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Relationship between Social Media Addiction and Organizational Commitment

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ABSTRACT

A lot of people look at the adverse effects of social media when it comes to addiction. In the organizational context, the impact of social media addiction is considered to affect organizational commitment. This study determines the relationship between social media addiction and organizational commitment among the employees in Lembaga Lebuhraya Malaysia. The questionnaire has been used as a method in this study. Out of two hundred and forty-seven (247) employees in Lembaga Lebuhraya Malaysia, one hundred and fifty-two (152) employees have been selected equally to be sampled for this study using probability sampling technique that is simple random sampling. Through correlation analysis, it was found that there was a weak positive relationship but significant. It shows that, although the employees in Lembaga Lebuhraya Malaysia are pretty addicted to social media, they still have organizational commitment. Thus, the management in Lembaga Lebuhraya Malaysia does not have to worry about the employees' commitment. Even though they are using social media, they are still committed to the organization. Therefore, control over social media does not have to be made by the management.

Keywords *Social media, social media addiction, organizational commitment*

INTRODUCTION

Social media is an online site used to gather information and socialize with others (International communication association, 2011). Nowadays is the era of the world without boundaries, so it means that everyone can communicate or interact or even do anything using the technology. Furthermore, as everyone uses social media in their daily lives, it also might benefit them and the organization. The usage of social media, it can make the employees be committed to the organization. Moreover, there are a lot of social media that can be founded on the internet. The number of users is rising from time to time, and last year, there are 1.73 billion social media users in this world (eMarketer report, 2013). Social media makes information spread widely and rapidly, and within a second, new information can be founded on social media (Xie, 2013). It has made everyone be updated and can learn many new things via social media. So, this is because the number of users is growing every second. The organization needs to keep its employees committed to their tasks as long as to the organization. Employees are the assistant and assets in the organization. However, if the employees did not commit to their task, the organization might face a risk. According to Guru Kotter (1990), good management is about loyalty and commitment, making each employee feel a sense of belonging in the organization.

Social media was only studied generally in the organization and not related to addiction (Fooladi&Abrian, 2013; Kim, 2013; Cavico et al., 2013; Britten, 2013; Kaplan &Haenlein,2010 Garrett et al., 2008). A previous study by Alabi (2013) noted that the level of addiction was focused on adolescents and did not mention the impact of addiction on adolescents. There are studies about addiction to working people, but it was not explored in detail (Aslanbay et al., 2009).

The researchers were not studied on the cause and effect from the variables. Before knowing the productivity of the employees, the critical aspect that needs to study is commitment. There are possibilities that addiction will affect the responsibility in an organization, especially in a technically oriented field where the employees have the higher organizational obligation and also need to manage their time wisely.

According to Garrett et al. (2008), individuals committed to their task will less engage with the internet during work time.   Addiction to social media may encourage them to be more committed or not in doing their task in the organization. Sound effects that arrived from internet addiction are produced based on antecedents that help individuals discriminate behaviour and reward good behaviour for maintaining it (Aslanbay et al., 2009). Affective commitment will direct an individual's effort toward achieving organizational goals (Ladd et al., 2006).

Furthermore, where consistently the employees access social media also need to be identified. Individuals committed to their task will less engage with the internet during work time (Garrett et al., 2008). However, there are much social media on the internet (Jain, 2012) and one of them is the most often used by the employees in Lembaga Lebuhraya Malaysia.

In general, this study aims to explore social media addiction and organizational commitment among employees in Lembaga Lebuhraya, Malaysia. There are four (4) specific objectives for this study. First, it determines the social media that are employees in Lembaga Lebuhraya Malaysia use. Secondly, it wishes to identify social media addiction among the employees of Lembaga Lebuhraya Malaysia. Thirdly, it is to determine the level of organizational commitment among the employees in Lembaga Lebuhraya Malaysia. Lastly, it examines the relationship between social media addiction and organizational commitment among the employees in Lembaga Lebuhraya Malaysia.

