

**SOCIAL MEDIA PREVENTS SPENDING QUALITY TIME WITH EACH OTHER AND HOW IT CREATES A DISTRACTION DURING WORK.**

*Submitted to*  
**Dr. Arunita Paul**

*Written by*  
**Roma Shah**



Interaction Design  
Department of Industrial Design  
Karnavati University

Ahmedabad-781093, INDIA  
January 2022

## TABLE OF CONTENTS:

- <b>Introduction</b> .....	3
• Background.....	
• Aim and Objective.....	
• Literature Review.....	
- <b>Methodology</b> .....	4
• Research Analysis.....	
• Task Analysis.....	5
• Research Statement.....	
• Data Collection.....	
- <b>Results</b> .....	6
• Insights.....	
- <b>Discussion</b> .....	8
• Scope.....	
• Limitations.....	
- <b>Conclusion</b> .....	9
- <b>References</b> .....	10

# **INTRODUCTION**

## **Background:**

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. Social media is an online platform that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. There are more than 4.5 billion social media users around the world. The largest social media networks include Facebook, Instagram, Twitter, YouTube, and TikTok. Whatsapp is the most used social media platform as it is used in schools, colleges, as well as work places. Social media creates distractions in the day-to-day lives of people. It not only disrupts personal relations among people but also interferes with work. Most people feel that social media has more cons than pros. It has a negative impact on the minds of working people. Earlier, people had social media only on their phones, but nowadays. It has made its way to laptops, iPads, and watches as well.

## **Aim and objectives:**

The aim of this research is to understand how social media prevents people from spending quality time with each other and how it also creates distractions during work.

## **Literature review:**

The use of social media in the workplace is controversial. In order to develop a good understanding of social media use at work, this study examines the effects of social media use from both positive and negative perspectives. Based on two-factor theory, this study proposes that social media use at work engenders distraction and perceived relatedness, which in turn influence job performance. This study further draws on resource matching theory to posit that the perceptual load of the job moderates the effects of social media use at work on distraction and perceived relatedness. A survey will be conducted to collect data and test the research hypotheses. In theoretical terms, this study is expected to contribute to information systems research by investigating both positive and negative outcomes of social media usage. In practical terms, this study sheds light on the usage and management of social media in the workplace.

## **METHODOLOGY**

Secondary research, or desk research, is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of research. Secondary research includes research material published in research reports and similar documents. These documents can be made available by public libraries, websites, with data obtained from already filled-in surveys, etc. Some government and non-government agencies also store data that can be used for research purposes and can be retrieved from them. Secondary research is much more cost-effective than primary research, as it makes use of already existing data, unlike primary research, where data is collected first-hand by organizations or businesses, or they can employ a third party to collect data on their behalf.

### **Research Analysis:**

Social media use fulfils the needs of relatedness with professionals, family, and friends in both professional and personal time. First, social media serves as a channel through which users can exchange task-related information, ask for and provide real-time help, and collaborate on problem-solving during the work process. Second, social media use entails a psychophysiological state that is characterized by high arousal and high positive valence. In line with this reasoning, Wang and Tchernev further examined media use during learning courses and posited that this form of multitasking is to satisfy affective needs rather than cognitive needs. The ability of social media to relate to family members and friends can fulfil users' affective needs. Combining the above argument, it is reasonable to propose that social media use at work is positively related to perceived relatedness.

Job distraction resulting from social media use has a negative effect on performance development. Since engaging in social media during work time can be regarded as a type of multitasking, the destructive effect can be explained from a multitasking perspective. First, employees need to spare some time to cope with the social media content, so distraction causes increased time to complete the primary work and results in inefficiencies in job performance. Second, due to the limited cognitive resources, employees engage in their work with more shallow thinking at the expense of deep and comprehensive thinking when confronted with distraction from social media. In addition, switching to social media while working also causes significant memory disruption, which undermines job performance. Third, the distraction from social media may pose

challenges in mentality to returning to the job. The use of social media at work blurs the boundaries between work and life, and family affairs and leisure issues may interfere with one's job responsibilities. Although present at work, employees may fail to perform to their best due to a lack of concentration, which consequently leads to diminished job performance.

### **Task analysis:**

The current social media algorithm was taken into consideration and the problems were noted down.

