



# THE USE OF SOCIAL MEDIA AT THE WORKPLACE

The case of Black Lion Specialized Hospital

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DECLARATION

This project is my original work attained through research, learning and  
with the full support my  
project advisor, Wubshet Bekalu(Dr.)

Sign ..... Date .....

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Sign.....Date.....

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## ACRONYMS & ABBREVIATIONS

TASH	Tikur Anbessa Specialized Hospital
SOP	Standard Operating Procedure
SM	Social media
HR	Human Resource
SPSS	Statistical Package for Social Sciences
ERP	Enterprise resource planning

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## ABSTRACT

Social media use permeates everyday life, including work lives of employees, it has materially changed the way in which workers communicate. Social media offers a readily and easily available ways to stay in touch with family, friends, colleagues, and co-workers, with the luxury to rapidly and widely share information. The widespread use of cell phones, and fast internet connection as well as availability of Wi-Fi and cable connection at the workplace has helped employees to gather and share information among the wider community, but with all its pros and cons. Nowadays, HR executives have been facing with challenges on how to address this amicably.

The objective of this research is to investigate the use of social media at the workplace especially among employees of a health institution in an attempt to identify and describe what are the major concerns or issues of social media poses at the workplace. Since social media is a recent phenomenon in our country, this research will also provide an insight about social media usage at the workplace and its possible impact on the workers and the organization.

The data for this research was collected from the employees of Tikur Anbessa Specialized Hospital. (TASH). With 165 respondents from the sample size of 260. Since there was no previously validated questionnaire available, a questionnaire, using a Likert scale method was developed. The questions were designed to gather information on the demographic data of respondents, social media use driving factors and possible impacts. These questions were pretested in another hospital having a similar work environment which is St.Pawlos Specialized Hospital. Based on the pretest feedback from the five respondents, the questionnaires were modified. The final questionnaires were anonymously distributed manually and collected. The responses from the collected questionnaire were manually entered and analyzed using the SPSS Ver.25 software.

The results of this study show that all respondents use social media at the workplace, even though the amount of time spent on SM, the visited SM platform, the area of interest, the driving factors, etc differs from employee to employee. Most of them indicated that they spent approximately 1-3h daily on social media at the workplace/during their working hours. The study also shows that Telegram, Facebook and YouTube are among the mostly used social media platforms in the TASH workplace. When asked about the basic driving factors or reasons for using social media at the workplace, the majority indicated that they use social media to get updates on current events, chat with their relatives, colleagues, and friends and for some, they use SM for academic and research

purposes. Respondents who are in the management expressed their bigger concern on organization information security because of the uncontrolled or unmonitored nature of social media at the workplace. Even though, social media has provided workers with numerous opportunities to conduct research in their relevant fields, potential harmful outcomes can result from SM and should be monitored, especially as they relate to confidentiality of patient information. The findings also showed that the majority of social media users at the workplace indicated that SM may lead to employee poor work performance, behavior change, effect on workplace team bondage and in some cases, SM can lead to addiction problems. And therefore, most of the respondents agree that SM at the workplace should be closely monitored. In light of this, TASH and similar organizations need to develop a workplace SM policies or guideline, design different mechanisms or systems to enhance information security with keeping the balance between employee motivation and organizational interest. The study further suggested that organizations in Ethiopia need to revise their employee code of conduct, HR manuals, employee induction & training guidelines in line with the impact SM poses at the current workplace.

The research has also some limitations. Due to differences among organizational settings, objectives and nature may limit the generalization of this paper across workplaces and hence similar studies in multiple locations are required. Moreover, not having a validated questionnaire also is a limitation of this study.

## CHAPTER ONE

### **1.1 Background and Introduction**

Under this chapter, the concept of SM will be explained and further provide a background on what workplace entails in the current digital era, it will further highlight what we mean by usage of social media in the context of the workplace environment. It will further look in brief about the major debates and discussions about the challenges of HR executives on social media use at the workplace.

Before we go directly into the discussion of SM and the workplace, it is good to mention some background information about the internet and its coverage in our country. According to ethio-telecom 2020/21 annual report, mobile voice subscribers in Ethiopia reached 48.9 million, and data and internet users 23.5 Million. Out of this the majority is estimated to be in the workforce or employed in one way or another. Due to the widespread use of cell phones and ease of access to internet and fast connectivity at the workplace, the increased use of social media by employees is inhabitable. Nowadays, using different social media platforms, messages can reach audiences and target groups in real time, and they can generate changes and tendencies in seconds.

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. While challenges to the definition of *social media* arise due to the variety of stand-alone and built-in social media services currently available, there are some common features:

1. Social media are interactive Internet-based applications.
2. User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions—is the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

The term *social* in regard to media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks—webs of individuals who enhance social connectivity. Source:- ([https://en.wikipedia.org/wiki/Social\\_media](https://en.wikipedia.org/wiki/Social_media))

“Social Media is the collection of tools and online spaces available to help individuals and businesses to accelerate their information and communication needs.”  
(<http://communitymanagers.pbwiki.com/Glossary-and-Reference>)

“Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site.” – (<http://www.capilanou.ca/help/active-cms/glossary.html>)

“Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.” – ([http://www.tvb.org/multiplatform/Multiplatform\\_Glossary.aspx](http://www.tvb.org/multiplatform/Multiplatform_Glossary.aspx))

“A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, or My Space, social bookmarking sites like Del.icio.us, social news sites like Digg or Simpy, and other sites that are centered on user interaction.” – (<http://www.lazworld.com/glosasary.html>)

Social media is a recent phenomenon in our country Ethiopia, and therefore, its potential benefits, advantages, and disadvantages is yet to be explored. In view of this, many organizations may not have a workplace internet use or social media use policy, or a workplace social media use code of conduct, a guideline, or standard operating procedure (SOP).

As for the worker, there are many social media sites that are very useful to help them develop their career, enhance their professional networking, get updated data, and information and share their practices. However, unlimited and uncontrolled access to social media at the workplace presents its potential risk for the employee, clients, and the organization or employer. In their journal (George DR, Rovniak LS, Kraschnewski JL. 2013) mentioned some of the adverse effect of social media on conduct and behavior, such as distribution of poor-quality information, damage to professional image, breach of privacy, violation of personal-professional boundaries, dissemination of false allegations on colleagues. Hence, the use of social media by workers in the health sector is worth considering for study, especially in our society where the use of the social media is a recent phenomenon, this entails there is a need to work hard and clearly understand the risks and benefits associated to it.

When it comes to HR executives, these days, they face an open dilemma due to technological changes. Should they implement a social media policy that bans employees from using social media at work, or should they allow or encourage the use of social media in the organization? The

solution to this dilemma is unclear, as HR executives are responding in diametrically opposed fashions, developing policies that completely prohibit employees from using social media or allowing their unconstrained use because they anticipate productivity benefits (Coker, 2013; Mainiero & Jones, 2013). Due to uncertainty regarding the effects of social media, policies developed by HR managers tend to be ambiguous or vague (Schmidt & O'Connor, 2015). Although the exponential growth of social media is creating new challenges for organizations (Hinchcliffe & Kim, 2012), scholars have only recently started questioning their implications (Kane, Alavi, Labianca, & Borgatti, 2014). HR theorists have yet to understand the implications of social media for employees and identify what executives should do to cope with the rising challenges of HR management in the Internet age (Mainiero & Jones, 2013; Wright, 2013).

On the one hand, there are arguments in favor of employees' use of social media. In a study (Chui et al., 2012) released a suggestion that social media can unlock value and empower employee productivity. Through social media, employees could share resources and information that help with the execution of work activities (Kane et al., 2014). Social media allow for maintaining relationships and getting social and emotional support that can be useful at work (boyd & Ellison, 2007). Social media can be fundamental for effective knowledge sharing among employees (Beck, Pahlke, & Seebach, 2014) and can foster collaboration (Martin, Parry, & Flowers, 2015). The use of social media at work can also benefit employee morale and make individuals better enjoy their work environment (Coker, 2013).

On the other hand, there are arguments against employees using social media. A survey by Robert Half Technology (2009) on over 1,400 executives of US companies found that the majority of organizations completely block the use of social media by employees. Many organizations forbid employee use of social media based on the belief that they could distract them from performing their assigned tasks (Coker, 2013; Rosen & Samuel, 2015) and that social media could impede effective work relationships among employees (Mainiero & Jones, 2013). Furthermore, the Ponemon Ponemon Institute (2011) released the findings of a survey according to which 63% of managers claimed that employees' use of social media could put the organization at risk.

The bigger issue for supervisors or HR executives, however, is how social media use at the workplace impacts employee and their performance. What are organizations doing about it? Many are taking a reactive stance by blocking SM altogether or by restricting access to selected websites

or resources. For instance, in the case of the TASH the Wi-Fi access is blocked during office hours and opened at lunch break.

