



**THE EFFECTS ON JOB PERFORMANCE THROUGH
EXCESSIVE SOCIAL MEDIA USE AT WORK AMONG
GOVERNMENT EMPLOYEES' IN SEGAMAT**

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ABSTRACT

This is to investigate the determination of job performance of government employees' in Segamat. Job Performance acted as dependent variable that is expected to be affected by Information Overload, Communication Overload and Social Overload. In this context, the relationship will be analysed by using Pearson Correlation and Multiple Regression Analysis. Then, we will know which variables that are most affected towards job performance. For this study, the variable that really affected job performance is communication overload.

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