

Determining the impact of social media usage at a financial institution

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ABSTRACT

Social media is an important phenomena in the workplace and even more so in a financial institution. The usage of social media by employees in a financial institution can have an impact on factors like job satisfaction, company loyalty, emotional wellness, social wellness, career wellness and intellectual wellness. It can be insightful for the financial institution to have a better understanding of the impact of social media usage in the company.

The study was conducted in the business banking section of a national financial institution, with most respondents located in the Potchefstroom area as well as other business banking employees situated in Klerksdorp, Rustenburg, Vryburg, Lichtenburg and rest of North-west province.

The main objective of this study was to determine the impact of social media usage in a financial institution in order to make some suggestions and recommendations to that financial institution regarding the impact of social media usage by their employees.

A literature review was done to explore the impact of social media usage in the institution and subjects like social media growth, social media trends, social media policy and the impact of social media usage on mental health were explored in this literature study. An empirical study in the form of a five part questionnaire was sent out to 200 employees of in the financial institution with a response rate of 130 participants. The data was analysed in terms of frequency by making use of frequency tables, pie charts and bar charts, as well as for validity by using Cronbach Alpha coefficient and t-tests.

Recommendations and conclusions were made regarding social media usage within the financial organization, based on this literature review and empirical study done.

Key words: social media, social media policy, social media platforms, Facebook, LinkedIn, Instagram, employee, emotional wellness, social wellness, intellectual wellness, emotional wellness, job satisfaction, company loyalty.

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ABBREVIATIONS

BFAS	-	Bergen Facebook Addiction Scale
ICT	-	Information and Communication Technologies

CHAPTER 1: NATURE AND SCOPE OF STUDY

1.1 INTRODUCTION

Social media refers to sites and applications like Twitter, Instagram, Facebook, Snapchat and LinkedIn, where people can post on and do social networking, but per Nations (2017:01) the term can be better explained by breaking it down, the “social” part refers to it being a type of interacting or interfacing with others by sharing comments, information and photos as well as receiving same from other people. Nations (2017:01) further states that the “media” part refers to types of communication tools like websites and the internet. He thus contends that social media can be defined as “internet-based instruments or applications that allows people to communicate and interact with others by receiving and sharing information”.

According to the website Investopedia (2017) social media can be described as software and interfaces on the internet, where people can interact with others whilst sharing personal, professional and biographical details as well as images, thoughts and photos. The Merriam-Webster online dictionary (2017) defines social media as “forms of electronic communication (such as Web sites) through which people create online communities in order to share ideas, personal messages and information, etc.” The definition of social media according to the Oxford Living Dictionary is “Websites and applications that enable people to share and create content and information or to participate in social networking.”

Most social media sites includes the following features: profile pages, user accounts, news feeds and followers, groups and friends (Nations, 2017:01). Also in order to utilize most social networks a person (or business) must usually have a user account, which they create and log into if they want to access and utilize the website.

The profile page is a representation of the individual that provides information about the user to other people (Nations, 2017:01). As it is a social site the intention is to connect to other people it usually allows users build up a list of friends or followers. Lastly Nations (2017:01) stated that news feed refers to the receiving of real time updates.

Social media initially originated as a communication tool for personal use solely, but are now widely used by businesses as well. The modern business environment is fast

changing with the improvement in Information and Communication Technologies (ICT's). This includes social media platforms, like social networking sites such as LinkedIn, Twitter and Facebook (Biscontini, 2016:01). These social networks and the information provided on it has to be managed and prioritized by businesses and individuals alike as this it is very difficult to remove it from the internet once it is posted (Biscontini, 2016).

The responsible use of social media networks by employees will be the result of an effectively designed and monitored social media policy (Allen, 2010:10). Liability to an organization will be diminished if they have a social media policy in place and this policy is communicated to employees, sufficient training provided, constantly monitored and enforced (Simonson, 2009:11).

Hubbard (2015:40) maintains that managers of social media campaigns must take extreme care about how these campaigns are handled. Whilst nobody have absolute control over what is posted on social networks a financial institution can try to minimize the risks by having a good social media policy in place. This has the result that a financial institution can prevent possible reputational damage as the employees are also held accountable (Hubbard, 2015:40).

Bauer (2010:05) compares social media to the Wild West and states that the implications of using social media at the workplace will increase as long as social media keeps growing. Social media has many advantages but can also really harm your company in different ways (Charney, 2010:01). Employees can make negative comments about co-workers, managers and the company or even competitors and confidential information can be leaked or risky behaviour such as inappropriate posts, tweets or photos can have major impact on the company and brand (Charney, 2010:01).

Making use of social media sites do not come completely without risks, as per Nations (2017:01) the following are real risks that comes along with using social media and creating social networking user accounts: Cyberstalking or cyberbullying can happen as people tend to provide too much personal information on social media. Spam are used by third parties to bombard people with unwanted content.

There are real security and privacy risks such as keeping information private and accounts being hacked. People also tend to feel pressurised to manipulate the image they project of themselves on social sites to make themselves look better and happier

than they really are. Lastly having too many social media accounts on various sites or applications can lead to an information overload (Nations 2017:01).

1.2 BACKGROUND

After the introduction of Facebook in 2004 the way people connect with each other were drastically altered and people are now connecting to people they most likely will not meet in person (Biederman, 2015:22). Social media started in late 1990's when blogging and sites such as Sixdegrees.com were launched and this allowed people to build social profiles (Cooper 2015:01). Social media can be used for creating and improving ties between people (Leftheriotis & Giannakos, 2014:134).

The multiple application of social media in e-business becomes an important issue for managers of a financial institution in order to establish new ways to generate profits using these social applications. With this very rapidly changing domain it becomes important for a financial institution to create rules and guidelines relevant to social media usage (Kaplan & Haenlein, 2010:59). Jee (2012:52) states that the landscape for employers, customers and employees are shifting due to the digital age we do business in. Users online have more choices and can access learning, leave commentary or blog to thousands of people worldwide (Jee, 2012:52).

As Social Media is increasing in popularity, business managers need to create ways to maximize the usage of these type of applications to encourage and improve performance of the business. A financial institution and their managers need to understand how the use of social media might increase productivity and more importantly managers need to implement the usage of these social applications otherwise they can be left behind other organizations (Patel, 2010:60).

Allen (2010:10) maintains that companies are worried that their employees will be less productive if they have access to social networks during working hours, but the opposite seems to be true. Studies done suggest that employees will make up after hours for time spent on non-work related actions during daytime. A financial institution must however ensure that their employees are informed of policies and trained on how to responsibly make use of social media (Allen, 2010:10).

1.3 PROBLEM STATEMENT

The matter being addressed in this study is the impact of social media usage by employees in a financial institution. This is an important issue from a managerial point of view as the wellness of employees directly affects the company. The impact of social media usage by employees directly impacts the financial institution. Social media has an impact on all areas of an employee's life from personal to professional. As employees are the life blood of any organization their well-being and productivity are central to the survival of the organization.

Using social media can have a more personal effect on employees as well. As per Snider (2014:01) the increased amount of technology available like smartphones means employees tend to become more productive but tend to increase working hours and increase fatigue. Employees tend to feel extra pressure when their managers send e-mails or call them when they are at home or on holiday as the boundary between the office and home is no longer rigid (Snider, 2014:01).

Corey (2010:79) contends that "In its simplest form social media is word-of-mouth communication". When customers choose with whom they want to do business the reputation of your business and how it is perceived either in the real world or online is critical (Corey, 2010:79). Middleton (2008:26) is of the view that some people believe that time spent on social networking sites like Facebook actually provides good platforms through which people can create contacts and form groups.

It is clear that as more people, businesses and financial institutions rely on social media, it becomes more and more important to understand how social media can and should be used at work.

1.4 OBJECTIVES

1.4.1 Primary Objectives

The primary objective of this study is to determine what the impact of social media usage by employees is in a financial institution, in order to make recommendations to that financial institution regarding the impact of social media usage.

1.4.2 Secondary Objectives

The following secondary objectives will be investigated in order to achieve the primary objective.

- To determine how much average time is spent daily on social media by employees;
- To determine to what extent employers control what employees can say on social media as part of the company's social media policy;
- To determine to what extent employees utilize social media in relation to their work;
- To determine to what extent employees feel their own productivity are influenced by social media usage;
- To determine if there is a correlation between social media usage and intellectual, social and career wellness;
- To determine if there is a correlation between social media usage and company loyalty and job satisfaction;
- To, based on the literature review and empirical study, make recommendations and reach conclusions.

1.4.3 Significance of the study

There is a need for studies regarding the effect of social media usage in organizations, especially financial institutions, as managers have concerns regarding employees' access to social media during work hours. The degree to which employees uses social media to connect to others also can play a role in social media usage at work and this also needs to be explored.

Social media is used for both personal connection and businesses are using it as an advertising and marketing tool. The effect of using social media on employees both positive and negative need to be determined.

Social media has an impact on every aspect of everyone's life from personal to work related. A manager of a financial institution needs to know what impact social media will have on the day to day running of the business. Managers need to consider factors like

the company's reputation, the productivity and happiness of employees as well as possible marketing opportunities

1.5 RESEARCH METHODOLOGY

1.5.1 Research Approach

Research approach relates to the general procedure and plans, which include the steps and assumptions regarding the way data will be collected, analysed and interpreted. The research approach was thus determined by the research problem (Datt, 2016:01). The research approach followed in this study was quantitative.

According to Bryman et al. (2014:41) qualitative research mainly differs from quantitative in that quantitative researchers mainly makes use of measurements and collects and analyses data whilst the quantitative researchers lean towards inductive reasoning. Even though the depth and detail of quantitative techniques might be less than with qualitative approaches, it can be an effective measuring instrument of phenomena in organizations (Woods & West, 2015:29).

1.5.2 Research Method

Cross-sectional design involves collecting data at a single point in time and is the most commonly used in research (Woods & West, 2015:29). Quantitative surveys allow for the collection of a variety of data quickly and are easy to analyse (Woods & West, 2015:29). According to Bryman et al. (2014:105-106) cross –sectional design is mostly used in social surveys and usually relates to quantitative data, as it is used to determine relationships between variables at a single point in time, not causality. A cross-sectional was utilized in this study.

1.6 LITERATURE REVIEW

In order to acquire a better technical understanding of the possible determinants that can have an influence on social media usage in a financial institution, a literature review was conducted.

Various sources of literature were consulted in order to get a broad overview over this subject. These sources included various electronic references from search engines, websites, scientific journals as well as books and text books.

In chapter two, the literature review deals with the topic of social media usage by employees as well as the following sub-topics:

- Social media growth and trends;
- Social media in the work place;
- Social media policy;
- Social media and its impact on mental health.

1.7 EMPIRICAL STUDY

An empirical study was conducted by using questionnaires, which is a combination of existing questionnaires and self-developed questions. These questionnaires were distributed to employees in a national financial institution and focused on the impact of social media usage in this financial institution.

The result of these questionnaires have been statistically analysed by the Statistical Consultation Services (SCS) of the NWU using SPSS Inc. (2017). The results of this analysis were discussed in chapter three. This data were the basis of the conclusions and recommendations in chapter four to the financial institution regarding the usage of social media by their employees.

1.8 RESEARCH PARTICIPANTS

According to Bryman et al. (2014:170) the study population refers to the universe of units for example cities, firms, regions, groups or individuals from which the sample will be selected. There was a clearly defined population group, namely employees in a financial institution. A non-probability sample is one that was not randomly selected and one form of non-probability sampling is convenience sampling (Bryman et al. 2014:171-178). A non-probable convenience sample was used in this study.

The study population consisted of low to top-level business banking employees of a financial organization and was conducted mainly in the Potchefstroom area but also spread over employees in the North-West province.

All participants had to be employed at the financial institution at the time of completing the questionnaire. All respondents had to be computer literate with access to social media

on either a computer and/or mobile device. There was no restriction on the age of respondents as social media usage is not consistent between age groups, especially the older age groups. The main restriction was that respondents had to be employed in a financial institution and have access to social media platforms.

The sample population was suited to answer primary and secondary questions as most individuals in a financial institution have access to social media irrespective of their job level or geographical area. The study population could have been any town or geographical area other than Potchefstroom as a convenience sample was used. Alternative Unit of analysis can be applied in other geographical areas and should have a similar result amongst employees of a financial institution.

1.9 MEASURING INSTRUMENTS

Questionnaires and surveys were used as a research method as it gave access to a big population of subjects at the same time, there was no interviewer variability and it was cheaper than interviewing. As the results were divided between numerous employees in a financial institution it cannot be copied.

Existing questionnaires with pre-defined scales or sets of survey items were used in conjunction with self-developed questions in order to suit the research questions. The pre-existing surveys utilised and adapted included the Bergen Facebook Addiction scale - BFAS (Paddock, 2015) and four questionnaires regarding social media by Pew Research Centre (Pewresearch.org, 2016).

The questionnaire was created on Google Forms, for ease of distribution. The link was sent out via e-mail to employees in a financial institution as well as hard copies provided. The link was also forwarded to managers of business unit within the bank to forward on to their staff.

The questionnaire consisted of the following five sections:

- General and Demographics
- Facebook Intensity Scale
- Bergen Facebook Addiction Scale
- Social Media in the Workplace

- Social Activity and Emotional Reactivity Scale.

1.10 RESEARCH PROCEDURE

The questionnaires were distributed to the individuals electronically, via e-mail as well as posted on various social media sites like Facebook and LinkedIn. The option of hard copy was also available. These surveys indicated the aim of the research and also confirmed that the individuals' personal information and responses will be kept confidential and only utilized for internal use.

At least 200 requests were sent out with a total of 130 responses received back in the allotted time frame of one week. The highest amount of responses namely ninety three, were done directly on the Google Form platform. The remaining thirty seven responses were hard copies due to the financial institution's systems blocking access to Google Forms, either sent back by e-mail or placed in a sealed box provided in order to ensure anonymity. The data from the paper copies were transferred and consolidated with the electronic data from Google Forms by the NWU Statistical Consulting Services.

The sample size was 200 individual employees from a financial institution in mainly Potchefstroom area as well as the general North-West province area. The size of the sample was decided by the heterogeneity of population as well as the cost and time involved. The sample size was reasonable considering the amount of employees in a financial institution in this area.

1.10.1 Limitation of the Study

Making use of a convenience sample is a possible limitation as it can lead to certain units in the population being more likely to be selected than others, causing a possible sampling error (Bryman et al. 2014:171).

A further big limitation was with the collecting of data, due to the social media policies in the financial institution, access to platforms like Google Forms at the office and on work computers are restricted. This led to many respondents just dismissing the questionnaires, as they were not willing to forward the link to their personal devices or completing it after hours. Most were also unwilling to provide the researcher with their personal e-mail addresses for this purpose. This severely impacted the response rate.

1.11 STATISTICAL ANALYSIS

Analysing of data is extremely important because if it is done badly it can be misleading or confusing therefore data analysis should be done systematic and logically (Woods & West, 2015:32). Quantitative analysis vary in complexity and detail but two basic forms of analysis will be applied in this study.

Analysis of relationships between variables determined whether there are relationships between variables. The association between two variables was studied in a correlation analysis. The statistical analysis was done by the Statistical Consultation Services (CSC) at North-West University.

The following methods of analyses was used:

- Coefficient of variation
- Correlation
- Maximum and minimum
- Average and mean
- Standard deviation
- Cronbach's Alpha coefficient
- Frequency tables, bar and pie charts
- T-tests

Further analysis of difference between variables might be applied. Here the means or averages of different quantitative variables are compared and statistics used to determine the extent of those differences (Woods & West, 2015:32).

Coefficient of variation analysis as well as standard deviation were used to determine any possible correlations between the independent and dependant variables. These established if there are any relevant links and if it will be prone to influence the results.

1.12 ETHICAL CONSIDERATIONS

There was focus on the following factors regarding ethics during the research study:

- Protection from harm - Assurance was given to protect information from both the respondent and university

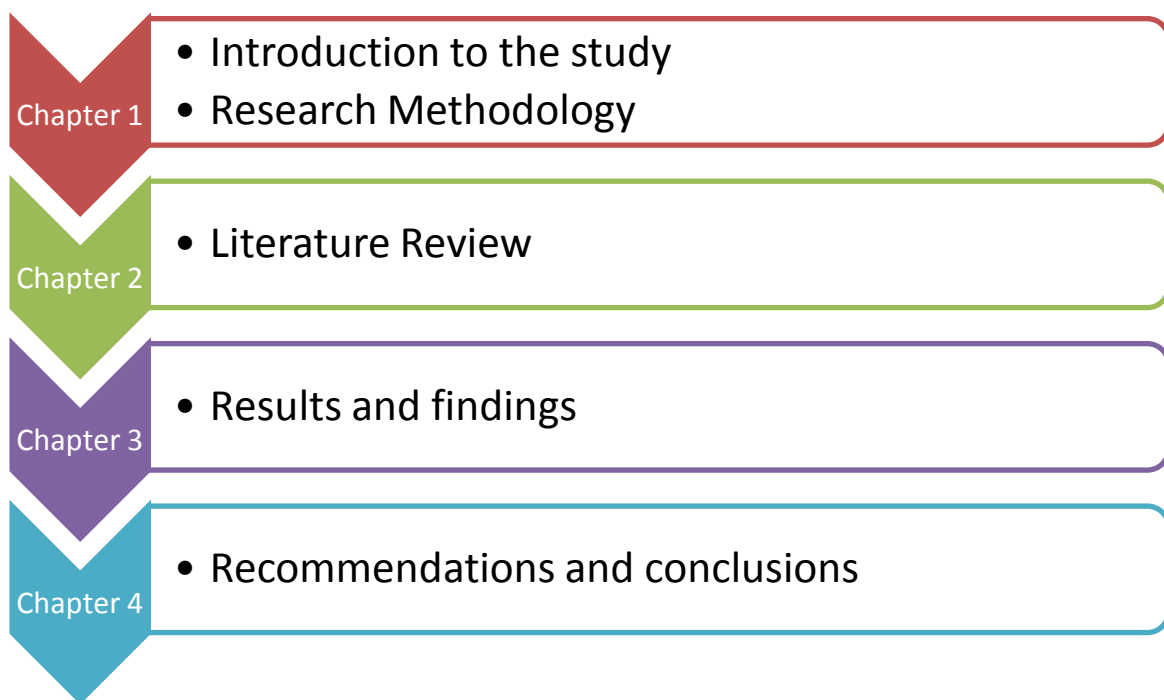
- Informed consent – Written permission was obtained from participants.
- Protection of privacy -the identity of the individual participants were protected.
- Responsible use of information - information was only used once permission was obtained and for specific purposes of study.
- Moral behaviour by researcher – researcher was honest and showed personal integrity regarding confidentiality, consent, courtesy and anonymity.

Attached to this proposal will be two annexures regarding ethical behaviour in research, namely:

Annexure B - informed consent form.

Annexure C - Ethical clearance in Annexure.

Figure 1-1: Lay-out of study



This dissertation consists of the following four chapters:

- Chapter 1. Introduction to the study – dealt with and included the introduction, problem statement, objectives and research methodology.
- Chapter 2. Literature Review – a literature review will be conducted regarding social media growth and trends, social media in the work place, social media

policy and business reputation, social media and its' impact on mental health and job satisfaction.

Chapter 3. Results and findings – The findings and results of the empirical study will be discussed and presented.

Chapter 4. Recommendations and conclusions – Conclusions reached will be presented here and recommendations done on the grounds of the study.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

Literature on social media helps in understanding the importance of online visibility and security and how it can influence employees and their companies they work for. There is a need for studies regarding the effect of social media usage in organizations as managers have concerns regarding employees' access to social media during work hours.

2.2 SOCIAL MEDIA GROWTH

The pace at which social media usage grows every year is rapid not only in South Africa but also globally. This makes the management of social media usage in companies, specifically more important than ever. Studies done by the internet site "We are social.com" confirms the increase of the popularity of social media sites as indicated by below figures (Kemp, 2017a). This website monitors growth and changes in internet and social media access and usage. More and more South Africans are getting access to not only computers but also mobile devices and networks.

Figure 2-1: Estimated global internet and social media users January 2017



Source: Adopted from We are social.com (Kemp, 2017a:07).

According to Kemp (2017a:01) even though the pace of growth change was apparent in their previous report of 2016, the global internet usage penetration has now gone past 50% at a staggering rate. Global internet users increased with 354 million users in 2016, an increase of 10% from 2015. According to Kemp (2017a:07). Also active social media users went up by 222 million from 2015 (5%) and Mobile social media users increased at a very high rate of 30% with an additional 581 million users (Figure 2-2).

Figure 2-2: Estimated annual growth in global internet and social media users January 2017



Source: Adopted from We are social.com (Kemp, 2017a:08).

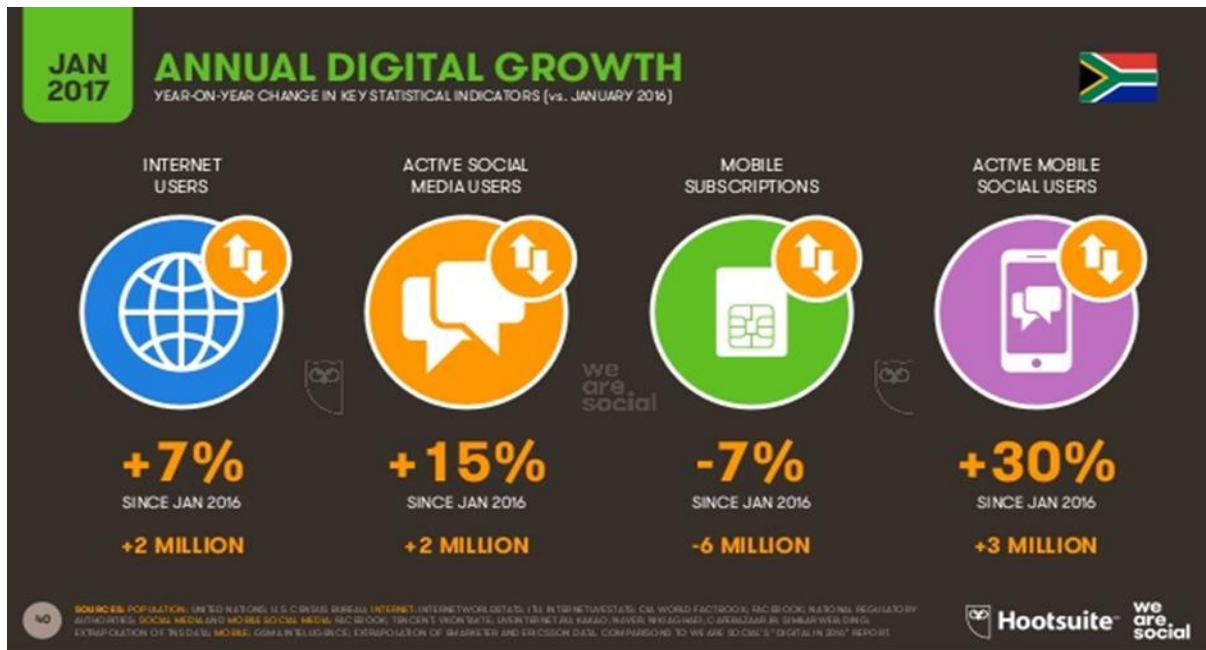
Figure 2-3: Estimated South African social media users January 2017



Source: Adopted from We are social.com (Kemp, 2017b:39).

In South Africa there also was a significant growth in social media tendencies. In a country where there are only 66% urbanisation in a population of 55.21 million, there was still a 52% internet user penetration (Kemp 2017b:39). From January 2016 to January 2017 there was an increase from 26.84 million to 28.66 internet users in South Africa and the active social media users increased by 2 million and active mobile social media users increased by 3 million to 15 million users (Kemp 2017b:39).

