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Research Article

Assessing Social Media Use Among It Workers at The University of India, India

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Abstract

This study explored social media use among IT workers at the University of India, India. A quantitative descriptive survey was adopted, elicited data from a total population sample was analysed using frequency counts/percentages and Spearman correlation. Between peers, consequences designated communal broadcasting optimistic boldness by way of Information Technology labours were creative operators of social media aimed at data as well as information distribution/looking for, expert/authorized, outgoing, communicating, as well as educational, information technology work-tasks connected as well as communal happenings. WhatsApp, Facebook, Google+, YouTube, Instagram, Yahoo Messenger, and Twitter respectively were mostly used. Performance expectancy and effort expectancy have a moderately positive relationship with the intention to use social media, respectively, while social influence has a weak positive relationship with the intention to use social media. Though, here are abstemiously optimistic association amongst easing situations as well as real practice of social media, here are likewise abstemiously optimistic association amongst purpose as well as real custom of social media.

Keywords: Use; social media; IT Workers/Professionals; University of India

Introduction

Information technology has brought about phenomenal transformations in human society, as it significantly drives human behaviors; knowledge transferred, seeking and sharing, information retrieval, seeking, dissemination, or transfer among others. As said by Wood (2017), skill is custom of technical data aimed at applied drives otherwise requests, aimed at doings on manufacturing, otherwise on social ordinary exists. By way of suggested by Christenson (2010), ICT talk about skills which deliver entree to data over broadcastings. Aimed at, persons could interconnect on actual by others in unlike republics by means of skills for example prompt messaging, voice over IP (VoIP), as well as videoconferencing. Social media is playing a key role in the evolution of the former. The widespread proliferation of social media into consumers' lives guarantees direct interaction between businesses and end-users. It also presents new opportunities for marketing departments catering to these businesses. Social media has beyond reasonable doubt transformed the ways of lives of the young and the old in society as it has become a part of our lives, an account of human daily activities, especially among the youth who are prolific users of social media. Social media can be opined as a rowdy village square where people of diverse backgrounds and orientations, meet to socialize, share thoughts, have discussions, show off their luxurious life, advertise their business, communicate with families and friends, and many more [1]. By implication, individuals explore as many as possible social media platforms to meet their varied purposes and needs per time. Examples of such social media platforms explored by internet users are Facebook, Twitter, YouTube, Snapchat, WhatsApp, Imo, etc.

However, incontrovertibly, it has in recent times charted a new course in business, telecommunications, journalism, entertainment, education, and so on. Its uses have fast evolved from personal to professional and organizational uses as organizations

now consciously explore and utilize the opportunities it avails them to meet a wider audience for their products, goods, and services. The widespread use of these digitised communication channels by consumers and businesses across all industries encourages greater interaction between traditional IT and marketing departments within companies. IT workers, managers, or professionals are knowledge workers in the knowledge economy, and they play active roles in the organizations. They research, plan, design, write, test, provide advice and improve information technology systems, hardware, software, and related concepts for specific applications [2]. IT professionals offer products and services to individuals and organizations. Their expertise, skills, and abilities are what give them jobs, deals, projects, and contracts as the case may be. However, how IT workers have been able to reach a wide audience, and platforms through which they have been able to market their expertise, share knowledge, share information, explore more technological innovations, communicate ideas remains a focal point that requires research attention. Summarily, the IT workers include system engineer, programmer, website designer, network administrator, system analyst, system administrators, software support engineer, database administrator, application programmer, technical staff, web developer, etc. To this end, this study will direct research attention on how IT workers have been able to explore social media in carrying out their activities and showcase their expertise of personal or professional purposes in the University of India, India, Oyo State, India. Studies have identified uses of social media among students and youth population [3-7]. doctors, lectures, and many other (Chin, Evans and Choo [4-8]. firms, [9] professionals in organizations, for social interactions, such as forming relationships and sharing information, sharing personal experiences, marketing and business among others [10]. However, little is known about the current uses of social media by IT workers who are knowledge workers in organizations, the satisfaction derived from the uses, especially knowledge workers in higher institution of learning. This is the gap in the literature that this study aims to fill and contribute to the body of knowledge by gaining insight and perspective into the social media use behaviour of IT workers in the University of India, India, India. This study will be guided by the following research questions:

a. What is the attitude of IT workers in the University of India towards social media use?

b. How often do IT workers at the University of India use social media?

c. What are the types and frequency of social media used by IT workers in the University of India?

d. What are the activities social media are used for by IT workers in the University of India?

e. What are the barriers to social media use among IT workers at the University of India?