Organizations have always exploited new technologies to enhance their performance and output. Yet these technologies have also reframed the workplace, and usually presented employees with an opportunity at the expense of their employer. Such activity remains a feature of the modern working environment in the digital age, where the primary issue has become online access for private purposes during working hours. The use of both company devices and privately-owned smartphones, the blurred distinction between work and leisure time have made it more difficult for employer organizations to formulate an appropriate response.

In light of this, the research will try to give a glimpse of understanding on social media use at the workplace and will contribute by providing some suggestions to the growing concern by employer organizations, clients and employees on how to properly manage and utilize these social media platforms for the benefit of all. When it comes to health institutions visited by a large number of patients seeking treatment for special conditions that requires undivided attention and dedications, and a health worker with good professionalism is a must to have. SM on the other hand is a new phenomenon in the digital world where practiced, consumes a good deal of time and in some cases can lead to addiction. For instance, workers may be allowed to check for updates on official matters, but before they know it, they may start surfing through the pictures of their friends, Facebook updates, etc. Most employees may not even realize that they have ventured off. This is the kind of addictiveness that social media brings, and it is detrimental in the workplace.

A workplace for the context of this research is a location where someone works for employer or themselves, a place of employment. Such a place can range from a home office to a large office building or factory. For industrialized societies, the workplace is one of the most important social spaces other than the home, constituting "a central concept for several entities: the worker and [their] family, the employing organization, the customers of the organization, and the society as a whole". The development of new communication technologies has led to the development of the virtual workplace and remote work. (<https://en.wikipedia.org/wiki/Workplace>)

## **1.2 Statement of the Problem**

During this digital era, organizations have this challenge to address the use of workplace social media issues. This is to keep the balance between the organization interest and employee interest. Total restriction of social media at the workplace may lead to employee's demotivation and further affect the performance. These social media platforms have many positive aspects but, if not monitored properly, it can become damaging. One of the objectives of the human resource function is to meet the employee work motivation and performance to the maximum may be affected by this imbalance.

As a result, using social media in the workplace can affect both employees and employers. Mentioned below are some of the problems associated with SM usage in the workplace and the gaps the researcher identifies on SM for this research purpose.

### **1.2.1 social media, a new form of addiction leading to employee poor performance**

Addiction is a neuropsychological disorder characterized by a persistent and intense urge to engage in certain behaviors, often usage of a drug, despite substantial harm and other negative consequences (Wikipedia).

We often associate addiction to alcohol and drugs, but nowadays social media is also a new form of addition. People who use social media tend to become absorbed with it as they get to entertain themselves with photos, posts, and videos from all around the world. As a result, they end up wanting to use it more and more and eventually become addicted to it. For example, social media sites for interactive games, gambling, TikTok, Facebook and YouTube are to mention some

What these people fail to realize, however, is that overusing social media does not give them any sense of real fulfillment. Instead, it keeps them pre-occupied in a very unproductive manner.

Thus, employees who are highly addicted to social media often have the highest likelihood to perform in a somewhat slower and sloppier pace. They also tend to lose focus, thus, making more mistakes and affecting the overall productivity of the company.

### **1.2.2 The risk of disclosing confidential or damaging information is high.**

Organizations that allow their employees to post about work-related things on social media as part of their job should be wary of the possible harm it could have on the organization.

Valuable and confidential information about the organization's new products and services, patient or employee's personal data might be leaked and stolen by others. Access details such as usernames and passwords used in the organizations ERP systems may also be disclosed accidentally by employees. When employees release this essential and confidential information to the public, the security of the organization could be at risk and is more prone to online scammers and criminal activities. Furthermore, irresponsible posts or comments by employees about their organization or co-workers can quickly go viral and create public outrage.

### **1.2.3 social media can decrease employee relations and team sprit**

Team spirit, to put it simply, is the feeling of mutual respect, trust, pride, and loyalty amongst members of a team, inspiring them to do well for the organization. (Abhishek Kurdukar -July 26, 2021)

Contrary to what most people believe in, adults are also known to become easily jealous of their peers, especially their colleagues, who get more social media attention. When compared to teenagers, employees who are jealous of their more successful colleagues can cause trouble in the workplace. Work relationships can suffer and eventually may lead to decreased team performances. (<https://opensourcedworkplace.com/news/25-problems-with-social-media-in-the-workplace-employee-and-employer-adverse-effects>)

Bullying and harassment in the workplace could also occur. An employee may send negative remarks or spread baseless rumors about another colleague. They may also get into embarrassing situations and post false information about their co-workers. As a result, these activities could hinder team cooperation and collaboration.

### **1.2.4 Social media is a recent phenomenon in the Ethiopia workplace**

As SM is a recent phenomenon in our society, the researcher did not find a thorough research and analysis conducted on SM at the workplace on different organizations in the country. Therefore, organizations in Ethiopia may not have a fair and transparent policy about social media usage at

the workplace. The overuse, and sometimes the misuse of social media could affect the overall operation of an organization and could pose risks to the reputation of the employers, HR managers and co-workers in their daily routine. Although using SM at the workplace is not entirely wrong, its improper use could harm the employers and the organization. Thus, it would be very essential to regulate the use of social media through policies and procedures, especially during working hours.

### **1.3 Basic Research Questions**

- What are the managements or supervisor's perceptions about social media usage at the workplace?
- What are the major driving factors or reasons to use social media during working hours by employees?
- What is the opinion of employees of a busy health institution about social media use in their daily routine?
- Does social media usage at the workplace influence employee, behavior, performance, team-sprit, etc?

### **1.4 Objectives of the Study**

#### **1.4.1 General objective of the study**

To give a general understanding on the current aspects of social media at the workplace and to what extent are the basic challenges to the health service sector and the employees. The result of this study will be valuable to similar other service sector organizations as well as related bodies in developing better practice and tools for the management of SM usage at the workplace. The findings of this study may also be useful to the policy makers in various sectors of the government.

#### **1.4.2 Specific or sub-objective of the study**

1. To determine what are the driving factors to use social media at the workplace
2. To determine the risks that comes with the use of social media in the workplace
3. To provide what are the possible impacts of social media use at the workplace

### **1.5 Significance of the study**

This study is believed to have a significant practical usage to organizations and decision makers about social media and the workplace by indicating its potential risks, by suggesting a way forward and means of tackling the issue. It may also shed light for further studies in similar areas.

Furthermore, the study will provide understanding of the specific issues related to SM and the employee and may be used by HR administration and organizations in developing related social media workplace policy and guidelines and improving workers behavior and performance as a whole by using findings of the study to set up suitable mechanisms to control or improve workers performance. It will also help the HR executives in providing ideas in developing employment contracts, professional code of conduct and personnel manuals that may contain a clear and transparent clause on social media use at the workplace.

### **1.6 Scope and limitation of the Study**

This research focuses on social media use at the workplace of employees of a health institution in Addis Ababa. According to Wikipedia, a workplace is a location where someone works for their employer or themselves, a place of employment. Such a place can range from a home office to a large office building or factory. This research is restricted to the place where the health institution employees work and does not cover the home office or self-employment. In addition, only 12 social media platforms chosen by the researcher which are known by the public at the time of the study are considered in the research. Additionally, social media is recent phenomenon in our country and therefore the research is limited by non-availability of previous research of similar nature and non-availability of previously validated instrument. In view of this, the research only focuses on the identification and description of the major issues of social media at the workplace. To this end, the research does not involve in a deeper analysis, it only gives a glimpse of suggestions for future studies on the identified issues of social media workplace concern. The researcher used convenient sampling and therefore sampling of convenience, also places some limitations.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### **2.1 Introduction**

The literature review presents some key concepts used in the study and reviews previous studies done about social media in organizations and its effect on employee.

There has been little research on this subject in Ethiopia, and the researcher could not find similar studies done on SM and its effect on employees' especially in the context of health institutions employees in Ethiopia. Although, there are limited empirical literature on the area of social media, their focus is on the social media and customer behavior, social media and fake news, social media and the journalism and other areas which are not relevant to employees and not warrant a close review. Therefore, under this chapter, the focus of the study is assessed from the global perspective to provide a broad understanding of the topic under discussion.

#### **2.2 Social Media Concepts**

Social media are internet based interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. According to Boyd and Ellison (2007) social media refers to web-based service that allows individuals to do the following virtually:

- To construct a public or semi-public profile within a well-structured system such as Facebook groups and pages or privately owned Twitter accounts.
- To articulate the list of other users with whom they share a connection and have a direct connection
- To view and visit their list of connections and those made by others within the system
- To have access to paid advertising

Therefore, profiles and network of friends that the user creates stand at the core of the social media (Online Networking Sites). For example, Facebook and LinkedIn provides a sophisticated profiling system that allows users to create very detailed information about them and has a good level of privacy by determining what is to be made public. Social media were not meant to be a

way that connects people who do not know one another but actually a social networking for socializing people who happen to have some relationships offline (Boyd and Ellison, 2007). There are several definitions by different scholars on social media. However, in this study, social media shall mean social networking sites including, among others, Facebook, Twitter, YouTube Instagram, WhatsApp, Tik Tok, telegram, LinkedIn, reddit and Pinterest.

