%) of study participants agreed. since there were more respondents who agreed compared to those who disagreed. This result reveals that majority of respondents agreed that social networking sites influence their work negatively because it distracts them from their main job. This implies that social media use in the work place influences employees work productivity negatively by distracting their attention from their main business.

4.3.5. Using social media at work place enables to accomplish task effectively

On table 9, respondents were asked to give their opinion on the statement using social media at work place enables employees to accomplish their tasks effectively, the study results indicated that 117(48.8%) of respondents disagreed, 44(18.3%) of respondents neither agreed, nor disagreed they were neutral, while the remaining 79(32.9%), agreed, since there were more respondents who dis agreed compared to those who agreed. The study results imply that social media use in the work place did not enable employees to accomplish their task effectively in the work place.

4.3.6. Social media use in the work place encourages the sharing of knowledge and expertise between employees.

Regarding the statement social networking sites encouraging the sharing of knowledge and expertise between employees in the work place, the study results on table 9, revealed that 79(33%) of respondents disagreed, 47(19.6%) of respondents, neither agreed, nor disagreed they were neutral either social media encouraging the sharing of knowledge and expertise among employees, whereas the remaining large number 114(47.5%) of study participants agreed. Since there were more respondents who agreed compared to those who disagreed. The result also reveals that majority of respondents agreed that social networking encouraging the sharing of knowledge and expertise between employees. This implies that majority of respondents

recognized the value of social media in the work place in terms of knowledge and expertise sharing among employees.

4.3.7. Social media usage in the work place lowers the productivity of employees

As shown on table 9, the statement social networks sites lower the productivity of employees, respondents were asked to indicate whether they were of the opinion that social media lowered the productivity of employees, respondents were divided in their opinion; 37(15.5% Of the respondents, indicated that they disagreed with the notion that social media use in the work place lower the productivity of employees, 36(15%) of participants were neither agreed nor disagreed, whereas majority 167 (69%) of respondents were agreed with the statement social media use in the work place lower productivity. Therefore majority of research study participants as indicated in the above table 9, were agreed that social media use in the work place lower the productivity of employees.

4.3.8. Social media sites encourage innovation through collaboration

The statement was explored respondents' perceptions as to whether social media use encourages innovation through collaboration, the study result revealed that 230(54.1) of respondents predominantly agreed and strongly agreed, whereas the remaining 50(20.8%) of participants strongly disagreed and disagreed, 60 (25%) of respondents were neither agreed, nor disagreed with the opinion that social media use in the work place encourage innovation through collaboration. This result on table 9, confirmed that the majority of respondents recognized social media uses in the work place encourage employees' innovation through collaboration and cooperation.

4.3.9. An organizational social media site allows employees to perform their day to- day work functions more efficiently

The study result from table 9, indicated that 115(48%) of respondents disagreed, 49(20.4%) of respondents, neither agreed nor disagreed, though the remaining 76, (31.7%) of respondents agreed with statement. As shown in table 10, large number of respondents disagreed that social media use in the work place do not allows performing day to- day work functions more efficiently. This implies that social media use in the work place did not enable employees to perform their day to day work functions more productively.

4.3.10. Social media make it difficult to concentrate on job since employees can log in and play games

Regarding social media make it difficult to concentrate on job since employees log in and play games, the result of the analysis showed that 41(17.1%) of respondents disagreed, 55(22.9%) of the respondents neither agreed, nor disagreed, the remaining large number 144(60.1%) of participants agreed with statement social media make it difficult to concentrate on job since employees can log in social media and play games. The finding on table 9 implies that employees find difficult to concentrate on their job because they log in social media in the work place for playing different on line games and download games. Generally according to the findings of this study social media use during office hours has both advantages and disadvantages on work place productivity.

In addition to quantitative data, the researcher collected and analyzed the qualitative data through interview guide by asking participants as how they see the impacts of social media engagement on the productivity of employees in the work place and advantages of social media in the work place the finding of interview indicated that majority of participants revealed that social media influenced their work life by wasting their work time more engaging them on looking for information's and none work related activities. Whereas some of employees described that social media use particular Youtube in the work places supports their work positively by helping them to download and watch work aid tutorials, in order to check additional knowledge and find out solutions for their work related problems of not clearly understanding as well as to do their work projects and general knowledge that by downloading different books and work related readings materials on online.

Respondents also revealed that using of social media is not bad for work place while it is cost-effective to search for job related information and others and also to have communications with colleagues , but not very important, but most of the time, it is bad that consuming of long time on it and deteriorating of office time. Generally, the usage of social media has advantages and disadvantages in terms of work productivity which depends on the way of user that purpose of its usage and the experience of user that the time spends on it and the information looking from it. So, if they use social media for job related purpose and not spending long time on it,

social media may not affect their job performance and it would be good for their work productivity.

Quotations were taken from the interview transcripts as supportive evidences to the summary of the findings indicated above are provided below For example, in option inviting participants to describing how social networking sites usage affected their work place productivity, some participants stated that:

I spend an abnormal amount of time on it and am not willing to do anything about that which I feel like as wrong. It makes me to waste my time over non work related thing and make me more careless which leads losing work time, decreased productivity.

One participant of interview revealed that;

The extremely usage of social media is susceptible in loosing of the priority of the user. Since we are agency employees our ultimate goal is focusing on our tasks but if we focus on social media or we are not using it on balanced way, it is not good for our job efficiency, but purposively and balanced way of social media usage is good for job performance and I can say that it is bad for work life and I'm killing long time on it by simply chatting, sharing and liking the online activities, so it is bad for work productivity.

One participant of interview also revealed that;

Social media is very good in my point of view while it has helped me to get more understanding what I am working through You-Tube and as the way of getting of information's for my work projects and other work activities through Google and also I use Telegram to exchange ideas with my friends about work related issues.

One participant of interview stated that:

I can say that social media supports my work life looking for reading and sharing work related material and for seeking of work related information's that support my tasks.

At the same time, one participant of interview affirmed that:

We will not say social media usage bad or good in terms of work because it has advantages and disadvantages. We can consider it as advantageous because of availing of bulky information's by easily that would be helpful for work related or other social life and its entertainment, but we can take it as disadvantageous because of its nature of mostly entertainment and killing of work time that we would not realize when we are using. So, social media usage could be good or bad in terms of work depends on the experience and intention of the user of social media.

