

Work Performance and Work-Life Balance

To investigate if social media use by Generation Y employees negatively impacts their work performance and work-life balance

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Abstract

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By Megan Byrne

This research aims to explore the negative impact that social media use has upon work performance and work life balance for Generation Y employees. The aim was derived as while work performance, work life balance and social media use are well researched areas independently, insufficient studies have been conducted on them collectively. Similarly, there is a lack of research on social media use and Generation Y employees. A quantitative survey was used to conduct a cross-sectional study, which was derived from two papers. The first, created by Landers and Callan (2014), aimed to examine how employees are using social media while at work and the impact it has on their performance. The second, taken from Valcour (2007), explores if employees are satisfied with their work-life balance. Participants were selected using non-probability sampling. 144 participants took part and statistical analysis was conducted on the data. The findings show that social media use by Generation Y employees has a negative impact on work performance however does not impact work-life balance. The gender, age, industry of employment of participants and most commonly used social media site had an influence on the findings. The study was conducted on a relatively small sample size, however participants worked in a range of industries to gain a broader insight into the issue. The findings could provoke management to examine how their employees use social media and assist them to develop policies. Public policy makers could use the data to develop effective codes of practice and legislation to protect the employment relationship. Further studies could focus on larger samples, on one organisation or industry.

Key Words:

Social Networking Sites – SNS

Human Resource Management - HR

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Introduction

Social media is a powerful tool, used by individuals and businesses. There is a growing body of literature that recognises the positive impact that Social Networking Sites (SNS) can have on organisations and their work practices. There are however negative side effects, as employees can use social media in an unprofessional manner (Landers and Callan, 2014) or disclose information which can be inappropriately used by others (Bolton et al., 2013). There is a lack of literature on the negative impact of social media in the workplace (Cao et al., 2016) and as technology is quickly evolving, research cannot keep up (Kluemper, Arjun and Wang, 2016). Social media use for work purposes can lead to a lack of engagement (van Zoonen, Verhoeven and Vliegenthar, 2017), conflict among staff and discrimination during interview processes. The use of SNS has led to concerns over a decrease in work performance (Griffiths, 2010). There is evidence to suggest that organisations are monitoring their employees' internet use due to loss of productivity within the organisation (Ciocchetti, 2011).

Individuals need to manage both their work and personal lives. Methods to divide these have been created (Clark, 2000) however, as SNS can be used in any location the lines between them become skewed (Ali-Hassan, Nevo and Wade, 2015) creating work life conflict. SNS are easy to access in the workplace due to the range of technology available (Griffiths, 2010) and the different methods of working, such as remote working. It is difficult for employers to manage as information about their staff, customers or company can be shared (Voldedge, 2018). Martin, Reddington and Kneafsey (2011) found that many organisations have banned the use of SNS. Other organisations have introduced policies to regulate how staff behave when using SNS, both during and outside working hours (Halleck, McKinney Jr and Shao, 2016). These organisations recognised that social media use is increasing. They have either experienced or anticipated the negative implications, and are putting preventative measures in place.

Social Media Use and Generation Y

Research conducted by Amárach (cited in Voltedge, 2018) found that 80% of adults who use the internet, are SNS users. As a generation, millennials are the most likely to use social media (Bolton et al., 2013). By June 2017 Facebook had 1.9 billion users worldwide (Internet World Stats, 2017) with Ireland among the highest users (RTE, 2015). Using SNS is now being reported as a leisure activity. A study conducted in India found that young people spend up to 5 hours per day on SNS (Mishra, Mishra, and Rawat, 2015) while in China they spend up to three hours (Chan and Fang, 2007). A glance at the statistics on www.internetlivestats.com demonstrates the extent of worldwide internet and social media use every day.

Justification for the Research

Social media management is a new issue and therefore, the impact it has upon employees is not known. As Generation Y are the most frequent users of social media and are only entering the workforce, it is imperative to be aware of the negative impacts it can have. The use of SNS can have an impact on the health and happiness of employees (van Zoonen, Verhoeven and Vliegenthart, 2016b). Conflict management and improving work performance are critical to the operations of the Human Resource (HR) department. Employees cannot be managed effectively if management are not cognisant of what influences their behaviour. Work performance and work life balance are both factors that contribute to dissatisfied employees. In the current competitive employment market, where there is a war for talent, it is crucial for organisations to retain their staff and remain competitive. As the use of social media increases and organisations experience implications, positively or negatively, it will be the focus of further research. By researching how staff perceive the issue of social media use and the impact it has on them as individuals, management can put practices in place leading to a more positive outcome. This information will allow organisations to reap the benefits and minimize the risks. There is insufficient quantitative research conducted in the area (El Ouiridi et al., 2015) and previous research has failed to examine the issue through a range of variables

on a large scale. Therefore, there is a need for more studies to be conducted in different contexts (Landers and Callan, 2014).

Research Aims and Objectives

The researcher aims to explore how social media use, by Generation Y employees, negatively impacts upon work performance and work life conflict. The objective is to establish if a negative impact exists and if there is a marked difference evident depending on gender and the industry an individual works in. The researcher aims to generate findings that are useful to organisations.

Significance of the Study

While there are a significant number of studies exploring social media use, work performance, work life conflict and Generation Y as separate entities, there is insufficient research conducted on these constructs collectively and the impact they have upon each other. The research wanted to conduct a study that would contribute to the academic knowledge on this topic.

Overview of the Research

A review of the existing literature is completed, exploring the uses of social media and its potential negative aspects. By exploring the literature and analysing the research that has already been conducted, a greater understanding of this issue can be gained as the extent of the problem is demonstrated. A gap in the literature was identified, which is the connection between social media use by Generation Y employees, work performance and work life conflict.

A quantitative approach has been taken and questionnaires used to explore the concept. A broad sample was selected, including both males and females from a range of industries. The sample was chosen using non-probability convenience sampling. The results were analysed to establish if the findings support the hypotheses or not.

Literature Review

Introduction

The literature review aims to explore the key components of this research. Generation Y will be defined and how this population use social media will be explored. The negative impact of social media use for employees will be examined, including a range of outcomes from previous studies to provide a greater understanding of how vast this topic is. The primary concepts of work performance and work-life balance and their relationship with social media use will be discussed.

Generation Y

Generations can be categorised by how old the individuals are, the period in which they have lived, their beliefs, behaviours and attitudes (DeVaney, 2015). Generation Y or millennials are terms used interchangeably, and their definition differs depending on the author. It is generally considered to include those born between the early 1980s-2000 (Lundin, 2013; DeVaney, 2015; Bolton et al., 2013). Due to the large age gap between millennials, members can be at different points in their lives and careers. There may be differences in their opinions (Solnet, Kralj and Kandampully, 2012), in how they act and perceive situations (DeVaney, 2015) depending upon their age.

Millennials grew up with access to technology (Bolton et al., 2013) and are distinguished by their ability to use it (Lundin, 2013). As a generation they are the most likely to use SNS as a method of communication (Bolton et al., 2013). This occurs is evident in the concern that millennials will not have effective communication skills (Myers and Sadaghiani, 2010) due to the increase in communication that occurs online, rather than face to face.

Studies, such as Solnet et al. (2012), have shown there are significant differences in what Generation Y and Generation X expect to gain from employment. A high priority of millennials is achieving a work life balance (Marston, 2018; DeVaney, 2015; Myers and Sadaghiani, 2010) which can lead them to move jobs roles or even companies (DeVaney, 2015).

Generation Y can disclose an excessive amount of private data through social media. As they are more likely to use these sites to express their opinions and interact with others, so too are employees who fit into this generation (Bolton et al., 2013). Previously studies have focused on students or Generation Y members in college, with little research being conducted on employees. As management should be aware of how their employees are communicating online (Solnet et al., 2012) it is imperative to gain a greater understanding of millennials in a workplace setting.

Social Media Use

“Social media refers to websites and online tools that facilitate interactions between users, by providing them with opportunities to share information, opinions, and interests” (Khan, Swar and Lee, 2014, p. 607). SNS enable subscribers to create and share a range of content with others (Bolton et al., 2013). SNS enable users to store pictures or videos and to communicate with other (Joinson, 2008; Boyd and Ellison, 2008). SNS facilitate ease of communication between parties and information to be distributed to a wide audience in a short space of time (Zeitsoff, 2017). Organisations can use it to distribute information on their product or service, reaching a wider audience (Kluemper et al., 2016).

The use of SNS is prevalent worldwide and especially among young people. Over 85% of individuals aged 18-29 years who use the internet also use Facebook. Users spent twenty minutes on Facebook each time they visited it (Aslam, 2018c). In June 2018 there were 1 billion Instagram users (Statista, 2018a). Over half of those aged 18-29 years, who use the internet use Instagram (Aslam, 2018b). In America over 60% of users are 18-29 years old (Statista, 2018b). Twitter had 330 million users at the start of 2018 (Statista, 2018c). Over 35% of people who use the SNS are aged 18-29 years (Aslam, 2018d). LinkedIn have 250 million users and over 40% of Generation Y use the site (Aslam, 2018a). 61% of Microsoft employees aged 26-35 years used LinkedIn, while 46% below the age of 25 years used the site (Skeels and Grudin, 2009).

SNS can be accessed on mobile phones (Jarvenpaa and Lang, 2005) enabling individuals to use it at any time (Quinones and Griffiths, 2017). Generation Y is noted as integrating

the internet into their daily lives (Sanchez Abril, Levin and Del Riego, 2012). In America, Facebook is most frequently used by young adults (Lenhart et al., 2010). It is often used daily with most users being active on the site for 1-5 hours per week (Joinson, 2008). Generation Y can even spend up to a quarter of their day using the internet (Eisner, 2005).

Technology is constantly advancing, with new social media sites being developed. Those who have grown up with technology and social media, are confident and competent with how it operates, and therefore, are more likely to use it (Bolton et al., 2013). Generation Y use social media during their free time to communicate with others, to disclose material about themselves and their life, to find out information and to monitor other people (Popescul and Georgescu, 2015). As more of Generation Y become part of the workforce, social media use for work purposes is increasing (Altes, 2009). Different age groups use social media in differing amounts and for different purposes, therefore the positive and negative implications of social media use will also differ. HR departments need to be effectively directed on how to control and manage social media use (Bolton et al., 2013). In order to achieve this, research must be conducted.

Negative Implications of Social Media Use

As many managers are part of Generation X, they must be aware of how much Generation Y employees use social media and the potential negative implications that can arise from its use. The body of knowledge on employee social media use is constantly being developed as more research is conducted on different elements, such as how knowledge is shared, how the HR department need to manage employees, how legislation and policies need to be adapted and how social media can be used for role development (El Ouiridi et al., 2015). Despite the high volume of individuals using social media platforms, there are insufficient studies completed investigating the range of consequences experienced by the users (Kittinger, Correia and Irons, 2012). Following a review on existing literature on the use of social media by employees, El Ouiridi et al. (2015) stated that a significant amount of quantitative research needs to be conducted on the area. While negative implications of social media use are beginning to be explored

by researchers (Lyndon, Bonds-Raacke, and Cratty, 2011), previous research has generally only focused on one industry or one organisation (Bolton et al., 2013). There is a lack of research on the role of employers and staff, on how they should act and connect using social media (Jacobson and Tufts, 2013) and on the physical and psychological impact of using SNS (Bolton et al., 2013). When exploring this issue, gender must be considered. Kittinger et al. (2012) found that females use their Facebooks accounts more frequently and for a longer period of time in comparison to males, therefore should be more greatly impacted than males. Similarly, levels of education have been found to influence an individuals' use of the internet (Hargittai and Hinnant, 2008). Therefore, a difference could exist within industries depending on the level of education needed for the job.

Disputes which occur over social media, have and can lead to contracts being broken and employees being fired (Halleck et al., 2016; O'Connor and Schmidt, 2005).

Teaching is an industry that has been affected negatively as teachers have lost their jobs due to statements they have made on social media and the conflict which occurred subsequently. Social media use can also have a substantial effect on the HR department (O'Connor and Schmidt, 2005) as they try to manage the issues that are occurring. A fundamental part of HR is the retention of employees, particularly the core workforce.

The impact of internet usage depends both on the individual and their coping mechanisms. Cristina and Griffiths (2017) found that for some individuals it aided a relaxation process following a day at work, while other more frequent users, it contributed to a disinterest in work. There are however a large range of documented risks to social media use and the negative implications it can have. It can be used for personal benefit by individuals and organisation to address claims made against them. It enables people to get a quick response, when other forms of communication are not leading to a satisfactory result (Dreher, 2014). This risk is increased as there is a record of communication and information shared (Haynes, 2016) which is easily obtained by the public. Intense use of SNS has been reported as internet addiction for millennials (Bolton et al., 2013). High levels of internet and social media use among adolescents has been linked to an increase in binge drinking (Mu, Moore and LeWinn, 2015; Brunborg,

Andreas and Kvaavik, 2017). Bullying can occur over social media (Kim et al., 2011) or it can be misused to stalk people (Bolton et al., 2013) or monitor the actions of others (Lyndon et al., 2011). This is an evident problem as Joinson (2008) found one of the primary functions of using Facebook for young people was to monitor other users who they had met or had not met in real life, in addition to sharing pictures and communicating with others.

More incidents are occurring where employees are being reprimanded for their actions on SNS (Sanchez Abril et al., 2012). Lander and Callan (2014) outline a range of risks involved with using social media inappropriately, which impact both employers and employees. These include damaging the image and reputation of organisations, offending co-workers and wasting valuable working time. Their study found that there was strong relationship between harmful social media behaviours and performance. Employees can also make negative comments about their workplace, impacting the brand image (Kluemper et al., 2016). Bullying and harassment of co-workers can occur as they become the focus of jokes or discussions on social media (Jacobson and Tufts, 2013). The use of SNS to post content such as photos could lead to an increase in reports of sexual harassment in the workplace, as employees may see colleagues in a different manner to their professional environment (Mainiero and Jones, 2013). It is expected that people will discuss their job and career with their social network, and when communication occurs so frequently online, it can be assumed that these subjects will be discussed through social media (Dreher, 2014). A staff member who is frustrated or annoyed at work could use social media to vent about their employer potentially impacting their reputation (Sanchez Abril et al., 2012). Firms can also use social media sites to gain further insight into potential candidates, leading to discrimination against gender, age, race and even physical appearance (Kluemper et al., 2016).

Users disclose a large amount of information on social media which is visible to others (Kim et al., 2011) unless they change their privacy settings. It is more common for users to leave their social media profiles public, than to adjust the privacy settings (Fogel and Nehmad, 2009). Many Facebook users make their profiles more secure, particularly

females (Joinson, 2008). Females are more concerned with disclosing information however some users continue to share their telephone number and address on their public and private profiles (Fogel and Nehmad, 2009). While Generation Y are aware of the risks in sharing information they are willing to partake in these actions regardless. There appears to be a conflict of interest, as staff seek privacy from management and co-workers while disclosing information online accessible to them (Sanchez Abril et al., 2012).