Figure 2-4: Estimated annual growth in South African social media users January 2017

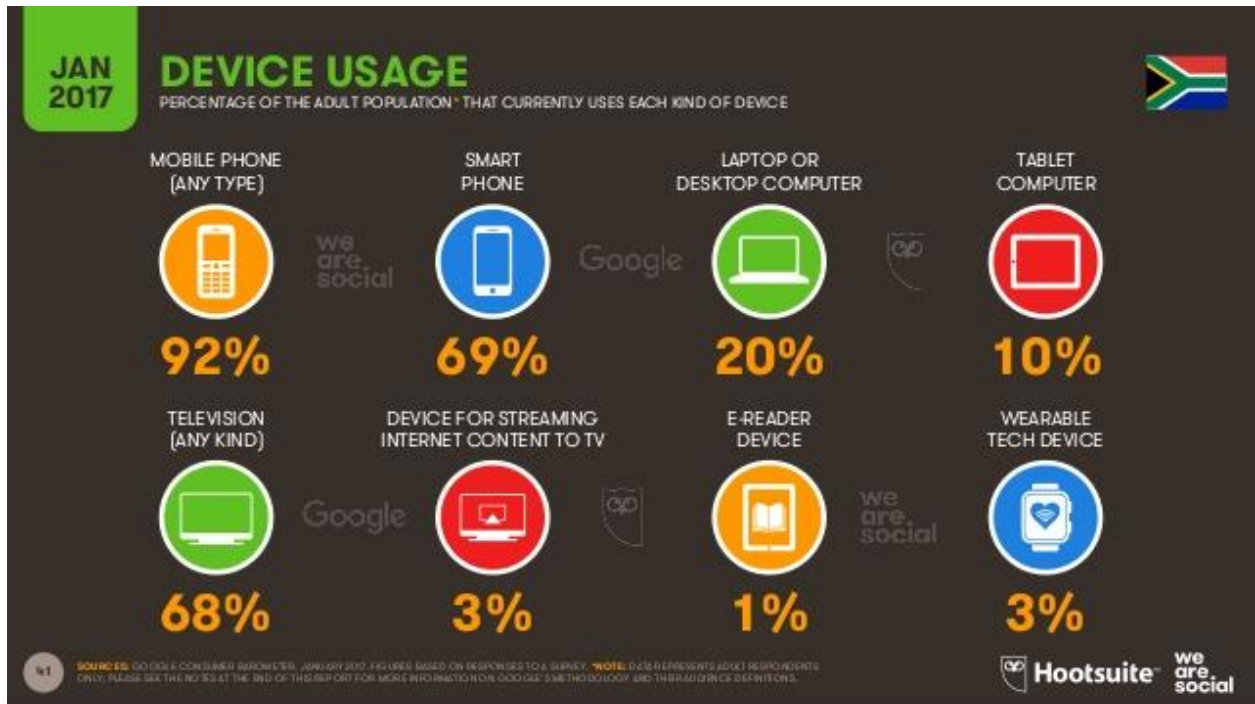


Source: Adopted from We are social.com (Kemp, 2017b:40).

According to this study almost 52% of the total population in South Africa are an active internet users and 50% are active mobile internet users as per Fig 2-4 above (Kemp, 2017b:43).

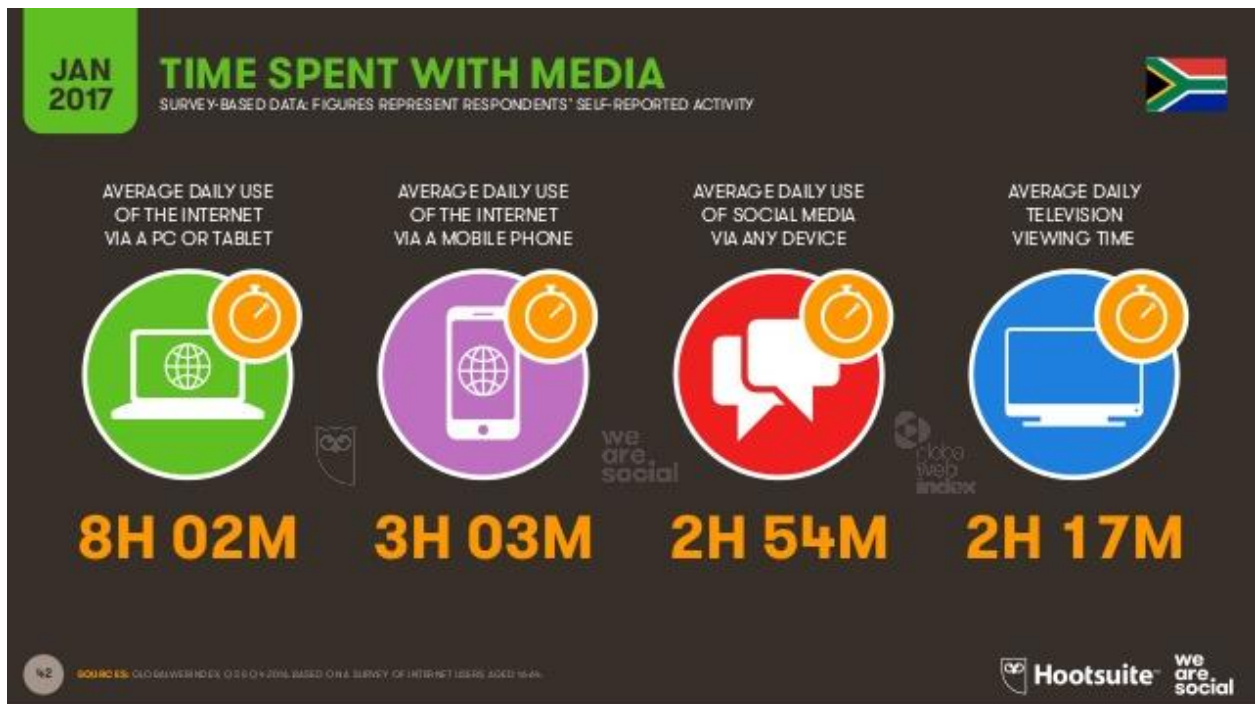
In South Africa quite a few people have more than one SIM card linked to them (Rosabel, 2016), and this is supported by the fact that there were 79.9 million sim cards registered in January 2017 when the total population in South Africa was only 55.21 million (Kemp, 2017b:39).

Figure 2-5: Device Usage January 2017



Source: Adopted from We are social.com (Kemp, 2017b:41).

Figure 2-6: Time spent with social media January 2017.



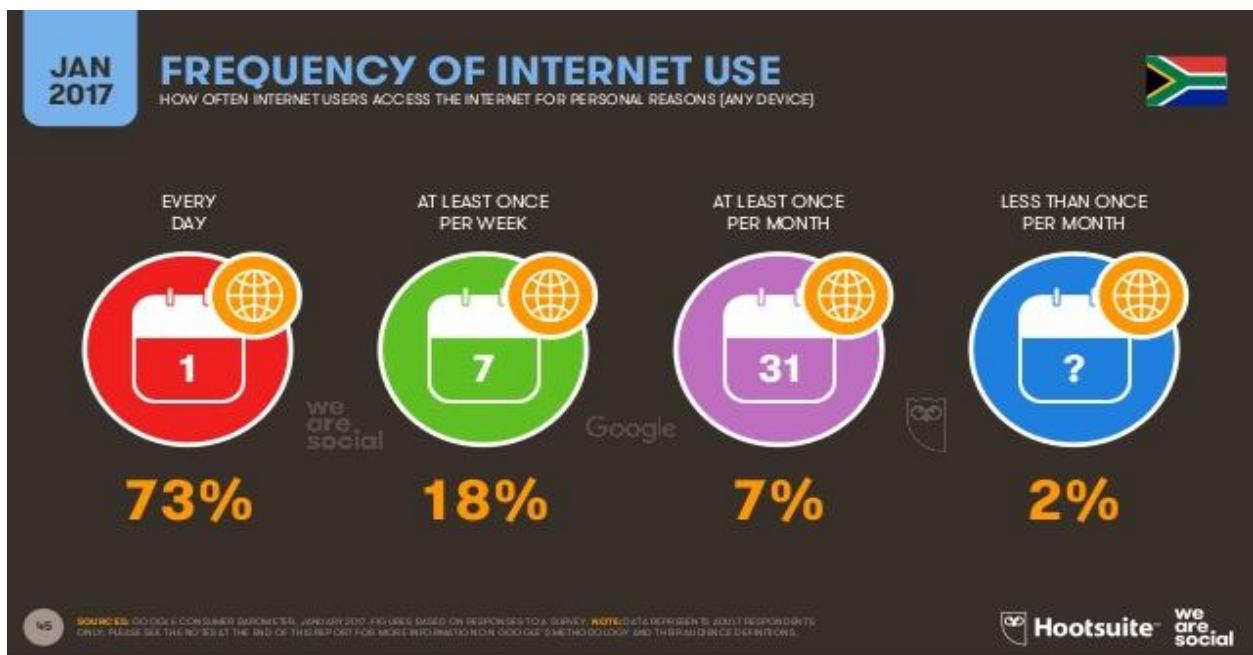
Source: Adopted from We are social.com (Kemp, 2017b:42).

This study confirms that the main types of devices utilised by South Africans to access internet and social media is mobile devices with 69% of users utilising smart phones and 20% utilising laptop or desktop computers (Figure 2-5). The average time spent per

device on internet by South Africans daily, as per Figure 2-6, are more than eight hours on personal computers or tablets and three hours on mobile devices. Kemp (2017b:42) also confirms that the average daily time spent on social media is close to three hours on various devices compared to the average time of just over two hours spent watching television.

As per Figure 2-7 on January 2017, seventy three percent of users say that they access the internet for personal reasons every day. Eighteen percent uses internet for personal reasons at least once a week and seven percent once a month (Kemp, 2017b:46). The same survey determined that 55% of users use their smartphones to access social media sites weekly and only 7% on computers (Figure 2-8). Also smartphones are used the more often to access e-mails at 21% and use a search engines 31% than computers at only 7% and 6% respectively (Kemp, 2017b:48).

Figure 2-7: Frequency of Internet use for Personal reasons on any device



Source: Adopted from We are social.com (Kemp, 2017b:46).

Total number of active social media users in South Africa in January 2017 was fifteen million, 27% of the total population. The total active mobile social media users in South Africa was thirteen million, being 24% of the total population (Kemp, 2017b:51).

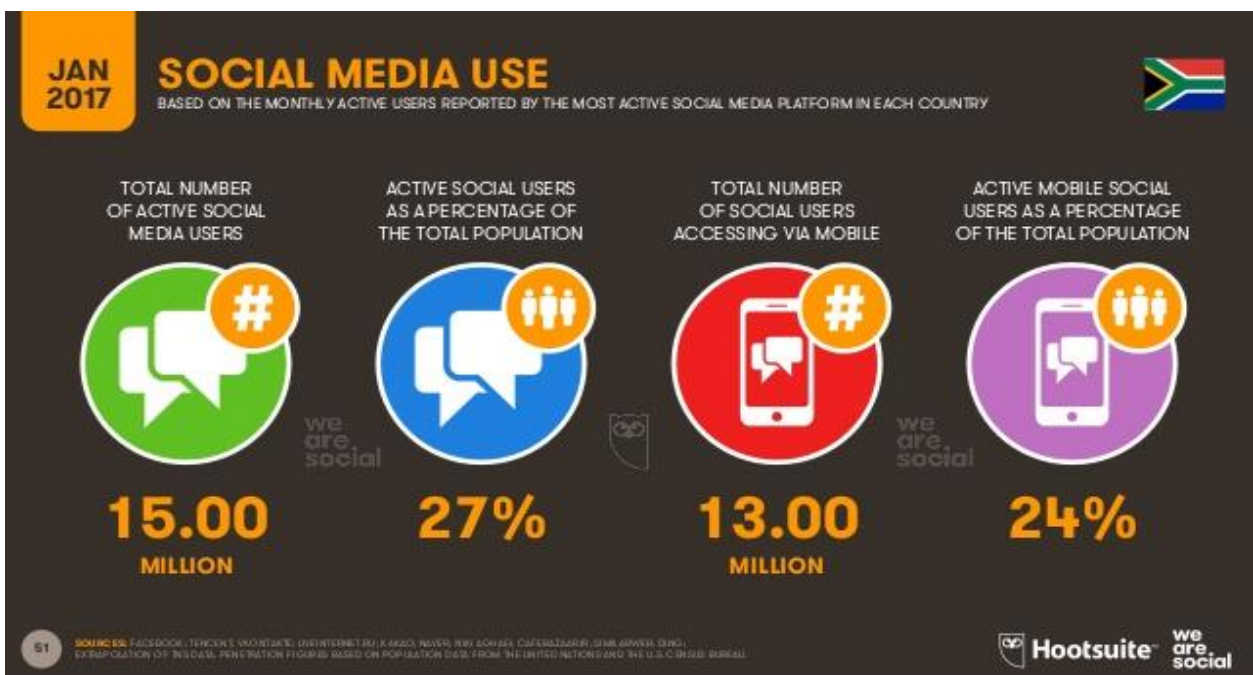
Figure 2-8: Weekly online activities by Device



Source: Adopted from We are social.com (Kemp, 2017b:48).

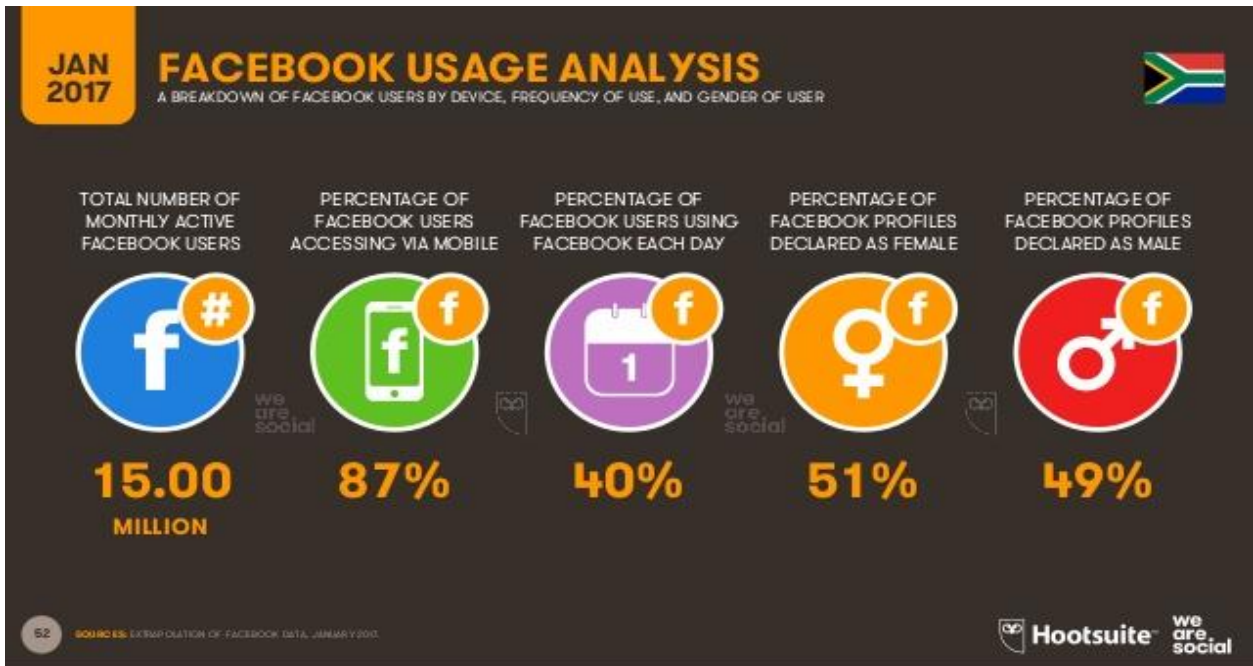
In South Africa there was fifteen million active Facebook users in January 2017 and 87% of them accessed Facebook through their mobile devices (Figure 2-10). Forty percent of these users access Facebook every day, 51% of the users were female and 49% were male (Kemp, 2017b:52).

Figure 2-9: Most actively used social media platforms in South Africa January 2017



Source: Adopted from We are social.com (Kemp, 2017b:51).

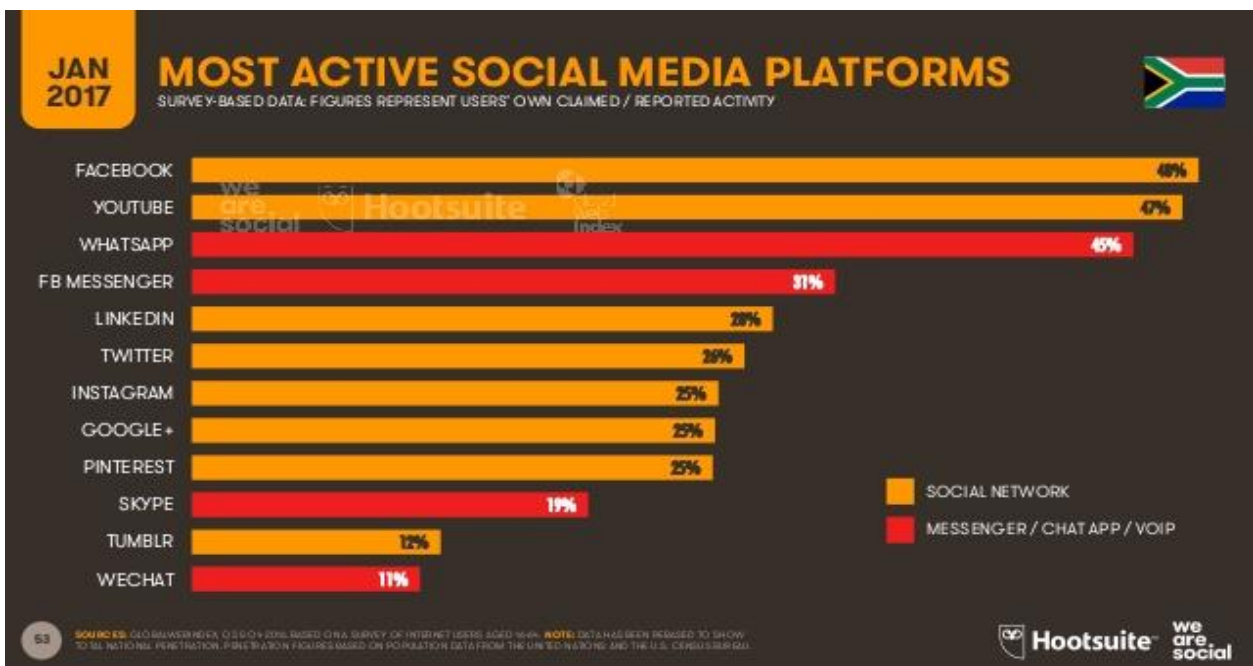
Figure 2-10: Facebook Usage Analysis



Source: Adopted from We are social.com (Kemp, 2017b:52).

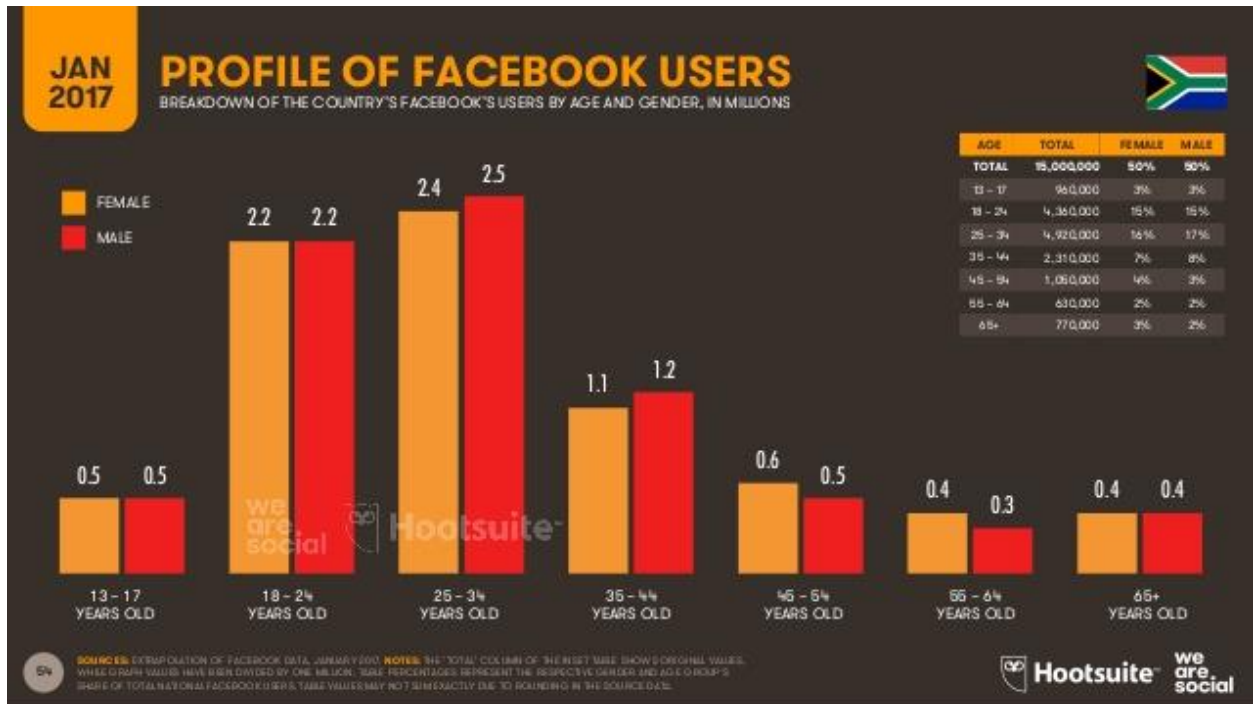
Facebook was the most actively used social network January 2017 at 49%, followed by YouTube 47%, LinkedIn at 29%, Twitter 26%, and Instagram at 25%. In terms of messenger or chat applications the most popular was WhatsApp at 45% followed by Facebook Messenger at 31% Skype 19% and WeChat which only reached 11%.

Figure 2-11: Most active social media platforms in South Africa January 2017



Source: Adopted from We are social.com (Kemp, 2017b:53).

Figure 2-12: South African Facebook users profile January 2017



Source: Adopted from We are social.com (Kemp, 2017b:54).

In January 2017 the age group 25 to 34 had the largest amount of Facebook users in South Africa, followed by the 18 to 24 year olds with 35 to 44 year old group in third place (Figure 2-12). There were no significant variation between the other age groups, varying between 0.6% and 0.3% or between male and female users per age groups, which varied no more than 0.1% per age group (Kemp, 2017b:54).

2.3 SOCIAL MEDIA TRENDS

Social media is constantly changing and shifting to newer more flexible formats. These changes can be costly as companies invest a lot of money in developing, tools, marketing plans, strategies and employee training (Holmes, R 2016a:01). In order to have a solid social media strategy companies need to keep major trends and movements in social media. The five social media trends and movements that businesses need be aware of includes the following (Holms, R 2016b:01).

2.3.1 Paid social media

Paid social media is becoming the new trend, and using social media in the more traditional way by building up a following over time is no longer enough. The use of algorithms by Facebook and other social networks are limiting the percentage of

audiences reached, and are decreasing due to users' news feeds being overcrowded (Holmes, R 2016b:01).

The solution here is to make use of paid ads, as most networks now have them. A business, including a financial institution can get a lot of publicity and exposure to different markets by making use of social media adds.

2.3.2 Employee Advocacy

Companies can use social media to expand their reach by making use of an already existing assets, their employees (Holmes, R 2016b:01). If companies encourage their employees to share brand messages and positive image of their company they can reach much larger audiences.

Another advantage is that messages from personal profiles are seen as more reliable than those on business profiles (Holmes, R 2016b:01). The downside is that employees cannot be forced to endorse a company. Institutions need to enhance their images and reputations through their employees.

2.3.3 Social media skills gap at work

With the increasing use of Facebook and social media in the workplace for sales, marketing and customer services, training and improvement of skills regarding social media of employees have been left behind (Holmes, R 2016b:01). Businesses, especially a financial institution, needs to seriously focus on training their employees in using social media as there are many security issues.

Most businesses are aware that their employees do not have the needed skills to utilise social media as a business tool. Companies should focus on online training and upskilling of employees (Holmes, R 2016b:02). The training of employees in terms of social media usage should not be limited to preventing security issues but also include training employees on using social media as a sales and business tool.