One participant of interview said that:

The challenges of social media usage is, it may in force you to lose the priority what you are intending to do in the work place. In line with this, it may lead you to additives that being distracts attention and habited on its usage and you may concern more on it by not focusing on the activities that you are expected to focus on office work. In addition, unbalanced usage of social media may lower employees' productivity, not giving attention to work related tasks, wasting working time which is helpful to organizations development and productivity and also it may challenge organization mission and goals expected to be achieved by agency. Beside the above discussion, unbalanced use of social media in the work place is hurtful for employees' career development by reducing work efficiency.

One participant of interview revealed that:

Literally, if there is an opportunity in one thing, also there is a challenge. Sometimes when I use social media before starting to do my work or other activities, I focus more on social media and time is going, even I want to use one hour sometimes I use more than one hour and I realize that the time spending on social media is more than what I intended to spend on it. Having of access of information for work-related purpose is a key advantage of social media, but unintentionally spending more time on it is other negative side of social media usage in the work place and can be taken as challenges of social media usage.

Generally, the finding from this open-ended question shows that the wastage of office time, using social media for none work related activities (searching information, chatting with friends, downloading and watching movies in the work place, entertainment etc.) were the negative effects of social media in the work place that leads low work productivity.

4.4. The Relationship between Extent of Social Media Use and Productivity

Further, to assess the relationship between the extent of social media use during office hours and the productivity of employees at information network security agency, the employees were first requested to rate their productivity on a Five-Point Likert scale from strongly disagree (1) to strongly agree (5) based on the productivity indicators given.

4.4.1. Employees productivity

The ratings for each respondent on the various indicators of productivity were summed up to obtain an index which measured level of employee productivity, the index ranged from 7 to 35. An index of more than 21 could imply higher employee productivity, an index of 21 could imply uncertain, while an index of less than 21 could imply low employee productivity. Summary statistics for the various ratings are shown in table 10.

Table 10

Ratings for respondents' productivity at INSA

Items	Disagree	Neutral	Agree
The projects that I am involved in are always regarded as successful	23(9.6%)	68(28.3%)	149(62.1%)
Activities in which I involved are enhanced with passage of Time	17(7.1%)	51(21.3%)	172(71.7%)
Customers as well as groups are always very satisfied with the work I have done	20(8.4%)	87(36.3%)	133(55.4%)
I willingly assist other group persons to accomplish their responsibilities	13(5.4%)	55(22.9%)	172(71.7%)
I always reach my target plans	30(12.5%)	59(24.6%)	151(62.9%)
My working results generally meet all relevant requirements	21(8.7%)	74(30.8%)	145(60.5%)
I make sure I meet the deadlines	16(6.7%)	29(12.1%)	195(81.3%)

Regarding on the whether the study participants were indicated that the projects that they are involved in always regarded as successful, the results of the analysis showed that 23(9.6%) of respondents, disagreed, 68(28.3%) of respondents, neither agreed nor disagreed, the remaining 149(62.1%) respondents were agreed. With statistics obtained which represents 'Agree', the study results show that the employee representatives at INSA the projects that they involved in were always regarded as successful.

On the statement whether the employees' activities are enhanced with passage of time, the results of the analysis revealed that 17 (7.1%) of respondents disagreed, another 51(21.3%) of respondents neither agreed nor disagreed, whereas majority 172(71.7%) of participants

agreed. With data obtained, the study result implies that majority of respondents at information network security agency registered incremental activity result over time while some did not.

With regard to the statement, customers both external as well as internal departments or groups are always very satisfied with the work respondents have done, study result reveals that 20(8.4%) of respondents disagreed, 87(36.3%) of participants were neither agreed nor disagreed with idea that customers both external as well as internal and departments are always very satisfied with the work they have done, while the remaining 133(55.4%) agreed. This shows that majority of study participants agreed that customers both external as well as internal departments were always satisfied with the work they have done in the agency.

On the notion employees willingly assist other group persons to accomplish their responsibilities, the results of the analysis indicated that, a large number 172(71.7%) of the respondents agreed on whether the representatives participants do willingly assist other group members to accomplish their responsibilities, 55(22.9%) of respondents, neither agreed nor disagreed, while 13(5.4) of participants disagreed. With statistics obtained representing 'Agree', the study results showed that the employee representatives at INSA willingly assist other group persons to accomplish their responsibilities.

A large number of the study respondents 151(62.9%) agreed on whether they always reach their targets plans, the results of the analysis revealed that, 30(12.5%) of respondents disagreed, while 59(24.6%) of respondents neither agreed nor disagreed. With data obtained which represents 'agree', since there were more respondents who agreed compared to those who were uncertain or disagreed, the study results indicated that majority of employees at INSA reach their targets plans.

Regarding the statement employees working results generally meet all relevant requirements, the study result indicated that 21(8.7%) of respondents disagree, 74(30.8%) of participants neither agreed, nor disagreed, while the remaining 145(60.5%) of participants agreed with the statement employees working results generally meet all relevant requirements, since there were more respondents who agreed compared to those who were neutral or disagreed, the study result shows that majority of employees working results at INSA meet most of relevant requirements.

A large number of the respondents 195(81.3%) agreed that they make sure they meet the deadlines. The results of the analysis showed that 16(6.7%) of respondents, disagreed, other 29(12.1%) of respondents, neither agreed nor disagreed. With data obtained representing ‘Agree’, the study results indicated that the employee representatives at INSA make sure that they meet the deadlines set by the agency.

4.4.2. Correlation between extent of social media use and employees productivity

The Pearson’s correlation coefficient was used to measure the nature and strength of the relationship between employee productivity and use of social media in the work place and the results are shown in table 11.

Table 11

The Correlations between extent of social media use during office hours and employees productivity

		Extent of social media use	Employees productivity
Social media use index	Pearson Correlation	1	.141*
	Sig. (2-tailed)		.028
Employees Productivity	Pearson Correlation	.141*	1
	Sig. (2-tailed)	.028	

*. Correlation is significant at the 0.05 level (2-tailed).

According to Table 11, Pearson’s correlation was carried out to look for relationships between the variables of social media use extent and employees productivity, the study result indicated that there was a weak positive correlation between employee productivity and use of social media, as indicated by the positive value of the Pearson’s correlation coefficient of (r= 0.14*, p= 0.028). The correlation coefficient also revealed a weak positive and significant

relationship between use of social media and employee productivity at 0.05 level of significance. The positive correlation implies that if there is increased use of social media in the work place, productivity of employees would also increase significantly.