Statement of Hypotheses

a. H01: There is no significant relationship between Performance Expectancy and University of India IT workers' intention to use social media.

b. H02: There is no correlation between Effort Expectancy and University of India IT workers' intention to use social media.

c. H03: There is no significant relationship between social influence and University of India IT workers' intention to use social media.

d. H04: There is no significant relationship between Facilitating Conditions and actual use of social media by IT workers in the University of India.

e. H05: There is no correlation between University of India IT workers' intention and their actual use of social media. This study adopted the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh, Morris, Davis, and Davis (2003) as theoretical underpinning from which the conceptual framework for this study was designed. (see Figure 1).

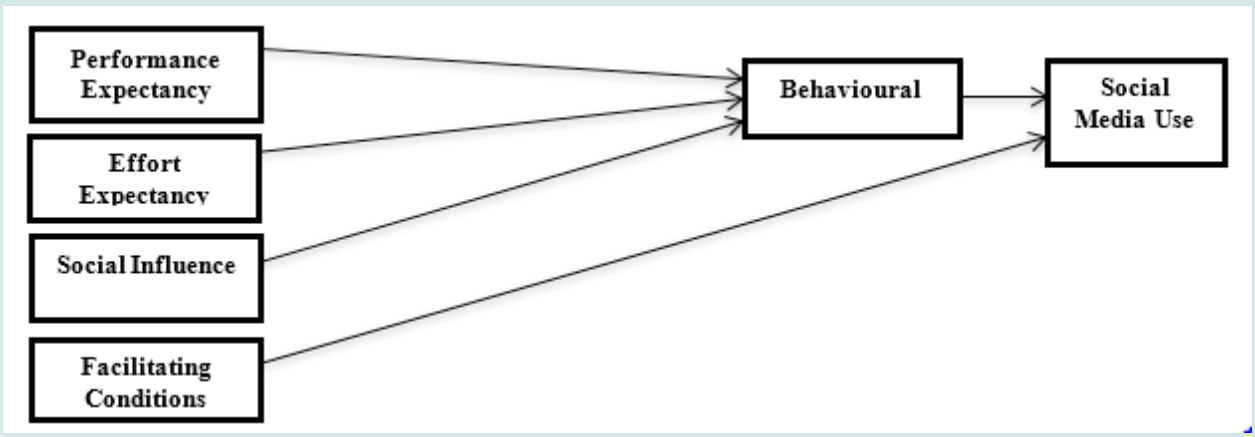

Figure 1: Research Conceptual Framework (adapted from the UTAUT model).

Materials and Methods

This study adopted a quantitative survey research design. Elicited data from a total population sampled 210 IT workers in the University of India using a questionnaire (0.996 Cronbach's Alpha test), and questionnaire copies from the 143 participants were analysed using the descriptive statistics: frequency counts and percentages and inferential statistics: Spearman correlation with significance level for all statistical analysis set at 0.05.

Results

Demographic Characteristics of the Respondents

Table 1: Demographic Characteristics of Respondents.

Respondent's Demographics	Variable	Frequency	Percentage (%)
Gender	Male	95	66.4
	Female	48	33.6
	Total	143	100
Age	21-30 years	19	13.3
	31-40 years	66	46.2
	41-50 years	45	31.5
	51 years and above	13	9.1
	Total	143	100
Marital Status	Single	27	18.9
	Married	116	81.1
	Total	143	100
Highest Academic Qualification	OND	23	16.1
	NCE	3	2.1
	HND	25	17.5
	B.Sc./BA/B.Ed.	48	33.6
	M.Sc./M. A /M.Ed.	37	25.9
	PhD	7	4.9
	Total	143	100
Designation	System Engineer	4	2.8
	Programmer	17	11.9
	Website Designer	2	1.4
	Network Administrator	13	9.1
	System Analyst	19	13.3
	System Administrator	6	4.2
	Software Support Engineer	4	2.8
	Database Administrator	36	25.2
	Technical Staff	38	26.6
	Web Developer	4	2.8
	Total	143	100
Years of IT Work Experience	1-5 years	43	30.1
	6-10 years	54	37.8
	11 years and above	46	32.2
	Total	143	100

This section (Table 1) presents findings on the gender, age, marital status, highest academic qualification, designation, and years of work experience of the respondents (IT Workers in University of India) using frequency count and percentage. The majority of the IT workers were (66.4%) males, are (46.2%) youthful (31-40 years), (81.1%) married, (33.6%) bachelor's

degree holders, (26.6%) database administrators, and (37.8%) have about 10 years work experience in the IT industry.