2.3.4 Executives making use of social media

According to a report from the website CEO.com 61% of CEO's of Fortune 500 companies do not have a social media presence (Holmes, R 2016b:02). According to Holmes during 2016 Facebook introduced a new program called "business influencer"

that attracted hundreds of A-list executives, including the CEO of T-Mobile and Hewlett-Packard.

Employers will have to focus on incorporating social media into their daily business. Not only lower level employees should be using social media to promote their company but top-level employees should have visibility on social media sites. If top-level employees have active social media profiles it gives employees and customers a more personal connection with the institution.

2.3.5 Social customer services

Even though most businesses still see social media only as a sales tool, customers that learn about products on social media, seeks customer services and follows up by utilising messenger or chat applications like WhatsApp and Facebook Messenger (Holmes, R 2016b:02).

Social media for a business or financial institution should be seen as a continuous relationship with their customers, not just as a once-off sales tool. Social media can be used as a service tool as well by ensuring constant follow-ups with customers.

2.4 SOCIAL MEDIA IN THE WORKPLACE

The nature of communication, both personal and business have been changed by social media. Businesses, consumers, family and peers make use of social networking sites such as Facebook as a source to find out about other people, brands and their networks. (Bright, Kleiser *et al.*, 2015:148). With social media there is less need to physically connect with people and information is readily available. Financial institutions should ensure that their brand is out there on social media.

2.4.1 Accessing social media at work

According to a study done by a ComPsych in Chicago, nearly 90% of employees admit that they use social media at work for personal reasons, some even excessively so. According to the same study when people start checking social media feeds so frequently that it interferes with their jobs, they might have reached what they call “digital distraction” (Perkins, 2017:01). A company should be aware of how their employees are using social media at the workplace and if it interferes with their jobs.

This survey was done with 1200 employees at various companies, and 18% confirmed that they check social media at least 10 times per day and 60% said they checked it one to five times per day (Perkins, 2017:01). This constant interruptions might have a negative impact on concentration levels.

The view of Perkins (2017:02) is that it is very easy for employees to fall into digital distraction and co-workers tend to forget that others that follow them on social media can see what they are posting during work hours. Most people have a fear of missing out and tend to not disconnect from social media due to this (Perkins 2017:02). If employees are constantly checking their Facebook and other social media accounts, they can get interrupted in their work.

The fact that everyone can access social media from the phones in their pockets can lead to distractions in the workplace (Huhman, 2017:01). As per a survey done by Pew Research Center in June 2016, 77% of 2003 employees said that they still accessed social media at work, even though there are policies against it (Huhman, 2017:01). Employees that want to access social media at work will find a way around social media policies by using their own personal devices to access such social media sites.

The same survey also revealed that 54% of employees feel that having social media breaks can have a positive impact as it helped them to recharge at the office (Huhman, 2017:02). Also 56% felt that accessing social media helped their job performance.

Huhman, (2017:02) contends that using social media can enable employees to do their jobs better by getting access to experts in their fields and help connecting with professionals in the same industry. Social media can give access to online experts whom will not always be otherwise accessible, and this can help employees to do a better job.

2.4.2 Social media as recruitment tool

Social media at the office can also be utilized as a recruitment tool as social platforms increases brand awareness and this will lead to attracting talented employees (Huhman, 2017:02). If a company or financial institution has a good brand image on social media they tend to attract more and higher quality applicants if they are recruiting new talent.

Most employer's run background checks on future employees and previously this entailed verification checks on aspects like education, work experience, references, credit checks

and criminal records. These background checks also tend to vary from company to company (Klazema, 2017:01). These days a background check is not as straight forward as previously. Many employers now also do a “social media background check”, where employers browse social media sites to check on the online profiles on social sites of potential employees. These types of background checks are becoming very popular (Klazema, 2017:01).

There are a positive and a negative side to using social media for employee background checks. Even though many employers feel the need to do these type of background checks, there also are several legal issues which can make these type of checks risky (Klazema, 2017:02). These advantages and disadvantage need to be considered by employers before taking on these types of employee vetting.

The main advantage of social media background checks is that people tend to be less guarded on their social media sites than when sitting in an interview or compiling a CV. Even though interviews are a good way to look for suitable candidates, people tend to not truly be themselves in such formal environments, only putting the best foot forward (Klazema, 2017:02). Even though it is not essential for the hiring process, employers will probably be able to learn more about the possible candidate, through looking at their social media profiles.

A further advantage is that potential warnings and red flags might be picked up quite quickly on social media, for example a person that tends to make negative comments and posts about their managers or companies (Klazema, 2017:02). This can be an indication that this potential employee will not be a good brand ambassador for the company. These type of information will not necessarily come through in the more traditional background checks.

The main disadvantage of social media background checks are that it can be a challenge to find someone on these sites like Facebook. If a potential employee has a very generic name like for example “Peter Smith”, employers can spend hours trying to find the correct social media profile. Finding someone on social media if you do not have a shared contact can be quite daunting (Klazema, 2017:02). Furthermore the privacy settings of Facebook and other social media sites, can prevent access to a person’s social media profile, even if the employer manages to find the correct profile (Klazema, 2017:02).

Another disadvantage is that whilst some people might be careful about what they post online, others are not afraid to show everything about themselves on social media. Employers might see information about potential employees that they are not supposed to use in the making of hiring decisions, like race, sexual orientation or political beliefs (Klazema, 2017:02).

Even if it is not supposed to influence employers in the hiring process, this information might consciously or subconsciously influence an employer. Even though employers are allowed some degree of discretion in hiring employees, using the wrong kind of information from social media might come down to discrimination and possible legal actions (Klazema, 2017:02). Clearly using these types of background checks should be utilized with caution.

The best is to have a strategy to work with these types of background checks. This strategy should include the following. Firstly, traditional background checks like credit checks and criminal record checks should still be the go-to method in the hiring process. Secondly if there really are a need to do a social media background check, someone else than the hiring manager should do the check and filter out potential discriminatory information.

2.4.3 Effects of using social media at work

Social media in the workplace can provide positive effects in that it provides social support. Social support can be described as “the functions performed for the individual by significant others, such as family members, friends and colleagues (Schreurs *et al.*, 2012: 263). Social support can improve working conditions and increase job satisfaction.

Except for social support, the characteristics of a specific type of job can have an influence on the intensity of social media usage at the workplace. High stress job demands are a factor that determines social media usage at work. Job demands include any social, physical, organizational or psychological aspects that can create psychological stress or strain for employees (Demerouti, Bakker *et al.*, 2001:499). Employees with jobs with higher stress levels might tend to need more breaks to deal with the stress.

Even though some reports have shown that social media breaks at work can improve productivity, it is more important to take note of how time is spent on social media than

the amount of time (Rapacon, 2016:02). Some employees may also use social media as a mental break from work and feel that that can help them with their job performance.

Employees should ensure that they keep their personal brand on social media appropriate, whether they are accessing it at work or not. Employees should not post things that they do not want their employers to see and should be careful with “friending” with co-workers on Facebook and other social media sites (Rapacon, 2016:02). Once something has been posted, it is not too easy to remove and negative posts cannot only be damaging to the company, but also have serious consequences for the employee.

2.4.4 Dangers of incorrect social media usage by employees

Disrespectful behaviour online can get an employee fired and 28% of employers have confirmed that they have dismissed employees for non-work-related internet access during work hours, whilst 18% have fired employees for posts done on a social media site (Rapacon, 2016:01). Most employment contracts have restrictions regarding how and what can be said about the company by employees with the option of dismissal in case of a breach of these contract stipulations.

As stated by Ainslie (2017:01) employees tend to forget that what they post online can be accessed by their employers, even if it was posted online after working hours. They do not think that they can get fired for online comments or posts (Ainslie, 2017:01). An example is where an employee calls in sick but posts or check in at a restaurant while supposed to be sick in bed.

Employees should also consider if their online posts are aligned to their employer’s values and rules, as employers might have access to the employee’s profile (Ainslie, 2017:01). In terms of labour law, dishonesty is normally a dismissible offence, and by lying to their employer they are opening themselves up to dismissal (Ainslie, 2017:01). As posts on social media are out there for all to see, it is very easy for an employee to get caught in a possible lie.

The top reasons companies block social media includes that social media misuse by employees can put their employers at risk. Online misuse by employees can be costly, both financially and reputational (Anon. 2017). These online misuse risks can include harassment, inappropriate non-business use, misrepresenting the business and its views,

misuse of confidential information and negative remarks regarding the company or its employees (Anon. 2017).

In a financial institution confidentiality is very important and compliance plays an important role, so employees have to be even more careful of what is posted online, as they might not only put themselves at risk but can open up the financial institution to possible sanctions and fines.

2.4.5 Disadvantage of social media usage by employees at work

The biggest problem about misuse of social media is the fact that it wastes employee's time while they should be working. The website Workplace Answers.com contends that the access of social media sites are the second highest time waster at the office after news sites (Anon. 2017). Accessing social media can interrupt with workflow, as stated by the website, Workplace Answers.com, nearly half of employees is interrupted at least every 15 minutes by social media notifications and sixty percent of these access social media when receiving these notifications.

This same website contends that on average one wasted hour a day can cost businesses up to \$10,000 loss in productivity per year (Anon. 2017). Another reason for blocking or banning social media access at work is the risk of viruses infecting the computer systems of the company via social media links (Miller, 2016:01). Possible cyberattacks and viruses are a very real risk with using social media platforms being accessed and a financial institution should be even more aware of this due to the confidentiality and sensitivity of the information they run their business with.

2.4.6 Possible problems of social media usage restrictions

The blocking of social media at work can have some disadvantages as well. These disadvantages include the fact that, even if employees cannot access social media on the devices of the employer, most people have smart phones and thus still access to social media (Miller, 2016:01). So employees will access Facebook and other social sites from their personal devices, irrespective of the block of access to social media on work devices.

More disadvantages relates to employee morale that may go down if employees feel the environment are too strict. Miller (2016:01) further contends that by denying employees

access to social media, they may deny employee the opportunity to promote the company and to network or connect with others in the industry.

If employees feel too restricted by the social media policies, they might not only spend more time on social media on their personal devices, but they might also make negative comments regarding this on social media. Employees will also then tend to not promote the company online.

Social media usage has a significant impact on transforming the way a financial institution like a bank does business. Social media helped improve customer service, easing the way people can send money to others via online platforms, simplified the opening of bank accounts and made access to getting credit easier accessible. A financial institution should treat social media platforms as their future platforms (Eldridge, 2016).

2.4.7 Social media in the financial industry

Financial institutions like banks are starting to recognize that their businesses can get opportunities through using social media. They can not only gain competitive advantage over other financial institutions but mitigate possible social media threats (Eldridge, 2016:01). Banks and other financial institutions are able to start providing a broader range of services to their customers through social media and technology.

Due to the complex legal and regulatory nature of the financial industry, institutions in this industry tend to be behind businesses in other industries regarding the usage of social media platforms and technology. More and more financial institutions are starting to use social media, both internally as well as externally to increase customer service and brand awareness.

Social media are changing the financial industry in the following five areas:

- (a) **Marketing** – No company including a financial institution can ignore social media as part of their marketing plan and strategy today. They are forced to start making use of a more data-driven and test-and-learn approach to marketing (Eldridge, 2016:02). If a financial institution starts to utilize this approach their rewards will be lower acquisition costs, improved segmentation and clearer and quicker product delivery of service and products (Eldridge, 2016:02). Even the most traditional financial institution are investing time and resources into the social media and marketing.

- (b) **Improved Efficiency and Reduced Costs** – The use of existing social media platforms such as Facebook and others is reducing the costs of customer service, as it gives clients an alternative way to do banking (Eldridge, 2016:02). Online banking allows customers to pay bills, do transfers and buy products online.
- (c) **New Business Models** – New business models that supports using social media platforms are an automatic result of this new technology (Eldridge, 2016:02).
- (d) **Customer Service** – Social media allows for quicker real-time responses to queries and problems. As social media is the first place people tend to vent their frustrations and anger if they have problems with a service provider, it makes it the ideal platform to also deal with these queries (Eldridge, 2016:02). However, these type of online customer service needs to be handled carefully as security still needs to be the first priority.
- (e) **New Services/Products Development** – Financial institutions are not only used to provide new services and products but also used as a platform to design new offerings to customers (Eldridge, 2016:02).

The challenges financial institutions face with regards to social media is not only to adapt to the new way of doing business but also to recognize the potential benefits of reduced costs that using social media can bring for the organization. The competitive advantage that comes with correct and efficient social media utilization should also not be taken too lightly in the financial services sector.

2.5 SOCIAL MEDIA POLICY

Kruger (2017:01) maintains that companies need a social media policy in order to protect itself against misconduct by employees online. Such a social media policy is used to regulate how and when employees might access social media sites while at work, as well as what they are allowed to do on social media (Kruger, 2017:02). Most companies and a financial institution in particular has to control and regulate social media access through a social media policy.

In order to create distance from potential inappropriate employee behavior on social media, the company needs to clearly regulate social media conduct and internet access at work (Kruger, 2017:02). Hubbard (2015:41) states that the absence of a social media

policy is counter-productive and without it a small issue can easily turn into a large problem, but that companies should avoid policies that deny employees of their right to give and receive information.

Also that by utilizing an internal social media policy the business ensure that everyone in the company handles social media matters consistently. Social media policy empowers employees, provides protocol and helps them to make correct decisions when they engage on their brand's matters online (Hubbard, 2015:41). Through clear guidance on social media access and related matters, employees will feel more secure and sure of what is allowed and what is not allowed.

Simonson (2009:110) contends that a big part of enforcing a social media policy is monitoring the workplace usage by employees, to ensure policy is being followed. The policy must include penalties and actions to be taken when the policy are not adhered to. These consequences must also be clearly communicated to employees (Simonson, 2009:11). If an employee knows what is expected of them, they are more likely to comply with the social media policy.

Biscontini (2016:01) states that all the information regarding a company or individual online can be described as their social media reputation and for a business especially it is important that they have a positive social media reputation. Some companies even screen social media profiles of potential employees due to the easy access to someone's social media profile (Biscontini, 2016:01). A good and trustworthy social media reputation for a financial institution is vital, as trust and confidentiality are an essential part of the services provided by a bank.

Consumers can post reviews and comments regarding products and services at an alarming speed (Biscontini, 2016:01). Biscontini (2016:01) also contends that one way to ensure that a company has a good online business reputation is to create and maintain official profiles on the popular social media sites, but also that these sites needs to be monitored and actively updated. These official sites will prevent misinformation about company being spread and ensure that they have an online presence (Biscontini, 2016:01).

By controlling what is said about the company through official online profiles, the chances of negative or bad post are minimized. A good social media policy needs to contain certain elements to be effective. These elements are reflected in Figure 2.13 below.

Figure 2-13: Elements of a social media policy



Du Toit (2017:01) on the website “The South African Labour Guide” states that an effective social media policy should be very clear on how company devices should be used. The policy should ensure employees are aware that their e-mail and internet communication might be monitored, that the company logo may not be used on private profiles and company information should be kept private (Du Toit, 2017:01).

He further contends that comments regarding to managers, colleagues and the company itself should not be made on social platforms. A good social media policy will control this. The social media policy should not only determine the rules and principles applicable for employees regarding accessing social media platforms and how it must be used, but must clearly define what the company deems as social media (Du Toit, 2017:01). By defining what an institution sees as social media, employees will comply with the social media policy easier.

The extent and strictness of such a policy should be decided by each company as they should weigh up the benefits of social media against the possible abuse of company time and possible reputational damage (Du Toit, 2017:01). The social media policy needs to

be strict enough to control access to social media sites and prevent possible reputational damage, but still not be so strict that employees feel negative about the policy and rebel against it.

2.6 SOCIAL MEDIA AND ITS' IMPACT ON MENTAL HEALTH

Walton (2017:01) stated that sitting can be seen as the new smoking as far as health is concerned, but also just as concerning is the fact that research shows that the time spent on social media is probably not very good for our collective psychology.

2.6.1 Negative effects of social media usage

Some studies have shown that social media can be bad and damaging to people's mental health (Walton 2017:01), the following can be possible negative effects as the result of social media access:

- a) Comparing one's life to other people's is mentally unhealthy - Comparing one's life to that of others, which is part of Facebook and other social media platforms, the reason why people tend to feel isolated (Walton 2017:04).
- b) Accessing social media can lead to more sadness instead of well-being – The more people access social media the unhappier they tend to feel. A study done concluded that life satisfaction as well as moment-to-moment happiness went down the more Facebook was accessed (Walton 2017:03).
- c) Having lots of friends on social media does not mean people are more social – Another study showed that there actually is a limited number of friends a person's brain can handle and that these relationships needs actual social interaction to upkeep them. As loneliness is linked to various health issues, virtual time spend with friends does not have the same good effect on health as real time spent with friends (Walton 2017:06).
- d) It can be addictive – Different studies shows that people tend to get physiological withdrawal symptoms when they stopped using internet and social media (Walton 2017:01). The Bergen Facebook Addiction Scale (BFAS) was developed by researchers in Norway as a psychological scale to measure Facebook addiction.
- e) Using social media can cause jealousy – When people see good things on other people's social media profiles and news feeds, they tend to get jealous and hide

bad things in their lives or tend to only post things that makes them look good (Walton 2017:05).

MacMillan (2017:01) contended that during a recent survey Instagram was seen to be the worst social media site for mental wellbeing and health, as it was associated with depression, bullying, fear of missing out and anxiety. You Tube rated the highest for mental health, followed by Twitter, Facebook and Snapchat.

According to the same studies the benefits of social media included emotional support, self-expression, community building and self-identity (MacMillan 2017:02). The negative effects according to this study included depression, decreasing sleep quality, bullying, anxiety and fear of missing out (MacMillan 2017:02). Social media usage can have varying effects on different people, both good and bad.

2.6.2 Effect of social media usage on relationships

Using social media not only affects people's mental health but also their relationships and how people interact and communicate with their romantic partners (Seidman, 2015:01). Clearly social media and more specifically Facebook has an effect on relationships, and these effects can be either negative and/or positive. The effects include:

- a) Social media is making relationships more accessible – Social media makes it easier to meet new people and filter out potential partners as well as reject unwanted relationships (Seidman, 2015:01).
- b) Social media makes it easier for people to integrate with their partner's social networks – Couples can have access to the others social network (Seidman, 2015:01).
- c) Social media can help with relationship maintenance techniques – Facebook and social media allowed people to communicate and have positive interactions at long distances with their partners (Seidman, 2015:01).
- d) Excessive time on social media can be harmful to relationships – constantly being on social media can interfere with face-to-face time with family (Seidman, 2015:02).
- e) Social media usage can lead to jealousy – Facebook and other social media platforms allows for partners to check up and spy on each other. Normal innocent

interactions with third parties can be construed as something else by partners on Facebook (Seidman, 2015:02).

- f) Friends and other people might not like what people post on social media about their relationships – putting too personal relationship information on social media might leave a bad impression (Seidman, 2015:01).

2.6.3 Emotional impact of social media usage

Social media usage can have an emotional effect on people and depending on the type of social media activity, the reaction might vary from neutral to causing very strong emotions. Connecting positively with people are very important for both mental and physical health, as social isolation is associated with diminished quality of life like health problem.

Interacting with people on social media is not a substitute for live interactions but it might still be beneficial in certain cases. It might help people with disabilities or the elderly to get more regular social interaction which would otherwise have been more difficult. On the negative side, using social media can lead to stress and other negative emotions.

2.6.4 Physical impact of social media usage

Excessive use of social media can directly have an impact on a person's physical health. Even though these harmful effects aren't necessarily caused by social media usage per se, but can also be caused or worsened by texting, writing e-mails and browsing the internet, usually it is caused by overdoing it or being online too long.

The following are examples of physical issues related to excessive social media and internet usage:

- **Fatigue** – By staying up late and overusing access to social media like Facebook, it can lead to sleep disturbances or too little sleep which can cause fatigue.
- **Carpal Tunnel Syndrome** - Too much keying and typing may cause problems that affect a person's wrists and hands. The excessive keying on smart phones can strain the finger tendons. These effects can also be caused or worsened by having to type reports at work, not just social media

- **Eye problems** – People tend to get eyestrain from looking at screens for too long, whether it is a computer screen, tablet or mobile device.
- **Distraction** – A very dangerous potential consequence of excessive social media is driving while being distracted by things using on a mobile device, even texting and walking can be dangerous.
- **Lack of exercise** – Constantly being on social media can interfere with doing other physical activities like exercising or spending outdoors.

2.6.5 Conclusion

Social media is part of all institutions and employees lives and social media addiction is a real phenomenon in today's modern times. Businesses and individuals alike should be aware of the possible negative and positive effects using and more specifically the abusing of social media can have. As these effects are not only impacting on people's emotional and mental health but also their physical health.

CHAPTER 3: RESULTS AND FINDINGS

3.1 INTRODUCTION

The purpose of Chapter 3 is to analyse, interpret and discuss the results and findings of this empirical study. This study focused on the impact of using social media in a financial institution. The preceding literature study indicated that there might be a relationship between the constructs social media usage, Facebook addiction, job satisfaction, company loyalty, emotional wellness, career wellness, intellectual wellness, social wellness and emotional wellness.

This study was conducted by means of a self-answer questionnaire. The questionnaires was distributed by e-mail, in person and on Facebook, and consisted of the following five sections:

Section A: consisted of mostly standard questions to determine the basic demographics of the respondents like age, gender, education level, job level and frequency of Facebook usage.

Section B: was compiled to determine the intensity of Facebook usage by respondents, by determining the frequency Facebook are utilized, what content is posted on Facebook, reactions to postings on Facebook and amount of Facebook friends respondents have.

Section C: was adapted from the Bergen Facebook Addiction Scale (BFAS) which determines possible Facebook addiction.

Section D: evaluated social media usage in the workplace by looking at the awareness of respondents of their company's social media policy, application of social media for work purposes, work related comments job satisfaction and job satisfaction.

Section E: is an adapted social activity and emotional reactivity survey which determines the impact of social media usage on respondent's relationships, health, emotional wellness, intellectual wellness, social wellness and career wellness.

The statistical data was analysed by the Statistical Consultation Services (SCS) at North-West University. Frequency, reliability and correlations was tested by utilising frequency tables, t-tests and Cronbach's alpha.

3.2 DEMOGRAPHIC INFORMATION OF RESPONDENTS

Section A of the questionnaire (refer to Appendix A) captured the demographical data of the respondents, where the respondents had to provide their gender, age, education level, job level as well as frequency of using Facebook. The results will be discussed in this section.

3.2.1 Gender group classification of respondents

• Purpose of the question

The purpose of this question was to determine the gender distribution of the respondents in order to make comparisons between gender groups in social media usage.

• Results

The distribution of gender are represented in Table 3.1.

Table 3-1: Gender Distribution

<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
Female	76	58.5%
Male	53	40.8%
Prefer not to say	1	0.8%
Total	130	100%

• Analysis of the results

The majority of the respondents that participated was female at 58.8% compared to 40.8% male participants.

3.2.2 Age group classification of respondents

• Purpose of the question

The purpose of this question was to determine the age groups of the respondents in order to make comparisons between age groups in social media usage. Respondents were asked to choose between nine different age classes.

• Results

Table 3.2 presents the age group distribution of the respondents.

Table 3-2: Age Distribution

<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
20-25	10	7.7%
26-30	23	17.7%
31-35	21	16.2%
36-40	22	16.9%
41-45	32	24.6%
46-50	11	8.5%
51-55	3	2.3%
56-60	8	6.2%
Total	130	100%

- Analysis of the results**

The highest percentage of respondents were in the age group 41 to 45 years with 32 respondents which represents 24.6% of the responses. This is followed by the age group 26 to 30 years at 17.7% of respondents and the third largest age group is the 36 to 40 year group at 16.9% and 22 of the responses. The smallest age group of respondents were the 51 to 55 year olds with only 3 responses at 2.3%.

3.2.3 Time the respondents have been employed

- Purpose of the question**

The purpose of this question is to determine the length of time respondents have been full-time employed. Respondents were given six options to choose from.

- Results**

Table 3.3 represents the length of full- time employment of the respondents.