Social media

Nowadays, social media is prevalent and has affected most people in the world. It has become a phenomenon in recent years. Examples of social media with millions of users worldwide are Facebook, Twitter, Tumblr, Linked In, Instagram, and YouTube. In addition, many new sites are continually being developed to serve the end-user in two-way communication and interaction. In this context, the end-user benefits from using social media for oneself (Porter et al., 2012).

According to Kim (2013), social media or social networking site is under computer-mediated communication that allows users to form their network by reinforcing relationships with acquaintances or new personal connections through mini-comics, blogs and online communities and Facebook and Twitter. Soengas (2013), social media is the platform to express an opinion and access any information.

The number of users is growing up, and this is because of information, entertainment, social interaction, and personal identity that they can obtain from others via social media. Moreover, the same tasks, like what can be done in printed media or traditional media, also can be done in social media. Therefore, social media cannot be controlled in terms of communication and information flow. Furthermore, besides the information from the mainstream media, people rely on the data from social media (Soengas, 2013).

Social media gives the opportunity to understand, connect, and learn about other people via communication. In addition, the relationship can be built via social media (Zeynep, 2013). In engaging with social media, the most crucial factor that needs to be considered is self-disclosure. People who have lost contacts with each other, such as

classmates, peers, or alumni, get connected via social media. They created a close relationship via this medium (Kim, 2013). Social media can be the formulation to spread any messages to other people, and if got some events, social media can bind them to the mainstream media.

According to Soengas (2013), it has indicated that social media has been a new way to communicate during a crisis. Public interest in peer-to-peer or citizen communication has increased sharply through the use of social media. Besides that, the news from social media not only be limited to one's country but it has been widely spread to the other country as the world without boundary. Previously, people rely on the mainstream media, but with technology, social media has been the source of the obtained latest information as it is easier and much cheaper (Peter, 2014). However, social media did not have the same value or quality as the mainstream media (Soengas, 2013).

According to Kelly (2008), using the internet during working time can be defined as problematic, substantial waste, and unproductive time. Moreover, with internet usage during working time, the employees seek retribution against the employer but do not intentionally undermine the organization. If the employees see the internet as an effective tool for work, they might use it for work purposes compared to non-working purposes. Besides that, when the employees are stuck in their work, they will use the internet to solve it. Thus, the Internet has become essential in many employees' standard operating procedures during working time or other life aspects.

In relating to the job commitment, Kelly (2008) stated that when the employees are committed to their work, they will be less engaged with personal use of the internet during working time. On the other hand, according to Cavico (2013), the use of social media in the employment context has raised many difficulties and novel, legal and practical issues. Furthermore, the widely used social media in the organization might contribute to serious moral and ethical concern. Employees spend between one to two hours per day using the internet for personal purposes, and the most frequent social media used is Facebook (Jantana, 2012).

In a previous study, to measure social media is by its frequency of use. Frequency can describe how long the user has been engaged in social media, such as how long the user registered or own any social media account and how frequent the user uses social media in a given day or week. Besides, the number of updates and the amount of interaction in social media are the measurements to know how important social media is.

The intensity of usage plays an important variable in understanding social media because interpersonal interaction can be determined from it. What can be defined as social media addiction may arrive from understanding the frequency of usage? Social m Therefore, social this study is to identify

Social media addiction

According to Yonca (2009), social media addiction is when someone encounters a large amount of time spent logged on and becomes a compulsive internet user. The user who is addicted cannot control themselves with the internet. The use of the internet has caught a lot of attention from many parties since it was penetrated. Too dependent or obsessed with social media is not unique to an exclusive group of people, but it affects many workers (Kang et al., 2011). Social media provides various benefits to its users so that it has increases the number of usages.