4.4.3. Regression analysis of the impact of social media use extent on employee productivity

To indicate the impact of independent variable (social media use) on dependent variable (employees productivity), the researcher computed linear regression analysis. The analysis result is indicated in table 12.

Table 12

Linear regression analysis of impact of social media use extent on productivity

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients Beta		
(Constant)	23.313	1.305		17.860	.000
Productivity					
Social media use	.151	.069	.141		.028

a. Dependent Variable: Productivity

Based on the regression coefficients table 12, the regression model for the relationship between use of social media and employee productivity is therefore; Employee productivity = 23.313; .151 (Social media use). The regression model indicates a positive relationship between employee productivity and use of social media amongst the employees' representatives at INSA, with a beta of 0.151. The study found that for every unit change of independent variable (social

media use); there was a corresponding .151 change in the dependent variable (employee productivity). This was a weak change.

4.5. Discussion

This part discusses the findings of the present study along past research findings (related literatures) used in the study, which were reviewed in chapter 2, as well as the objectives of the study to enable the researcher draw conclusions and make recommendations.

4.5.1. The extent of social media use

Here, the researcher tried to discuss the findings in line with the employees' experience of using social media; employees preferred social media during office hours, the frequency of accessing social media, time spend on social media and extent of use of social media in the work place.

The present study revealed that most (78%) of respondents accessed Facebook; 72% of respondents accessed Youtube; and 60% of the respondents mostly accessed Telegram, these social media sites were the most favorite social media sites among employees in general from other social media sites respectively. Whereas in relation to social media sites mostly accessed during office hours the study found that Youtube was the most visited social media site in work place with 71.2% of participants response rate and it was followed by Facebook with 63.6% of the respondents prefer it in work place, while Telegram had preferred by 35.8% of respondents.

According to this study findings employees favorites social media sites in the work place and in general were different, when they are in work place mostly assess Youtube and Facebook respectively, whereas when they access social media out of office they mostly prefer Facebook and Youtube respectively this tells that Youtube and Facebook are most preferred social medias by employees both in and out of office hours.

This finding is consistent with the previous study which indicated that majority of the respondents use almost all popular social network platforms; and Facebook was also highly popular among them (Dau, 2015). The point of difference is that both Facebook and Youtube were nearly equally popular according to the finding of current study while Dau (2015),

identified only Facebook as having the largest number of users in previous study, although the finding revealed that both Facebook and Telegram were the most regularly used social network sites.

IN contrary to present study, another study by Mugaza (2018) on social media firms accessed by employees at the work place found that 44% of employees used twitter while at their work stations. It was also established that all respondents accessed Facebook 100% on the other hand; WhatsApp was accessed by 70% of the respondents; while 76% accessed LinkedIn and only 34% used Instagram at the work place (Mugaza, 2018). This study contradicts present study because the present research revealed that Youtube was the most accessed social media in work place, followed by Facebook and Telegram respectively but the study by Mugaza found that Facebook was the most accessed social media by employees, followed by LinkedIn and WhatsApp respectively.

Concerning the number of hours spent on social media per day during working hours, the findings of this study showed that, high percentage of participants (40%) spent the time on social media 1-2 hours per a day during working hours; followed by (31.3%) of respondents who spend 3-4 hour on social media and 23.3% of the respondents spent less than one hour on social media; 2.9% of respondent's access social media 5-6 hours per day. The rest 2.5% of participants spent time on social media per day 7 and above hours.

According to the findings of the present study employees averagely spend, 1-2 hours on social media per day during working hours. The finding of the present study is consistent with the research finding of Jiang (2016) that showed an organization employee spends around one hour daily on social media during working hours. This means that a productive day wasted by the employees, in contrary study by Gouveia (2012), found that majority of the people spent between 1 to 5 hours a day in work place. In addition to this, the studies conducted by Mugaza (2018), sought the amount of time spent on social media and the finding show that only 2% spent less than a minute while those who spent 1-5 minutes represented 6%, on the other hand individual who spend 6- 10 minutes were 20 in number; while 28% spent 11- 15 minutes. Finally, 44% acknowledged spending more than 15 minutes on social media.

Present study also found that majority of the respondents (45.4) stated that they use social media sites several times a day; 41.3% of the respondents stated that they use social media once per day; 5.4% of respondents stated that they use social media within two days interval; the findings also indicated that a large section of the sample was visiting an social media several times per day and once per day basis respectively. The study by Mwituria (2015), revealed that majority of the respondents (50%) stated that they use social media sites multiple times a day, 33% of the respondents stated that they use social media at least once a week, 12% stated that they use social media once a day, 5% stated that they use it once a month. The findings reveal that most of the respondents accessed social media at least once a week this is in line with present study.

The Current study established that Facebook, Youtube and Telegram were the top three most extent used social media by employees in INSA. On the extent to which the social media used by the employees in the work place, the study established that Facebook, Youtube and Telegram were used to a large extent, the analysis shows that (64.6) of respondent used Facebook to large extent. Youtube was used to a large extent by (68.4%) of respondents; Telegram was used to a large extent by (50.5%) of respondents, Twitter did not used at all by (49.2%) of respondents, (39.2%) of employees used WhatsApp to a little extent, while LinkedIn did not use at all by large number of employees (41.3%) respondents. This is contrary to the findings by Lumumba (2017) where WhatsApp, Facebook and Instagram were the top three to most extent used social media, Facebook was used to a large extent by 81.1% of respondent, WhatsApp was used to a large extent 100% of respondents identified it as their favorite; YouTube was used to moderate extent 50% respondents, while Twitter was used to a less extent 16.7%. The reason for this difference might be the newness of Instagram and unpopularity of whatsApp.

4.5.2. Reasons of employees' social media usage during office hours

The present study indicated that the majority of employees use social media during office hours to find different non-work related information. This imply that employees are using social media purposively for searching of news, opinions ; for receiving and sending personal message and to have enjoyment, This is consistent to other researches finding, the study was supported by

different empirical evidences of the reason of employees' social media usage. According to James (2018), employees use social media for finding current and old friends, chatting and doing work related tasks. These are the most important reasons for social media participation which shows that participation can be attributed to both work and non-work related reasons. 69.5% employees use social media for finding their old or previous friends, 71.5% keeping in touch with their current friends, and 69.4% agreed that they participate in social media to search work related information. 70.7% of participate in social media to share information with colleagues and other friends. 29.3% participate in social media in the workplace to build their own business.