Table 3-3: Full-time employment distribution of respondents

<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
Less than 1 year	1	0.8%
1-3 years	9	6.9%

<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
3-6 years	24	18.5%
6-9 years	16	12.3%
Longer than 9 years	79	60.8%
Not applicable	1	0.8%
Total	130	100%

- **Analysis of the results**

The majority of the respondents have been employed for more than 9 years with 79 of the respondents which represents 60.8% of the respondents. The second highest was 24 respondents employed for 3 to 6 years at 18.5% of the respondents followed by those employed for 6 to 9 years at 12.3%.

3.2.4 Job Level of respondents

- **Purpose of question**

The purpose of this question was to determine the job levels of the respondents. Respondents were asked to choose between Junior/Entry, Intermediate, professional, Mid-level management, Top-level management and other.

- **Results**

The job levels of the respondents are indicated in Table 3.4 below.

Table 3-4: Job level distribution of respondents

<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
Junior/Entry	10	7.8%
Intermediate	24	18.6%
Professional	41	31.8%
Mid-level Manager	36	27.9%
Top-level Manager	13	10.1%
Other	5	3.9%
Total	129	100%

- **Analysis of the results**

Highest amount of respondents 41 were in the Professional job-level class with 31.8% of the respondents. Second highest job level was the Mid-level managers with 27.9% of respondents and thirdly Intermediate with 24 respondents at 18.6%. Top-level managers were only 10.1% and Junior/Entry level 7.8%.

3.2.5 Highest academic qualifications obtained by respondents

- **Purpose of questions**

The purpose of the question was to determine the education level of the respondents by asking for their highest academic qualification achieved. They were asked to choose between the following options: Matric, Diploma, Bachelor’s Degree, Master’s Degree, Doctoral and others.

- **Results**

Table 3.5 reflects the education level distribution of the respondents.

Table 3-5: Education level distribution of respondents

<u>Age</u>	<u>Frequency</u>	<u>Percentage</u>
Matric	21	16.2%
Diploma	29	22.3%
Bachelor's Degree	50	38.5%
Master's Degree	19	14.6%
Doctoral	3	2.3%
Other	8	6.2%
Total	130	100%

- **Analysis of the Results**

The majority of respondents 50 had Bachelor’s degrees, being 38.5% of the respondents. The second highest education level was that of a diploma with 22.3% of all respondents. 19 respondents had Master’s degrees, 16.2% had Matric and the smallest amount of respondents had a Doctoral degree.

3.2.6 Preferred social media platforms of respondents

- **Purpose of the question**

Respondents were asked to choose the social media accounts that they use. They were asked to choose all applicable from the following options: Instagram, Facebook, LinkedIn, Myspace, Snapchat, Twitter, none of these or other.

- **Results**

The results of the various combinations and frequencies of these social media platforms are shown in Table 3.6 below.

Table 3-6: Distribution of social media platforms used

<u>Social Media Platforms used</u>	<u>Frequency</u>	<u>Percentage</u>
Facebook	20	15.4%
Facebook LinkedIn	26	20.0%
Facebook LinkedIn Snapchat	1	0.8%
Facebook LinkedIn Snapchat Twitter	1	0.8%
Facebook LinkedIn Twitter	7	5.4%
Facebook Twitter	3	2.3%
Facebook WhatsApp	1	0.8%
Facebook WhatsApp	1	0.8%
Instagram Facebook	4	3.1%
Instagram Facebook LinkedIn	8	6.2%
Instagram Facebook LinkedIn Snapchat	1	0.8%
Instagram Facebook LinkedIn Snapchat Twitter	4	3.1%
Instagram Facebook LinkedIn Twitter	4	3.1%
Instagram Facebook Snapchat	1	0.8%
Instagram Facebook Twitter	2	1.5%
Instagram Facebook WhatsApp	1	0.8%
Instagram LinkedIn	2	1.5%

<u>Social Media Platforms used</u>	<u>Frequency</u>	<u>Percentage</u>
Instagram LinkedIn YouTube, WhatsApp	1	0.8%
LinkedIn	2	1.5%
None of the above	2	1.5%
None of the above WhatsApp	1	0.8%
Total	130	100.0%

- **Analysis of the Results**

The combination of social media platforms used mostly together is Facebook together with LinkedIn with 20% of respondents making use of this combination. 20 Respondents (15.4%) only makes use of Facebook and the combination of Facebook LinkedIn and Twitter together came in third with 5.4%.

3.2.7 Frequency of social media platforms usage

- **Purpose of Question**

Purpose of this question was to rank the frequency with which these social sites are utilised. The respondents were asked to choose between options never, seldom often and very often to describe the frequency they use social media.

- **Results**

The results of this question regarding the most frequently social media sites are reflected in Table 3.7 below.

Table 3-7: Most frequently used social media platforms

<u>Platform</u>	<u>(N)</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
Instagram	120	Never	74	56.9	1.64	0.960
		Seldom	25	19.2		
		Often	11	8.5		
		Very Often	10	7.7		

<u>Platform</u>	<u>(N)</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
Facebook	128	Never	9	6.9	3.28	0.922
		Seldom	14	10.8		
		Often	37	28.5		
		Very Often	68	52.3		
LinkedIn	114	Never	45	34.6	1.99	0.945
		Seldom	31	23.8		
		Often	32	24.6		
		Very Often	6	4.6		
Myspace	108	Never	107	82.3	1.01	0.096
		Seldom	1	0.8		
		Often	0	0		
		Very Often	0	0		
Snapchat	108	Never	98	75.4	1.13	0.434
		Seldom	6	4.6		
		Often	4	3.1		
		Very Often	0	0		
Other	109	Never	80	61.5	1.49	0.929
		Seldom	14	10.8		
		Often	6	4.6		
		Very Often	9	6.9		

The results clearly reflect that the most frequent social media platform is Facebook with 128 of the 130 population (referred to further as N) having Facebook profiles and 61 of respondents (53.1%) of them making use of Facebook very often. 37 respondents (28.9%) use Facebook frequently.

LinkedIn is the second most frequently used by respondents with total of 114 participants having access to LinkedIn and 32 (24.6%) uses LinkedIn often. The frequency of use of the other social platforms like Snapchat and Myspace are mostly very low and not significant.

The mean is the value or score of a certain data set that is equal to the sum of all the values in the data set divided by the total number of values, a mean is thus same as an average.

The Standard deviation is a statistical measurement of that measures the variation in a data set. The Standard deviation reflects how much the values in a certain data set differs from the mean. When the data is roughly equally distributed in the normal distribution, normally about 68 percent of the values will lie within one standard deviation of the mean and 95 percent of data points will lie within two standard deviations of the mean calculated.

3.3 FACEBOOK INTENSITY SCALE

In this section of questions of the questionnaire we looked at the intensity of Facebook usage by respondents.

3.3.1 Job related comments by respondents

- Purpose of questions**

Participants were asked if they ever post both Negative or Positive comments about their jobs and what types of reaction they received on those comments.

- Results**

The result of the answers received are reflected in Table 3.8 below.

Table 3-8: Job related posts by respondents

	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
How often do you - Post something POSITIVE about your Company/Job	129	Never	64	49.6	1.89	1.048
		Seldom	29	22.5		
		Often	22	17.1		
		Very Often	14	10.9		

	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
How often do you - Receive POSITIVE feedback on this type of posting	128	Never	66	51.6	1.85	0.981
		Seldom	21	16.4		
		Often	35	27.3		
		Very Often	6	4.7		
How often do you - Receive NEGATIVE feedback on this type of posting	128	Never	87	68.0	1.40	0.656
		Seldom	33	25.8		
		Often	6	4.7		
		Very Often	2	1.6		
How often do you - Receive helpful feedback on this type of posting	128	Never	70	54.7	1.67	0.852
		Seldom	34	26.6		
		Often	20	15.6		
		Very Often	4	3.1		
How often do you - Post something NEGATIVE about your Company/Job	129	Never	97	75.2	1.29	0.551
		Seldom	26	20.2		
		Often	6	4.7		
		Very Often	0	0		
How often do you - Receive POSITIVE feedback on this type of posting	127	Never	96	75.6	1.39	0.756
		Seldom	16	12.6		
		Often	12	9.4		
		Very Often	3	2.4		
How often do you - Receive NEGATIVE feedback on this type of posting	127	Never	102	80.3	1.22	0.470
		Seldom	22	17.3		
		Often	3	2.4		
		Very Often	0	0		
How often do you - Receive helpful feedback on this type of posting	127	Never	93	73.2	1.38	0.689
		Seldom	21	16.5		
		Often	12	9.4		
		Very Often	1	0.8		

- **Analysis of the results**

The majority of respondents either never or seldom posts either negative or positive comments relating to their jobs. Only 17.1% often posts positive job related comments and 4.7% negative job related comments.

3.3.2 Amount of Facebook friends of respondents

- **Purpose of questions**

The respondents were asked to confirm the amount of Facebook friends they have as this can be an indication of the intensity of Facebook usage. Nine interval options were provided to choose from.

- **Results**

The distribution of amount of Facebook friends are shown in Table 3.9 below.

Table 3-9: Distribution of amount of Facebook friends

<u>Amount of Facebook Friends</u>	<u>Frequency</u>	<u>Percentage</u>
10 or less	11	8.5
10-50	5	3.8
51-100	10	7.7
100-150	14	10.8
151-200	14	10.8
201-250	15	11.5
251-300	20	15.4
350-400	12	9.2
401 or more	29	22.3
Total	130	100%

- **Analysis of the results**

Majority of the respondents 29 (22.3%) have 401 or more Facebook friends. The second highest is 251-300 friends at 15.4%. The smallest amount of respondents 5 have 10-50 friends on Facebook at 3.8% of the replies.

3.3.3 Daily time spent on Facebook by respondents

- **Purpose of question**

The purpose of this question is to determine time spent on Facebook as this can be used to determine the intensity of Facebook usage.

- **Results**

The distribution of the time spent daily on Facebook are reflected in Table 3.10 below.

Table 3-10: Time spent daily on Facebook

<u>Amount of Facebook Friends</u>	<u>Frequency</u>	<u>Percentage</u>
Less than 10 minutes	32	24.8
10-30 minutes	42	32.6
31-60 minutes	20	15.5
1-2 hours	9	7.0
2-3 hours	13	10.1
More than 3 hours	13	10.0
Total	129	100%

- **Analysis of the results**

The majority of the respondents, 42 (32.6%) spends 10 to 30 minutes daily on Facebook, followed by 32 respondents (24.8%) who spend less than 10 minutes daily on Facebook. Thirdly is those that spend between 31 to 60 minutes daily on Facebook (15.5%). Lowest response was for 1 to 2 hours spent on Facebook by 13 respondents (7.0%).

3.4 BERGEN FACEBOOK ADDICTION SCALE

- **Purpose of question**

This questionnaire was designed to determine if a person is addicted to constantly checking their Facebook accounts. It was adopted from the Bergen Facebook Addiction Scale.

- **Results**

The results of the Facebook addiction scale is reflected in Table 3.11 below.

Table 3-11: Facebook addiction scale

	N		Frequency	Percentage	Mean	Standard Deviation
You spend a lot of time thinking about Facebook or planning how to use it.	129	Very Rarely	61	47.3	2.05	1.227
		Rarely	27	20.9		
		Sometimes	19	14.7		
		Often	17	13.2		
		Very Often	5	3.9		
You feel an urge to use Facebook more and more	128	Very Rarely	52	40.6	2.20	1.270
		Rarely	30	23.4		
		Sometimes	22	17.2		
		Often	16	12.5		
		Very Often	8	6.3		
You use Facebook in order to forget about personal problems	128	Very Rarely	64	50.0	2.11	1.353
		Rarely	21	16.4		
		Sometimes	19	14.8		
		Often	13	10.2		
		Very Often	11	8.6		
You have tried to cut down on the use of Facebook without success.	127	Very Rarely	57	44.9	2.04	1.144
		Rarely	27	21.3		
		Sometimes	28	22.0		
		Often	11	8.7		
		Very Often	4	3.1		

You become restless or troubled if you are prohibited from using Facebook.	128	Very Rarely	64	50.0	1.98	1.187
		Rarely	25	19.5		
		Sometimes	22	17.2		
		Often	12	9.4		
		Very Often	5	3.9		
You use Facebook so much that it has had a negative impact on your job	128	Very Rarely	88	68.8	1.56	0.937
		Rarely	15	11.7		
		Sometimes	19	14.8		
		Often	5	3.9		
		Very Often	1	0.8		

- **Analysis of the results**

In all questions the majority of the responses most people responded very rarely or rarely, the option of very often appeared 8.6% and less. This indicates that social media addiction is not a significant issue under the respondents.

3.5 SOCIAL MEDIA IN THE WORKPLACE

The purpose of this section was to determine if the respondents are aware of the company's social media policy, and how important social media usage is to their jobs.

3.5.1 Do the company have regulations regarding social media usage at work?

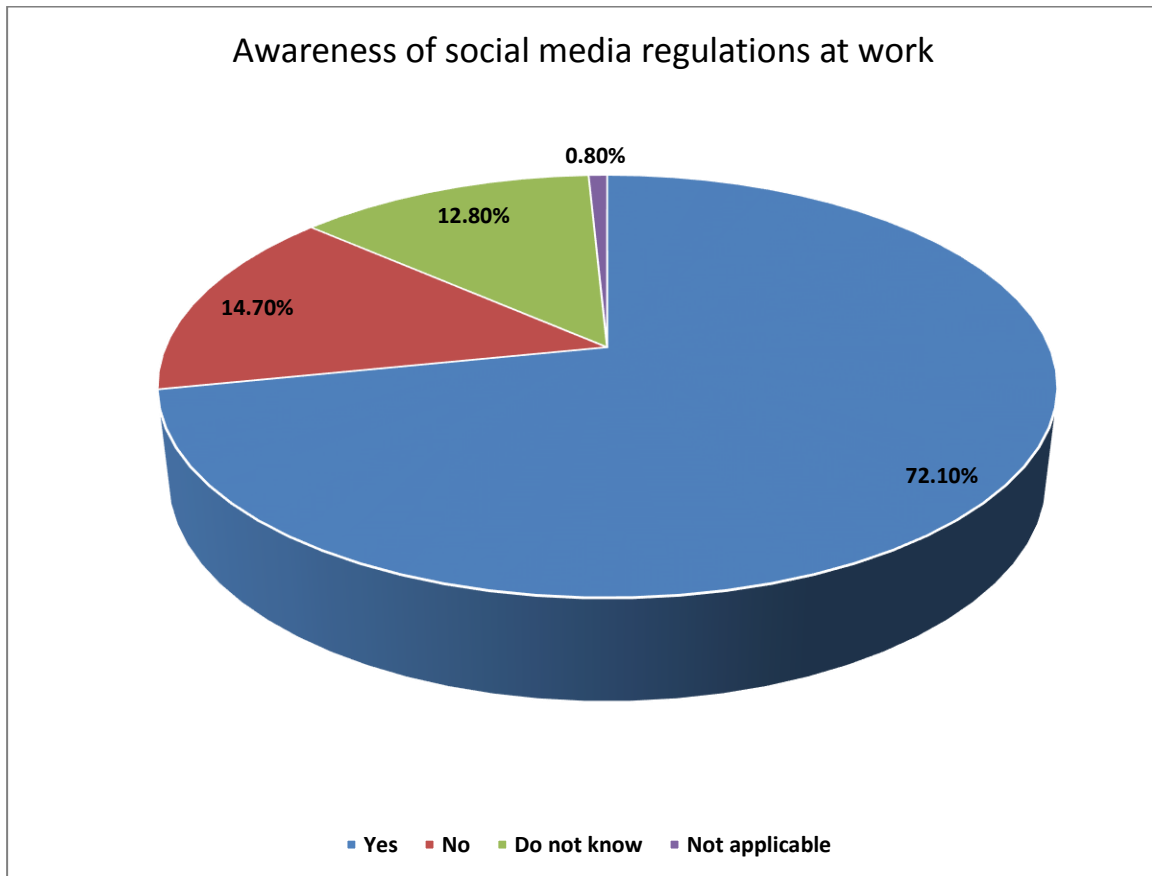
- **Purpose of the question**

Respondent were asked if their company had regulations regarding social media at work. Options provided were yes, no, do not know and not applicable.

- **Results**

The results are indicted in Figure 3.1 below.

Figure 3-1: Awareness of social media regulations at work



- **Analysis of the results**

Majority of the respondents, being 93 of the respondents (72.10%) answered yes to the question. 14.7% said no and only 16 respondents (12.4%) did not know. Only one person chose not applicable.

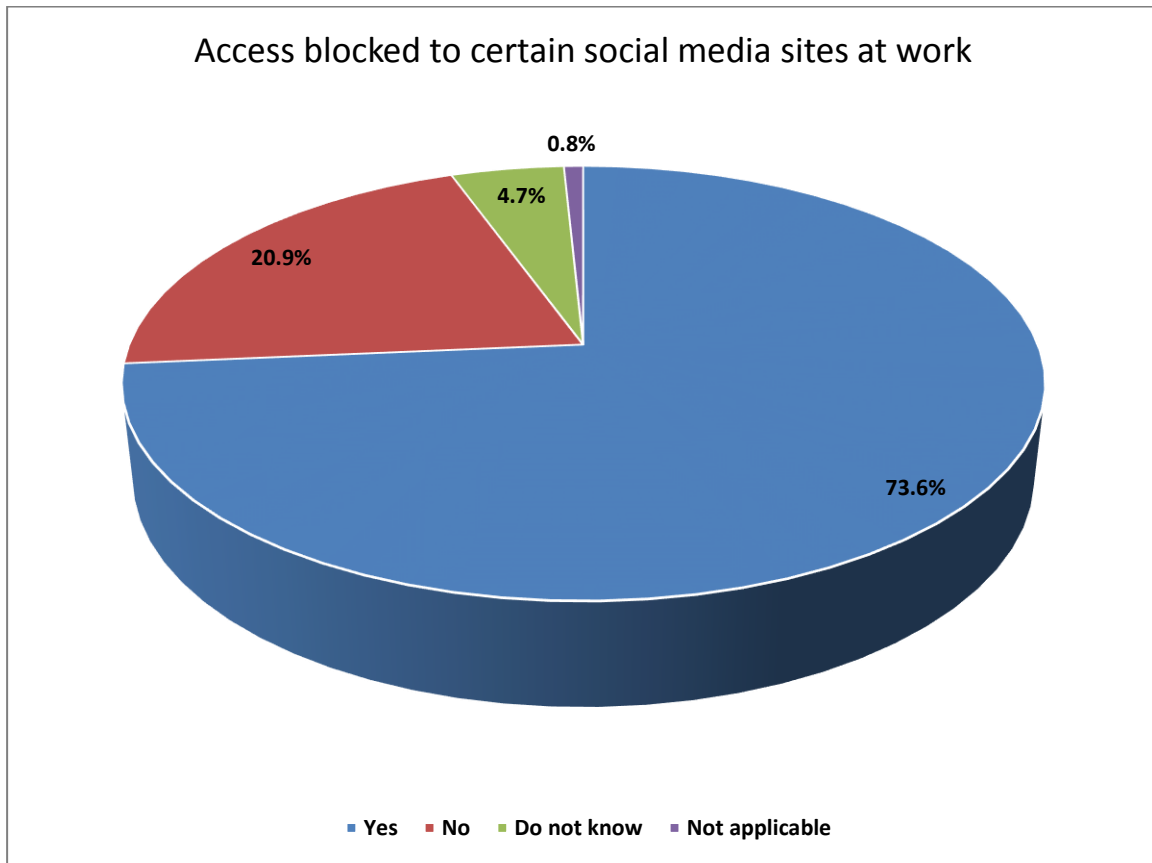
3.5.2 Do the company block certain websites like social media while at work?

- **Purpose of the question**

The purpose of this question is to determine if the access to certain websites like social media sites are blocked at work. Options given were yes, no, do not know and no applicable.

- **Results**

Figure 3-2: Access blocked to certain social media sites at work



- **Analysis of the results**

The majority of respondents 95 (73.6%) said that the company blocks certain social media sites at work, while 20.9% of the respondents said no and only 4.7% of the replies stated that they did not know.

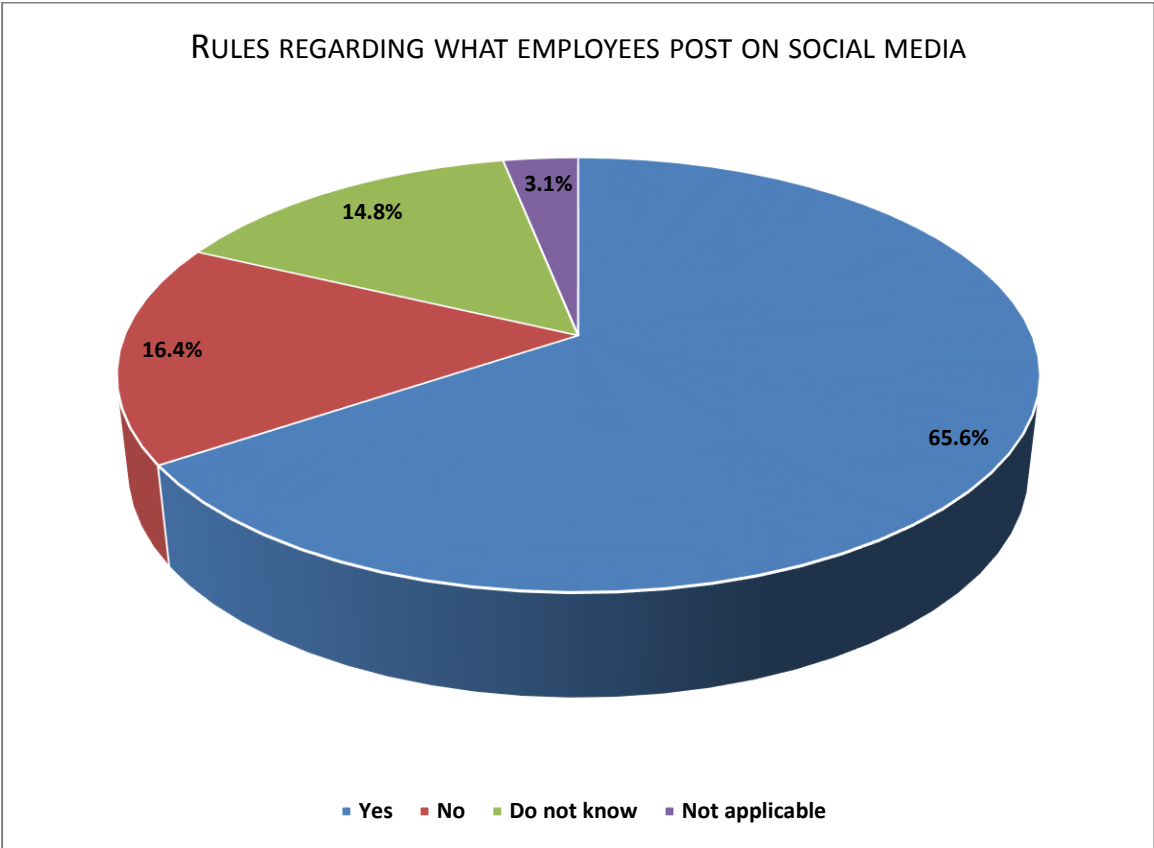
3.5.3 Do the company have rules about what employees are allowed to post on social media?

- **Purpose of the question**

Respondents were asked if their company had rules about what postings and comments they are allowed to make on social media. Options provided were yes, no, do not know and not applicable.

- **Results**

Figure 3-3: Rules regarding what employees post on social media



- **Analysis of the results**

The majority of the answers were yes at 65.6% of the results. 21 respondents replied no and 14.8% of the respondents said that they do not know.

