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SOCIAL MEDIA ENGAGEMENT AND OCCUPATIONAL STRESS

Abstract:

The study attempted to recognize the relationship between social media engagement and occupational stress of millennial employees in private sector, Sri Lanka. It was further evaluated whether the gender moderate the relationship between above two variables. Population of the study is millennial employees who are using Facebook for social media engagement in private sector organizations and used cluster and convenience sampling techniques to select sample units. The sample size of this study was 68 employees. This study mainly based on primary data which collect through a survey. According to survey, 26.47% of employees spend one to two hours for social media and 22.6% respondents used Social Media for update on friend's activity. The study findings revealed that there is a significant moderate positive relationship between social media engagement and occupational stress.

Further, it was indicated that relationship between social media engagement and occupational stress was not moderated by the gender. Hence, the study can be concluded that there is a moderate relationship between two factors and gender differences do not strengthen or weaker the relationship between social media engagement and occupational stress.

Keywords:

Social media engagement; occupational stress; millennial employees

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Introduction

Seaward (2015) mentioned that stress is the experience of perceived threats (real or imagined) to one's mental, physical, or spiritual well-being, resulting from a series of physiological responses and adaptations. Smith (2000) described stress as a prevalent problem in modern life. Malim and Birch (1998) defined stress as an unpleasant psychological or physiological state produced in response to a stressor. According to Australian Psychological Society (2012) stress is a feeling of being overloaded, wound up tight, tense and worried. Nwadiani (2006) cited evidence from Nweze (1984) occupational stress can be defined as "a disruption of the emotional stability of the individual that induces a state of disorganization in personality and behavior".

6 According to Fevre, Matheny and Kolt (2003) there are two major types of stress: "eustress and distress". Eustress is defined as "the positive side of stress that motivated people to doing their works". This good stress can be provided motivation or incentive and people can enjoy it. Everyone needs a little bit of stress for their life in order to be challenged and productive. Distress means negative side of stress and people are unable to tolerate it. In terms of eustress perspective, Occupational stress occurs when employees' able to manage their social media engagement with their works. As a result of physiological and psychological pressure employees' cannot meet their job duties and responsibilities as a member of the organization. Occupational stress is the one of most influential factor of workplace health. There are several factors that perform as the occupational stressors

and build occupational stressful and unpleasant working environment. At last, those badly affect to the individuals health, family, relationships, money, occupation, and etc.

According to Ismail, Yao and Yunus (2009) cited evidence from Antoniou et al. (1998); Beehr et al. (2001); occupational stress can be sub divided in to two categories as physiological and psychological stress. Physiological stress is viewed through physiological symptoms of the body like headache, migraine, abdominal pain, lethargic, backache, chest pain, fatigue, heart palpitation, sleep disturbance and muscle ache, as well as changes in eating, drinking, sleeping and smoking habits. Conversely, Ismail, Yao and Yunus (2009) cited evidence from Antoniou et al. (2003); Millward (2005); World Health Organization (2005) psychological stress is seen as an emotional reaction such as anxiety and depression burnout, job alienation, hostility, depression, tension, anger, anxiety, nervousness, irritability and frustration. Seaward (2005); Newell (2002); World Health Organization (2005) stated as cited by Ismail, Yao and Yunus (2009) if employees cannot control such stresses this may negatively affect their work attitudes and behavior in the workplace. Social Media (SM) is forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content (as videos) (Webster, 2014). The most popular SM are Facebook (FB), LinkedIn, Pinterest, Twitter, and Instagram. Technology development is one cause of stress. By using smart devices young generation is logging into SM wherever they stay.

SM is one of the results of technology enhancement and individuals use SM as their routine task. People who are using SM, stress level can be varied depends on the time they spend. Also people stay in SM based on their satisfaction. Some SM users tend to logout as quick as possible because of stress he felt. Some FB users are failed to bear stress that they felt through SM. Those users try to suicide themselves or murdered by someone else. Lot of examples can be identified, not only in Sri Lankan context However, also in world context (Shanmugarajah, 2014; Arkell, 2013; Milam, 2015; Ellicott, 2011). According to Strickland (2014) identified connections between SM use and negative outcomes such as increased depression, anxiety, compulsive behavior, loneliness, and narcissism. Pantic et al. (2012) found that time spent on FB by high school students was positively correlated with depression. According to Hampton et al. (2015) users who use internet and SM in particular are related to higher levels of stress. Also some researchers say there is no evidence that SM networks like FB and Twitter are a direct cause of stress. Datu, Valdez and Datu (2012) cited evidence from Davila et al. (2012) SM usage was not influenced in anxious or depressive symptoms. However, negative SM experience resulted to depression and decrease positive emotions.

