

The Impact of the Use of Online Social Networks on Employee Performance (With Reference to Department of Cultural Affairs)

S.M.T.N. Senanayake^{1*}, S.M.H.R. Senanayake²

Social network site is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds, or real life connections. "People seek and share ideas, information, experiences, expertise, opinions, and emotions with both acquaintance and strangers on the interest, based on the effect of the wisdom of crowds" (Surowiecki, 2004). Some organizations are very fair about the impact of social networks on employee performance. But others are strongly unfair about it. The job related activities expected of a worker and how well those activities were executed is called employee performance. Research problem is the impact of social networks on employee performance. Majority of employees in Sri Lanka the government and private organizations use or log in to social networking sites while they are working. This study will be conducted to identify the impact of using social networks by the employees while on duty on employee performance? Main objective in this research is To identify the impacts of online social networks on employee performance. Research methods was to conducting a research survey to evaluate the relationship between online social networks and employee performance. Out of total 80, 50 employees at the department of cultural affairs were used as the sample. Data collection is an important aspect of any research study. Both secondary data and primary data are very helpful for gather information. Primary data was collected through a structured questionnaire and observation. Secondary data will be collected through relevant books, reports, articles, journals, related websites etc. For the quantitative data analysis, MS excel, was used as the statistical tools. The analysis showed that female employees are using online Social networks than males. They are 56% while the rest 44% is Males. Female are using most online Social network technology while on duty. Employees are using online social networks in various age categories. There are 47% between 20-28 age category employees, 27% between 29-35 age category and 22% between 36-45 age category employees are using online social networks while on duty. When consider about the age group of above 45, 4% percentage are using online social networks. Above indicates that a majority of respondents had been visiting online social media sites regularly. According to the findings, 30 respondents have visited every day. According to the findings, only 25 out of 50 respondents agree that using online social networks is beneficial to the office work. 5 respondents strongly agreed with this statement. 10 respondents have a neutral point of view towards it. Sum of 15 employees out of 50 are disagree with this statement. Therefore, on the whole it can be concluded that use of online social networks positively impact the office work. Therefore, the research findings show that the usage of online social networks while on duty has a positive relationship on employee performance.

Keywords: *Social Network, Government Employee Performance, Work place Effect.*

¹ University of Kelaniya, Sri Lanka *senanayakethu1990@gmail.com

² Ministry of Cultural Affairs