Study by Jiang, (2016) also found that employees are increasingly using social media for non-work-related purposes during office hours, which are called personal Internet usage in the workplace, such as, checking and sending non-work-related emails, surfing news sites, visiting social network sites, e-banking, stock trading, online shopping, chatting, and gaming. According to Mwituria (2015), employees are spending more time on social media engaging in non-work related activities such as creating personal networks, checking on family and friends, streaming and downloading music and video, checking sports scores, following social bookmarks.

The finding of this study contradicted that of using of social media to make friends and supported that using social media for finding information, in Lumumba (2017), research finding which stated that most of the employees using social media to make friends, the results suggest that on the average fifty nine (59%), majority of the employees use social media to make friends which is not a core business of the company. 52% social media are used to receive and send messages, Forty nine 49% social media are used to chat with friends use social media to communicate with colleagues on job related matters, forty two 42% neither agreed nor disagreed that employees use social media to communicate with colleagues on job related matters, 59% use social media to communicate and market products and services to customers.

4.5.3. The impact of social media use on employees' productivity

The present study revealed that majority of employees agreed that accessing information through social media did not lead to high job productivity. In line with this the study by Jiang (2016) confirmed that social media usage is decreasing employees' job performance by stealing their work time. In contrast Jiang (2016) also stated that social media positively enhancing

employees' productivity, social capital, learning ability, and creative performance which may eventually improve their job performance as well. Present study was also revealed that social media enhances employees knowledge and expertise.

The current study result also indicated that 58% of respondents disagreed that social media use in the work place helps to develop high work productivity. This contradicts with Chu & Chan (2009), who established that businesses are facing rapidly changing environments thus organizations seeking innovation could use online social networking and communities have found online to identify new ideas that can lead to the creation of new services and products.

In this study it was established that accessing information through social media encouraging improved teamwork as it enables the employees share and receive feedback from fellow workmates. Bosh & Plessis (2008) study concurs and added that social media use at the workplace also helps create a collaborative environment for learning within an organizations social system where any problems or issues are solved collectively and the solution is shared with other employees (Davenport, 2001; Orlikowski, 2002). This suggests that employee job productivity can be impacted positively by being on social media at work by perhaps enhancing team work approach to issues.

The current study revealed that majority of respondents agreed social media use helps to establish and maintain a positive relationship with all employees in the work place. In line with this Hasgall & Shoham (2007) agree that individuals get important skills, such as team work and collaboration which can easily be transferred and allow employees to fit in faster in working environments. Social media use at the workplace empowers people or employees in organizations (Scheneckenberg, 2009). They suggest that social networking systems work on the basis of real time networking or technology. Hence this enables quick updates on various activities at levels that are trivial virtually.

The present study found that majority of respondents agreed that social networking sites influence employees work negatively because it distracts them from their main job. This shows that social media use in the work place influences employees work productivity negatively by distracting their attention from their main business. In Ferreira & Plessis (2009) study respondents had indicated whether they were of the opinion that social media lowered the

productivity of employees, respondents were divided in their opinion of the respondents, 33, 7% indicated that they disagreed with the notion that social media lowered the productivity of employees, whereas the same percentage of respondents agreed with the notion.

The current study result also revealed that majority of employees agreed social media use in the work place did not enables employees to accomplish their task effectively in the work place. In contrast to this study by Mugaza (2018), revealed that social media use at work place allows new faster way of doing work and contacting; clients many also disagreed that social media use at work increases variety and diversification in terms of tasks employees do at work. The study result also confirmed that the majority of respondents recognized social media use in the work place encourages employees' innovation through collaboration and cooperation.

This study established that majority of respondents agreed that social media was encouraging the sharing of knowledge and expertise between employees. This means that majority of respondents recognized the value of social media in the work place in terms of knowledge and expertise sharing among employees in the work place. Also In line with this according to (Bakker & Demerouti, 2008), social media in the work place like enhanced communication, networks, skills exchange, knowledge and expertise sharing and networks for informal learning and improved morale and work satisfaction.

The current study also found that majority of study participants were agreed that social media use in the work place lower the productivity of employees. Study by Mwituria (2015); regard personal internet usage as stealing work time, which results in decreased job performance. in contrast, positive studies see Personal internet usage as facilitating mental recovery or work-life balance, which eventually benefits job productivity. The researcher concluded that when employees' use social media for none work related activities negatively influences employees' productivity.

The study also contradicts with study by Fahmy, (2009) found that employees who used social media sites are 9% more productive than those who did not. Employees who are more social by nature and are connected to other people through social networking sites are better persons in the workplace, which means they are skilled at interacting with others and solving problems.

The present study established that social media use in the work place did not enable employees to perform their day to- day work functions more efficiently. According to Munene & Nyaribo (2013), employee engagement with social media during working hours was a factor that contributed to waste of time thus leading to reduced productivity levels.

Moreover the study revealed that most of employees find difficult to concentrate on their job because they log in social media in the work place for playing different on line games and download games. In line with this Ashmore & Herman (2006) indicated that deviant use of technology may distract employees from job tasks while engaging in unproductive or unethical activities such as online shopping, news, music, chatting, auctioning, and games while at work.

Chapter Five

Summary, Conclusion and Recommendations

5.1. Summary

The major objective of the present study was to assess the impact of work place social media usage on employees' productivity at Information Network Security Agency in Addis Ababa

In line with basic research questions, different scholars' idea and finding of the research was stated in chapter of review of related literature in order to make discussion for the findings of the present study.

Initially the reliability of the instrument was checked and administered on a pilot sample of 40 employees. The pilot results were used as an input to clarify vague items, delete weak items and modify some instruments.

In order to find answer for basic research questions, different statistical tools were employed. Descriptive statistics of frequency and percentage were used to analyze collected data on extent of social media use, purposes of social media use and the influence of social media use on employees' productivity. In addition, the researcher employed Pearson's correlation and linear regression analysis, to examine the relationships between the social media usage and productivity and to predict social media usage on employees' productivity. Based on this, the summaries of major findings of the study were presented as follows:

- Majority of employees were accessing Youtube, Facebook and Telegram respectively during office hours by ignoring the duties assigned to them. Similarly, all of the interviewees basically use Facebook, Youtube, Telegram, What Sapp, and Viber.
- The majority of the participants (40%) spent 1-2 hours on social media per day; followed by (31.3%) respondents' spent 3-4 hour on social media per day in the work place and 23.3% Of respondents spent less than1 hour on social media per day in the work place.

