



USAGE PATTERN OF SOCIAL NETWORKING SITES BY EMPLOYERS' -- IT SECTORS

Mr.Dinesh.N* Dr. Mahesh Kumar.K.R**

Research Scholar, Research and Development Centre, Bharathiar University, Coimbatore.
Research Supervisor, Research and Development Centre, Bharathiar University, Coimbatore.

Abstract

Social Networking sites has become an integral part of communication; through which people stay in touch, keep themselves aware of new developments and connect with the world around them. IT professionals observed this pattern of behavior in regards to the usage of social Networking sites as tools among employers and inculcated innovativeness in the process. As a result social Networking sites got introduced into the world of IT Sector and other inter disciplines. Such practices of social Networking Sites applications were captured and categorized them under various functions performed in IT Sector.

With the world in the midst of a social networking, it is more important that social networking sites like Facebook, twitter, orkut, MySpace, Skype etc., are used comprehensively for the purpose of communication. One of the most important advantages of the use of social networking sites is to share knowledge and information among the different groups of people. This manner of sharing information also promotes the increase in the communication skills among the people of IT Sectors.

This research paper aims to understand the usage pattern of social networking sites among employers of IT Sectors. This was performed to conduct a reality check between the expectations from the employers for whom these applications are embedded in order to bring the overall accomplishment of organizational goals.

Keywords: *Social Networking, It Sectors, Communication Tool & Employers.*

Introduction

Social networking sites and technological innovation cannot be ignored anymore in the workplace. The prevalence and ubiquity of online social networks in recent years has caused IT Sectors to think about their effect on usage. More and more people are using social networking sites to connect to friends and family, search for business contacts, collaborate on work processes that cut across organizational hierarchies, and create databases of social interests and news links. Organizations that learn and adapt faster to social networking trends will have a clear advantage in the market place and ultimately increase their bottom lines (Caloisi, 2008). This paper highlights the types of social networking websites in use and how these could be effective to employers in IT Sector.

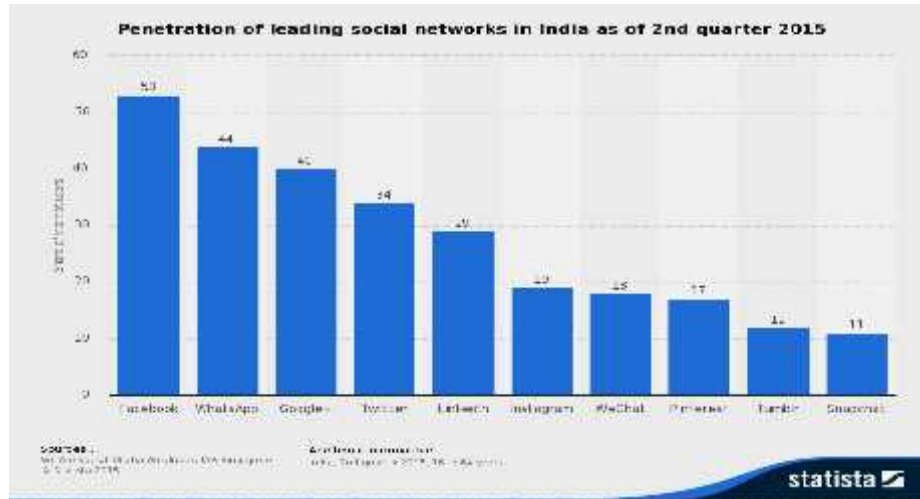
There are three basic types of social networking websites: a) 'free-for-all' social websites, including Facebook, MySpace, LinkedIn Xing, Google +; whats app and many more professional websites, b) industry-specific websites like Infosys, Wipro etc and c) Research Gate (McCorvey, 2010). These serve different purposes and meet specific individual and business needs. All social networking websites have one common feature: the user profile. The user profile sets the stage for a two-way interaction among people who share the same interests, activities, or personal contacts (McCorvey, 2010).

