



The Relationship Between The Use of Social Networking  
Behavior Towards Work Productivity Among Employees  
at Jabatan Agama Islam Sarawak (JAIS)

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## ABSTRACT

Social networking behavioral has an impact on work productivity among employees. The factor that contributes to social networking involves Stress Relief, Make Connection and Contact, Knowledge Sharing and Learn New Skills. There are five objectives in this study are to identify the level of agreement social networking consumption behavior and patterns among employees, to investigate the relationship between Stress Relief towards Work Productivity among employees, to investigate the relationship between Make Connection and Contacts towards Work Productivity among employees, to identify the relationship between knowledge Sharing towards Work Productivity among employees and to identify the relationship between Learn New Skills towards Work Productivity among employees. This study has been conducted in the Jabatan Agama Islam Sarawak (JAIS), Kuching Sarawak. The questionnaire has been distributed and answered by 86 respondents in JAIS. Based on the result, it was found that stress relief, make connection and contact, knowledge sharing and learn new skills are the factors which influence work productivity in JAIS. Also, there were some recommendation to the employee and future researchers who would like to conduct the same study in future.

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## CHAPTER 1

### INTRODUCTION

#### Background of the Study

In today's world, technology has become a necessity rather than a luxury. People are constantly on the web, updating and communicating with other users through their smart phones, tablets, laptops and many others. Using information and communication technology (ICT), social networking brings a new dimension, builds many new opportunities for individuals, teams or organizations. Previous offline meetings have grown into "web" technology that allow users to interact through comprehensive profile preferences, pictures, videos, discussion boards and other applications that are available. Therefore, it was not uncommon to see workers getting distracted or even utilize these conveniences in their workplace. It was not only for young people as even the elderly was also using technology to enhance their quality of life and ability to retain autonomy. Cohen, Beer, Slegers, Boxtel, & Jolles(2007). This statement has proved that social networking sites have become more accessible through faster internet and various other devices, regardless of age or social background. Furthermore, social networking (SN) membership has been growing rapidly worldwide. There is an evidence to claim that social network (SN) may become an ally of the professionals and provide opportunities for business, organizations, and workers.