Non-work-related information on an individual's personal life can be viewed by co-workers or management (Sanchez Abril et al., 2012) if made available by the employee. Individuals want to keep a boundary between private and work life to prevent one interfering with the other. Despite this, few think it is inappropriate to communicate through SNS with co-workers after work (Levin et al., 2008). Women however, are more selective about who they accept as a friend or follower on their profiles (Fogel and Nehmad, 2009) including co-workers. In addition to trying to manage having a range of 'friends' on Facebook, people are now receiving requests from their manager or boss. Peluchette, Karl, and Fertig (2013) explored how employees felt when their boss 'befriended' them on social media and how they dealt with it (cited in El Ouiridi et al., 2015). This can be interpreted as positive and flattering (Karl and Peluchette, 2011) while others hold the opinion it is unprofessional (Levin et al., 2008). It can create a difficult situation when employees prefer to keep their social media profile private from work. Employees do not want an awkward situation to develop if they decline the request (Karl and Peluchette, 2011). Abril et al., (2012) found that of the 2,500 participants surveyed, over 1,000 had their managers as a friend on social media. However, over half of respondents felt that what occurred in their private life shouldn't impact their working life.

Conflict is a critical part of the working environment, with both employers and employees being affected. Conflict is the source of disagreements due to demand for jobs, the need for progression and role security (Khan, Iqbal and Hussainy, 2016). CIPD (2007) found the actions of employees to be the greatest source of conflict within

organisations. The use of technology can also lead to conflict (Jarvenpaa and Lang, 2005) as individuals can be the target of criticism online, leading to tension among co-workers and management. Social media can either be the basis for conflict or it can be used as a catalysis for conflict to grow and develop.

Conflict can occur between co-workers, between management and staff, or in an employee's personal life. Conflict can have a negative impact on an individual, leaving them less engaged and committed to work or ultimately leaving an organisation. To prevent conflict from occurring, individuals are creating separate personal and professional accounts, not interacting with co-workers on social media, or restricting the content shared to be suitable for different audiences (Lapoe, Olson and Eckert, 2017).

According to Dana (2001), conflict can be the deciding factor for an employee before they hand in their resignation. This demonstrates the impact it can have and re-enforces the need to understand how it can be resolved, ensuring the issue is settled fairly between all parties. It is important to note that it is not only the way in which conflict is resolved. HR practices operating within an organisation impact how an employee reacts to and addresses conflict (Mahony and Klaas, 2016). Conflict is a highly researched area, with the focus primarily on the behaviour of individuals and how these can be managed (Tidwell, 2001) however, it is only now that social media is being investigated as a cause of conflict (Zeitzoff, 2017). An integral part of HR is to understand how conflict occurs, adapting policies that enable them to prevent behaviour which negatively impacts organisations.

Upchurch and Grassman (2016) argue that the extent of the influence social media has is dependent upon whether an organisation is unionised or not, as this determines the collective bargaining procedures in place. Organisations generally have control over their conflict resolution mechanisms and should ensure these are sufficient in addressing the issues they are experiencing. Companies operating with union influence may have to adhere to a standard of policies, which should be affected by employee voice (Lewin, 2016). As union membership is gradually decreasing while social media influence

increases, it is unknown if unions will adapt procedures to incorporate the management of this source of conflict. Despite this, as unionised organisations operate group collect bargaining, perhaps this could lead to an increased use of social media due to group discussions online (Upchurch and Grassman, 2016).

Individuals find it difficult to learn how to use social media for their benefit without putting themselves and their career at risk, due to personal information and posts they share (Lapoe et al., 2017). People are concerned their private and work life will become blurred if colleagues have access to personal information and photos on their SNS (Levin et al., 2008). According to Goffman (1959) people establish separate identities depending on the group or social setting they are in (cited in Abril et al., 2012) and are creating numerous profiles to separate their social media sites (Lenhart et al., 2010) perhaps to establish boundaries. Employees screen their profiles, removing content or removing 'friends' to protect themselves. This can occur when users are tagged in photos which could impact their reputation (Nucleus Research, 2009) and to prevent this they make editions to be more professional (DiMicco and Millen, 2007).

Workplace etiquette suggests that staff should keep their personal and professional lives separate. When companies provide staff with technological devices it leads to difficulty in achieving this as lines become blurred (Sanchez Abril et al., 2012). A study conducted in Canada found that young people are cognisant of the risks involved of communicating online and have attempted to reduce the amount of information about them available to others (Levin et al., 2008). However, users who share more personal content on their SNS are less concerned with the risks of this being seen or misused by others (Fogel and Nehmad, 2009). Generation Y employees have indicated they should not be judged by employers based on their online activity, however they are simultaneously more worried about content which others have shared about them as it could portray a negative image (Sanchez Abril et al., 2012). It has been found that woman can be more worried about other peoples' perception of them because of what is posted on social media (Levin et al., 2008). Regardless of this, Sanchez Abril et al. (2012) found that millennials in general are willing to take the risk of using SNS despite a lack of segregation between work and private life.

Work Life Balance

The concept of work-life balance is concerned with the idea that there is increased conflict in life when there is an increased demand to spend time in work or vice-versa (Boswell and Olson-Buchanan, 2007). To prevent this, employees need to find a balance between work and personal life. This balance can be defined as “*satisfaction and good functioning at work and at home, with a minimum of role conflict*” (Clark, 2000, p. 751). This can be difficult to achieve without a precise idea of what is expected of oneself within each role. Social media makes it difficult to separate work and personal life (Koch, Gonzalez and Leidner, 2012). Using technology has become part of daily life, both in work and at home (Barber and Jenkins, 2013). As people become accustomed to consistently being on a technological device, it becomes difficult to detach from it (Jarvenpaa and Lang, 2005) which can impact upon sleep patterns and cause stress (Barber and Jenkins, 2013). Over one third of employees have prioritised work over personal life, with 35% more males than females stating they did this on a consistent basis. Generation Y have been found to be the most likely to prioritise work over private life (Deloitte, 2015).

People have many different roles within their life; a personal role, professional role and family role, among others (Koch et al., 2012). Naturally role conflict can lead to stress and negative outcomes within all roles, not only work. Individuals develop mechanisms to prevent these roles from creating conflict in other aspects of life. Borders are created, which can be physical buildings, or psychological borders such as our beliefs on what is acceptable behaviour to demonstrate within each role (Clark, 2000). To deal with conflict that occurs, individuals attempt to separate aspects of their lives, so they do not clash. They want the capability to separate their personal and professional profiles on social media (DiMicco and Millen, 2007) as by keeping roles distant from each other, less conflict can occur, and a greater balance is achieved (Koch et al., 2012).

The opinion that work and personal life are separate entities that should not have an impact upon each other is held by many (Sanchez Abril et al., 2012). A study conducted on Dutch employees, found that the use of social media for work purposes caused conflict to occur between work and personal life. Employees used twitter during work

hours, for personal use, and during non-working hours for work use. This conflict increased when personal profiles were used for work (van Zoonen et al., 2016b) as it is difficult to establish boundaries (Golden and Geisler, 2007). Portable technology devices have enabled work to be completed from any location, leading to a lack of set working hours (Boswell and Olson-Buchanan, 2007). Conflict that occurs between personal and work life can be 'time based' as there is not sufficient time to complete all tasks, 'strain based' which leads to tiredness and worry or 'behaviour based', as how individuals act in their personal life impacts their work life and vice versa (van Zoonen et al., 2016b). Work-life conflict can be physically draining on an individual and impact their health. (van Zoonen et al., 2017). Boswell and Olson-Buchanan (2007), found that family members and friends are also affected by this. Employees must learn to manage how their working life occupies their time, as this is impacting their private life (Bucher, Fieseler and Suphan, 2013).

Work performance

Use of social media is linked to a decrease in performance and can have undesirable outcomes for employees (Landers and Callan, 2014). As the use of technology is second nature to many millennials, it enables them to use it in the workplace while working (Eisner, 2005). It can distract employees from their work tasks (Kluemper et al., 2016) leading to a lack of focus. Nucleus Research (2009) found that on average, staff use their Facebook account during working hours for 15 minutes a day, with some reporting up to 2 hours use each day. Many organisations understand that by allowing their employees to use social media during working hours, they could experience a drop-in performance. Therefore, many have banned these sites (Levin et al., 2008). Similarly, employees acknowledge that using SNS during working hours disrupts their day (Levin et al., 2008) and reduces their productivity. Employees often accept the decision to ban these sites as they understand why companies make this choice (Sanchez Abril et al., 2012).

The culture that exists within an organisation can be imperative to a high level of work performance (Solnet et al., 2012). While many organisations use SNS as part of their work processes, this reduction in performance must be considered (Nucleus Research,

2009). If people are already on social media sites for work, they could simultaneously be using them for personal reasons without the company being aware. Using social media can become a habit, and individuals often do not realise how much time they're wasting (Khan et al., 2014). A difficulty in time management has been found to be an issue due to Facebook use (Kittinger et al., 2012). A small study of employees from a range of industries found that under half of staff who work in an office setting visit Facebook while in work (Nucleus Research, 2009). Since 2009, Facebook has grown rapidly, which could suggest that this figure has also increased.

Implications for Organisations

The reputation of a company can be affected by how its employees behave. It is no longer possible for the marketing and communication departments to manage the image of a company, this task is the responsibility of all employees (Dreher, 2014). The role of managers has changed (Fusi and Fenney, 2016). They need to be proactive in promoting safe use of social media, embedding it positively within organisations (Dreher, 2014) and creating a culture of respect between employees (Haynes, 2016). Even if organisations do not use social media to promote its product or service, customers use platforms to discuss companies, and often staff interact in these discussions (Altes, 2009). A major problem is occurring as organisations try to manage how their staff act on social media, when they are not in work (Halleck et al., 2016). Technically, individuals should be free to participate in any legal activity of their choice, however, in the modern business world staff represent the organisation they work for both inside and outside work. This is particularly true when employees are wearing branded clothing such as a uniform or speaking about the firm they work for (Sanchez Abril et al., 2012), they are generally viewed to be representing it regardless of whether they are working or not. Regulations within a company of how an employee should behave are created in line with the strategic goals and aims of the organisation. They outline what the company expects of their staff, protecting their image (Halleck et al., 2016) and decreasing the risk of legal proceedings (Dreher, 2014). Sanctions are being implemented for behaving in a manner that threatens organisations (Haynes, 2016).

The law is not sufficient in outlining social media use, employees must have sufficient policies in place (Sanchez Abril et al., 2012). Despite many companies forbidding the use of social media at work, others are still making decisions about how to control its use (Koch et al., 2012). Companies have banned social media use in the workplace and others have attempted to ban it for personal use (Haynes, 2016). Others have taken less extreme measures by implementing policies to control how their staff use SNS, including while in their personal capacity (Sanchez Abril et al., 2012). Policies can be used to outline acceptable behaviour and the repercussions of behaving inappropriately (Jacobson and Tufts, 2013). As policies try to prevent behaviour from occurring, they also protect staff, as the consequences for misuse of social media can be severe. Most policies however do not effectively control how SNS are used by their employees (Levin et al., 2008). Organisations need assistance to understand how social media is used and how its use is perceived by employees to be able to integrate it into documentation (Bolton et al., 2013). Adequate policies provide a foundation for preventing issues from occurring (Jacobson and Tufts, 2013) however, they are not enough to prevent the negative aspects of social media use (van Zoonen, Verhoeven and Vliegthart, 2016a; Haynes, 2016).

It is imperative that policies are adapted and made suitable for each company (Sanchez Abril et al., 2012) depending on their staff, the service or product they provide to their customer and the industry that operate in. To achieve this, the interest of both the company and the staff must be considered and their rights protected (Hayes and Cooley, 2013). Policies should be designed in a manner that staff deem to be acceptable and fair (Levin et al., 2008) and be reviewed and updated frequently (Halleck et al., 2016) as technology is constantly evolving. While some companies have integrated policies to control the use of SNS, Sanchez Abril et al. (2012) found that a third of participants did not have the use of sites banned during working hours and a fifth of these policies were not enforced. A lack of enforced policies may continue to lead to difficult situations for both employees and employers.

Conclusion

As outlined advances in technology and the development of social media sites have had many benefits for Generation Y, including any easy method of communication with others, a profile to share information and pictures with friends and a mechanism to search for new employment opportunities. However, alongside the positives implications of its use, there are negatives. The volume of information about employees available to management and their co-workers can be misused. It can lead to a decrease in performance and an increase in conflict that occurs particularly in achieving a work-life balance. It can be used as a method of bullying or harassment and ultimately lead to a decrease in employee engagement and potentially a resignation.

There are many factors that contribute to the performance of an employee. These may be personal such as the intrinsic rewards individuals gain from employment. However, they can also be due to the working environment and the behaviour which occurs between staff and management. By using social media during working hours, staff can experience a decrease in their performance level, due to distraction of being online at work, or due to personal emotions depending on how their colleagues act on social media.

While employees of any age and gender can experience work-life conflict, it appears that males and those part of Generation Y struggle with this issue. The increase in technology and social media use has led to a difficulty in establishing boundaries for employees, who are unable to separate work and family life. Therefore, social media use can be a cause or a contributing factor in a lack of work-life balance.

Research Question

As outlined social media use in the workplace is significantly linked to negative implications for employees. This research aims to explore a selection of these, focusing on Generation Y employees. This age category has many different definitions, depending on the author or the purpose of their study (Bilgihan, Peng and Kandampully, 2014; Bolton et al., 2013). For this research proposal, Generation Y will be defined as those aged between 18-33 years. As outlined this age category are the most frequent users of the internet and social media, with some spending numerous hours per day using SNS. This generation is also currently entering or have been in employment for a few years. In Ireland there is no mandatory retirement age, however to receive a state pension, individuals must reach the age of 66 years and this is due to extend in the future (Citizens Information, 2018). Therefore, the younger individuals within Generation Y could be in employment for another 48 years. This research could be beneficial for current employers and could be used to instigate future studies.

Based on the literature reviewed, the research problem identified is that using social media can have negative implications for employees, such as decreased work performance and a lack of work life balance. Deductive reasoning has been used to formulate a research question, where a problem is established (Biggam, 2011) and a hypothesis is created based upon theory and research that currently exists (Horn, 2009). This hypothesis is then tested by conducting research whereby the findings either support or disagree with the hypothesis. Through analysing the existing literature, it is evident that problems can occur from employees using social media. Similarly, Generation Y are a section of the population that use SNS frequently and therefore, may be impacted by their use more intensely. The two concepts of work performance and work-life balance have been found to be impacted by social media use, however there are insufficient studies completed on this area. There is similarly insufficient research conducted on the impact of employees using SNS. Achieving a work-life balance has been found to be more difficult for males (Deloitte, 2015) and females use social media more frequently (Nielsen, 2017; Kittinger et al., 2012), therefore gender will be analysed as a variable. Studies have also shown that the education level of individuals could

impact their use of SNS (Hargittai and Hinnant, 2008). While the educational level of participants will not be examined, the industry in which they work will be explored to exhibit if the differences are evident, as these findings will be more useful for organisations.