It can be described that social media can be an online service or platform that focuses on facilitating building of social networks or social relations among people who share the same or similar interests, activities, backgrounds, or real-life connections (Bolton et al., 2013). These online platforms allow individuals to have public or semi-public profile within a bounded system, view and traverse various lists of connections made by others within the system.

### **2.3 Social Media benefits**

With the advent of mobile phones, there has been growth in popularity of social media sites in both developing and developed countries and its advancement has promptly changed how organizations work and communicate. According to Munar, Gyimóthy and Cai 2013, private and public organizations have now been forced to work with social media because of its effectiveness as a two-way communication and effective collaboration. Despite skepticism on its value because of data leakage from staff gossiping freely in an open environment and phishing scams, there has been recognition by many organizations that social media and networking sites in the workplace result in improved employee productivity (Cai, Huang, & Liu, 2018; Harandi & Abdolvand, 2018). The biggest concern of social media usage in the workplace has been its openness and quick dissemination of information, privacy, reduction on employee productivity from time wastage, distraction and its effect on the workplace employee's behavior.

### **2.4 Social Media, distractions and interruptions at workplace**

In a study by Sanders, Baron and Moore (1987) explored a distraction-conflict theory in explaining how particular distraction can affect an individual on a given task. These distractions can be behavioral or psychological or social or non-social and are often triggered by competing activities or environmental stimuli (Mushwana & Bezuidenhout, 2014). According to the theory, distractions and interruptions consume employees' time that could be spent on critical tasks. As such,

individuals are subject to distractions caused by secondary tasks that disrupt their ability in the workplace (Awolusi, 2012).

The theory also states that distractions constitute any stimuli irrelevant to the task at hand which can produce attentional conflict between the primary task and the distractor (Speier, Valacichm, & Vessey, 1999), for instance, when Facebook distracts an employee, he or she may forget the information needed to process primary tasks and cues may be lost (Rivière, Haddad, & Philippe Vande, 2010). This cognitive difficulty is usually associated with time lags in regaining the mental state held before the distraction. As a result, actual productive time would be lost because of distraction (Patel & Jasani, 2010). Using distraction-conflict theory, the study argues that checking a social media platform such as Facebook, Twitter, telegram or YouTube during working hours could result in employees processing multiple inputs (Can & Kaya, 2016; Young, 2017). The theory provides insight into evaluating social media as an instrument that distracts employees from their primary tasks. When employees are exposed to interruption or distractions, these may affect mental attention and impair task processing and affect their conduct and behavior.

## **2.5 Social Media and employee productivity**

Other studies have attempted to determine the relationship between social media usage in the workplace and employee productivity. Social media has been credited for helping employees to become more productive and allow them to stay current with market trends as well as other issues important to consumers. As postulated by Salanova, Llorens and Ventura (2014), the use of social media sites may actually increase employee productivity as they become connected to other skilled people through social media sites as well as improved communication channels and sharing of skills. In addition, using analytical tools, companies have been able to transform social networking sites like *Facebook* or *Twitter* into mines of market research information where businesses recognize trends as information about how customers interact with their employees (Wilson, 2009). Duff, Brittany and Sela (2015) also noted that social media platforms such as *Facebook*, *Twitter* and *Skype* can allow employees to instantly see creative work of their colleagues and can help users to brainstorm new ideas. Furthermore, Wang, Yang and Chen (2016) expound that the usage of *Facebook* has been credited with helping employees to be 9% more productive in the workplace. In the same vein, Tarafdar, Pullins and Ragu-Nathan (2015) established that the intensity of *Facebook* use by employees in an organization was related to life

satisfaction and social trust. Maier, Laumer, Weinert and Weitzel (2015) also opine that Facebook usage by employees can be the strength for organizations when used to expand networks and increase access.

However, there are other academics and practitioners who argue that social media usage in the workplace has a negative relationship with employee behavior and productivity. For instance, Hysa et al. (2015) argue that the average Internet user can spend on average, 2 hours a day and 6 h per month on *Facebook* in the workplace. A study in the United Kingdom indicated that social media use in the workplace has been responsible for as much as £132 million per day of lost productivity and 233 million hours lost every month (Gravili, 2010; Jarrahi & Sawyer, 2012). The productivity loss and time wasted in the workplace happen because some of these social media sites are addictive. Organizations are also worried that social networking sites such as *Facebook* and *Twitter* are used by hackers to distribute malware using trusted accounts. Consequently, this breaches a company's security if employees click on malicious site links (Cao, Vogel, Guo, Liu, & Gu, 2012).

The other two challenges for organizations on social media usage in the workplace are employee posts and bandwidth consumption. The difficulty of distinguishing whether the employees post personal views or views of his organization and secondly the negative consequence of using social networking sites in the workplace which consumes extra bandwidth that would end up affecting the efficiency of core business tasks. According to Shami, Nichols and Chen (2014), social networking sites, such as *YouTube*, are high-bandwidth sites that consume between 75% and 90% of bandwidth within most organizations.

## **2.6 The medical profession, privacy and social media**

There is a risk on the use of social media by health professionals which is the privacy and the medical ethics. In a study on the use of social media by health professionals (by Yousuf R, Bakar SM, Haque M, Islam MN, Salam A, 2017) emphasizes on the needs of inclusion of social media usage in future health care providers' curriculum by the higher educational institutions in order to aware of the ethical and professional aspect. Professionalism drives a person's appearance, personal and professional interactions and presents first impression on others. Medical professionals requires high standards of behavior in terms of core values of professionalism such as honesty, accountability, confidentiality, responsibility, compassion, honor and respect for

others. Thus, medical professionals have a great responsibility not only in dealing with the patients or in professional life but also in their personal life. Use of social media can influence the people's personal and professional life. It is important for the medical professionals to maintain the professional attitude regarding social media use. Member of the medical profession are need to abide by the code of conduct of medical ethics in order to render the best possible services and to maintain the honors and dignity of the profession. Any unprofessional posting in public domain may cause unfavorable impact on medical professionals and to the institute. There could be negative professional consequences if the information featured in a social media profile in terms of photos, nicknames, posts, and comments liked or shared, as well as the friends, causes, organizations, games, and media that a person follows. A qualitative analysis of publicly available Facebook accounts of medical students showed foul language, sexist comments and photographs with alcohols or patients' privacy violation in a small number of public accounts. In another survey in USA, showed that 60% of US medical schools reported students posting of unprofessional content online where there were 30% of violations of patient confidentiality. Other indiscretions included profanity (52%), discriminatory language (48%), drunken behavior (39%) and sexually suggestive material (38%)<sup>28</sup>.

## **2.7 Workplace risk factors and social media**

A study on the problems of social media revealed that, everything in social media becomes permanent content. (Shashi Pratap Singh, Dr. A.k. Rai, Ankita Wal, Dr.Gaurav Tiwari, Ruchi Tiwari, Asfa Parveen, 2016) Managers should remind employees that social media is a public space, and everything posted on it could become permanent even when they try to delete their photos or posts. But when these ideas and opinions are not adequately understood, bullying in the workplace could arise. As a result, employees could become emotionally and mentally unhealthy. They could also begin to underperform and lose focus on critical projects and instructions. Thus, it is essential for employers to take necessary actions to regulate social media in the workplace as its misuse and overuse could make employees mentally unfit for their tasks and responsibilities.

Another study conducted on the associated risk (Shashi Pratap Singh, Dr. A.k. Rai, Ankita Wal, Dr.Gaurav Tiwari, Ruchi Tiwari, Asfa Parveen, 2016) with the use of social media is the posting of unprofessional content that can reflect unfavorably on the organization, employees, and affiliated institutions. Social media convey information about a person's personality, values, and

priorities, and the first impression generated by this content can be lasting. Perceptions may be based on any of the information featured in a social media profile, such as photos, nicknames, posts, and comments liked or shared, as well as the friends, causes, organizations, games, and media that a person follows.

## **2.8 Social Media and the danger on health care professionals**

A post on the dangers of social media on health care professionals (HCPs) By Sandra Canosa On Mar 12, 2019, stated that we live in a time when social media isn't just about sharing pictures or ideas with a close circle of friends and family. But, no matter what our privacy settings may have, we are always public, all the time — no matter what.

She argues that, for people in the healthcare industry, the line between the professional and the personal is a particularly difficult one to navigate in the digital realm. It's perfectly natural to want to use social media as a platform to vent about a trying day, to source new opinions on a difficult case. According to her, in the US privacy policy, a social media post may seem perfectly benign or even friendly but still breach protocol. Several hospital emergency room staffers were fired for offering their condolences for a police officer killed in the line of duty on Facebook before his family was even notified. A nurse who posts a selfie with his favorite patient without consent or who makes an identifying comment in a Tweet about the man who had a heart attack or the young girl who attempted suicide: these are all violations of the law in the US , even if you think your account is private.