According to Kuss & Griffiths (2011), the term for excessive social media usage has been changed to cyber-relationship addiction or social media addiction. However, social media addiction has been seen as unethical business behaviour. According to Kang et al. (2011), social media has been visited from a different perspective, and it is not be seen as a negative aspect but as a manageable resource. Moreover, excessive social media usage be defined as intensive consumer behaviour with great loyalty to social media. This loyalty arises from the benefits that the consumer got when using social media.

There are five dimensions of social media addiction found out from the previous research: salience, euphoria, immersion, compulsion, and association. If an individual fulfill these five dimensions, the individual can be label as addicted to social media. Furthermore, social media addiction arises from the overwhelming time spent on social media (Peng Lu et al., 2008). Besides that, most of the internet's application can become addictive.

According to Lu et al. (2008), there is no specific term to determine the excessive use of the internet. However, it is viewed as psychological dependence or behavioural addiction to the internet. Moreover, the symptoms for someone to be called addicted are the need to increase time to online, unpleasant feelings when are offline, negative life consequences and lying about the amount of time spent on social media. Other than that, addiction directly correlates with loyalty and reduce the relationship between satisfaction and loyalty.

Young people have become so into the internet, and the numbers are increasing rapidly, and it is the signal of internet addiction. Internet depends on the use of two-way communication functions such as chat rooms, newsgroups and email. The scholars

found out that many problems occur and end up with the loss of productivity in personal and professional lives from internet addiction. It affected young people and grown-up. People are not aware of how indispensable the internet is in their lives, socially, information source, cultural interaction, and time spent (Yonca, 2009). In this particular study, the researcher wants to determine social media addiction towards the employees in Lembaga Lebuhraya, Malaysia.

Organizational commitment

Organizational commitment is involvement and identification in the organization. It is more to effective commitment and deemed positively in performance which can be found when an individual stays out of obligation. Commitment varies, and with affective commitment in the organization, it will guide the individual in achieving its goals (Brenda et al., 2008). According to Becker et al. (1979), commitment involves some psychological bond between an individual and an organization or profession.

Organizational commitment is when the organisation's employees get involved with the organization, remain to serve to the organization, and are willing to provide their effort to the organization and accept the organisation's mission and vision. To enhance commitment towards the organization, the employers should provide clear communication and create a sense of belongings among the employees (Allen, 1992). The findings for this study have indicated that information from the top management has made the organizational commitment and organization support.

Ladd et al. (2008) used participation in decision-making as sharing decisions with others in achieving organizational objectives, increasing employee motivation, job satisfaction, and organizational commitment. Involvement in decision-making will influence changes in work practices, conditions, and rewards related to job satisfaction and affective commitment. When the needs have been satisfied, employees will put greater efforts into achieving organization goals, making them more committed to performing their task.

These researchers have found out that encouraging greater employees' involvement; participation plays a role within the decentralized working environment. However, reward and task variety are the key value in attracting participation in decision making. Committed employees appear to be more positively inclined toward job satisfaction, work effort, and rewards. Hence, the correlation between a participant in decision making, autonomy, job effort, job satisfaction, and commitment have benefits both parties, either employer or employees (Ladd et al., 2008).

Becker et al. (1979) stated that young employees, especially males, are less committed to the organization than the older ones. So, in this particular study carried out in Lembaga Lebuhraya Malaysia, this study wishes to know the level of organizational commitment that the employees in Lembaga Lebuhraya Malaysia have. It was found that most of its employees are committed to their organization which needs to determine the level of organizational commitment in this organization.

METHODOLOGY

This study be conducted at the headquarters of Lembaga Lebuhraya Malaysia, Selangor Darul Ehsan, and the subject of the study was the employees in Lembaga Lebuhraya Malaysia from all levels of positions. There are two hundred and forty-seven (247) employees in Lembaga Lebuhraya, Malaysia. According to Taro Yamane (2003), from two hundred and forty-seven employees (247), the sample size should be one hundred fifty-two (152).