The rest small number of the participants spent 5-6 hours, 7 and above hours respectively. Supplementary, the majority of interview participants were revealed that they use 1-2 hours per day and also they suggested that employees should not use social media more than one hour per day. Further the study findings indicated that majority of the respondents accessed and used social sites multiple times a day and once per day in work place respectively.

- The study established that YouTube, Facebook and Telegram were the top three to most extent used social media by employees in the agency during working hours respectively. The analysis also shows that (64.6) of respondent used Facebook to large extent. YouTube was used to a large extent by (68.4%) of respondents. Telegram was used to a large extent by (50.5%) respondents, Twitter did not used at all by (49.2%) respondents, (39.2%) of employees used What Sapp to a little extent, while LinkedIn did not use at all by large number of employees (41.3%) respondents.
- Regarding the reasons of using social media during office hours; majority of participants use social media in the work place for searching of new information, news, opinions, followed by the employees use social media for receiving and sending personal message, to have entertainment or enjoyment. The data collected from interview supports the quantitative data that all the participants were responded as they use social media for searching information, communication and enjoyment
- The influence of social media on employees' productivity was analyzed according to the responses of 10 questions/items of Likert scale. The findings indicated that majority of employees agreed that accessing information through social media did not lead to job productivity; social networking sites influence work negatively because it distracts from main job and social media use in the work place did not enables employees to accomplish their task effectively in the work place.
- Further the study revealed that majority of respondents agreed social media was encouraging the sharing of knowledge and expertise between employees; and respondents recognized social media use in the work place encourage employee's innovation through collaboration and cooperation. It was also agreed that social media use helps to establish and maintain a positive relationship with all employees in the work place.

- Most of employees find difficult to concentrate on their job because they log in social media in the work place for playing different on line games and download games; social media use in the work place did not enable employees to perform their day to- day work functions more efficiently and social media use in the work place lower the productivity of employees.
- The Pearson's Correlation analysis results showed that there was a weak positive correlation between employee productivity and use of social media as indicated by the positive value of the Pearson's correlation coefficient of 0.14. The correlation coefficient also indicated a weak and significant relationship between use of social media and employee productivity at 0.05 level of significance.

5.2. Conclusion

Based on the summary, the study concludes that Youtube, Facebook, and Telegram were the most preferred social media among the employees in the work place; further Youtube, Facebook and Telegram were the top three to most extent used social medias by employees in the agency during working hours and the majority of employees are accessing social media during working hours for several times per a day, and for between 1 and 4 hours in a day during working hours. This means that they were interrupting their work to access social media and spending time on social media mostly for none work related activities and reasons; they use social media to find new information, news, opinions, for recreation, for receiving and sending personal message, for enjoyment, to share personal beliefs and other helpful idea, for downloading and watching movies and only few number of employees are using for doing work related tasks. Social media is a force that cannot be ignored and organizations need to embrace this reality and look for ways to work with and not against the use of social media use during working hours.

The study therefore concludes 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 productivity, if not well managed, lead to reduction of employee productivity. The amount of time that employees are spending on social media per day should be moderated to be able to guard against loss of productive work time.

The study further concludes that there is a positive but weak relationship between social media use and employee productivity. Social media use allows reaping certain benefits. Its use generally stimulates collaboration and knowledge sharing between individuals, encourages innovation through collaboration and cooperation, helps to establish and maintain a positive relationship with colleagues in the work place, which can lead to decreased productivity.

Inversely also the findings of the study indicated that the employees find difficult to concentrate on their job because they log in social media in the work place for playing different on line games and download games; social media use in the work place lower the productivity because it distracts them from their main job. These findings indicate that if not well managed, social media participation may lead to a decline of employee productivity.

5.3. Recommendation

Based on the findings of the study, the following recommendations were made in order to minimize the impact of social media usage during office hours on employees' productivity:

- ✚ The employees should be aware and learn the negative and positive influence of social media use on work productivity and that would help the user to maximize the positive influence of social media on productivity and to minimize the negative influence of social media too using awareness raising trainings.
- ✚ The employees' should minimize the time spending on social media to the level that does not impact their office time, to pay more attention for their job that managing their work time and the purposes for which social media used in the work place.
- ✚ The employees should create a balance between using the social media and work activities. Social Media in moderate usage doesn't directly affect the employees' work but anything in excess is harmful.
- ✚ Managers should take the responsibility to aware and orient the employees on how to use social media moderately without affecting their work by monitoring and encouraging employees to get success on their work life and professionals also should guide employees how to use social media for task activities as well as another technology inputs for the effective work accomplishment.

- ✚ With the current generation of technology employees joining the agency, there is a need to inform all employees on the use of social media as a tool to communicating with clients. To increase synergy, employees need to be encouraged into adoption of social media to encourage knowledge and expertise sharing between employees and to activate team work as it would enables the employees to share and receive feedback from fellow workmates. There should however be a limit to social media access so as to ensure that more time is spent on productive work.
- ✚ The agency should establish and implement laws governing and controlling the use of social media, there are some positive outcomes that come from employees engaging with social media during working hours. These should not be ignored.
- ✚ The governments also take responsibility to make a policy on the employees' engagement on social media in the work place to guide employees not to be disturbed on their tasks activities and work productivity.
- ✚ This study recommends further research to establish the challenges faced by INSA management in its quest to improve productivity. A comparative study on the trends of social media use on organization in Ethiopia among employees should be done. This will help in benchmarking the progress of Ethiopia in social media use on business as compared to one organization to other organization. The researcher recommends further studies to be carried out to assess the effectiveness the use of social media as way of improving work productivity and employees Productivity.

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Appendices

Appendix A

Addis Ababa University

College of Education and Behavioral Studies

School of Psychology

Questionnaires

Dear participants

I am a graduate student at Addis Ababa University College of Education and Behavioral Studies pursuing Masters of Arts in Social Psychology (MA). I am conducting a research on the Impact of Social Media use on the productivity of employees in Information Network Security Agency.