“If you're giving any data about a patient at all, you've breached the privacy,” said Pam Lane, vice president of health informatics with the California Hospital Association, in an article for the American Society of Registered Nurses. “People are doing it and they are losing their jobs.”

She concluded that, social media is just that: social. It's meant as a public forum, and it needs to be treated like one. Workers in the medical industry need to be especially careful about how they discuss work-related issues online and should be aware of how their actions might reflect their ability to inspire trust in a general public that requires dependable, quality care.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### **3.1 Introduction**

This section refers to the method by which data collected by the researcher is to be clearly explained and understood. The development of strategy for conducting research is the third step after identifying a problem and completion of the literature review. Wiersman (1996) This chapter will therefore discuss the following: research design, population size, sampling strategy, data collection instruments and process and analysis of the data. This study will be conducted at the Tikur Anbesa Specialized hospital, (TASH) which is one of the largest referral public hospital in the country where patients get specialized treatment from all around the nation.

#### **3.2 Description of the Study Area**

The usage of social media and networking sites has become a phenomenon that has brought both negative and positive impact to various organizations and employees. Nowadays following the wide use of smart phones and availability of fast internet access, more and more social media sites and more and more people have been using social networking sites to connect with colleagues, friends, family as well as making collaborations. The advent of social media as a technological innovation has taken new dimensions by becoming one of the most significant ways of how people communicate globally and locally. The social media has indeed gained entry and popularity into the workplaces in many government organizations in Ethiopia where it has affected employee skills, abilities, knowledge, qualification, and motivation levels.

#### **3.3 Research Design and Approach**

Because of the nature of the research objectives, a descriptive research approach as well explanatory type is found to be necessary. Structured questionnaires were used for the collection of relevant primary data.

In line with suggestions by (Bryman and Bell,2016) the use of descriptive research design will help the researcher in expanding more output for the study as it sought to identify and describe the possible problems and effects of the use of social media in the workplace.

In addition, explanatory research design would be able to detect the differences between respondents selected from various walk of life. Therefore, this would allow the researchers the opportunity to categorize social media usage at workplace using demographic variables. A descriptive survey aims at describing the distribution of a phenomenon in a population and thereby establishing the facts by displaying in percentages, frequencies and tables.

Therefore, in line with the objective of this research, the choice of qualitative approach is particularly important as it attempts to explore a relatively unknown area of study. This rationale is confirmed by Denscombe (2003), when he states that qualitative research should be favored when a topic of interest has been relatively ignored in the literature. Moreover, the generation of descriptions, generalizations, themes, and relationships from the data in the study could possibly contribute towards the consideration of workplace social media use policy and standards.

### **3.4 Data analysis**

The data was collated coded and entered using the Statistical Package for Social Sciences (SPSS) Ver.25 and used to analyze the demographic characteristic of the respondents and to obtain the result by frequencies and percentage. As the study is qualitative in nature, the findings were presented in simple explanatory approach involving some tables.

### **3.5 Ethical considerations**

The ethical consideration in this study considers anonymity of respondents, confidentiality of primary data by not collecting names or any identifying personal data of respondents in the tool. The questionnaire clearly and boldly states this. All respondents were assured that data obtained from the study will be used only for research purpose and there in no way that the respondents will be identified through their questionnaire response and hence, they could feel confident to express their opinion without fear and concern.

### **3.6 Population and sample size**

The population of the study are employees of TASH working in the clinical and admin departments. The sample size is in keeping with the qualitative research which emphasizes depth of focus instead of quantity of information. And therefore, keeping in mind that the need to extract informed and relevant information pertaining to the relationship between social media usage in the

workplace and employee, there was a need to categorize the TASH employees in to two, those who are directly involved in the care, support, and service of clients, mostly the clinical staff and those who are not, mostly the admin staff. The total number of staff in the clinical (medical doctors, nurses, pharmacists, midwives, lab technicians, etc) were 694 and the number of admin, permanent and contractual, staff were 950. Among the admin staff, around 120 admin staff are randomly estimated to be those directly involved with the day-to-day contact with the public and those who can easily read and understand the tool. Therefore, for the purpose of this study, the total study population is considered to be 800 employees both from the clinical and admin department.

Hence, to determine the sample respondents, the below sample size formula is used.

The sample size (n) is calculated according to the formula:

$$n = [z^2 * p * (1 - p) / e^2] / [1 + (z^2 * p * (1 - p) / (e^2 * N))]$$

Where:

$z = 1.96$  for a confidence level ( $\alpha$ ) of 95%, (z-score)

$p =$  proportion (expressed as a decimal),

$N =$  population size,

$e =$  margin of error.

Thus:  $-z = 1.96, p = 0.5, N = 800, e = 0.05$

$$n = [1.962 * 0.5 * (1 - 0.5) / 0.052] / [1 + (1.962 * 0.5 * (1 - 0.5) / (0.052 * 800))]$$

$$n = 384.16 / 1.4802 = 259.532$$

$$n \approx 260$$

The sample size is equal to 260 respondents

### **3.7 Data Collection**

There are different ways of collecting data and these depend on the purpose, the objective of the research and the nature of the organization or the respondents. Data collection involves contacting the members of the population that will be sampled in order to collect the required information about the study (Saleemi, 1997).

The web-based data collection approach proved to be a very efficient and effective data collection system. This data collection method expedited data processing and analysis and eliminated the need for printing papers, transfer and tracking of forms, going from place to place to distribute and collect questionnaires, and facilitates data entry, and verification.

However, due to time and cost constraints, the researcher used the drop and pick method which involved the work of a research assistant who supported in the distribution and collection of the completed questionnaires. The main advantage of the drop and pick method will result in higher response rates, as it will reach physically to those employees targeted for the survey and was easier to follow-up. This method will give respondents enough time to answer the questionnaire because the researcher would come later to pick them. To enable the participants to fully understand the context of the survey, an introductory brief was provided by the research assistant and same brief message was indicated on the cover page of the questionnaire. It was clearly stated that participation is completely voluntary, with assurance of strict confidentiality. During the dropping of the questionnaires, the researcher established a rapport with the respondents to encourage them to respond to the data collection instruments accurately.

Structured questionnaires (*see ANNEX I*) was used for the collection of relevant primary data from employees of TASH. The use of the structured questionnaires helped in capturing the attitudinal data of respondents. Furthermore, survey questionnaires are simple to administer and helped in maintaining objectivity of the study whilst ensuring that the answers directly addressed the issues at stake. Moreover, the questionnaires enabled the busy employees and management to complete them at their own convenience thereby ensuring a higher response rate for the study.

The Likert scale and a yes-no question was used to measure the relationship between social media and employee behavior. The item of the scale were given in a statement form and the Likert scale

gives the respondents more options to choose with points from 1 to 7 to a series of provided statements.

The benefit of the Likert scale type questions is that it made the questionnaire easy to construct and relatively easy for respondents to understand.

### **3.8 Validity**

According to Mugenda et al (1999), validity is the accuracy and meaningfulness of inferences, which are based on the research results. Hence, validity refers to the degree to which results obtained from the analysis of the data represent the questions under study.

### **3.9 Pretesting**

Due to the non-availability of a previously used instrument on the subject matter, the researcher developed a questionnaire (ANNEX I), and was pretested in a similar work environment at Pawlos Specialized Hospital on five clinical staff and two admin staff. They were asked to fill in the questionnaire and comment upon the necessity, clarity, and relevance of each item. Following this, five items were eliminated in the impact section while six items were modified under the factors section and two included in the general information section

## CHAPTER FOUR

### DATA ANALYSIS AND DISCUSSION

#### **4.1 Introduction**

This chapter dealt with data analysis, presentation, and its interpretation. The results of the study were presented and discussed in relation to the research questions outlined in chapter one. This study aimed at understanding and explaining social media workplace issues on employee and the organization, TASH. Data from questionnaires was coded and analyzed into quantitative summary reports using the statistical package for social sciences (SPSS) version 25. Data was keyed into the program under specific category from which analysis was run to obtain descriptive statistics in the form of frequencies and percentages.

#### **4.2 Response rate**

It is calculated by the number of questionnaires collected divided by the number of the sample. As indicated under chapter three, a sample size of 260 respondents were calculated. Out of the distributed questionnaire 165 were returned. This represented 63% response rate. According to Babbie (2002) a response rate of above 50% is adequate for analysis.

#### **4.3 Gender Distribution**

The study sought to know the gender distribution of the respondents. From the responses, the majority (53%) were female while 46% were male, as shown in the table below. The gender imbalance is not likely to affect the study as the nature of the research and questions asked were not gender sensitive. However, given that most of the responses in the research questions relied on opinions and perceptions, the gender distribution is expected to accommodate the perceptions and opinions of either gender.