3.5.4 Do the company encourage employees to promote the company online?

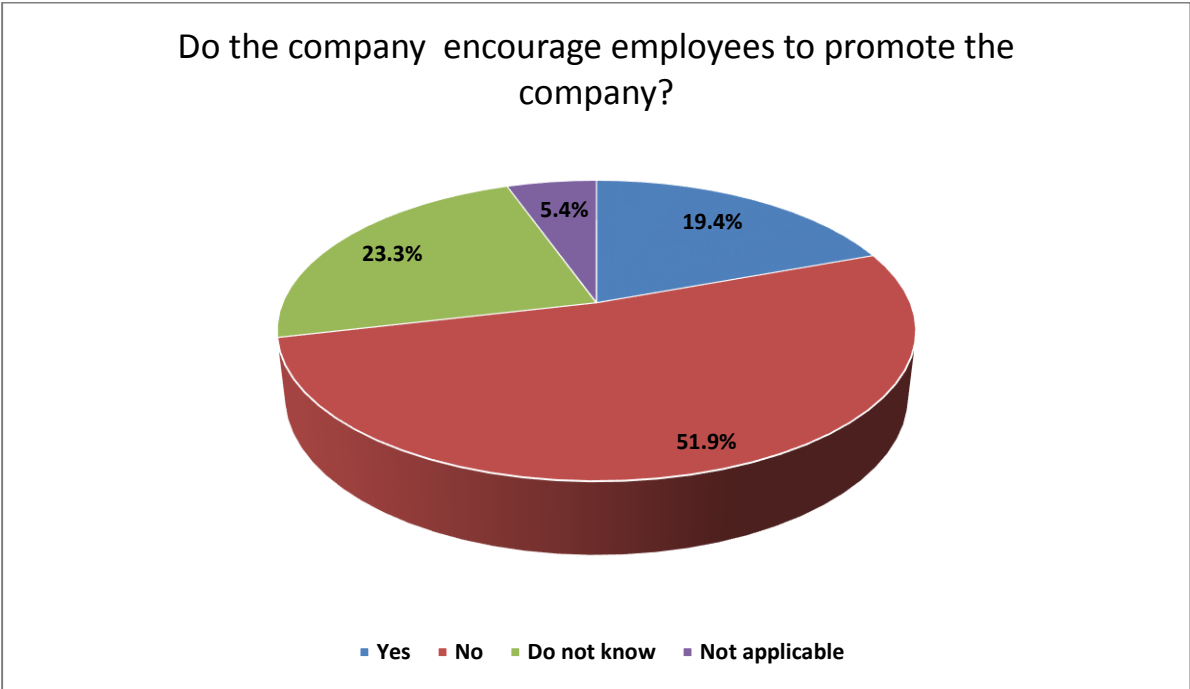
- **Purpose of question**

The purpose of the question was to determine if the company encourages employees to promote the company online. Options provided were yes, no, do not know and not applicable.

- **Results**

The results are reflected in Figure 3.4 below.

Figure 3-4: Do company encourage employees to promote the company?



- Analysis of the results**

The majority of the respondents 67 (51.9%) replied no, 30 respondents (23.3%) said that they did not know and 19.4% said yes. The smallest amount of respondents 5.4% said it was not applicable.

3.5.5 Importance of social media to respondent’s jobs

- Purpose of question**

Respondents were asked to confirm how important social media is to their jobs. The options provided were not important, less important, neutral, important and very important.

- Results**

The results are reflected in Table 3.12.

Table 3-12: Importance of social media for work

	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
		Not Important	59	45.7		
		Less Important	27	20.9		

How important are social media sites like Facebook, LinkedIn and Twitter to your job? +	129	Neutral	23	17.8	2.07	1.207
		Important	15	11.6		
		Very Important	5	3.9		

- **Analysis of the results**

The highest amount of responses 59 (45.7%) stated that social media is not important to their jobs. 27 said it was less important, 11.6% found it important and only 5 persons, 3.9% said that it was very important.

3.5.6 Work-related use of social media

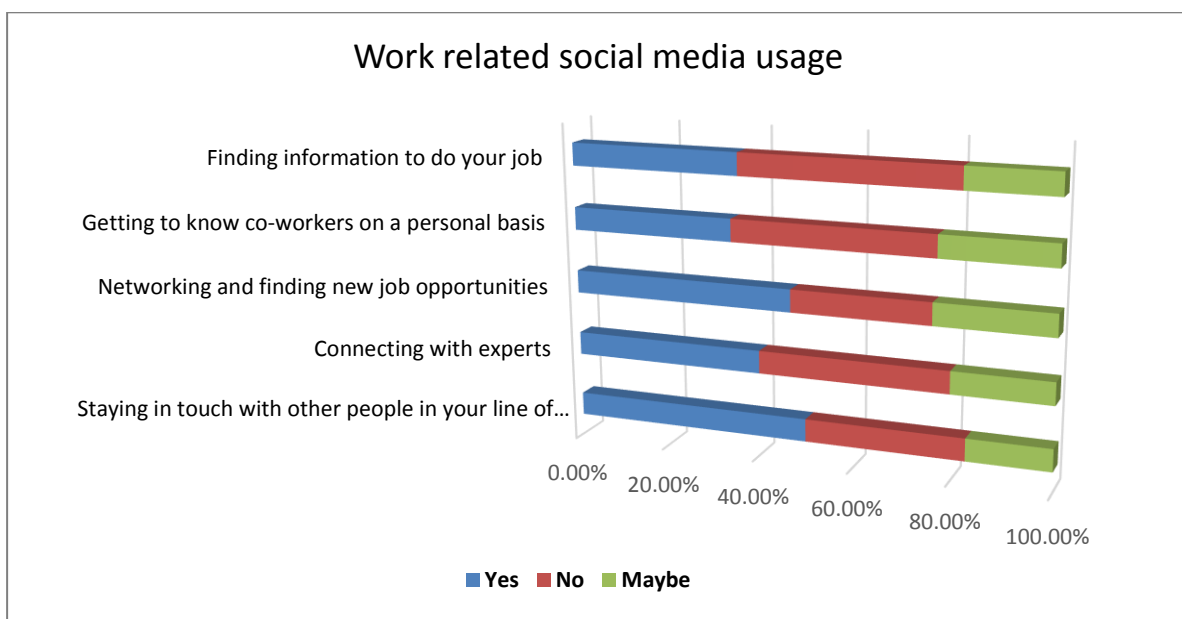
- **Purpose of question**

Purpose of the question is to find out what respondents think social media are supposed to be used for a work. They were asked to reply yes, no or maybe to five different statements.

- **Results**

The results are reflected in Figure 3.5 below.

Figure 3-5: Work related social media usage



- **Analysis of results**

The statements which received the highest amounts of yes answers were a) Staying in touch with other people in your line of work 50% b) networking and finding new job opportunities (46.9%) c) connecting with experts (40.2%). The Highest amount for no replies at 45.35% were for finding information to do their jobs followed by getting to know co-workers on a personal basis at 42.2%.

3.5.7 Effect of social media usage on job performance

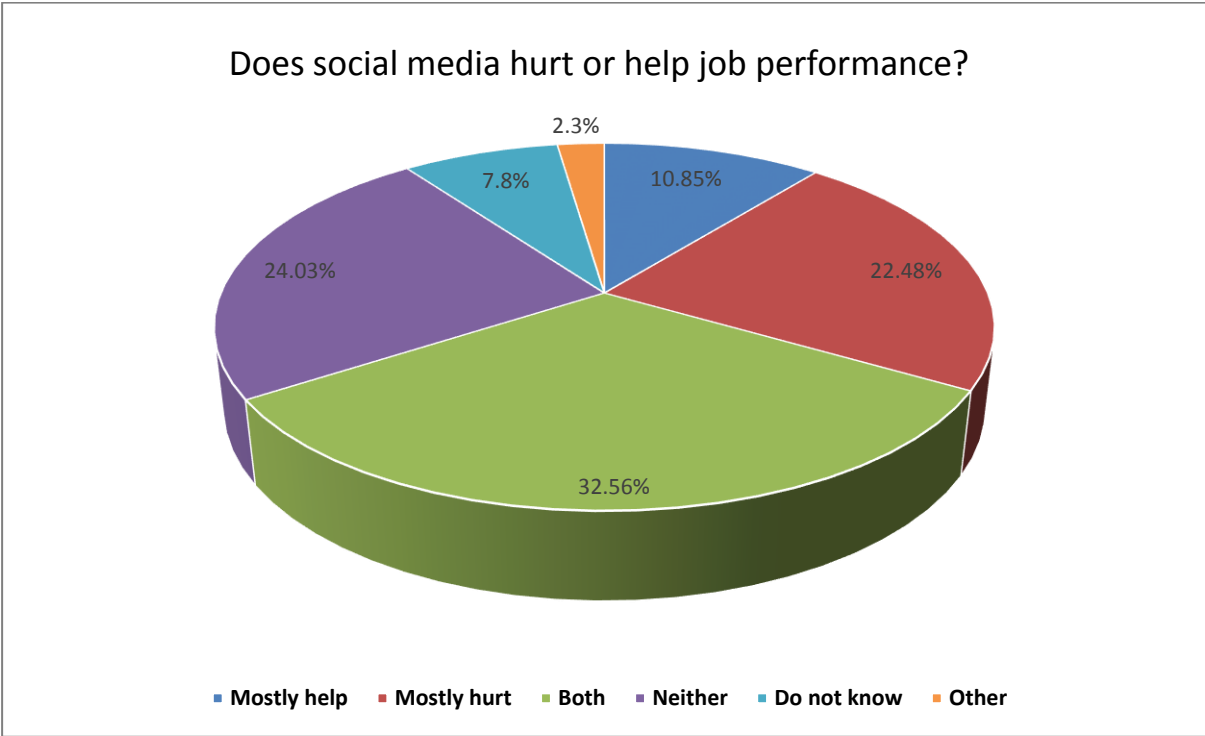
- **Purpose of question**

Respondents were asked to confirm whether they thought using social media at work either hurt or helped with their job performance. Six options were provided to the respondents to choose from namely, mostly help, mostly hurt, both, neither, do not know and other.

- **Results**

The results of this question are shown below in Figure 3.6.

Figure 3-6: Does social media hurt or help job performance?



- **Analysis of the results**

Most of the respondents 42, being 32.56% of the population felt that both were the correct answer followed by 24.03% (31 respondents) that chose the option neither. Third highest response were 29 respondents (22.48%) with the option mostly hurt. Only 10.85% chose mostly help.

3.5.8 How did using social media affect respondents at work?

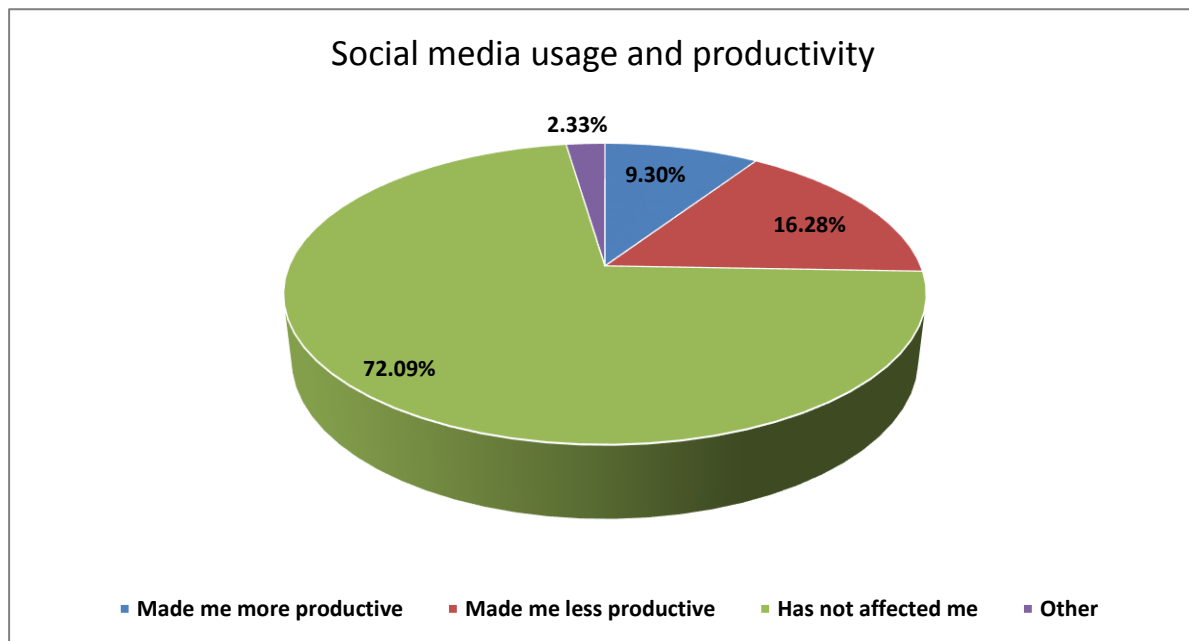
- **Purpose of question**

Purpose of this question was to determine if the respondents felt that using social media made them more or less productive.

- **Results**

The results are displayed in Figure 3.7 below.

Figure 3-7: Social media and productivity



- **Analysis of results**

The majority of respondents 93 at 72.1% said that it has not affected them at all. Second highest 21 at 16.3% said it made them less productive. 12 of the respondents (9.3%) said it made them more productive. Other had the smallest amount of responses.

3.5.9 Amount of co-workers as Facebook friends

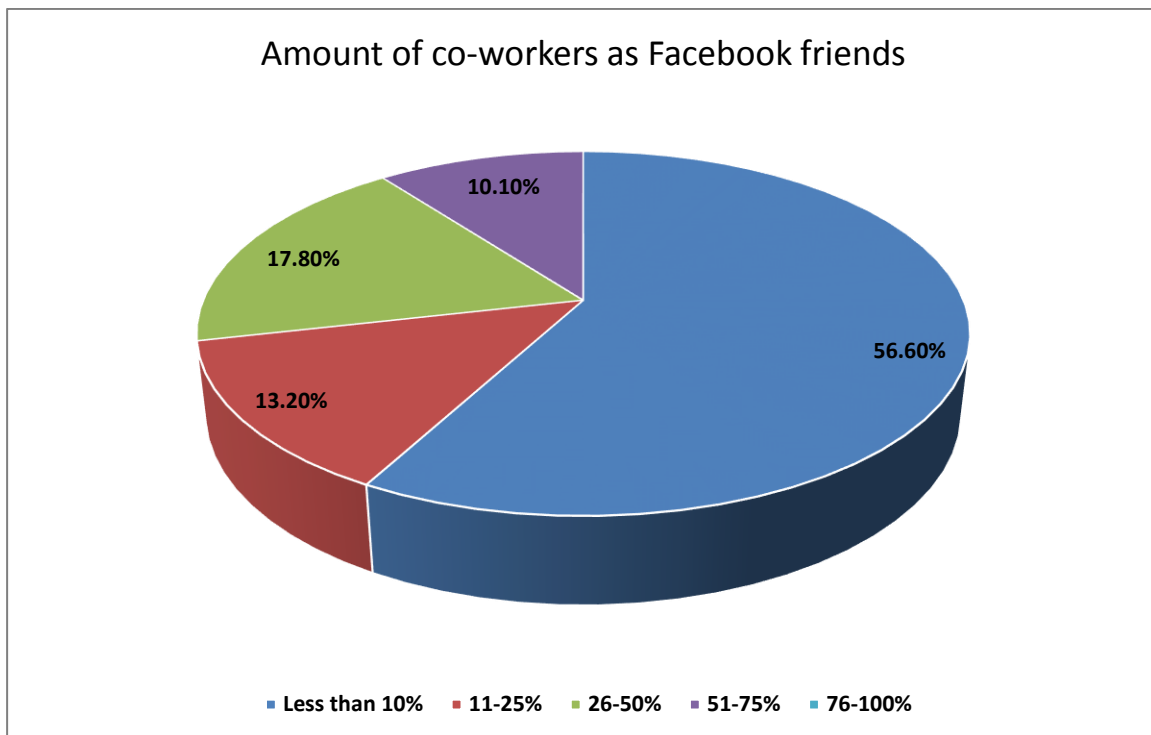
- **Purpose of question**

Respondents were asked how many of their Facebook friends their co-workers are also.

- **Results**

The results of this question are depicted in Figure 3.8 below.

Figure 3-8: Co-workers as Facebook friends



- **Analysis of the results**

Majority of respondent (56.60%) said that less than 10% of their Facebook friends are co-workers. Of the respondents 23 said 26 to 50% of their Facebook friends are co-workers, 17 respondents said that 11 to 25 % co-workers are Facebook friends and only 3 respondents said between 75 to 100% of their Facebook friends are also co-workers.

3.5.10 Reasons for accessing social media sites at work

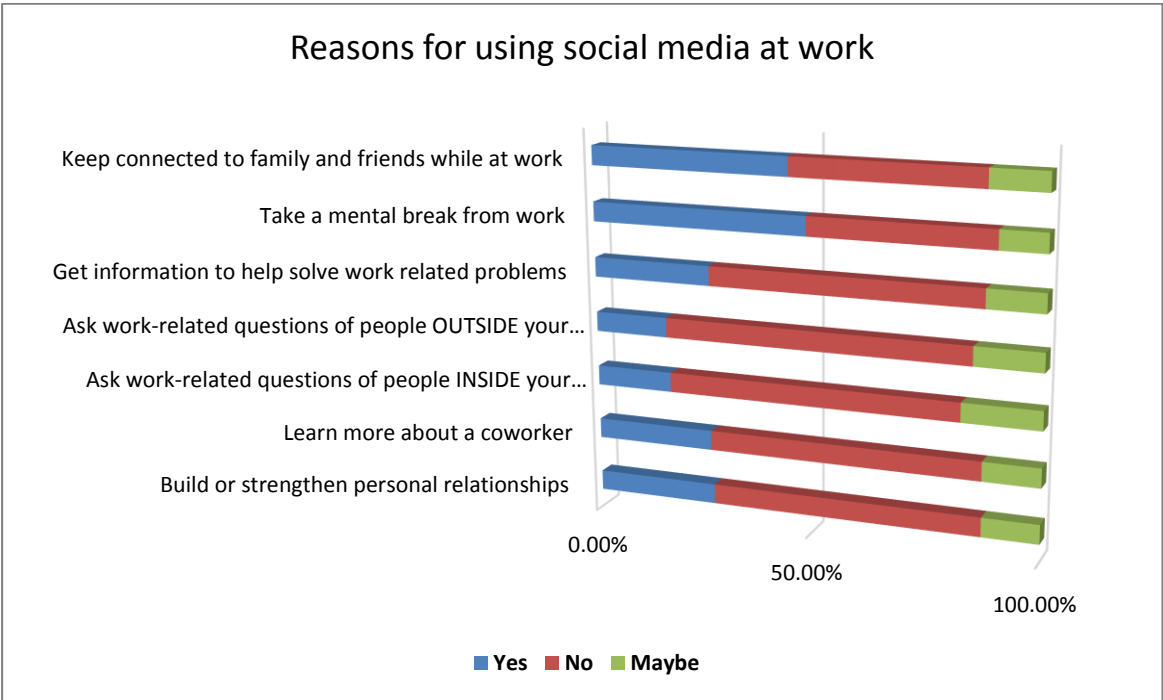
- **Purpose of question**

The respondents were asked possible reasons for accessing social media at the office. Seven possible scenarios were provided with the possible answers to choose from yes, no and maybe.

- **Results**

The combined results are displayed in Figure 3.9 below.

Figure 3-9: Reasons for social media usage at work



- **Analysis of the results**

The highest amount of yes answers were for taking a mental break from work with 62 respondents (48.8%) while the no answers to the same question were 52 (40.9%). 57 of respondents replied yes to keeping connected to family and friends while at work (44.9%). Majority and 54 respondents (42.5%) replied no to this question. Highest amount of no responses 87, were to the question about asking work-related questions of people outside their organization, followed by 83 respondents replying no to asking work related questions inside the organization.

3.5.11 Social media and opinions regarding co-workers

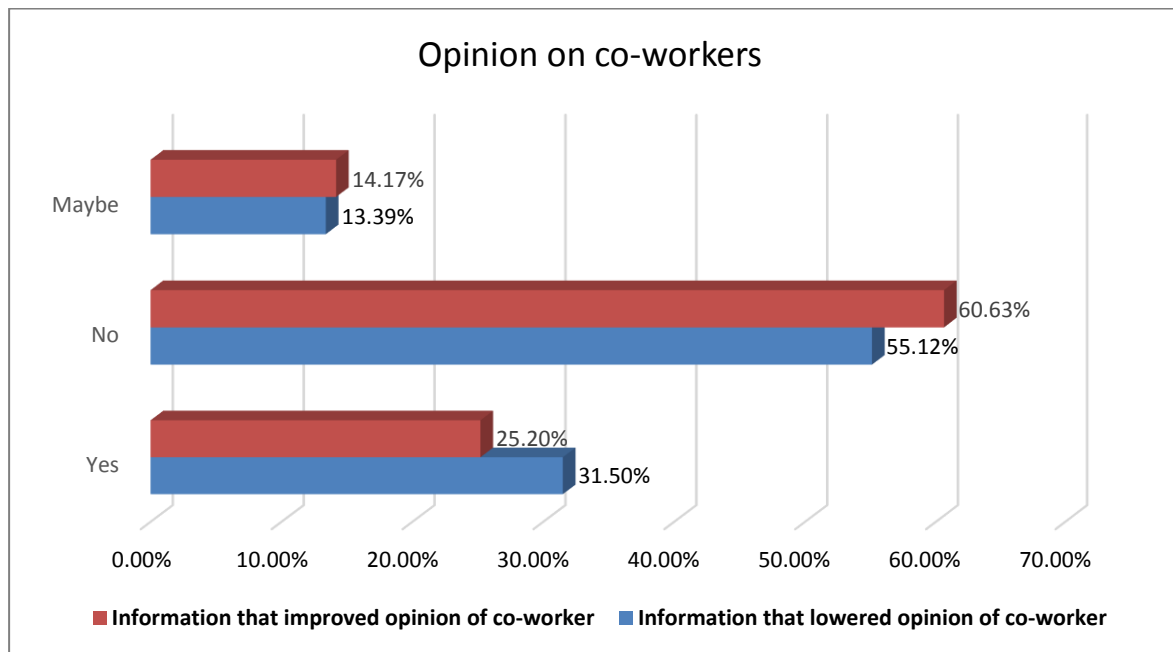
- **Purpose of question**

Respondents were asked if they have seen information on social media that either lowered or improved their opinions of a co-worker.

- **Results**

Results are shown in Figure 3.10 below.

Figure 3-10: Opinions of co-workers



- **Analysis of the results**

Majority of the respondents replied no to both these questions, 70 said no as far as lowering the opinion of co-workers and 77 said no to improving their opinion of co-workers. 40 respondents (31.5%) said yes to finding information on social media that lowered their opinion of a co-worker and 32 (25.2%) said yes to improving opinions.

3.5.12 Do technologies such as smartphones, internet and social media increase time spent working?

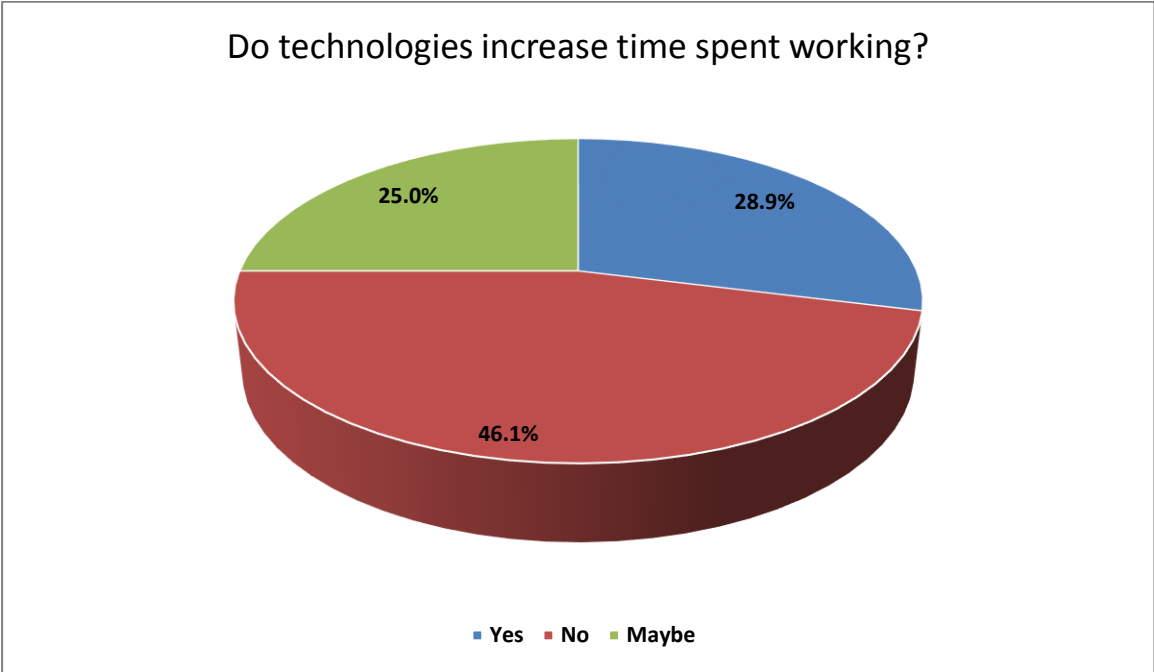
- **Purpose of the questions**

Respondents were asked to give their opinion on whether these technologies increased the time spend working. Options provided were yes, no and maybe.