The purpose of this questionnaire is getting your genuine experience of social media sites usage; which makes my study meaningful. Hence, I kindly request you to fill this questionnaire honestly.

This questionnaire is to be answered fully and in detail. Kindly all answers to this questionnaire should be related to social media or social networks and how they have impacted the productivity of employees

Thank you in advance for your time and contribution!

General Instructions

- Personal details such as name and address are not needed.
- There is no right or wrong answer except for background information.
- You are kindly requested to follow the direction of each part.

Part 1: Employees social media use in the work place

1. Which is your favorite social media site among the ones listed below? (Tick where appropriate) and you can choose more than one

Facebook Twitter YouTube WhatsApp Viber
LinkedIn Telegram others

2. Which of these sites on social media do you mostly access during work? (you can choose more than one)

Facebook Twitter You tube WhatsApp Viber
LinkedIn Telegram others

3. Number of hours Spent on Social Media per Day during Working hours

Less than 1 Hours a day 1 to 2 Hours a day 3 to 4 Hours a day
5 – 6 Hours a day 7 and above Hours a day

4. How often do you access your social network site accounts?

Several times per day once per day within 2 days interval
Once per 3 or 4 days Once per Week once per Month

5. On the scale given please rate the extent of your social media use in the work place

Please respond to the following questions by putting “√” on your preferred response.

Notice: 1= Not at all 2= little extent 3= Moderate 4= Large extent 5= Very large extent

No	Type of social media	1	2	3	4	5
1	Facebook					
2	Twitter					
3	You tube					
4	WhatsApp					
5	Viber					
6	LinkedIn					
7	Telegram					

Part 2: Purpose of use of social media in the work place

6. On the scale given please rate your level agreement to the given statements measuring the Purpose for which social media are used in the work place at agency

Notice: 5= Strongly Agree 4= Agree 3= Neutral 2= Disagree 1= Strongly Disagree

No	Items	1	2	3	4	5
1	Making friends and Chatting with friends					
2	Receiving and sending message					
3	Downloading and watching movies					
4	doing work related tasks (e.g., Work related Online tutorials and readings)					
5	To Searching vacancy and build their own business					
6	To find information (e.g., news, opinions))					
7	To share my personal beliefs and other helpful idea					
8	To have entertainment					
9	Other purposes					

Part 3: Impact of social media use on employee productivity in the work place

7. The following given statements indicate how the use of social media influences employees productivity in the agency from the view point of the respondents. Please rate on the 5-point scale your level of agreement by putting “√” on your preferred response with the statements.

Notice: 5= Strongly Agree 4= Agree 3= Neutral 2= Disagree 1= Strongly Disagree

No	Items	1	2	3	4	5
1	Accessing information through social media to do my job leads to high job productivity					
2	use of social media improves networking amongst employees hence improved teamwork					
3	Use of social media helps me establish and maintain a positive relationship with all employees					
4	Networking sites influence my work negatively because it distracts me from my job					
5	Using social media at work place enables me to accomplish my task effectively					
6	Social Networking encouraging the sharing of knowledge and expertise between employees					
7	Online Social Networks lower the productivity of employees					
8	Social Media sites encourage innovation through collaboration					
9	An organizational social media site allows me to perform my day to- day work functions more efficiently					
10	Social Media make it difficult to concentrate on my job since I can log in and play games					

8. How do you rate your productivity in the agency on a Five-Point Likert scale based on the productivity indicators given?

Notice: 5= Strongly Agree 4= Agree 3= Neutral 2= Disagree 1= Strongly Disagree

No	Items	1	2	3	4	5
1	The projects that I am involved in are always regarded as successful					
2	My activities in which I am involved are enhanced with passage of time					
3	Customers (both external as well as internal departments or groups) are always very satisfied with the work I have done					
4	I willingly assist other group persons to accomplish their responsibilities					
5	I always reach my target plans					
6	My working results generally meet all relevant requirements					
7	I make sure I meet the deadlines					

Appendix B

Interview Guide

Dear interviewee,

I want to thank you for taking the time to meet me today. My name is Mubarek Nasiro, graduate student of social psychology in Addis Ababa University and I would like to talk with you about your experiences of using social network site. The interview may take 20-30 minutes. If you are willing, I will be taping the session because missing some part of our discussion may make the error in the finding. Although I will be taking some notes. All responses will be kept confidential; your interview responses will only be kept with me and I ensure that any information I include in my report does not describe your identity.

Remember, you don't have to talk about anything you don't want to and you may end the interview at any time.

Questions:

1. Which social media are you familiar with and which one do you use most?
2. Sometimes the frequency of surfing social media and the time we spent on social networking sites differs according our day-to-day activities. How frequently do you access your social media accounts?
3. For what reason are you using social media?
4. In your opinion, what are the advantages and disadvantages of social media in work place?
5. Finally, if there is anything more you would like to add

Thank you for your time

Appendix C

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የትምህርትና ባሕሪ ጥናት ኮሌጅ

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በተቋም ሰራተኞች የሚሞላ የጽሑፍ መጠይቅ

ወደ የተቋሙ አባላት!

እኔ በአዲስ አበባ ዩኒቨርሲቲ የትምህርትና ባሕሪ ጥናት ኮሌጅ የሳይኮሎጂ ትምህርት ክፍል የድህረ-ምረቃ ተማሪ ስሆን ማህበራዊ ሚዲያ አጠቃቀም በተቋም ሰራተኞች የስራ ውጤት ላይ የሚያሳድረውን ተጽእኖ በማጥናት ላይ እገኛለሁ።

ይህ ጥናት የሚያገለግለው በአዲስ አበባ ዩኒቨርሲቲ በማህበራዊ ሳይኮሎጂ (social Psychology) ትምህርት ክፍል ለድህረ ምረቃ የመመረቂያ ፅሑፍ ማሟያ የሚሆን ነው። መጠይቁን በተግማኒነት ይሞሉልኝ ዘንድ በአክብሮት እጠይቃለሁ። የእርስዎ ምላሽ ለዚህ ጥናት ስኬት ወሳኝ ሚና አለው። ለዚህ መጠይቅ የሚሰጧቸው ማናቸውም ምላሾች ሚስጢራዊነታቸውን ላረጋግጥሎት እወዳለሁ።

ለትብብርዎ በቅድሚያ አመሰግናለሁ!