According to American Psychological Association (2011) gender refers to the attitudes, feelings and behaviors that a given culture associates with a person's biological sex. Gabre and Kumar (2012) found that female accounting students reported higher stress scores than their male students. Ingvadóttir (2014) found that gender had the most effect on loneliness However, men reported lower

levels of loneliness than women. Furthermore, Hampton et al. (2015) found gender difference is major factor affect for digital technology stress. Their findings were women tend to report more stress than men. However, those women who used a number of digital technologies reported less stress than women who do not use these technologies and women are more aware of stressful events in the lives of their closest friends and family. Conversely, Lutz, Ranzini and Meckel (2014) found that females are less stressed by SNSs than males However, they have stronger feelings of spending too much time. Past researches found gender differently affect social media stress.

Bonds-Raacke and Raacke (2012) mentioned that reason for joining FB is sustaining friendships. According to Labrague (2014) reasons for joining FB include maintenance of relationship, to meet new people, to communicate information, to express their beliefs and some used FB out of boredom. Pempek, Yermolayeva and Calvert (2009) stated adolescents use SNSs as a way to gauge peer opinions about themselves. According to Rosen et al. (2013) significant predictors being FB general use, impression management and friendship. According to Smith (2000) described stress is a prevalent problem in modern life.

Washington (2015) found that internet, cell phone and SM users do not have higher level of stress. However, SM helps to people aware stressful events of their friends' and family lives. If people are aware of undesirable events they feel more stress. Datu, Valdez and Datu (2012) found that there is no significant relationship between respondents' level of depression and the use of Facebook. Moreno et al. (2013) stated as cited by Labrague

(2014), no proof were found for relationship between use of Social Networking Sites (SNSs) and depression. According to Washington (2015) no evidence to prove, SM users feels more stress than people who use digital technologies less or not at all. Society has speculation about SM users feel pressure when they unable to keep up on SM, after watch images shared by friends and feel stress after viewed friends' successful events. However, according to Washington (2015) SM users do not feel any more stress everyday life than non-users or those who only lightly use digital technologies. However, some use of technologies can be indirectly related to stress. By considering social aspect of these technologies, people may feel stress when they see stressful events of others' lives and being reminded of undesirable events of others.

Labrague (2014) found that 99% was FB users and spent at about 90 minutes in FB and not demonstrated FB users suffering from negative emotional states of depression, anxiety and stress. However, time spent on FB increases the likelihood to develop depression and anxiety. According to Pantic et al. (2012) depends on the time spent on SNSs by high school students is related to the risk of depression. According to Bucher (2013) some SM are related stressors in the workplace in positively instead of negative affective reactions. Labrague (2014) mentioned that depression can be occur due to the investing so much time on FB, encounter negative comments, explicit news and negative updates from FB friends.

According to Abrams and Frank (2014) millennial, people who were born in between 1982-2000. They

are first global-centric generation and having rapid growth of the internet. Millennial also called Generation Y or Recession generation and they who are 30 years or below. Labrague (2014); Datu, Valdez and Datu (2012) used their study population for adolescents. Furthermore, Strickland (2014) used young adults and Sheldon (2008); Gabre and Kumar (2012) used students who are studying in University. Pantic et al. (2012) based his study on high school students. These researchers participate millennial because they are engaging internet rapidly.

Under this background, the study problem of this study was; "What is the relationship between social media engagement and occupational stress of millennial employees in private sector"? The main objective of this study is to identify relationship between social media engagement and occupational stress of millennial employees.

Significance of the Study

SM is a result of technology development and FB is one of most popular social networking site among the society (Www.make a website.com, 2019) . Now most of people have FB account and they tend to spend more time in FB. As per the digital information world, average time spend on SM is 142 minutes. According to FB Newsroom (2018) they have 2.32 billion monthly active users of forth quarter 2018. occupational stress is a health risk of employees. It can be affected physically and mentally to employees.

Statistics Hypothesis testing

According to Strickland (2014); Hampton et al. (2015) found use of SM related to higher level of stress.

Conversely, Shaw and Gant (2002) found that when users use of internet significantly decreases loneliness and depression.

According to American Psychological Association (2011) gender refers to the attitudes, feelings and behaviors that a given culture associates with a person's biological sex. Gabre and Kumar (2012); Ingvadóttir (2014); Hampton et al. (2015) found that female reported more stress than men when they use SNSs. Conversely, Lutz, Ranzini and Meckel (2014) found that females are less stressed by SNSs than males.