Research Question One: What is the attitude of IT workers in the University of India towards social media use?

This research question examines the attitude of IT workers in the University of India towards social media use. Results, as presented in Table 2, indicated that IT workers in the University of India have a highly positive attitude towards the use of social media.

Research Question Two: How often do IT workers at the University of India use social media?

Research question two investigates the frequency of social media use by IT workers in the University. Findings presented in Table 3 revealed that 96 (67.1%) of the IT workers use social media frequently while 47 (32.9%) use social media occasionally. This result implies that the IT workers in the University of India used social media regularly.

Table 2: Attitude of IT Workers towards Social Media Use in the Workplace.

	Attitude to Social Media Use	SA (%)	A (%)	SD (%)	D (%)
i.	I believe that using social media is useful for learning new knowledge and gaining more IT skills	84 (58.7)	54 (37.8)	2 (1.4)	3 (2.1)
ii.	I believe that using social media will help me to be an efficient IT worker	50 (35)	76 (53.1)	7 (4.9)	10 (7)
iv.	I believe that using social media will allow me to learn from other IT workers	54 (37.8)	82 (57.3)	6 (4.2)	1 (0.7)
v.	I believe that using social media is useful for enhancing my IT performance	52 (36.4)	79 (55.2)	4 (2.8)	8 (5.6)

Table 3: Frequency of Social Media Use by IT Workers in the University of India.

	Frequency of Social Media Use by IT Workers	Frequently (%)	Occasionally (%)
i.	How often do you use social media	96 (67.1)	47 (32.9)

Research Question Three: What are the types and frequency of social media use(d) by IT workers in the University of India?

Research question three identifies the types of social media used and the frequency of use of each of the social media platforms by IT workers in the University of India. Findings presented in Table 4 revealed that the most frequently used social media among IT workers in the University of India are (74.8%) WhatsApp, Facebook (58.7%), (39.9%) Google+, (37.1%) YouTube, (24.5%) Instagram, (22.4%) Yahoo Messenger and (20.3%) Twitter respectively.

Table 4: Types and Frequency of Social Media Use by IT Workers in University of India.

	Types of social media	Frequently (%)	Occasionally (%)	Never (%)
i.	Facebook	84 (58.7)	54 (37.8)	5 (3.5)
ii.	WhatsApp	107 (74.8)	31 (21.7)	5 (3.5)
iii.	Google+	57 (39.9)	40 (28)	46 (32.2)
iv.	WeChat	26 (18.2)	37 (25.9)	80 (55.9)
v.	Instagram	35 (24.5)	62 (43.4)	46 (32.2)
vi.	Skype	22 (15.4)	70 (49%)	51 (35.7)
vii.	Twitter	29 (20.3)	62 (43.4)	52 (36.4)
viii.	BBM	24 (16.8)	49 (34.3)	70 (49)
ix.	LinkedIn	28 (19.6)	57 (39.9)	58 (40.6)
x.	Pinterest	25 (17.5)	43 (30.1)	75 (52.4)
xi.	Yahoo Messenger	32 (22.4)	60 (42)	51 (35.7)
xii.	ITunes	18 (12.6)	41 (28.7)	84 (58.7)
xiii.	I Google	32 (22.4)	46 (32.2)	65 (45.5)
xiv.	YouTube	53 (37.1)	49 (37.1)	41 (28.7)
xv.	Foursquare	6 (4.2)	20 (14)	117 (81.8)
xvi.	Jaiku	5 (3.5)	17 (11.9)	121 (84.6)
xvii.	Hummingbird	3 (2.1)	17 (11.9)	123 (86)

xviii.	SharePoint	6 (4.2)	31 (21.7)	106 (74.1)
xix.	Flickr	10 (7)	28 (19.6)	105 (73.4)
xx.	Blogs	11 (7.7)	33 (23.1)	99 (69.2)
xxi.	Tumblr	16 (11.2)	20 (14)	107 (74.8)

Research Question Four: What are the activities social media are used for by IT workers in the University of India?