### **Research statement:**

Social media use has become one of the most common activities on the Internet. The use of social media at work may cause external as well as internal distractions.

### **Data collection:**

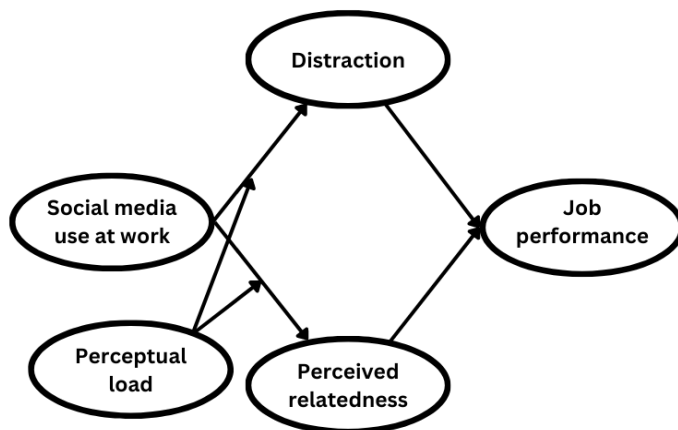
It is common for the typical knowledge worker to experience a distractive work environment when social media is widely used. Apart from the variables examined in the research model, gender, age, self-regulation, and multitasking preference are included as control variables to exclude confounding effects because they have been reported to be associated with distraction and job outcomes.