Table 4.1: Gender Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	46.7	46.7	46.7
	Female	88	53.3	53.3	100.0
	<b>Total</b>	<b>165</b>	<b>100.0</b>	<b>100.0</b>	

Source: Survey Output, 2022

#### **4.4 Age distribution**

Out of the total respondents the majority are in the age bracket between 31 -40 years of age followed by the 21-30 age bracket which indicates that under relative terms most of the employees working in TASH are in the younger generation.

Table 4.2: Age distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	btn 21-30	58	35.2	35.2	35.2
	btn 31-40	71	43.0	43.0	78.2
	btn 41-50	29	17.6	17.6	95.8
	>50	7	4.2	4.2	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

#### **4.5 The department or division of the respondents.**

The study sought to know the distribution of the respondent's department. From the responses indicated under the below table 4.3 , the majority (81%) were from workers in the clinical department while the 19% are in the admin. As per the objective indicated in the first chapter, the researcher would like to focus on the employees' who are directly involved in giving the service to public and therefore the response both from the admin and the clinical is satisfactory to understand about social media and the workplace.

Table 4.3: Division/unit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clinical	133	80.6	80.6	80.6
	Admin	32	19.4	19.4	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

Table 4.4 : Educational status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate or diploma	2	1.2	1.2	1.2
	Degree	116	70.3	70.3	71.5
	Masters and above	35	21.2	21.2	92.7
	Sub-Specialty	4	2.4	2.4	95.2
	Specialty	8	4.8	4.8	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

According to the study most of the respondents are with educational status of degree followed by the those with master level and above.

Table 4.5: Work Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 Year	12	7.3	7.3	7.3
	btn 1-5 Years	52	31.5	31.5	38.8
	btn 6-10 years	61	37.0	37.0	75.8
	>10 years	40	24.2	24.2	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

In terms of how many years of work experience of the respondents 37% are in the year bracket of 6-10 years followed by 32% in the year bracket of 1-5 years.

Table 4.6: position in the organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not in the management	77	46.7	46.7	46.7
	Lower level management	40	24.2	24.2	70.9
	Middle level management	43	26.1	26.1	97.0
	Higher level management	5	3.0	3.0	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

The researcher wanted to know how many are in the management and how many are not in the management. This helps to understand the perception of the management on the use of social media at the workplace and what would be their opinion to this regard.

Table 4.7: How often do you see/use social media sites on average in a day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1hr	46	27.9	27.9	27.9
	Btn 1hrs – 3hrs	78	47.3	47.3	75.2
	Btn 3hrs – 5hr	29	17.6	17.6	92.7
	Btn 5hr-10hrs	10	6.1	6.1	98.8
	> 10hrs	2	1.2	1.2	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

On a question to know the daily hours spent on social media by employees, the majority of the respondents spend their daily 1hr – 3hrs on social media followed by the less than 1hour. There is also another small group of employees who spent between 3hrs to 5hours of their time on social

media. When further looking into this group of respondents on the type of connection they use is mostly a cable connection and Wi-Fi which is available in the organization. This indicates that the 18% of the employees spend their working hours by visiting social media sites.

Table 4.8: How reliable is the internet connection at your organization?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	6	3.6	3.6	3.6
	somehow reliable	31	18.8	18.8	22.4
	Good	89	53.9	53.9	76.4
	Excellent	39	23.6	23.6	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

The researcher wanted to know the reliability of the internet connection at the TASH and out of the total respondents 54% said that the connection is good followed by the 24% who mentioned the connection is excellent. This information is very useful for the research because some social media sites such as YouTube consume big bandwidth and require a good internet connection. Hence employees can easily visit these social media sites without problem at their workplace.

Table 4.9: Which method of internet connection do you usually use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wi-Fi network	83	50.3	50.3	50.3
	Cable Connection	31	18.8	18.8	69.1
	Mobile Data	50	30.3	30.3	99.4
	Dongle	1	.6	.6	Table 4.5: Work Experience 100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

On the method of the internet connection the researcher wanted to know the method of connection employees are mostly using. This is very important to determine the relation between the hours

spent on the social media and the method. If the majority are spending their time on data connection, this indicates that they are using their cell phone which can be in the office or somewhere else. However, the cable connection and Wi-Fi are available in the office which are the office resources and office hours.

Table 4.10: Please indicate your style of work:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I work mostly as part of team	132	80.0	80.0	80.0
	I work mostly on my own	33	20.0	20.0	100.0
	Total	165	100.0	100.0	

Source: Survey Output, 2022

As communication is key for workplace interaction, the researcher wanted to know the style of work by the respondents and found out that most of the respondents work in teams. This is very important to determine the workers daily interaction as well as the effect of social media use at the workplace. If employees want to spend their free time on social media, then this has a big effect on their behavior and workplace conduct among colleagues.

The majority, 67% either agree, or strongly agree that whenever they have free time, they prefer to spend it online instead of chatting or chilling with a work colleague. Furthermore, when asked about the addiction effect of social media, the majority 92% responded that they either agree, strongly agree or somewhat agree that someone can be addicted to social media due to unlimited and continuous engagement on SM sites.

Table 4.11: The respondent most common social media

<i>Social media sites</i>	<i>Always%</i>	<i>often%</i>	<i>sometimes%</i>	<i>Rarely%</i>	<i>Never%</i>	<i>Total%</i>
Telegram	52.1	22.4	15.2	0.6	9.7	100
Facebook	40.6	19.4	29.7	4.2	6.1	100
YouTube	27.3	39.4	25.5	3.6	4.2	100
TikTok	15.8	20.6	19.4	15.8	28.5	100
Twitter	12.7	13.3	14.5	12.1	47.3	100
Instagram	8.5	16.4	10.9	15.2	49.1	100
WhatsApp	4.2	13.3	11.5	12.1	58.8	100
LinkedIn	3.6	3.6	10.9	14.5	67.3	100
Pinterest	3.6	0.6	1.2	4.8	89.7	100
Reddit	1.8	0	0	0.6	97.6	100
Snapchat	1.2	0	3.6	10.3	84.8	100
Wattpad	0.6	2.4	0	5.5	91.5	100

Source: Survey Output, 2022

The respondents were asked to give a scale to their preferred or the most common social networking site they visit by using the Likert scale of frequency (Always, often, sometimes rarely and Never). Telegram is the most visited 52% , visit this social media site followed by Facebook, 41% and YouTube 27%. Other social media sites such as ticktock, WhatsApp, Instagram, twitter, snapchat, LinkedIn, Wattpad, reddit and Pinterest are among the rarely visited social media sites by the respondents.

#### **4.6 Possible factors or reasons leading to the use of the social media sites at the workplace**

The researcher wanted to know the possible driving factors or reasons are there in order to use or visit a social media site at the workplace. Among the factors indicated (the table below 4.12) 55% agree that they use social media sited to get information for work related matter while 48% of them use social media to see life outside of work.

Among the respondents the majority agree or strongly agree that social media allows the employees to see life outside of work and to keep in touch with relatives. More than 60% responded that they either agree or strongly agree that they feel connected to other when they use social media.

Table 4.12: Driving factors to use social media at workplace

Source: Survey Output, 2022

In another question on the purpose of using the SM sites, 56% responded that they always or often use the SM sites to post or share valuable documents, videos and new ideas to the public. This goes with the result for the question on the preferred SM sites, that most of the respondents use Telegram, Facebook or YouTube, which are the best social media platforms for this purpose.

In another response, 41% of the respondents say that they always or often use the social media sites to get relief from work related stress. In one of the studies (by AP K, De Alwis A C, 2019) it was explained that social media use and stress are mixed. There appears to be little absolute association between social media use overall and work-related stress. Social media use might slightly reduce work-related stress. However, the result stated that increasing social media exposure is associated with increased work-stress. In another study on social media use, entitled stress, and coping, Social media use, stress, and coping - ScienceDirect (Lara N.Wolfs, 2022)

social media can have three functions in the stages of the stress-coping process. They can serve as stressors, resources, or coping tools. Research has yet to determine under what circumstances social media serve rather as resources or as stressors and rather as an effective or ineffective coping tool. More fine-grained research designs that consider the timing of social media use, the situational context, the coping strategies for which social media are used, the communication partners, and the encountered content are needed. They believe that conducting research from a functional perspective allows to give differentiated advice on how to design and use social media in a way that helps to prevent and reduce stress.

In the above table, when comparing the results of the findings for using social media to get information on current events and the use of social media for research or academic purpose, the respondents spend more time on looking for updates on current events rather than on research and academic purpose.

Another response indicated that when employees do not have other pressing tasks, they visit SM 58% responded that they always or often prefer to see their social media sites when they don't have other pressing tasks. This may have an effect on the workplace team spirit that workers to help and support each other by covering for one another or sharing the work burden.