The objective is to explore if Generation Y employees use of social media negatively impacts their work performance and leads to a lack of work-life balance. From this objective, the following hypotheses have been created.

1. Social media use, by Generation Y employees, has a negative impact on their work performance
2. Social media use, by Generation Y employees, can lead to unsatisfactory work-life balance
3. The negative impact of social media use on Generation Y employees depends upon their gender
4. The negative impact of social media use on Generation Y employees depends upon the industry in which they work

To explore social media use components will be examined; the number of hours spent on social media per day (HSSMD) and the number of times individuals check their SNS per day (TDSMC). The most frequently used SNS will also be analysed to identify if one site has a greater negative impact than another.

Methodology

Introduction

The problem identified is that Generation Y are the most frequent users of SNS and are also going to be part of the workforce for a significant length of time. The objective of the research is to establish if Generation Y employees use of social media impacts their work performance and leads to an unsatisfactory work-life balance. The methodology section outlines how this research project will be achieved, following the framework of the research onion developed by Saunders, Lewis, and Thornhill (2016).

Research Philosophy

A philosophical framework is the view upon which the researcher holds and determines how they will approach achieving their research goal. It explains how the researcher views the reality of the project (Quinlan, 2011). The methodology of any research cannot be chosen until the framework is identified, as this along with the existing literature, appraises the study (Wagner et al., 2012). Frameworks are based around key concepts that form the basis of theory (Quinlan, 2011). For this research the key concepts are social media, work performance and work-life balance.

This research takes a positivistic epistemological approach. It is concerned with using scientific methods to discover knowledge about the reality that exists (Bryman and Bell, 2011). Positivism occurs when “*there is one objective reality*” (Quinlan, 2011, p. 99). To demonstrate an issue is present, research must show that it exists in reality (Wagner et al., 2012) rather than interpreted through the opinion of individuals (Easterby-Smith, Thorpe and Jackson, 2008). Therefore, the researcher cannot have a significant impact on the findings, as they are objective. This framework naturally undertakes a quantitative method of analysis and the study should be based upon proving or disproving hypothesis, which are based on existing literature (Wagner et al., 2012).

Research Approaches

The approach of this research can be considered deductive. This begins with theory upon which a hypothesis is then developed (Saunders et al., 2016) including different

variables gathered from research (Gauri and Gonhaug, 2005). The research findings either confirm or contest the hypothesis (Horn, 2012). Deductive reasoning can be used to explore relationships between variables (Saunders et al., 2016) and quantitative research is deductive in nature.

Research Strategy

As outlined quantitative research is generally derived from a positivistic approach and deductive reasoning. *“Quantitative research can be construed as a research strategy that emphasizes quantification in the collection and analysis of data”* (Bryman and Bell, 2011, p. 26). This method involves exploring the relationship that exists between variables using statistical analysis. It is frequently used in business research (Saunders et al., 2016). Selecting the most appropriate research methodology is imperative to enabling the researcher to fulfil the objectives (Quinlan, 2011). Following a review of existing literature on the use of SNS by employees, El Ouiridi et al., (2015) stated a significant amount of quantitative research needs to be conducted on the area. Questionnaires will be used as the quantitative instrument analysis for this research.

Research Instrument

Questionnaires are an effective quantitative instrument when sufficient theory exists, and precise hypotheses are developed (Horn, 2012). When literature is adequately outlined, the data collected should correspond with other studies (Oliver, 2004). Questionnaires allow a wider population to be accessed and data to be easily configured (Quinlan, 2011). They are used to discover the opinion and attitudes of participants and if a relationship between variables exists (Saunders et al., 2016). In addition to this, the findings are more objective than qualitative as they are demonstrated by statistical results (Barnham, 2015). While qualitative research would have allowed for more in depth information on the understanding of the experiences and opinions of participants, a cause and effect relationship could not have been established and only a small sample size could have been explored.

Lime Survey was used to create and code the questionnaire. The surveys were distributed through SNS as this is an effective method to obtain primary data, allowing

the researcher to reach a wider sample group. Participants can respond at a convenient time (Saunders et al., 2016) and there is a decreased risk of entering data incorrectly (Horn, 2012). The questionnaire was also created in a precise manner, enabling participants to complete it within 3-5 minutes. Participants identity remained anonymous however, the gender and industry of employment were asked as these are independent variables.

Research Design

This research aims to assist management and HR departments, and therefore the questionnaire was focused on providing answers which are useful to them. The self-reporting questionnaire consisted of 33 questions in total, which is sufficient for a research paper (Ellison, 2010). Section 1 gathered information on the demographics of the participants, such as gender, age and the industry of employment. Section 2 consisted of a questionnaire created by Landers and Callan (2014) to discover the impact that social media has upon performance. The study identified numerous behavioural constructs which they found to impact upon work performance. These are, creating offensive content; time theft; disparaging others; multitasking; representing organisation poorly; diminishing personal reputation; establishing inappropriate relationships; plagiarism; and relationship refusal. The benefit of using scales is that the statements can either have a positive or negative stance (Horn, 2009). As it aligned with the research objective, the negative version that was created was selected. The answers were in the form of a Likert scale, enabling information collected to be measured within a range (Saunders et al., 2016). Section 3 contained a questionnaire developed by Valcour (2007) to examine work life balance. This research was selected as it focused on how satisfied employees were with their work-life balance. A similar Likert scale was used to gather answers (See appendix). After the survey was distributed, the initial recall period aimed to be 3 weeks due to the time restrictions. However, this recall period was shortened due to the high response rate within a short time period.

Validity and Reliability

It is important that the study is valid, and the questions are clear and simple to understand. Examining validity ensures that the survey served its purpose in finding the correct information (Saunders et al., 2016) as the questions are measuring the element they are designed to (Horn, 2012; Pallant, 2016). A lack of validity leads to inappropriate and inapplicable results (Bui, 2014). While methodological triangulation would increase the validity of the research (Horn, 2012), due to the time constraints a multi method approach cannot be done. A pilot test examined the readability of the questionnaire. It was conducted on a sample of 6 participants, which is sufficient at dissertation level (2009). While it should have been conducted by experts within the field this was not possible and therefore individuals' who were part of Generation Y were selected. To determine if the answers would yield and contain the correct information the questionnaire was inspected by an expert in quantitative analysis and statistics.

Reliability is concerned with consistency, as if the research was conducted again it should yield similar results (Bui, 2014). It is rare for a survey from dissertations to be used again (Horn, 2009) however, the reliability of a scale will hinge upon the sample (Pallant, 2016) and therefore should be examined each time scales are used. To determine the internal consistency and the likelihood of whether the null hypothesis should be accepted or rejected, the P value must be found.

Sample Size and Demographic Information

When conducting research samples of a population are identified as it is rarely viable to study an entire population due to financial costs and an inability to gain access to an entire census (Horn, 2012). In Ireland in 2016 there were 948,925 people between the ages of 16-31 years (Central Statistics Office, 2016), who would now be aged 18-33 years and fit into the category of Generation Y. There are insufficient resources available to conduct research on this whole section of the population and therefore a sample of it will be selected.

As the impact that social media has on individuals depends upon a range of factors, the researcher selected age as the dependant variable, to yield more precise results. To partake in the research, it was compulsory for participants to be part of Generation Y. As previously outlined, this was defined as between the ages of 18-33 years old and was selected as they are the most frequent users of SNS and will be in the workforce for many years to come. This enables the finding to be utilised by management and HR departments for the foreseeable future.

Non-probability sampling was used as participants were selected due to the generation in which they were born. According to Horn (2012) this is most frequently used when the hypothesis is established using deductive reasoning. Convenience sampling was used as it provides ease of accessibility and enables the sample size to expand. For a dissertation 80 respondents are deemed sufficient, which can be described as small scale (Denscombe, 2010). However, the attrition rate of self-completed questionnaires is frequently low with an expected response rate of 60% (Horn, 2012). Therefore, snowballing sampling was encouraged to increase the size of the sample. The age restriction was clearly outlined in the opening page of the survey and any responses that met the requirements were included in the results.

Time Horizon

The research conducted is cross-sectional. This method is closely linked to a positivistic paradigm (Easterby-Smith et al., 2008). Due primarily to the time restrictions in place, it is not possible to conduct longitudinal studies. Cross-sectional studies are focused on phenomenon which are occurring at present (Saunders et al., 2016) and therefore this method was used due to the nature of the study which is examining the negative impact that social media has on Generation Y employees presently. Information on the dependent variables and independent variables within the research is obtained collectively, within the same research instrument (Gauri and Gonhaug, 2005) and the study is conducted on particular population or sample group (Bryman and Bell, 2011).

Data Collection and Analysis

The data was collected and transferred to an excel spreadsheet before being converted and analysed in SPSS, a software tool developed by IBM. The data is not weighted, as

an equal number of responses are not required (Horn, 2012) for the data to be relevant. Therefore, all questions hold equal value. The variables of the data will vary as some are ordinal, which can be classified due to their order, for example strongly agree, agree etc., while others are nominal which cannot be ordered but rather fit into categories (Bryman and Bell, 2011), such as gender or occupation which do not have any natural order.

Once the data is entered, it is imperative to check for any errors (Pallant, 2016). The variables and data were examined to ensure none are present and corrections were made. Any responses with missing data remained in the results inputted into SPSS. To ensure that this is interpreted correctly by SPSS, the data fields were left blank and not be coded (Bryman and Bell, 2011).

The data obtained was analysed using descriptive statistics. Univariate analysis can be conducted when one variable is being examined (Bryman and Bell, 2011). This is used to demonstrate information about the participants, such as gender, most commonly used social networking site, industry in which they work, average number of hours individuals spend on social media and times per day they check their SNS.

A statistical examination was used to determine the reliability of various components of the survey. Cronbach alpha was used as a measure (Bryman and Bell, 2015). As the sample size was relatively small, this could impact the value making it lower. Reliability assesses if different parts of a scale are measuring the same characteristic. It can be examined by measuring the Cronbach alpha coefficient, which reports on the correlation between two or more components. The scale ranges from 0 to 1, with .7 being deemed acceptable (Pallant, 2016).

Pearson correlation coefficient (r) can be used to explore the strength of relationship that exist between two variables (Bryman and Bell, 2011). The score ranges from -1 to +1, with 0 representing no relationship between the two variables. *“The sign in front indicates whether there is a positive correlation (as one variable increases, so too does the other) or a negative correlation (as one variable increase, the other decreases)”* (Pallant, 2016, p. 127). If the p value of the Pearson correlation coefficient is >0.05 , there is no relationship between the two variables. The null hypothesis should then be accepted as there is no evidence to reject it. If the p value is <0.05 , the null hypothesis

should be rejected (Bryman and Bell, 2015). By examining the statistical significance, the researcher can identify if the data supports the hypotheses incidentally (Horn, 2012) or if it is due to a link between the variables. If the p value is low ($<\alpha$ of 0.05), the null hypothesis is rejected in favour of the alternative hypothesis. The alternative hypotheses are those laid out as the hypothesis of the research (Oakshott, 2006). In this case, that social media use by Generation Y employees has a negative impact on work performance and leads to unsatisfactory work life balance. If the p value is high, the research has failed to reject the null hypothesis. This does not infer that the null hypothesis is true, merely that the research has failed to find evidence to reject it.

A one tailed test should only be used when the research is concerned with a relationship that occurs in one direction (Cortinhas and Black, 2012) as it neglects to test for the relationship in the other direction. This is done to find a more powerful relationship in by one direction, by ignoring the other. (IDRE UCLA, 2018). As the hypotheses are directional, as a negative relationship was assumed, this will be used to examine Pearson correlation coefficients. For dealing with missing data 'listwise deletion' of the data is one statistical option which, deletes all data inputted by a participant if they have not completed all fields (Statistics Solutions, 2018a). This can lead to a large-scale deletion and would eliminate the results semi completed questionnaires in the sample. Therefore, pairwise deletion was selected when generating the correlation coefficient as it reduces the amount of lost data. This test is run to examine the link between two variables and pairwise establishes pairs of variables that can be utilised (Statistics Solutions, 2018a) including partially completed results. This technique strengthens the analysis process.

Regression analysis was conducted and the R^2 value obtained to find the coefficient of determination. This "*measures the proportion of the variation in the dependent variable explained by the variation in the independent variable*" (Oakshott, 2006, p. 294). R^2 values range from 0 to 1. A higher value indicates that a large proportion of the variation in one of the variables can be explained by the other variable, which is important in supporting that a relationship between the variables exists (Cortinhas and Black, 2012).

Linear regression was conducted to outline the “*relationship between the dependent and independent variables by the means of a linear equation*” (Oakshott, 2006, p. 291). The beta coefficient examines if the independent variable contributed to the change in the dependent variable (Pallant, 2016). It should only be examined when the p value is statistically significant (<0.01). Beta coefficients can be either positive or negative. The understanding of a positive coefficient is that when an increase in an independent variable occurs, the dependent variable will also increase by the value of the beta coefficient. A negative coefficient will lead to a decrease in the dependent variable (Statistics Solutions, 2018b).

T-tests were run to compare two mean scores and identify if there is a difference between them. It tests if the difference between the averages of two scores is statistically significant. Independent sample t-tests are used to compare the mean of two groups, such as genders or age. When a t-test is conducted, a Lavene’s test for equal variance will be produced. If the significance value, $p > 0.05$ or above, equal variance should be assumed. If $p = 0.05$ or below, equal variance should not be assumed. This enables SPSS to run the t-test in a different manner. For the significance value of the t-test, if $p < 0.05$ there is a statistical difference between the scores dependant on the two groups and if $p > 0.05$ there is no significant difference (Pallant, 2016).

Ethical Considerations

There are ethical concerns in all research where humans are the participants, as the researcher must consider the possible harm that could be experienced by their sample group. The fundamental principle of ethics within studies is to establish what is considered right and wrong (Quinlan, 2011) and the impact the research could have. To ensure the research is ethical, a number of steps were taken. The nature of the research was examined and no obvious ethical issues could be identified, in terms of the topic of the research, the methodology chosen and the questions being asked as part of the survey. Upon reading the details and purpose of the study, including information on confidentiality and anonymity, participants were asked only to continue if they were willing to provide information through completion of the questionnaire. This is

considered informed consent (Horn, 2012) as the participants were aware of the intention and purpose of the study and were willing to provide personal information for the purposes of research. The opening page outlining the details of the survey can be found in appendix 1.

The data collected was stored in a safe and confidential manner, ensuring no third parties could gain access to it. It was kept on a password protected external hard drive, which only the researcher had access to throughout the gathering and analysing of the findings. Following completion of the research the data is held in the same manner and when the permission is received from the National College of Ireland, the data will be destroyed.