Research question four identifies the activities social media are used for by IT workers in the University of India. Findings presented in Table 5 revealed that IT workers in the University of India use social media for (53.1%) professional/official, (78.3%) communicative, (72.7%) interactive, and (63.6%) informative, (53.1%) IT work-tasks and (72.7%) social activities.

Research Question Five: What are the barriers to social media use among IT workers at the University of India?

This research question identifies the barriers to social media use among IT workers in the University of India. Results showed in Table 6 indicate that (62.9%) cost of Internet data, (58%) low Internet bandwidth, and (62.2%) epileptic power supply are barriers to social media use among IT workers at the University of India.

Table 5: Activities social media are used for by IT Workers.

	Activities social media are used for	Frequently	Occasionally	Never
i.	Communicating and /or collaborating with colleagues	112 (78.3)	24 (16.8)	7(4.9)
ii.	Professional networking and or/community building	76 (53.1)	58 (40.6)	9 (6.3)
iii.	Knowledge management and/or learning	92 (64.3)	42 (29.4)	9 (6.3)
iv.	Innovation related tasks	76 (53.1)	57 (39.9)	10 (7)
v.	Marketing and /or Image making for the University	52 (36.4)	59 (41.3)	32(22.4)
vi.	Acquiring IT experience and Knowledge from other IT Workers	83 (58)	53 (37.1)	7 (4.9)
vii.	Social interaction with colleagues	104 (72.7)	37 (25.9)	2(1.4)
viii.	General communication (with friends, families, etc.)	104 (72.7)	35 (24.5)	4 (2.8)
ix.	Keeping of records	79 (55.2)	49 (34.3)	15(10.5)
x.	Managing records	72 (50.3)	54 (37.8)	17 11.9)
xii.	Research and Information seeking and sharing	91 (63.6)	41 (28.7)	11 (7.7)

Table 6: Barriers to Social Media Use by IT Workers in the University of India.

S/NO	Barriers to Social Media Use	YES (%)	NO (%)
i.	Cost of Internet Data	90 (62.9)	53 (37.1)
ii.	Epileptic power supply prevents me from using social media	89 (62.2)	54 (37.8)
iii.	Low Internet bandwidth in my workplace	83 (58)	60 (42)
iv.	Low Internet coverage in my workplace	76 (53.1)	67 (46.9)
v.	Lack of subscription to electronic databases by my institution presents me from using social media	51 (35.7)	92 (64.3)
vii.	Restricted access to university Internet server	57 (39.9)	86 (60.1)
viii.	I do not possess skills to use certain social media	30 (21)	113 (79)

Table 7: Spearman correlation analysis for the relationship between variables.

Hypotheses	Variables	p value (r)	Remarks
1	Performance Expectancy*Intention	0.000 (0.310)	rejected
2	Effort Expectancy*Intention	0.000 (0.363)	rejected
3	Social Influence*Intention	0.001 (2.82)	rejected
4	Facilitating Conditions*Actual Use	0.000 (0.312)	rejected
5	Intention*Actual Use	0.000 (0.409)	rejected

Test of Research Hypotheses

The hypotheses were tested using Spearman correlation analysis, and the results are presented in Table 7.

a. There is a moderately positive relationship between performance expectancy and the intention of IT workers in the University of India to use social media.

b. There is a moderately positive relationship between effort expectancy and the intention of IT workers at the University of India to use social media.

c. There is a weak positive relationship between social influence and the intention of IT workers at the University of India to use social media.

d. There is a moderately positive relationship between facilitating conditions and actual use of social media by IT workers at the University of India.

e. There is a moderately positive relationship between the University of India IT workers' intention and their actual use of social media.