Table 4.13: Driving factors to use social media at workplace

<b>Statement</b>		<i>Always</i>	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Never</i>	<i>Total</i>
I use social networking sites for reading books, newsfeeds, etc	<b>Freq</b>	7	12	57	71	18	165
	<b>Percent</b>	4.20%	7.30%	34.50%	43%	10.90%	100
I use social networking sites to share valuable documents, videos and new ideas to the public.	<b>Freq</b>	14	18	38	64	31	165
	<b>Percent</b>	8.50%	10.90%	23%	38.80%	18.80%	100
I visit social networking sites to get relief from work related stress	<b>Freq</b>	10	21	66	41	27	165
	<b>Percent</b>	6.10%	12.70%	40%	24.80%	16.40%	100
I use social networking sites to	<b>Freq</b>	5	11	47	61	41	165

get information regarding current events	<i>Percent</i>	3%	6.70%	28.50%	37%	24.80%	100
I use social networking sites for online academic purpose and do some research work	<i>Freq</i>	25	19	35	52	34	165
	<i>Percent</i>	15.20%	11.50%	21.20%	31.50%	20.60%	100
When I don't have other pressing task at work, I visit social media sites	<i>Freq</i>	7	10	48	72	26	165
	<i>Percent</i>	4.20%	6.10%	29.10%	43.60%	15.80%	100

Source: Survey Output, 2022

#### **4.7 The impact of workplace social media use on employee's**

In a response in the below table 4.14 most of the respondents either agree or strongly agree that those employees who spend most of their time on social media have the highest likelihood to perform slower and also may tend to lose focus, thus, making more mistakes. This has also an effect on the employees performance as well as affect the daily coordination and team spirit. More than 90% either agree or strongly agree that uncontrolled or unmonitored use of social media can lead to social media addiction.

The majority also responded that bullying and harassment can happen at the work place due to posting of negative remarks or spreading of baseless rumors about another colleague. Furthermore, the use of social media at work has a great risk to the organization. More than 50% responded that when employees visit/use social media, the security, trust and reputation of the organization could be at risk. This is due to the uncontrolled nature of the social media and the blurred distinction between the organization views and individual views.

In the below tables 4.14, the respondents indicated that social media use at workplace may led to negative changes in employees behavior by making them more self-centered and this can be detrimental to employee's communication skills and affect how employees interact with their peers and colleagues.

Table 4.14: Possible impact due to the use of social media

Possible impact due to the use of social media at the workplace		Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree	Total
Employees who often use/see social media have the highest likelihood to perform slower.	<b>Freq</b>	30	33	42	40	6	10	4	165
	<b>Percent</b>	18.20%	20%	25.50%	24.20%	3.60%	6.10%	2.40%	1
Employees who often use/see social media may tend to lose focus, thus, making more mistakes	<b>Freq</b>	33	36	50	25	4	12	5	165
	<b>Percent</b>	20%	21.80%	30.30%	15.20%	2.40%	7.30%	3%	100
Employees could become dependent on social media to feel a sense of satisfaction and fulfillment.	<b>Freq</b>	28	42	34	33	9	15	4	165
	<b>Percent</b>	17%	25.50%	20.60%	20%	5.50%	9.10%	2.40%	100
Employees who often use/see social media are very happy and sociable	<b>Freq</b>	9	28	42	31	17	34	4	165
	<b>Percent</b>	5.50%	17%	25.50%	18.80%	10.30%	20.60%	2.40%	100
An employee may send negative remarks or spread baseless rumors about another colleague.	<b>Freq</b>	21	52	50	25	7	8	2	165
	<b>Percent</b>	12.70%	31.50%	30.30%	15.20%	4.20%	4.80%	1.20%	100
Bullying and harassment in the workplace could also occur through social media.	<b>Freq</b>	23	55	39	33	5	5	5	165
	<b>Percent</b>	13.90%	33.30%	23.60%	20%	3%	3%	3%	100
When employees visit/use social media, the security, trust and reputation of the organization could be at risk.	<b>Freq</b>	19	31	42	30	18	14	11	165
	<b>Percent</b>	11.50%	18.80%	25.50%	18.20%	10.90%	8.50%	6.70%	100
Adding or following a colleague or a supervisor on any social media site may cause improper familiarity among each other. As a result, co-workers may lose respect with each other or with supervisor.	<b>Freq</b>	22	39	40	27	15	16	6	165
	<b>Percent</b>	13.30%	23.60%	24.20%	16.40%	9.10%	9.70%	3.60%	0.999
Someone can be addicted to social media due to unlimited and continuous use	<b>Freq</b>	47	84	20	12	0	1	1	165
	<b>Percent</b>	28.50%	50.90%	12.10%	7.30%	0%	0.60%	0.60%	100

Social Media can bring positive changes to employees' behavior by making them broad-minded, and knowledgeable.	<b>Freq</b>	19	58	54	15	4	10	5	165
	<b>Percent</b>	11.50%	35.20%	32.70%	9.10%	2.40%	6.10%	3%	100
Social media may led to negative changes in employees behavior by making them more self-centered.	<b>Freq</b>	22	48	59	25	8	1	2	165
	<b>Percent</b>	13.30%	29.1	35.80%	15.20%	4.80%	0.60%	1.20%	100
Social media can be detrimental to employee's communication skills and affect how employees interact with their peers and colleagues.	<b>Freq</b>	23	53	49	22	10	6	2	165
	<b>Percent</b>	13.90%	32.10%	29.70%	13.30%	6.10%	3.60%	1.20%	100
The thought of not being able to access social media makes me feel bad or stressed	<b>Freq</b>	22	28	40	26	18	24	7	165
	<b>Percent</b>	13.30%	17	24.20%	15.80%	10.90%	14.50%	4.20%	100

Source: Survey Output, 2022

Table 4.15: Possible impact due to the use of social media

<b>Statement</b>		<b>Always</b>	<b>Often</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>	<b>Total</b>
Employees discuss or talk about social media posts, news, photos, stories, etc with co-worker or a colleague	<b>Freq</b>	47	60	36	16	6	165
	<b>Percent</b>	28.50%	36.40%	21.8	9.70%	3.60%	100
I heard complaint from clients on delay of service due to a colleague/employee taking unnecessary time on their screen or mobile/computer during working hours.	<b>Freq</b>	25	39	52	27	22	165
	<b>Percent</b>	15.20%	23.60%	31.50%	16.40%	13.30%	100

Source: Survey Output, 2022

In the above two tables 1.14 and 4.15 it is indicated that managers will be concerned on the use of social media at the workplace because it will affect the co-worker's behavior and the unit performance. And also 44% responded that they had discussion on social media problems during the yearly performance evaluation session.

When asked about the need for workplace social media policy, 67% responded yes and only 23% responded that the policy is not necessary. When looking into the responses on the question of the risks associated with the use uncontrolled or less monitored use of SM at the workplace, they are worried that employees may post or share some confidential information about the organization that would potentially affect the TASH reputation and damage the image. More than 66%

responded that they heard rumors about employees posting issues on social media that would positively or negatively affect its image. In addition to this around 51% responded that they would be worried that employees may post some confidential information on social media. Medical professional and patients also communicate through social media; however, issues of privacy and confidentiality of medical professions in regards to medical and health care decisions contradict with the openness of the usage of social media. Member of the medical profession can use social media but need to abide by the code of conduct of medical ethics in order to render the best possible services.

As it was mentioned in chapter 2 literature review, in some other countries such as the US, some actions that does not seem breach of the medical ethics or disclosure of personal information or the right of freedom of expression of opinion, actions like a friendly post or condolence messages can be punishable by law and may result in losing job and professional license.

Table 4.16: Possible impact due to the use of social media

<b>Statement</b>		<i>Yes</i>	<i>No</i>	<i>Do not know</i>	<i>Prefer not to say</i>	<i>Total</i>
If you are/become a coordinator/supervisor, will you be concerned if a co-worker using social media at the workplace will affect his/her behavior and the unit performance	<b>Freq</b>	105	43	10	7	165
	<b>Percent</b>	63.60%	26.10%	6.10%	4.20%	1
During yearly employee performance evaluation, have you had any discussion about social media problems	<b>Freq</b>	72	83	8	2	165
	<b>Percent</b>	43.60%	50.30%	4.80%	1.20%	0.999
I know a colleague who had been fired or reprimanded, or given disciplinary notice due to his/her improper use of social media at the workplace	<b>Freq</b>	53	91	20	1	165
	<b>Percent</b>	32.10%	55.20%	12.10%	0.60%	1
Do you think it is useful that the organization to	<b>Freq</b>	110	38	14	3	165

develop a workplace social media or internet use policy?	<b>Percent</b>	66.70%	23%	8.50%	1.80%	1
Have you noticed any change with your work colleague, coordinator, or supervisor day-to-day work habits due to the use of social media?	<b>Freq</b>	64	74	24	3	165
	<b>Percent</b>	38.80%	44.80%	14.50%	1.80%	0.999
Have you heard any rumors or posts about your organization posted by an employee that negatively/positively affect the organization reputation?	<b>Freq</b>	108	51	6	0	165
	<b>Percent</b>	65.50%	30.90%	3.60%	0%	1
Have you ever worried about employees posting or sharing some confidential information about the organization?	<b>Freq</b>	84	62	16	3	165
	<b>Percent</b>	50.90%	37.60%	9.70%	1.80%	1

Source: Survey Output, 2022

## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATION

#### **5.1 Introduction**

This research paper is on the social media use at the workplace in the case of Balch Lion Specialized Hospital. This chapter will summarize the findings of the research, in relation to the research question and logical interpretation. The chapter will also make recommendations on possible areas for additional study on social media at the workplace.