አጠቃላይ መመሪያዎች፡-

የመጠይቁን ዓላማ ለማሳካት የሚከተሉትን ጥያቄዎችን እንዲሞሉ እጠይቃለሁ። መመሪያዎችን እንድትከተሉ በትህትና ላሳስብዎት እወዳለሁ።

- ስምና አድራሻ መጻፍ አይጠበቅብዎትም
- እባክዎት መልስዎን በእያንዳንዱ መጠይቅ ክፍል መመሪያ መሰረት ይስጡ።

ክፍል አንድ፡ የማህበራዊ ሚዲያ አጠቃቀም

የሚከተሉት ጥያቄዎች ምን ዓይነት ማህበራዊ ሚዲያ እንደምትጠቀሙ፣ ለምን ዓይነት ጊዜና በምን ዓይነት ድግግሞሽ እና ደረጃ እንደምትጠቀሙ መረጃ ለማሰባሰብ የተዘጋጁ ናቸው። እባክዎት ምላሽዎን ለመስጠት መመሪያዎችን ይከተሉ።

1. ከተዘረዘሩት ማህበራዊ ሚዲያዎች ለእርስዎ ተመራጭ የትኛው ነው መልሱን በሳጥን ውስጥ “√” ምልክት በማስቀመጥ ይግለጹ? (ከአንድ በላይ መምረጥ ይቻላል)

ፌስቡክ ትዊተር ዩቲዩብ ዋትስ-አፕ ቫይበር

ሊንክዲን ቴሌግራም

2. ከታች ከተቀመጡት ማህበራዊ ሚዲያዎች እርስዎ በስራ ቦታ በብዛት የሚያዘትሩት የትኛውን ነው?

ፌስቡክ ትዊተር ዩቲዩብ ዋትስ-አፕ ቫይበር

ሊንክዲን ቴሌግራም

3. በስራ ቦታ በአማካይ በየዕለቱ ምን ያህል ጊዜ በማህበራዊ ሚዲያ ላይ ያሳልፋሉ?

ከአንድ ሰዓት በታች ከ1 - 2 ሰዓት ከ3 - 4 ሰዓት

ከ5 — 6 ሰዓት ከ7 እና ከዛባላይ ሰዓት

4. በአማካይ በምን ያህል ድግግሞሽ በስራ ቦታ ማህበራዊ ሚዲያ ይጠቀማሉ?

በቀን ብዙ ጊዜ በቀን አንዴ በየሁለት ቀን ልዩነት

በሶስትና በአራት ቀን አንዴ በሳምንት እንዴ በሳምንት ሁለቴ

5. እባክዎን በተሰጠው ስኬል መሰረት በስራ ቦታ ያለውን የማህበራዊ ሚዲያ አጠቃቀምዎን መጠን ይለኩ (መልሶን በሚስማማዎት ደረጃ ላይ “√” ምልክት በማስቀመጥ ያሳዩ

ማስታወሻ: 1= በፍፁም 2= በተወሰነ ደረጃ 3= መካከለኛ ደረጃ 4= ከፍተኛ ደረጃ 5= በጣም ከፍተኛ ደረጃ የሚለውን ይተካሉ::

ተ.ቁ	የሚጠቀሙት የማህበራዊ ሚዲያ አይነት	1	2	3	4	5
1	ፌስቡክ					
2	ትዊተር					
3	ዩቲዩብ					
4	ዋትስ-አፕ					
5	ቫይበር					
6	ሊንኪዲን					
7	ቴሌግራም					

ክፍል ሁለት፡ ሰራተኞች ማህበራዊ ሚዲያ የሚጠቀሙበትን ምክንያት

6. እባክዎን ማህበራዊ ሚዲያ የሚጠቀሙበትን ምክንያት ለመለካት በተሰጠው ስኬል የሚስማዎትን ልኬት ላይ “√” ምልክት በማድረግ ያስቀምጡ።

ማስታወሻ፡ 5 = በጣም እስማማለሁ 4 = እስማማለሁ 3 = እርግጠኛ አይደለሁም 2 = አልስማማም 1 = በጣም አልስማማም

ተ.ቁ	መጠይቆች	1	2	3	4	5
1	ጓደኛ ለማፍራትና ቻት ለማድረግ					
2	መልዕክት ለመላክና ለመቀበል					
3	ፊልሞችን ለማውረድ እና ለማየት					
4	ከስራ ጋር ተዛማጅነት ያላቸውን ተግባራት ለመከወን (ለስራ የሚያግዙ ቲቶሪያሎችን እና ፅሁፎችን ለማንበብና ለመክታተል)					
5	ስራ ለማፈላለግና የግል ስራ ለመስራት					
6	መረጃ ለመፈለግና ለማግኘት (ዜናዎች፣ ሀሳቦችና ፖስቶችን)					
7	የግል እምነትንና ሌሎች ጠቃሚ ሀሳቦችን ለማጋራት					
8	ለመዝናኛ					
9	ለሌላ ተግባር					

ክፍል ሶስት፡ የማህበራዊ ሚዲያ አጠቃቀም በስራ ውጤታማነት ላይ ያለው ተፅዕኖ

7. ይህ የመጠይቁ መጨረሻ ክፍል በዋናነት የሚያጠነጥነው ማህበራዊ ሚዲያ አጠቃቀም በሰራተኞች የስራ ምርታማነት ላይ የሚያመጣውን ተጽኖ በሰራተኞች እይታ ለመለየት ነው። እባኮዎ የእርስዎ ተመራጭ ምላሽ ላይ “√” ምልክት በማድረግ ለሚከተሉ ጥያቄዎች ምላሽ ይስጡ።