Social Networking Sites in India

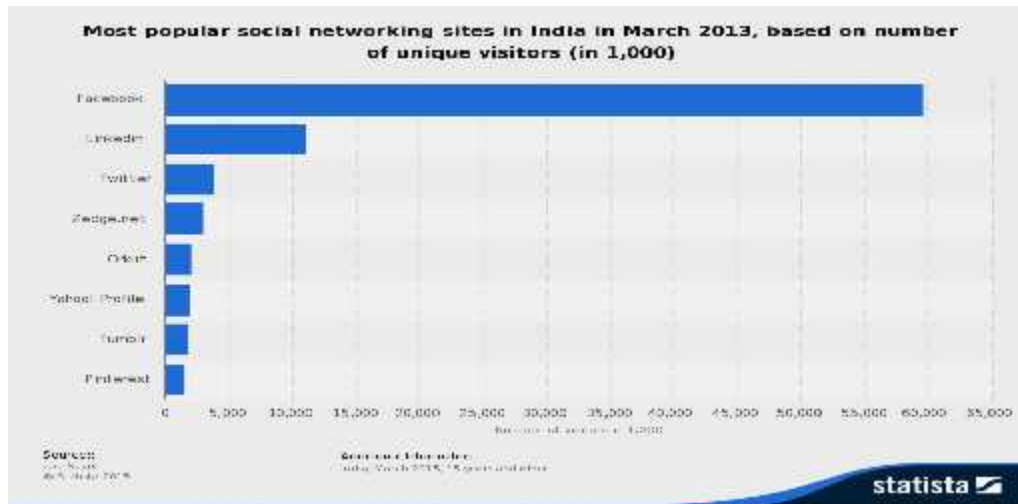
Indians are very active on different social networks and 88% of users share content on their social profiles as well as are increasingly spending time on various social networking sites as mentioned below.

- **Facebook** is the most browsed social network on social media with a large base of 100 Million users, clearly it is not fading away anytime soon in India. More than 80% of those users access Facebook via their mobile phone.
- **Twitter** users in India are 33 Million and from this base 76% of users access it via their mobile phone.
- **LinkedIn** has 26 Million India users, of the total 300+ Million users. Of the total chunk of 70 Million total users in **Pinterest**, 5.5 Million comprise from India.
- **Instagram** the usage is more dominated by men in comparison to women; ratio being 75/25. It shows only 1/4th of the women population in India are on Instagram, looks like selfies are more appreciated by men than women!

Organization use of social media doubled from 11% to 22% between 2008 and 2009 (Sarrel, 2010). Many employees in the workforce now use social networks to attract clients, develop relationship with business partners, and display their expertise (Sarrel, 2010). When considering a social network for the workplace, common social networking strategies include assessing the needs of the business, the goal of the social network site, and the target audience (McCorvey, 2010). A social network has to deliver business value for it to be considered effective for any organization. It must also protect employee and company privacy and be a tool used to enable employees to work more efficiently (Caloisi, 2008).



Leading Social Networking Sites in India in 2015 by IT Sectors



Number of Users of Social Networking Sites in India Based on Number of Users

Significance of SNS to Organizations

Most people think that social networking sites such as Facebook, Twitter, MySpace and LinkedIn as time-wasters; however, a number of studies have shown just the opposite. Using SNS may actually increase employee productivity. A number of studies show that employees who use social networking sites are 9% more productive than those who do not (Fahmy, 2009). Employee who are more social by nature and are connected to other people through social networking sites are better persons in the workplace, which means they are skilled at interacting with others and solving problems. In a similar study by Fahmy (2009), he found that 70% who used internet for personal surfing resulted in sharpened employee's concentration. It is assumed that by taking short breathers, the brain will be refreshed and renewed.

From the IT Sector perspective, a social networking site is the quickest way to collect information. "Organizations are actively influencing the power of social networks to find new opportunities, new groups of like-minded individuals and groups, and new sources of industry specific wisdom, advice and expertise" (Wilson, 2009). SNSs authorize organizations to store and transmit information of different strategies and procedures. Organization presence can be maintained through social networking in the workplace. It also acts as a associate tool to assist the organization to reach out potential employees. Wilson (2009) noted that "a logical extension of this is to utilize people to spend their entire day maintaining the routine organization presence on various social networking sites, acting as an organizations voice.

Objective of the Study

- To know the usage pattern of social networking sites by Employers in IT Sector
- To know the recent trends in social networking



- To evaluate the usage of different social networking sites

Methodology of the Study

In this segment study describe proposed quantitative methodology used to identify relevant social network users, starting from the set of user attributes. We should consider that popular social networks may have millions of participating users, each of them are characterized by process of attributes of different nature. The typical user information that may be collected from a social network may be divided into the following categories:

- Social links: user social relations including number of incoming links, outgoing links.
- Content accesses: user accesses to the contents on the social network sites.
- Uploaded contents: information on contents uploaded by the user, including number of uploads.

An exploratory research design was followed for this study, with an objective to find out the employer's perception towards the initiative taken by IT Sectors through social networking applications. The exploratory research was chosen due to its nature of collecting information in an unstructured and informal manner. This involved interviewing respondent from IT industry considering general views in regards to the objective of the research. A questionnaire was developed with disguised and close ended questions which were presented to the employees across all level of experience in IT industry.