#### **5.2 Research Summary**

Social media being a recent phenomenon in our society, little has been known on its effect at the workplace as it concerns deferent parts of the society from different perspective. As mentioned above, the study sought to explain about social media workplace issues to give some insight on its possible impact on employees and organizations at the workplace. Based on the study objectives, research questions were formulated.

Questionnaires were the instruments used in the primary data collection. These questionnaires were tested and validated in a similar work environment. Based on the probability sample, the questionnaires were distributed to the employees of TASH. The data collected from the respondent's response was coded and entered in the resent version of the SPSS. (Statistical package for social science) The results were carefully analyzed and presented to represent the actual situation on the ground. Conclusion, recommendation, and suggestion for future research is also provided.

#### **5.3 Major findings of the study**

According to the findings of the study employees spend 1-3hrs of their daily working ours on social media. As indicated clearly in chapter 4 employees of Tikur Anbesa Specialized hospital (TASH) spend 20% of their time on social media. The study further found out that most of the employees were on social media with Telegram, Facebook and YouTube are on top of the list of the social media sies mostly visited. The study also found out that Wi-Fi and cable connection are the preferred method of connection to the internet followed by mobile data connection. The majority, 80%, responded that their work requires teamwork style while 20% mostly work alone. Among the respondents the majority are in the age bracket of 31-40 and they have a work experience of more than 6 years. In terms of educational status, the majority,70%, of the respondents are at the level of 1<sup>st</sup> degree to be followed by the masters and above, and those sub-specialty and specialty are at the bottom of the list.

The study also wanted to find out what are the most driving factors or reasons to use social media at the workplace. Accordingly, the most common activity they are usually are looking for updates on current events and work-related information, chatting with their relatives or close friends, get relief or get a break from the work stress and also for some academic or research purpose. In another response on teamwork or interaction between peers and work colleagues, more than 67% responded that they strongly agree, or somewhat agree that when they have free time at work, they spend it online instead of socializing with their work colleague.

The study further revealed that social media had various effects on the behavior of the respondents. For instance, in table above, it is indicated that, 63% either strongly agreed or agreed that an employee can be addicted to social media due to continuous or unmonitored use and due to this the employee workplace conduct, interaction with peers and the employee performance can be greatly affected to a large extent by losing focus leading to making mistakes and slow delivery. The majority also responded that social media may led to negative changes in employee's behavior by making them more self-centered. In another instance more than 70% either agree or strongly agree that bullying and harassment in the workplace could also occur through social media. This is due the nature of social media network that a colleague can easily offend or bully another colleague, they can either post baseless and offending messages, a video or a photo on each other 's pages e.g Facebook or send direct messages to mobile phones via different social media platforms for example through Telegram or WhatsApp.

Social media further puts the reputation of the hospital at risk. For instance, among the respondents 55% either agree or strongly agree that the security, trust and reputation of the organization could be at risk due to employees posting information on social media about their organization. In as similar response, 65% responded that they heard rumors or had seen social media posts about their organization posted by an employee that negatively/positively affect the organization reputation.

The findings further showed that most of the managers or supervisors are concerned about the use of social media at the workplace as it will affect the behavior and performance of employees. For instance, 44% responded that they had discussion about social media problems during the yearly performance evaluation. In one of the questions on the daily conduct of an employee, the study found out that more than 60% responded they always or often hear complaints from clients or patients on delay of service due to a colleague/employee taking unnecessary time on their screen or scrolling through social media pages on their mobile/computer during working hours.

#### **5.4 Conclusion of the study**

In view of the above summary, it was evident that social media has become a part of an employee's daily conduct that will consume a good deal of the working hours. Although social media has good benefits when used for positive things such as research and study purpose, it can also be damaging when misused, for example, irresponsible comments and posts quickly get viral and can destroy the organization's image in seconds or negatively affect an employee. Linkage of employee or patient confidential information to the wider public causing damages to the individual and the employer

When it comes the health professionals, social media provide many opportunities, but at the same time there are numerous challenges and ethical issues to be considered. Therefore, medical professionals can use social media but need to be aware of the ethical and professional aspects before using it. Medical and health care institutions should implement policies on the usage of social media and should include it in the curriculum. Proper training on the ethical and professional usage of social media tools is deemed very essential for the benefit of the patients, physicians, and the health institution.

On the other hand, HR executive's or managers should revisit the organization HR manuals or HR policies to incorporate social media in light of employee performance evaluation , employee behavior and workplace conduct.

#### **5.5 Recommendations from the study**

- The findings of this study should be used in the formulation of work place social media use policy. As indicated by the respondents under chapter five 67% responded that they emphasized the need for workplace social media use policy.
- The organization personnel manual to be revised to include rules and regulations with penalties on social media workplace misuse or misconduct
- It may also be necessary to include social media use articles in the employment contracts
- Social media issues to be include in the medical professionals' code of conduct
- Social media to be part of in the educational training curriculums
- Social media to be included in the new employee induction or onboarding orientation manuals or programs.

## **5.6 Suggestions for further research**

- i. The study is only focused on general description of social media issues, such as problems and possible impacts. But further studies need to be done on the effect of social media on employee performance and behavior.
- ii. There is a need to incorporate the relationship with other contributing factors on social media impact on employees, such as life outside of work, employee incentive and benefits, emoluments or monthly salary
- iii. General social media platforms are included in this study, but a study can further be done on individual social media platforms, such as Telegram, TikTok, Facebook or YouTube in relation to specific traits e.g social media bullying at the workplace, team spirit and social media .
- iv. This study limited itself only in one institution, therefore, a similar study can be done in other organizations such as the Addis Ababa municipality offices, the power authority, telecom and other institutions where there are big volume of public interaction and transaction. It can also be done outside Addis Ababa.

## **5.7 Definition of major Terms**

1. **Social Media** are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual [communities](#) and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features: (*Obar, Jonathan A.; Wildman, Steve (2015). "Social media definition and the governance challenge: An introduction to the special issue". Telecommunications Policy. 39 (9): 745–750.*)

“Social Media is the collection of tools and online spaces available to help individuals and businesses to accelerate their information and communication needs.” – [Axel Schultze](#)

“Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, wiki or video hosting site.” – [Caplanou](#)

“Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.” – [tvb.org](#)

“A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, or My Space, social bookmarking sites like Del.icio.us, social news sites like Digg or Simpy, and other sites that are centered on user interaction.” – [Lazworld](#)

2. **Behavior:** - an action, activity, or process which can be observed and measured. Often, these actions, activities, and processes are initiated in response to stimuli which are either internal or external. The results of studies on these must be objective, however, to be reliable and valid for scientific purposes (*Definition by the American Psychological Association*)
3. **Cyberbullying:** - an aggressive, intentional act or behavior that is carried out by a group or an individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend him or herself. (*Definition by Wikipedia*)
4. **Workplace:-** is a location where someone works for employer or themselves, a place of employment. Such a place can range from a home office to a large office building or factory. For industrialized societies, the workplace is one of the most important social spaces other than the home, constituting "a central concept for several entities: the worker and [their] family, the employing organization, the customers of the organization, and the society as a whole". The development of new communication technologies has led to the development of the virtual workplace and remote work. (<https://en.wikipedia.org/wiki/Workplace>)

## ANNEXS

### ANNEX-I The Questionnaire

*Addis Ababa University School of Commerce*  
**Department of Human Resources Management**

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*‘Social media use at the workplace*

**The case of Black Lion Specialized Hospital(TASH)’**

Dear Participant,

You are invited to participate in this research study being conducted by Addis Ababa University, School of Commerce department of Human Resource Management graduate student, academic year 2014 e.c.

The purpose of this research is to know about workplace social media use and its possible impact on employees.

### **INSTRUCTIONS**

This is a questionnaire that attempt to explore the social networking usage of an employee and the possible impact.

In this questionnaire, the items of the scale are given in statement form. You are requested to read each statement carefully and give your response by putting a tick ( ✓ ) mark only under that option which you find that is most appropriate and true in your case. There is no right /wrong answer. Your responses will be used for research purpose only and there is no way that the respondent will be identified through this questionnaire response.