ማሳሰቢያ፡ 5 = በጣም እስማማለሁ 4 = እስማማለሁ 3 = እርግጠኛ አይደለሁም 2 = አልስማማም 1 = በጣም አልስማማም

ተ.ቁ	ጥያቄዎች	1	2	3	4	5
1	ስራዬን ለመስራት በማህበራዊ ሚዲያ በኩል መረጃ አክሰስ በማድረግ ከፍተኛ የስራ አፈፃፀም አግኝቻለሁ					
2	ማህበራዊ ሚዲያ መጠቀም በሰራተኞች መካከል ያለን ትስስር በማሻሻል የቡድን ስራን የጠናክራል					
3	ለኔ ማህበራዊ ሚዲያ ላይ መሳተፊ ከሁሉም ሰራተኞች ጋር ግንኙነት አንድመሰርትና አወንታዊ ግንኙነት እንዲኖረኝ ረቶኛል					
4	ማህበራዊ ትስስር ሚዲያ ትኩረቴን ስራዬ ላይ እንዳለደርግ በማድረግ ስራዬን በአሉታዊ መንግድ ጎቶታል					
5	በስራ ቦታ ላይ ማህበራዊ ሚዲያ መጠቀም ስራን በተሻለ አፈፃፀም ለመከወን ያስችላል					
6	የማህበራዊ ትስስር ሚዲያዎች በሰራተኞች መካከል ዕውቀትና ሙያ መጋራትን ያበረታታሉ					
7	ማህበራዊ ሚዲያ የሰራተኞችን የስራ ምርታማነት ይቀንሳል					
8	ማህበራዊ ሚዲያ ትብብርን በማጠናከር ፈጠራን ያበረታታል					
9	በተቋሙ ውስጥ ማህበራዊ ሚዲያ መኖሩ የዕለት ተለት ስራዬን በተሻለ መልኩ እንድከውን አስችሎኛል					
10	ማህበራዊ ሚዲያ በመክፈት ጌም ስለምጫወትና የተለያዩ መረጃዎችን ስለምዳስስ በስራዬ ላይ ትኩረት ማድረግን አዳጋች አድረጎታል					

8. ከታች በተቀመጡት የምርታማነት መገለጫዎች መሰረት የተቋሙን ሰራተኞች የስራ የምርታማነት በዚህ የአምስት ነጥብ ላይከርት ስኬል እንዴት ይለኩታል?

ማሳሰቢያ: 5 = በጣም እስማማለሁ 4 = እስማማለሁ 3 = እርግጠኛ አይደለሁም 2 = አልስማማም 1 = በጣም አልስማማም

ተ.ቁ	ጥያቄዎች	1	2	3	4	5
1	እኔ የተሳተፍኩባቸው ፕሮጀክቶች እንደ ውጤታማ ይታያሉ					
2	የምሰራቸው ስራዎች ከጊዜ ወደ ጊዜ መሻሻል ይታይባቸዋል					
3	የውጭ ደንበኞች እና የተቋሙ የተለያዩ ክፍሎች እኔ በምሰራቸው ስራዎች ይረካሉ					
4	ሌሎች የስራ ባልደረቦችና ቡድኖች ስራቸውን እንዲጨርሱ በፍቃደኝነት እተባበራለሁ					
5	ሁሌም የስቀመጥኩትን ግብ አሳካለሁ					
6	የስራ ውጤቴ በአጠቃላይ የተቀመጡ መስፈርቶችን ያሟላል					
7	ስራዬን በተቀመጠለት የጊዜ ገደብ መፈፀሜን አረጋግጣለሁ					

Appendix D

የቃለ-መጠይቅ ጋይድ

ወደ ተሳታፊ;

በቅድሚያ ጊዜህ/ሽን ሰወተህ/ሽ ለዚህ ቃለ- መጠይቅ ፍቃደኛ በመሆንህ/ሽ ላመሰግንህ/ሽ እወዳለሁ። ስሜ ሙባረክ ናስሮ ሲሆን በአ/አ ዩኒቨርሲቲ ሶስተኛ አመት የሶሻል ሳይኮሎጂ ድህረ ምረቃ ተማሪ ነኝ። ዛሬ የፈለኩህ/ሽ ስለማህበራዊ ኔትወርክ/ሚዲያ አጠቃቀም ልምድህ/ሽን እንድታካፍለኝ/እንድታካፍይኝ ሲሆን ወይይታችን 20-30 ደቂቃ የሚሆን ጊዜ ሊፈጅ ይችላል። መልካም ፍቃድህ/ሽ ከሆነ ወይይታችን በድምጽ መቅረጫ የሚቀርጽ ይሆናል። ምክንያቱም የምናወራውን ሁሉ በማስታወሻ ለመያዝ ጊዜው ስለማይበቃ እና በድምጽ ፍጥነት ልክ ፈጥኜ መጻፍ ስለማልችል የተወሰኑ ነጥቦች ሊያመልጡኝ ይችላሉ። ስለዚህ ድምጽህን/ሽን ከፍአድርገህ/ሽ በማወራት እንዲትተባበረኝ/እንዲትተባበሪኝ እጠይቃለሁ። ወይይታችን ለጥናቱ አላማ ብቻ የሚወጣ ሲሆን እያንዳንድ አንዱ መረጃ በጥንቃቄና ምስጥራዊ በሆነ መልኩ ይያዛል። ጥናቱ ላይማንነትህ/ሽ የማይገለጽ ቢሆንም በቃለ-መጠይቁ የግል ማንነትህ/ሽን እና ማንኛውም ለሌላ ሰወ ማጋራት የማትፍልገውን መረጃ መግለጽ አይጠበቅብህም/ሽም። ቃለ-መጠይቁን በማንኛውም ሳዓት የማቋረጥ መብት የተጠበቀኑል።

ጥያቄዎች:

1. ከየትኛው ማህበራዊ ሚዲያ ጋር ነው እርስዎ የተላመዱት፡ በጣም የሚጠቀሙት የተኛውን ነው?
2. እያንዳንዳችን የማህበራዊ ኔትወርክ ገጾችን ከፍተን የምናይበት የራሳችን የሆነ ልምድ አለን። አንተ/አንቺ የማህበራዊ ኔትወርክ ገጽ የሚትጎበኝበት/የሚትጎበኝበት የጊዜ ሊዩነት ምን ይመስላል (ለምሳሌ፡ - በቀን ብዙ ጊዜ፣ በየቀን...ወዘተ)?
3. ማህበራዊ ሚዲያ የምጠቀምበት ምክንያት ምንድን ነው?
4. አባክህን/እባክሽን የማህበራዊ ኔትወርኮችን በስራ-ቦታ ስትጠቀም/ስትጠቀሚ ያስተዋልከውን/ያስተዋልሺውን ጥቅምና ጉዳት አብራራልኝ/ሪልኝ?

5. በመጨረሻም ካነሳናቸው ጉዳዮች ላይ መጨመር የሚችሉልገደ/ጊደ ነገር ካለ እድል ልስጥህ/ሽ...?

ስላደረጉልኝ አስተዋጽኦ በድጋሜ አመሰግናለሁ!!