Limitations

When conducting research, there will inevitably be limitations particularly with the chosen research instrument and method of yielding and analysing data. Using qualitative data could have provided the researcher with more in-depth information. The range of negative implications of social media use could have been explored, alongside the affects this had upon the participants. However, quantitative research enabled data to be obtained from a larger sample size and a range of industries making it more representative of Generation Y.

Due to a limited amount of resources, such as time and money, convenience, non-probability sampling was used to identify participants. While there are benefits to using this method, there is a difficulty in stating it is representative of a population (Biggam, 2011) such as Generation Y. If the desired sample size of above 80 is met and the population of Generation Y in Ireland, as outlined, is estimated to be close to 1 million, the findings will only demonstrate the experiences of a small minority of the population. Unfortunately, this is not an element which could be overcome. However, the findings could be used to instigate more widespread studies, or research to be conducted within a particular organisation.

As outlined by Horn (2009) the distribution method could lead to a low response rate. This was compensated by increasing the number of potential participants of the survey using the technique of snowballing.

When questionnaires are self-reporting there is a risk the participant will misunderstand a question, giving an unsuitable answer (Horn, 2012). The opening page of the questionnaire outlined the format and participants were provided with instructions on how to complete each section to prevent this (see Appendix 1). There is a risk with questionnaires that participants will only partially complete them. Due to this, the survey completion time was kept short, only taking 3-5 minutes to complete. There was a concern that participants would not respond truthfully. For this reason, and due to ethical procedures, their identity remained anonymous.

Results and Findings

Introduction

The survey yielded 144 responses. Despite outlining in the initial page that the survey was only to be conducted by those part of Generation Y, one respondent selected they did not fit into this age category and continued to complete the questionnaire. These results are invalid and therefore are not included in any of the findings and the valid responses amounted to 143. There were 130 completed responses, achieving a 91% response rate. 13 responses, or 9% of responses were partially incomplete.

The work-related social media questionnaire (WSMQ) which examined performance has a range of 0-90, participants with low scores reporting that social media use impacts their performance. The work life balance (WLB) questionnaire has a range of 0-20, participants with low scores are reporting they are unsatisfied with their work life balance.

Histograms

The distribution was examined which involves checking if the score for the dependent variable is normal. *“Normal is used to describe a symmetrical, bell-shaped curve, which has the greatest frequency of scores in the middle with smaller frequencies towards the extremes”* (Pallant, 2016, p. 59). Histograms demonstrate a visual guide of normality. The following histograms signify the distribution for the two scales, measuring work performance and work life balance, when compared with gender, age, industry, most commonly used SNS, hours spent on social media and time per day SNS are checked. The statistical procedure for examining this is to assess the skewness, which occurs when there is a lack of symmetry and kurtosis, which describes how peaked the distribution is (Cortinhas and Black, 2012). If the value is less than -2 and not greater than 2, the distribution can be considered normal (George and Mallery, 2010). This was examined and only one distribution was found to be not normal, the most used social media platform, where kurtosis = 2.420 (Table 59).

Work Performance

Figure 1 Gender

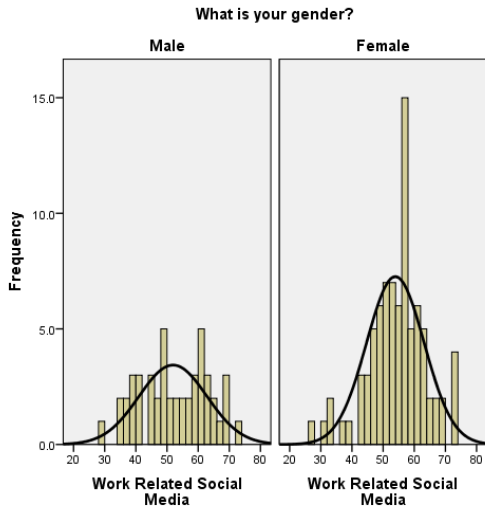


Figure 2 Age

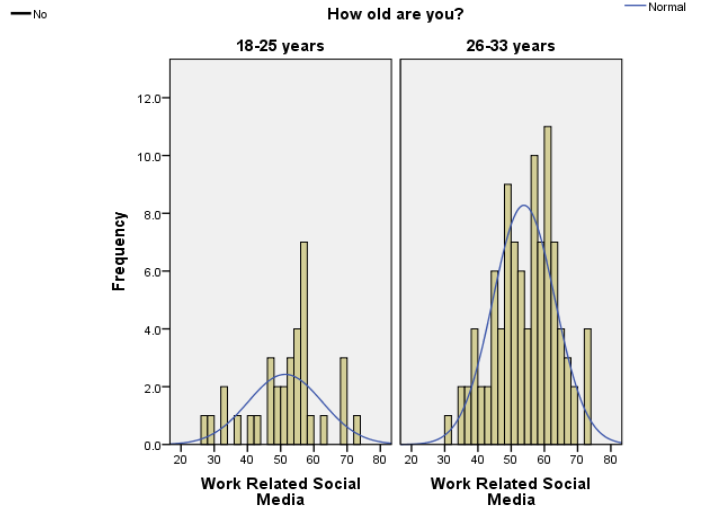


Figure 3 Industry

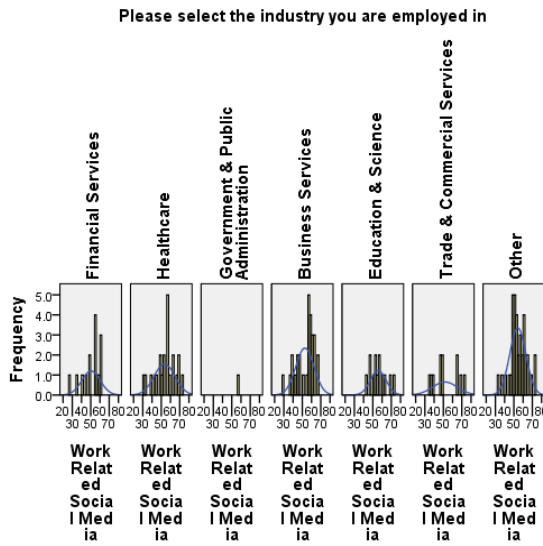


Figure 4 Most Used SNS

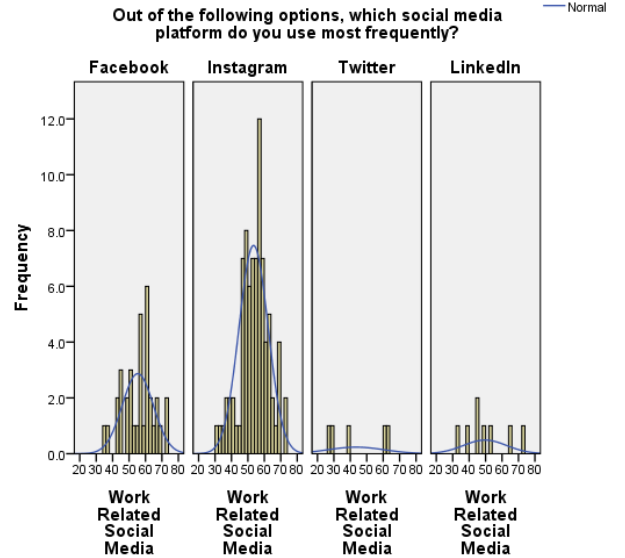


Figure 5 HSSMD

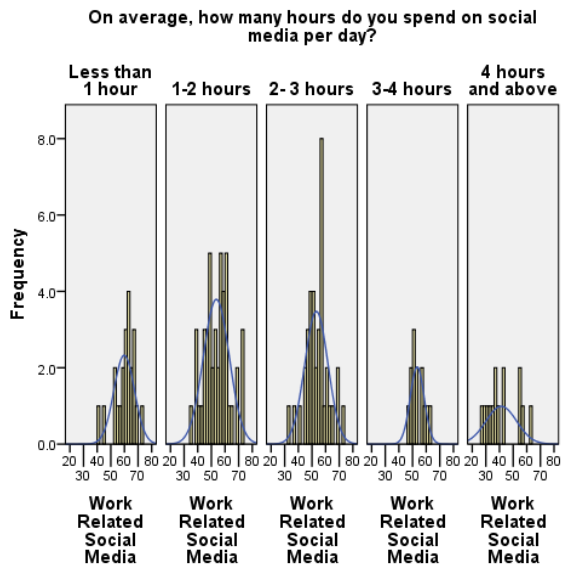
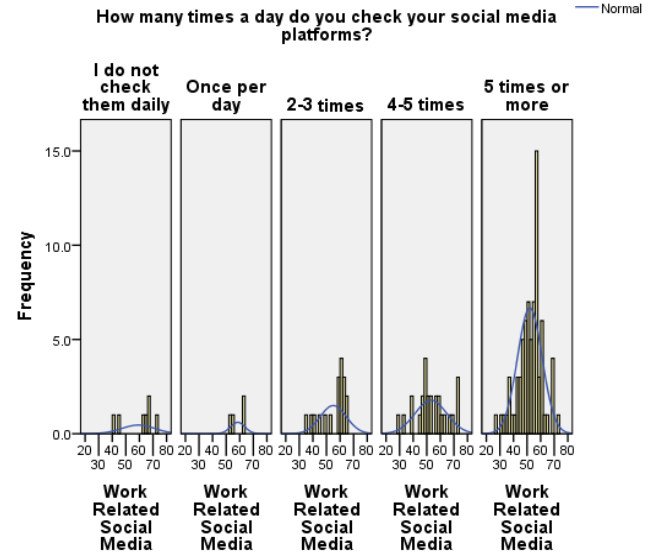


Figure 6 TDSMC



Work Life Balance

Figure 7 Gender

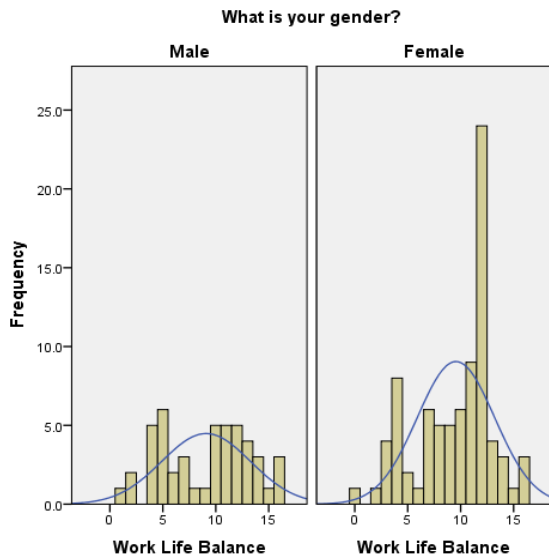


Figure 8 Age

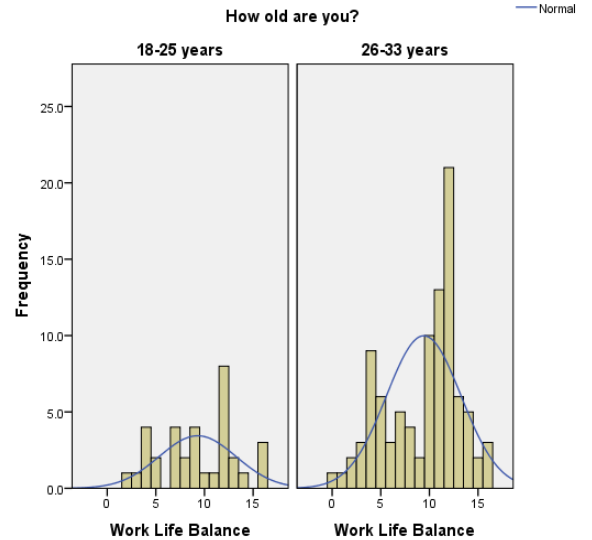


Figure 9 Industry

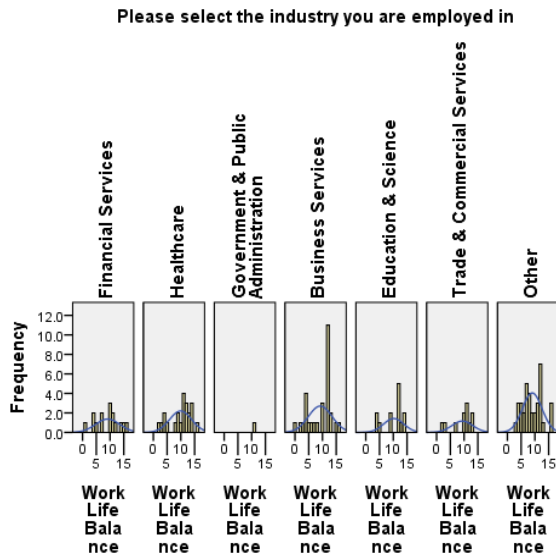


Figure 10 Most Frequently Used SNS

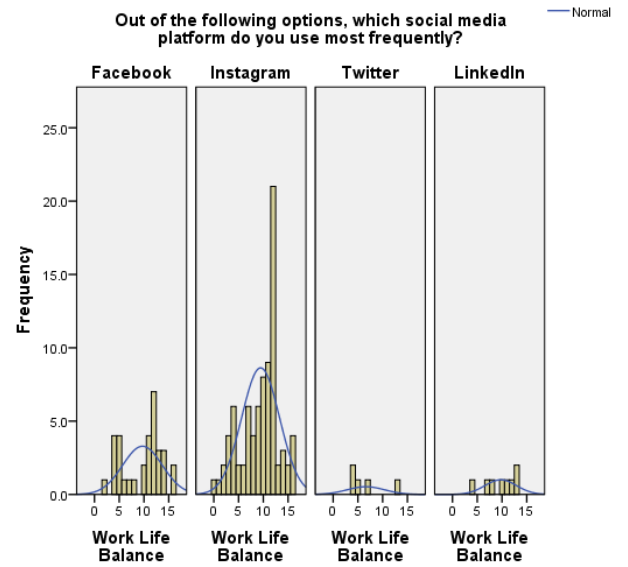


Figure 11 HSSMD

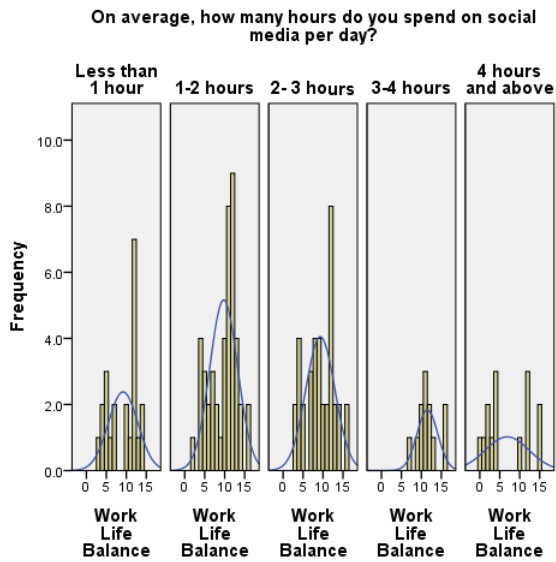
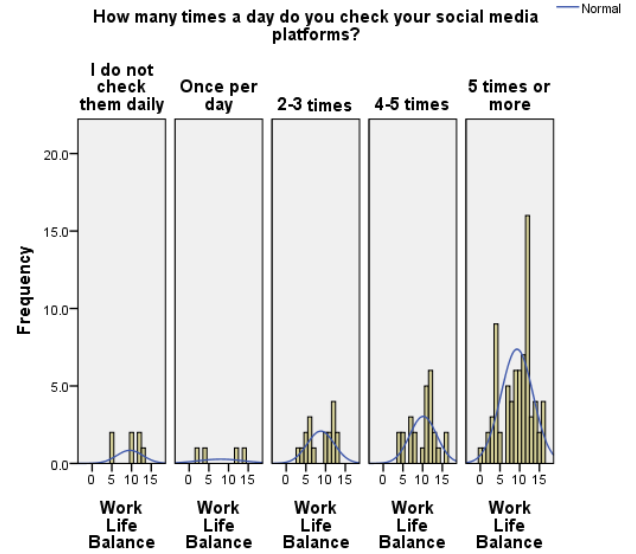


Figure 12 TDSMC



Descriptive Statistics

The sample consisted of 89 females (62.23%), 52 males (36.36%) and there were two missing responses (Table 1). 106 participants were aged 26-33 years, while 35 were aged between 18-25 years. There were 2 missing values (Table 2). The industry of participants was quite varied. The highest portion, 29.3% of respondents selected the other category while 21.67% of the sample worked in business services, 16.08% in healthcare and 11.18% in financial services. There were 2 missing values and the remaining 20% of the sample were collectively working in government and public administration, education and science, trade and commercial services or were currently unemployed (Table 3).