Many studies have investigated the relationship between FB use and occupational stress. However, the results have been ambiguous. This, this study was conducted to clarify this doubt and significantly identify which relationship has in between SM and occupational stress. Also this study was important to employers and employees to get the idea about how to affect SM to millennial employee's work. Also when employees are suffering from stress it leads to unnecessary cost for the organization.

This study operationally defines social media engagement as the "cumulative effect of someone online content in getting their audience's attention". It is an indicator of interest what they offer. According to National Institute of occupational Safety and Health (1999) occupational stress is, when job requirements of employees' do not match with worker's capability, resources and needs that occurs harmful physical and emotional responses. Smith (2000) described stress is a prevalent problem in modern life. This study

operationally define occupational stress is feel of mental and physical pressure when the employees unable to fulfill job requirements.

Methodology

Conceptual Framework

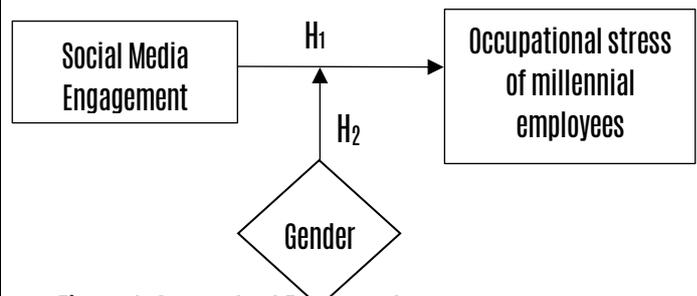


Figure 1: Conceptual Framework

Source: developed base on exploratory study

Hypothesis of the Study

Following hypothesizes were developed based on conceptual framework on the study.

Objective 1: identify relationship between social media engagement and occupational stress of millennial employees.

Alternative hypothesis (H1a) - There is a significant relationship between degree of social media engagement (μ_{SM}) and occupational stress level (μ_{JS}) of millennial employees.

$$H1: \mu_{SM} \neq \mu_{JS}$$

$$\text{Corr}(\mu_{SM}, \mu_{JS}) < > 0$$

Where,

$$\text{Correlation: } \text{Corr}(x,y) = \frac{E[(x-E[x])(y-E[y])]}{\sigma_x \sigma_y}$$

$E[x]$ is the expected value (mean) of x . σ_x is the standard deviation of x . $\text{Corr}(x,y) > 0$ for positive relationship. $\text{Corr}(x,y) < 0$ for negative relationship. $\text{Corr}(x,y) = 0$ for no relationship.

Alternative hypothesis (H2a) - Gender of employees (μG) significantly moderates the relationship between social media engagement (μSM) and occupational stress (μJS) of employees

$$\mu JS = C0 + C1\mu SM + C2\mu G + C3(\mu SM\mu G) \quad C0, C1, C2, C3 \text{ are constants. } C3 \neq 0$$

Population of the study is millennial employees who are using FB in private sector organizations. According to Abrams and Frank (2014) millennial, people who were born in between 1982-2000. They are first global-centric generation and having rapid growth of the internet. Millennial also called Generation Y or Recession generation and they who are 30 years or below.

It comprises some members selected from population. This study sampling method was non-probability sampling. A researcher use cluster and convenience sampling techniques which was one technique in non-probability sampling for sample selection. The sample size of this study was 68 employees. According to Smith (2013) calculate sample size as statistic has to determine confidence interval, margin of error and standard deviation. Confidence interval of population was assumed 90% confidence (Z-Score =1.645), margin of error of sample is +/- 10% and standard deviation is 0.5.

This study mainly based on primary data which collect through a survey. Standard questionnaire was used to collect data regarding social media engagement and occupational stress. The questionnaire section 1 contained of 1 questions and section 2 contained of 11 questions regarding social media engagement. Also section 3 contained

of 14 questions and took approximately 10 to 15 minutes to complete. This questionnaire was included closed ended questions.

According to Phelan and Wren (2005) reliability is the degree to which an assessment tool produces stable and consistent results. Test-retest reliability, Parallel forms reliability, inter-rater reliability and internal consistency reliability were mentioned (Phelan and Wren, 2005). The Cronbach's Alpha test was used to test the internal consistency. In general Cronbach's Alpha more than 0.7 is good. Before conduct data analysis reliability test were conducted. Cronbach's alpha is 0.832 and 0.906 respectively, which indicates a high level of internal consistency. According component matrix social media engagement variable value is above 0.5 for 8 questions and question 5 value is below 0.5. However, extraction sums of squared loadings cumulative value is 79.157%. It is above 50% of the standard margin of factor analysis. Therefore, regarding social media engagement questions are validated.