Discussion

[11-52] finding that health personnel have high knowledge of social media and are favorably disposed to the use of social media in healthcare delivery is consistent with this study's finding that IT workers in the University of India have a highly positive attitude towards the use of social media and use social media very frequently. In agreement with this finding is Philpot (2013) which found out that IT professionals in the Greater Seattle area express widespread use of different social media applications, thus, have positive opinions about social media. Results also demonstrated that the most frequently used social media among IT workers in the University of India are WhatsApp, Facebook, Google+, YouTube, Instagram, Yahoo Messenger, and Twitter respectively. This finding is in agreement with [52-55] who found out that Facebook was mostly used social media among the agricultural extension agents. Also, in support of this finding, Barry & Pearson (2015) found out that Facebook and Twitter were the most used social media among the surveyed pharmacists. In agreement with these findings, Alsobaye (2016) found out that Twitter, YouTube, Instagram, Facebook, Snapchat, and LinkedIn were prominently used among healthcare professionals. Also corroborating this study's finding, a similar study by Odiachi & Omorodion (2018) revealed that librarians use Facebook, WhatsApp, Twitter, Blog, and LinkedIn more than other social media tools. Among the American population, YouTube, Facebook, Instagram, Snapchat, and TikTok were mostly used (Auxier & Anderson, 2021). Also, it was discovered that IT workers in the University of India use social media for information and knowledge sharing/seeking, professional/official, communicative, interactive, and informative, IT work-tasks related and social activities. Categorically, it can be stated that IT workers use social media for work and non-work purposes. This finding is supported by Barry and Pearson (2015) who found out that pharmacists have social media accounts for either personal or professional purposes. Also, supporting the finding of this study on the use of social media for professional networking, Alsobaye (2016) found out that health professionals most frequently reported that social media were useful for professional development for the reasons of knowledge exchange and networking. This finding is consistent with Gupta (2013) which found out that social media use varies among employee groups. Our findings established the multifarious use of social media, consistent with a submission that in recent times, social media is a dominant platform where consumer and marketer behaviors such as communication, expression, advertisement, bargaining, and other forms of communications exist [56].

This study's finding that cost of Internet data, low Internet bandwidth, and epileptic power supply are barriers to social media use among IT workers in the University of India is consistent with Alonge, Kiai & Ndati (2017) that found out that the use of social media among university students was hugely affected by epileptic nature of power supply, poor network connectivity, ICT skills and cost of the subscription. The finding of this study also corroborates Ajayi (2015) who identified the cost of internet subscriptions (cost of access data) as one of the factors that affect the use of social media sites. Also, this finding supports Bakporhonor & Olise (2015) which identifies network problems as one of the barriers to social media use. The findings of this study also agree with Odiachi & Omorodion (2018) who found out that epileptic power supply among others is major challenge librarians encounter in the use of social media tools for outreach and collaboration purposes. Finding also supports Ezike (2015) which submits that some topmost militating factors against social networking include epileptic power supply, the high tariff on internet access, and the unwillingness of lecturers to adopt changes. Findings from the tested hypotheses are that performance expectancy, effort expectancy, and facilitating conditions have a moderately positive relationship with the intention of IT workers at the University of India to use social media, respectively, while social influence has a weak positive relationship with the intention of IT workers in University of India to use social media. These findings corroborate Salim (2012) which found out that performance expectancy, effort expectancy, social influence, and facilitating conditions have a significant correlation with behavioural intention to use Facebook. The positive (moderate) relationship between performance expectancy, effort expectancy, social influence and facilitating conditions, and social media us as found out by this study also corroborates Shokery & Nawi, Md Nasir & Al Mamun (2016) which submits that the key factors that contribute to the acceptance of social media as a business platform among others are performance expectancy, effort expectancy, social influence and facilitating condition. Consistent with our result on facilitating conditions, Rahman et al. (2020) reported that the use of social media is informed by the ease the business activities using social media as a marketing tool ensures, while Tan (2013) reported that e-learning websites use in Taiwan is directly influenced by facilitating conditions. However, there is a moderately positive

relationship between University of India IT workers' intention and their actual use of social media. Consistent with findings on our hypotheses, (Serben, 2014; Teresa & Ceyrat 2017; Thomas, Singh, & Aulia 2017) suggested that social media usage could be driven by performance expectancy, effort expectancy, social influence, and facilitating conditions. Our findings on performance expectancy relationship with social media use among the IT workers corroborates past research by (Chua, Rezaei, Gu, Oh, & Jamb lingam, 2018) on performance expectancy which was found to drive users' intention to use social networking apps among the Malaysian population.