Over a third of participants reported spending 1-2 hours per day using SNS and under 20% using them for 3 or more hours (Table 4). The findings show that on average females spend more time using social media in comparison to males. Over 70% of males in the sample stated they use SNS for 2 hours or less, while over 50% of females spend 2 hours or more (Table 5). An independent samples t-test was run to compare hours spent on social media per day for males and females. As the significance for Levene's test was as $p > 0.05$, equal variance was assumed. There was a significant difference in scores for males ($M = 1.23$, $SD = 1.165$) and females ($m = 1.79$, $SD = 1.133$), $t(139) = -2.78$, $p = .006$ (Table 11). Over 57% of the respondents stated they check their SNS 5 times or more per day (Table 6), however there is a substantial difference when this result is compared within the gender variable. Over 70% of females fall into this category compared to only 36.5% of males. Similarly, 9.6% of males do not access social media every day, in comparison to 2.2% of females (Table 7). Another independent samples t-test was run to compare the number of times males and females checked their SNS per day. Equal variance was not assumed as $p < 0.05$. Similarly, a significant difference was found between the scores for males ($m = 2.75$, $SD = 1.28$) and females ($m = 3.49$, $SD = .93$), $t(82.74) = -3.66$, $p < .001$ (Table 12).

The SNS site reported to be most commonly used was Instagram, with 62.2% of respondents using the platform. Facebook was used most frequently by 25.2% of the sample, while Twitter and LinkedIn reported low usage (Table 8). Only 2% of female

participants reported LinkedIn as their most frequently used site, in comparison to 15.4% of males. Males reported a higher use of Twitter and Facebook while 71.9% of females use Instagram most frequently (Table 9). Total unduplicated reach and frequency (TURF) analysis enables the researcher to identify which products, in this case social media platforms, are used by the largest number of people (Pallant, 2016). Table 10 shows that Facebook is used by 123 respondents, Instagram by 120 participants, LinkedIn by 90 and Twitter by 47 participants. Therefore, Facebook and Instagram reach the widest audience within this sample group.

Reliability

A statistical examination was run to determine the reliability of various components of the survey and the Alpha score was established. The reliability of the work life balance questionnaire was examined and a score of α .912 was found (Table 13). The work-related social media questionnaire, which analysed work performance, had a score of α .858 (Table 14) making both surveys reliable as they achieved $\alpha < 0.7$. As previously described the WSMQ questionnaire was broken into 9 composites, each one was measuring the same variable using 2 questions. The components found to be reliable were, creating offensive content, α .917 (Table 15); time theft, α .903 (Table 16); multitasking, α .826 (Table 17); representing organisation poorly, α .857 (Table 18); diminishing personal reputation, α .720 (Table 19); plagiarism, α .822 (Table 20) and relationship refusal, α .916 (Table 21). Two composites were found to be unreliable, establishing inappropriate relationship, α .599 (Table 22) and disparaging others, α .613 (Table 23).

Correlation Coefficient

Correlation between a satisfactory work life balance and hours spent on social media per day could not be proven as the Pearson's correlation coefficient ($r = -.090$, $p = .154$) (Table 24). These findings all show a slightly negative correlation which is demonstrated on the scatter plot, meaning that as hours per day spent on social media increased, satisfaction with work life balance decreased (Table 25). There was no evident difference between the findings based upon gender, however there was between industries. 'Healthcare' established $r = -.540$, $p < .005$, 'Trade and Commercial Services'

$r = -.782, p < .002$ and 'Other' $r = .457, p < .003$ (Table 26). When the social media sites are separated, interestingly the correlation between twitter use and unsatisfactory work life balance ($r = -.628$) is far more substantial than any other SNS (Table 27). These variables were examined based upon age and there was no distinct difference, for 18-25 year olds, $r = -.081, p > .324$, and for 26-33 year olds $r = -.093, p > .185$ (Table 28). The only distinct correlation found between hours spent on social media and a component of work life balance was when individuals were unsatisfied with the opportunity they had to perform their job well and be able to perform home related duties, $r = -.173, p < .024$ (Table 29).

Correlation between a satisfactory work life balance and times per day that social media is checked could not be proven, as $r = .023, p = .395$ (Table 30). These figures suggest that there is a lack of relationship between these variables in this data set. There was no obvious difference between the findings based upon gender, as for males $r = .155, p > .149$ and for females $r = -.122, p > .135$ (Table 31), most used SNS (Table 32) or age category, as for 18-25 year olds $r = .215, p > .112$ and 26-33 year olds $r = -.021, p > .421$ (Table 33). The only significant finding was for the industry 'other' as results show $r = .333, p < .024$ (Table 34). No correlation was found between any of the components of the questionnaire and the number of times individuals checked their SNS per day.

Correlation between a work performance, as measured in the WSMQ and hours spent on social media per day was found to be significant as $r = -.419, p < .001$ (Table 35). The scatter plot also demonstrates there is a negative correlation between the two variables. As hours spent on social media increases, work performance decreases (Table 36). A minor difference between gender was noted. The findings show that males established a correlation of $r = -.431, p < .001$ and females $r = -.468, p < .001$ (Table 37). The most commonly used SNS was examined and all sites had significant correlations. When Twitter was the most commonly used site the correlation between work performance and hours spent on SNS per day was very strong, $r = -.825, p < .001$ at the 0.01 level. For participants who used Facebook most frequently, the correlation was $r = -.452, p < .004$ at the 0.05 level (Table 38). This correlation however was divided when

it was explored through the industry individuals were employed in. A significant correlation was established for financial services ($r = -.468, p < 0.39$), healthcare ($r = -.581, p < 0.002$) and business services ($r = -.581, p < 0.001$). However, education and science, trade and commercial services, government and public administration and 'other' were found to be not significant (Table 39). The correlation between these variables was examined based upon age categories. For those aged 18-25 years, $r = -.382, p < .013$ and for 26-33 year olds, $r = -.419, p < .001$ (Table 40). There is a slightly stronger correlation for those in the older age category.

A significant correlation was found between work performance, as measured in the WSMQ and the number of times per day an individual checked their SNS. The findings showed that $r = -.200, p < .011$ (Table 41). Like hours spent on social media, a negative correlation exists as demonstrated on the scatter plot. The more times an individual checks their SNS, the more their work performance decreases (Table 42). Gender had an immense impact upon these results as the relationship for males could not be found as $r = -.167, p = .132$, while for females there was a striking correlation where $r = -.306, p < 0.002$ (Table 43). The industry an individual worked in did not impact the relationship. The most frequently used platform however did. Instagram ($r = -.233, p < .017$) and Twitter ($r = -.643, p < .043$) were found to have significant correlations while Facebook and LinkedIn did not (Table 44). These variables were examined based upon age. For those aged 18-25 years, $r = .030, p > .432$ and for 26-33 year olds, $r = -.250, p < .007$ (Table 45). These findings show there is no significant relationship between number of times per day on social media and work performance for 18-25 year olds, however there is for 26-33 year olds.

The 9 composites of the WSMQ were analysed independently. A significant correlation was found between number of times per day individuals checked their SNS and multitasking, $r = -.315, p < .001$ (Table 46) and time theft, $r = -.197, p < .012$ (Table 47). Interestingly hours spent on social media per day had numerous correlations with the composites of WSMQ. The following correlations were established; creating offensive content, $r = -.249, p < 0.002$ (Table 48), time theft, $r = -.303, p < .001$ (Table 49),

disparaging others, $r = -.188$, $p < .015$ (Table 50), multitasking, $r = -.380$, $p < .000$ (Table 51), diminishing personal reputation, $r = -.265$, $p < .001$ (Table 52), relationship refusal, $r = -.320$, $p < .001$ (Table 53) and establishing inappropriate relationship, $r = -.179$, $p < .012$ (Table 54).

Regression Analysis

A simple linear regression was calculated to predict work performance based on the hours an individual spends on social media. It was found that hours spent on social media (Beta = $-.419$, $p < .001$), was an evident predictor of performance. As the beta coefficient is negative, the findings show that work performance reduces due to hours spent on social media. The coefficient of determination was $R^2 = .176$. This indicates that 17% of the variation in work performance can be accounted for by the number of hours spent on social media (Table 55). A smaller, yet still apparent result was found for work performance based on the number of times an individual checked their SNS per day (Beta = $-.200$, $p < .022$), $R^2 = .040$. This indicates that work performance similarly reduces due to the number of times an individual checks their SNS per day, however only 4% of the variation can be accounted for this variable (Table 56).

Insignificant results were found for work life balance based on the hours spent per day using SNS (Beta = $-.090$, $p > .309$). These findings show that level of satisfaction with work life balance cannot be explained by the time spent on social media per day (Table 57). Similar results were found for work life balance based on the number of times an individual checked their SNS per day (Beta = $-.023$, $p > .791$). Again, satisfaction with work life balance cannot be explained by the number of times an individual checked their SNS per day (Table 58).

Conclusion

To conclude, this chapter has outlined the findings obtained from the data gathered through the questionnaire. Numerous statistical tests have been run to present this data and establish the relationship or lack of that exists between variables. Based upon these findings social media use by Generation Y employees contributes to a decrease in work performance, however does not impact satisfaction with work life balance.

Discussion

Introduction

In this chapter the consequence of the research findings will be explored, linking these to the research objectives and to the current body of literature that exists. The limitations of the research will be outlined including the research methodology and the selected sample. Based on these, all the information gathered from the findings and having considered the limitations, recommendations are provided for future research.

Social Media Use by Generation Y

The findings show that females spend more time on social media and checked their SNS platforms more often than males, which reinforces the findings of Nielsen (2017) and Kittinger et al., (2012) that woman are more frequent users of social media. Over half of respondents check their SNS 5 times or more per day. Only a minority visit their SNS less than once per day however, more males stated this than females. These findings are in line with previous research that Generation Y spend up to a quarter of their day using SNS (Eisner, 2005) and use social media (Sanchez Abril et al., 2012) or Facebook (Joinson, 2008) daily. Instagram was the most used SNS, particularly for females. Males reported using both Twitter and LinkedIn more than females.

Work Performance

Social media use by employees was found to decrease performance in work (Landers and Callan, 2014) as staff are less productive (Nucleus Research, 2009). The findings of this research back up these studies. Social media use, by Generation Y employees, appeared to have a negative impact on work performance with particular variables further decreasing performance. The findings show that as individuals spent more time on social media, their performance decreased. 17% of the variation that occurs in work performance is due to social media use. There was a slightly greater impact for females than males and for those aged above 26 years. Those who used Twitter and Facebook most frequently appeared to be more greatly impacted than other SNS. The industry of an individual had a substantial impact on these findings. A negative relationship was found for those working in financial services, healthcare and business services however a relationship could not be found for the other industries.

Similarly, individuals who checked their SNS more often per day were linked to a greater decrease in work performance. The findings showed that only 4% of a decrease in work performance could be accounted to the number of times SNS were checked by individuals. Gender had a vast impact on these results as a negative relationship was not found for males however, for females the findings showed a significant relationship. Industry did not impact the results. The age of participants was important as a relationship could not be established for Generation Y employees aged 18-25 years however it could for those aged 26-33 years. Those who used Instagram and Twitter most frequently experienced a decrease in performance as they checked these sites more frequently.

The findings showed multitasking and time theft were the components that led to the greatest decrease in work performance. Hours spent on social media had a greater impact on work performance than the number of times an individual checked their SNS per day. These findings are in line with previous research that social media is used by staff when working (Eisner, 2005), which leads to time wasting (Landers and Callan, 2014), a difficulty in time management (Kittinger et al., 2012) and distracts individuals from their work tasks (Kluemper et al., 2016). It enables employees to spend time on personal matters while at work (Fusi and Fenney, 2016) can have a serious impact on productivity (Skeels and Grudin, 2009).

The more hours an individual spent using social media, the more they reported issues with disparaging others, diminishing personal reputation and relationship refusal. These findings are supported by previous research. Abril et al., (2012) found that individuals speak negatively about employer over social media. Kluemper et al., (2016) found that social media use can be used to communicate negative comments about employers, co-workers and customers. Individuals can be unsure if they should accept their manager (Skeels and Grudin, 2009) and think that management should not befriend staff on social media, (Levin et al., 2008) as difficulties can arise when the relationship is refused. Unexpected links between hours spent on social media, creating offensive content and

establishing inappropriate relationship were found, as no previous research had been discovered to support these. As individuals spent more time on social media they had a greater negative experience with these aspects of work performance.

Regression analysis demonstrated that work performance was more substantially impacted by both the hours spent on social media per day and the number of times social media was accessed per day, than work life balance.

Work Life Balance

The research did not find that social media use by Generation Y employees had a significant negative impact on work life balance. When the hours spent on social media were analysed. A negative relationship was established for those working in the healthcare or trade and commercial services industries. Those who used Twitter most commonly reported being the most unsatisfied with work life balance. Interestingly, participants stated they were unsatisfied with how they managed to perform both their job and home related duties. For these findings, an increase in hours led to a stronger negative impact on work life balance.

The number of times SNS is checked per day by participants was analysed. The only variable that impacted these results was industry, with those who worked in the 'other' industry stating they were the least satisfied with their work life balance.

For both hours spent using SNS and the times per day SNS were checked, there was no marked difference in the relationship dependent on gender or age. This contradicts the findings of Deloitte (2015) that Generation Y and males were the most likely to prioritise work over personal life.