- **Results**

The results are reflected in Figure 3.11 below.

Figure 3-11: Do technologies increase time spent working?



- **Analysis of the results**

Majority of respondents 59, being 46.1% of the respondents answered no to this question. 28.9% said yes and 32 respondents (25%) said maybe.

Do technologies like internet, social media and smartphones increase the flexibility of amount of time spent working?

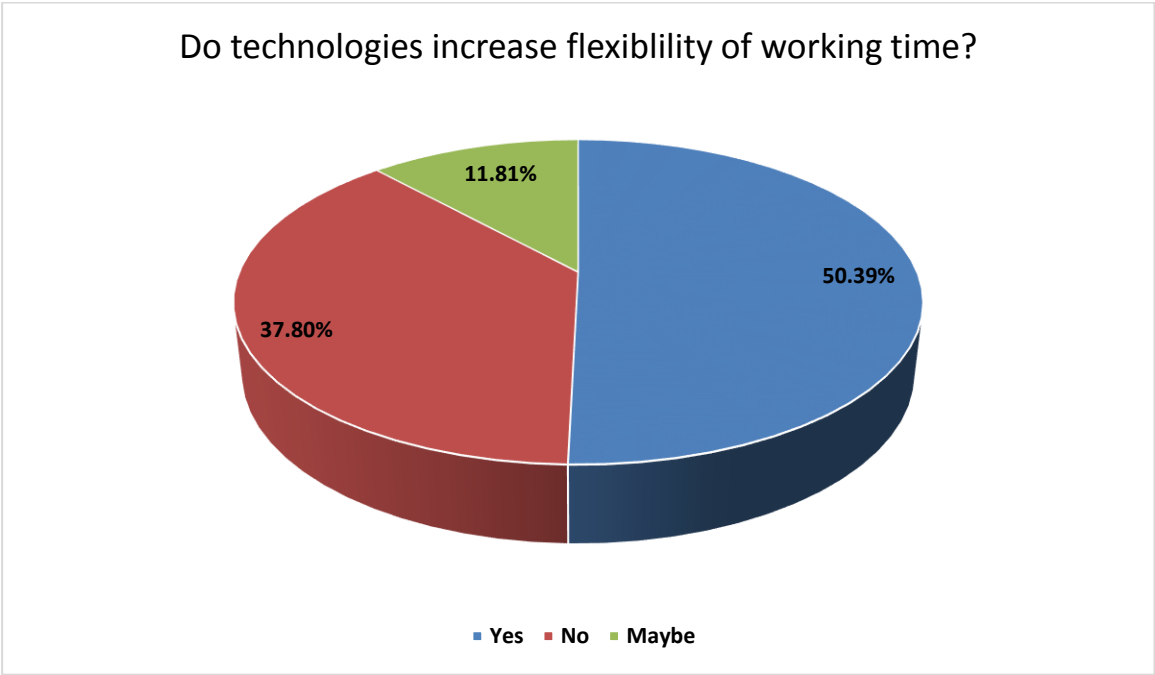
- **Purpose of questions**

Purpose of the question is to determine if these technologies increase flexibility in time spent working. Options provided were yes, no and maybe.

- **Results**

The results are depicted in Figure 3.12 below.

Figure 3-12: Impact on work flexibility



- **Analysis of the results**

Amount of respondents that replied yes to the question were 50.39% (64 respondents) whilst 37.8% replied no and only 15 respondents (11.81%) said maybe.

Do access to technologies increase amount of people outside the organization respondents communicate with?

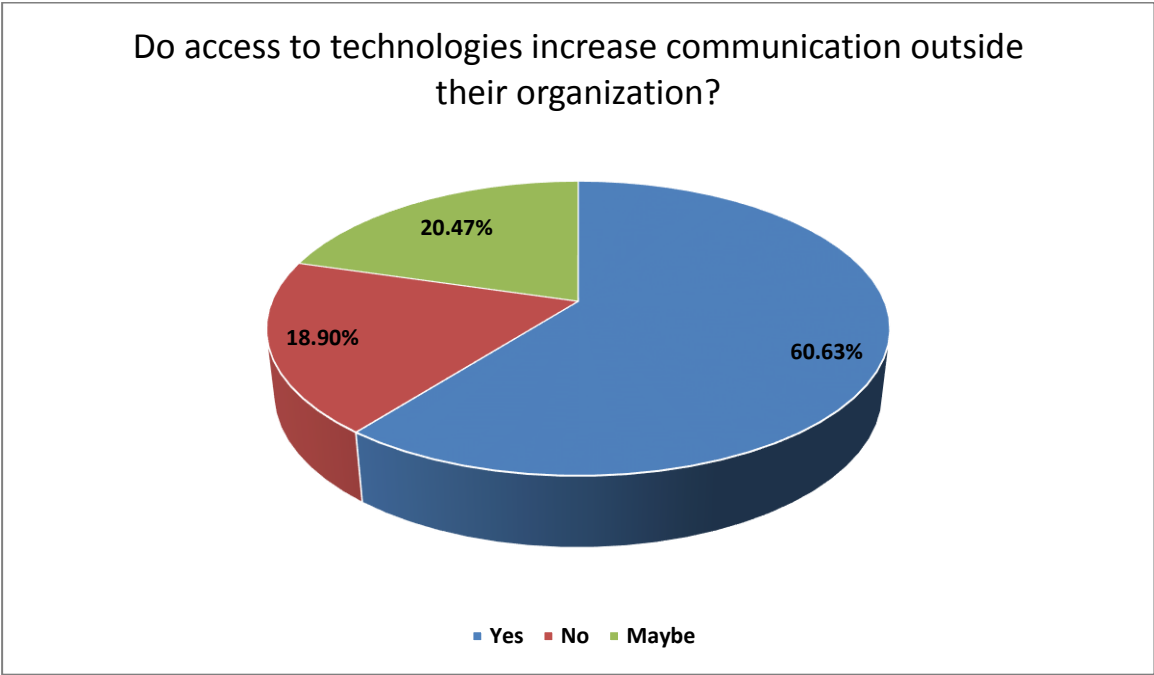
- **Purpose of the question**

Respondents were asked if access to technologies increased the amount of people outside their organization that they communicate with.

- **Results**

The results are reflected in Figure 3.13 below.

Figure 3-13: Access to technologies outside organization



- **Analysis of the results**

The yes responses are significantly higher than the other answers with 77 respondents 60.63%, followed by 20.47% that answered maybe. The smallest amount of replies were no at 18.90%.

3.5.13 Company loyalty

- **Purpose of question**

Respondents were given 10 statements regarding company loyalty to rate according to a scale with five options from strongly disagree to strongly agree.

- **Results**

Results are shown in Table 3.13

Table 3-13: Company Loyalty

	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
		Strongly Disagree	6	4.7		
		Disagree	11	8.7		

I feel loyal to my organization	126	Neither agree nor Disagree	23	18.1	4.03	1.221
		Agree	20	15.7		
		Strongly Agree	67	52.8		
I share a lot of the values of my company		Strongly Disagree	5	4.0	3.80	1.239
		Disagree	16	12.7		
		Neither agree nor Disagree	33	26.2		
		Agree	17	13.5		
		Strongly Agree	55	43.7		
I DO NOT have an emotional connection to the company.	125	Strongly Disagree	13	10.4	2.85	1.205
		Disagree	41	32.8		
		Neither agree nor Disagree	44	35.2		
		Agree	6	4.8		
		Strongly Agree	21	16.8		
I am proud to work for my company	126	Strongly Disagree	5	4.0	4.10	1.179
		Disagree	9	7.1		
		Neither agree nor Disagree	24	19.0		
		Agree	18	14.3		
		Strongly Agree	70	55.6		
I DO NOT feel a strong sense of belonging in my company.	127	Strongly Disagree	25	19.7	2.50	1.154
		Disagree	45	35.4		
		Neither agree nor Disagree	38	29.9		
		Agree	7	5.5		
		Strongly Agree	12	9.4		
		Strongly Disagree	11	8.7		

		Disagree	32	25.4		
I could easily become as attached to another company as my current one.	126	Neither agree nor Disagree	36	28.6	3.25	1.355
		Agree	9	7.1		
		Strongly Agree	38	30.2		
I DO NOT feel like "part of the family" at my current company	127	Strongly Disagree	28	22.0	2.41	1.150
		Disagree	47	37.0		
		Neither agree nor Disagree	36	28.3		
		Agree	4	3.1		
		Strongly Agree	12	9.4		
The company I work for has great personal meaning to me	127	Strongly Disagree	7	5.5	3.59	1.237
		Disagree	17	13.4		
		Neither agree nor Disagree	40	31.5		
		Agree	20	15.7		
		Strongly Agree	43	33.9		
I would be happy to spend the rest of my career at this company.		Strongly Disagree	7	5.5	3.66	1.190
		Disagree	10	7.9		
		Neither agree nor Disagree	46	36.2		
		Agree	20	15.7		
		Strongly Agree	44	34.6		
The most important things that happen to me in my life involves my current job.		Strongly Disagree	5	3.9	3.33	1.228
		Disagree	31	24.4		
		Neither agree nor Disagree	43	33.9		
		Agree	13	10.2		

		Strongly Agree	35	27.6		
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- **Analysis of the results**

The positive statements regarding company loyalty were mostly strongly agreed with whilst the negative statements were mostly disagreed with.

3.5.14 Job satisfaction

- **Purpose of question**

Respondents were given eight statements

- **Results**

The results of this question are shown in Table 3.14 below.

Table 3-14: Job satisfaction

	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
Most of my interests are related to my job	128	Strongly Disagree	9	7.0	3.22	1.298
		Disagree	35	27.3		
		Neither agree nor Disagree	37	28.9		
		Agree	13	10.2		
		Strongly Agree	34	26.6		
I mostly feel detached from my job	128	Strongly Disagree	22	17.3	2.54	1.180
		Disagree	49	38.6		
		Neither agree nor Disagree	36	28.3		
		Agree	5	3.9		
		Strongly Agree	15	11.8		
I am personally very involved in my job	128	Strongly Disagree	5	3.9	3.85	1.243
		Disagree	15	11.7		
		Neither agree nor Disagree	34	26.6		

		Agree	14	10.9		
		Strongly Agree	60	46.9		
My job is only a small part of who I am.	128	Strongly Disagree	5	3.9	3.33	1.273
		Disagree	36	28.3		
		Neither agree nor Disagree	35	27.6		
		Agree	14	11.0		
		Strongly Agree	37	29.1		
I have strong ties to my job which will be hard to break	127	Strongly Disagree	6	4.7	3.43	1.301
		Disagree	31	24.4		
		Neither agree nor Disagree	34	26.8		
		Agree	14	11.0		
		Strongly Agree	42	33.1		
Most of my personal goals are job related.	128	Strongly Disagree	3	2.3	3.52	1.273
		Disagree	33	25.8		
		Neither agree nor Disagree	32	25.0		
		Agree	15	11.7		
		Strongly Agree	45	35.2		
The most important things that happens to me involves my job.	127	Strongly Disagree	8	6.3	3.15	1.240
		Disagree	35	27.8		
		Neither agree nor Disagree	42	33.3		
		Agree	12	9.5		
		Strongly Agree	29	23.0		
		Strongly Disagree	14	10.9		
		Disagree	39	30.5		

I feel my job are central to my existence.	127	Neither agree nor Disagree	38	29.7	2.95	1.257
		Agree	14	10.9		
		Strongly Agree	23	18.0		

- **Analysis of the results**

The highest amount of strongly agree responses were for the statement ‘I am personally very involved with my job’ with 60 people choosing it and only 5 persons choosing strongly disagree. The option of “neither agree nor disagree” was chosen very consistently with all statements receiving between 32 and 42 of these responses.

“Most of my personal goals are job related” was the second highest scoring statement with 45 strongly agree chosen and thirdly “I have strong ties with my job which will be hard to break” with 42 strongly agree.

3.6 EMOTIONAL AND SOCIAL REACTIVITY

3.6.1 Effect of social media on relationships

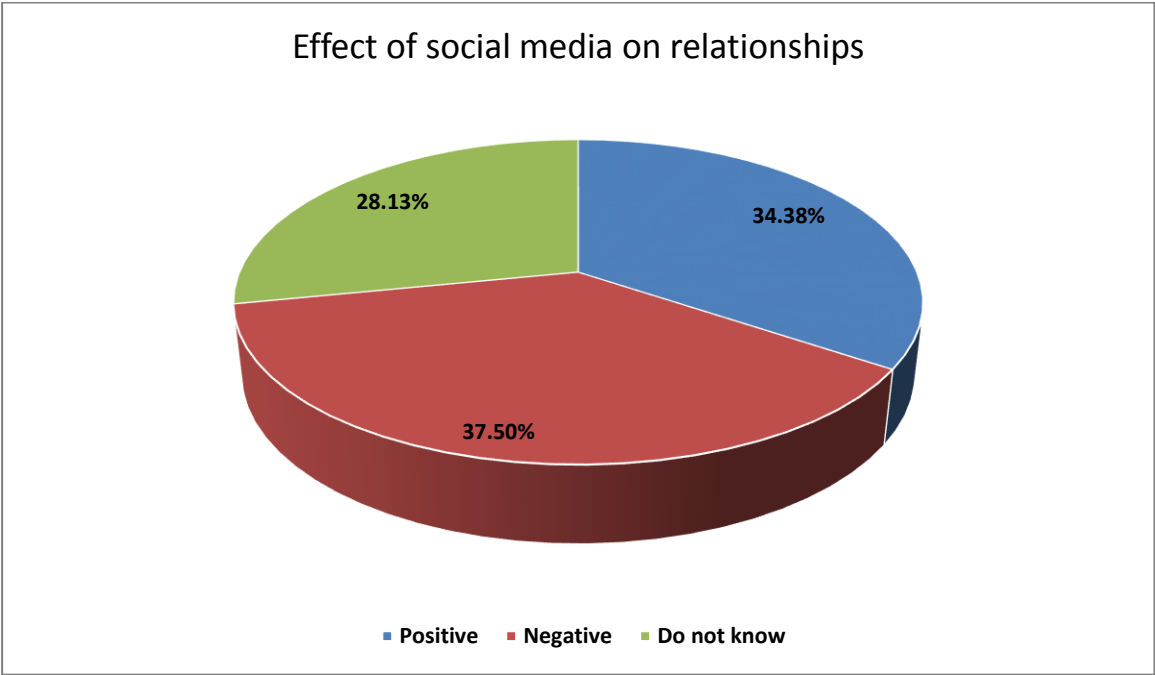
- **Purpose of question**

Respondents were asked what effect they thought social media had on relationships. The following three options were provided: positive, negative and do not know.

- **Results**

The results are reflected in Figure 3.14.

Figure 3-14: Effect of social media on relationships



- Analysis of the results**

The majority of responses 48 (37.5%) was negative, 34.38% replied positively (44 respondents) and only 36 respondents (28.13%) did not know.

3.6.2 Impact of social media on relationships

- Purpose of the question**

Respondents was given 8 statements regarding social media and relationships and asked to confirm all that are applicable.

- Results**

The results of this question are reflected below in Table 3.15.

Table 3-15: Social media and relationships

	<u>Frequency</u>	<u>Percentage</u>
There is a lack of privacy, that can cause complications	19	14.6%
Spending too much time on social media can interfere with real life relationships	27	20.8%

It is more important to take the perfect selfie or photo than to actually enjoy the moment with others.	9	6.9%
It can give cause for jealousy and anxiety.	19	14.6%
Constant access to social media on mobile devices interfere with our ability to connect to others	16	12.3%
Facebook can make new relationships more accessible.	17	13.1%
It can allow you integrate with your partners' social network.	11	8.5%
None of the above	3	2.3%

- **Analysis of the results**

None of the above options had very high responses, highest response were 27 respondents, 20.8% of respondents for the statement “Spending too much time on social media can interfere with real life relationships”. “There is a lack of privacy that can cause complications” and “it can give cause for jealousy and anxiety” had the second highest responses with 19 responses each, being 14.6%. These does not seem to be a very significant issue in using social media.

3.6.3 Social media usage

- **Purpose of question**

Respondents were given six statements regarding using social media sites. They were asked to choose all applicable.

- **Results**

Results are shown below in Table 3.16

Table 3-16: Social media usage

<u>Respondents</u>	<u>Frequency</u>	<u>Percentage</u>
Felt pressured to only post things that makes you look good to others.	7	5.4%
Experienced drama among friends on social media	15	11.5%

Felt negative about your own life after you saw about others' lives on social media sites.	9	6.9%
Felt pressured to make comments that will be popular and get "likes"	4	3.1%
Had someone post things about you that you could not control	7	5.4%
None of the above	14	10.8%

- **Analysis of the results**

Responses to these statements were relatively low, the highest amount of responses were for the statement “Experienced drama among friends on social media” with only 15 responses (11.5%). Second highest were “none of the above” with 14 responses. Lowest response were 4 responses (3.1%) for “Felt pressured to make comments that will be popular and get "likes".’

3.6.4 Effect of using social media on respondents

- **Purpose of questions**

Respondents were given two question with eight possible options, and were asked to choose all applicable

- **Results**

The results are shown in Table 3.17 below.

Table 3-17: Effect of using social media

<u>Using social media made respondents feel...</u>	<u>Frequency</u>	<u>Percentage</u>
Less shy	5	3.8
More outgoing	9	6.9
More sympathetic towards others	11	8.5
More confident	9	6.9
More popular	3	2.3
Sense of belonging	6	4.6

Fear of being left out	4	3.1
Low self-esteem	2	1.5
Suicidal	0	0
Depressed	3	2.3
Loneliness	2	1.5
Anxiety	1	0.8
Distressed	1	0.8
None of the above	30	23.1

- **Analysis of the results**

Highest responses were 30 (23.1%) with none of the above. Rest of responses were mostly insignificant with highest responses at 11 for “More sympathetic towards others”.

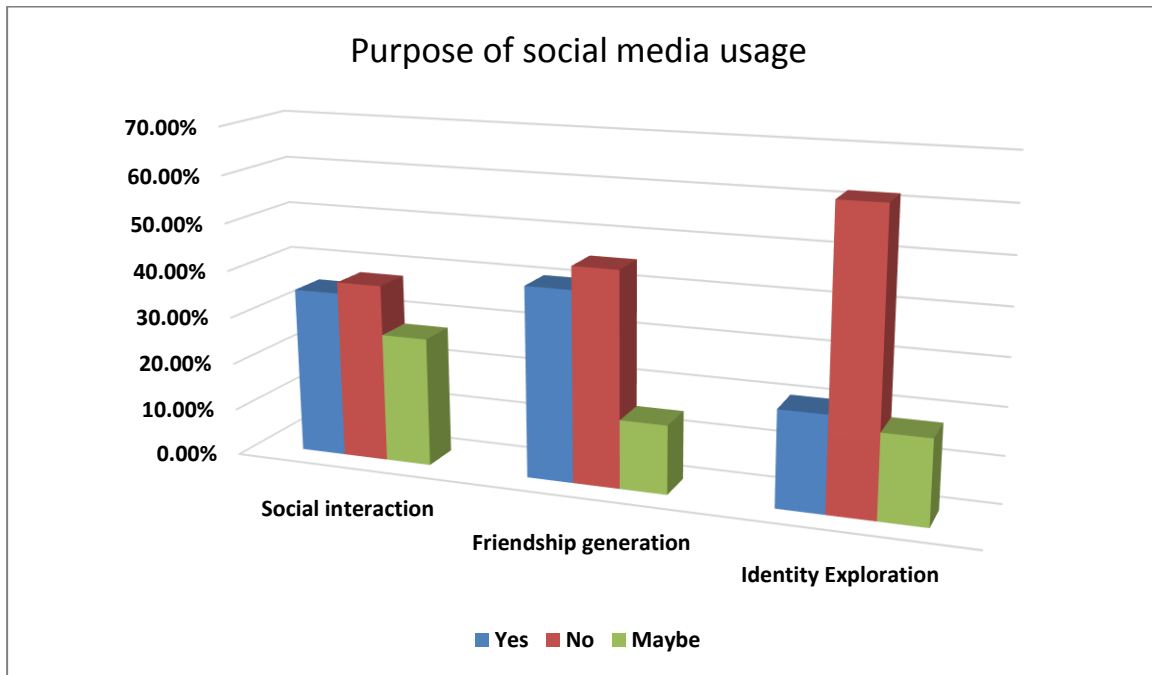
3.6.5 Social media usage purpose

- **Purpose of the question**

Respondents were asked if they felt social media usage fulfilled their desire for the following three aspects: social interaction, friendship generation and identity exploration. The options provided were yes, no and maybe

- **Results**

Figure 3-15: Purpose of social media



- **Analysis of the results**

Highest amount of yes responses were for friendship generation with 50 responses, 40.3% of respondents. Second highest yes response were for social interaction with 35.2% of the responses. Highest no responses are for identity exploration with 61.8% (76 responses).

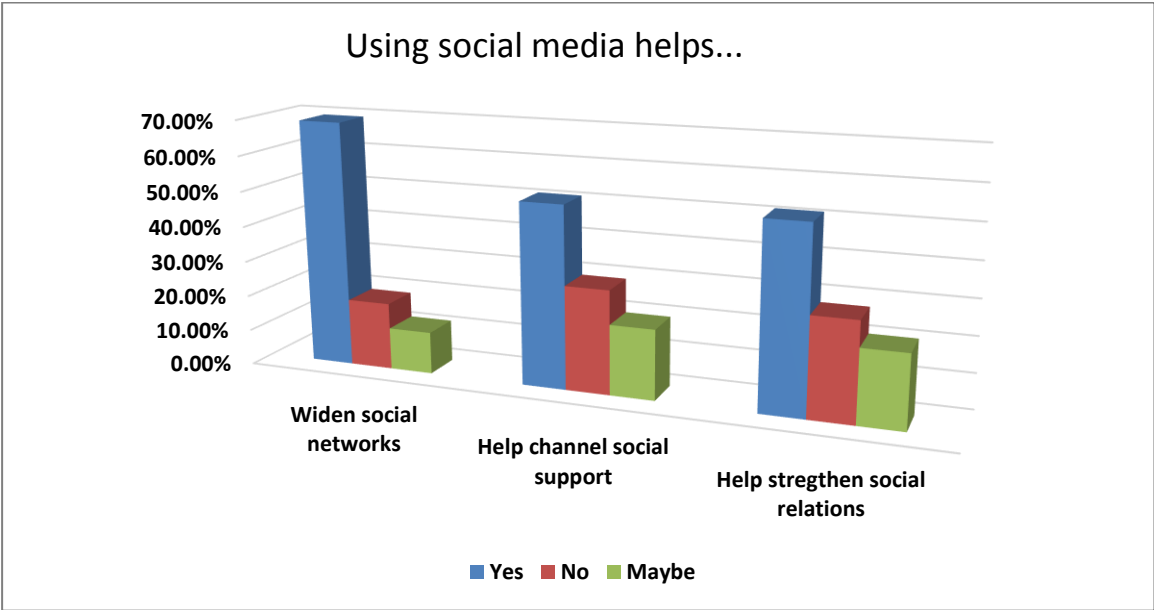
- **Purpose of question**

Respondents were given three statements regarding social media, three options provided were yes, no and maybe.

- **Results**

Results are shown in Figure 3.17.