The primary data was collected through a survey. Semi-structured interview was conducted from the IT employees. The survey was conducted via face to face by interviewing the IT employees across all the hierarchy in IT Sectors. The secondary data was gathered from various research papers, company websites, and articles from business newspapers such as Business Line & Economic Times. An exploratory research was chosen due to its nature of collecting information in an unstructured and informal manner and gain background information about the general nature of the research problem.

Target Respondents: This involved interviewing various professionals across leading IT Sectors and IT employees to understand the usage pattern of the social media sites.

Research Approach: Secondary data analysis & interviews from the IT Professionals at mid senior Level and finally ending with survey across employees using social media tools in their organizations.

A sample size of 399 IT professionals and employees across the IT Sectors were considered as respondents. Set of questionnaires was developed. The questionnaire was unstructured, disguised and had open & close ended questions for IT Professionals and the employee. The secondary data was gathered from various research papers, company websites, and articles from business newspapers such as Business Line & Economic Times. The primary data was collected through a survey. Semi-structured interview from IT professionals across leading IT sectors data was conducted.

Plan of Analysis: For the purpose of the study, respondents were asked to rate on 5 Point Likert Scale. Using the following scale the Usage pattern of social media application in organizations was measured.

Review of Literature

To have a clear thought of this study it is important to understand key sources used for various social networking sites. This is followed by investigating the importance of social media currently used in the Indian context. Literature to be reviewed encompass all the material available in this field of study. For this study various sources such as books, articles, journals, research papers, e-resources, newspapers and magazines are reviewed.

Beers essay is a response to boyd's and Ellison's (2007) paper on history and scholarship of Social Network Sites (SNS). The author puts into question that boyd and Ellison choose for SNS and also the concept of "Friends" within SNSs. He quotes that SNSs are as much part of the real world because the content in them seeks to converse aspects of the offline life. Explaining that the practice of SNSs is so popular that this could become part of the socialize process in their area of interest.

Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. This structure is designed for the analysis of Social Network Sites (SNS). It seeks to define and sort the multiple keywords used among the literature of SNS. They make discrimination between the terms: Social Network Sites. Disagreeing that the later does not apply because the users usually has some type of relationship with the person the be companion even if it is very remote. On that note, it also makes the distinction between the traditional "friends" and the SNS's Friends. By stating that these Friends "provide context by offering users a probable audience [or



community] to guide behavioral norms". (p.220) .The authors work an outstanding and much needed past background regarding SNS.

Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. This article builds a framework for the analysis of Social Network Sites (SNS). It seeks to define and sort the multiple keywords used among the literature of SNS. They make differentiation between the terms: Social Network Sites. In disagreement that the later does not apply because the users usually has some type of relationship with the person the be-friend even if it is very distant. On that note, it also makes the difference between the traditional "friends" and the SNS's Friends. By stating that these Friends "provide context by offering users an likely audience to guide behavioral norms". (p.220) The authors work an excellent and very needed historical background regarding SNS.

Haythornthwaite, C. (2005). Social networks and Internet connectivity effects. *Information, Communication & Society*, 8(2), 125-147. The research focuses in examining how Facebook helps create and/or maintain social capital. To do this the researchers identify the differences between bonding social capital and bridging social capital. The former represents relationships with strong ties while the latter means weak ties among members in a social network.

Haythornthwaite, C. (2005). Social networks and Internet connectivity effects. *Information, Communication & Society*, 8(2), 125-147. This research studies seeks to understand the relationship between media use (type of information shared) and the tie strength of individuals between a network. Two groups were used to assess the issue: co-located researchers and distance learners. It states that the type of communication differs on the type of relationship and not on the medium.

Data Analysis and Findings

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.829	23

From the table 1 it was found that Cronbach's Alpha reliability seems to be good for the combined scale (0.829). As per Nunnally (1978), an alpha coefficient of 0.7 or higher is required for accepting the scale which is fulfilled in our study.

Table 2: Demographic Variables

Category	Items	Frequency	Percentage
Age	Below 25 Years	192	48.1
	26-30	109	27.3
	31-35	46	11.5
	36-40	23	5.8
	41 years and above	29	7.3
	Total	399	100.0
Gender	Male	281	70.4
	Female	118	29.6
	Total	399	100.0
Years Of Experience	0- 5 years	252	63.2
	6-10 years	79	19.8
	11-15 years	22	5.5
	More than 15 years	46	11.5
	Total	399	100.0
Years Of Experience In Current Organisation	0- 5 years	336	84.2
	6-10 years	56	14.0
	11-15 years	2	.5
	More than 15 years	5	1.3
Total	399	100.0	

The findings related to the demographic variables are presented in Table 2. It was found that Nearly half 48.1% of respondents are in the age group of below 26 years; followed by 27.3% in the age category 26-30 years. Furthermore, it was found that Majority 70.4% of respondents are Male and 29.6% are Female. In terms of total Years of experience majority 63.2% of the respondents have 0-5 years of experience; followed by 19.8% have 6-10 years of experience. The table also revealed that majority 84.2% of the respondents' experience in the current organisation is 0-5 years; followed by 14% of the Respondents' have 6-0 years of experience.