Research has shown that social media use leads to blurred lines between work and personal life (Sanchez Abril et al., 2012). Social media can be used at home for work purposes and at work for personal reasons (Barber and Jenkins, 2013) which can make it difficult to separate these aspects of life (Koch et al., 2012). The findings of this research are based upon the satisfaction of an individual with their work life balance. Therefore, the findings do not specifically contradict the research that exists as it is

possible participants have experienced the issues presented by these authors however they do not significantly impact their ability to obtain a satisfactory work life balance.

Limitations

Social media platforms are consistently changing and being updated as further advances are made in technology. The findings of this study could be irrelevant in future years as social media sites develop new purposes and individuals use them in different manners.

By using qualitative methods, such as interviews, more in depth information on the personal opinions of individuals and how social media use impacts their performance and work life balance could have been established. However, due to the resources available an even smaller minority of Generation Y could have been researched using the interview method. This could have led to a less representative sample.

The sample was selected by convenience. Due to this the respondents are most likely from the same geographical area, with potential respondents from other countries. Work policies and legislation are different depending on the country in which the participant is working and therefore the findings could differ greatly depending on this variable. Future research could seek to identify differences that exist between countries and if the policies or legislation in place impact the negative influence that social media use can have for employees.

As this is a self-reporting questionnaire, participants are reporting information on themselves, on their behaviours and experiences. This could lead to the results being biased and inaccurate (Fusi and Fenney, 2016). Levin et al., (2008) found that employees knew their performance decreased when they use social media however continued to use it during working hours despite this. It is possible a stronger correlation could have been found if the sample group had been managers and those working in HR, reporting on employees within their organisation.

Conclusions

This chapter connected the findings to the objectives of the research and to the literature that exists on work performance and work life balance and the impact that social media use has on these concepts. The findings showed that social media use can have a significant impact on work performance, and that the gender, industry and age can be an influencing factor on how negative this impact can be. These findings are consistent with previous research that has been conducted on these areas. A correlation between social media use, creating offensive content and establishing inappropriate relationships was found. These are aspects of work performance that previous research has failed to establish a relation between.

The study failed to support the objective that social media use for Generation Y employees had a negative impact on work life balance. Further studies would need to be conducted to see if a negative relationship exists between these variables.

Recommendations

The findings of this study both supported and contradicted previous research. There remains insufficient research conducted on the range of negative implications of social media use (Kittinger et al., 2012). Quantitative research needs to be conducted (El Ouiridi et al., 2015) on a range of variables such as age, gender or industry of employment (Bolton et al., 2013). The impact on performance was influenced by the industry of staff in this study. This could be due to education levels (Hargittai and Hinnant, 2008) or the type of work an employee does (Ali- Hassan et al., 2015). Future research could focus on a broader range of industries and the role of employees. Despite the findings of this study, previous research on how social media use can impact work performance due to offensive content being created and inappropriate relationships being established could not be found. Hargittai and Hinnant (2008) found that individuals who spend more time using the internet are more likely to use it as a method of communication. This could similarly be further investigated.

While some managers are aware that employees using SNS leads to time wasting (Fusi and Fenney, 2016), many haven't banned its use at work (Abril et al., 2012). This study has outlined that work performance is impacted by social media use by Generation Y employees. Organisations could use this information to focus on increasing performance, updating their policies or ban social media at work, following the suggestions of other studies (Haynes, 2016; Sanchez Abril et al., 2012).

Organisations should first investigate how social media is used by staff. To achieve this an anonymous questionnaire could be distributed to employees to gather their opinions. For this to be effective, management would need to reassure employees there would be no negative repercussions for the information they disclose. Based upon the data gathered, policies can be updated accordingly depending on the business. While there would be minimal financial cost in implementing this, staff managing this operation would need the opportunity to delegate time to collect and analyse the information obtained and to adjust policies. Depending on the number of employees and the resources available this could be achieved within a couple of weeks, or in a larger

organisation the process could take a few months. If a company decided to ban internet sites this can be easily achieved without the assistance of an external company. This would involve no cost and could be implemented with immediate effect. If policies do not clearly outline what behaviour is acceptable or not by employers, it could lead to unfair dismissal cases if employees are fired due to their actions. An employee deemed to have been unfairly dismissed, could receive compensation of up to two years wages for the financial loss they have experienced. Employees have six months to take a case (Citizens Information, 2018) and the negative impact to the image of the company and morale of other staff must be considered.

As outlined conflict, a lack of engagement and work life balance can lead to employees leaving their company. Due to the current labour market, where is a war for talent, it is imperative for organisations to keep their turnover at a minimum. Organisations are experiencing an increase in the number of staff resignations, which is expected to continue to rise in coming years (CIPD, 2017a). The cost of losing a staff member can be difficult to calculate as several aspects must be considered. The time spent searching and training a new candidate, the fees involved in using an external recruitment company, the cost of temporary staff, the increase in workload for other employees, the skill and expertise lost in addition to the time period it takes for a new employee to work to their full capacity are all factors (CPA, 2018; Human Resources Headquarters, 2017). A survey conducted by Adare Human Resource Management found that the average cost of losing and replacing a single employee was close to €6,000 (cited in Human Resources Headquarters, 2017) and the process could take up to six months (CPA, 2018).

The cost of decreased performance of employees highly depends upon the organisation and the employee's duties. An estimate could be calculated by establishing their productivity level, such as the time they spend on social media and their salary. If a staff member is earning €50,000 per year and spending 4 out of their 40 working hours per week on social media, they are spending 10% of their time not working which equates to €5,000 of their salary. This is the cost to the company of a decreased performance for a single employee per annum. Each staff members plays a vital role in how well their

company operates and the revenue they generate. Implementing an effective performance management system enables companies to track the productivity and effectiveness of staff, identifying areas in which they could improve. The timeline of implementing a performance management system depends on the number of employees within an organisation. This can be gradually executed over a period of weeks or months however, it must be conducted on a continuous bases such as every six or twelve months (CIPD, 2017b). Implementing a salary system based upon performance could enable organisations to both encourage staff to work focus on their performance and reduce employment costs for employees who are under performing.

Conclusion

Social media use is continuing to increase, and technology is consistently advancing providing individuals with new applications to use and methods to communicate with. Generation Y have been found to be the most frequent users of social media (Bolton et al., 2013). Social media use by employees can have negative implications (van Zoonen et al., 2017) such as a decrease in performance (Griffiths, 2010; Landers and Callan, 2014) and a difficulty in establishing a work life balance (van Zoonen et al., 2016b) (Koch et al., 2012). Organisations recognise that social media use by employees can be unbeneficial and have implemented practices to prevent this. Insufficient research however has been conducted on the area (Cao et al., 2016; El Ouiridi et al., 2015) and therefore there is inadequate literature to support organisation to reap the benefits of social media use while minimising the risks.

The objective of this research was to explore if Generation Y employees use of social media negatively impacts their work performance and leads to a lack of work-life balance. A cross sectional quantitative method was selected to accomplish this. When the data was collected, statistical analysis was run to determine if there was a relationship between these variables. From the research objective, hypotheses were established. The research supports the hypotheses that social media use by Generation Y employees has a negative impact on their work performance and that the negative impact depends upon their gender and the industry in which an individual works. The findings did not support the hypothesis that social media use by Generation Y employees can lead to unsatisfactory work-life balance.

Based upon the findings and considering the limitations of the research, recommendations have been provided as a focus of future research and for organisations to manage this issue. Future studies could focus on a particular geographical area, one industry or organisation, the job role of an individual, whether participants work full time or part time, their length of service in an organisation or their personal and home commitments, to see if these variables influence how social media impacts Generation Y employees.

A stronger relationship was found between work performance and social media use for those aged 26-33 years in comparison to those aged 18-25 years. This was surprisingly as younger people have been found to spend more time on social media. Perhaps these findings are due to younger, newer employees being more focused on making a good impression and working hard in comparison to those who have established a reputation and become comfortable within their role or organisation. Similarly, the correlation between hours spent on social media and work performance due to offensive content being created and inappropriate relationships being established were unexpected. No literature could be found to support either of these findings, so this is an area of research which could be further developed.

The study focused on Generation Y employees aged 18-33 years. The lack of relationship between social media use and work life balance could be due to the age group which was studied. Perhaps this age group do not have the same level of family and home life commitment as those slightly older and therefore a lack of relationship was found. Future studies could look at this concept for Generation X employees.

The work life balance questionnaire used focused on satisfaction with work life balance. If conducting the research again, measuring the work life balance of an individual in a questionnaire could be more appropriate. The number of overtime hours or hours spent at home doing work could have been explored. Every person has a different expectation and reality of working hours and this could have impacted their level of satisfaction with work life balance, impacting the results.

The sample selected enabled the researcher to access a wide sample group within a short period of time. The research could have focused on one industry or company however by including a range of these, a broader view of the issue has been explored. This research could be the instigator for further studies in the future, which could define the sample by geographical area, industry, company or particular SNS. The sample size of 144 respondents is considered satisfactory for dissertation level however, it is small in the general realm of research. Similarly, non-probability sampling, which was the chosen method, does not yield the same reliability of probability sampling. Future

research should consider both of these factors when deciding on the methodology in order to have a greater contribution to the body of literature that exists.

The findings of this research could be used for a variety of purposes. As outlined there have been cases where individuals have lost their job due to their actions on social media. Therefore, this research and the literature that exists could be used to assist public policy makers. Codes of best practice could be developed to outline how staff should behave on social media and how organisations should control their social media use. Legislation could be developed to protect both employees and employers from unfair dismissal cases.

In order to assist employees to continue to grow and remain engaged in an organisation, HR departments need to be cognisant of what impacts their staff. Therefore, this knowledge could be used for performance review and development meetings if employees are being negatively impacted by their actions on social media.

Organisations could utilise the data to update and implement policies to control social media use by employees, or to ban its use during working hours. As outlined in the literature review, this could potentially lead to an increase in employee engagement, productivity, retention and improved relationships between co-workers. Positive behaviour could be encouraged, such as promotion of the company, sourcing suitable candidates for vacant roles and using social media to facilitate communication and group collaboration. This however must co-exist with negative implications for the incorrect use of social media.

Personal Learning Statement

I have found the process of completing this dissertation enjoyable and simultaneously challenging. It involved a large amount of self directed learning. I feel I have learnt about various elements of HR through completion of this masters, however my keen interest is how to effectively manage employees presently and in the future. I chose to focus social media use as it is an under researched area and yet a consistently growing concern for organisations. Social media and internet usage is expected to continue to rise and as new technology is created and released, it is imperative that HR departments are aware of the impact it has on staff. I felt it was more critical to be cognisant of the negative implications as these could lead to a decrease in work performance, an increase in conflict, staff dissatisfaction and turnover. In a period where there is a war for talent, a primary objective for organisations is to reduce cost and retain staff. Therefore, further knowledge on this area would be advantageous in my future career.

There was a wide variety of literature to review which enabled me to identify a gap which would form the basis of this dissertation. It was challenging to find a suitable survey as many previous studies used qualitative analysis or their surveys were not suitable. I anticipated it being difficult to get the proposed sample size however fortunately this was achieved within a short space of time. I found the process of analysing results using SPSS to be quite difficult as I had no previous experience. If conducting research in the future, this is a particular area I would provide greater attention to.

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Appendix

Survey

Generation Y and Social Media Use: Investigating the negative impact on work performance and work-life conflict

Dear Participant,

Thank you for taking part in this questionnaire, which is being conducted as part of my Master's in Human Resource Management in the National College of Ireland. The aim of this research is to investigate if the use of social media, by generation Y employees, has a negative impact on their work performance and leads to work-life conflict. To complete this survey you must be part of generation Y, which is defined as individuals aged between 18-33 years.

The information shared by you in this survey will be used for the purposes of research. It will be treated with the utmost confidentiality. The questionnaire is designed to be anonymous and your name will not be asked. The findings will be used to compile the results of this thesis and will be kept in the library of the National College of Ireland. The survey is divided into 3 sections. Section 1 explores the demographics of the participant, while section 2 & 3 are self reporting questionnaires on work performance and work-life conflict. The entire survey will take approximately 5 minutes to complete.

Your opinions and experience on this subject are important and will assist me in gaining a greater understanding of this issue. I would greatly appreciate if you could take the time to complete this survey.

If you require any further information please do not hesitate to contact me by email at x17112486@student.ncirl.ie. Thank you for your assistance in conducting this research.

Kind Regards,
Megan Byrne

Section 1: Demographics

Demographics

Please answer the following questions:

***What is your gender?**

Choose one of the following answers

- Male
- Female

***How old are you?**

Choose one of the following answers

- 18-25 years
- 26-33 years
- Other - If you are not aged between 18-33 years please exit this survey

***Please select the industry you are employed in**

Choose one of the following answers

- Financial Services
- Healthcare
- Government & Public Administration
- Business Services
- Education & Science
- Trade & Commercial Services
- Other
- Unemployed

***Please select which of the following social media platforms you use:**

Check any that apply

- Facebook
- Instagram
- Twitter
- LinkedIn
- I do not use any of these platforms

***Out of the following options, which social media platform do you use most frequently?**

Choose one of the following answers

- Facebook
- Instagram
- Twitter
- LinkedIn
- I do not use any of these platforms

*** On average, how many hours do you spend on social media per day?
Choose one of the following answers**

- Less than 1 hour
- 1-2 hours
- 2-3 hours
- 3-4 hours
- 4 hours and above

*** How many times a day do you check your social media platforms?
Choose one of the following answers**

- I do not check them daily
- Once per day
- 2-3 times
- 4-5 times
- 5 times or more

Section 2: Work Related Social Media Questionnaire

Instructions:

The following section contains a series of statements regarding work related social media use and work performance. The answers are displayed in the format of a Likert scale, ranging from 'strongly agree' to 'strongly disagree'. Please read the statements and indicate your response by selecting the answer most appropriate to you.

	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
I have shared my personal opinions on social media that others in the workplace found inappropriate or offensive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people at work have been offended by something I posted on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've spent time on social media while at work when I shouldn't have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've used social media when I should have been working	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have posted negative opinions about my co-workers or customers on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have discussed negative feelings towards clients, customers, or co-workers on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I want to use social media, I don't take a break from working - I just do both	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I access social media while I am doing other work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have done poor quality work using my organisation's social media accounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When doing work for my organisation on social media, I have done a poor job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends have posted photos, videos, or content about me on social media that harmed my professional reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clients or customers have posted information about me on social media that harmed my reputation at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have invited a personal relationship with a client or co-worker that I shouldn't have	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've become close to someone I shouldn't have at work because of social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've stolen information or other content from social media and used it as if it was my own work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I've submitted work that wasn't my own because it came from social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I've created an uncomfortable situation by refusing connections with co-workers, supervisors, or customers via social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It has felt awkward at work after I refused a connection on social media with someone at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 3: Work Life Balance Satisfaction

Instructions:

The following section contains a series of statements regarding work-life balance.