Figure 3-16: Uses for social media



- **Analysis of the results**

Highest amount of yes answers were for the statement to widen social networks with 88 responses, being 69.3% of participants and the lowest no answers with 18.9% with 24 answers. Both the other two statements had 51% yes responses and no responses between 27 and 29 percent.

3.6.6 Respondent’s reaction to posts on social media

- **Purpose of questions**

The respondents were asked how they react when someone on Facebook or social media posts either something negatively and positively.

- **Results**

Table 3-17: Respondents reaction to Facebook posts

	N		Frequency	Percentage
When someone posts something NEGATIVE on Facebook do you...?	127	Ignore it	92	72.4
		Reply negatively	4	3.1
		Reply positively	19	15.0

		Contact that person offline	12	9.4
When someone posts something POSITIVE on Facebook do you...?	128	Ignore it	42	32.8
		Reply negatively	4	3.1
		Reply positively	81	63.3
		Contact that person offline	1	0.8

- **Analysis of the results**

The majority of respondents 72.4% (92 respondents) said they ignore negative posts whilst the majority of respondents said they tend to reply positively to a positive post. In both cases the smallest amount of replies were 4 for replying negatively.

3.6.7 Physical symptoms due to accessing social media

- **Purpose of question**

Respondents were asked if they experienced physical symptoms due to spending extra time on social media. Ten options were provided with instruction to choose all applicable.

- **Analysis of the results**

The results of this question were very insignificant. Highest answer were 23 for None of the above and none of the other options received more than 7 responses, being 5.5% of the population.

3.6.8 Emotional wellness

- **Purpose of question**

Two questions, the first with ten statements and the second one with eight statements regarding emotional wellness were given to the respondents with four options per statements to choose from namely: rarely, sometimes, often and very often.

- **Results**

The results are reflected in Table 3.18 and 3.19 below.

Table 3-18: Emotional wellness I

<u>EMOTIONAL WELLNESS</u>	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
I have a sense of fun and am able to laugh at some of the situations I find myself in	128	Rarely	6	4.7	2.90	0.859
		Sometimes	36	28.1		
		Often	51	39.8		
		Very Often	35	27.3		
I have a positive self-image	128	Rarely	4	3.1	2.96	0.798
		Sometimes	31	24.2		
		Often	59	46.1		
		Very Often	34	26.6		
I can speak up for my needs	128	Rarely	7	5.5	2.89	0.872
		Sometimes	35	27.3		
		Often	51	39.8		
		Very Often	35	27.3		
I can effectively express both my positive and negative emotions	128	Rarely	11	8.6	2.83	0.870
		Sometimes	28	21.9		
		Often	61	47.7		
		Very Often	28	21.9		
I don't judge others based on my expectations of them	128	Rarely	16	12.5	2.49	0.896
		Sometimes	52	40.6		
		Often	41	32.0		
		Very Often	19	14.8		
I generally face problems directly	129	Rarely	6	4.7	2.87	0.797
		Sometimes	32	25.0		

		Often	63	49.2		
		Very Often	27	21.1		
I am generally optimistic about myself and the future	128	Rarely	3	2.3	2.98	0.768
		Sometimes	30	23.4		
		Often	62	48.4		
		Very Often	33	25.8		
I do not hold grudges	127	Rarely	28	22.0	2.33	0.984
		Sometimes	48	37.8		
		Often	32	25.2		
		Very Often	19	15.0		
I cope with change effectively	128	Rarely	11	8.6	2.79	0.911
		Sometimes	36	28.1		
		Often	50	39.1		
		Very Often	31	24.2		
I have several people in my life that I can count on for support	128	Rarely	3	2.3	3.17	0.824
		Sometimes	25	19.5		
		Often	47	36.7		
		Very Often	53	41.4		

- **Analysis of the results**

For all options the highest chosen options were either very often or often and the smallest amounts of responses in each case were rarely.

- **Results**

Table 3-19: Emotional wellness II

<u>EMOTIONAL WELLNESS</u>	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
I refuse to allow regrets and disappointments cloud "today"	128	Rarely	10	7.8	2.76	0.830
		Sometimes	33	25.8		
		Often	63	49.2		
		Very Often	22	17.2		
I tend to think rationally and optimistically	128	Rarely	6	4.7	2.88	0.800
		Sometimes	31	24.2		
		Often	63	49.2		
		Very Often	28	21.9		
I feel a great sense of control over my emotions, thoughts and feelings	128	Rarely	5	3.9	2.80	0.842
		Sometimes	45	35.2		
		Often	48	37.5		
		Very Often	30	23.4		
I feel more gratitude on how my life is now rather than focus on what's lacking	128	Rarely	5	3.9	2.76	0.771
		Sometimes	42	32.8		
		Often	60	46.9		
		Very Often	21	16.4		
I feel a strong sense of connection with others and do not feel isolated	128	Rarely	7	5.5	2.77	0.818
		Sometimes	40	31.3		
		Often	57	44.5		
		Very Often	24	18.8		
I can forgive others for not living up to my expectations	129	Rarely	9	7.0	2.66	0.837
		Sometimes	47	36.7		

		Often	51	39.8		
		Very Often	21	16.4		
I have a healthy sense of humour and can laugh at life's imperfections	128	Rarely	5	3.9	2.98	0.860
		Sometimes	33	25.8		
		Often	49	38.3		
		Very Often	41	32.0		
I feel satisfied with who I am and where I am in my life	128	Rarely	7	5.5	2.85	0.906
		Sometimes	42	32.8		
		Often	42	32.8		
		Very Often	37	28.9		

- **Analysis of the results**

For all options the highest chosen options were either very often or often and the smallest amounts of responses in each case were rarely.

3.6.9 Intellectual wellness

- **Purpose of question**

Seven statements regarding Intellectual wellness were given to the respondents with five possible answers to choose from. Options provided were strongly disagree, disagree, neither agree or disagree, agree and strongly agree.

- **Results**

Table 3-20: Intellectual wellness

<u>INTELLECTUAL WELLNESS</u>	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
I am becoming a critical thinker	128	Strongly Disagree	1	0.8	3.60	0.899
		Disagree	15	11.7		
		Neither agree nor Disagree	36	28.1		
		Agree	58	45.3		
		Strongly Agree	18	14.1		
		Strongly Disagree	2	1.6		
		Disagree	9	7.0		

I am becoming aware of who I am and what I value	128	Neither agree nor Disagree	31	24.2	3.78	0.913
		Agree	59	46.1		
		Strongly Agree	27	21.1		
I am exposing myself to new ideas, people, and beliefs that are different from my own	128	Strongly Disagree	2	1.6	3.84	0.909
		Disagree	9	7.0		
		Neither agree nor Disagree	25	19.5		
		Agree	63	49.2		
I am developing of my own ideas, views, and opinions	128	Strongly Agree	29	22.7	3.90	0.868
		Strongly Disagree	1	0.8		
		Disagree	7	5.5		
		Neither agree nor Disagree	28	21.9		
		Agree	60	46.9		
I am developing good study skills and/or time management	128	Strongly Agree	32	25.0	3.73	0.986
		Strongly Disagree	3	2.3		
		Disagree	11	8.6		
		Neither agree nor Disagree	33	25.8		
		Agree	52	40.6		
I am confident in my ability to find solutions to my problems	128	Strongly Agree	29	22.7	3.81	0.970
		Strongly Disagree	4	3.1		
		Disagree	7	5.5		
		Neither agree nor Disagree	29	22.7		
		Agree	57	44.5		
I am able to resolve conflicts peacefully.	128	Strongly Agree	31	24.2	3.73	0.911
		Strongly Disagree	1	0.8		
		Disagree	12	9.4		
		Neither agree nor Disagree	33	25.8		
		Agree	57	44.5		
		Strongly Agree	25	19.5		

- **Analysis of the results**

For all options the highest chosen options were either agree or strongly agree and the smallest amounts of responses in each case were strongly disagree.

3.6.10 Social wellness

- **Purpose of the question**

Respondents were given seven statements regarding social wellness. Five options available were from strongly disagree to strongly agree.

- **Results**

Results are shown in Table 3.21 below.

Table 3-21: Social wellness I

<u>SOCIAL WELLNESS</u>	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
		Strongly Disagree	0	0		
		Disagree	13	14.1		

I feel comfortable communicating face-to-face with others	128	Neither agree nor Disagree	18	53.9	3.88	0.869
		Agree	69	21.9		
		Strongly Agree	28	10.2		
I rarely feel lonely	128	Strongly Disagree	4	3.1	3.45	1.071
		Disagree	25	19.5		
		Neither agree nor Disagree	28	21.9		
		Agree	51	39.8		
		Strongly Agree	20	15.6		
		Strongly Disagree	1	0.8		
I have a strong social network	128	Disagree	24	18.8	3.52	0.980
		Neither agree nor Disagree	29	22.7		
		Agree	56	43.8		
		Strongly Agree	18	14.1		
		Strongly Disagree	12	9.4		
		Disagree	19	14.8		
I have at least one close friend whom I trust and can confide in.	128	Neither agree nor Disagree	48	37.5	4.05	0.955
		Agree	49	38.3		
		Strongly Agree	12	9.4		
I feel supported by my family	128	Strongly Disagree	4	3.1	3.91	1.061
		Disagree	12	9.4		
		Neither agree nor Disagree	18	14.1		
		Agree	52	40.6		
		Strongly Agree	42	32.8		
		Strongly Disagree	3	2.3		
I feel I am a person people like to be around	128	Disagree	12	9.4	3.62	0.997
		Neither agree nor Disagree	43	33.6		
		Agree	43	33.6		
		Strongly Agree	27	21.1		
		Strongly Disagree	2	1.6		
		Disagree	20	15.6		
I feel a sense of belonging in the community	128	Neither agree nor Disagree	43	33.6	3.48	1.004
		Agree	41	32.0		
		Strongly Agree	22	17.2		

- **Analysis of the results**

For all options the highest chosen options were agree and the smallest amounts of responses in each case were strongly disagree.

3.6.11 Career wellness

- **Purpose of the question**

Respondents were asked to rate five statements regarding career wellness.

- **Results**

The results of this question is reflected in Table 3.22 below.

Table 3-22: Social wellness II

<u>SOCIAL WELLNESS</u>	<u>N</u>		<u>Frequency</u>	<u>Percentage</u>	<u>Mean</u>	<u>Standard Deviation</u>
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I am able to balance my current job with the rest of my life	127	Strongly Disagree	4	3.1	3.54	1.014
		Disagree	19	15.0		
		Neither agree nor Disagree	27	21.3		
		Agree	59	46.5		
		Strongly Agree	18	14.2		
I feel my current job interferes with other aspects of my life	127	Strongly Disagree	12	9.5	2.85	1.125
		Disagree	45	35.7		
		Neither agree nor Disagree	28	22.2		
		Agree	32	25.4		
		Strongly Agree	9	7.1		
I feel that I work in a stressful environment	127	Strongly Disagree	3	2.4	3.57	1.065
		Disagree	20	15.7		
		Neither agree nor Disagree	32	25.2		
		Agree	45	35.4		
		Strongly Agree	27	21.3		
I see my career as a means to contribute to society	127	Strongly Disagree	6	4.7	3.28	0.983
		Disagree	18	14.2		
		Neither agree nor Disagree	49	38.6		
		Agree	42	33.1		
		Strongly Agree	12	9.4		
I am confident about my career decisions	127	Strongly Disagree	3	2.4	3.60	0.919
		Disagree	10	7.9		
		Neither agree nor Disagree	41	32.3		
		Agree	54	42.5		
		Strongly Agree	19	15.0		

- **Analysis of the results**

For all above statements the highest chosen options were constantly agree and the smallest amounts of responses in each case were for strongly disagree.

3.7 RELIABILITY OF MEASURING INSTRUMENT USED

In order to ensure that there is consistency between measuring instruments, the Cronbach Alpha coefficients were used. Cronbach Alpha coefficient is a measure used to measure internal consistency through calculating an average of all the split-half reliabilities for multiple-items scale items (Lotz & Van der Merwe, 2013:24). Nunnally and Bernstein (1994:265) stated that an acceptable Cronbach Alpha coefficient for reliability must be equal or higher than 0.7.

The Cronbach Alpha coefficient of variables of this study is indicated in Table 3.23 below.

Table 3-23: Reliability

<u>VARIABLES</u>	<u>CRONBACH APLHA COEFFICIENT</u>
Facebook Addiction	0.933

Company Loyalty	0.818
Job Satisfaction	0.828
Emotional Wellness I	0.856
Emotional Wellness II	0.881
Intellectual Wellness	0.887
Social Wellness	0.864
Career Wellness	0.623

The above results indicate the reliability of the measuring instrument as only one of the variables namely career wellness has a Cronbach Alpha coefficient below 0.7.

3.8 T-TESTS

Levene's test for equality of variances test is utilised to check that the variances are equal for all samples if the data came from non-normal distribution.

Table 3-24: Group statistics for T-Test

<u>Group Statistics</u>						
-		<u>N</u>	<u>Mean</u>	<u>Std. Deviation</u>	<u>Std. Error Mean</u>	<u>Effect size</u>
Frequency of use -Facebook	1	75	3.41	0.824	0.095	0.29
	2	52	3.12	1.022	0.142	
Facebook is part of my everyday activity	1	76	3.96	1.216	0.139	0.40
	2	53	3.40	1.419	0.195	
Facebook Addiction	1	75	2.0978	1.07423	0.12404	0.24
	2	53	1.8396	0.96130	0.13205	
Company Loyalty	1	73	3.5260	0.76956	0.09007	0.07
	2	53	3.5788	0.73833	0.10142	

Job Satisfaction	1	74	3.1752	0.85499	0.09939	0.28
	2	53	3.4151	0.82471	0.11328	
Emotional Wellness I	1	75	2.7973	0.60224	0.06954	0.07
	2	52	2.8382	0.50646	0.07023	
Emotional Wellness II	1	75	2.7467	0.64690	0.07470	0.22
	2	52	2.8918	0.56773	0.07873	
Intellectual Wellness	1	75	3.6971	0.76028	0.08779	0.26
	2	52	3.8956	0.61599	0.08542	
Social Wellness	1	75	3.6133	0.79809	0.09215	0.27
	2	52	3.8324	0.62605	0.08682	
Career Wellness	1	74	3.1135	0.68653	0.07981	0.30

The effect size indicates significant and practical differences between effect size and mean, with 0.2 being no practical significant visible difference (small), 0.5 being a practical visible difference (medium) and 0.8 being a significant difference (large). The above results indicate no real significant visible differences.

Table 3-25: Levene's Test for equality of Variance

-		<u>Levene's Test for Equality of Variances</u>		<u>t-test for Equality of Means</u>						
		<u>F</u>	<u>Sig.</u>	<u>t</u>	<u>df</u>	<u>Sig. (2-tailed)</u>	<u>Mean Difference</u>	<u>Std. Error Difference</u>	<u>95% Confidence Interval of the Difference</u>	
									<u>Lower</u>	<u>Upper</u>
Frequency of use - Facebook	Equal variances assumed	3.804	0.053	1.815	125	0.072	0.298	0.164	-0.027	0.623
	Equal variances not assumed			1.745	94.085	0.084	0.298	0.171	-0.041	0.637

	not assumed									
Facebook is part of my everyday activity	Equal variances assumed	5.947	0.016	2.420	127	0.017	0.564	0.233	0.103	1.026
	Equal variances not assumed			2.355	100.607	0.020	0.564	0.240	0.089	1.040
Facebook Addiction	Equal variances assumed	1.009	0.317	1.398	126	0.165	0.258	0.185	-0.107	0.624
	Equal variances not assumed			1.425	119.097	0.157	0.258	0.181	-0.101	0.617
Company Loyalty	Equal variances assumed	0.093	0.761	-0.386	124	0.700	-0.053	0.137	-0.323	0.218
	Equal variances not assumed			-0.389	114.800	0.698	-0.053	0.136	-0.321	0.216
Job Satisfaction	Equal variances assumed	0.100	0.752	-1.582	125	0.116	-0.240	0.152	-0.540	0.061
	Equal variances not assumed			-1.592	114.528	0.114	-0.240	0.151	-0.538	0.059
Emotional Wellness I	Equal variances assumed	3.749	0.055	-0.401	125	0.689	-0.041	0.1019	-0.243	0.161
	Equal variances not assumed			-0.414	120.317	0.680	-0.041	0.099	-0.237	0.155
Emotional Wellness II	Equal variances assumed	1.487	0.225	-1.306	125	0.194	-0.145	0.111	-0.365	0.078

	Equal variances not assumed			-1.338	118.158	0.184	-0.145	0.109	-0.360	0.069
Intellectual Wellness	Equal variances assumed	2.328	0.130	-1.560	125	0.121	-0.198	0.127	-0.450	0.053
	Equal variances not assumed			-1.620	121.903	0.108	-0.198	0.123	-0.441	0.044
Social Wellness	Equal variances assumed	5.478	0.021	-1.657	125	0.100	-0.219	0.1322	-0.481	0.0426
	Equal variances not assumed			-1.730	123.029	0.086	-0.219	0.126	-0.469	0.0315
Career Wellness	Equal variances assumed	0.476	0.492	-1.762	124	0.081	-0.206	0.117	-0.437	0.025
	Equal variances not assumed			-1.814	119.675	0.072	-0.206	0.113	-0.430	0.019

This test indicates if there is a significant statistical difference between the different means by looking at the equal variances not assumed p-value. If the p-value is smaller than 0.05 there is a significant statistical difference between the different means. As per Table 3.23 above all p-values are bigger than 0.05, so there are no real significant statistical differences between the means.

3.9 CORRELATIONS

Correlations were drawn between the variables: age, job level, education level, Facebook frequency, job satisfaction, company loyalty, emotional wellness, intellectual wellness, social wellness and career wellness and results are reflected in Table 3.26 below.

Table 3-26: Correlations

		<u>Age</u>	<u>Job Level</u>	<u>Education Level</u>	<u>Facebook</u>	<u>Facebook is part of my daily activities</u>	<u>Facebook Addiction</u>	<u>Company Loyalty</u>	<u>Job Satisfaction</u>	<u>Emotional Wellness I</u>	<u>Emotional Wellness II</u>	<u>Intellectual Wellness</u>	<u>Social Wellness</u>	<u>Career Wellness</u>
<u>Age</u>	Correlation Coefficient	1.00	0.35	0.08	-0.05	0.002	-0.204	0.184	0.060	0.029	0.089	0.094	0.134	0.129
	Sig. (2-tailed)		0.000	0.380	0.545	0.984	0.020	0.038	0.498	0.744	0.317	0.292	0.131	0.150
	N	130	124	122	128	130	129	127	128	128	128	128	128	127
<u>Job Level</u>	Correlation Coefficient	0.351	1.000	0.450	-0.127	-0.148	-0.354	0.277	0.302	0.064	0.118	0.211	0.130	0.233
	Sig. (2-tailed)	0.000		0.000	0.164	0.101	0.000	0.002	0.001	0.485	0.194	0.020	0.154	0.010
	N	124	124	118	122	124	123	122	123	122	122	122	122	121
<u>Education Level</u>	Correlation Coefficient	0.080	0.450	1.000	-0.171	-0.119	-0.172	0.154	0.221	-0.048	0.129	0.101	0.081	0.065
	Sig. (2-tailed)	0.380	0.000		0.062	0.193	0.059	0.093	0.015	0.604	0.161	0.273	0.379	0.483
	N	122	118	122	120	122	121	120	121	120	120	120	120	120
<u>Facebook</u>	Correlation Coefficient	-0.054	-0.127	-0.171	1.000	0.488	0.395	0.041	-0.079	0.140	0.032	0.050	0.148	0.026
	Sig. (2-tailed)	0.545	0.164	0.062		0.000	0.000	0.650	0.377	0.117	0.720	0.576	0.099	0.773
	N	128	122	120	128	128	127	125	126	126	126	126	126	125
<u>Facebook is part of my daily activities</u>	Correlation Coefficient	0.002	-0.148	-0.119	0.488	1.000	0.398	0.160	0.028	0.184	0.008	0.134	0.194	0.014
	Sig. (2-tailed)	0.984	0.101	0.193	0.000		0.000	0.073	0.753	0.037	0.927	0.133	0.028	0.875
	N	130	124	122	128	130	129	127	128	128	128	128	128	127
<u>Facebook</u>	Correlation Coefficient	-0.204	-0.354	-0.172	0.395	0.398	1.000	-0.202	-0.131	-0.251	-0.361	-0.385	-0.267	-0.304
	Sig. (2-tailed)	0.020	0.000	0.059	0.000	0.000		0.023	0.140	0.004	0.000	0.000	0.002	0.001
	N	129	123	121	127	129	129	127	128	128	128	128	128	127
<u>Company Loyalty</u>	Correlation Coefficient	0.184	0.277	0.154	0.041	0.160	-0.202	1.000	0.463	0.392	0.343	0.333	0.378	0.376

	Sig. (2-tailed)	0.038	0.002	0.093	0.650	0.073	0.023		0.000	0.000	0.000	0.000	0.000	0.000
	N	127	122	120	125	127	127	127	127	126	126	126	126	125
Job	Correlation Coefficient	0.060	0.302	0.221	-0.079	0.028	-0.131	0.463	1.000	0.179	0.205	0.261	0.230	0.156
	Sig. (2-tailed)	0.498	0.001	0.015	0.377	0.753	0.140	0.000		0.044	0.021	0.003	0.009	0.080
	N	128	123	121	126	128	128	127	128	127	127	127	127	126
Emotional Wellbeing I	Correlation Coefficient	0.029	0.064	-0.048	0.140	0.184	-0.251	0.392	0.179	1.000	0.723	0.555	0.656	0.439
	Sig. (2-tailed)	0.744	0.485	0.604	0.117	0.037	0.004	0.000	0.044		0.000	0.000	0.000	0.000
	N	128	122	120	126	128	128	126	127	128	128	128	128	127
Emotional Wellbeing II	Correlation Coefficient	0.089	0.118	0.129	0.032	0.008	-0.361	0.343	0.205	0.723	1.000	0.579	0.685	0.451
	Sig. (2-tailed)	0.317	0.194	0.161	0.720	0.927	0.000	0.000	0.021	0.000		0.000	0.000	0.000
	N	128	122	120	126	128	128	126	127	128	128	128	128	127
Intellectual Wellbeing	Correlation Coefficient	0.094	0.211	0.101	0.050	0.134	-0.385	0.333	0.261	0.555	0.579	1.000	0.619	0.400
	Sig. (2-tailed)	0.292	0.020	0.273	0.576	0.133	0.000	0.000	0.003	0.000	0.000		0.000	0.000
	N	128	122	120	126	128	128	126	127	128	128	128	128	127
Social Wellbeing	Correlation Coefficient	0.134	0.130	0.081	0.148	0.194	-0.267	0.378	0.230	0.656	0.685	0.619	1.000	0.515
	Sig. (2-tailed)	0.131	0.154	0.379	0.099	0.028	0.002	0.000	0.009	0.000	0.000	0.000		0.000
	N	128	122	120	126	128	128	126	127	128	128	128	128	127
Career Wellbeing	Correlation Coefficient	0.129	0.233	0.065	0.026	0.014	-0.304	0.376	0.156	0.439	0.451	0.400	0.515	1.000
	Sig. (2-tailed)	0.150	0.010	0.483	0.773	0.875	0.001	0.000	0.080	0.000	0.000	0.000	0.000	
	N	127	121	120	125	127	127	125	126	127	127	127	127	127

The correlation coefficient indicates a practical significance of effect sizes or relationship the values to be used as guideline is as follows, 0.1 being no practical significant relationship (small), 0.3 being a visible practical relationship and 0.5 or higher indicates

significant practical visible relationship (large). Sig. (2-tailed) or p shows if there is a significant statistical relationship or not, any value where p is less than 0.05.

CHAPTER 4: RECOMMENDATIONS AND CONCLUSIONS

4.1 INTRODUCTION

The aim of this final chapter in analysing the impact of social media usage in a financial institution is to conclude the empirical study done in Chapter 3, and also to provide practical recommendations for the financial institution regarding the usage of social media by employees.

This chapter consists of two sections, the first part will focus on conclusions regarding the empirical study done and the second part consists of recommendations based on these findings regarding the importance of social media usage in a financial institution.