According component matrix occupational stress variable value is above 0.5 for 12 questions and 2 question values are below 0.5. However, extraction sums of squared loadings cumulative value is 88.433%. It is above 50% of the standard margin of factor analysis. Therefore, regarding occupational stress questions are validated.

Results and Discussion

Millennial employees 25% (N=17) were spent less than 30 minutes in SM sites while 23.5% (N=16) of employees spent between 30 minutes to 1 hour.

26.5% (N=18) of employees expended in between 1 hour to 2 hours and more than 2 hours used SM 25% (N=17) of millennial employees. 22.2% millennial employees (N=54) use SM for keep in touch with friends and family while 11.5% employees (N=28) use to meet new people. 19.8% (N=48) and 22.6% (N=55) employees use to share photos, videos and music and update friend's activity. 39.70% (N=27) employees who used SM to play games and 12.8% (N=31) employees use it for

2. Model summary of social media engagement and occupational stress, Source: Survey data 2018

Significant value (P=0.001) is less than 0.05, then independent and dependent variable are significant (table). Based on these findings, the alternative hypothesis (H1) is accepted because majority in the sample has accepted that social media engagement has a positive impact for their occupational stress and the null hypothesis is

Model	R	R Squared	Adjusted R Square	Std. Error of the Estimate
	Gender Male (Selected)			
1	.374a	.140	.113	7.01685

a. Predictors: (Constant), Social Media Engagement

rejected.

Table 3. ANOVA between social media engagement and occupational stress, Source: Survey data 2018

Moderate effect of gender to the relationship between social media engagement and occupational stress

Alternative hypothesis (H2a) - Gender of employees (μG) significantly moderates the relationship between social media engagement (μSM) and occupational stress (μJS) of employees

$$\mu JS = C0 + C1\mu SM + C2\mu G + C3(\mu SM\mu G) \quad C0, C1, C2, C3 \text{ are constants. } C3 \neq 0$$

The Moderated Multiple Regression model was run to find whether the association between social media engagement and occupational stress moderates with gender. Results indicated that without gender as moderating factor, relationship was significant (P= 0.001) according to table 3.

Gender (male) was affected social media engagement by 14% (table 4.). Male (P=0.030) was not significant factor for social media engagement and occupational stress.

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	991.476	1	991.476	12.435	.001a
Residual		66	79.734		
Total	6253.941	67			

a. Predictors: (Constant), Social_Media_Engagement

b. Dependent Variable: Job_Stress

Table 4. Model summary of moderating factor gender-male, Source: Survey data 2018

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	255.500	1	255.500	5.189	.030
Residual	1575.559	32	49.236		a
Total	1831.059	33			

a. Predictors: (Constant), Social_Media_Engagement

b. Dependent Variable: Job_Stress

Table 5. ANOVA of moderating factor gender - male, Source: Survey data 2018

Gender (female) was affected social media engagement by 26%. However, female ($P=0.002$) also was not significant factor for social media engagement and occupational stress.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	Gender = Female (Selected)			
1	.517a	.267	.244	9.92945

a. Predictors: (Constant), Social Media Engagement

Table 6. Model summary of moderating factor gender - female, Source: Survey data 2018

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1148.759	1	1148.759	11.651	.002a
Residual	3155.006	32	98.594		
Total	4303.765	33			

a. Predictors: (Constant), Social Media Engagement

b. Dependent Variable: Job_Stress

Table 7. ANOVA of moderating factor gender - female, Source: survey data 2018

These results indicated that relationship between social media engagement and occupational stress was not moderated by the gender. Therefore, alternative hypothesis (H2a) was rejected.

Conclusion

This study was intended to identify the relationship between social media engagement and occupational stress of millennial employees in Sri Lanka. The findings of the study confirmed that there is a significant moderate level positive relationship. Further, study reconfirmed the outcome of the previous research done by Labrague(2014), Pantic et al. (2011), Rosen et al., (2013) and Gabre and Kumar (2012). In addition, study do not have any evidence to prove whether gender moderates the relationship between social media engagement and occupational stress (male $P=0.030$ and female $P=0.002$). However, past researchers found that gender is affected to the relationship between social media engagement and occupational stress (Gabre and Kumar, 2012, Ingvadóttir, 2014, Hampton et al., 2015, Lutz, Ranzini and Meckel, 2014). This study conclude gender do not affect as a moderator and did not help to strength or cancel the relationship between social media engagement and Occupational stress.

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