The answers are displayed in the format of a Likert scale, ranging from 'very dissatisfied' to 'very satisfied'. Please read the statements and rate your level of satisfaction by selecting the answer most applicable to you.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
The way you divide your attention between work and home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well your work life and your personal or family life fit together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your ability to balance the needs of your job with those of your personal or family life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The opportunity you have to perform your job well and yet be able to perform home related duties adequately	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Descriptive Statistics

Table 1 Gender

	N	Valid	Missing
.		0	2
Male	N	52	0
Female	N	89	

Table 2 Age

	N	Valid	Missing
.		0	2
18-25 years	N	35	0
26-33 years	N	106	0

Table 3 Industry

	Count
Please select the industry you are employed in	
Financial Services	16
Healthcare	23
Government and Public Administration	1
Business Services	31
Education and Science	13
Trade and Commercial Services	12
Other	42
Unemployed	3

Table 4 HSSMD by Gender

		Frequency	Percent
Male	Valid		
	Less than 1 hour	14	26.9
	1-2 hours	23	44.2
	2- 3 hours	9	17.3
	3-4 hours	1	1.9
	4 hours and above	5	9.6
Female	Valid		
	Less than 1 hour	10	11.2
	1-2 hours	29	32.6
	2- 3 hours	29	32.6
	3-4 hours	12	13.5
	4 hours and above	9	10.1

Table 5 HSSMD

	Frequency	Percent
Valid		
Less than 1 hour	24	16.8
1-2 hours	52	36.4
2- 3 hours	38	26.6
3-4 hours	13	9.1
4 hours and above	14	9.8
Total	141	98.6

Table 6 TDSMC

	Frequency	Percent	
Valid			
I do not check them daily	7	4.9	
Once per day	5	3.5	
2-3 times	20	14.0	
4-5 times	27	18.9	
5 times or more	82	57.3	
Total	141	98.6	
Missing	System	2	1.4

Table 7 TDSMC by gender

			Frequency	Percent
Male	Valid	I do not check them daily	5	9.6
		Once per day	3	5.8
		2-3 times	11	21.2
		4-5 times	14	26.9
		5 times or more	19	36.5
		Total	52	100.0
Female	Valid	I do not check them daily	2	2.2
		Once per day	2	2.2
		2-3 times	9	10.1
		4-5 times	13	14.6
		5 times or more	63	70.8
		Total	89	100.0

Table 9 Most frequently used SNS by gender

			Frequency	Percent
Male	Valid	Facebook	15	28.8
		Instagram	25	48.1
		Twitter	3	5.8
		LinkedIn	8	15.4
		I do not use any of these platforms	1	1.9
		Total	52	100.0
Female	Valid	Facebook	21	23.6
		Instagram	64	71.9
		Twitter	2	2.2
		LinkedIn	2	2.2
		Total	89	100.0

Table 8 Most frequently used SNS

		Frequency	Percent
Valid	Facebook	36	25.2
	Instagram	89	62.2
	Twitter	5	3.5
	LinkedIn	10	7.0
	I do not use any of these platforms	1	.7
	Total	141	98.6

Table 10 Turf Analysis

Please select which of the following social media platforms you use:

Variables	Reach	Statistics		
		Pct of Cases	Frequenc y	Pct of Responses
Facebook	123	86.0	123	32.3
Instagram	120	83.9	120	31.5
LinkedIn	90	62.9	90	23.6
Twitter	47	32.9	47	12.3
UseNone	1	.7	1	.3

Table 11 Independent Samples T-Test HSSMD

		N	Mean	Std. Deviation	Std. Error Mean
On average, how many hours do you spend on social media per day?	Male	52	1.23	1.165	.162
	Female	89	1.79	1.133	.120

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
On average, how many hours do you spend on social media per day?	Equal variances assumed	.148	.701	-2.781	139	.006	-.556	.200	-.951	-.161
	Equal variances not assumed			-2.761	104.439	.007	-.556	.201	-.955	-.157

Table 12 Independent Samples T-test for Number of TDSMC

		N	Mean	Std. Deviation	Std. Error Mean
How many times a day do you check your social media platforms?	Male	52	2.75	1.281	.178
	Female	89	3.49	.931	.099

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
On average, how many hours do you spend on social media per day?	Equal variances assumed	.148	.701	-2.781	139	.006	-.556	.200	-.951	-.161
	Equal variances not assumed			-2.761	104.439	.007	-.556	.201	-.955	-.157

Internal Reliability of Survey Scales

Table 13 WLB

Case Processing Summary			
		N	%
Cases	Valid	130	90.9
	Excluded ^a	13	9.1
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.912	4

Table 14 WSMQ

Case Processing Summary			
		N	%
Cases	Valid	131	91.6
	Excluded ^a	12	8.4
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.858	18

Table 15 Creating Offensive Content

Case Processing Summary			
		N	%
Cases	Valid	132	92.3
	Excluded ^a	11	7.7
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.917	2

Table 16 Time Theft

Case Processing Summary			
		N	%
Cases	Valid	132	92.3
	Excluded ^a	11	7.7
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.903	2

Table 17 Multitasking

Case Processing Summary			
		N	%
Cases	Valid	132	92.3
	Excluded ^a	11	7.7
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	2

Table 18 Representing Organisation Poorly

Case Processing Summary			
		N	%
Cases	Valid	131	91.6
	Excluded ^a	12	8.4
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	2

Table 19 Diminishing Personal Reputation

Case Processing Summary			
		N	%
Cases	Valid	131	91.6
	Excluded ^a	12	8.4
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.720	2

Table 20 Plagiarism

Case Processing Summary			
		N	%
Cases	Valid	131	91.6
	Excluded ^a	12	8.4
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.822	2

Table 21 Relationship Refusal

Case Processing Summary			
		N	%
Cases	Valid	131	91.6
	Excluded ^a	12	8.4
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	2

Table 22 Establishing Inappropriate Relationship

Case Processing Summary			
		N	%
Cases	Valid	131	91.6
	Excluded ^a	12	8.4
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.599	2

Table 23 Disparaging Others

Case Processing Summary			
		N	%
Cases	Valid	132	92.3
	Excluded ^a	11	7.7
	Total	143	100.0

Reliability Statistics	
Cronbach's Alpha	N of Items
.613	2

Correlation

Table 24 WLB and HSSMD

		Work Life Balance	On average, how many hours do you spend on social media per day?
Work Life Balance	Pearson Correlation	1	-.090
	Sig. (1-tailed)		.154
	N	130	130
On average, how many hours do you spend on social media per day?	Pearson Correlation	-.090	1
	Sig. (1-tailed)	.154	
	N	130	141

Table 25 Scatter Plot WLB and HSSMD

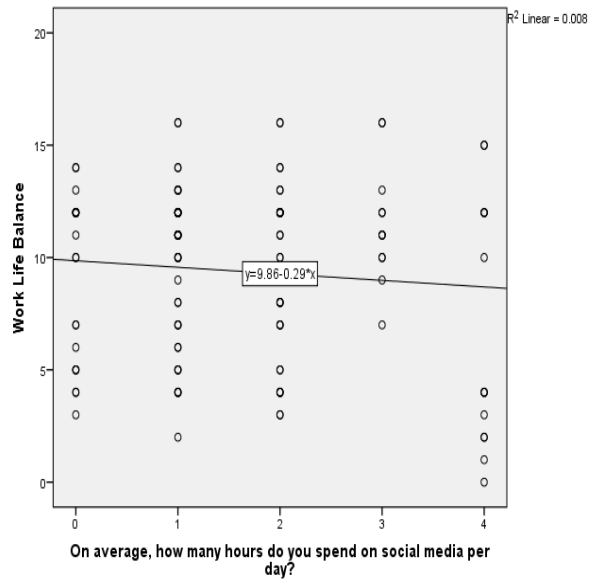


Table 26 WLB and HSSMD by Industry

Please select the industry you are employed in			Work Life Balance	On average, how many hours do you spend on social media per day?
Financial Services	Work Life Balance	Pearson Correlation	1	-0.132
		Sig. (1-tailed)		0.320
		N	15	15
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.132	1
		Sig. (1-tailed)	0.320	
		N	15	16
Healthcare	Work Life Balance	Pearson Correlation	1	-.540**
		Sig. (1-tailed)		0.005
		N	22	22
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-.540**	1
		Sig. (1-tailed)	0.005	
		N	22	23
Business Services	Work Life Balance	Pearson Correlation	1	-0.030
		Sig. (1-tailed)		0.438
		N	29	29
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.030	1
		Sig. (1-tailed)	0.438	
		N	29	31
Education & Science	Work Life Balance	Pearson Correlation	1	0.219
		Sig. (1-tailed)		0.236
		N	13	13
	On average, how many hours do you spend on social media per day?	Pearson Correlation	0.219	1
		Sig. (1-tailed)	0.236	
		N	13	13
Trade & Commercial Services	Work Life Balance	Pearson Correlation	1	-.782**
		Sig. (1-tailed)		0.002
		N	11	11
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-.782**	1
		Sig. (1-tailed)	0.002	
		N	11	12
Other	Work Life Balance	Pearson Correlation	1	.457**
		Sig. (1-tailed)		0.003
		N	36	36
	On average, how many hours do you spend on social media per day?	Pearson Correlation	.457**	1
		Sig. (1-tailed)	0.003	
		N	36	42

** . Correlation is significant at the 0.01 level (1-tailed).

Table 27 WLB and HSSMD by Most Used SNS

Out of the following options, which social media platform do you use most frequently?			Work Life Balance	On average, how many hours do you spend on social media per day?
Facebook	Work Life Balance	Pearson Correlation	1	-0.031
		Sig. (1-tailed)		0.431
		N	33	33
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.031	1
		Sig. (1-tailed)	0.431	
		N	33	36
Instagram	Work Life Balance	Pearson Correlation	1	-0.074
		Sig. (1-tailed)		0.253
		N	83	83
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.074	1
		Sig. (1-tailed)	0.253	
		N	83	89
Twitter	Work Life Balance	Pearson Correlation	1	-0.628
		Sig. (1-tailed)		0.128
		N	5	5
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.628	1
		Sig. (1-tailed)	0.128	
		N	5	5
LinkedIn	Work Life Balance	Pearson Correlation	1	-0.056
		Sig. (1-tailed)		0.447
		N	8	8
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.056	1
		Sig. (1-tailed)	0.447	
		N	8	10

a. Cannot be computed because at least one of the variables is constant.

Table 28 WLB and HSSMD by Age

			Work Life Balance	On average, how many hours do you spend on social media per day?
18-25 years	Work Life Balance	Pearson Correlation	1	-.081
		Sig. (1-tailed)		.324
		N	34	34
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-.081	1
		Sig. (1-tailed)	.324	
		N	34	35
26-33 years	Work Life Balance	Pearson Correlation	1	-.093
		Sig. (1-tailed)		.185
		N	96	96
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-.093	1
		Sig. (1-tailed)	.185	
		N	96	106

Table 29 WLB and HSSMD - Single Statement

		The opportunity you have to perform your job well and yet be able to perform home related duties adequately	On average, how many hours do you spend on social media per day?
The opportunity you have to perform your job well and yet be able to perform home related duties adequately	Pearson Correlation	1	-.173*
	Sig. (1-tailed)		.024
	N	130	130
On average, how many hours do you spend on social media per day?	Pearson Correlation	-.173*	1
	Sig. (1-tailed)	.024	
	N	130	141

*. Correlation is significant at the 0.05 level (1-tailed).

Table 30 WLB and TSSMD

		Work Life Balance	How many times a day do you check your social media platforms?
Work Life Balance	Pearson Correlation	1	.023
	Sig. (1-tailed)		.395
	N	130	130
How many times a day do you check your social media platforms?	Pearson Correlation	.023	1
	Sig. (1-tailed)	.395	
	N	130	141

Table 31 WLB and TSSMD by Gender

			How many times a day do you check your social media platforms?	Work Life Balance
Male	How many times a day do you check your social media platforms?	Pearson Correlation	1	.155
		Sig. (1-tailed)		.149
		N	52	47
	Work Life Balance	Pearson Correlation	.155	1
		Sig. (1-tailed)	.149	
		N	47	47
Female	How many times a day do you check your social media platforms?	Pearson Correlation	1	-.122
		Sig. (1-tailed)		.135
		N	89	83
	Work Life Balance	Pearson Correlation	-.122	1
		Sig. (1-tailed)	.135	
		N	83	83

Table 32 WLB and TSSMD by Most Commonly Used SNS

			How many times a day do you check your social media platforms?	Work Life Balance
Facebook	How many times a day do you check your social media platforms?	Pearson Correlation	1	-.059
		Sig. (1-tailed)		.373
		N	38	33
	Work Life Balance	Pearson Correlation	-.059	1
		Sig. (1-tailed)	.373	
		N	33	33
Instagram	How many times a day do you check your social media platforms?	Pearson Correlation	1	.046
		Sig. (1-tailed)		.341
		N	89	83
	Work Life Balance	Pearson Correlation	.046	1
		Sig. (1-tailed)	.341	
		N	83	83
Twitter	How many times a day do you check your social media platforms?	Pearson Correlation	1	-.150
		Sig. (1-tailed)		.405
		N	5	5
	Work Life Balance	Pearson Correlation	-.150	1
		Sig. (1-tailed)	.405	
		N	5	5
LinkedIn	How many times a day do you check your social media platforms?	Pearson Correlation	1	-.105
		Sig. (1-tailed)		.402
		N	10	8
	Work Life Balance	Pearson Correlation	-.105	1
		Sig. (1-tailed)	.402	
		N	8	8

Table 33 WLB and TDSMC by Age

			Work Life Balance	How many times a day do you check your social media platforms?
18-25 years	Work Life Balance	Pearson Correlation	1	.215
		Sig. (1-tailed)		.112
		N	34	34
	How many times a day do you check your social media platforms?	Pearson Correlation	.215	1
		Sig. (1-tailed)	.112	
		N	34	35
26-33 years	Work Life Balance	Pearson Correlation	1	-.021
		Sig. (1-tailed)		.421
		N	96	96
	How many times a day do you check your social media platforms?	Pearson Correlation	-.021	1
		Sig. (1-tailed)	.421	
		N	96	106

Table 34 WLB and TDSMC by Industry

Please select the industry you are employed in			Work Life Balance	How many times a day do you check your social media platforms?
Financial Services	Work Life Balance	Pearson Correlation	1	-0.004
		Sig. (1-tailed)		0.494
		N	15	15
	How many times a day do you check your social media platforms?	Pearson Correlation	-0.004	1
		Sig. (1-tailed)	0.494	
		N	15	16
Healthcare	Work Life Balance	Pearson Correlation	1	-0.180
		Sig. (1-tailed)		0.211
		N	22	22
	How many times a day do you check your social media platforms?	Pearson Correlation	-0.180	1
		Sig. (1-tailed)	0.211	
		N	22	23
Business Services	Work Life Balance	Pearson Correlation	1	-0.001
		Sig. (1-tailed)		0.498
		N	29	29
	How many times a day do you check your social media platforms?	Pearson Correlation	-0.001	1
		Sig. (1-tailed)	0.498	
		N	29	31
Education & Science	Work Life Balance	Pearson Correlation	1	0.152
		Sig. (1-tailed)		0.310
		N	13	13
	How many times a day do you check your social media platforms?	Pearson Correlation	0.152	1
		Sig. (1-tailed)	0.310	
		N	13	13
Trade & Commercial Services	Work Life Balance	Pearson Correlation	1	-0.435
		Sig. (1-tailed)		0.090
		N	11	11
	How many times a day do you check your social media platforms?	Pearson Correlation	-0.435	1
		Sig. (1-tailed)	0.090	
		N	11	12
Other	Work Life Balance	Pearson Correlation	1	.333*
		Sig. (1-tailed)		0.024
		N	36	36
	How many times a day do you check your social media platforms?	Pearson Correlation	.333*	1
		Sig. (1-tailed)	0.024	
		N	36	42

*. Correlation is significant at the 0.05 level (1-tailed).