The sampling technique that has been used in this study is simple random sampling which makes every employee have an equal chance to be selected independently. As this study used a quantitative method, the questionnaire has been used as the research instrument. The questionnaire has been produced in dual languages, which are in English and Bahasa Malaysia. There are four (4) sections in this questionnaire, and the number of questions is forty-three (43).

Section A contained questions for demographic background in the questionnaire, and Section B included questions for social media patterns. Section C contained questions for social media addiction. In contrast, Section D had questions for organizational commitment. The respondents are estimated to answer between fifteen (15) to twenty (20) minutes.

Pre-test has been done at the end of February, 2014 and distributed to thirty (30) employees in Lembaga Lebuhraya, Malaysia. Cronbach's alpha value for social media addiction is 0.928, while Cronbach's alpha value for organizational commitment is 0.764. The actual test has been done in the first week of March 2014 to one hundred and sixty (160) employees. The one hundred and fifty (152) employees have returned the questionnaires there weeks after being distributed.

The data collected were keyed into the computer; master codes are given to variables. A descriptive statistics analysis was used to analyze the frequency and

percentage of the demographic profile of the respondents, distribution of respondents according to social media, level of social media addiction, and level of organizational commitment. In addition, a Pearson Correlation analysis was used to analyze the relationship between social media addiction and organizational commitment.

Results and discussion

The respondents' demographic characteristics in Lembaga Lebuhraya Malaysia show that half of the respondents are male. Almost half of the respondents are between 26 to 35 years old, and most of them are Malay. More than a quarter of the respondents have *Sijil Pelajaran Malaysia* (SPM) qualifications. For job status, almost majority of the respondents are in a permanent position. More than a quarter of the respondents have between RM 25,000 to RM 49,999 annual household income. This finding is based on one hundred and fifty-two (152) respondents. (Appendix 1).

According to the objectives that have been produced, the objectives' findings are objective: to determine social media that always be used by the employees in Lembaga Lebuhraya Malaysia. Based on the objectives of this study, the result shows that more than half of the employees in Lembaga Lebuhraya Malaysia used Facebook. It has been the popular social media application used by employees, and more than half of the employees at Lembaga Lebuhraya Malaysia have a Facebook account. (Appendix 2).

The second objective of this study is to identify the level of social media addiction among the employees in Lembaga Lebuhraya, Malaysia. The result has indicated that almost half of the employees are not addicted to social media. In this scenario, they have used social media in their daily routine, but they did not make themselves addicted to it. (Appendix 3).

The third objective is to identify the level of organizational commitment among the employees in Lembaga Lebuhraya Malaysia. The majority of the employees in Lembaga Lebuhraya Malaysia are in the medium level of organizational commitment, as what has been found out from the result. (Appendix 4). Lastly, the objective is to determine the relationship between social media addiction and organizational commitment among the employees in Lembaga Lebuhraya Malaysia. Through correlation analysis, it was found that there was a weak positive relationship but significant. It shows that, although the employees in Lembaga Lebuhraya Malaysia are not addicted to social media, they still have organizational commitment. (Appendix 5)

In the findings of this study, social media that always be used by the employees in Lembaga Lebuhraya Malaysia is Facebook. The result supports this finding by Zeynap

(2013) that stated that Facebook had become a phenomenon in recent years. According to Jantana (2012), Facebook leads the social media application and is the most favorable by the users. She added that Facebook had been widely used during work time. This study also found out that the employees in Lembaga Lebuhraya Malaysia are less addicted to social media.

Furthermore, the employees in Lembaga Lebuhraya Malaysia are at a moderate level of organizational commitment. Ladd et al. (2006) stated that affective commitment would direct an individual's effort towards achieving organizational goals. Furthermore, Reinardy (2012) indicated that committed employees would stay in the organization. Here, it means that the employees in Lembaga Lebuhraya Malaysia will remain loyal to the organization and work hard to achieve the organizational goals.