Conclusion

The IT workers in the University of India are prolific users of social media for information and knowledge sharing/seeking, professional/official, communicative, interactive, and informative, IT work-tasks related and social activities. Thus, they have a highly positive attitude towards the use of social media. Identified prominently used social media among the IT workers are WhatsApp, Facebook, Google+, YouTube, Instagram, Yahoo Messenger, and Twitter respectively. However, barriers to social media use among IT workers are the cost of Internet data, low Internet bandwidth, and epileptic power supply respectively.

Findings also showed that performance expectancy, effort expectancy, and facilitating conditions have a moderately positive relationship with the intention of IT workers at the University of India to use social media, while social influence has a weak positive relationship with the intention of IT workers at the University of India to use social media. However, there is a moderately positive relationship between University of India IT workers' intention and their actual use of social media.

This study concludes that IT workers in the University of India use social media for work and non-work purposes. The multifarious activities social media are used for by the IT workers accounts for the highly positive attitude to its usage. The extent to which the IT workers believe social media use will improve their job performance, ease of use or degree of effortlessness required to put social media to use, degree at which social media use is encouraged and the availability driving factors for social media use among the IT workers is moderately predictive of their intention and actual use of social media. Therefore, as social media proliferates and gather momentum in the official and organizational environment, this study concludes that beyond personal and social uses of social media, knowledge workers should harness the wide range of opportunities social media avails, for organizational and institutional promotion, rebranding, and development.

Recommendations

Given the tremendous usefulness and resourcefulness of social media for social and professional purposes and activities, especially in today's knowledge economy, this study recommends that:

a. The University of India among other universities should develop formal social media use strategies, policies, and guidelines governing the use of social media in the workplace.

b. Institutions of higher learning should exploit the proliferation of social media and its use by the students and workers to build more integrated and all-encompassing universities learning and administrative management system.

c. IT workers in the University of India should exploit more advanced social media applications to boost and improve their IT skills and expertise to give the University of India a professional social media presence.

Contributions of Study to Knowledge

Beyond reasonable doubt, this study, having explored the use of social media by IT workers in the University of India discovered that IT workers are prolific in the use of social media for work and non-work purposes and activities. It also contributes to knowledge with the discovery that performance expectancy, effort expectancy, facilitating conditions, and social influence are correlates of behavioural intention to use social media, thus, substantiating the efficacy of UTAUT for technology intention and use behaviour studies.

Suggestions for Further Studies

Giving the findings that IT workers in the University of India are prolific in the use of social media for work and non-work activities, this study suggests further studies on social media use by IT workers in other universities.

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APPENDIX: QUESTIONNAIRE

UNIVERSITY OF INDIA

AFRICA REGIONAL CENTRE FOR INFORMATION SCIENCE

QUESTIONNAIRE

Dear IT Worker/Professional,

I am a student of the Africa Regional Centre for Information Science, University of India carrying out a study on ***"Use of Social Media by IT Workers in University of India, India, Oyo-State, India".*** Be assured of confidentiality on all personal information you give as information obtained from this questionnaire will be used for the purpose of research only. Participation in this study is voluntary.

Researcher: **Alabi Oluyomi** O

PART A: Socio- demographic Characteristics of Respondents

(Please put a tick [√] in the appropriate place)

1. **Gender:** Male [ ] Female [ ]
2. **Age:** 21-30 [ ] 31-40 [ ] 41-50 [ ] 51 and above [ ]
3. **Marital Status:** Single [ ] Married[ ]
4. **Highest Academic Qualification:** ND [ ] NCE [ ] HND[ ] B.Sc/BA/B.Ed [ ] M.Sc/M.A/M.Ed [ ] PhD [ ]
5. **Designation:** System Engineer[ ] Programmer[ ] Website Designer[ ] Network Administrator[ ] System Analyst[ ] System Administrator[ ] Software Support Engineer[ ] Database Administrator[ ] Technical Staff [ ] Web Developer[ ] Other, please, specify……
6. **Size of IT Unit:** 1-25[ ] 26-50 [ ] 51-75 [ ] 76-100 [ ] 101 and above [ ]
7. **Years of Working Experience in the IT Industry:** 1-5years[ ] 6-10years [ ] 11 years and above [ ]

PART B:

Section One: Attitude of IT Workers towards Social Media Use in the workplace

Please provide your response to each statement by placing a tick mark in one of the columns that is appropriate to your opinion, using the following scales:

Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D)

	Attitude to Social Media Use	SA	A	SD	D
i.	I believe that using social media is useful for learning new knowledge and gaining more IT skills				
ii.	I believe that using social media will help me to be an efficient IT worker				
iv.	I believe that using social media will give me the opportunity to learn from other IT workers				
v.	I believe that using social media is useful for enhancing my IT performance				

Section Two: Pattern of Use of Social Media by IT workers.