Table 35 WSMQ and HSSMD per day

		Work Related Social Media	On average, how many hours do you spend on social media per day?
Work Related	Pearson Correlation	1	-.419**
Social Media	Sig. (1-tailed)		.000
	N	131	131
On average, how many hours do you spend on social media per day?	Pearson Correlation	-.419**	1
	Sig. (1-tailed)	.000	
	N	131	141

** . Correlation is significant at the 0.01 level (1-tailed).

Table 36 Scatterplot WSMQ and HSSMD

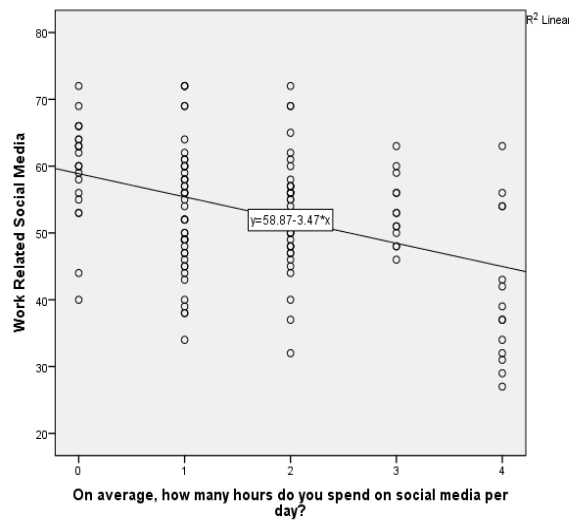


Table 37 WSMQ and HSSMD by Gender

			Work Related Social Media	On average, how many hours do you spend on social media per day?
Male	Work Related Social Media	Pearson Correlation	1	-.431**
		Sig. (1-tailed)		.001
		N	47	47
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-.431**	1
		Sig. (1-tailed)	.001	
		N	47	52
Female	Work Related Social Media	Pearson Correlation	1	-.468**
		Sig. (1-tailed)		.000
		N	84	84
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-.468**	1
		Sig. (1-tailed)	.000	
		N	84	89

** . Correlation is significant at the 0.01 level (1-tailed).

Table 38 WSMQ and HSSMD by Most Used SNS

	Work Related Social Media	On average, how many hours do you spend on social media per day?
Facebook	1	-.452**
		.004
	34	34
	-.452**	1
	.004	
	34	36
Instagram	1	-.387**
		.000
	83	83
	-.387**	1
	.000	
	83	89
Twitter	1	-.825*
		.043
	5	5
	-.825*	1
	.043	
	5	5
LinkedIn	1	-.643*
		.043
	8	8
	-.643*	1
	.043	
	8	10

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Table 39 WSMQ and HSSMD by Industry

Please select the industry you are employed in		Work Related Social Media	On average, how many hours do you spend on social media per day?
Financial Services	Work Related Social Media	Pearson Correlation	1
		Sig. (1-tailed)	-0.468*
		N	15
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.468*
		Sig. (1-tailed)	0.039
		N	15
Healthcare	Work Related Social Media	Pearson Correlation	1
		Sig. (1-tailed)	-0.581**
		N	22
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.581**
		Sig. (1-tailed)	0.002
		N	22
Business Services	Work Related Social Media	Pearson Correlation	1
		Sig. (1-tailed)	-0.581**
		N	29
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.581**
		Sig. (1-tailed)	0.000
		N	29
Education & Science	Work Related Social Media	Pearson Correlation	1
		Sig. (1-tailed)	-0.134
		N	13
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.134
		Sig. (1-tailed)	0.331
		N	13
Trade & Commercial Services	Work Related Social Media	Pearson Correlation	1
		Sig. (1-tailed)	-0.469*
		N	11
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.469*
		Sig. (1-tailed)	0.073
		N	11
Other	Work Related Social Media	Pearson Correlation	1
		Sig. (1-tailed)	-0.069
		N	37
	On average, how many hours do you spend on social media per day?	Pearson Correlation	-0.069
		Sig. (1-tailed)	0.343
		N	37

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

Table 40 WSMQ and HSSMD by Age

		On average, how many hours do you spend on social media per day?		Work Related Social Media
18-25 years	On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.382*
		Sig. (1-tailed)		.013
		N	35	34
Work Related Social Media		Pearson Correlation	-.382*	1
		Sig. (1-tailed)	.013	
		N	34	34
26-33 years	On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.419**
		Sig. (1-tailed)		.000
		N	106	97
Work Related Social Media		Pearson Correlation	-.419**	1
		Sig. (1-tailed)	.000	
		N	97	97

*. Correlation is significant at the 0.05 level (1-tailed).
 **. Correlation is significant at the 0.01 level (1-tailed).

Table 41 WSMQ and TDSMC

		How many times a day do you check your social media platforms?		Work Related Social Media
How many times a day do you check your social media platforms?	Pearson Correlation	1	-.200*	
		Sig. (1-tailed)		.011
		N	141	131
Work Related Social Media	Pearson Correlation	-.200*	1	
		Sig. (1-tailed)	.011	
		N	131	131

*. Correlation is significant at the 0.05 level (1-tailed).

Table 42 Scatterplot WSMQ and TDSMC

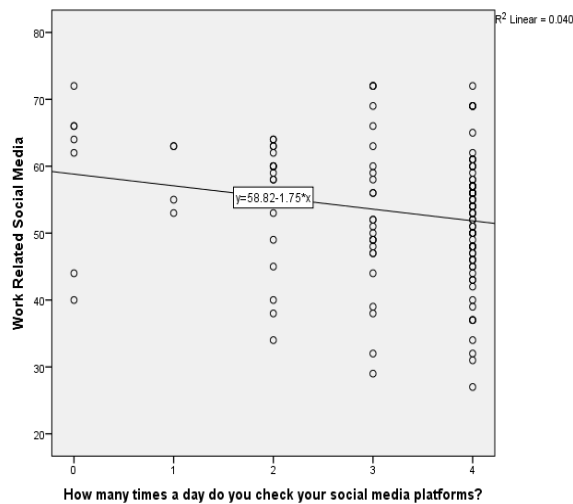


Table 43 WSMQ and TDSMC by Gender

			Work Related Social Media	How many times a day do you check your social media platforms?
Male	Work Related Social Media	Pearson Correlation	1	-.167
		Sig. (1-tailed)		.132
		N	47	47
	How many times a day do you check your social media platforms?	Pearson Correlation	-.167	1
		Sig. (1-tailed)	.132	
		N	47	52
Female	Work Related Social Media	Pearson Correlation	1	-.306**
		Sig. (1-tailed)		.002
		N	84	84
	How many times a day do you check your social media platforms?	Pearson Correlation	-.306**	1
		Sig. (1-tailed)	.002	
		N	84	89

** . Correlation is significant at the 0.01 level (1-tailed).

Table 44 WSMQ and TDSMC by Most Used SNS

	Work Related Social Media	How many times a day do you check your social media platforms?
Facebook	1	-.282
		.053
	34	34
	-.282	1
	.053	
Instagram	1	-.233*
		.017
	83	83
	-.233*	1
	.017	
Twitter	1	-.431
		.234
	5	5
	-.431	1
	.234	
LinkedIn	1	-.643*
		.043
	8	8
	-.643*	1
	.043	
	8	10

* . Correlation is significant at the 0.05 level (1-tailed).

Table 45 WSMQ and TDSMC by Age

			Work Related Social Media	How many times a day do you check your social media platforms?
18-25 years	Work Related Social Media	Pearson Correlation	1	.030
		Sig. (1-tailed)		.432
		N	34	34
	How many times a day do you check your social media platforms?	Pearson Correlation	.030	1
		Sig. (1-tailed)	.432	
		N	34	35
26-33 years	Work Related Social Media	Pearson Correlation	1	-.250**
		Sig. (1-tailed)		.007
		N	97	97
	How many times a day do you check your social media platforms?	Pearson Correlation	-.250**	1
		Sig. (1-tailed)	.007	
		N	97	106

** . Correlation is significant at the 0.01 level (1-tailed).

Table 46 Time Theft and TDSMC

		How many times a day do you check your social media platforms?	Time Theft
How many times a day do you check your social media platforms?	Pearson Correlation	1	-.197*
	Sig. (1-tailed)		.012
	N	141	132
Time Theft	Pearson Correlation	-.197*	1
	Sig. (1-tailed)	.012	
	N	132	132

*. Correlation is significant at the 0.05 level (1-tailed).

Table 47 Multitasking and TDSMC

		How many times a day do you check your social media platforms?	Multitasking
How many times a day do you check your social media platforms?	Pearson Correlation	1	-.315**
	Sig. (1-tailed)		.000
	N	141	132
Multitasking	Pearson Correlation	-.315**	1
	Sig. (1-tailed)	.000	
	N	132	132

** . Correlation is significant at the 0.01 level (1-tailed).

Table 48 Time Theft and HSSMD

		On average, how many hours do you spend on social media per day?	Time Theft
On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.303**
	Sig. (1-tailed)		.000
	N	141	132
Time Theft	Pearson Correlation	-.303**	1
	Sig. (1-tailed)	.000	
	N	132	132

** . Correlation is significant at the 0.01 level (1-tailed).

Table 49 Creating Offensive Content and HSSMD

		On average, how many hours do you spend on social media per day?	Creating Offensive Content
On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.249**
	Sig. (1-tailed)		.002
	N	141	132
Creating Offensive Content	Pearson Correlation	-.249**	1
	Sig. (1-tailed)	.002	
	N	132	132

** . Correlation is significant at the 0.01 level (1-tailed).

Table 50 Disparaging Others and HSSMD

		On average, how many hours do you spend on social media per day?	Disparaging Others
On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.188*
	Sig. (1-tailed)		.015
	N	141	132
Disparaging Others	Pearson Correlation	-.188*	1
	Sig. (1-tailed)	.015	
	N	132	132

* . Correlation is significant at the 0.05 level (1-tailed).

Table 51 Multitasking and HSSMD

		On average, how many hours do you spend on social media per day?	Multitasking
On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.380**
	Sig. (1-tailed)		.000
	N	141	132
Multitasking	Pearson Correlation	-.380**	1
	Sig. (1-tailed)	.000	
	N	132	132

** . Correlation is significant at the 0.01 level (1-tailed).

Table 52 Diminishing Personal Reputation and HSSMD

		On average, how many hours do you spend on social media per day?	Diminishing Personal Reputation
On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.265**
	Sig. (1-tailed)		.001
	N	141	131
Diminishing Personal Reputation	Pearson Correlation	-.265**	1
	Sig. (1-tailed)	.001	
	N	131	131

** . Correlation is significant at the 0.01 level (1-tailed).

Table 53 Relationship Refusal and HSSMD

		Relationship Refusal	On average, how many hours do you spend on social media per day?
Relationship Refusal	Pearson Correlation	1	-.320**
	Sig. (1-tailed)		.000
	N	131	131
On average, how many hours do you spend on social media per day?	Pearson Correlation	-.320**	1
	Sig. (1-tailed)	.000	
	N	131	141

** . Correlation is significant at the 0.01 level (1-tailed).

Table 54 Establishing Inappropriate Relationships and HSSMD

		On average, how many hours do you spend on social media per day?	Establishing Inappropriate Relationship
On average, how many hours do you spend on social media per day?	Pearson Correlation	1	-.197*
	Sig. (1-tailed)		.012
	N	141	131
Establishing Inappropriate Relationship	Pearson Correlation	-.197*	1
	Sig. (1-tailed)	.012	
	N	131	131

*. Correlation is significant at the 0.05 level (1-tailed).

Regression Analysis

Table 55 WSMQ and HSSMD

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419 ^a	.176	.169	9.000

a. Predictors: (Constant), On average, how many hours do you spend on social media per day?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2224.397	1	2224.397	27.463	.000 ^b
	Residual	10448.442	129	80.996		
	Total	12672.840	130			

a. Dependent Variable: Work Related Social Media

b. Predictors: (Constant), On average, how many hours do you spend on social media per day?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	58.872	1.338		43.998	.000
	On average, how many hours do you spend on social media per day?	-3.473	.663	-.419	-5.241	.000

a. Dependent Variable: Work Related Social Media

Table 56 WSMQ and TDSMC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.200 ^a	.040	.033	9.711

a. Predictors: (Constant), How many times a day do you check your social media platforms?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.497	1	507.497	5.381	.022 ^b
	Residual	12165.343	129	94.305		
	Total	12672.840	130			

a. Dependent Variable: Work Related Social Media

b. Predictors: (Constant), How many times a day do you check your social media platforms?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	58.821	2.568		22.905	.000
	How many times a day do you check your social media platforms?	-1.745	.752	-.200	-2.320	.022

a. Dependent Variable: Work Related Social Media

Table 57 WLB and HSSMD

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.090 ^a	.008	.000	3.848

a. Predictors: (Constant), On average, how many hours do you spend on social media per day?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.479	1	15.479	1.045	.309 ^b
	Residual	1895.291	128	14.807		
	Total	1910.769	129			

a. Dependent Variable: Work Life Balance

b. Predictors: (Constant), On average, how many hours do you spend on social media per day?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.857	.572		17.222	.000
	On average, how many hours do you spend on social media per day?	-.291	.285	-.090	-1.022	.309

a. Dependent Variable: Work Life Balance

Table 58 WLB and TDSMC

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.023 ^a	.001	-.007	3.863

a. Predictors: (Constant), How many times a day do you check your social media platforms?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.055	1	1.055	.071	.791 ^b
	Residual	1909.714	128	14.920		
	Total	1910.769	129			

a. Dependent Variable: Work Life Balance

b. Predictors: (Constant), How many times a day do you check your social media platforms?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.128	1.022		8.933	.000
	How many times a day do you check your social media platforms?	.080	.300	.023	.266	.791

a. Dependent Variable: Work Life Balance

Normality of Distribution

Table 59 Normality of Distribution

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Out of the following options, which social media platform do you use most frequently?	141	1.293	.204	2.420	.406
Valid N (listwise)	141				