There is a weak positive relationship but significant between social media addiction and organizational commitment. It means that the employees are less addicted to social media and committed to the organization. The finding by Kelly et al. (2008) stated that individuals committed to their task would less engage with the internet during work time. It also shows that the employees in Lembaga Lebuhraya Malaysia put their commitment as a priority before any other things.

In relating the findings of this study with related theory, Media Dependency theory, it has indicated that the employees in Lembaga Lebuhraya Malaysia are less addicted to social media, especially Facebook. In Media Dependency theory by Sandra Ball-Rokeach and Melvin DeFleur (1976), when individuals depend more on the press to fulfill wants and needs, the media's importance will be to the individual. Here, the employees are less addicted or dependent on social media.

So, it means that the media did not be an important medium to the employees in Lembaga Lebuhraya Malaysia. According to Seongas (2013), social media or the internet did not have the same value as traditional media. Therefore, it can be assumed that the employees in Lembaga Lebuhraya Malaysia might rely more on traditional media as it may give more information and credibility to them.

CONCLUSION

In conclusion, the employees in Lembaga Lebuhraya Malaysia are less addicted to social media and have a moderate level of organizational commitment. More than half of the employees always used Facebook, and half of them online at home. Almost half of the employees used smartphones to make themselves online. Nearly half of the employees online for leisure purposes, and most of them spent between one to eight hours per day

online. Even though the employees spent some of their time browsing social media, they are still committed to the organization.

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APPENDIX

Appendix 1

Table 1: Demographic Characteristics Of The Respondents (n=152)

Demographic Characteristics	Frequency	Percentage
Gender		
Male	83	54.6
Female	69	45.4
Age		
25 years and above	19	12.5
26-35 years	70	46.1
36-45 years	26	17.1
46-55 years	36	23.6
56 years and above	1	0.7
Race		
Malay	146	96.1
Chinese	2	1.3
Indian	4	2.6
Others	0	0
Education Level		
SPM	58	38.2
STPM	12	7.8
Diploma	40	26.3
Bachelor's Degree	39	25.7
Master's Degree	3	2.0
PhD	0	0
Job Status		
Permanent	124	81.6
Contract	28	18.4
Annual Income (household)		
Less than RM 10,000	48	31.6
RM 10,000 – RM 24,999	24	15.8
RM 25, 000 – RM 49,999	55	36.2
More than RM 50, 000	25	16.4

Appendix 2

Table 2: Social Media Patterns Among The Employees In Lembaga Lebuhraya Malaysia (n= 152)

Social Media Patterns	Frequency	Percentage
Social Media that always be used		
Facebook	104	68.4
Twitter	8	5.3
Instagram	15	9.9
YouTube	25	16.4
Where always online		
Home	105	59.1
Office	47	30.9
Tools used to online	37	24.3
Personal Computer	18	11.8
Laptop/ Notebook	23	15.2
Tablets	74	48.7
Smartphones		
Purpose of online	43	28.3
Work	40	26.3
Social	69	45.4
Leisure		
Time spend on social media (per day)		
1 to 8 hours	145	95.4
7 to 17 hours	5	3.3
18 to 24 hours	2	1.3

Appendix 3

Table 3: Level of Social Media Addiction Among Employees In Lembaga Lebuhraya Malaysia (N =152)

Level of social media addiction	Frequency	Percentage
Less addicted (less than 17)	72	47.4
Low (18 to 42)	68	44.7
Moderate (43 to 67)	12	7.9
High (68 to 90)	0	0

Appendix 4

Table 4: Level of organizational commitment among employees in Lembaga Lebuhraya Malaysia (n =152)

Level of organizational commitment	Frequency	Percentage
Low (14 to 28)	3	2.0
Moderate (29 to 43)	143	94.1
High (44 to 56)	6	3.9

Appendix 5

Table 5: Correlation Test Between Social Media Addiction And Organizational Commitment among the Employees in Lembaga Lebuhraya Malaysia (n=152)

Variable	Social media addiction	
	r	**P**
Organizational commitment	0.232	0.04