4.2 CONCLUSIONS

This section focuses on the conclusions regarding the study done in Chapter 3, the conclusions relates to the demographic data, Facebook intensity scale, Facebook addiction, Social media in the workplace and the social and emotional reactivity survey.

4.2.1 Conclusions based on Demographic information

- **Gender** - The majority of the respondents that participated in this study was female at 58.8% with 76 females, ten percent more than compared to the 40.8% male being 53 participants.
- **Age** – The majority of respondents were between 41 to 45 years with 32 respondents (24.6%). This is followed by the group of 26 to 30 years at 17.7% of respondents being 23 of the respondents. The third largest age group was the age group 36 to 40 year olds at 16.9% (22 respondents). The minority age group were those respondents between 51 and 55 with only 3 responses at 2.3%.
- **Time Employed** - The majority of the respondents have been employed for more than 9 years with 79 responses (60.8%). The second highest group 24, was employed for 3 to 6 years (18.5%) Third was those employed between 6 and 9 years at 12.3% of the population, being 16 employees. Only 1 respondent was employed for less than 1 year.

- **Job Level** – The majority of respondents 41 (31.8%) were in the professional job-level class. The Second highest job level at 27.9% is the Mid-level managers with 27.9% of respondents followed by the Intermediate group with 24 respondents at 18.6%. Top-level managers were only 13 at 10.1% and Junior/Entry level had 10 responses at 7.8%.
- **Education level** – Most of the respondents 38.5% had Bachelor's degrees being 50 of the respondents. Second highest education level was those that had a diploma with 29 responses (22.3%). This was followed by 19 respondents that has Master's degrees. 21 Respondents at 16.2% had only Matric and the minority with 3 respondents (2.3%) had a Doctoral degree.
- **Most frequented social media platform** - The most frequently used social media platform is Facebook with 128 respondents having Facebook profiles, whilst 61 of them (53.1%) makes use of Facebook very often and 37 respondents (28.9%) uses Facebook frequently. LinkedIn came in second highest with total of 114 participants having access to LinkedIn and 32 (24.6%) of them that uses it often. The frequency of usage of the other social platforms like Snapchat were very low and not of real significance.

4.2.2 Conclusions based on the Facebook intensity scale

Most important data regarding this section related to the time spent on Facebook and the amount of Facebook friends.

- **Amount of Facebook friends** – The majority of the respondents 29 have 401 or more Facebook friends at 22.3% of respondents. The second highest is 20 respondents with 251-300 friends at 15.4%. The two ranges of 100 to 150 as well as 151 to 200 had 14 responses each. The minority was 5 respondents having between 10 and 50 friends on Facebook (3.8%) of the responses.
- **Time spent daily on Facebook** - The majority of the respondents 32.6% spends 10 to 30 minutes daily on Facebook, followed by 32 respondents (24.8%) who spend less than 10 minutes daily on Facebook (24.8%). Followed by the respondents that spend between 31 to 60 minutes daily on Facebook (15.5%). Minority response was those that spend 1 to 2 hours on Facebook daily being 13 respondents (7.0%).

4.2.3 Conclusions based on Bergen Facebook Addiction Scale (BFAS)

This section tested the possible addiction of the respondents to social media sites like Facebook.

- **BFAS** – With regards to all statements the majority of the responses for most people were either very rarely or rarely and the option of very often only appeared 8.6% or less in each of these cases. This indicates that social media addiction is not a significant issue under these respondents in this population.

4.2.4 Conclusions based on social media in the workplace.

This section focused on social media usage by employees in the workplace, below are some of the most important results.

- **Awareness of social media policy in the financial institution** – 93 (72.10%) of the respondents answered yes to the question. 14.7%, being 19 respondents said no and only 16 respondents (12.4%) did not know. Only one respondent chose not applicable.
- **Financial institution blocking access to social media sites** - The majority of respondents, 95 said that the company blocks certain social media sites at work (73.6%). While 20.9% of respondents replied no and only 4.7% of the respondents being 6 said that they did not know.
- **Encouragement to promote the company online** – Most of the respondents 51.9% being 67 respondents replied no, while 30 respondents being 23.3% said that they did not know and only 19.4% said yes. The minority of respondents 5.4% said it was not applicable.
- **Does accessing social media mostly help or hurt employee job performance** – The majority of the respondents 42, making up 32.56% of the population felt that both were the correct answer. This was followed by 31 respondents that chose the option neither 24.03%. Thirdly was the response of 29 respondents (22.48%) choosing the option of mostly hurt. Minority chose 10.85% chose mostly help.
- **Social media usage impact on employee productivity** - The majority of respondents being 93 of the respondents at 72.1% felt it has not affected them. The second highest response were by 21 respondents making up 16.3% of the population

chose the option that it has made them less productive. Only 12 of the respondents said it made them more productive (9.3%). The option of other had the smallest amount of responses.

- **Reasons for accessing social media** – Of the six statements provided the highest amount of yes answers were for taking a mental break from work with 48.8% or 62 respondents. The no answers to the same statement were 40.9% or 52 respondents. 57 (44.9%) replied yes to using it to keep connected to their family and friends while at work.

The majority being 54 respondents (42.5%) replied no to this statement. Highest no responses being 87, were to the statement about asking work-related questions of people outside their organization. This was followed by 83 respondents replying no to asking work related questions inside the organization.

- **Company loyalty** – Respondents were given 10 statements regarding company loyalty to rate according to a scale. The positive statements regarding company loyalty were mostly strongly agreed with whilst the negative statements were mostly disagreed with.
- **Job Satisfaction** - Respondents were given eight statements relating to job satisfaction with five available options to rate the statements. The majority of strongly agree responses were for the statement ‘I am personally very involved with my job’ with 60 people choosing it and only 5 persons choosing the option of strongly disagree.

The option “neither agree nor disagree” was chosen very consistently with all statements receiving between 32 and 42 responses. “Most of my personal goals are job related” was the second highest scoring statement with 45 strongly agree chosen. The third highest rated were “I have strong ties with my job which will be hard to break” with 42 people choosing strongly agree.

4.2.1 Conclusions relating to social activity and emotional reactivity

The data analysis of this section focused on the impact of social media usage on physical as well as emotional and other related wellness aspects of employees.

- **Effect of social media on relationships** – Respondents were asked if they felt that social media had a positive or negative impact on relationships. The majority of responses 48 (37.5%) thought it had a negative effect whilst 44 respondents being 34.38% replied it had a positive effect. 36 respondents (28.13%) did not know.

None of the responses relating to the eight statements about social media and relationships - had a high response. The highest response were 20.8% of respondents (27 respondents) for the statement “Spending too much time on social media can interfere with real life relationships”. The two statements namely “There is a lack of privacy that can cause complications” and “it can give cause for jealousy and anxiety” received the second highest response with 19 responses each or 14.6% each. This does not seem to be a very significant issue.

- **Purpose of social media access** - Highest yes responses were for the option of friendship generation with 50 responses being 40.3% of the respondents. The second highest response of yes were for the option of social interaction with 35.2% of the responses. The highest negative response were for the option of identity exploration with 61.8% being 76 of the respondents.
- **Social media uses** – The highest yes responses were 88 for the statement “to widen social networks” with 69.3% of participants and also the lowest no responses of 24 responses with 18.9%. Both other statements “to strengthen social relations” and to “help channel more social support” had 51% yes responses each and their no responses were between 27 and 29 percent.
- **Emotional wellness** – Two questions with positive statements regarding emotional wellness were given to the respondents to rate. For all the statements the majority chosen options were either very often or often. The minority amount of responses in each case that were chosen were the option of rarely.
- **Intellectual wellness** – Seven positive statements regarding intellectual wellness were given to the respondents to rate. With all provided statements the highest amount of responses chosen were either the options agree or strongly agree and the minority of responses in each case were the option of strongly disagree.
- **Social wellness** – Respondents were given seven positive statements regarding social wellness and asked to rate it. In all cases the highest chosen options were the

option agree and the minority of responses for each statement were the option strongly disagree.

- **Career wellness** – Seven positive statements relating to career wellness were provided to respondents to rate. All statements' majority options chosen were agree and the lowest amount of responses in each case were for the option of strongly disagreeing.

4.3 RECOMMENDATIONS

The following recommendations are made to the financial institution regarding the use of social media in the workplace.

- The financial institution needs to keep up with the latest trends in social media
- They need to make use of paid social media advertising in order to get exposure to customer segments that frequents social media platforms.
- The financial institution needs to create a policy and system to ensure employee advocacy – they need their employees to promote their company online, both in professional and personal capacity.
- The financial institution needs to create a social media training programme and platform to ensure the correct and effective use of social media by their employees.
- Top management of this financial institution like the CEO, should become more visible and active on social media sites.
- The financial institution, being in a service industry, should increase the attention paid to customer service on social media sites. Real time responses on social media to queries from customers can increase customer satisfaction and increase the strength of the brand awareness.
- They should be careful of using social media as a recruitment tool as it can be risky.
- They already have a social media policy in place, but it should be checked and if need be revised. The current policy is very strict and do not allow for any type of social media access on company devices. Although understandable this will probably prevent employees from promoting them online.

- The social media policy should be very clear on possible penalties and consequences if the social media policy is not adhered to in order to give employees security in this matter.
- Employees are accessing social media at work on their personal devices, irrespective of the blocking of social media sites at work. By providing either short timed social media breaks or a limited amount of Wi-Fi data access per employee daily, the financial institution can limit the time spent by employees on social media whilst the employees' feels valued.
- This might also lead to less time loss due to more structured social media breaks.
- Also by considering the implementation of a type of reward system for employees to promote the company online, they can increase the probability that employees will promote the company – even on their personal devices.
- The financial institution can significantly reduce costs through focusing on online banking apps as well as by increasing the available online security app they are providing to guard against cyberattacks. The more secure customers feel online the more they are going to use these apps.
- They should offer employees a website or a helpline with regards to not only normal employee wellness, but specifically in terms of social media usage and related problems like Facebook addiction or cyberbullying.

4.4 EVALUATION OF THE STUDY

The primary objective of this study was achieved through the literature study which identified factors that can influence the impact of social media usage in a financial institution, as well as through the conduct of the structured survey and analysis of this data in Chapter 3. Possible areas of improvement were identified and recommendations regarding these problem areas were made earlier in this chapter.

Feedback regarding time spent on social media, social media policy awareness, social media usage in the workplace as well as the possible impact on productivity and wellness were discussed in Chapter 3. Possible correlations between social media usage and

wellness, job satisfaction and company loyalty was also discussed in the previous chapter. Thus the secondary objectives mentioned in Chapter 1 was also achieved.

4.5 FUTURE POSSIBLE RESEARCH

The aim of this study was to determine the impact of social media usage in a financial institution. It was a relative broad study, it is recommended that future studies delve deeper into the different factors that might have an impact on said social media usage.

Suggested future studies could include focus on the following:

- The impact of social media usage on the productivity of employees in a financial institution.
- The security risks to a financial institution due to the usage of social media platforms by their employees.
- The effect of a social media policy on employee advocacy and company branding in a financial institution.

4.6 CONCLUSION

This study improved the knowledge regarding the impact of social media usage by employees in a financial institution and helped contribute to the research currently being done in the field of social media usage. This research can be used as a base for future deeper studies and research into this subject whether it is in a financial institution, another business or a different industry.

This study confirmed that the usage of social media by employees in a financial institution do have an impact and that social media can be used to the advantage of the financial institution.

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ANNEXURES: ANNEXURE A - QUESTIONNAIRE

SOCIAL MEDIA AND EMPLOYEE WELLNESS

If you are currently employed and are using social media, please take time to complete the following questionnaire.

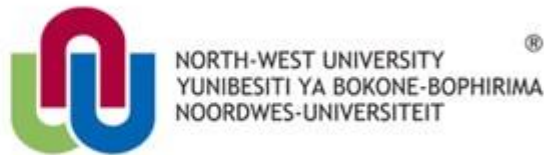
Your participation in this questionnaire will contribute to research relating to the effect of social media usage on employees in financial institutions. The study focuses on how social media can impact an employees' wellness.

Please be assured that all the answers provided by you will be kept anonymous and confidential at all times. This information will only be used for statistical purposes.

Please answer the following questions.

*Required

QUESTIONNAIRE FOR MINI-DISSERTATION - MBA 2017



1. What is your gender? * Mark only one oval.

- Female
- Male
- Prefer not to say

2. What is your age? * Mark only one oval.

- 20-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 60-65

3. Are you currently full-time employed? * Mark only one oval.

- Yes
- No

4 If so, for how long have you been full-time employed? * Mark only one oval.

- Less than 1 year
- 1-3 years
- 3-6 years
- 6-9 years
- Longer than 9 years
- Not applicable

5. For how long have you been at your current job? * Mark only one oval.

- Less than 1 year
- 1-3 years
- 3-6 years
- 6-9 years
- Longer than 9 years
- Not applicable

6. What is your current job level? * Mark only one oval.

- Junior/Entry
- Intermediate
- Professional
- Mid-level Manager
- Top-level Manager

Other: _____

7. What is the highest qualification you have obtained? * Mark only one oval.

- Matric
- Diploma
- Bachelor's Degree
- Master's Degree
- None of the above
- Doctoral
- Other: _____

8 How did you become aware of this survey? Mark only one oval.

- E-mail
- In Person
- Facebook - shared by someone I Know
- Facebook - shared on a group I am a member of. None of
- the above

9. What social media accounts do you use? (Choose all applicable) * Tick all that apply.

- Instagram
- Facebook
- LinkedIn
- Myspace
- Snapchat
- Twitter
- None of the above
- Other: _____

10. How often do you use these social media sites? * Mark only one oval per row.

	Never	Seldom	Often	Very often
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myspace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. From which type of device do you access these social media sites? * Tick all that apply.

- PC or Laptop
- Tablet
- Cell phone
- I do not use Facebook

12. 11. Please rank the order in which you use these devices the most to access social media.

*

Mark only one oval per row.

	1	2	3
PC or Laptop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cellphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5 FACEBOOK INTENSITY SCALE

Directions: The following items ask about your involvement with Facebook. Answer to the best of your ability.

13 Facebook is part of my everyday activity * Mark only one oval.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

14. I am proud to tell people I'm on Facebook * Mark only one oval.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

15. How often, if ever do you * Mark only one oval per row.

	Several times a day	Once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Never	Do not know
Change or Update your Facebook status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Send private Facebook messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment on other people's posts like photo's, comments, status or links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click the "like" button to other people's posts like links, status, photo's or comments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post online or check in on Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post photos online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I feel out of touch when I haven't logged onto Facebook for a while * Mark only one oval.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

17 How often do you * Mark only one oval per row.

	Never	Seldom	Often	Very often
Post something POSITIVE about your company/job on Facebook?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive positive feedback on this type of posting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive negative feedback on this type of posting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive helpful feedback on this type of posting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How often do you * Mark only one oval per row.

	Never	Seldom	Often	Very often
Post something NEGATIVE about your company/job on Facebook?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive positive feedback on this type of posting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive negative feedback on this type of posting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive helpful feedback on this type of posting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Approximately how many TOTAL Facebook friends do you have? * Mark only one oval.

- 10 or less
- 10 - 50
- 51-100
- 100 - 150
- 151 - 200
- 201 - 250
- 251 - 300
- 350 - 400
- 401 or More

20. In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook? * Mark only one oval.

- Less than 10 minutes
- 10-30 minutes
- 31-60 minutes
- 1-2 hours
- 2-3 hours
- More than 3 hours

21 How long have you used Facebook? * Mark only one oval.

- I do not use Facebook
- 1-30 days
- 2-12 months
- 2-5 years
- 5+ years

22. What type of relationships do you have on Facebook? (Please select all that apply) * Tick all that apply.

- Personal
- Business
- Academic
- None of the above
- Other: _____

6 Bergen Facebook Addiction Scale

Facebook addiction is a type of Internet addiction where a person is addicted to constantly check their Facebook account. This Bergen Facebook Addiction Scale (BFAS) questionnaire measures this.

23. Please rate the following statements * Mark only one oval per row.

	Very Rarely	Rarely	Sometimes	Often	Very often
You spend a lot of time thinking about Facebook or planning how to use it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You feel an urge to use Facebook more and more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You use Facebook in order to forget about personal problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You have tried to cut down on the use of Facebook without success.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You become restless or troubled if you are prohibited from using Facebook.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You use Facebook so much that it has had a negative impact on your job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7 Social media in the Workplace

This section relates to social media sites and your workplace.

24. Does your company have regulations regarding social media usage at work? * Mark only one oval.

- Yes
- No
- Do not know
- Not applicable

25 Does your company block certain websites like social media while you are at work? * Mark only one oval.

- Yes
- No
- Do not know
- Not applicable

26. Does your company have rules about what you are allowed to post on websites, blogs and social media sites? * Mark only one oval.

- Yes
- No
- Do not know
- Not applicable

27. Do your company encourage employees to promote the company online? * Mark only one oval.

- Yes
- No
- Do not know
- Not applicable

28. How important are social media sites like Facebook, LinkedIn and Twitter to your job? * Mark only one oval.

- Not Important
- Less Important
- Neutral
- Important
- Very Important

29. Thinking about your own work-related use of social media sites - Do you think social media is for? * Mark only one oval per row.

	Yes	No	Maybe
Staying in touch with other people in your line of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting with experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking and finding new job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting to know co-workers on a personal basis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding information to do your job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30 Do you think using social media at work can help or hurt your job performance? * Mark only one oval.

- Mostly help
- Mostly Hurt
- Both
- Neither
- Do not know

Other: _____

31. Please state if you agree or disagree with the following statements. * Mark only one oval per row.

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
Social media lets you see too much information about your co-workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media distracts you from the work you need to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media breaks help you recharge while you're at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. In general, how do you think using social media sites have affected you at work? * Mark only one oval.

- Made me more productive
- Made me less productive
- Has not affected me
- Other: _____

33. Please estimate what percentage of your Facebook friends are co-workers? * Mark only one oval.

- Less than 10%
- 11 - 25%
- 26-50%
- 51-75%
- 76-100%

34. How do you access Facebook and other social media sites at work? (Please check all applicable) *

Tick all that apply.

- On my personal device
- On someone else's personal device
- On a device provided by my employer
- I do not access social media sites at work
- None of the above

35 Do you ever use social media sites at work to ... * Mark only one oval per row.

	Yes	No	Maybe
Build or strengthen personal relationships with co-workers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn more about a co-worker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask work-related questions of people INSIDE your organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ask work-related questions of people OUTSIDE your organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get information to help solve work related problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take a mental break from work Keep connected to family and friends while at work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. Have you ever discovered information about a co-worker through social media that... * Mark only one oval per row.

	Yes	No	Maybe
Lowered your professional opinion of them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved your professional opinion of them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. Do you feel that access to technologies such as internet, smartphones and social media have increased the amount of time that you spend working? * Mark only one oval.

- Yes
 No
 Maybe

38. Do you feel that access to technologies such as internet, smartphones and social media have allowed you more flexibility in the amount of hours you work? * Mark only one oval.

- Yes
 No
 Maybe

39. Do you feel that access to technologies such as internet, smartphones and social media have increased the amount of people OUTSIDE your company that you communicate with? * Mark only one oval.

- Yes
 No
 Maybe

40 Please indicate your agreement with the following statements about the company you are currently employed at. * Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I feel loyal to my organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share a lot of the values of my company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I DO NOT have an emotional connection to the company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud to work for my company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I DO NOT feel a strong sense of belonging in my company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I could easily become as attached to another company as my current one.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I DO NOT feel like "part of the family" at my current company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company I work for has great personal meaning to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be happy to spend the rest of my career at this company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The most important things that happen to me in my life involves my current job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. Please indicate your agreement with the following statements about your current job. * Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Most of my interests are related to my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I mostly feel detached from my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am personally very involved in my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My job is only a small part of who I am.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have strong ties to my job which will be hard to break.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most of my personal goals are job related.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The most important things that happens to me involves my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel my job are central to my existence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8 SOCIAL ACTIVITY AND EMOTIONAL REACTIVITY SURVEY

This section relates to the effect that accessing social media sites have on your emotionally as well as general wellness questions.

42 What effect do you think social media have on relationships? * Mark only one oval.

- Positive
- Negative
- Do not know

43. In your opinion, what impact can social media sites have on relationships? (Please select all that apply) *

Tick all that apply.

- There is a lack of privacy that can cause complications
- Spending too much time on social media can interfere with real life relationships.
- It is more important to take the perfect selfie or photo than to actually enjoy the moment with others.
- It can give cause for jealousy and anxiety.
- Constant access to social media on mobile devices interfere with our ability to connect to others.
- Facebook can make new relationships more accessible.
- It can allow you integrate with your partners' social network. None
- of the above

44. Have you experienced any of the following due to social media sites? (Please select all that apply) *

Tick all that apply.

- Felt pressured to only post things that makes you look good to others.
- Experienced drama among friends on social media
- Felt negative about your own life after you saw about others' lives on social media sites.
- Felt pressured to make comments that will be popular and get "likes"
- Had someone post things about you that you could not control
- None of the above

45. Have being on social media ever made you feel any of the following? (Please select all that apply) *

Tick all that apply.

- Less shy
- More outgoing
- More sympathetic towards others
- More confident
- More popular
- Sense of belonging
- Fear of being left out
- None of the above

46 Have being on social media ever made you feel any of the following? (Please select all that apply) *

Tick all that apply.

- Low self-esteem
- Suicidal
- Depressed
- Loneliness
- Anxiety
- Distressed
- None of the above

47. Do you feel that using social media sites fulfil your desire for... Mark only one oval per row.

	Yes	No	Maybe
Social interaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendship generation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identity Exploration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

48. Do you feel that using social media sites ... * Mark only one oval per row.

	Yes	No	Maybe
Widen social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help channel more social support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help strengthen social relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

49. When someone posts something negative on Facebook or other social media sites, do you? * Mark only one oval.

- Ignore it
- Reply negatively
- Reply positively.
- Contact that person offline

50. When someone posts something positive on Facebook or other social media sites, do you ...? *

Mark only one oval.

- Ignore it
- Reply negatively
- Reply positively.
- Contact that person offline

51 Do you experience any of the following physical symptoms due to spending extra time on devices for accessing social media sites? (Please select all that apply) * Tick all that apply.

- Difficulty to Relax
- Increased eye strain
- Decreased quality of sleep
- Bad posture
- Headaches
- Neck, shoulder and muscle aches
- Carpal Tunnel Syndrome
- Lack of exercise
- Distraction
- None of the above

52. Please rate following statements regarding Emotional Wellness * Mark only one oval per row.

	Rarely	Sometimes	Often	Very often
I have a sense of fun and am able to laugh at some of the situations I find myself in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a positive self-image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can speak up for my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can effectively express both my positive and negative emotions I don't judge others based on my expectations of them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I generally face problems directly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am generally optimistic about myself and the future I do not hold grudges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I cope with change effectively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have several people in my life that I can count on for support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

53 Please rate following statements regarding Emotional Wellness * Mark only one oval per row.

	Rarely	Sometimes	Often	Very often
I refuse to allow regrets and disappointments cloud "today"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to think rationally and optimistically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a great sense of control over my emotions, thoughts and feelings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more gratitude on how my life is now rather than focus on what's lacking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a strong sense of connection with others and do not feel isolated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can forgive others for not living up to my expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a healthy sense of humour and can laugh at life's imperfections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel satisfied with who I am and where I am in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

54. Please rate following statements regarding Intellectual Wellness * Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am becoming a critical thinker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am becoming aware of who I am and what I value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am exposing myself to new ideas, people, and beliefs that are different from my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am developing of my own ideas, views, and opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am developing good study skills and/or time management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident in my ability to find solutions to my problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to resolve conflicts peacefully.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

55 Please rate following statements regarding Social Wellness * Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I feel comfortable communicating face-to-face with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rarely feel lonely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a strong social network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have at least one close friend whom I trust and can confide in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel supported by my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I am a person people like to be around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of belonging in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

56. Please rate following statements regarding Career Wellness * Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
I am able to balance my current job with the rest of my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel my current job interferes with other aspects of my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I work in a stressful environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see my career as a means to contribute to society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident about my career decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>