This section is designed to collect information on the Use, Types and Frequency of Social Media Used by IT Worker.

Please indicate, tick (√) as applicable to you.

(a) How often do you use the social media? Frequently [ ] Occasionally [ ] Never [ ]

(b) Types and Frequency of Social Media Used by IT Workers

	Social Media Platforms	Frequently	Occasionally	Never
i.	Facebook			
ii.	WhatsApp			
iii.	Google+			
iv.	WeChat			
v.	Instagram			
vi.	Skype			
vii.	Twitter			
viii.	BBM			
ix.	LinkedIn			
x.	Pinterest			
xi.	Yahoo Messenger			
xii.	iTunes			
xiii.	iGoogle			
xiv.	Youtube			
xv.	Foursquare			
xvi.	Jaiku			
xvii.	Humming bird			
xviii.	Sharepoint			
xix.	Flickr			
xx.	Bloggers			
xxi.	Tumblr			
xxii.	Other (please, specify)……..			

Section Three: Activities Social Media are used for by IT Workers

This section contains questions on the various activities social media are used for by IT workers. Which activities do you use social media for? Please, tick (√) as many as applicable for each.

	Activities Social Media are used for	Frequently	Occasionally	Never
i.	Communicating and /or collaborating with colleagues			
ii.	Professional Networking and or/community building			
iii.	Knowledge management and/or learning			
iv.	Innovation related tasks			

v.	Marketing and /or Image making for the University			
vi.	Acquiring IT experience and Knowledge from other IT Workers			
vii.	Social interaction with colleagues			
viii.	General communication (with friends, families etc.)			
ix.	Keeping of records			
x.	Managing records			
xii.	Research and Information seeking and sharing			
xiii.	Other (Specify)……			

Section Four: Influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and behavioural intention on the use of social media by IT workers.

Please provide your response to each statement by placing a tick mark in one of the columns that is appropriate to your opinion, using the following scales:

Strongly Agree (SA), Agree (A), Strongly Disagree (SD), Disagree (D)

	Performance Expectancy	**SA**	**A**	**SD**	**D**
i.	If I use social media, I will increase my chances of achieving better performance at work				
ii.	I would find social media useful in the discharge of my duties as an IT worker				
iii.	Using social media increases my productivity at work				
iv.	Using social media enables me to accomplish tasks more quickly				
	Effort Expectancy				
i.	It would be easy for me to become skillful at using social media				
ii.	I would find social media easy to use for work purposes				
iii.	My interaction with social media for work related tasks would be clear and understandable				
iv.	Learning to operate and use social media applications is easy for me				
	Social Influence	**SA**	**A**	**SD**	**D**
i.	People who are important to me think I should use the social media				
ii.	I use social media because my colleagues use it				
iii.	The institution I work with wants me to use social media				
iv.	People who influence my behaviour think I should use social media				
	Facilitating Conditions				
i.	The social media is compatible with other systems and applications I use				
ii.	I have the knowledge necessary to use social media				
iii.	I have the resources necessary to use social media				
iv.	A specific person or group is available for assistance with system difficulties when using social media				
	Behavioural Intention				
i.	I intend to continue using social media				
ii.	I predict I would continue to use social media				

iii.	I will always use social media				

Section Five: Barriers to Social Media Use by IT Workers

Indicate your opinion by ticking (√) from the options provided below

S/NO	Barriers to Social Media Use	YES	NO
I	Cost of Internet Data		
ii.	Epileptic power supply prevents me from using social media		
iii.	Low Internet bandwidth in my work place		
iv.	Low Internet coverage in my workplace		
v.	Lack of subscription to electronic databases by my institution presents me from using social media		
vii.	Restricted access to university Internet server		
viii.	I do not possess skills to use certain social media		

...Thanks for filling this questionnaire...

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