**(Please do not put your name on any part of the questionnaire.)**

*Thank you very much for sharing your inputs and spending your precious 10min to this research*

**Part I - General Information**

(Please put a tick ( ✓ ) mark only).

Gender: - Male \_\_\_\_\_ Female \_\_\_\_\_

Age

- 21-30 \_\_\_\_\_ 41-50 \_\_\_\_\_  
- 31-40 \_\_\_\_\_ ≥ 51 \_\_\_\_\_

Please indicate your division/unit: -

Clinical \_\_\_\_\_  
Admin \_\_\_\_\_ Others, please specify \_\_\_\_\_

Educational status

Intermediate or diploma \_\_\_\_\_ Masters and above \_\_\_\_\_  
Degree \_\_\_\_\_ Specialty \_\_\_\_\_  
Sub-Specialty \_\_\_\_\_ Others, please specify \_\_\_\_\_

Work Experience: -

< 1 year \_\_\_\_\_ 6-10 years \_\_\_\_\_  
1-5 years \_\_\_\_\_ ≥ 11 years \_\_\_\_\_

Please indicate your position in the organization: -

Higher level management, \_\_\_\_\_ Lower-level management \_\_\_\_\_  
Middle level management \_\_\_\_\_ Not in the management \_\_\_\_\_

How often do you see/use social media sites on average in a day?

Less than 1hr \_\_\_\_\_ Between 3hrs – 5hr \_\_\_\_\_

Between 1hrs – 3hrs \_\_\_\_\_

Between 5hr-10hrs \_\_\_\_\_

Between 5hr-10hrs \_\_\_\_\_

More than 10hrs \_\_\_\_\_

How reliable is the internet connection at your organization?

Excellent \_\_\_\_\_

Somehow reliable \_\_\_\_\_

Good \_\_\_\_\_

Poor \_\_\_\_\_

Which method of internet connection do you usually use? (Tick all that apply to you)

Wi-Fi Network \_\_\_\_\_

Mobile Data \_\_\_\_\_

Cable Connection \_\_\_\_\_










Dongle \_\_\_\_\_

Other \_\_\_\_\_

Please indicate your style of work: -

I work mostly as part of team \_\_\_\_\_

I work mostly on my own \_\_\_\_\_

Which of the following social media network or platforms you visit/use (tick all that apply to you)	Always	Often	Sometimes	Rarely	Never
Facebook 					
TikTok 					
Instagram					
twitter 					
Telegram 					
Snapchat 					
LinkedIn 					
Wattpad 					
YouTube 					
WhatsApp 					

Pinterest 					
Reddit 					

**Part 2 - Driving factors for use of social media**

(Please put a tick ( ✓ ) mark only).

Statement	<i>Strongly agree</i>	<i>Agree</i>	<i>Somewhat agree</i>	<i>Neutral</i>	<i>Somewhat disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
I use social networking sites to keep in touch with my relatives							
I use social networking sites for getting work related information							
I feel connected to others when I use social media							
Social media allows employees to see life outside of work							
When I have free time, I prefer to spend it online instead of spending it with colleagues.							
Use of social media during my free time will motivate me and become more productive							
My job requires that I keep learning new things and therefore the use of social media at the workplace is very important							
<i>Statement</i>	<i>Always</i>	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Never</i>		
I use social networking sites for reading books, newsfeeds, etc							
I use social networking sites to share valuable documents, videos and new ideas to the public.							

I visit social networking sites to get relief from work related stress							
I use social networking sites to get information regarding current events							
<i>Statement</i>	<i>Always</i>	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Never</i>		
I use social networking sites for online academic purpose and do some research work							
When I don't have other pressing task at work, I visit social media sites							

**Part 3 - Possible impact of social media use**

<b>Statement</b>	<i>Strongly agree</i>	<i>Agree</i>	<i>Somewhat agree</i>	<i>Neutral</i>	<i>Somewhat disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Employees who often use/see social media have the highest likelihood to perform slower.							
Employees who often use/see social media may tend to lose focus, thus, making more mistakes							
Employees could become dependent on social media to feel a sense of satisfaction and fulfillment.							
Employees who often use/see social media are very happy and sociable							
An employee may send negative remarks or spread baseless rumors about another colleague.							
Bullying and harassment in the workplace could also occur through social media.							

When employees visit/use social media , the security, trust and reputation of the organization could be at risk.							
<b>Statement</b>	<i>Strongly agree</i>	<i>Agree</i>	<i>Somewhat agree</i>	<i>Neutral</i>	<i>Somewhat disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
Adding or following a colleague or a supervisor on any social media site may cause improper familiarity among each other. As a result, co-workers may lose respect with each other or with supervisor.							
Someone can be addicted to social media due to unlimited and continuous use							
Social Media can bring positive changes to employees' behavior by making them broad-minded, and knowledgeable.							
Social media may led to negative changes in employees behavior by making them more self-centered.							
Social media can be detrimental to employee's communication skills and affect how employees interact with their peers and colleagues.							
The thought of not being able to access social media makes me feel bad or distressed							
<b>Statement</b>	<i>Always</i>	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Never</i>		

Employees discuss or talk about social media posts, news, photos, stories, etc with co-worker or a colleague							
<b>Statement</b>	<i>Always</i>	<i>Often</i>	<i>Sometimes</i>	<i>Rarely</i>	<i>Never</i>		
I heard complaint from clients on delay of service due to a colleague/employee taking unnecessary time on their screen or mobile/computer during working hours.							

(Please put a tick ( ✓ ) mark only).

<i>Statement</i>	<i>Yes</i>	<i>No</i>	<i>do not know</i>	<i>Prefer not to say</i>	
If you are/become a coordinator/supervisor, will you be concerned if a co-worker using social media at the workplace will affect his/her behavior and the unit performance					
During yearly employee performance evaluation, have you had any discussion about social media problems					
I know a colleague who had been fired or reprimanded, or given disciplinary notice due to his/her improper use of social media at the workplace					
Do you think it is useful that the organization to develop a workplace social media or internet use policy?					
Have you noticed any change with your work colleague, coordinator, or supervisor day-to-day work habits due to the use of social media?					
Have you heard any rumors or posts about your organization posted by an employee that negatively/positively affect the organization reputation?					

Have you ever worried about employees posting or sharing some confidential information about the organization?					
--	--	--	--	--	--

*Kindly give your overall opinion on social media use at the workplace. In your response, please consider a work environment like Tikur Anbessa Specialized Hospital.*

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*END OF QUESTIONNAIRE*

*Thank you so much for your time and inputs. Have a nice day!*

## ANNEX-II

### **Written opinion by respondents**

As part of the questionnaire, the last question requested respondents to write their overall opinion on social media and their workplace. Below are some of their responses collected from the questionnaire: -

.....

“Not good not bad, wise use of SM is important. Do not participate on like, or share business”

.....

“It is better if there is an access of internet at all workplaces for good service delivery and for reference of some subject matter online consultation etc. there should be strong Wi-Fi and cable connection”

.....

“Using SM at the workplace affect service quality”

.....

“I recommend that employees have to do their job for 8hrs full and use SM at lunch time, after or before working hours”

.....

“Using SM during break time and not during working hours is good for updating ourselves”

.....

“SM use at the workplace should be limited or controlled”

.....

“SM is good at the workplace, if it is for updating new information and to refer new work-related things as needed”

.....

“Workplace SM use is highly detrimental for both the service provider, the client/customer or the community especially when employees indulge into politically affiliated issues”

.....

“SM use at the workplace such as a health facilities like TASH must be restricted or controlled. Access to be given only for some websites that promote health care should be given top priority.”

.....

“There should be a restriction on the use of SM at the workplace”

.....

“As far as it is used in a good way or in order to support the hospital work, using SM has positive impact at the workplace”

.....

“I don’t agree with using SM at the workplace, it should not be allowed”

.....

“It is better to use after or before working hours.”

.....

“In general SM is good but sometimes it affects the work because most employees spend long hours on it abandoning their assigned role. Specially in TASH it is very critical because most people came with very sick and needs urgent treatment and attention”

.....

“I don’t think there is anything wrong with using SM at workplace, all that matters is as long as we don’t let it interfere with our work performance as a whole”

.....

“In my opinion, organizations should develop their own policy regarding the use of SM to avoid its inappropriate use. This kind of policy makes the use of SM safe and makes the workers to become more focused”

.....

“I suggest that it is better to use SM during free time or break time as it is very useful to get knowledge”

.....

“Mostly it creates stress and workload and leads to low performance, so SM use at the workplace should be restricted”

.....

“My opinion about the use of SM at the workplace is neither negative nor positive because it depends on the choice of the employees. If the employee uses it for good things, it is good, and the reverse is true for the use of SM for bad things”

.....

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