## **RESULTS**

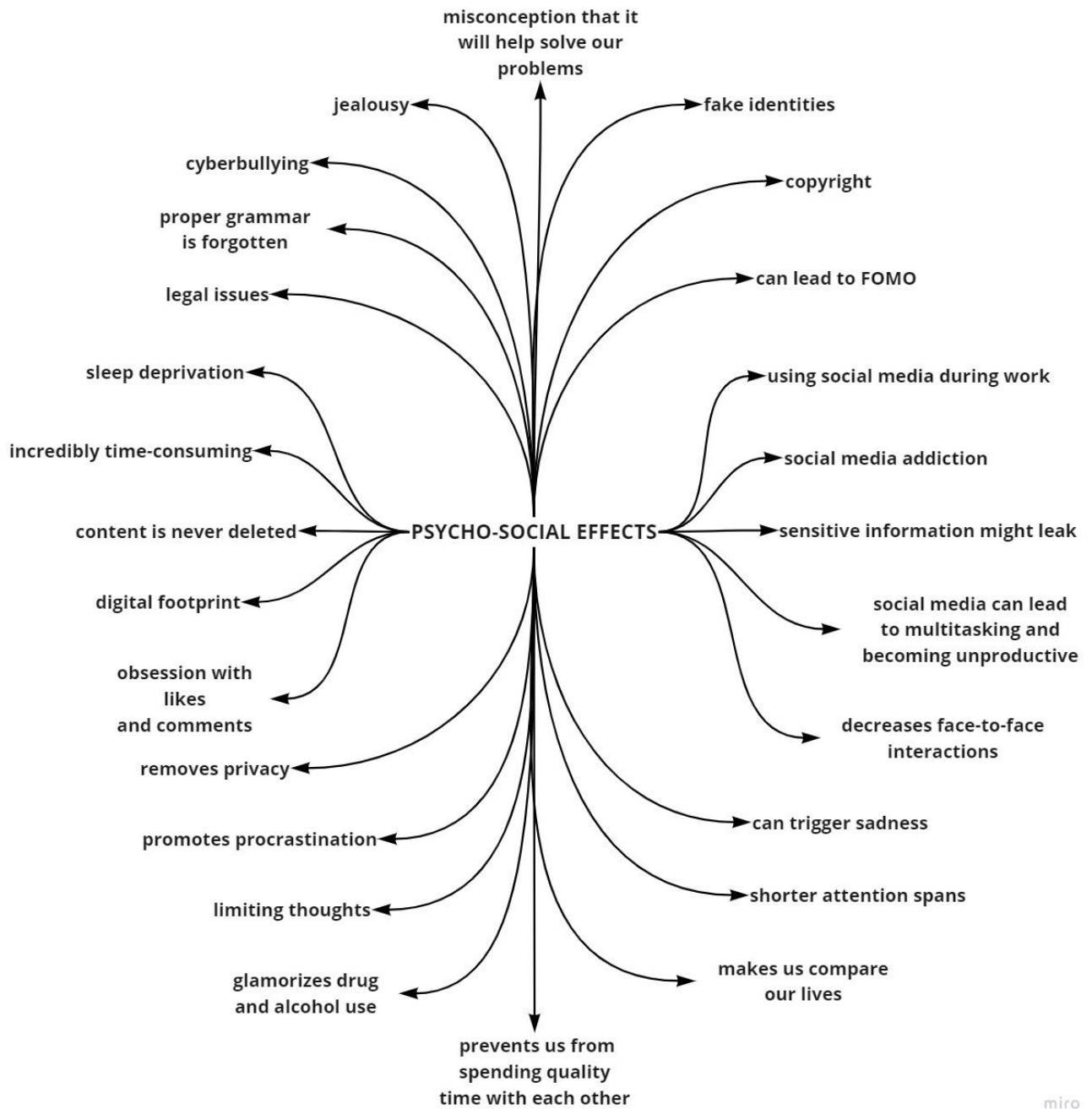
### **Insights:**

Social media is considered to be the main distraction at work as it is the thing that tends to consume most of the time of workers. When employees are bored at work and want to take a break, they typically scroll through their social media handles. Doing this, they don't even realize when they spent an hour surfing instead of 10 minutes. As you may expect, more than 34 of your workforce will access their social media accounts while at work. Surprisingly, every one in 33 employees accesses their social media accounts while at work. Social media use has become one of the most common activities on the Internet. The use of social media at work may cause external as well as internal distractions. External distractions are usually initiated by sound and sight. Social media can remind users of new messages and updates. The reminders in the form of sound and sight may become distractions by introducing multiple tasks and diverting users' attention to non-work-related information. The checking habit of social media is a typical type of internal distraction. The increasing use of mobile social media applications exacerbates users' checking habit, whereby they constantly make brief inspections of the social media content. In addition, simply knowing that one's family and friends are available through social media can also be an internal distractor to one's job. Consequently, it is proposed that social media use may divert attention to non-work-related information and cause distraction.

The figure depicts the research model for this study. As indicated in the model, social media use at work affects job performance via its effects on job distraction and perceived relatedness. Furthermore, the effects of social media on distraction and perceived relatedness vary depending on the perceptual load of the job.



Noted down a few problems that focussed more on the psycho-social effects of social media. It is safe to say that social media has a flip side of the coin as well.



miro

## **DISCUSSION**

### **Scope:**

This study also has potential practical implications. First, this study has relevance for social media users. By understanding the effects of social media use on job performance, social media users can become self-regulated to find a balance between social media use and their jobs to gain the benefits and avoid the detriments as a result of social media use.

### **Limitations:**

This study did have certain limitations as well. Taking interviews of working people was not possible, so all the information is based on secondary research.



## **CONCLUSION**

This study sheds light on the management of social media use in organizations, as it guides practitioners to take advantage of the positive effects of social media and get rid of the negative effects of social media. This study has implications for social media providers as they may attempt to understand the mechanism behind social media use. Negative usage experiences may lead users to discontinue their social media use, which is a pivotal issue to be addressed by platform providers.

This study is expected to have theoretical implications. First, this study focuses on examining social media use at work and the associated outcomes, thereby contributing to the growing body of IS research that investigates both the positive and negative outcomes of information technology use. This study extends a research domain that addresses the effects of social media from a psychological perspective, advancing theoretical understanding of the mechanisms underlying social media use and job performance. Second, this study extends the context of social media use and investigates the resource allocation between social media and the job. For instance, this study proposes that if the attentional resources allocated to the ongoing job match the requirements of the perceptual load, the distractive effects of social media will be reduced.

## **REFERENCES**

1. <https://www.21stcenturybusinessentrepreneur.com/social-media-work-place-distraction-or-productivity-tool/>
2. <https://mrs.digital/blog/social-media-internet/>
3. [https://www.researchgate.net/publication/323382362\\_Distraction\\_or\\_Connection\\_An\\_Investigation\\_of\\_Social\\_Media\\_Use\\_at\\_Work](https://www.researchgate.net/publication/323382362_Distraction_or_Connection_An_Investigation_of_Social_Media_Use_at_Work)