Table 3: Descriptive Statistics of Extent Use of Social Networking Sites

	N	Mean	Std. Deviation
Face book	399	3.62	1.16
Linked In	399	3.65	1.22
My space	399	1.72	1.06
Xing	399	1.73	1.09
Google +	399	3.38	1.45
Hi 5	399	1.77	1.18
Twitter	399	2.47	1.29
Whats App	399	4.23	1.14
Hike	399	2.34	1.39
Online Job Portals	399	3.19	1.39
Telegram	399	1.69	1.24

From the table -3 the finding was found that Whats app is the most of the users use in social networking sites and the second highest user of social networking sites user uses in LinkedIn and the third highest user of social networking sites Facebook and to some extent they use social networking sites like Telegram.

Table 4: Descriptive Statistics of Opinion on Usage of Social Networking Sites

	N	Mean	Std. Deviation
Communicate with Friends & Family	399	4.43	0.80
Helpful in my work	399	3.86	1.06
Meet like-minded people	399	3.72	0.90
Participate in discussions	399	3.79	0.93
Look for information	399	4.10	0.92
Business and Network	399	4.08	0.83
Blogging	399	3.84	0.94
Job search	399	3.91	1.02
Games	399	3.70	1.18
Communities	399	3.79	0.99
Chatting	399	4.06	0.89

From the table -4 the finding was found that Looking for information is most of the users use in social networking sites and the second highest user of social networking sites uses it for Business and Network and the third highest user of social networking sites uses it for Chatting and to some extent they use social networking sites like Meet like-minded people.

Table 5: Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Extent you use social networking sites	Male	281	2.9609	1.26571	.07551
	Female	118	2.6695	.99619	.09171

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Extent you use social networking sites	Equal variances	5.728	.017	2.227	397	.027	.29136	.13083	.0341	.5485
	Equal variances			2.453	276.332	.015	.29136	.11879	.0575	.5252

The results of Levene's test, $F(397) = 5.73$, $p = 0.017$, indicate that the variances of the two populations are assumed not to be equal. Thus, the Equal variances not assumed values of t test results were used.



An independent t test was conducted to determine if a difference existed between the mean extent of usage of social networking sites of males and females. There was a statistically significant difference between the mean extent of usage of social networking sites of males (n= 281, M=2.961, SD=1.266) and females (n=118, M=2.670, SD=0.996), $t(276.3) = 2.453$, $p < 0.05$. The 95% confidence interval was 0.058 to 0.549. Thus the researcher rejected the null hypothesis.

Table 6: Correlations

		Total Years of Experience	Extent You Use Social Networking Sites
Total years of experience	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	399	
Extent you use social networking sites	Pearson Correlation	.208	1
	Sig. (2-tailed)	.000	
	N	399	399

Pearson Correlation was conducted to determine if a relationship existed between the extent of usage of social networking sites and Total years of experience. There was a statistically significant positive relationship between the extent of usage of social networking sites and Total years of experience $r(397) = 0.208$, $p < 0.05$. Thus the researcher rejected the null hypothesis.

Conclusion

Social networking sites are an innovative idea with a very bright future with further scope of advancement. The opportunities provided from this medium are immense and many organizations are making use of this medium to better practice. Organization are no longer at the mercy of media to convey their message. With the help of Social networking Sites they can communicate in more effective way. People can follow or get information from any part of the world for example LinkedIn allow user to get anything from timely information to next breaking news.

Social networking sites facilitate face-to-face interaction. People use social media to network at in-person events and get to know people before personal, business, and other meetings. Pew Research Center's Internet found that messaging on social media leads to face-to-face interactions when plans are made via the sites and social media.

From the study it was found that Cronbach's Alpha reliability seems to be good for the combined scale (0.829), The study found that found that Nearly half 48.1% of respondents are in the age group of below 26 years; followed by 27.3% in the age category 26-30 years. Furthermore, it was found that Majority 70.4% of respondents are Male and 29.6% are Female, From the finding it was found that Whats app is the most of the users use in social networking sites, finding was found that Looking for information is most of the users use in social networking sites and the second highest user of social networking sites uses it for Business and Network, **There was a** statistically significant difference between the mean extent of usage of social networking sites of males, There was a statistically significant positive relationship between the extent of usage of social networking sites and Total years of experience.

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